

LOW BARRIER RESEARCH PLACEMAT

Design research methods that require minimal time, money, and permission to gather data

SHADOWS



Who might we observe to better understand the needs and flow of the problem?

SECONDARY RESEARCH



What data, case studies or research already exists about this problem?

INTERCEPTS



Where can we go to quickly interview people about the design brief?

SPACE/PLACE VISITS



What spaces and places can we go to for information and inspiration?

GROUP DISCUSSIONS



Who can we bring together in a dialogue to dig deeper into the problem?

CAMERA JOURNALS



Can we create a documentary record of the problem? How can we best harvest media?

COMPETITIVE ANALYSIS



What other solutions exist in the current market, the past or adjacent industries?

PERSONAL INVENTORY



What personal artifacts, objects or contexts can we get people to explain to us?