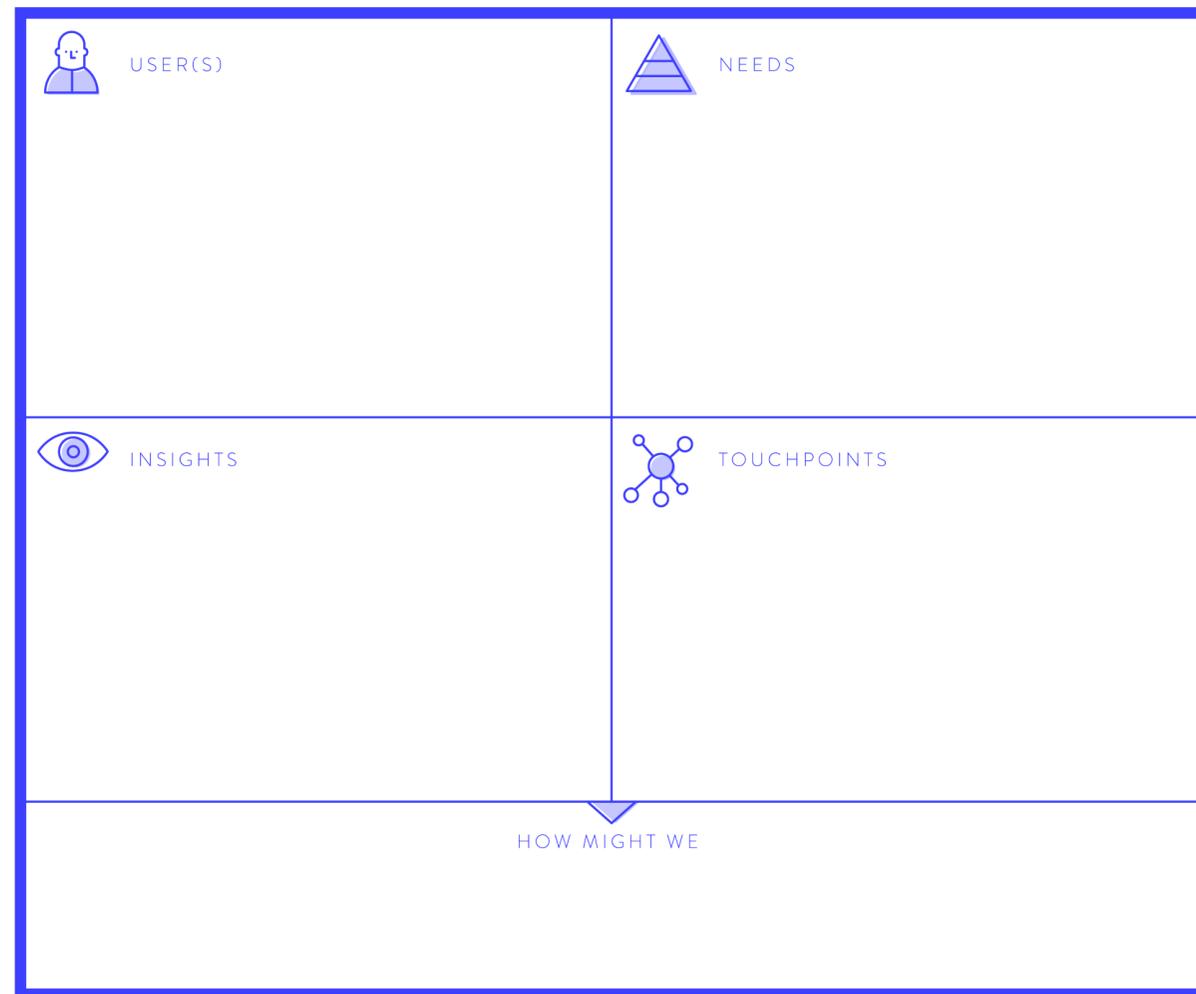
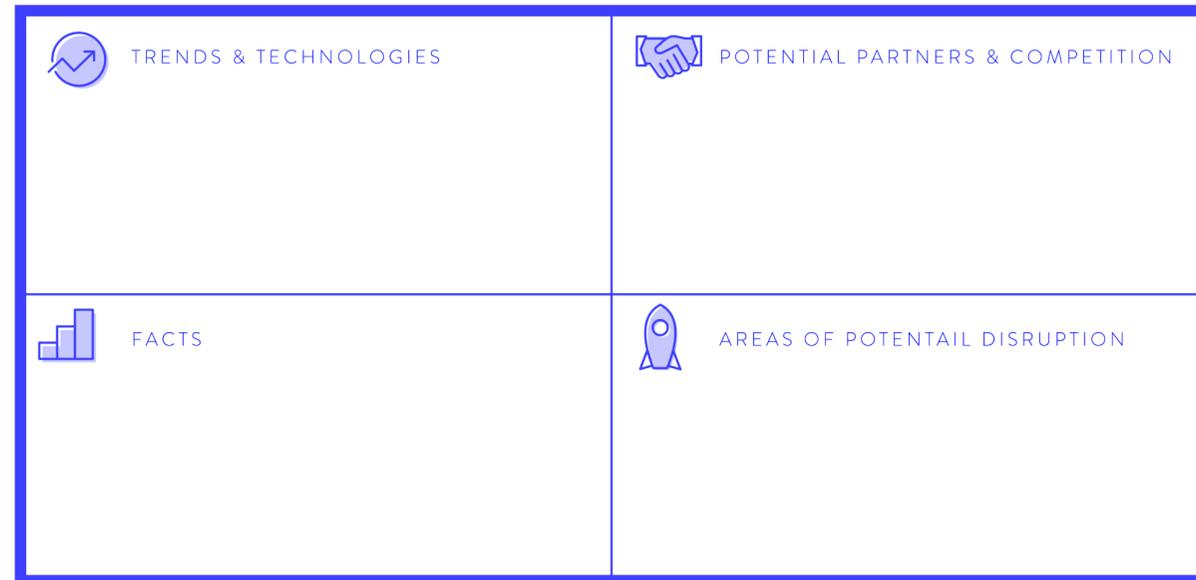


