

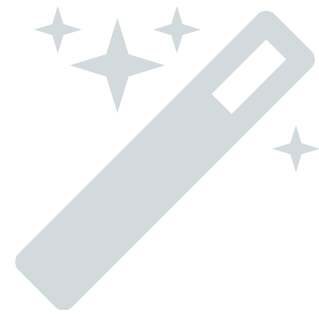


# WEBMAKER DESIGN RESEARCH LAB

FIRST, WHAT IS DESIGN  
RESEARCH?

DESIGN RESEARCH REFERS TO AN ARRAY  
OF METHODS WHICH CAN BE APPLIED  
TO PROVIDE ESSENTIAL DATA ON USER  
EXPERIENCES FOR A PRODUCT.

MANY OF OUR PRODUCTS HAVE MATURED  
TO THE POINT THAT WE CAN NOW APPLY  
THESE APPROACHES TO BETTER INFORM  
EACH PRODUCT'S PROCESS, FROM  
CONCEPTION TO FINAL LAUNCH.



# FROM CO-DESIGN TO USER TESTING TO A/B



# SESSION BRAINSTORM

**BOTH:**  
\*Involve users in design research process

## CO DESIGN

- Deliberately blurred roles between participants, designers and researchers
- Metaphor = Round Table or circle of equal participants
- Non-assumptive, community comes up with problem.
- All co-design together and synthesize
- Aligned with a value or mission
- Includes use of design games and creative activities
- Outcomes are varied, qualitative

*Use for: ideas, problem, design, user, user design!*

## USER TESTING

- Distinct ~~roles~~ roles for study participants and facilitators/researchers
- Metaphor = Magnifying glass, analysis of subject
- Assumptive or testing specific assumptions/inclinations
- Researcher synthesizes knowledge + insights
- Typically focused on finding problems or frustration points in an interface
- Uses tasks where a user ~~interacts~~ "talks aloud"
- Outcomes are set, qualitative or quantitative - videos, reports, bar graphs, code design bldgs.

*Use for: user games, problems, problems, problems!*

**THE WEBMAKER DESIGN RESEARCH PROCESS!**

The diagram illustrates the webmaker design research process as a cyclical and iterative journey. It begins with a 'START' point, leading to a 'DIVERGENT' phase where 'user-testing' and 'synthesis' occur. This is followed by a 'CONVERGENT' phase. The process then moves to 'ITERATIVE PRODUCT' and 'SHIP'. From 'SHIP', the process branches into 'MEMORIES' and 'X-RAY THUMBLE', which feed into 'FEATURE PRODUCT' and 'CO-D'. 'CO-D' is linked to 'CUMULATIVE STUDIO MOFO' and 'BODY OF KNOWLEDGE ACCUMULATES BY MAKING'. The process also includes 'DIVERGENT' and 'CONVERGENT' phases, and a 'START' to 'END' timeline.

# — ALL DESIGN PROCESSES —





## — NEXT STEPS —

Get in touch after demos to  
chat about getting this started!

[https://wiki.mozilla.org/Webmaker/  
Design\\_Research](https://wiki.mozilla.org/Webmaker/Design_Research)