

OBJECTIVES & METHODOLOGY

PROJECT OBJECTIVE

What is the goal that leads the research? How can the results of the research be useful?

To explore the development of upcoming new home appliances and electronics in the Brazilian market for the next 3 years.

RESEARCH OBJECTIVE

What do you want to accomplish with the research? What do you need to learn?

understand the lifestyles, behaviors, and interactions that contemporary Brazilian family arrangements have with their home appliances.

RESEARCH METHODOLOGY

What methods did you use for the research?

Total of 16 3-hour-long in-home interviews in Sao Paulo and Rio de Janeiro with same-sex couples, DINKs, late parents, people living with friends, empty-nesters, and multi-generational family.

CLIENT & AUDIENCE

ORGANIZATION BACKGROUND

What kind of company is this project for?

An Asian market leader of technology-driven electronics company. Run by engineers and like-minded people.

DIRECT CLIENT INVOLVMENT

How involved was the client during the fieldwork?

0% ~~100%~~ 100%

How involved will the client be during the analysis?

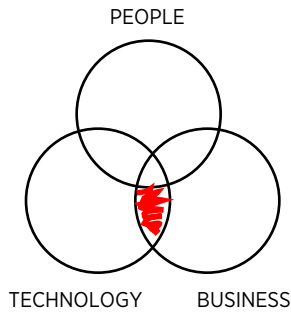
0% ~~100%~~ 100%

How experienced is the client in the research methodology?

- ~~100%~~ +

AUDIENCE FOCUS

What is the audience's focus?



AUDIENCE PARTICULARITIES

Are there any particularities about this project audience?

Small design teams spread over the world with little or no research background.

RESOURCES FOR ANALYSIS

FIELDWORK OUTPUT

What was extracted from fieldwork?
Notes, photos, videos

- ☒ Notes
- ☒ Photos
- ☒ Audio recordings
- ☐ Video recordings
- ☒ Generative activities
- ☐ Cultural probes
- ☐ Other: _____
- ☐ Other: _____

PEOPLE

Who will be involved in the analysis process?

Initials	How involved they were during the fieldwork?	How experienced are they in the research methodology?
MG	0% 100% 100%	Jr. 100% Sr.
MF	0% 100% 100%	Jr. 100% Sr.
FF	0% 100% 100%	Jr. 100% Sr.
YL	0% 100% 100%	Jr. 100% Sr.
	0% _____ 100%	Jr. _____ Sr.
	0% _____ 100%	Jr. _____ Sr.

ANALYSIS TIMEFRAME How much time do you have to conduct the analysis process? 4 weeks (full-time)

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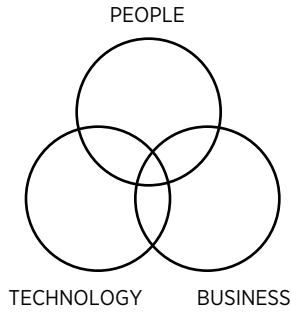
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