Jürgen Späth



Explore Module

The Explore Module helps us to get to know the users and their needs, preferences and considerations for decision-making. Only if we precisely know the users and their problems, we can develop an idea and later a product or a service that convinces and excites the users.



Trends & Technology

Trends & Technology

In the Trends & Technology Field, we note in information about megatrends, socio-cultural trends, consumption trends and zeitgeist trends that (may) have an effect on our project. We also incorporate our knowledge about current technologies and developments. This is especially important in the area of digital innovations.

Trends & Technology

Trends and technologies changes rapidly in our digital age. They often cause and affect each other. A trend is by definition an instrument to describe changes and flows in the society.

Megatrends describe long-term developments that shape all areas of society and economy. A trend has to fulfill three requirements in order to be classified as a megatrend: a life span of at least 25 years, an impact on several areas of life and global impact.

Example: Silver Society

Trends & Technology

Socio-cultural trends describe medium-term change processes of about ten years. The focus of these trends is on social and technological change. The attitude towards life, the value orientation and the structure of needs of people change.

Consumption and zeitgeist trends are short-term changes occurring in the world of consumption and products. They last for about five to eight years.
Example: subscription trend. Netflix, Spotify, Apple etc.

Trends & Technology

Matching methods:

- Research Mind Map

Potential partners & competition

Potential partners & competition

The field Potential partners & competition contains all information about relevant partners and competitors on the market that we want to renew.

Potential partners & competition

In the digital world, the boundary between partners and competitors can become blurry rather quickly. Many digital services and products nowadays have interfaces (APIs) to other products.

Subsequently, we organize these vendors into three groups, competitors, neutral and potential partners.

Potential partners & competition

Matching methods:

- Stakeholder Map
- User Journey

Facts

Facts

In a way, the Facts field is our joker. Here, we put everything that we cannot assign to other fields but that has something to do with our research topic.

Facts

During our research, we will repeatedly find interesting information, facts and inspirational that do not directly match any of the fields provided.

Example: Data from quantitative market research, laws or market figures.

Facts

Matching methods:

- Research Mind Map
- Stakeholder Map
- Fly on the wall
- Market Trend Analysis

Areas of opportunity

Areas of opportunity

Under the heading of Areas of opportunity we note recurring important topics that bother our users. These are the first hints to specific needs.

