

Optimizes time

Quickly moving through the organization phase may be important in the context of lean projects or when there is a need to increase the time spent in the following phases.

Optimizes time

How much this method
will optimize time during
this phase?

Facilitates sharing

Making the organized data easily shareable can facilitate alignment between distant teams, researchers, and the final client during the process.

Facilitates sharing

How much this method
will facilitate sharing
during this phase?

Fosters collaboration

Making the data organization process collaborative can bring different perspectives when organizing data, especially when many individuals partake in the same fieldwork.

Fosters collaboration

How much this method
will foster collaboration
during this phase?

Allows different data crossing

Crossing different data can stimulate new interpretations and encourage the team to have a holistic view of complex systems, as well as bolster the the team's ability to manage many different variables.

Allows different data crossing

How much this method
will allow different data
crossing during this phase?

Keeps grounded in research

Grounding organized data in research can facilitate the process of finding evidence for supporting insights; well-developed research helps to establish authority and provides an avenue to greatly increase technical knowledge.

Keeps grounded in research

How much this method
will keep it grounded in
research during this phase?

Integrates multiple formats

Integrating multiple fieldwork outputs can facilitate the process of organizing the information on extensive or variable fieldwork research that use different techniques and approaches.

Integrates multiple formats

How much this method
will integrate multiple
formats during this phase?

Allows information rearrangement

Rearranging the research data can be helpful when a project scenario involves stakeholders from different areas require understanding of various research aspects and goals.

Allows information rearrangement

How much this method will allow information rearrangement during this phase?

Handles large sets of data

Supporting large amounts of data could be crucial for global or long-term research because longitudinal and interdisciplinary data can be easily accessed and compared.

Handles large sets of data

How much this method will handle large sets of data during this phase?

Builds knowledge base

Building a knowledge base may help an organization keep track of previous studies in a way that allows the data to remain relevant and useful.

Builds knowledge base

How much this method
will build knowledge base
during this phase?

ORGANIZE

INTERPRET

SYNTHESIZE

PRESENT

Optimizes time

Quickly moving through the interpretation phase may be important in the context of lean projects or when there is a need to increase the time spent in the following phases.

Optimizes time

How much this method
will optimize time during
this phase?

Facilitates sharing

Making the interpretations easily shareable can facilitate alignment between distant teams, researchers, and the final client during the process.

Facilitates sharing

How much this method
will facilitate sharing
during this phase?

Fosters collaboration

Making the interpretation process collaborative can bring different perspectives when exploring context, for example such as when many individuals take part in the same fieldwork.

Fosters collaboration

How much this method
will foster collaboration
during this phase?

ORGANIZE

INTERPRET

SYNTHESIZE

PRESENT

Keeps grounded in research

Making it grounded in research can facilitate the process of finding and arguing insights.

Keeps grounded in research

How much this method
will keep it grounded in
research during this phase?

Handles large sets of data

Handling large sets of data is crucial when there is an extensive fieldwork output or when there is a need for long-term research.

Handles large sets of data

How much this method will handle large sets of data during this phase?

Reveals patterns

Aiming to reveal patterns is important for projects that hold dynamic and complex sets of qualitative data about people and context.

Reveals patterns

How much this method
will reveal patterns
during this phase?

ORGANIZE

INTERPRET

SYNTHESIZE

PRESENT

Reveals relationships

Revealing relationships helps teams to better understand complex systems with different entities (people, organizations, markets, etc.).

Reveals relationships

How much this method
will reveal relationships
during this phase?

Identifies opportunities

Improving opportunity discoverability is particular helpful when applied to a project that aims to create something new and innovative, such as a product, service or systems innovation. It also works to uncover opportunity areas for upcoming solutions.

Identifies opportunities

How much this method
will identify opportunities
during this phase?

Allows comparability

Fostering comparability is useful when the team needs to understand the difference between scenarios and variables related to the research object.

Allows comparability

How much this method
will allow comparability
during this phase?

ORGANIZE

INTERPRET

SYNTHESIZE

PRESENT

Optimizes time

Quickly moving through the synthesis phase may be important in the context of lean projects or when there is a need to increase the time spent in the following phases.

