



# RISE - ReDesign in Social Enterprise

## Training Programme

07/04/2020

Second Online Module - Conducting Design Research



# AGENDA

- 1 Introduction to ZOOM interface + announcements.
- 2 Questions from module one + Mural Design Brief exercise.  

BREAK
- 3 David - ReDesign Your Board - Part 1 (problem boards and what you can do about it).
- 4 Types of research.



# AGENDA

- 5 Enthographic research: interviewing & observation.
- 6 Customer Poster.
- 7 Customer Personas.
- 8 Customer Journey Mapping.





# AGENDA

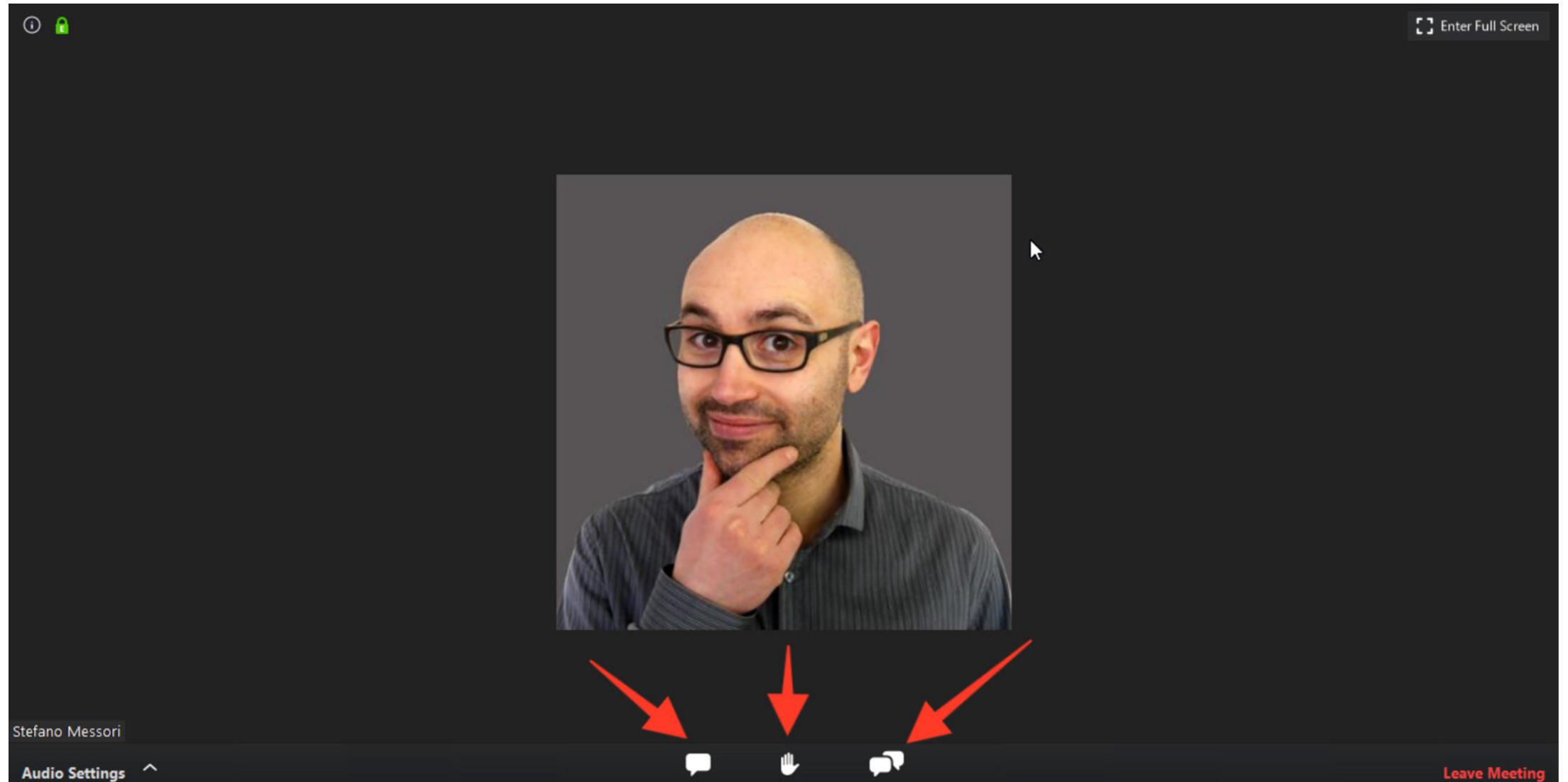
1

Introduction to ZOOM interface + announcements.



# ZOOM

## Attendee view



# ZOOM

## Panelist view

Zoom Meeting ID: 300-554-093

Talking:

Meeting Topic: Try again

Host: Stefano Messori

Password: 613434

Invitation URL: [https://zoom.us/webinar/register/WN\\_REKdgk79RLGGC5g2...](https://zoom.us/webinar/register/WN_REKdgk79RLGGC5g2...)  
[Copy URL](#)

Participant ID: 300967

Join Audio  
Computer Audio Connected

Share Screen

Invite Others

Unmute Start Video Participants Q&A Share Screen Chat Record More Leave Meeting



# ANNOUNCEMENTS

Working in groups on the same project

Friday's catch-up

Creating a MURAL for each Project

Mentoring extra



# WHAT?

## SIX TRAINING MODULES



### MODULE 1

Design Brief & Value Proposition



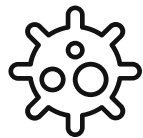
### MODULE 2

Research



### MODULE 3

Creativity & Innovation



### MODULE 4

Prototyping/Testing



### MODULE 5

The Impact-Based Business  
Model



### MODULE 6

Business Plan & Finance





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Questions from module one + Mural Design Brief exercise.

— BREAK —



# QUESTIONS FROM MODULE ONE?

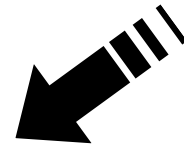
1

Market failure



2

From innovation 1.0 to 2.0



3

Ideas with impact



4

The design tools



# QUESTIONS FROM MODULE ONE?

## ASSESSING THE DESIGN OPPORTUNITY

Evaluating the contribution of design thinking.

Design thinking helps teams working on projects characterised by a high level of uncertainty.

### DEGREE OF COMPLEXITY

Are there many interconnected facets of the problem? Is it hard to understand where to start?

### DATA AVAILABLE

Is the current set of available data consistent and reliable for our project? Do we need to create new data?

### CURRENT OFFER

What is the current solution to the problem we are trying to frame better, and solve?



### HUMAN CENTRED?

Deep understanding of the people (users) is essential to the success of the project.

### UNDERSTANDING OF THE PROBLEM

Do we understand our customer's problem? Do we need to explore it further?

### LEVEL OF UNCERTAINTY

Are there many unknowns? Is past data able to help us?



## PROJECT SCOPE TEMPLATE

Framing the project / opportunity

Sizing an opportunity - the first step in the design project.

### 01 POSSIBILITY

New value creation

### 02 POSSIBILITY

New value creation

### OPPORTUNITY



## DESIGN BRIEF TEMPLATE

An overall view of your project

Focusing on the project's objectives, opportunities and limitations.

