



Secondary Research Part 2

Design Thinking & Innovation
Process

Section: A4, Week 4



D'source Project



Open Design School



MoE's Innovation Cell



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)


Section: A4
Week 4



**THINK!
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Design Thinking & Innovation (DT&I)

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IDC School of Design, IIT Bombay



**“It is very simple
to be happy, but
it is very difficult
to be simple”**

Rabindranath Tagore

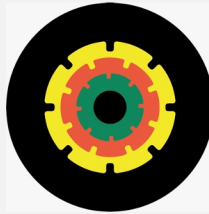
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DT&I Course – Week 4:



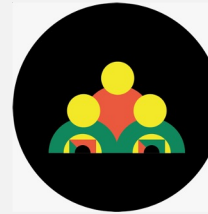
DT&I
Process
(20%)

- > Secondary Research Part 2
- > Understanding Users



DT&I
Tools
(20%)

- > User Participant Mapping



DT&I
Project
(50%)

- > Secondary Research
- > User Mappings



DT&I
Case Study
(10%)

- > Case Study Project 'PD Project'



DT&I Process

A4 Secondary Research – Part 2

Module A4:



Secondary Research – Part 2:

Content

- A4.1: Which phase of DT&I process is Secondary Research – part 2?
- A4.2: How do we understand Users?
- A4.3: How do we understand the environment?
- A4.4: Further Study and References

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A4.1

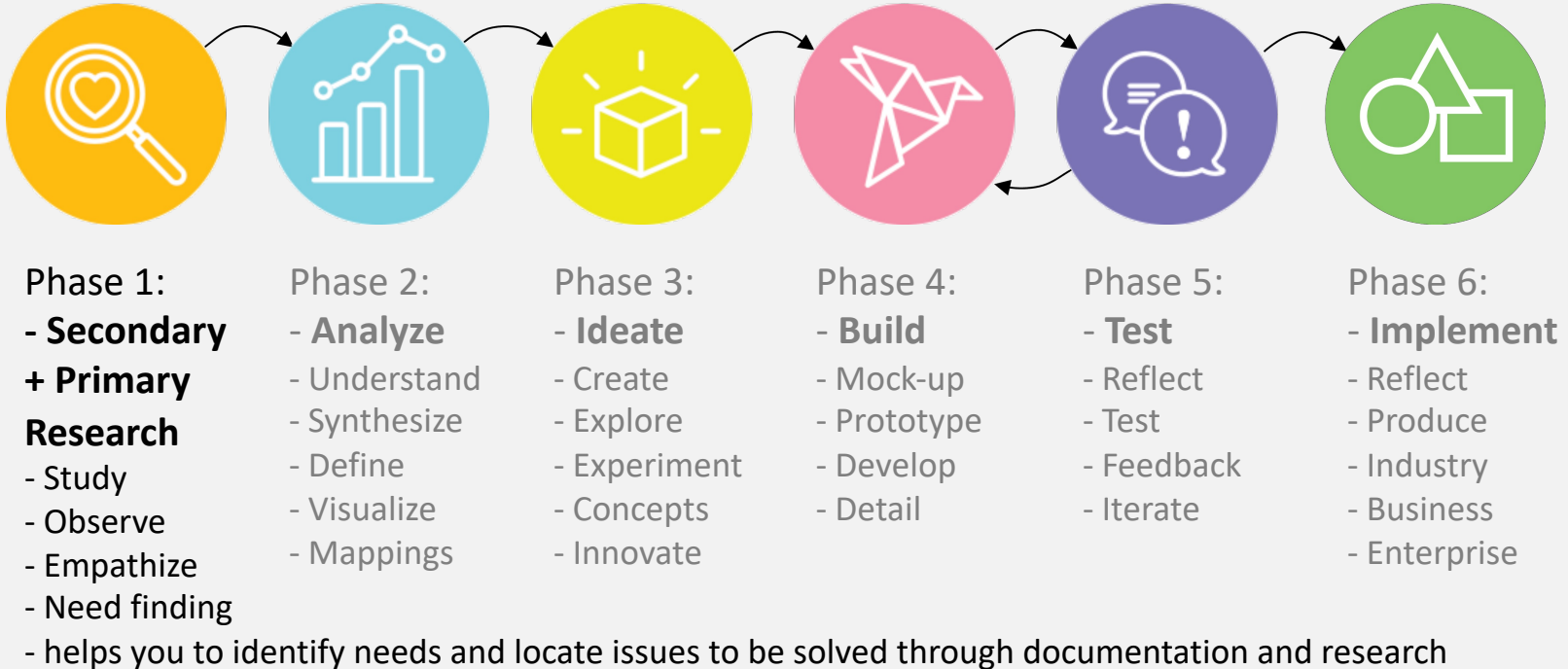
DT&I Process and Secondary Research

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DT&I Process and Secondary Research

