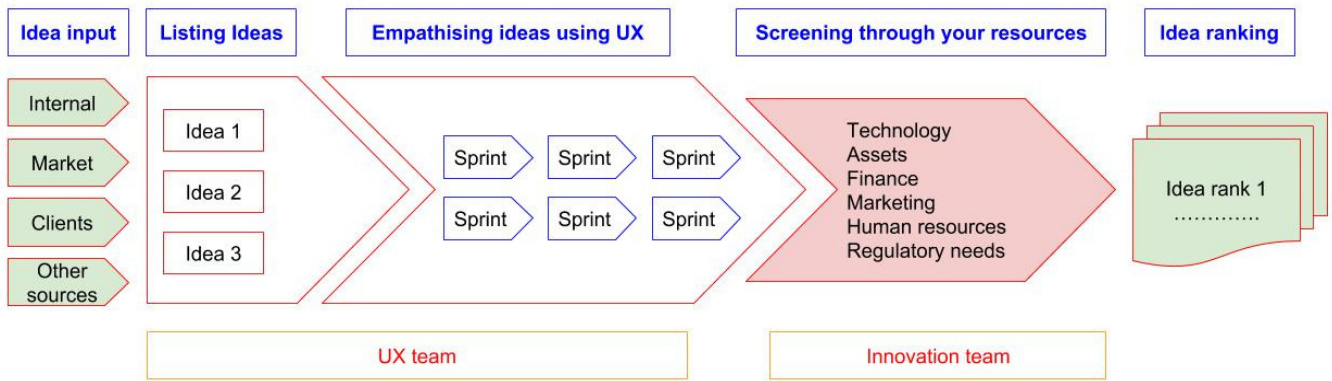


Each sample is unique in our User Experience Lab and gives insights for innovation

Experience the true moments.....

# Empathising Idea



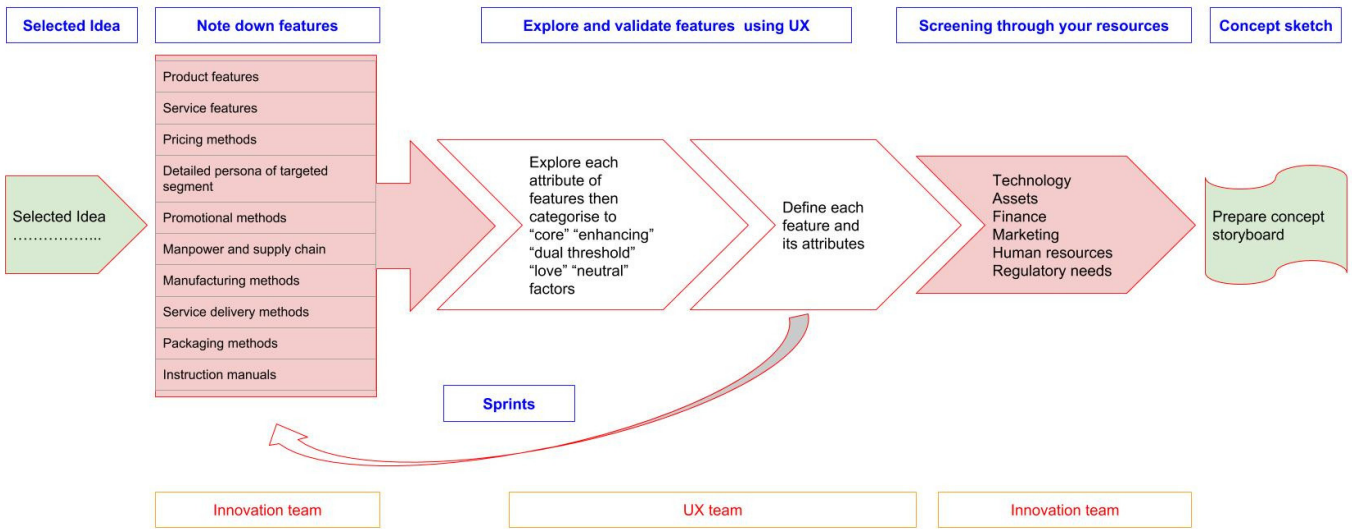
**DoWell UX team will analyse and prioritise your idea in targeted segment using field research**