### DESCRIPTION



### SCOPE



### QUESTIONS



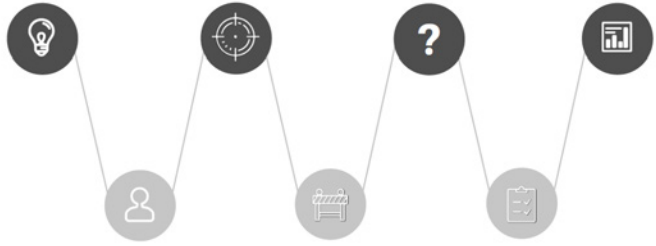
### METRICS



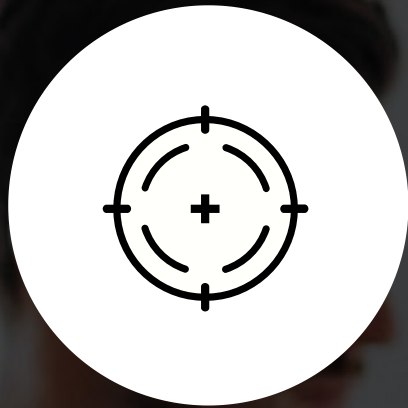
TARGET USER

LIMITATIONS

OUTCOMES



# SETTING & TOOLS **PLANS**



1. Setting & Tools



Physical setting

Remote setting

Hybrid / mixed setting



# MURAL - DESIGN BRIEF EXERCISE

RISE - Design Brief Template exercise



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— BREAK —

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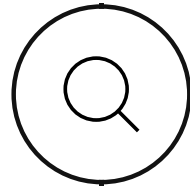
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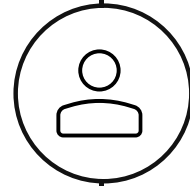
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# TYPES OF RESEARCH



