Research Analysis
Tools & Methods

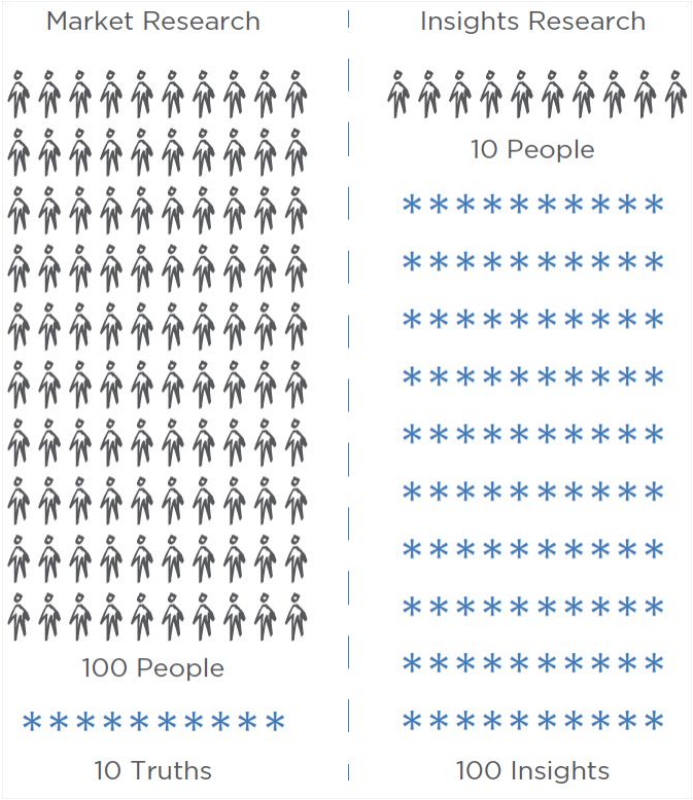
AALTO Designing for Services 2021
Nuria Solsona

		What's the problem to solve?			What needs to be designed to solve it?		
Design process		**Week 1 (13 - 19.09) Dive into the topic** Immerse into the topic and plan your research	**Week 2 (20 – 26.09) Field Research** Uncover the needs and pain points from key service actors' – and organisational perspective	**Week 3 (27.09 – 03.10) Frame your action** Frame your design challenge and identify your design intervention to improve the service	**Week 4 (04 – 10.10) Synthesis** Synthesise key findings from multiple sources and stakeholders, and define your intervention further	**Week 5 (11 – 17.10) Proposal** Visualise an example of how the intervention improves the service. Define the key elements for the organisation to make it happen	**Week 6 (18 – 22.10) Present** Document, justify and present your proposal with evidence from the research, literature and process
Knowing		**Design for services in public services** **Manzini, E. 2011** **Lee, J.-J. 2020**	**User participation and decision-making** **Svanda et al. 2021** **Lee et al. 2018**	**Value co-creation and service ecosystems** **Patrício et al. 2011** **Norman & Ramírez, 1993**	**Transformation design and service innovation** **Bitner et al. 2008** **Sangiorgi, D. 2011**	**Systems thinking** **Hyvärinen et al. 2015** **Meadows & Marshall, 2001**	**Organisational change** **Cantù & Simeone, 2010** **Deserti & Rizzo, 2015**
Making		**User research, Participatory and Co-design methods** **Stakeholder and Service maps, Customer Journey Frameworks**			**Affinity diagramming, Personas (User archetypes)**	**Scenarios, Storyboarding, Service Blueprint**	
Assignments	**Group**	**List of research needs & Visual Probe** (DL 15.09 No submission) **Preliminary Research Plan** (DL 17.09)		**Mid-Term Presentation** (DL 01.10)			**Final Presentation** (DL 20.10) **Project Report** (DL 22.10)
	Indiv.		**Learning Diary (Part 1)** (DL 24.09)		**Learning Diary (Part 2)** (DL 08.10)		**Learning Diary (Part 3)** (DL 22.10)

Qualitative research

Quantitative market research prefers large numbers of respondents. The goal is to find “truths” that are statistically significant and correct.

In qualitative research however, ‘70% of people do not ride a bicycle’ does not give us any hints about why they do not ride bicycles. Problems tend to be multicausal, we need to know the underlying reasons.



