



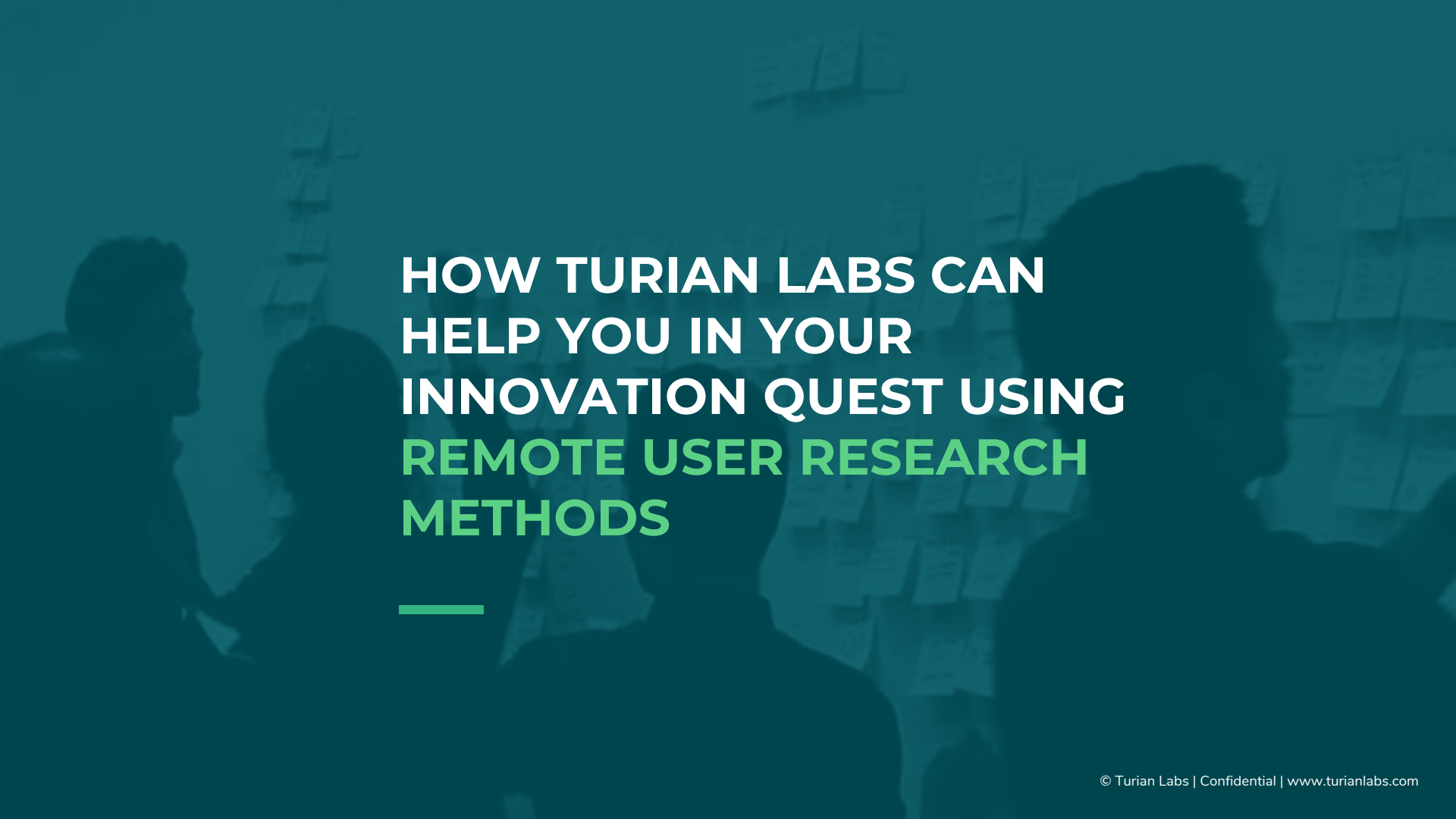
User Research & Innovation Strategy

The Virtual Way!

Design Thinking + Futures Thinking

Turian Labs is a global **Innovation and Strategy Consulting company** that helps organizations navigate through emerging markets and answer one simple question - **WHAT'S NEXT?**

We use Renaissance Mind framework that blends **Futures Thinking, Design Thinking** and **Business Thinking** into a holistic method to catalyze robust innovation.



HOW TURIAN LABS CAN HELP YOU IN YOUR INNOVATION QUEST USING REMOTE USER RESEARCH METHODS

VIRTUAL USER RESEARCH - YOU ARE IN SAFE HANDS!

Turian Labs is a thought leader in design Thinking led User-Research and innovation strategy. Our innovation mandates span across more than 1000 in-depth interactions every year with users/experts across demographics & geographies. Over the years, **we have been conducting virtual user research on selected projects.** With the changing scenario, we have updated our remote research methods with a great success.

