

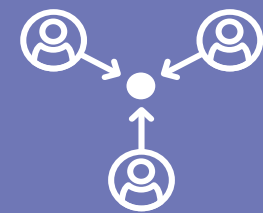
# Human Centred Design Research



Interviews



Surveys



Focus Groups



Audience  
Personas



Ethnographic  
Research



Competitor  
Analysis



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# Interviews

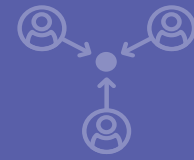
Interviews are one-on-one conversations with users, stakeholders, and experts to understand their perspectives, experiences, and challenges. Interviews are effective because they allow designers to gather rich and detailed information directly from the source, and to ask follow-up questions to clarify and deepen their understanding.



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# Surveys

Surveys are questionnaires that are distributed to a large group of people to gather quantitative data on their attitudes, opinions, and behaviours. Surveys are effective because they allow designers to collect data from a large sample size, and to identify trends and patterns in the data.



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# Focus Groups

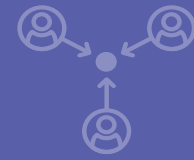
Focus groups are small group discussions with users, stakeholders, and experts to explore their attitudes, opinions, and experiences in more depth. Focus groups are effective because they allow designers to observe group dynamics and interactions, and to identify common themes and issues that arise.



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# Audience Personas

User personas are fictional representations of the different types of users who will interact with the product or service being designed. User personas are effective because they help designers empathize with and understand the needs and behaviours of their users, and to design solutions that meet their specific needs and preferences.



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# Ethnographic Research

Ethnographic research involves observing and studying users in their natural environments to understand their behaviours, preferences, and needs. Ethnographic research is effective because it provides designers with a deeper understanding of the context in which their users operate, and to identify unmet needs and opportunities for innovation.



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# Competitor Analysis\*

Competitor analysis involves researching and analysing the products, services, and strategies of competing companies in the same market or industry. Competitor analysis is effective because it helps designers understand what is already available in the market, and to identify opportunities for differentiation and innovation.

\*Not always human centered research, the analysis would need to revolve around how the competitor responds to, or resonates with its own target audience in order to be Human Centered Research in nature.