

DESIGN DRIVEN DELIVERABLES

BENEFIT OF DESIGN DRIVEN DELIVERABLES

W5's Design Driven Deliverables translate research findings for wider audiences, using audio, film, graphic design, installations, web, and other media, to ensure more memorable, inspiring, and impactful results.



W5 ON DESIGN DRIVEN DELIVERABLES

Making marketing research findings distinct and memorable can be a challenge. Results are typically presented as slides with bullet points, charts, and graphs—flattening findings into a one-size-fits-all format.

Meaningful and effective research captures the richness of human experience. Design Driven Deliverables complement traditional research reporting adding dimension to findings through compelling display of visual and narrative formats. The shift from “reporting” to “experiencing” enables findings to resonate in new ways and with new audiences.

This white paper provides an overview of Design Driven Deliverables, how they are executed, and how they can best be employed.



WHAT ARE DESIGN DRIVEN DELIVERABLES?

Design Driven Deliverables include any method of communicating research findings that goes beyond the standard research report. They can take many forms—from print design, video, and other creative approaches—but what ultimately unites them is the goal of telling a compelling story rather than simply reciting the facts. In this way, they naturally pair with most research initiatives and complement traditional research reporting. The report informs, whereas Design Driven Deliverables illuminate.

WHY USE DESIGN DRIVEN DELIVERABLES?

No matter how insightful and well-crafted a traditional report, the nature of the format appeals to a narrow, research savvy readership. Reports can be dense and replete with technical language and jargon.

Design Driven Deliverables share research ideas with broader audiences by prioritizing the most important insights, incorporating visual cues and imagery, and telling the human story often hidden behind data. This approach to sharing and socializing research data is more accessible and compelling for the majority of internal audiences.

'Design Driven Deliverables' refers to a number of approaches that accomplish these goals. The format can change depending on the category, internal audience, and context for how the information is received and used. Both qualitative and quantitative methods can successfully incorporate Design Driven Deliverables to enhance research findings.