*Storytelling, ethnography and depth interviews are the right methodologies*

*If you have multiple ideas, do the ideation phase for each idea and prioritise then select*

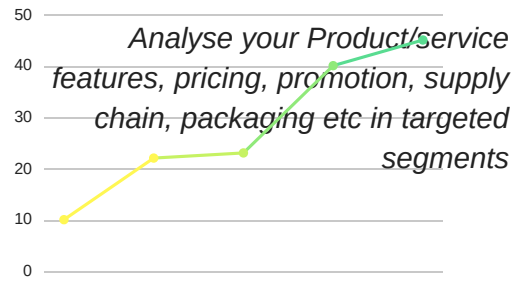


# Sketching Concept

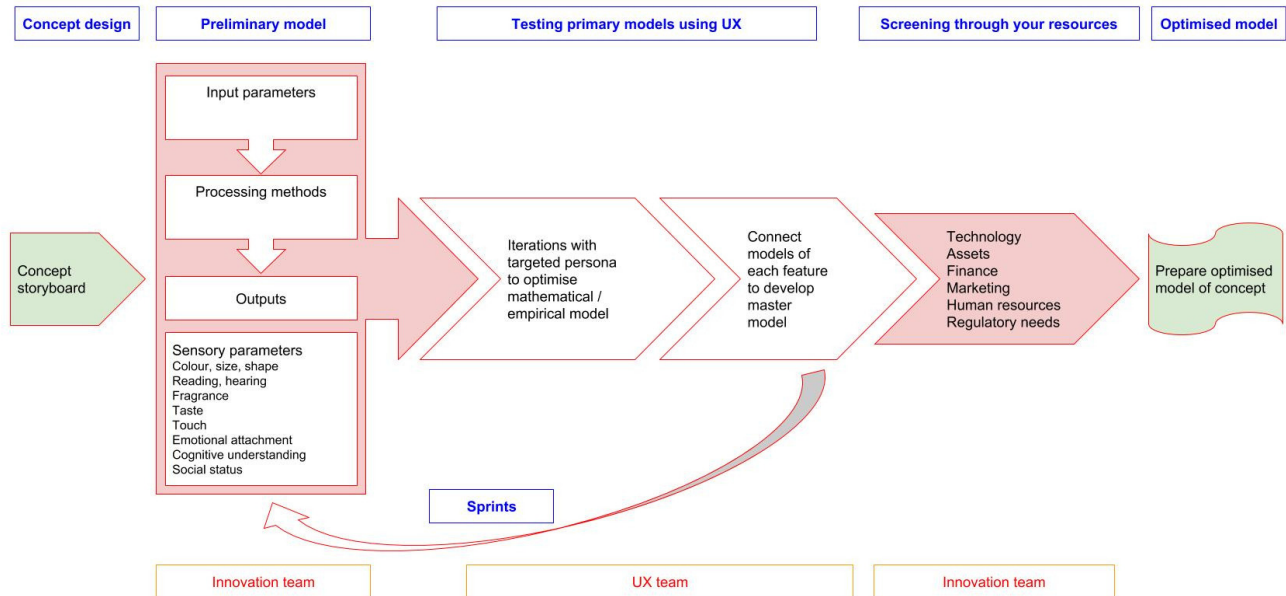


**DoWell UX team will do exploratory research to gather maximum information from targeted segment and converts idea to concept**

*FGDs, Ethnographies, Depths, customer journeys, shop along are the right methodologies.*



