

Design Research Techniques

Unlock key customer insights and drive high-impact product design.



— “I left much more confident about my ability to gather insights that can inform product development.”

Design Research Techniques

Level up your user research skills to discover what makes your customers tick. You'll learn how to maximize your user research efforts and how to synthesize and communicate your insights for organizational impact. You'll practice participatory and non-participatory design research methods to broaden your research toolkit. With these skills, you'll help your company become more targeted, strategic, and connected to your customers' needs.



You'll walk away knowing how to:

- + Learn more about your users across all phases of the design process.
- + Conduct contextual inquiry research.
- + Design and conduct effective research interviews.
- + Learn a structured process for synthesizing research into insights and personas.
- + Use research insights to propel your design forward.
- + Communicate research results for impact.

Cost

For open-enrollment and corporate pricing, visit cooper.com

Length

Two days

Ideal for

Product managers, marketing professionals, and designers with minimal research experience looking to build an understanding of their customers with user research

Upon Completion

Receive all materials from the course as well as a certificate to help you stand out from the crowd in your professional network

Day One

- + Articulate the benefits of design research and qualitative methods over market research and quantitative methods.
- + Discuss how to shape product vision by leveraging design research to learn more about your target users.
- + Learn how to identify research objectives and design interview guides to maximize insights.
- + Practice contextual inquiry to notice patterns in user behavior.
- + Practice leading user interviews.
- + Learn how to identify patterns and translate findings into insights.



Practice participatory and non-participatory research methods.

Day Two

- + Learn how to refine your synthesis skills to build user models, like personas.
- + Practice communicating research using an actionable framework.
- + Create a strategy to test prototypes and gather feedback on different aspects of a concept.
- + Practice articulating the case for a more robust research program.



Learn a time-tested method for facilitating synthesis.