

## Design Research

### Overview

Discover unmet needs that change your business perspective.

Revealing unmet consumer needs has become more important than ever, and design research plays a critical role, either as part of an existing market or consumer research team, or as an integral deliverable of the design organisation.

Although delivery of design research is an expertise in itself, the actual management of it should not be neglected. Well managed design research ensures that the solutions delivered by the design function drive impactful results for your organisation. Some of the topics covered in this module include:

- ◆ How should you set-up and manage Design Research activities?
- ◆ How can you ensure that the outcome of the design research is integrated within your design process?

### Learning Goals

In this module we will achieve the following learning goals. You will be able to:

- ✓ Show an understanding of the differences and similarities between design research and market research
- ✓ Show an understanding in applying the different types and methods of design research
- ✓ Understand when design research is needed to drive innovation for your organisation
- ✓ Understand the flow and logic of design research

### Resources

Design Research utilises our proprietary 'Design Research Roadmap' tool.

PARK training materials can be found in the Livebook, our e-learning application.



*“Effective management of design research ensures that future solutions drive results for your organisation.”*