# Designing Look & Feel

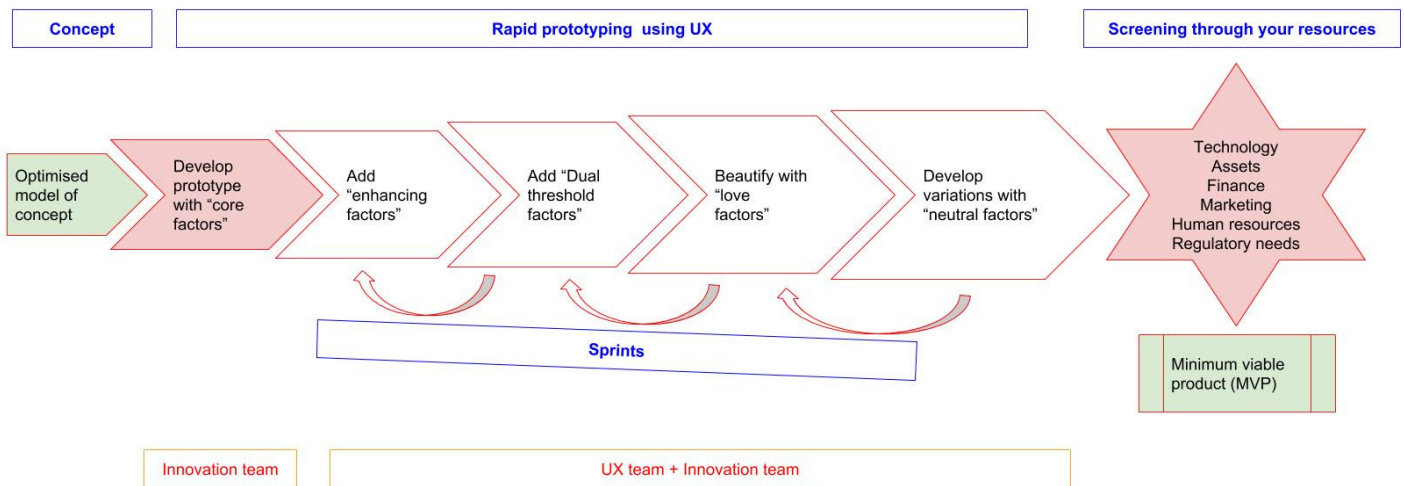


**Convert decision on each aspect of innovation from concept to drawings, layouts, mathematical models, flow diagrams etc to assume outputs. DoWell UX team will test the Look & Feel among targeted segments**

*Cognitive walkthroughs and co-creation workshops with maximum iterations conducted in home, street or controlled lab are the right methodologies to optimise discovery.*