In many cases, they turn out to be the preliminary stages of ideas, which we can later develop by means of the create module and its methods.

Areas of opportunity

During our research, we will continually find things that somehow bother our users. At first, they may not be tangible. We cannot related need.

Sometimes, areas of opportunity can also coincide with user needs.

Areas of opportunity

Matching methods:

- Research Mind Map
- Stakeholder Map
- User Motivations Analysis

Users

User

The User field contains the characteristics of our future users. As the information is strongly related to our information in the fields Needs, Insights and Touchpoints, these four categories share the largest area of the explore module.

User

The user are the key. All our projects focus on them.
We have to know our user in their natural environment.
We have to go outside.
We want to understand our potential users and to meet them empathically. We want to perceive the world through their senses. What motivates them? What prevents them to satisfy specific needs?

User

Matching methods:

- The Qualitative Interview
- Persona
- Stakeholder Map
- Research Mind Map
- Fly on the Wall

Needs

Needs

What we note under Needs is what we want to solve with our innovation. The combination of user and need is the benchmark for the development of new digital products and services.

Needs

Uncovering needs is the second most important purpose of our research after identifying users. Only when we have discovered needs, we are able to satisfy them by means of our solution.

The combination of need and user is the foundation of developing new digital products and services. Needs are signposts for our products. Unsatisfied needs are problems for our users.

Needs

Matching methods:

- The Qualitative Interview
- Persona
- User Journey
- Fly on the Wall

Insights

Insights

The Insights field contains information about the physical and emotional environment of our users. Here we also note suitable analogies that allow for a new view on our research topic as well as suitable analogies that deepen our empathy for the topic.

General Insights, Functional Insights, Emotional insights, Social insights

Insights

When certain pieces of information come up often, appear valuable according to our gut feeling and already inspire us to solutions during research.

General Insights:

These are contextual insights relating to our users.

Functional Insights:

These insights are related to user activities. We ask what the users want to achieve and how they achieve their objectives. Barriers can also relate to functional insights.

Insights

Emotional insights:

These insights are related to the experiences and feelings of the user in handling the product or service. Emotions can be helpful when we conceptualize new solutions, because every time we manage to turn a negative emotion into a positive one, there is a big chance that our users will be enthusiastic about our solution.

Social insights:

These insights are related to the social behavior of the users. Example: Airbnb, Snapchat, Uber etc.

Insights

Analogies:

This is a special category of insights. Analogies are solutions that have been developed for a completely different area but nonetheless offer a relevant solution approach for us.

Example: Car sharing, where many users share a car. This mechanism can be translated e.g. to the housing market, resulting in a service similar to Airbnb.

Insights

Matching methods:

- The Qualitative Interview
- Persona
- Fly on the Wall

Touchpoints

Touchpoints

The field Touchpoints lists the points of contact between the user and a service or product.

Touchpoints

Touchpoints help us to find the correct channels for designing new products for our future users.

We want to know what media and what devices our users employ, which device is the most important one in which circumstances and why.

Touchpoints

Matching methods:

- The Qualitative Interview
- Persona
- User Journey
- Fly on the Wall

How might we

How might we

Based on the information about User, Needs, Insights and Touchpoints, we develop a how-might-we question to summarize the users and their unsolved problem.

How might we

Basically, the methods can be organized into two groups: these are „synthesis methods“ that help us to classify data and to interpret information, and there are „ethnographic methods“ that help us to collect the correct data during a qualitative field survey.

How might we

First, we have to collect as many data as possible.

However, data depend on context and do not provide us with new insights from the outset. They only become information by putting them into context.

Second, we therefore need organization schemata to explore and sort our data and discover exciting information.

How might we

Third, we have to interpret the sorted data to context. This step is the biggest challenge.

Note: Our knowledge about users is the interpretability of information in context. We can only develop ideas and possible courses of action when we are proficient in the third step.

Where do I start?

Where do we start?

We begin with what we know!

Have a look at the fields one by one. It does not matter whether we proceed from top to bottom and from left to right or the other way round.

We begin with what we know and proceed to the things that we do not yet know. There are no methods that are imperative to use order to find out what we need to know.

Where do we start?

There is also no method that has to be used first.

However, it is good to use interview methods only when you already know some things.

You can compose your own methods. Mix of methods.