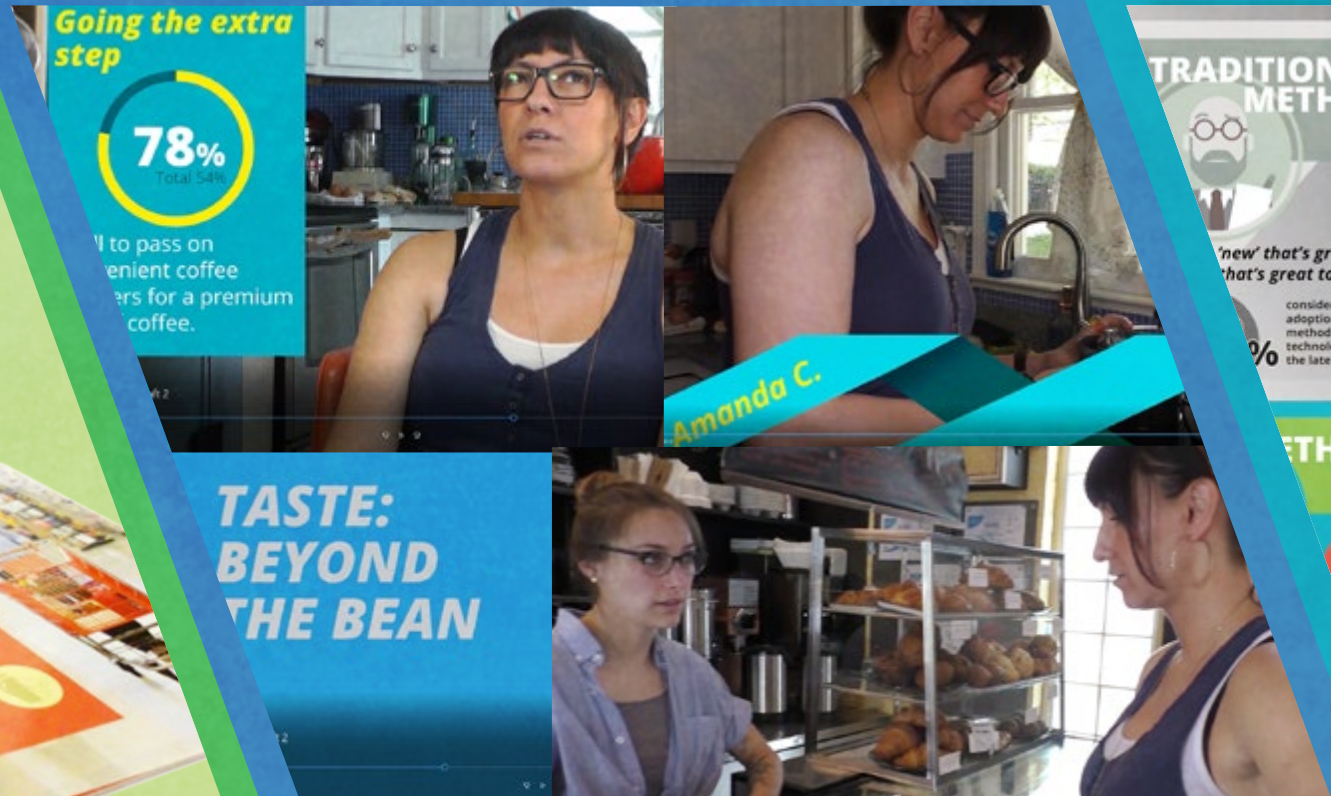
TYPES OF DESIGN DRIVEN DELIVERABLES

RESEARCH PLAYBOOKS



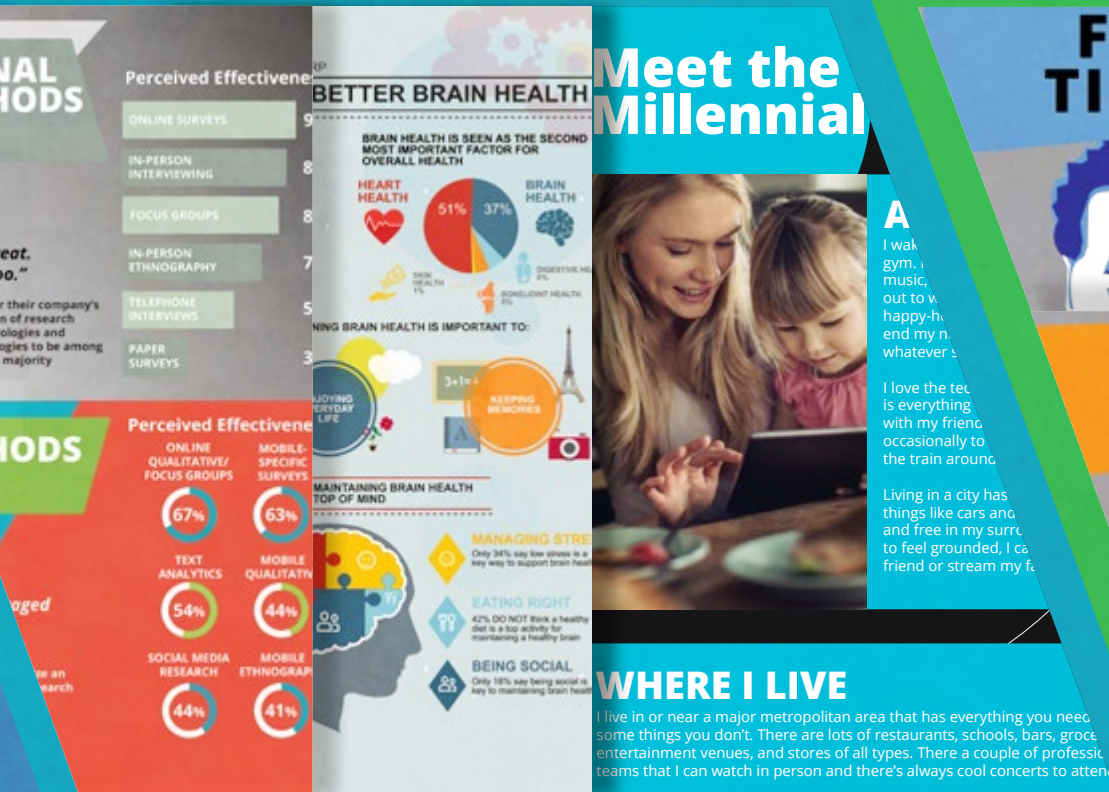
Research Playbooks distill the research study to its core by consolidating findings and thematic statements to make results compelling and actionable. Playbooks visually combine infographics, illustration, color, and typography to convey insights in a memorable way to those potentially less engaged or versed in marketing research.