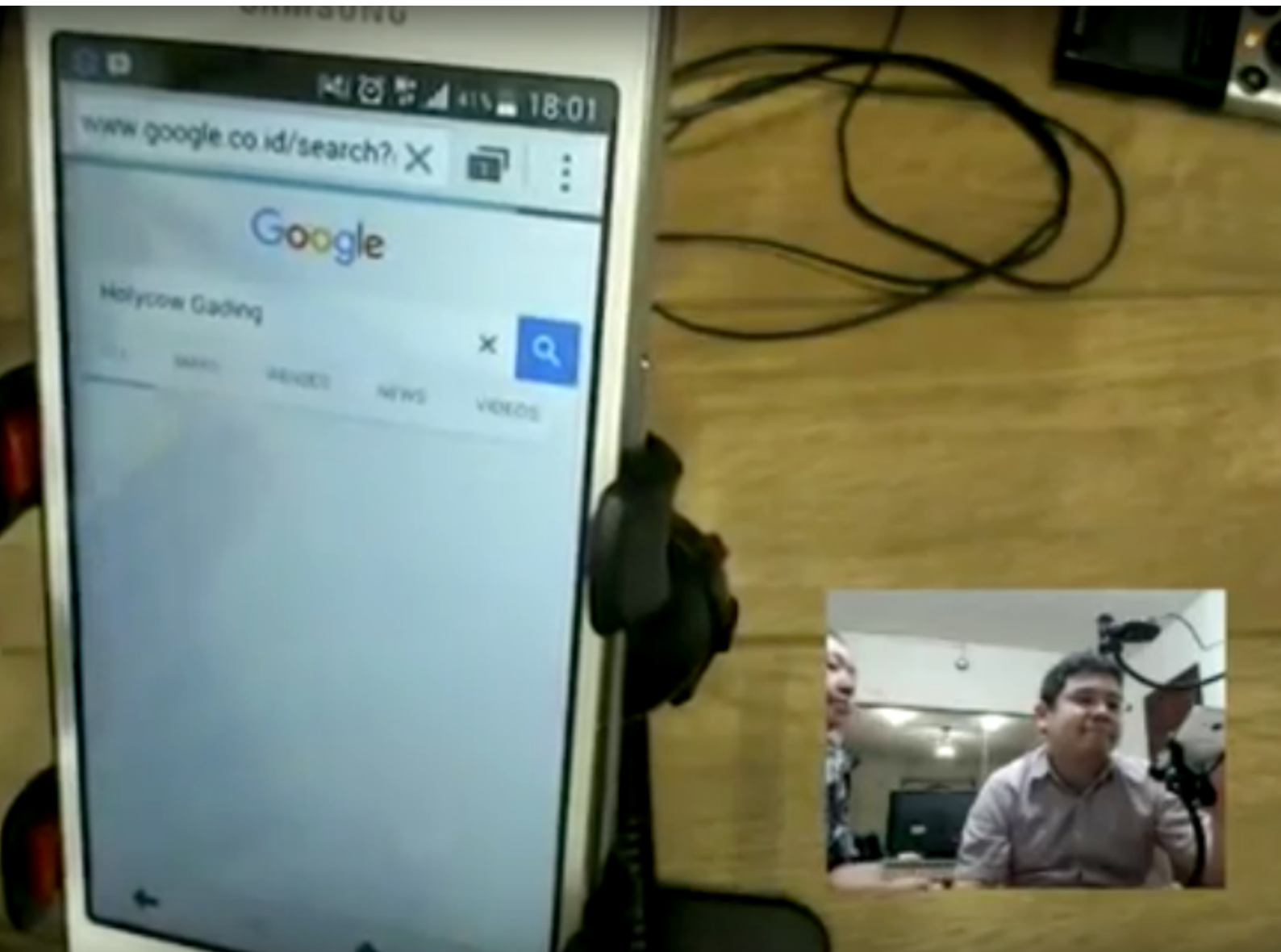


# Rapid Prototyping

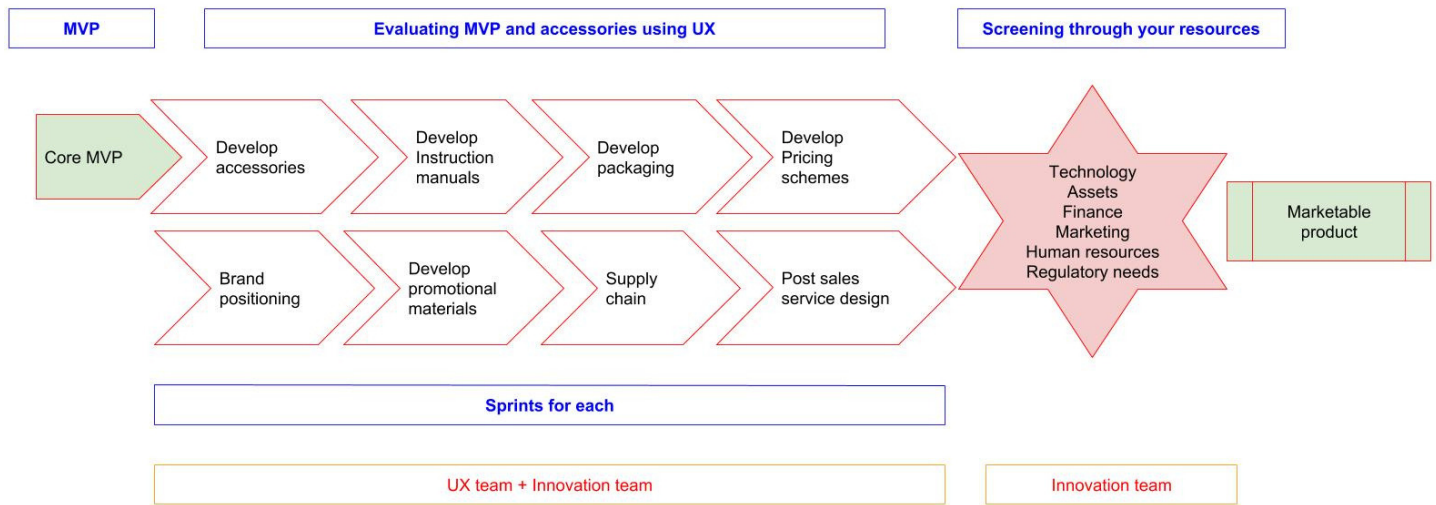


**Start rapid prototyping from look and feel. DoWell UX team will test each increment in the prototype with targeted segments and get approved from technology team.**

*“Fail fast” is the test target and empathize discoveries with cognitive walkthroughs and co-creation workshops are the right methodologies with maximum iterations.*



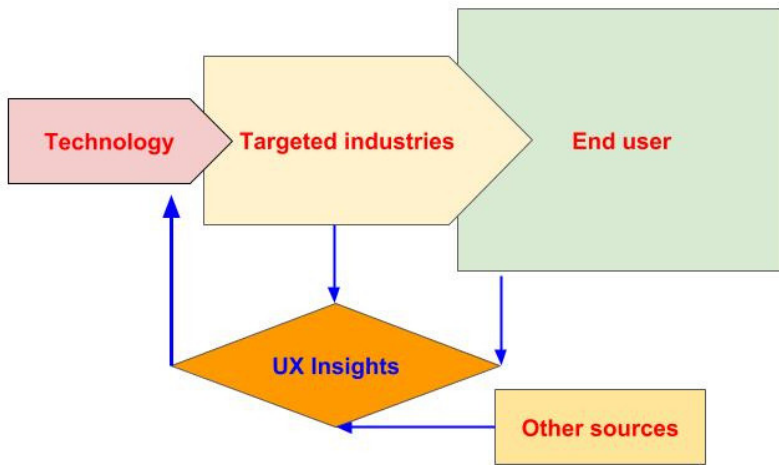
