



## Research analysis for Digital Farmers

This file is research analysis conducted by Michal Maciejewski as part of his graduation internship at the Hague University during UXD programme. It shows steps taken during research phase.

## Research question

„What are the best ways/practices of collecting information from clients at the beginning of the design process.“

## Research process



### 1. Desktop research

In the beginning I conducted desktop research in order to learn how other designers collect information from clients at the beginning of the design process.

I was curious to learn about experiences of freelancers, agencies and start-up designers.

This research step gave me first information and overview on what I should be asking and looking for in the next research phases.

### 2. Survey

In week 5 I conducted a survey which I posted in design groups on Facebook. By doing that I received quantitative data from freelancers, designers in agencies, in-house designers and start-up designers.

### 3. Interviews

After I understood the data from survey I made interviews with fellow designers to validate my point of views and to learn more about their approach.

### 4. Concepts and prototypes

Digital Farmers wanted to have working prototype of first form ready as soon as possible, that's why parallel to my research I was conceptualizing on it using most recent data from my research. During that period we made 2 fully working prototypes.

## Who I researched?

Freelance  
Digital Agency

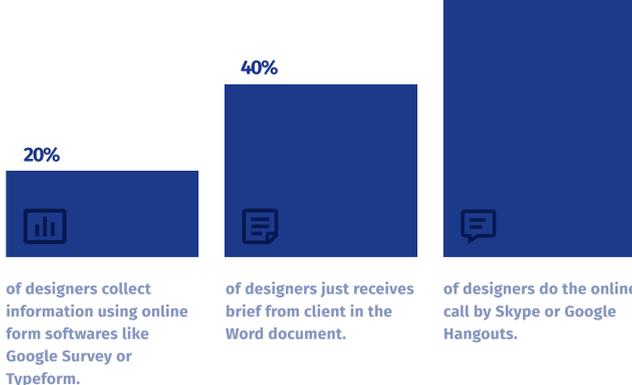
Start-up  
In-house

# DESIGNER

of experience  
in the design  
industry

**60%** < 3 years

**40%** 3 - 5 years

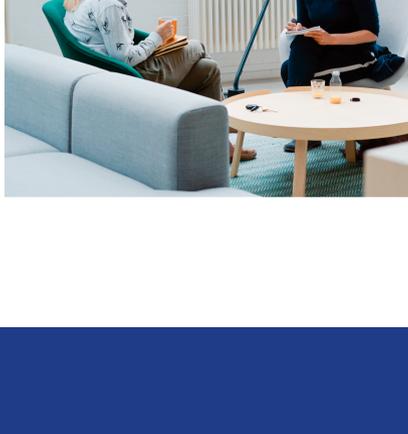


of designers collect information using online form softwares like Google Survey or Typeform.

of designers just receives brief from client in the Word document.

of designers do the online call by Skype or Google Hangouts.

**100%** of designers prefer to meet with client in person



## What designers ask about?



### Services

Designers always discuss what kind of services their client needs. Think of website, logo, branding etc.



### Goals

Goals they have regarding the project. It can be things simple like receiving donations online or as complex as building new brand online.



### Target group

For most of designers using at least some of UX practices, knowledge about target group is very important.



### Design style

Designers prefer to hear about design style preferences of their clients.

**It is common for designers that their clients don't know exactly what they want or don't know how to tell it.**

**In order to understand their clients some designers (60%) reach out for Design Thinking techniques. Here I've gathered most popular ones**

### 2. Customer Journey Map

A customer journey map tells the story of the customer's experience: from initial contact, through the process of engagement and into a long-term relationship.

It may focus on a particular part of the story or give an overview of the entire experience. What it always does is identify key interactions that the customer has with the organization. It talks about the user's feelings, motivations and questions for each of these touchpoints.

### 1. Stakeholders map

„Without stakeholders, there would be no projects to manage. The stakeholders are all the interested parties in a project - the people who affect and influence the project, as well as those who will be influenced by it.“

Stakeholder map is visual representation of stakeholder analysis. It's useful to try to understand stakeholders of the project together with client.

### 3. MOSCOW technique

The MoSCoW method is a prioritization technique used in management, business analysis, project management, and software development to reach a common understanding with stakeholders on the importance they place on the delivery of each requirement.

**40%**

needs to be advised on what kind of services will be good for their business

of clients know exactly what they want.

**60%**

## Insights and next steps

**1.**

Online form should allow client to talk with designer by online call software or in person.

**2.**

Online form must ask clients about services they need, goals they have for project, their target group and design style they like.

**3.**

60% of clients or uncertain about what exactly they need. It's a great opportunity for upsells in the form flow.

**4.**

A lot of designers use creative techniques to understand their clients. Online form can take inspiration from that. For example it can ask clients questions according to MOSCOW method or to use principles of other methods.