Primary Vs. Secondary



Quantitative Vs. Qualitative



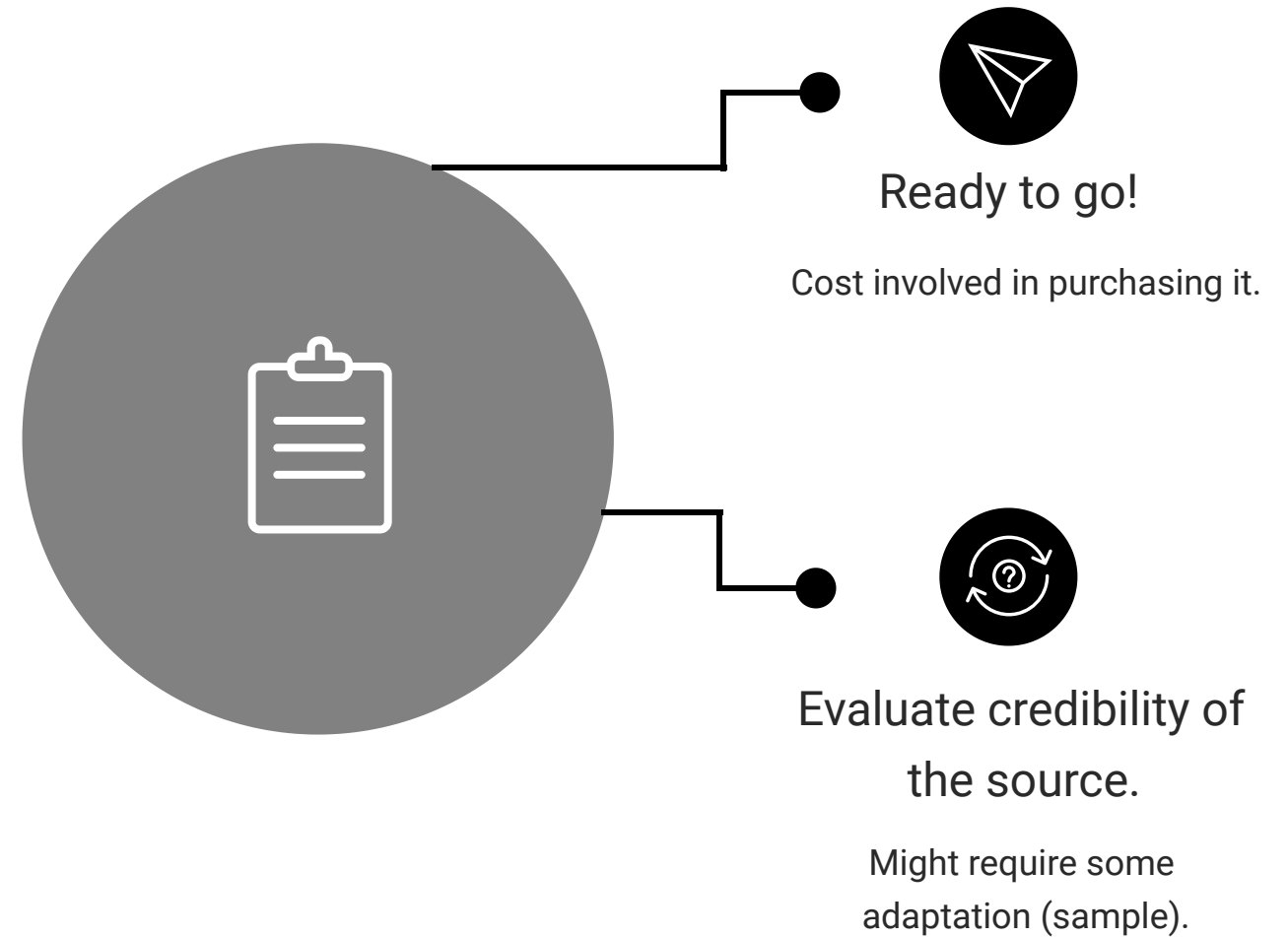
Demographic Vs. Ethnographic



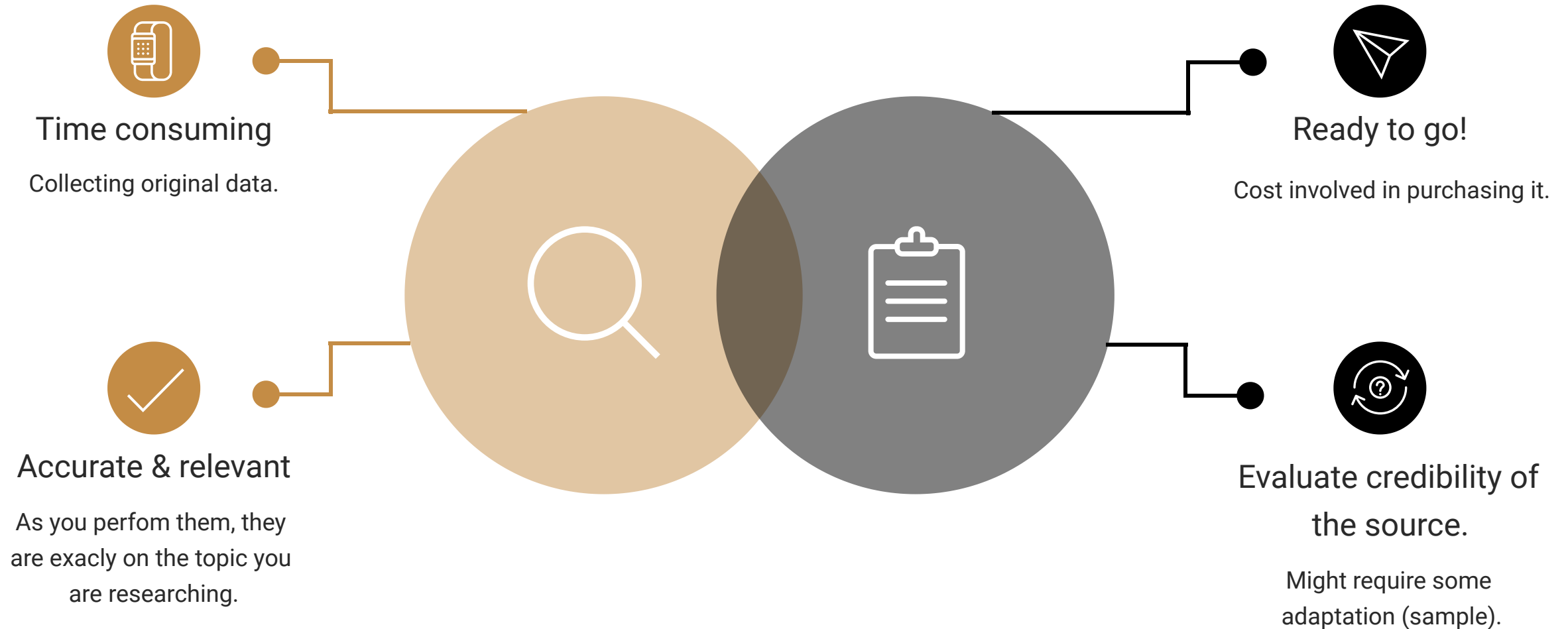
# Primary Vs. Secondary Research



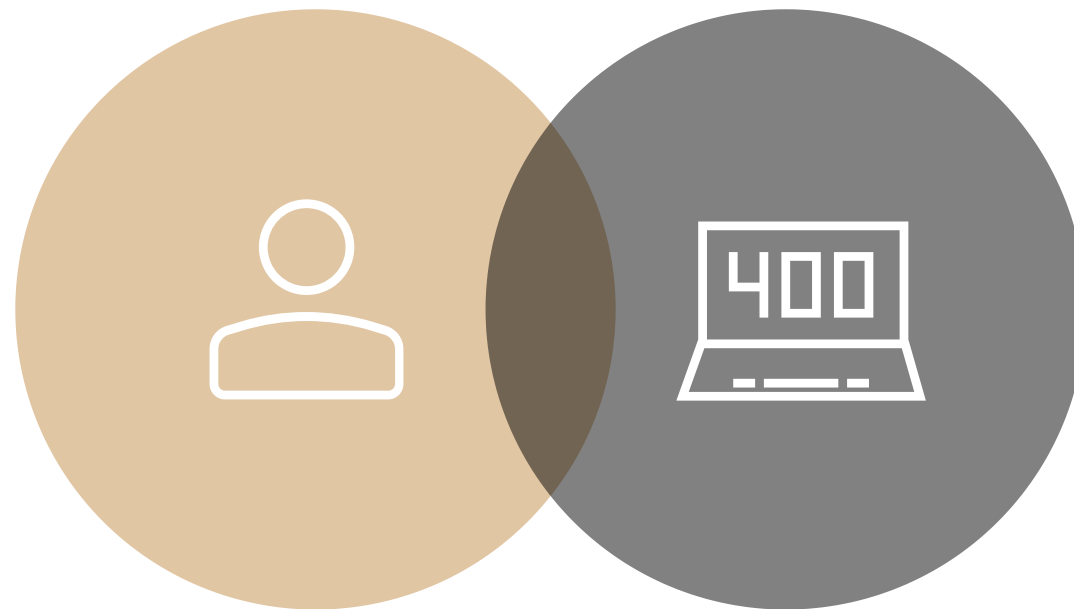
# Primary Vs. Secondary Research



# Primary Vs. Secondary Research

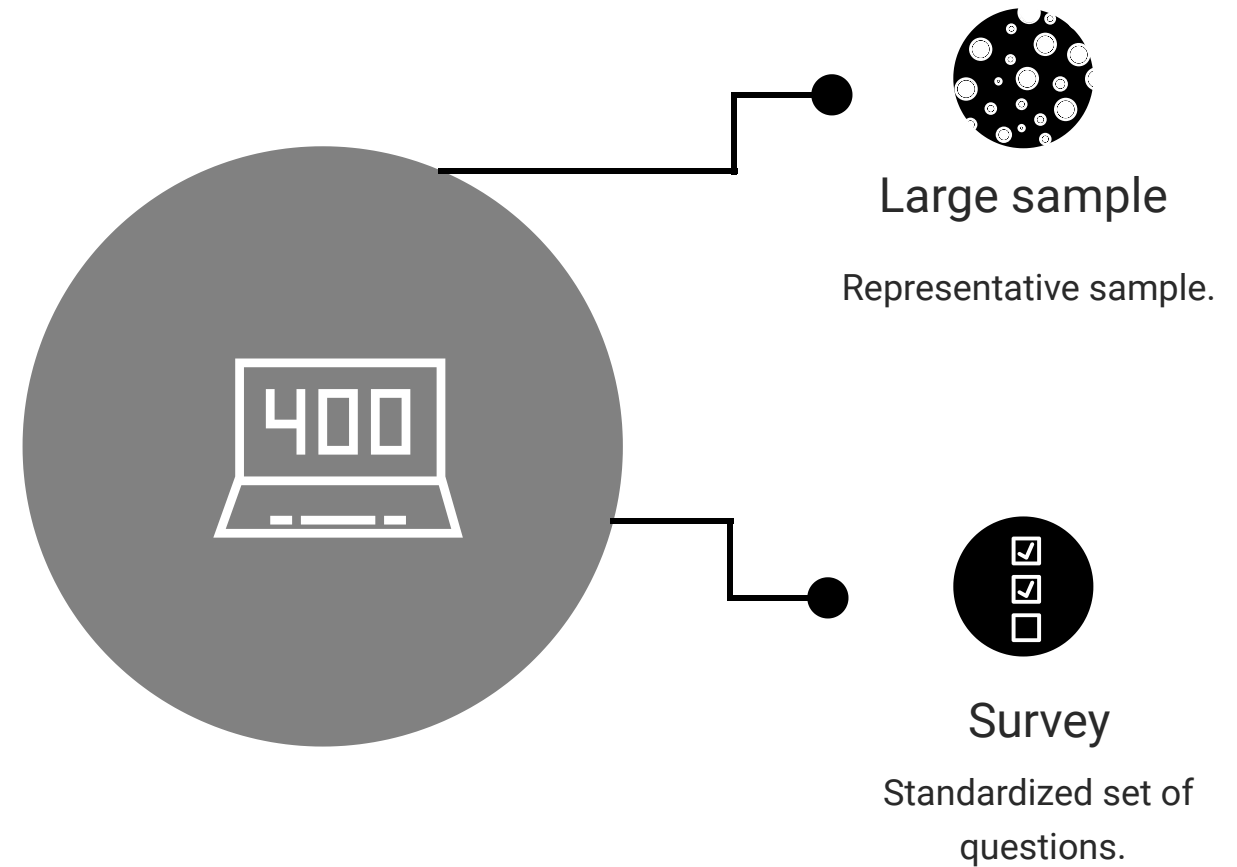


# Qualitative Vs. Quantitative Research

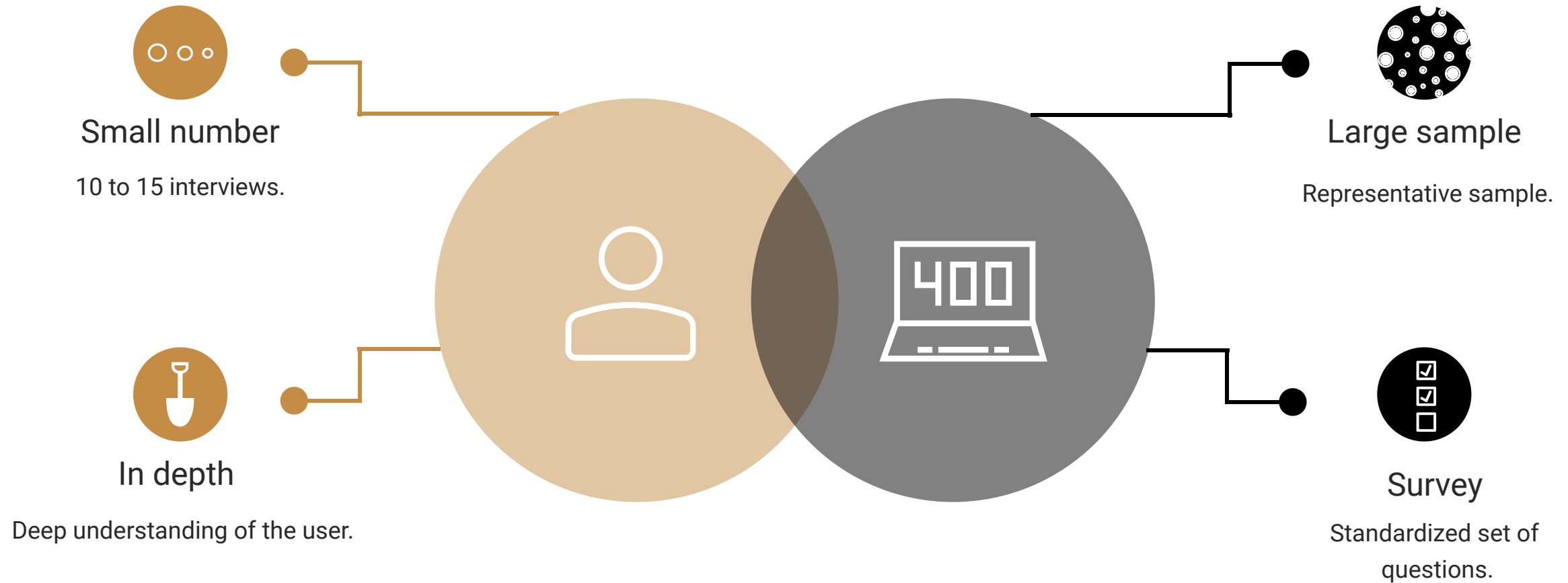




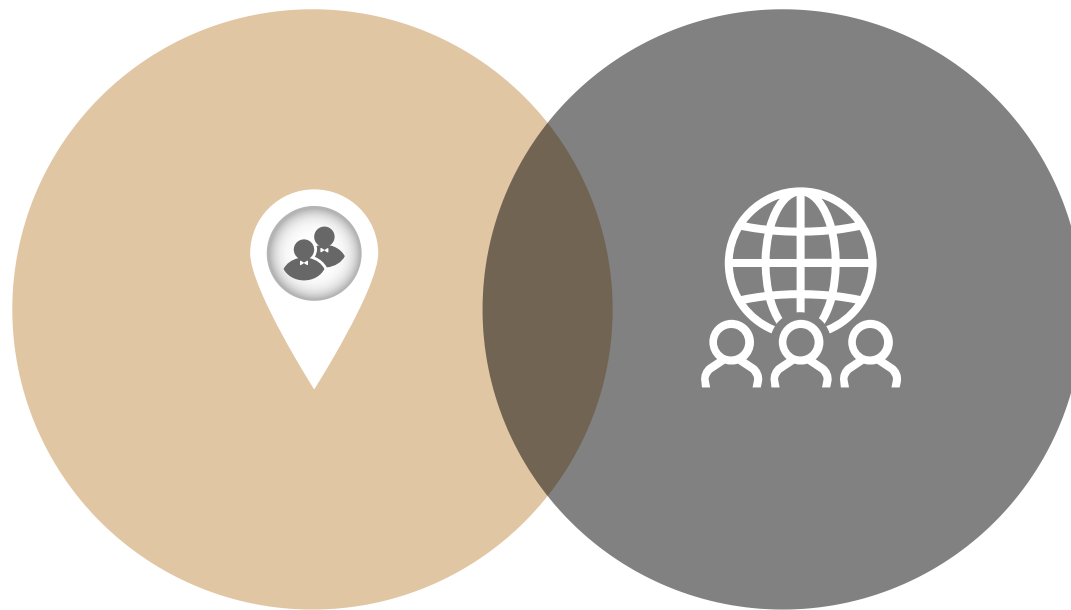
# Qualitative Vs. Quantitative Research



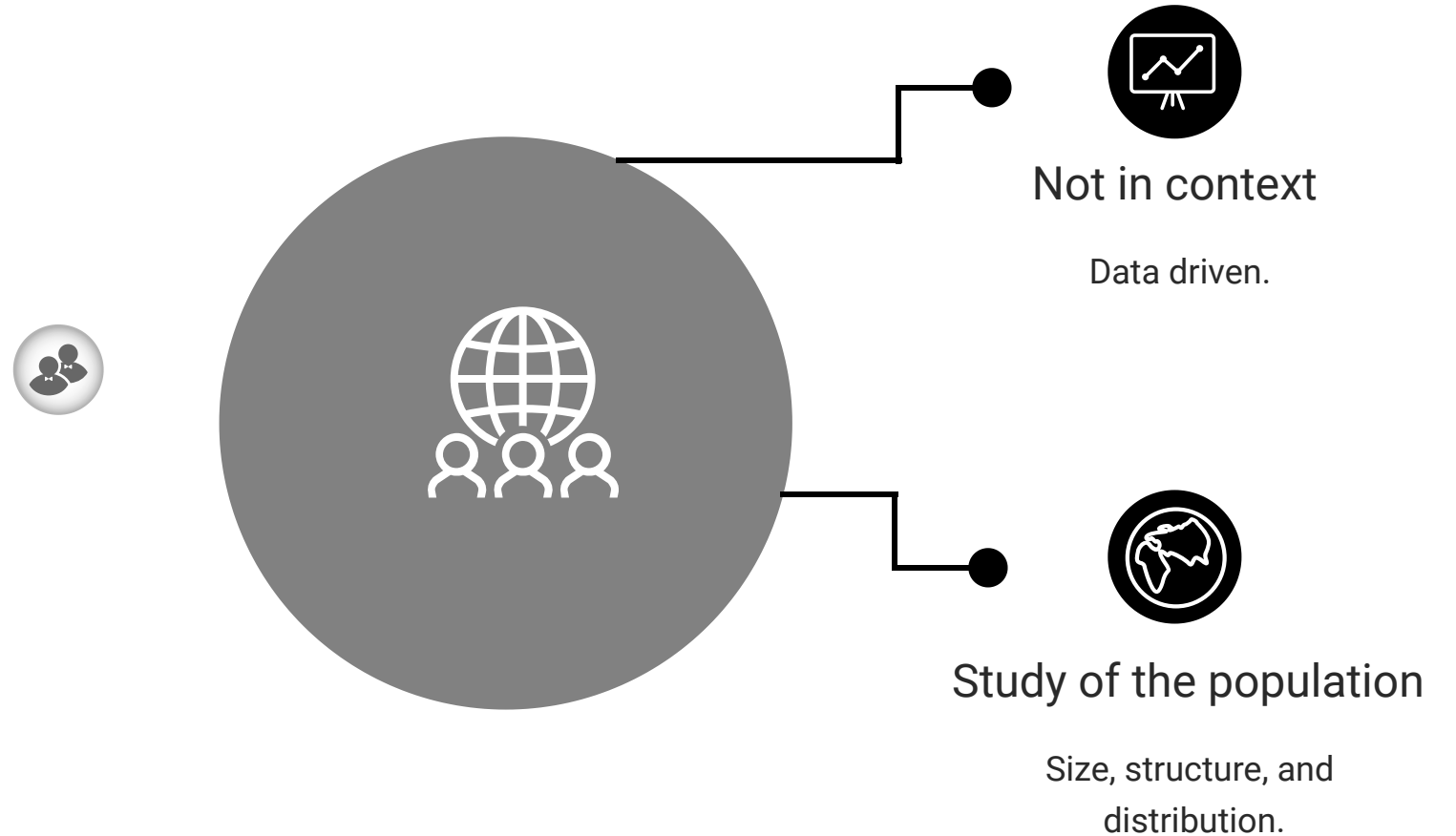
# Qualitative Vs. Quantitative Research



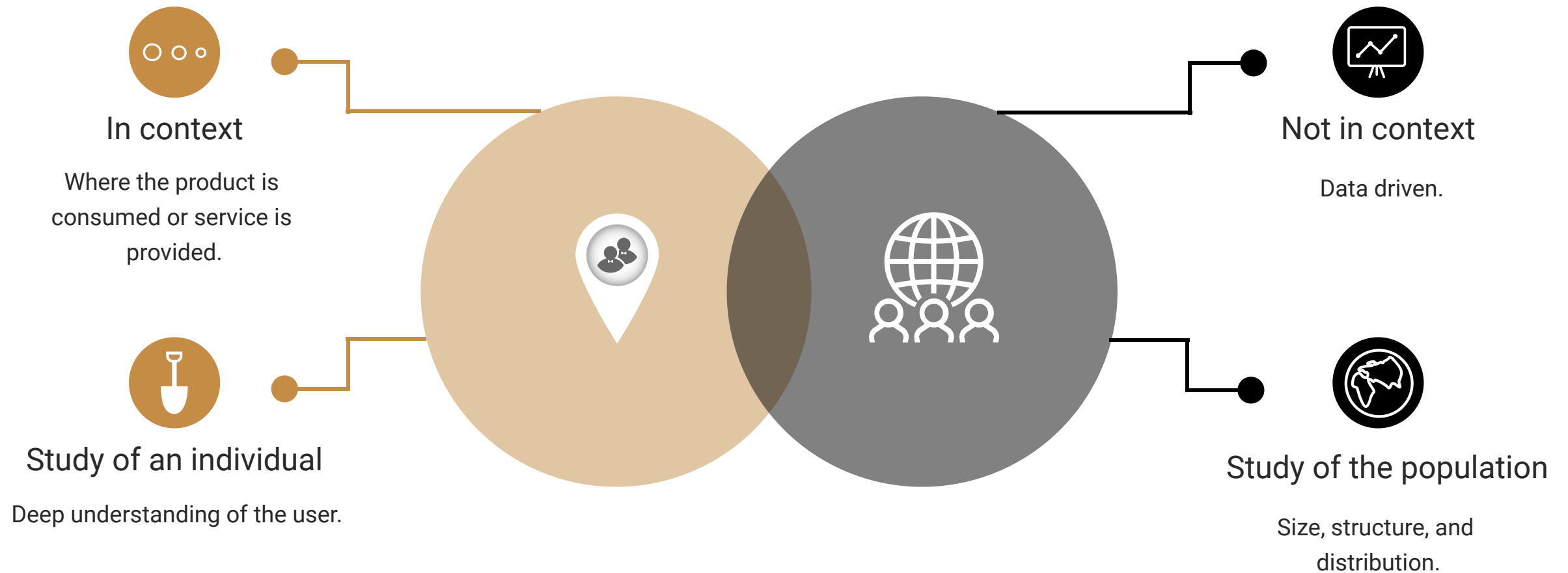