# Evaluating MVP



**MVP to be developed to marketable product using test runs with targeted segment. DoWell UX team will evaluate the performance of MVP in targeted geographies**

*Controlled lab tests, home tests, field tests are the acceptable methods.*





Analyse post sales feedback from innovators and early adopters to measure ROI of innovation

*DoWell team analyse market penetration using quantitative and qualitative research methodologies*

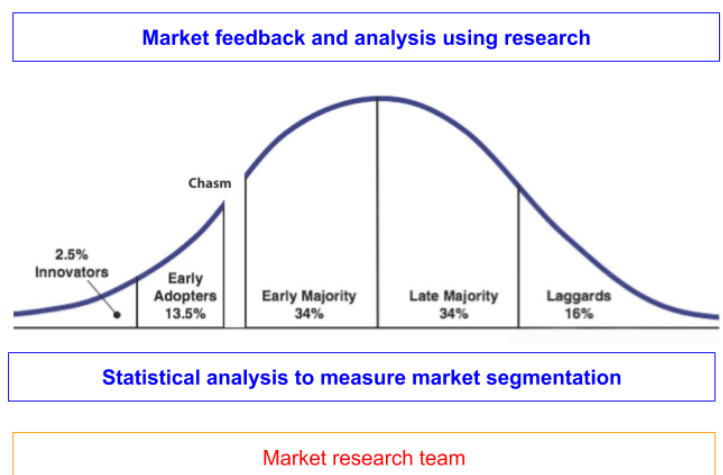
1. Take post sales feedback from innovators and early adopters to fine tune product and services.

