

## NIRMA UNIVERSITY

Institute:	Institute of Design
Name of Programme:	Bachelor of Design (Communication Design Prog.)
Course Code:	2DD202CC25
Course Title:	Design Research Methods
Course Type:	Core
Year of introduction:	Academic Year 2025-26

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### Course Learning Outcomes (CLO):


At the end of the course, the student will be able to:

1. Be introduced to qualitative and quantitative Design Research Methods. (BL 2)
2. Understand a design problem/opportunity area through a careful study of its current and past history, through literature review and study of artifacts, services, in use. (BL 3)
3. Apply qualitative research methods of observation, contextual inquiry, ethnographic research (Photo documentation) methods to develop unique insights into the use, context of a product, service, communication need. (BL 3)
4. Build User and Stakeholder Persona and understand the behaviour and attitude of the User group as well as the Stakeholders involved. (BL 4)
5. Learn to apply tools and methods of analysis and synthesis, on research conducted for Design projects. (BL 5)

### Contents

**Teaching  
Hours  
(Total 75)**

<b>Unit 1</b>	<b>Introduction to the function and purpose of Research</b>	<b>2</b>
	<ul style="list-style-type: none"> <li>• Research for and in various domains</li> <li>• Quantitative Research methods and its scope in Design</li> <li>• Qualitative Research methods and its scope in Designs</li> </ul>	
<b>Unit 2</b>	<b>Identification of Research theme and related Secondary Research</b>	<b>4</b>
	<ul style="list-style-type: none"> <li>• Defining the Research Question and area of inquiry</li> <li>• Literature Review</li> <li>• Survey of Secondary Research materials such as research reports by government, industry associations, reputed journals related to the research</li> <li>• Trends and Speculative scenarios</li> </ul>	



**Unit 3      Primary Research: User Research      6**

- Identification of problem/need /area of opportunity through Field/Contextual Research
- Study of Users and Environment of Use through Observation methods and Photo documentation of artifacts and services, social contexts etc.
- User Journey maps, User Persona
- Qualitative Insights into behaviour, attitudes and aspirations impacting Design

**Unit 4      Tools of Analysis & Synthesis      3**

- 2x2 matrix, Interaction matrix
- Synthesis of Analysis through Iceberg models, Giga mapping, Leverage identification, Pattern detection, etc.
- Visual Modelling of Scenarios and narratives
- Use of software such as NVivo, Quirkos etc.

**Self-Study:** Selected Research Papers and Case Studies from various domains- social sciences, design, ethnographic, technology etc.

**Suggested Readings/References:**

1. Gjoko Muratovski, *Research for Designers: A Guide to Methods and Practice*, SAGE Publications Ltd; Second edition, 2021
2. Robert Curedale, *Design Research Methods: 150 Ways to Inform Design (Design Methods)*, Design Community College Inc., 2013)
3. Ilpo Koskinen PhD (Author), John Zimmerman PhD (Author), Thomas Binder PhD (Author), Johan Redstrom PhD (Author), Stephan Wensveen PhD (Author), *Design Research Through Practice: From the Lab, Field, and Showroom*, Morgan Kaufmann; 1st edition, 2011
4. John W. Creswell (Author), Vicki L. Plano Clark (Author), *Designing and Conducting Mixed Methods Research*, SAGE Publications, Inc; Third edition, 2017
5. John W. Creswell (Author), Cheryl N. Poth (Author), *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*, SAGE Publications, Inc; Fourth edition, 2017
6. Hennie Boeijs (Author), *Analysis in Qualitative Research*, SAGE Publications Ltd; 1st edition 2009

**Suggested Field Visits:** Related to selected area of study