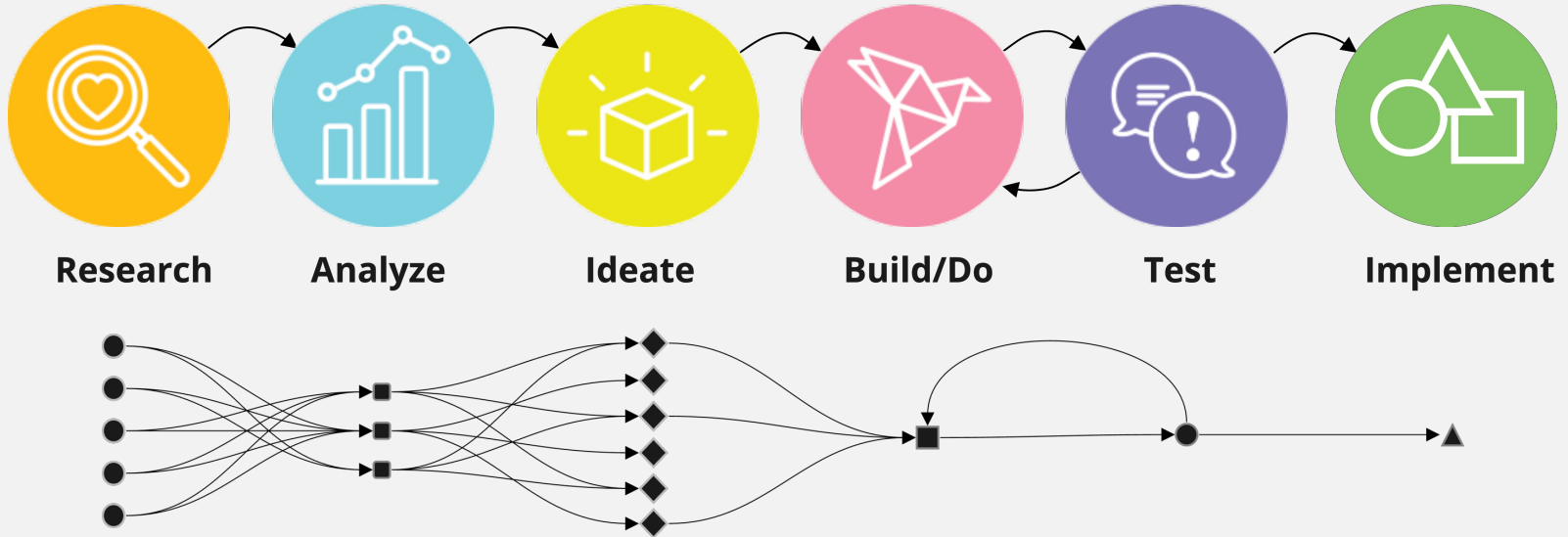
Secondary Research is the first phase of the DT&I process.





What is the Design Thinking Process?

Let's summarise:



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A4.2

How do we
understand
Users?



How do we understand Users?

User Centered Design

For your chosen topic, identify and understand your user/s based on the following:

- their **backgrounds**
- their **level of Participation or Involvement**
- their **expertise**
- their **interests** and **activities**



How do we identify Users based on their backgrounds?

Identify the different users depending on what is relevant to your topic:

- Age
- Gender
- Language
- Income level
- Location
- Interests
- Educational background
- Skill Level
- Profession
- etc.



How do we identify Users based on their level of participation?

Identify the World of Users based on their levels of participation/involvement as:

- Primary Users
- Secondary Users
- Tertiary Users
- Quaternary Users

For example, the Users for 'Hospital Services' are classified according to their levels of participation:

- | | |
|----------------------------|---|
| 1. Primary Users | > Patient, Doctor, Nurse |
| 2. Secondary Users | > Visitors, Hospitality Staff, Ambulance Staff, Technical Staff |
| 3. Tertiary Users | > Security, Maintenance Staff, Catering Staff |
| 4. Quaternary Users | > Medicine Suppliers/Vendors, Taxi/Auto services |



How do we identify Users based on their expertise?

