



RESEARCH CONTEXT MAP

This is a tool to help you structure your approach into the discovery phase of innovation. Fill in the blocks with the information relevant to your innovation challenge to give context to your research approach.

FOCUS: The area of interest: what do you need to learn about for your innovation challenge? Tip: Do you have a hunch to explore?

WHO?

Your users: which customer segment or user group will you focus on first? Tip: Justin Wilcox Spa Treatment

WHERE?

Your approach: where will you engage with these users? Online? Via your personal network? In a specific location?

HOW?

Research Techniques: which research activity will you conduct in order to learn.

WHAT ELSE? Dynamic Research: what other research activity will you carry out to enrich your opportunity spotting? Competitor analysis, secondary research etc.