DOCUMENTARIES AND VIDEOS



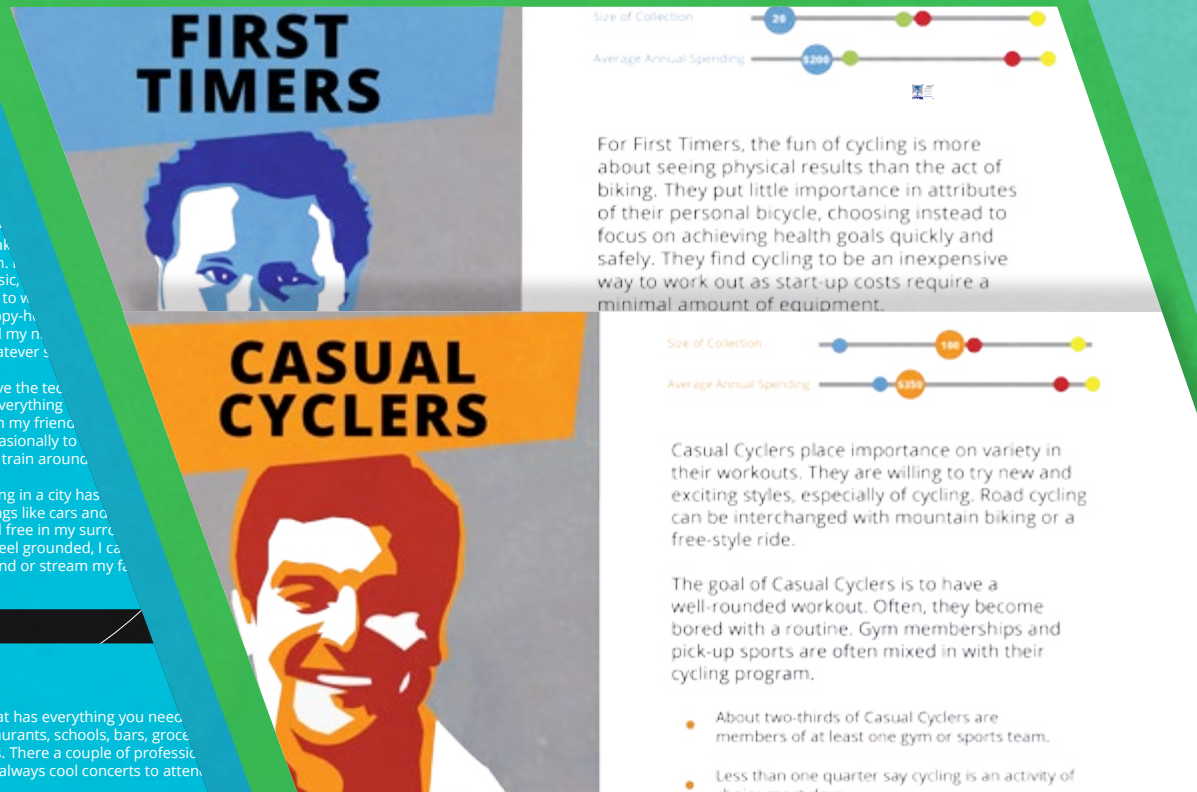
W5 produces research films of various lengths, from shorts and highlight reels, to longer documentaries. These deliverables offer a deeper understanding of target audiences by bringing them to life with their own voice and imagery from their actual lives. Whether in-home discussions with families or on-the-street interviews with young adults, a research video or documentary contextualizes consumers' lives for greater impact among stakeholders.