2. Do field research to compare the real scenario of market with the predictions made before innovation starts.

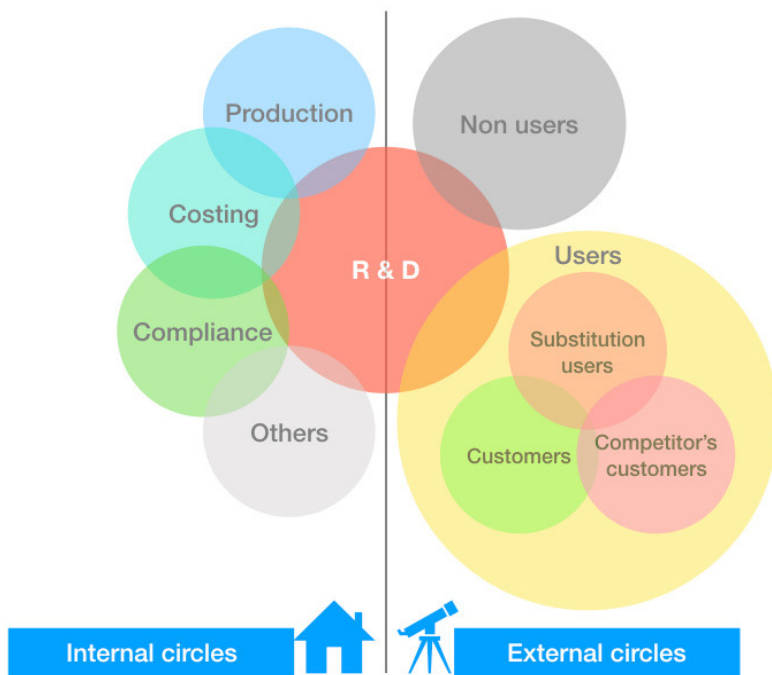
3. Measure market segmentation and analyse where the product is positioned. “Chasm” is the critical point when the product is moving to early majority from early adopters. From here ROI starts.

4. Take feedback from early majority and late majority to develop next version upgrade and market forecast.

5. Quantitative interviews and focus groups are the ideal methods for research

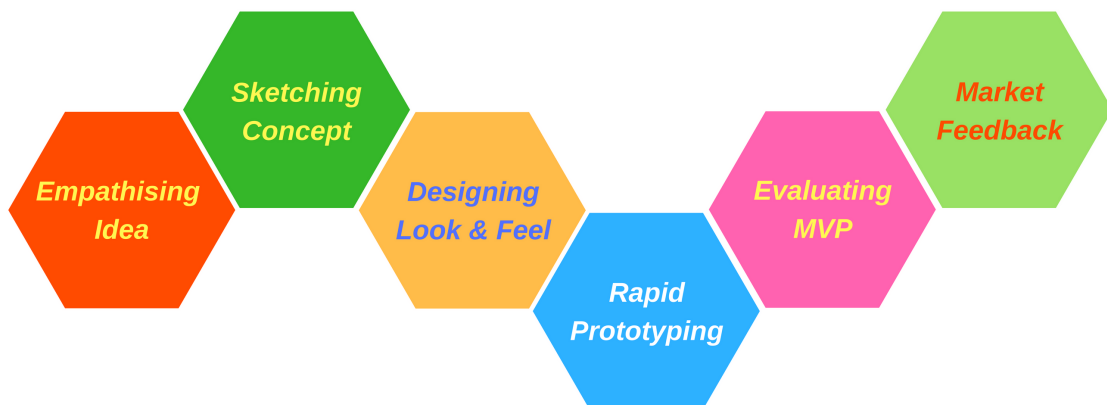


# DoWell Open Innovation Engagement model



Open innovation is increasingly a standard process for innovation and design; the key essence is empathy for the user. The process includes research about user needs and has which leads to ways for including new materials, technologies, methods of making, service and business model.

