Generative research

🔍What is it

- Generative research sometimes referred to as discovery or exploratory research, is defined as "a method of research that helps researchers develop a deeper understanding of users in order to find opportunities for solutions or innovation." Contrary to evaluative research, which is about evaluating our design and our product by using usability testing methods, the goal of generative research is to generate information about end users and explore the problem space related to our product.
- You are expected to produce a research plan, execute the research and deliver a summary findings identifying the users, their needs and their pain points. This is typically summarised in a research findings report which then is the key input to inform the discovery outcomes.

🎁 Key Benefits / Why is this important

- This practice enhances existing understanding by gathering rich and detailed information about users' behaviours, attitudes, motivations, and preferences. It enables an equal focus across functional, emotional and social needs of a user, while quantitative methods, such as Google Analytics only surfaces functional needs.
- It directly supports a key principle of outcome based ways of working, by forcing the team to spend more time exploring the problem before rushing to think about potential solutions.

🛠️ Techniques supporting this practice

- User interviews
- Usability testing
- Empathy mapping

- Task oriented research