INFOGRAPHICS



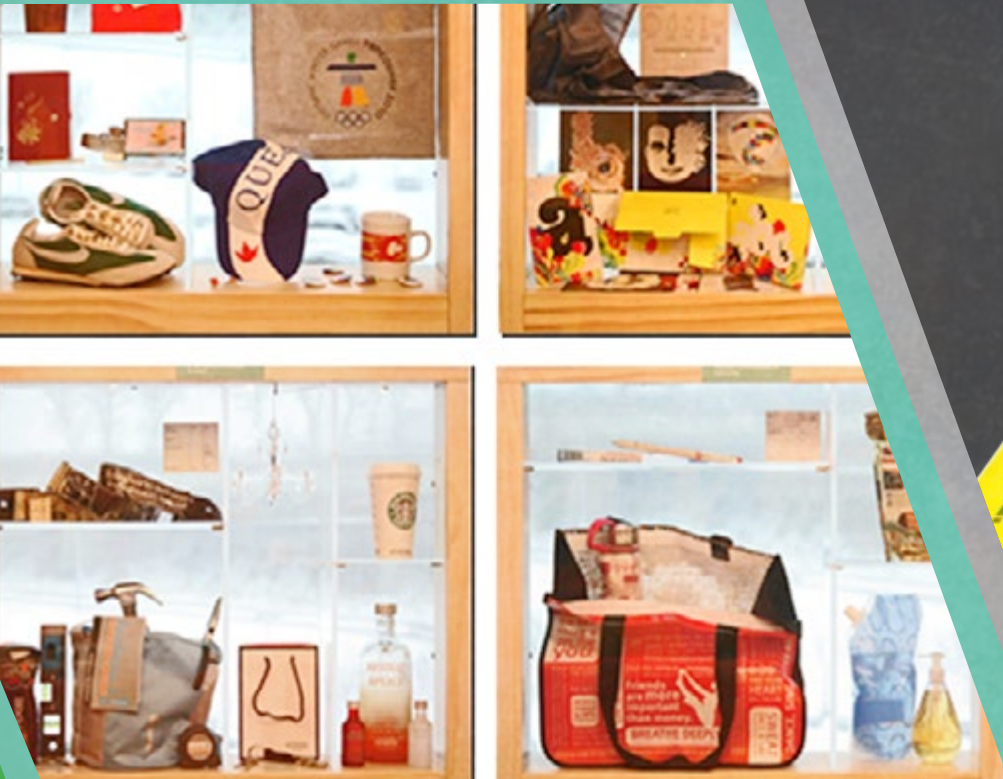
Infographics are graphic representations of key research findings designed to be quick reference documents for concise and clear communication. They provide a single source for the most important research data and are engaging and easy to view. W5 creates infographics that challenge expectations for how research data is presented and can often be surprising and fun in their presentation.

FACT SHEETS



Fact Sheets are quick reference documents used to distribute select data points or research insights throughout an entire organization. The demands of a fact sheet in comparison to a full research report are small—the findings are succinctly and elegantly presented and easy for unfamiliar audiences to read and understand.

INSTALLATIONS, ARTIFACTS, AND SHARED SPACES



Some research projects carry such organizational importance the results demand attention and constant reminders for all team members. In these instances, a number of approaches can be taken that allow research to 'inhabit' the office. Shared spaces can be transformed through poster displays, photography, ethnographic artifacts, or video reels to serve as daily inspiration.

DESK DROPS



Desk Drops—small printed materials or physical objects—also function as insight reminders when distributed to team members. These deliverables can take the form of brochures, trading cards, handouts, and physical objects such as coffee mugs or mousepads printed with key insight reminders or action items. These simple deliverables can literally bring the essence of the research to employees' desks and serve as a daily presence in their work life.

WHAT MAKES AN IMPACTFUL DESIGN DRIVEN DELIVERABLE?

There are three main considerations when executing a Design Driven Deliverable: Process, Context, and Content.