# Ethnographic Vs. Demographic Research



# Ethnographic Vs. Demographic Research



# Ethnographic Vs. Demographic Research



# AGENDA

5

Enthographic research: interviewing & observation.





# MARKETING VS. ETHNOGRAPHIC RESEARCH

## Marketing research

Done after a product has been created. The focus is on the product not the user.



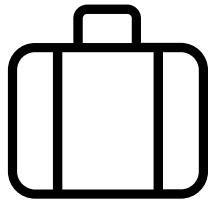
Validate the need/demand for a product.



# MARKETING VS. ETHNOGRAPHIC RESEARCH

## Marketing research

Done after a product has been created. The focus is on the product not the user.



Validate the need/demand for a product.

## Ethnographic research

Aiming at discovering more about the user point of view.



Un-cover insight about the users.



# ENTHOGRAPHIC RESEARCH: INTERVIEWING & OBSERVATION.

## Interviewing

Actively asking questions,  
interacting with the user.



One-to-one, not focus group.



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Actively asking questions,  
interacting with the user.



One-to-one, not focus group.

## Observation

No interaction with the user.



How the user get things done?  
Stay in the background.  
Chose the right time and location  
for your observations.



# Types of questions

What questions can I ask when performing an ethnographic interview?



## 1. Descriptive

Broad questions, allowing people to describe their experiences.  
Gives you an ideas of the user view of the worlds.

