

Design Research

Inspiring Research with the Principles of Design

What We Do
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Innovative and informative design research is the foundation for many of the projects conducted by STBY. Focused upon both everyday people and the worlds they inhabit, design research is a link to the real world, a picture of life that illustrates the environment being designed for. How this picture is created - and even the form which it takes - depends upon which aspects of the methodological toolset are employed.

An evolving project flow

Each project requires its own specific combination of methods to provide the diversity of insight which design research seeks. All share the common goal of obtaining deep customer insights and finding new product and service opportunities, and thus a work process of three stages has been developed around which each project can be structured:

1. Immersion

Immersion in the field usually entails visiting people within their own environment. Depending on the topic, this could be home, school, work, or even the journey between such places. Members of the client team are often encouraged to participate in this stage in an attempt to create a relationship between the team and future users.

2. Insight

Insight creation can include the clustering and mapping of research materials, analysis of any themes that may have begun to emerge in the project, and identification of both problem spaces and areas of opportunity. This results in a framework of understanding that can be further developed via workshops conducted with the client team. Once complete, such a framework serves as a key future reference for the client.

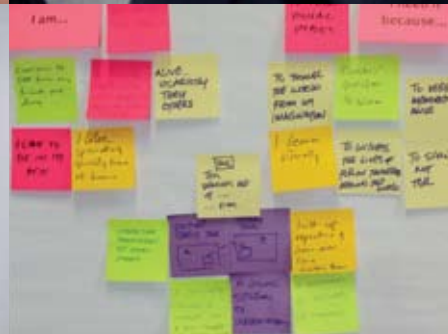
3. Ideas

Idea generation happens in workshops with a multi-disciplinary client team, which can also incorporate existing and future-users. Using the framework from the previous stage, potential responses to identified problems and opportunities are brainstormed and recorded. Through several subsequent iterations the team filter and model in an attempt to gradually establish which of these ideas have the strongest resonance with the consumer needs.

This process is more iterative than linear, with the insights and ideas that inevitably arise during fieldwork documented, and often used immediately in an attempt to provoke quick responses and facilitate deep conversations.



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• Design research for Nokia. Video ethnography with consumers in London, followed up by workshops with client teams in Helsinki, Copenhagen and London.

