

Design Research Guide

Want to get involved in design research?

Use the Design Research Guide to help you interview students and colleagues about student support at Lakeland and to seek inspiration from analogous service experiences outside of Lakeland that might give you new ideas!

Use the Capture Sheet to synthesize your learnings and think about ideas you might want to test.



ASSIGNMENT

EXPLORE DESIGN RESEARCH

Design research is the process designers use to uncover human needs. Design research is rooted in empathy. We approach design research without answers or judgements.

At Lakeland, we're exploring the needs of both students and we're exploring the needs of both students and employees to better understand opportunities for student services. Over the next week, we invite you to engage in the following activities.

MISSION 1

Time: 15 min

Interview A Student

There's no better way to understand the hopes, desires, and aspirations of those you're designing for than by talking with them directly. Use the following questions as a guide to have a conversation with at least one student that you don't know well.

- Hi, we're getting input from students about how to improve the services Lakeland offers to better meet student needs. Do you have 5-10 minutes to answer a few questions?
- Great, thanks. There are no right answers— this is not a test! I'm here to learn from you.
- What's your name? How long have you been a student here? What are you studying?
- Can you complete this sentence. *(Pick three of the following to ask the student. For each, ask a follow-up question about why or ask them to tell you a story about a time that happened).*
 - If I needed help deciding which classes to take, I would...
 - If I were overwhelmed by my workload, I would...
 - If I couldn't afford my textbooks, I would...
 - If I wanted to make friends on campus, I would...
 - If I needed to find a job, I would...
 - If I were failing a class, I would...
 - If my personal life was making it hard for me to maintain my grades, I would...
 - If I were graduating tomorrow, I would...
- Thank you!

MISSION 2

Time: 15 min

Interview a Colleague

We can also learn a lot from listening to stories from peers who serve the same students in adjacent ways that we are not as connected to day-to-day. Use the following questions as a guide to interview a colleague from a different department that you don't interact with often.

- Hi, I'm doing research to better understand the services that Lakeland offers. Do you have 5-10 minutes to answer a few questions?
- Great, thanks. There are no right answers— this is not a test! I'm here to learn from you.
- Tell me a story about a student that you felt you were able to really help.
- Tell me a story about a student that you weren't able to help.
- What are the biggest student needs that you or your department currently meet?
- What are the biggest student needs that you wish you, your department, or Lakeland at large could meet?
- What are the biggest barriers to meeting those student needs?

MISSION 3

Time: 30 min - 2 hrs

Experience an Analogous Service

Analogous settings help you isolate elements of an experience and then apply the insights to your own design challenge. We identified local places that deliver elements of service delivery in an interesting way. Please visit at least one of following places this week. Bonus points for one from each category! Try to visit a place you've never been before.

PRO-ACTIVE STAFF AND HIGH-TOUCH SERVICE

Sephora @JCPenney

Great Lakes Mall, 7850 Mentor Ave,
Ste 930, Mentor

Walk around the store, notice if anyone asks you for help. Ask someone to help you test and try the products.

Best Buy

7830 Plaza Blvd, Mentor

Make a reservation online with the Geek squad. Bring in a device and ask them to help you with it.

Apple Genius Bar

28849 Chagrin Blvd, Woodmere

Walk-in (or make an appointment in advance). Who greets you? What services do they offer?

Ask yourself: Where do you encounter staff? How are you treated? What kind of services are offered?

EASING FRICTION

Target

9669 Mentor Ave, Mentor

Download the Target app. Order in advance. Have your items delivered to your car.

Wal-Mart

Chardon or Madison

Download the Wal-Mart app. Order in advance. Have your items delivered to your car.

Core Life Eatery

7809 Mentor Ave, Mentor

Stand in line and order a meal.

Ask yourself: What does it feel like to order in advance and have your items brought to you? How were you treated?

SELF-SERVICE

FedEx Office

8390 Mentor Ave, Mentor

Make a set of copies using the self-service printer. Ask an employee a question.

Higi health kiosk

- Sam's Club, 5600 Emerald Street,
Mentor
- Rite Aid, 180 N. State St., Painesville
- Rite Aid, 7796 Munson Rd., Mentor

Use the self-service kiosk to check your blood pressure, pulse, weight, and BMI.

Ask yourself: What does it feel like to use a self-service system? How does it feel when you have a question in a self-service environment? What's great? What isn't?

SERVICE PHILOSOPHY

Zappos zappos.com	Make an account. Call customer service and ask to be upgraded to a VIP member.
Lush Beachwood Mall, 26300 Cedar Rd, Beachwood	Walk-in and ask what products you can try. See if you can get your hands washed.
Hampton Inn 5675 Emerald Ct, Mentor	Visit the front desk and ask about “Hamptonality” and Acts of Hamptonality. Ask them to show you an example.
Chick-fil-A -9611 Mentor Ave, Me Great Lakes Mall, 7850 Mentor Ave, Mentor	Eat a meal inside and ask about the service philosophy. Count how many times employees say “my pleasure.”

Ask yourself: What does the experience feel like? What is the service philosophy? What is their approach to customer service? What 3 words guide how employees act?

DATA, FEEDBACK & PERSONALIZATION

Orange Theory 7519 Mentor Ave. Suite #A14, Mentor	Attend a workout class.
Build-a-Bear Great Lakes Mall, 7850 Mentor Ave, Mentor	Observe kids building their own bears (or take your own kid!)

Ask yourself: How does it feel to have real-time feedback? What does a very personalized experience look and feel like?

LOW BARRIERS TO ENTRY

Home Depot 9615 Diamond Centre Dr, Mentor	Attend an upcoming workshop (make a planter box, install a ceiling fan, etc.).
Michael's 7900 Plaza Blvd Ste 140, Great Lakes Plaza, Mentor	Attend a how-to class (acrylic painting, necklace making, wall decor art, etc.).
Jo Anne Fabrics 8000 Plaza Blvd, Mentor	Attend a how-to class (sewing, quilting, jewelry, food, yarn, etc.).

Ask yourself: How do these classes lower barriers to entry? What is it like to take a class in a store? How do customers and employees feel about these classes?

RESEARCH

CAPTURE YOUR LEARNINGS

Review your notes from your interviews and analogous experience. This capture sheet is a tool to help you synthesize what you saw, heard, and experienced. Use post-its and write one quote, idea, or phrase per post-it, pile your post-its on top of each square. We will use these sheets in our next workshop to help us synthesize insights and observations from our research activities.

Name of interviewee or visit:

3 memorable
**quotes, stories, or
moments**

Emerging **insights,
patterns, or themes**

Ideas that this
interview or
experience
sparked