1.1 Grand Tour

1.2 Mini Tour

1.3 Example

## 2. Structural

Useful to further elaborate the answers from descriptive questions.

2.1 Knowledge

2.2 Behaviour

## 3. Social dimension

aimed at gaining a good understanding of the social context in which users and their families exist.

3.1 People

3.2 Places

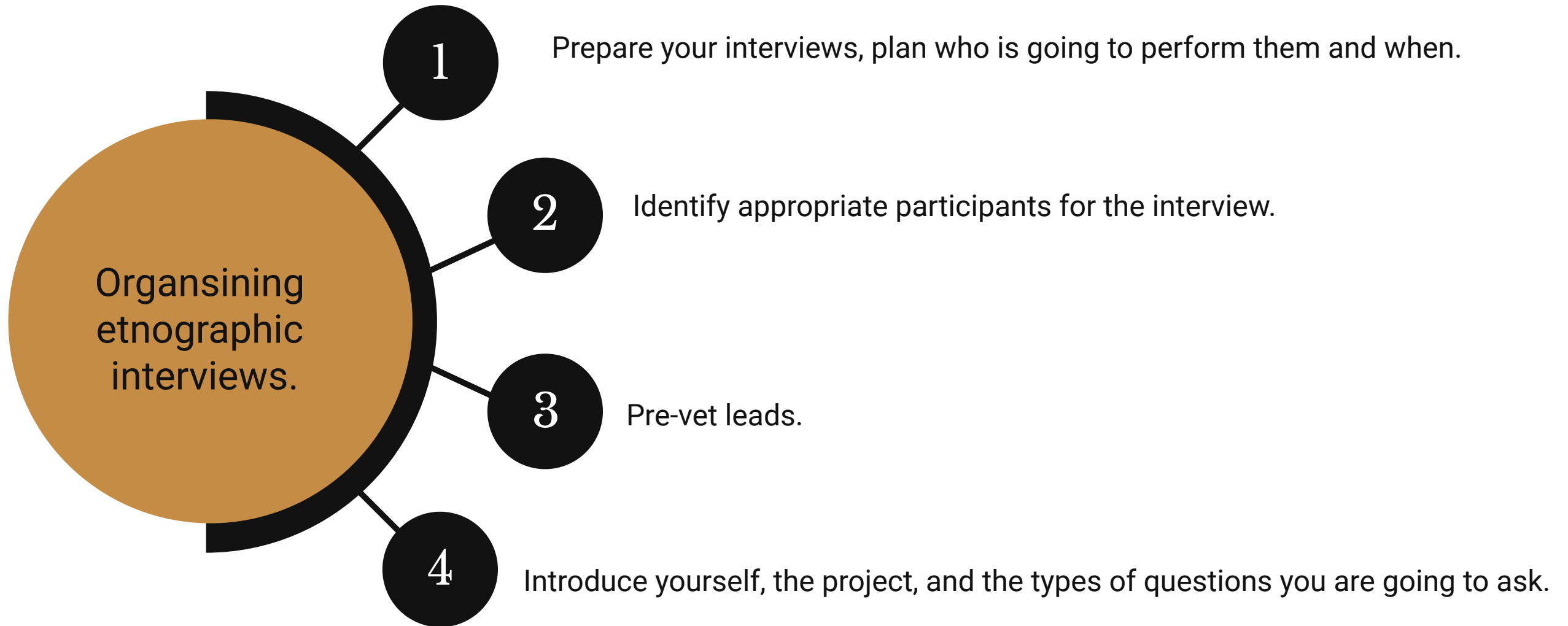
3.3 Events

3.4 Objects

3.5 Goals

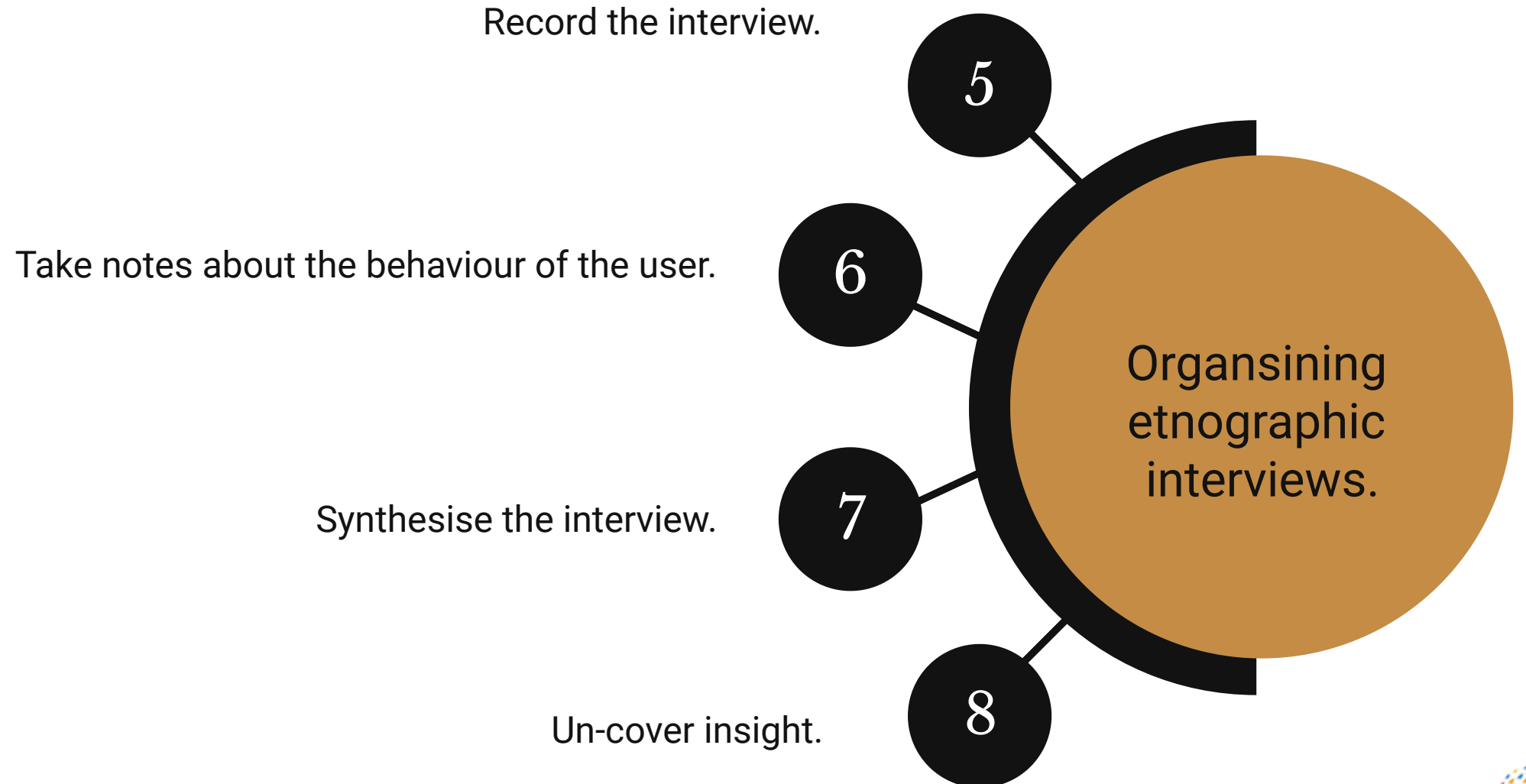


# Ethnographic interview guide





# Ethnographic interview guide



# ETHNOGRAPHIC RESEARCH DO'S & DONT'S



## Do's



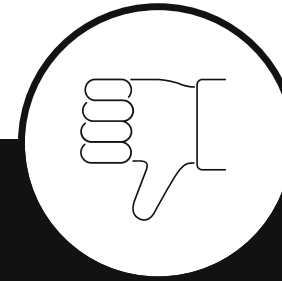
Be comfortable with silence.



