

DESIGN RESEARCH METHOD CARDS

Cut out these cards and choose which research methods you would like to use. *This resource has been co-produced with Ella Britton, V&A Design Thinker in Residence.*



IN-DEPTH INTERVIEWS

Using open questions to have a conversation with someone individually or in a group. These people might be someone you know locally, or professionals with a specific area of knowledge that might help you.

FLY ON THE WALL

Hanging out in a place and almost making yourself invisible to people. Just observing, listening and keeping notes of everything you notice.

WALKING TOURS

Inviting people who know a place or a service to walk you through the experience. Showing you what it looks like and what it means through their eyes.

EMPATHY TOOLS

Putting yourself in other people's shoes as much as possible and trying to experience what they experience.

JOURNEY MAPPING

Visualising the story of someone's experience step-by-step to learn more about what you are trying to investigate.

INTERVIEWING YOUR CLASSMATES

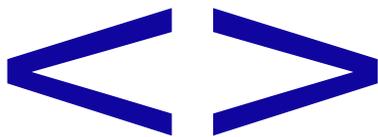
Using open questions or a questionnaire to have a conversation with your classmates about the context. What do they think? What questions do they have? What are they passionate about?

INTERACTIVE GAMES

Creating playful and interactive experiences for people, designed to help you find out more information about their experiences.

SIDWAYS INSPIRATION

Looking at situations that seem unrelated and thinking about what relationship they might have to your research e.g. what can a supermarket learn from a Formula 1 pit stop?



RAPID PROTOTYPING

Quickly building or 'mocking up' ideas to gain more insight into what people will respond to best, or what may or may not work.