Source: Service Design From Insight to Implementation by Polaine, Løvlie, Reason (2013)

Analysis process “Sense-making”

The process of sense-making follows these steps :

- **Organize & Filter**
  raw data from different sources. Build your *detective wall* that contains all evidence from fieldwork and desktop research

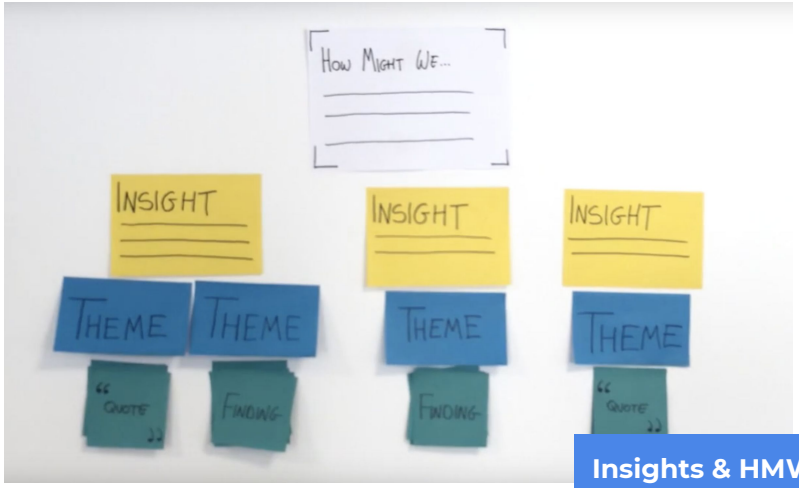
- **Make sense**
  Identify patterns, themes and relationships that connect data using “an abductive logic”: inference of possible explanations, ‘what it could be’, using evidence and your own intuition.

- **Synthesise & Frame conclusions (problem statements or insights)**
  Consolidate findings into conclusions, documented with evidence

- **Identify opportunities and next steps**
  Frame insights into an actionable directions (e.g. design challenge, opportunities, briefs)

TOOLS & METHODS FOR ANALYSIS

Organising



Insights & HMW

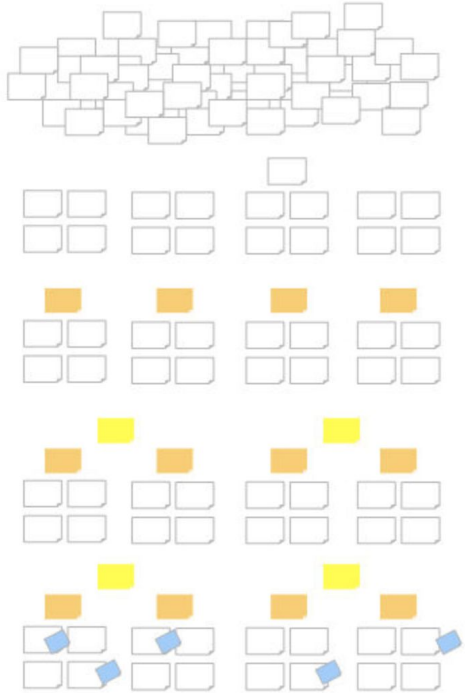
1) 리서치 결과 니즈 데이터들을 에서 카드 형태로 기록/출력 하여 Affinity note를 생성

2) 의미론적 연관성, 상호의존성 원칙에 의거하여 비슷한 것끼리 분류. 어떤 것들은 Header가 될 수도 있다.

3) Header를 기록한다. Affinity note 중 하나가 될 수도 있지만 대부분 별도로 만들어야 한다.

4) 유사한 Header들을 묶어서 Needs pattern을 만든다.

5) 아이디어나 참고사항들을 중간중간에 적어서 붙인다.



