HCD EXCHANGE

HCD RESEARCH METHODS

Card Sorting

Card sorting is a tool that can be employed for research to understand user preferences, ways of thinking and prioritizations. Cards can act as probes to help users make choices, compartmentalise or group, and prioritize in order of preference/need/desire etc.



In-denth Interview

An in-depth interview is a one-to-one conversation that is focused on discovery. The goal is to learn about the user and understand in more detail about a specific part of their lives that is relevant to the project.



Diary Study

Diary studies involve participants recording their activities, experiences, and thoughts over time. In Human-Centered Design (HCD) research, they provide insights into users' behaviors, contexts, and needs, informing more user-centric solutions.



5 Whys

The 5 Whys method involves asking "why" repeatedly (typically five times) to uncover root causes of problems. It helps identify underlying issues that in turn inform effective, human-centered solutions.



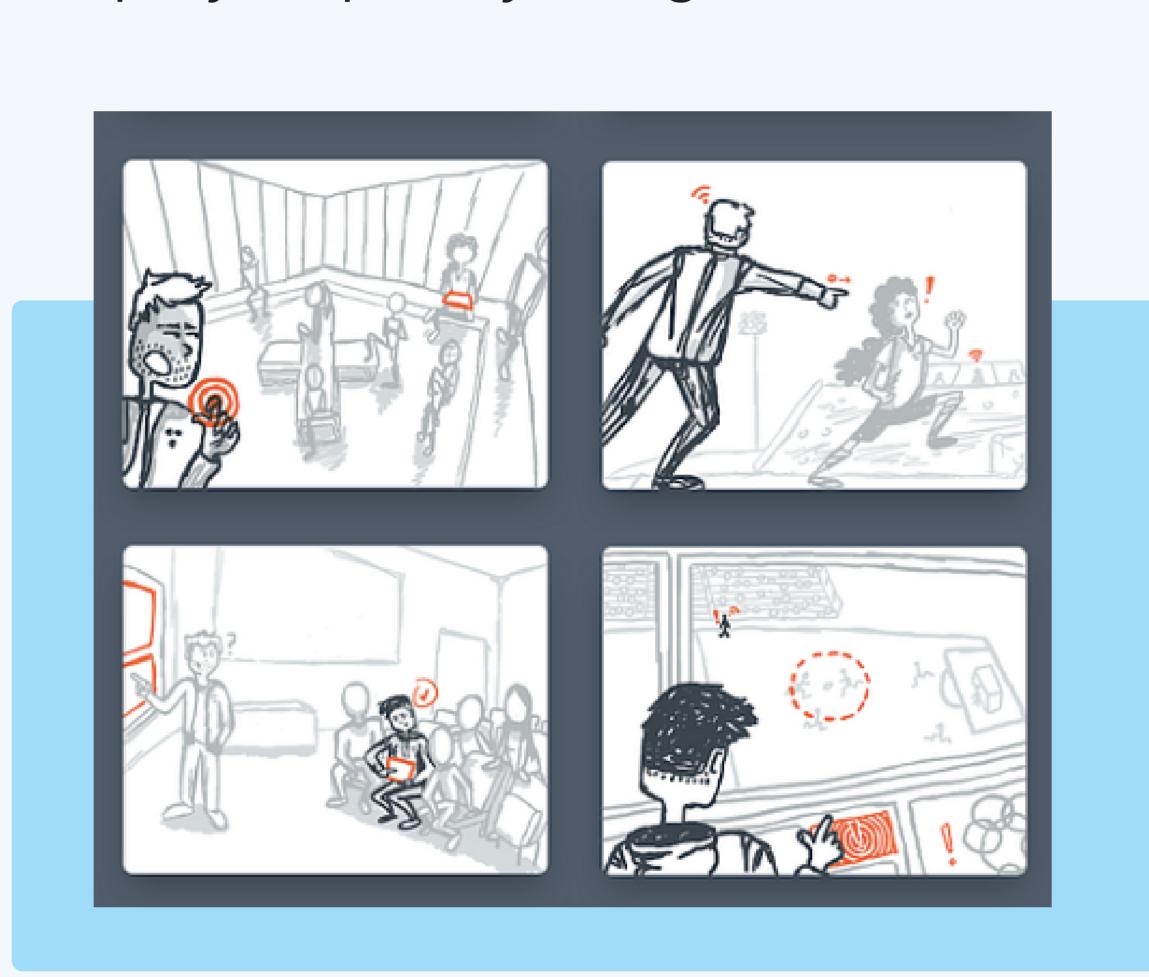
Focus Group Discussion

A focus group is a research method that brings together a small group of people to co-create or respond to probes or questions in a guided setting.



Storyboarding

Storyboards are visual tools depicting sequences of user interactions to visualize and communicate user experiences, identify pain points, and brainstorm solutions through detailed, step-by-step storytelling.



Fly on the wall / Observations

The fly-on-the-wall method involves unobtrusive observation of users in their natural environments. It helps researchers understand authentic behaviours, interactions, and contexts without influencing participants.



Contextual inquiry

Contextual inquiry involves interviewing and observing users in their real-life environments. It uncovers deep insights into users' behaviours and challenges.



Service Safari

The service safari method involves researchers experiencing a service firsthand, often as the user. It helps identify strengths, weaknesses, and opportunities for improvement by directly observing and analyzing the service journey from a user's perspective.



