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Project  
 User Research  
 photo study



### method example

#### Value Web Diagramming

A value web is a value-provider relationship diagram that illuminates an existing or proposed business ecosystem. Unlike a value chain, it represents complex and interwoven relationships, depicts the value (money, goods, services) exchanged between entities, and identifies which relationships are most important, helping us understand what is exchanged among key players.

On the right are two value webs developed in a student project for Gold Peak Industries, a Hong Kong-based lighting and electrical equipment manufacturer.

The top value web shows the current market situation, and identifies key problems in the value web where design interventions could help. The bottom diagram illustrates a proposed new value web that would create a new business for Gold Peak and a better experience for end users.

Developed by: Dublin Inc. and the IIT Institute of Design  
 Taught in: Design Analysis, Design Synthesis, Strategic Design Research  
 Course: Research & Demonstration Project

Diagram created by: Lucas Daniel (MDes 2005)

### methods used in combination

#### User-Insights Driven Innovation

Together, this set of methods quickly turns user data into insights, and insights into concepts. Shown here is work from a student project focusing on party planning services.

Developed by: Vijay Kumar and Patrick Whitney, IIT Institute of Design  
 Taught in: Design Analysis, Design Synthesis, Strategic Design Research,  
 Observing Users, Research & Demonstration Project

#### Disposable Camera Study

Disposable cameras are given to selected users, along with guidelines for photographing their daily activities in a given area of interest.

#### POEMS

This process uses the "POEMS" framework, which organizes examples into the categories of People, Objects, Environments, Messages/ Media, and Services.

#### Ethnographic Interview

Later, ethnographic interviews are conducted with the user about the photographs, and carefully structured notes are taken. Initial insights and user needs are developed.

#### User Insights Tool

All observations are entered into the User Insights Tool (see image below) and organized under the POEMS framework for easy analysis.

#### Insights Matrix

The Insights Matrix is used to cluster lists of insights, which may include over 100 items. Clusters are graphically depicted and named (in the context of "entertaining at home", for example, clusters might include planning a party theme, preparing the home, and assuming the role of host.)

#### Insights to Innovations

Using this method, design principles are derived from insight clusters, and used to inform concept development. For example, insights in the cluster "assuming the role of host" might lead to a design principle that "Hosts should be able to participate deeply in party activities."

#### Concept evaluation

From this point, a variety of concept evaluation methods can be employed to narrow the field of solutions and focus on which directions to develop or pursue in greater depth.

Using this cluster of methods, the student team developed the "You Times Two" (x2) party planning service concept. It helps people plan for a party, shop, deliver and prepare food.

Concepts created by: Alekx Curtis, Douglas Look, Douglas Wills, and Taylor Lies (graduate students fall 2005).