Google Preferred Research Partner: Turian Labs has been working with Google across hundreds of projects, multi-year and multi-country (including USA) engagement since 2015. Our work with Google spans 360 deg mandates from foundational research to concept viability to usability studies.

Since March 2020, **we have delivered on a multiple projects with a decentralized remote team using remote methods,** with the same rigour. Here is our bouquet of services based on remote research methodology across **B2B and B2C** segments:

UX research

- CONSUMER ETHNOGRAPHY
- USABILITY STUDIES
- CONCEPT VALIDATION
- COGNITIVE WALKTHROUGHS
- DIARY STUDIES
- IN-DEPTH INTERVIEWS (IDIs)
- DAY-IN-A-LIFE STUDIES

Innovation Strategy

- PRODUCT VALIDATION SPRINTS
- FOUNDATIONAL USER RESEARCH
- PRODUCT MARKET/FIT RESEARCH
- INDIA ENTRY STRATEGY FOR GLOBAL BRANDS
- BRAND POSITIONING RESEARCH & STRATEGY
- EARLY PRODUCT VALIDATION
- SERVICE DESIGN

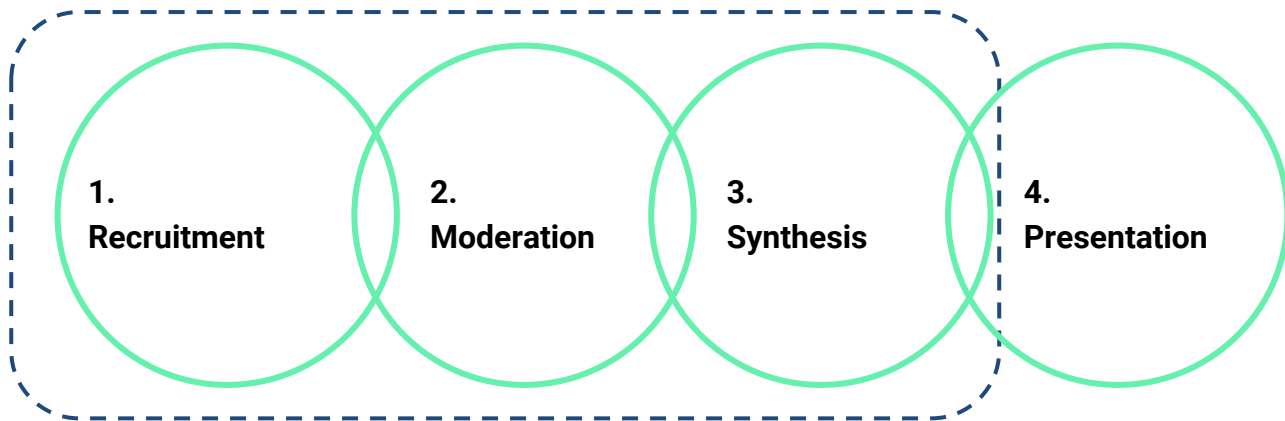
Design Thinking

- DIGITAL TRANSFORMATION ENVISIONING WORKSHOPS
- ADAPTING BUSINESS MODELS FOR EMERGING CONTEXTS
- DESIGN THINKING CAPABILITY BUILDING (REMOTE WORKSHOPS)
- DESIGN THINKING SPRINTS FOR IDENTIFYING NEW OPPORTUNITIES

HOW THINGS HAPPEN IN A VIRTUAL/REMOTE SCENARIO?

A typical user research project has 3 crucial milestones (**Recruitment + Moderation + Synthesis**), which define the outcome of the project and is aligned with the stated objectives. In a business as usual scenario, these milestones are people driven. It has a lot of in-person interactions right from recruiting to having the actual interactions on the scheduled day.

In the current scenario, which has practically restricted the movement of people. The entire process has to be executed in a virtual manner. The following slides talk about how each of the stages has been modified to ensure the BAU scenario continues.