PROCESS

In our experience, Design Driven Deliverables are best executed when considered in advance of the research so it can be fully integrated into the process. This is especially true of more complex deliverables that involve collection of specific types of data, including video, audio, photographic, and physical artifacts. Typically, integration of Design Driven Deliverables follows this process:



Research Proposal

Discover and identify the needs and goals for Design Driven Deliverables



Research Design

Design a strategy for collecting artifacts and media specific to the deliverable



Research Fielding

Collect artifacts and media and respond flexibly to emerging research insights



Research Reporting

Craft Design Driven Deliverables parallel to or in conjunction with research reporting



Sharing

Distribute the final deliverable and socialize the results with key stakeholders

CONTEXT

The key to creating rich and engaging deliverables is understanding how it will work in context. The format of a Design Driven Deliverable is driven by its ability to inspire the audience and encourage continual consideration of key research insights that align with strategic business objectives. The media and format of the deliverable is selected after considering the best means to tell the research story as well as how it will be consumed by internal audiences.



Video

Amplifying the voice of the consumer and creating empathy within specific teams



Graphic/Print Design

Broadly sharing and socializing key research facts and insights throughout the organization



Books/Longform

Simplifying research findings and reporting to tell a cohesive story



Installations

Creating a consumer-centric culture within the organization by embedding research in physical spaces



CONTENT

The content and design of strong Design Driven Deliverables bridges gaps between research insights, intended audience, and strategic business objectives. Key questions and considerations for each of these aspects of design and content development include:



Insights

What does the research tell us? What needs to be reinforced or explained?



Audience

What is the best way to reach this particular audience? Is one media better than another?



Objectives

What do we want this research to accomplish? How can the deliverables help meet these objectives?

DESIGN DRIVEN DELIVERABLES SHOULD ALWAYS BE:

Insightful

Does it speak to the key learnings found in the research?

Easily Understood

Does it help the audience better understand the research?

Additive

Does it expand the audience's understanding of the research beyond the report?

Lively

Does it bring the research to life and engage in a fresh manner?

Memorable

Will it inspire the audience to continue thinking about the research?



Successful Design Driven Deliverables require dynamic teams who can leverage complementary skillsets in both research and design. Effective teams pair researchers who understand the design process with designers who have a strong research background. This ensures quality and efficacy while keeping how the results will be communicated top-of-mind from start to finish.

CASE STUDY

ADDING NUANCE TO CONSUMER SEGMENTATION

A major national provider of health insurance was interested in refining an existing segmentation scheme to add detail and nuance to the individual segments, providing context for stakeholders within the organization. The client sought to move beyond defining the segments quantitatively by developing a holistic understanding of their relationship with health and wellness.

APPROACH

Upon review of the existing segmentation, it was clear that conducting qualitative research about the segments would paint a more complete picture of these consumers. W5 conducted a series of focus groups, one with each audience, to help clarify key differences among segments. With a more detailed understanding of the audiences, W5 set out to develop a series of deliverables that communicated the lifestyles of the segments to inspire the development of new products, services, and marketing messages.

RESULTS

W5 designed a Segmentation Playbook, a Design Driven Deliverable that conveyed the personality of each segment in an aesthetically engaging and easy-to-read format that increased reach with internal client audiences beyond the research team. W5 also developed a presentation that helped the client's consumer insights team communicate the importance of the segments at a series of corporate events. To further communicate the segments, W5 created a series of single-page, quick reference handouts and posters illuminating insights to encourage continued engagement.

INCORPORATING DESIGN INTO THE RESEARCH PROCESS

Along with being a trusted research and strategy partner, W5 has expertise in developing effective Design Driven Deliverables based on both qualitative and quantitative research for clients in a wide range of industries. Contact us to discuss how to best integrate Design Driven Deliverables into your next research engagement.



W5 is a boutique custom marketing research firm. We focus on answering who, what, when, where, and why people relate to products, services, and brands. W5 conducts full-service marketing research and research strategy services for Fortune 500s and leading advertising agencies.

Want to know more?
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