



Secondary Research User-Participant Mapping

Design Thinking & Innovation
Project

Section: P4, Week 4



D'source Project



Open Design School



MoE's Innovation Cell



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Section: P4
Week 4



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

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IDC School of Design, IIT Bombay



DT&I Project

P4 DT&I Project Secondary Research User Mappings

Module P4:

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THINK!
DESIGN



P4.1

DT&I Project Secondary Research + User Mapping



DT&I Project - Secondary Research:

Project Based Hands-on Learning Process:

- 1 Identify users relevant to your topic
 - based on their backgrounds
 - based on their level of expertise
 - based on their interest and activities
- 2 Document this information/data in appropriate categories in folders
- 3 Create User-Participant Relationship Mapping to identify users that are important for your topic



DT&I Project (DT&I) Steps:

DT&I Project Steps and Deliverables - week 4:

1. Identify different users based on their background in relevance to your topic and make a list.

- This could be based on age, gender, location, education, profession, etc.

2. Identify users based on their level of expertise in interacting with a service, facility, product, etc. and make a list.

- | | |
|----------------------|-------------------|
| - Novice User | - Casual User |
| - Intermittent User | - Occasional User |
| - Expert Users | - Core Users |
| - Super Expert users | - Power User |



DT&I Project (DT&I) Steps . . .



DT&I Project Steps and Deliverables - week 3 . . .

- learn to make use of these Tools

3. Identify users based on their interests and activities:

- Make a list of interest and activities for your main users.

For example, if it's a product for elderly:

- their activity could be taking walks, meeting friends regularly, help the society, etc.
- their interest could be solving puzzles, teaching grand children, gardening, etc.

4. User Participant Mapping:

- Do the User-Participant Mapping. This will help you to identify the different kinds of users and their varying level of participation/relationship/involvement with the chosen topic or issue
- You can initially do this on paper and after you finalise, make a digital version



**Thanks for
Listening**

DT&I Project
Section: P4
Week 4

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DT&I Project – Week 1-4:



Week 1

- > Select Project
- > Brain-Storming



Week 2

- > Select Project Title
- > Mind-Mapping



Week 3

- > Sec. Research 1
- > 5W + 1H Questions
- > 5W + 1H Matrix



Week 4

- > Sec. Research 2
- > User Participant Mapping

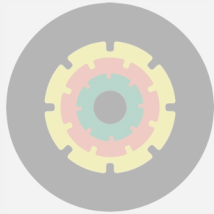
THINK!
DESIGN

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'



Supporting Organizations:



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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:
Shweta Pathare



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Credits:

End Title Music:
C P Narayan



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