**DoWell UX team explore, validate and optimise each stage of open innovation in targeted geographies**



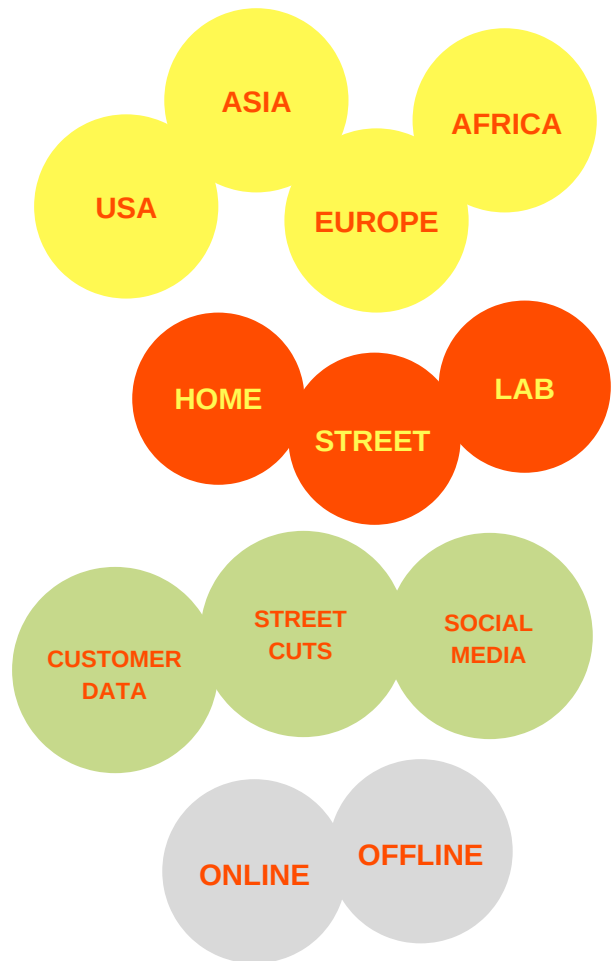
DoWell is providing exclusive user experience research information from the field to support user-centered product/service design of medium and large companies globally



# Research Process

## DoWell work as your UX team

- Signing NDA by D'Well project team
- Project scheduling, by project in charge
- Kick off meeting with client, by project team
- Segmentation and finalising targeted market, by analyst
- Preparation of screening questionnaire, by analyst
- Training to interviewers in each city, by project in charge
- Translation of screeners, by interviewer
- Online platform for screener entry, by programmer
- Screening for recruitment, by interviewer
- Back checking the recruitment, quality team
- Signing NDA by interviewees, by interviewer
- Preparation of guidelines for testing/interviewing, by analyst
- Guideline translation, by interviewer
- Interviewing, by interviewer
- Audio/video recording, by interviewer
- Transcription and translation of interviews, by interviewer
- Summary notes, by interviewer
- Analysis, by analyst
- Report preparation, by analyst
- Present final report to client, by project in charge



DoWell validates and explore each stage of open innovation using user experience research from field globally. Our area of expertise are, **Market intelligence, User experience research and Open Innovation Consulting.**

Our Vision - To be the Global Market intelligence center for innovation

Our Mission - Optimise “User-centered Design” of products and services by analysing “Needs & Haves” of targeted customers of our clients.

D'Well assure Reliable information, Local knowledge about market, Responsiveness and Empathy to clients through its highly motivated team of employees and freelancers globally.



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