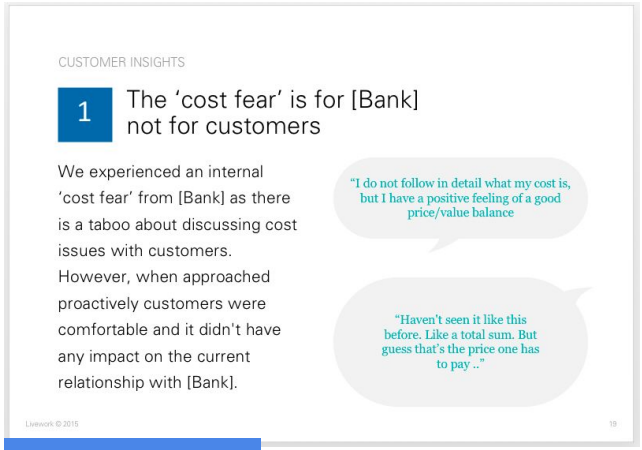
Affinity diagramming

Evidence & Documentation

Pictures from fieldwork

Pictures from fieldwork

Evidence & Documentation



Report

Quotes

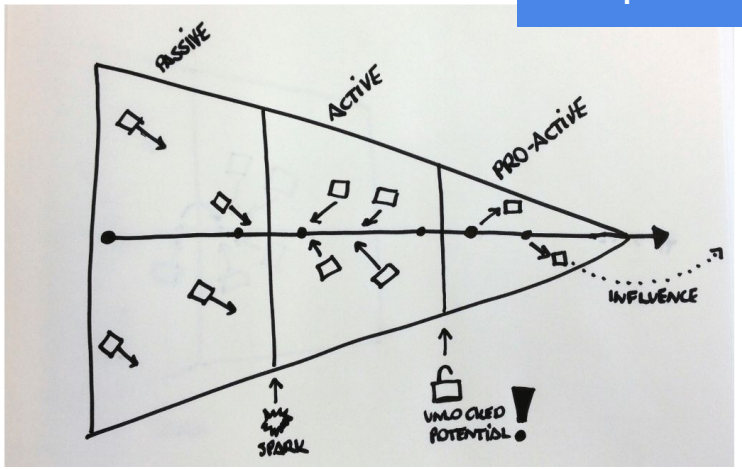
“They almost tried to force me to buy a new heat pump, I felt quite annoyed.”

CURRENT USER OF OIL HEATING, 68

Image from DfG 2020 “License to Heat” project by Hsin-Yun Lai, Daniel Leiviskä, Anh Nguyen, Emile Rebours

Frameworks

Concept model



Typologies

Want it today
In-store shopper

Researcher
Arrives with specific questions

Price checker
Bargain hunter

Browser
In no hurry to buy

Customer journey

Engage & Socialise

Workshops / Internal meetings

Poster

TYPOLOGIES

Typologies

USER PROFILE

Based on in-depth interviews customer profiles describe an individual user, their situation, issues and needs. Profiles include quotes, identify value drivers, customer experience pain points and communicate significant behavioural data.

USER TYPOLOGY

Typologies are a synthesis of multiple users that represent common behaviours drawn from the sum of patterns from different users as observed during fieldwork. Typologies differ from segments in that they are based in behaviour and needs rather than demographic or market size.

USER PERSONA

A persona is not a stereotype, it is an archetype based on real research. It is a ‘fake’ user profile to represent a user typology. It is informed by multiple users who share same behaviours, characterised under one profile.

FRAMING INSIGHTS or PROBLEM STATEMENTS

What is a problem statement / research insight?

Insights or problem statements are meaningful conclusions that result from the synthesis of the different research activities.

Characteristics:

1. Provide discovery (insight) around a specific topic, it provides an interpretation about *what it could mean*
2. They describe a phenomena, by uncovering the reason why (cause and effect) and identifying patterns
3. An insight is NOT ONLY an observation. It is the synthesis of what I heard, what I saw, and your own intuition
4. They are not solutions or suggestions on how to fix a problem
5. Insights are inspiring and may lead for others to act upon. Good insights lead to designing the right thing.
6. Research evidence, like quotes from fieldwork, pictures or figures from other sources, should be used to support them

Is this an insight?

There's not enough space for bicycles on the metro.

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Observation

Is this an insight?

Regular commuters stick to their comfort zone.
Potential parking stress often influences the decisions people make when deciding to drive or take public transport.

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Insight: Cause and effect. It identifies a pattern or phenomena and it provides the reason why

Is this an insight?

Parking signs should be bigger,
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Solution - Opinion

Is this an insight?

The bitterest aspect of a fine
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Insight: It provides a new or surprising understanding about the effect fines may have on users

Mid-term presentations

Mid-term presentations, Friday 1st October

Communicate your understanding of the brief “what’s the problem to solve” and frame your design challenge “what needs to be designed to solve it”.

It should include:

- Summary of your project process (research methods, etc)
- Your understanding of the brief (topic, actors involved and their perspectives, organisational challenges and your framing of the problem space, e.g. customer journeys, service map) using your initial findings based on field studies, interviews, observations, desk studies etc, and on literature and lectures.
- Potential direction you aim to follow, possible design interventions to improve the service.
- Note: No solutions at this point!