Re-state without paraphrasing.



Summarize - but give the opportunity to users to correct you.



## Dont's



Avoid multiple questions.



Avoid leading questions.



Avoid why questions.



Avoid closed-ended questions.



# AGENDA

5

Enthographic research: interviewing & observation.

6

Customer Poster.





# Sarah

**Age:** 28

**Hometown:** Cork

**Occupation:** Graphic Designer

**Other relevant fields related to your research.**

**Description:**

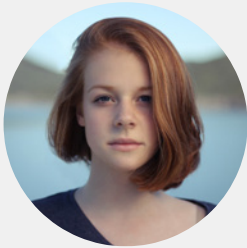
Add your testimonials here.

.....

# Poster



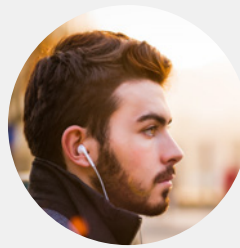
# Posters



Poster one.

"Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt."

- Sarah -



Poster two.

"Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt."

- John -



Poster three.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt."

- Connie -



MURAL



# AGENDA

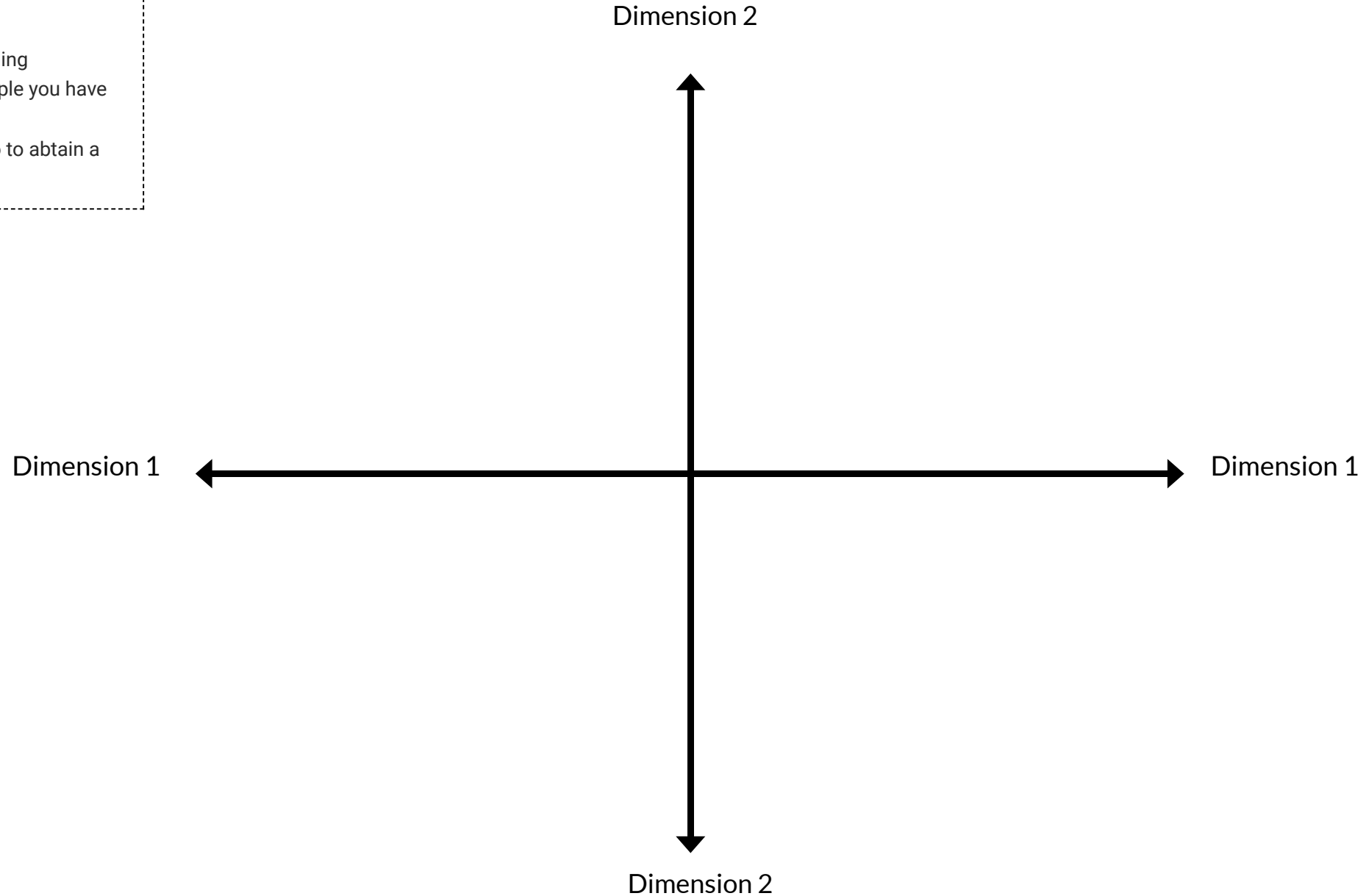
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# CUSTOMER PERSONAS