Optimizes time

How much this method
will optimize time during
this phase?

Fosters collaboration

Making the synthesis process collaborative can bring together different perspectives when clustering interpretations, especially when multiple individuals partake in the same project.

Fosters collaboration

How much this method
will foster collaboration
during this phase?

ORGANIZE

INTERPRET

SYNTHESIZE

PRESENT

Keeps grounded in research

Having a solid foundation in research can strengthen the process of arguing synthesis rationale.

Keeps grounded in research

How much this method
will keep it grounded in
research during this phase?

Creates an overview

Creating overviews, maps, and diagrams can help the understanding and exposition of complex data that would otherwise be difficult to connect to from an outside-of-project point-of-view.

Creates an overview

How much this method
will create an overview
during this phase?

Promotes visual representation

Promoting visual representation is especially useful when explanations of complex systems or a shared understanding among many individuals is needed.

Promotes visual representation

How much this method will promote visual representation during this phase?

ORGANIZE

INTERPRET

SYNTHESIZE

PRESENT

Reveals patterns

Recognizing patterns facilitates the need to explain dynamic and complex sets of qualitative data about people and context.

Reveals patterns

How much this method
will reveal patterns during
this phase?

Reveals relationships

Highlighting relationships helps teams to better explain complex systems with different entities like people, offerings, organizations and markets.

Reveals relationships

How much this method
will reveal relationships
during this phase?

ORGANIZE

INTERPRET

SYNTHESIZE

PRESENT

Fosters inspiration

Making the synthesis in an inspiring way can enhance the research analysis by stimulating the progress of turning research results into solutions.

Fosters inspiration

How much this method
will foster inspiration
during this phase?

ORGANIZE

INTERPRET

SYNTHESIZE

PRESENT

Optimizes time

Quickly moving through the presentation phase may be important in the context of lean projects or when there is a need to increase the time spent in the previous phases.

Optimizes time

How much this method
will optimize time during
this phase?

Facilitates sharing

Making the research outcome easily shareable can facilitate alignment between distant teams and increase its usage during the creative process.

Facilitates sharing

How much this method
will facilitate sharing
during this phase?

Fosters collaboration

Presenting the analysis results in a collaborative way can bring together different stakeholders of the project in a way that helps them ideate and make use of the research data.

Fosters collaboration

How much this method
will foster collaboration
during this phase?

Keeps grounded in research

Building a solid foundation in research can facilitate the process of arguing synthesis rationale and could create instill greater confidence on the outputs and recommendations.

Keeps grounded in research

How much this method
will keep it grounded in
research during this phase?

Promotes visual representation

Promoting visual representation is especially useful when explanations of complex systems or a shared understanding among many individuals is needed.

Promotes visual representation

How much this method will promote visual representation during this phase?

Fosters inspiration

Making your research presentation in an inspiring way can enhance project delivery by stimulating the progress of turning research results into solutions.

Fosters inspiration

How much this method
will foster inspiration
during this phase?

Facilitate decision making

Making your research presentation in a way that facilitates decision-making could be crucial when the research objective involves defining future business directives or when final client is in a C-level hierarchy.

Facilitate decision making

How much this method
will facilitate decision
making during this phase?

Criteria Card

☐ ORGANIZE ☐ INTERPRET ☐ SYNTHESIZE ☐ PRESENT

CRITERIA

WHEN AND WHY IT COULD BE IMPORTANT?

Criteria Card



CRITERIA

How much this method
will
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Criteria Card

☐ ORGANIZE ☐ INTERPRET ☐ SYNTHESIZE ☐ PRESENT

CRITERIA

WHEN AND WHY IT COULD BE IMPORTANT?

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CRITERIA

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☐ ORGANIZE ☐ INTERPRET ☐ SYNTHESIZE ☐ PRESENT

CRITERIA

WHEN AND WHY IT COULD BE IMPORTANT?

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CRITERIA

WHEN AND WHY IT COULD BE IMPORTANT?

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CRITERIA

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