

## Research

- How do we solve problems with visual solutions?
- Identifying pain points
- How does research inform the design process?
- What does research look like in design? (types and strategies)
- Review of Design Thinking Target Audience
- Why is determining your audience important
- Demographics vs Psychographics
- Market Research (Focus Groups, Surveys, Interviews)

## Design Research

Design research informs design decisions and helps us solve problems with visual solutions

Design research should be iterative.

- because design decisions are always open to new questions
- who are we designing for?
- What are we designing?
- How do we execute our vision?

<http://tinyurl.com/yd4u3zx3>

## Research the competition

Who are your competitors targeting? Who are their current customers? Don't go after the same market. You may find a niche market that they are overlooking.

## Principles of design thinking

## **People centred**

You start from what people, users, customers, consumers, need or what to do. Motivations and the problems they are trying to solve.

## **Highly Creative**

Design thinking stimulates you to look at situations differently and come up with new solutions that go beyond and improve existing alternatives.

## **Hands on**

Failure is a necessary part of the process in order to succeed. Experiments with trial and error are key

## **Iterative**

The road to success does not follow a straight line. The more you are able to loop through “understand › create › learn” cycle, the higher

chance you have for good results.

<https://designthinking.ideo.com/>

<https://www.slideshare.net/Pietel/the-role-of-design-thinking>

## Market Research

### Focus Groups

A focus group is a research method that brings together a small group of people to answer questions in a moderated setting. The group is chosen due to predefined demographic traits, and the questions are designed to shed light on a topic of interest.

Focus groups are a type of qualitative research. Observations of the group's dynamic, their answers to focus group questions, and even their body language can guide future research on consumer decisions, products and services,

or controversial topics.

Focus groups are often used in marketing, library science, social science, and user research disciplines. They can provide more nuanced and natural feedback than individual interviews and are easier to organize than experiments or large scale surveys.

### Advantages of Focus Groups

- They can give quick and controlled feedback.
- They are better used to explore broader conceptual themes than tight executions.
- Design can be utilized to stimulate emotions versus land at solutions.

### Challenges of Focus Groups

- The environment is usually unnatural (e.g., one-way mirrored room).
- Respondents often say what they think you

want to hear, not what they really feel.

- The temptation is to treat consumers as if they were art directors and experts.
- The forum is often perceived as old fashioned.

<http://tinyurl.com/y8m6cegp>

<http://tinyurl.com/y87gxthz>

<http://tinyurl.com/y8o5q5zh>

## **Determining a target audience**

You will need to know

- Demographic information
- Psychographic information
- Behavioural information
- Geographic information
- Lifestyle

Evaluate your decision.

- Once you've decided on a target market, be sure to consider these questions:
- Are there enough people who fit my criteria?
- Will my target really benefit from my product/service? Will they see a need for it?
- Do I understand what drives my target to make decisions?
- Can they afford my product/service?
- Can I reach them with my message? Are they easily accessible?

<http://tinyurl.com/ydgrq46b>

## **How do you determine your target audience? (Demographics)**

Gender: Due to physiological differences, males

and females have very different product demands and preferences, for example, in clothing, hair care, and other lifestyle items.

**Age:** Consumers of different ages have different demand characteristics. Young people, for example, might demand bright, fashionable clothing, while the elderly prefer dignified and simple but elegant dress.

**Income:** Lower income and higher income consumers will be quite different in product selection, leisure time arrangement, social communication and communication and so on.

**Occupation and education:** Consumers with different occupations education levels desire different products. For example, farmers prefer to buy load carrying bicycles while students and teachers love light, beautiful style bikes.

**Family life cycle:** Families can be divided into five stages based on age, marital status, and children. These are newly married, full nest, empty nest and lonely. In different stages, family purchasing power and interest in particular goods and services vary greatly.

## How do you determine your target audience? (Psychographics)

Psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles

Psychographics are the more personal characteristics of a person, including:

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior

<http://tinyurl.com/yd9a9msc>

## Target Audience Exercise.

In groups of two, students will be each be given designs and asked to analyze the design and research to determine the target audience. They will determine audiences separately then meet with their partner to see if each student came up with the same audience, discussing similarities or differences in their findings.

ASSIGNED: Reading #1

Reading:

<https://designopendata.wordpress.com/portfolio/cult-of-the-ugly-1993-steven-heller/>