## Instructions:

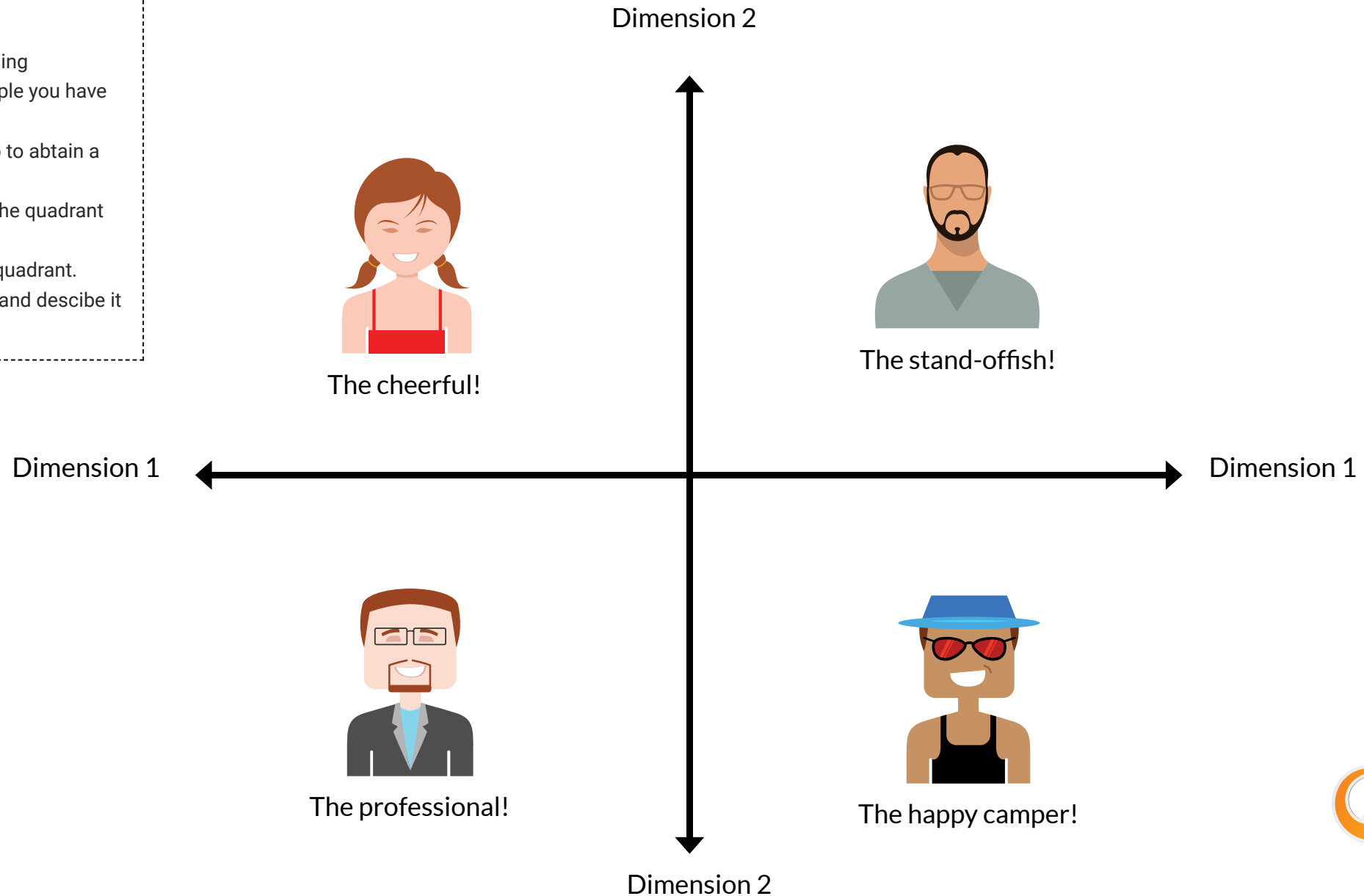
1. Find **two dimensions** revealing differences among the people you have observed.
2. Place them on **two axes**, so to obtain a 2by2 matrix.



# CUSTOMER PERSONAS

## Instructions:

1. Find **two dimensions** revealing differences among the people you have observed.
2. Place them on **two axes**, so to obtain a 2by2 matrix.
3. **Map your interviewee** into the quadrant which seems to fit best.
4. **Create a persona** for each quadrant.
5. **Give each persona a name** and describe it in depth.





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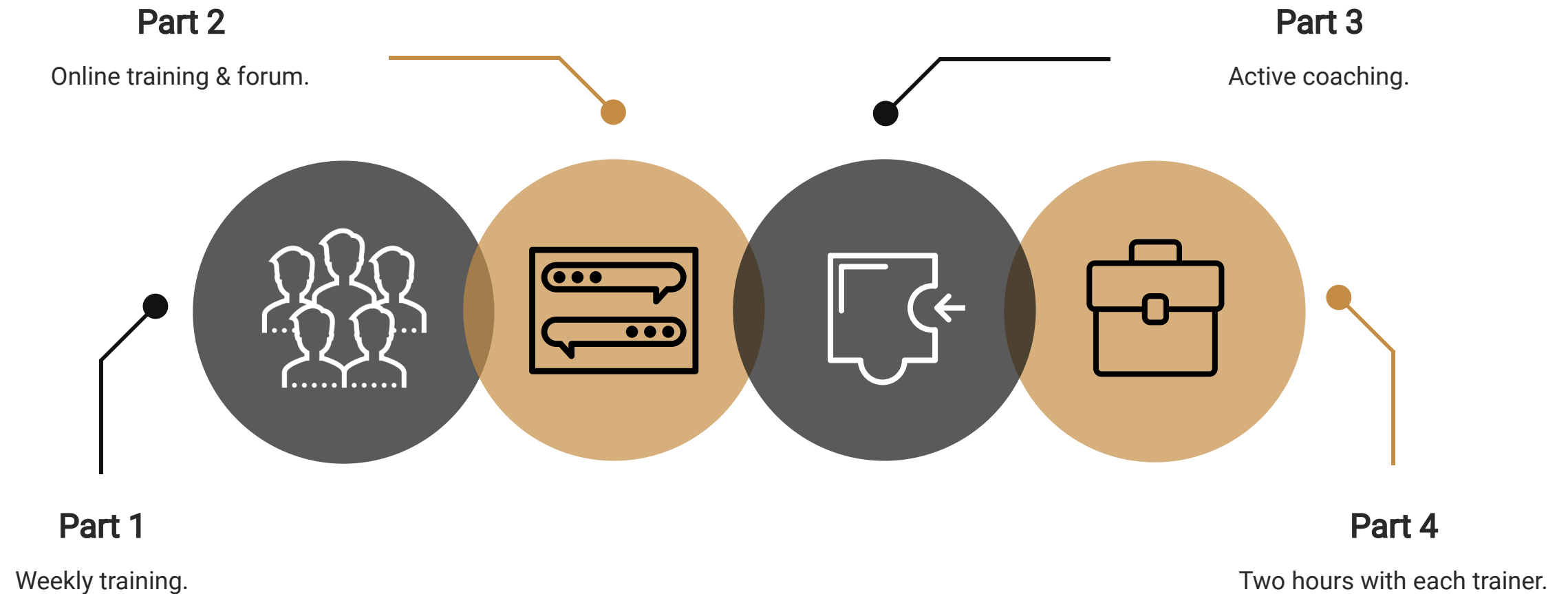
# USER JOURNEY MAP



MURAL



# RISE (Realities in Social Enterprise) - Erasmus + project



# THANK YOU

## RISE - ReDesign in Social Enterprise

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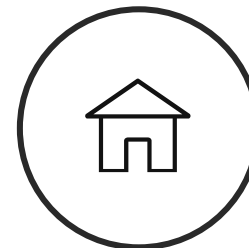
**Stefano Messori**

*stefano@stefanomessori.com*

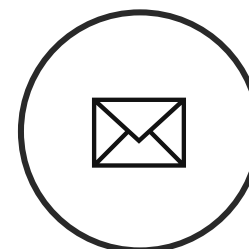


**David Brady**

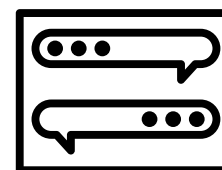
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