Quantitative Survey

A quantitative survey collects numerical data from a large audience. It identifies trends, measures user satisfaction, and validates insights to inform data-driven design decisions.



Moodboard/Collage

The mood board method involves creating a visual collage of images, colours, and textures to convey a specific style or emotion. It helps communicate design inspiration, align team vision, and explore aesthetic directions.



Co-creation

The co-creation method involves collaborating with users and stakeholders to generate ideas and solutions together. It ensures diverse perspectives, fosters user engagement, and creates more relevant and innovative outcomes by integrating users' insights and experiences into the design process.



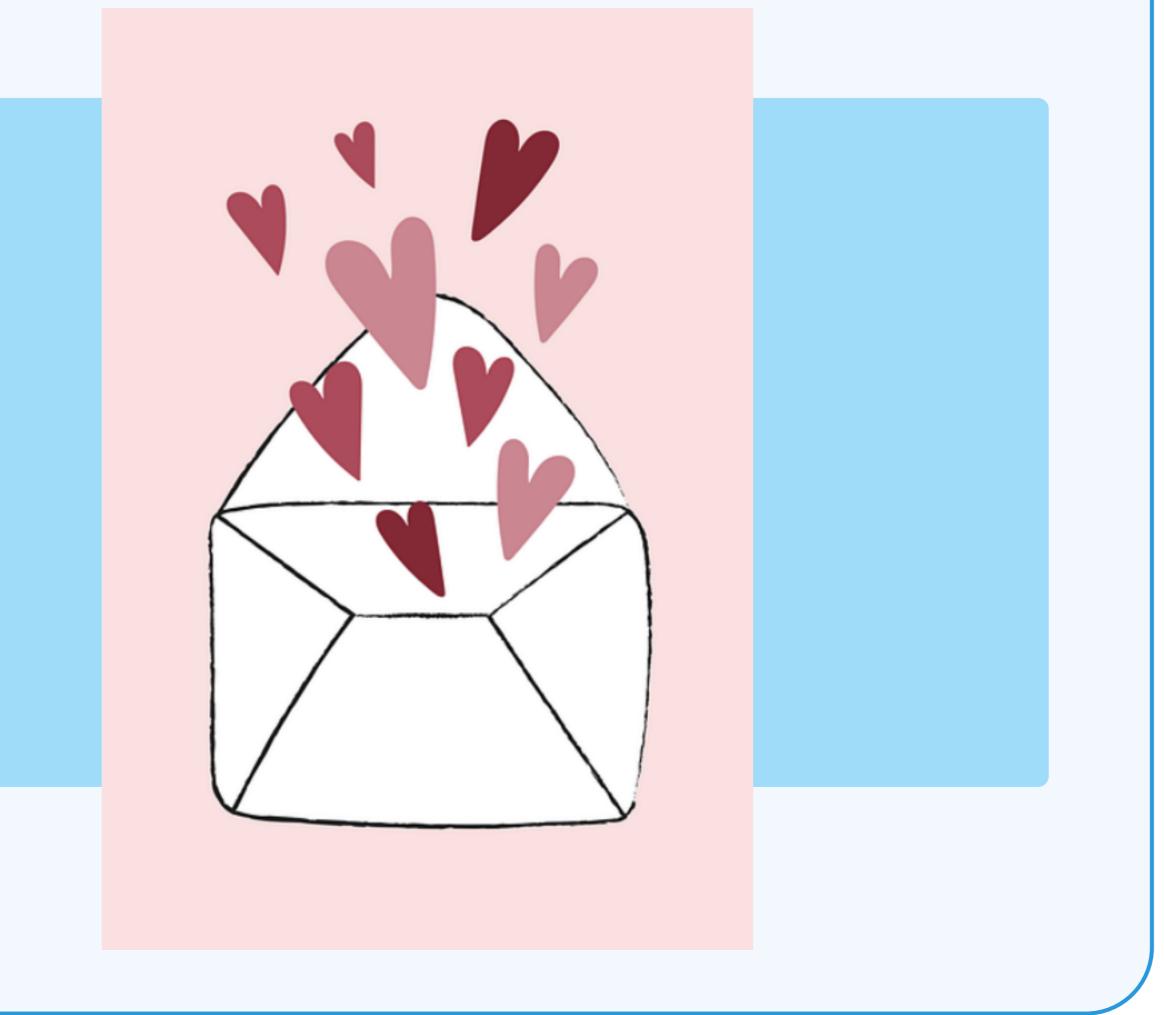
Roleplay

The roleplay method involves participants acting out scenarios to explore user interactions and behaviours. It uncovers insights into user needs, emotions, and pain points, helping to develop more empathetic and effective design solutions.



Love Story

The love story method involves creating narratives where users express strong positive connections with a product or service. It highlights key features and emotional triggers, guiding designers to enhance elements that foster deep user satisfaction and loyalty.



Lightning Talks

Lightning talks are brief, focused presentations on specific topics. They help to quickly share insights, inspire ideas, and facilitate knowledge exchange among team members and stakeholders.



Task Analysis

Task analysis involves breaking down users' tasks into detailed steps to understand their processes and goals. It identifies inefficiencies, pain points, and opportunities for improvement, guiding the creation of more intuitive and effective designs.