Identify the different users depending on how expert they are in interactions.
This could be with a product, service, facility, etc.:

Expertise:

- Novice User
- Intermittent User
- Expert Users
- Super Expert users

Frequency:

- Casual User
- Occasional User
- Core Users
- Power User

Learning Ability:

- Unwilling to learn
- In-betweeners (adopter)
- Conformist
- Willing to learn (learner)



How do we identify Users based on their interest and activities?

Identify users interest and activities as related to your Topic:

Interest/Activities:

- | | | | |
|-----------------|-------------|---------------|----------------|
| - Arts | - Sports | - Science | - Spirituality |
| - Theatre | - Games | - Business | - Social work |
| - Dance | - Events | - Design | - Animal Care |
| - Music | - Adventure | - Farming | - etc. |
| - Entertainment | - Travel | - Socialising | |
| - Media | - etc. | - etc. | |
| - etc. | | | |

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A4.3

How do we
understand
Environments?



How do we identify User needs based on their environments?

Identify User needs depending on their environments

- Spatial Environment

- Personal Space*
- Social Space
- Work Space
- Public Space
- Private Space
- Home Space
- Office Space
- Rural
- Urban

- Product/Artifact Environment

- Personal Artifacts
- Sharable Artifacts
- Public Artifacts

- Communications Environment

- Icons/images to communicate
- Language to communicate
- Gestures to communicate
- Media to communicate



How do we identify Users needs based on their environments . . .

Identify User needs depending on their environments . . .

- Cognitive Environment

- Learn
- Organize
- Remember
- Analyse

- Sensory Environment

- Sensory
- Experience
- Stimulate

- Social Environment

- Share
- Family
- Society
- Public

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A4.4

How to identify Users?



How to identify Users?

These are the steps involved in Secondary Research:

- 1 List all users connected to your Problem Area/Topic
- 2 Re-group the users according to their level of participation
- creating a User Participant Map will help
- 3 Try to understand their backgrounds, expertise, interest and activities in relation to your Topic
- 4 Now you are ready to go ahead with Primary Research

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A4.5

Further Study and References



Further Study and References:

- www.dsource.in
DT&I, Case Studies, Courses, Tools, and Resources
<https://dsource.in/dti>
<https://dsource.in/case-study>
<https://dsource.in/course>
<https://dsource.in/tools>
<https://dsource.in/resource>
- Research Design: Qualitative, Quantitative, and Mixed Methods Approaches
by John W. Creswell and J. David Creswell, Sage Publications, edition 2022
- Design Research: Methods and Perspectives (The MIT Press)
by Brenda Laurel and Peter Lunenfeld, MIT Press, 2003

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Design Quote:

“Recognizing the
Need is the Primary
condition for Design”

*Charles Eames,
Designer, Architect, Film-maker*





**Thanks for
Listening**

DT&I Project
Section: A4
Week 4

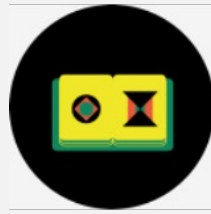
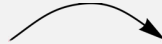
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DT&I Process – Week 1-4:



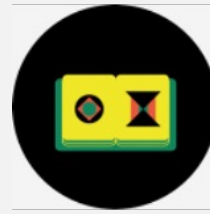
Week 1

- > Course Structure
- > Intro to DT&I



Week 2

- > What, Who, Why
- > Models of DT&I



Week 3

- > Sec. Research 1
- > Documentation



Week 4

- > Sec. Research 2
- > User and Envir.

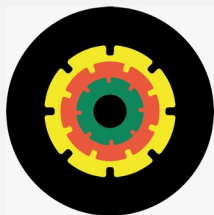
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DT&I Course – Week 4:



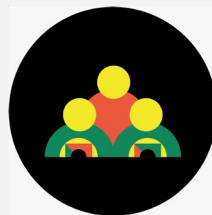
DT&I
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(20%)

- > Secondary Research
Part 2
- > Understanding Users



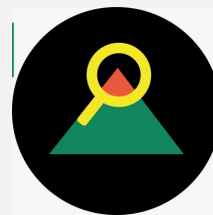
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- > User Participant
Mapping



DT&I
Project
(50%)

- > Secondary Research
- > User Mappings



DT&I
Case Study
(10%)

- > Case Study
Project 'PD
Project'



Supporting Organizations:



D'source Project



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Credits:

Content:

Prof. Ravi Poovaiah



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Credits:

Camera & Editing:
Santosh Sonawane



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Credits:

Think Design Animation:
Rajiv Sarkar



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Credits:

Graphic Icons:
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Credits:

End Title Music:
C P Narayan



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