VIRTUAL RESEARCH IN ACTION

Toolkit

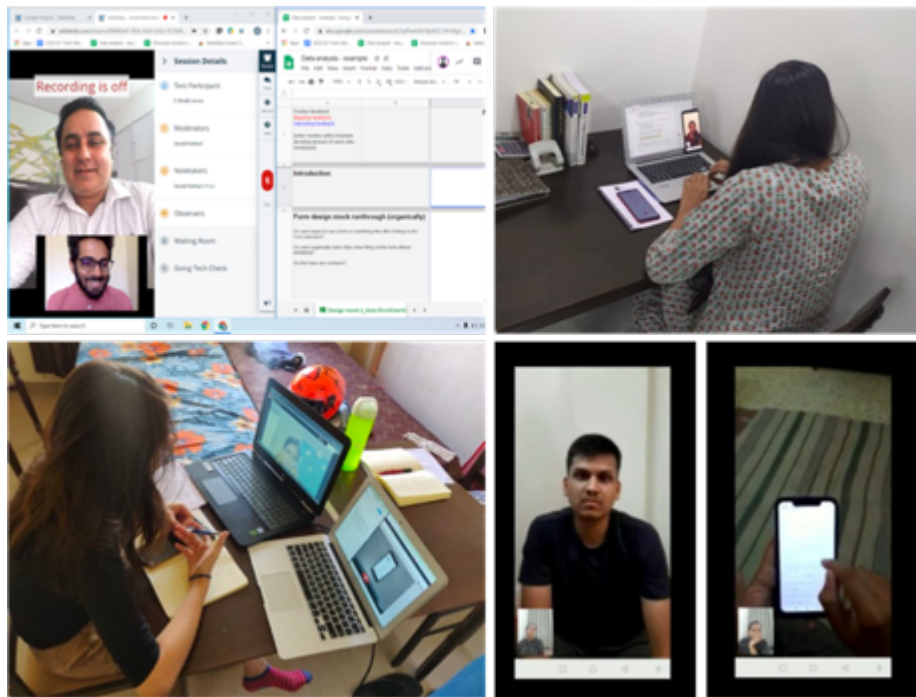
We use a suite of tools which are interoperable across platforms & devices, which operate without a glitch even with patchy internet connectivity.

Onboarding

We have created an onboarding kit to guide the users through the virtual research methodologies. This helps us to bring down the anxiety levels and improves the effectiveness of the interaction.

Videographer buddy

The 'videographer buddy' method involves a remote session with the user and his/her 'buddy' over a video call. The team is able to conduct remote cognitive walkthroughs.



VIRTUAL USER RESEARCH - 4 FACTORS CRITICAL FACTORS

01 Respondent recruitment

Our network and connects now have capability to recruit right respondents globally at a short notice (remotely). We have managed not only the usual consumer segments or B2B participants but even premium influencers and domain experts.

03 Collaboration

We work in close collaboration with the client teams through the research stages and wholeheartedly involving them in the field observations (with due protocols to ensure minimal disruption in the ethnography rigour). This ensures early understanding of the insights and quicker buy-in from the team.

02 Leverage technology

We have evolved our methodologies and field network to manage remote research mandates (moderated as well as unmoderated studies) using various technology platforms. Client teams can watch the proceedings from their desks/homes and even interact with the respondents online.

04 Research orchestra management

Interpreters, media handler, moderator, client team, recruitment coordinator, remote moderation team, transcriptions, reports ...the list goes on. Turian team knows how to orchestrate them all to get a perfect out.



DIFFERENTIATED TURIAN RIGOUR

01 Research planning

Research planning is the stage where 50% of the value is built. Experience of decades makes us an expert in optimising efforts for maximum outcome.

03 Actionable insights weighted through business lens

Research is not for its own sake. It has to finally plugin to the broader business opportunity mapping that the stakeholders are involved in. Our team is adapt in putting the macro context and micro insights in the respective places to build the business case.

02 Early hypotheses

Through accelerated secondary markers: Through our rapid-assimilation methods we insist on getting an early sense of the market/business context from the available information with the client or through desk research. That helps in building a tighter recruitment and logistics plan for faster turnaround.

04 International quality of reports

We know the more difficult than finding an amazing insight/idea, is to convince the internal stakeholders of the idea. Final reports that are to-the-point, easy-to-read, easy to navigate and well-evidenced, are a hallmark of Turian Labs.



ABOUT TURIAN LABS



5

Years

400+

Projects in

6

Countries

10

Sectors

5000+

User/Expert
interactions
so far

1000+

Senior business
leaders trained
in DT

2000+

Children
trained in DT

OUR CLIENTS



KOHLER



HITACHI

Medtronic

PHILIPS



OUR GLOBAL ASSOCIATE NETWORK

Turian Labs has a network of associates spread across India and several other countries. This widely spread network is helpful for any research project for recruiting users or other stakeholders, executing a research.



Asia Pacific

India | Indonesia | Thailand
Philippines | China | Japan

Europe

Finland | Austria | France | Germany
| Portugal | Spain

Americas

USA | Brazil



LED BY A THOUGHT LEADER IN DESIGN THINKING & MEGATRENDS

MANOJ KOTHARI, Co-founder & Lead Design Strategist, Turian Labs



Manoj is amongst **India's leading Design Thinking & Futures Thinking practitioners** today.

In a career spanning over two decades, Manoj led the innovation engagements with global brands. He also co founded and led product innovation & design company – Onio Design Pvt. Ltd. and a digital branding company ITERNIA prior to this.

He is an expert trainer for CXOs/policy-makers on emerging concepts like Design Thinking and Megatrends based future envisioning. He is also a visiting faculty at several leading institutions like ISB, NID, IITs etc. He also mentors startups at t-Hub.

He is a mechanical engineering graduate of IIT (Indian Institute of Technology), Bombay 1992 batch, and PG from NID (National Institute of Design), Ahmedabad in Industrial Design, 1997.

Thank you

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