



1. Framing

What are the questions we are trying to answer?

Generate a series of framing questions, with the “5 Ws and H” structure, to help identify which gaps in knowledge you need to fill.

Who? questions help determine prospective audiences for your design work.

What? questions clarify what people might be doing.

When? questions help determine the points in time when people might use your product.

Where? questions help you to determine contexts of use.

Why? questions help you to explain the root of someone’s behavior.

How? questions help you go into detail on what explicit actions or steps people take.

Framing Questions

A good set of framing questions might be:

“Who would share program clips?”

“What would people want to share?”

“When would people share clips?”

“Where are people when they are sharing clips?”

“Why would people choose to share clips?”

“How frequently would viewers share clips?”



Example Problem

Imagine that you're adding a “Social TV Clip Sharing” feature to your product for the US market.

Your team is debating whether to incorporate functionality for tablet and mobile users that would enable them to share brief clips from shows that they're watching to social networks, along with their comments.

But you aren't exactly sure who this feature is for, or why users would want to use it?

Different Cluster Types of Hypothesis Statements:

Attitude-related Behavior-related Feature-related

HYPOTHESIS

TV watchers that use social networking sites like hearing about their friend's favorite TV shows.
(attitude)

HYPOTHESIS

TV watchers only want to share video clips from the shows they watch most frequently.
(behavior)

HYPOTHESIS

TV watchers are more likely to select and share a highlighted section from a video if it's popular for other viewers as well.
(feature)

Building a Foundation



Generating Inspiration and Ideas



Evaluating and Informing Design

2. Hypotheses

What do we think we already know?

Quickly answer your framing questions.

Cluster answers, finding important themes or affinities.

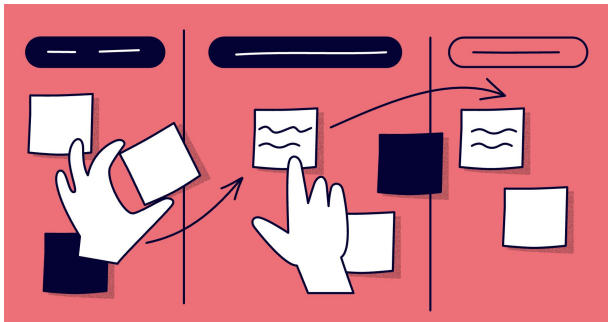
Remember these are YOUR assumptions NOT based on any evidence-based research yet.

Externalize your hypotheses to help **minimize bias**.

Will help you select the **right methods** to fulfill your research objective.

Will help communicate what you've discovered through the research process.

"We believed that [insert hypothesis], but we discovered that [insert finding from research]."



2. Hypotheses

What do we think we already know?

The goal of hypotheses is to help frame your objectives and choose relevant research methods to then be able to **prove or disprove your assumptions** through user research.

Translate into Statements

A general example:

“Understand how people in the US who watch at least 20 hours of TV a week choose to share their favorite TV moments.”

A tightly scoped example:

“Determine how infrequent TV viewers in Washington decide which programs to record for later viewing.”

An open-ended example:

“Discover how Washingtonians decide how to spend their free time.”



3. Objectives

Then you will want to prioritize the most important hypotheses and translate them into research statements/objectives.

This will help you figure out what to ask in your survey and interviews.