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Ideation Phase of User Research (Structuring and Designing Solutions)

Goal: Generate and refine ideas, designs, and flows.



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Card Shorting

When should the card sorting method be used?

Structuring content or information architecture.

Where should the card sorting method be used?

Remote (using tools like OptimalSort) or in-person.

How should the card sorting method be used?

Ask participants to group items into categories. Analyse results to identify patterns.

Example:

Using card sorting to determine the most intuitive way to organize menu items in a mobile app.

Participatory Design

When should the participatory design method be used?

Co-creating user-centered solutions.

Where should the participatory design method be used?

Workshops, online collaboration platforms.

How should the participatory design method be used?

Involve users in brainstorming and prototyping sessions.

Example:

Users contribute ideas for feature improvements during a design workshop for a new app.

Concept Testing

When should the concept testing method be used?

Validating early-stage ideas or concepts.

Where should the concept testing method be used?

In-person or online testing sessions.

How should the concept testing method be applied?

Present concepts (sketches, mockups) and gather user feedback.

Example:

Users provide feedback on initial design concepts for a new mobile banking app.