



**nightingale**  
Design  
Research

**RESEARCH TO SHAPE YOUR TECH PRODUCTS  
AND SERVICES**





# Design Research

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Design research secures the success of your product or service by ensuring the design meets the needs of both your customer and your business.

Our expertise enables you to explore ideas, test designs, grow your business, and expand your team's knowledge.





# Comprehensive Packages Tailored to Your Needs

**Discover. Validate. Innovate.**

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**Start your journey with our  
£5,995 design research  
packages which include:**

- kickoff workshop to define goals
- research (interviews/survey + desk research)
- analysis and synthesis
- closeout workshop and comprehensive report

## **Who Will Benefit?**

- **Startups:** validate product ideas and uncover user needs.
- **Scale-Ups:** de-risk innovation and find new market opportunities.
- **Established Businesses:** solve problems and explore new markets.



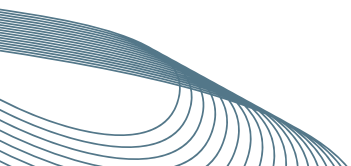
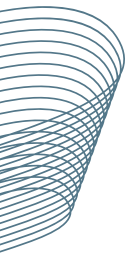
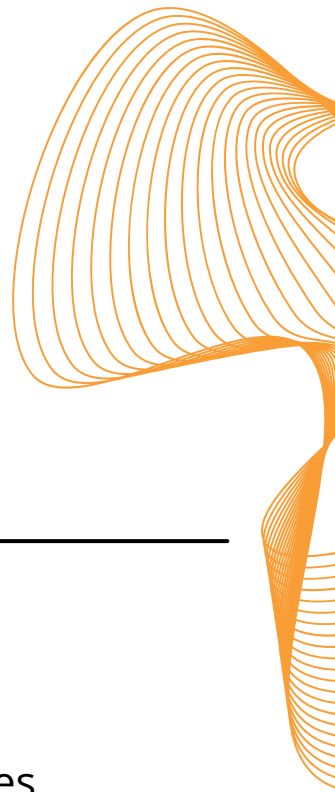


# Design Research Package 1

(£5,995 + VAT)

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- Kick-off workshop
- Desk research
- Participant recruitment\*
  - does not include incentives
  - additional charge for very specific participants
- 10 research interviews
  - remote, 1 hour each
  - max 2 user groups
  - basic anonymised transcripts
- In-depth analysis
- Close out workshop
- Written report

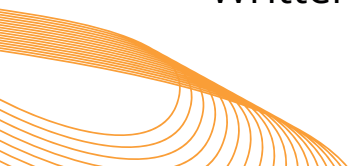
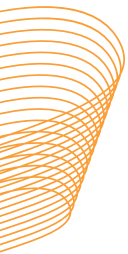
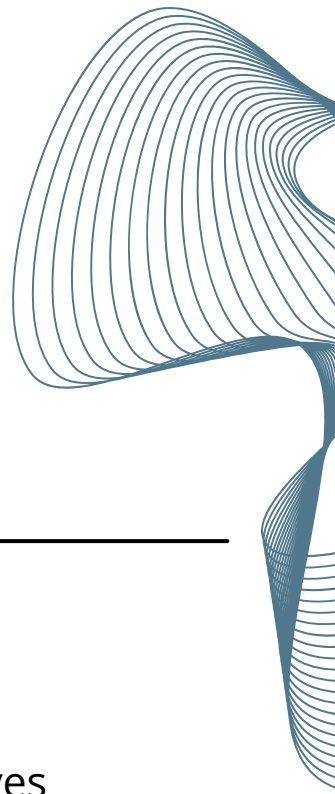




# Design Research Package 2

(£5,995 + VAT)

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- Kick-off workshop
  - Desk research
  - Participant recruitment\*
    - does not include incentives
    - additional charge for very specific participants
  - 5 research interviews
    - remote, 1 hour each
    - max 2 user groups
    - basic anonymised transcripts
  - Survey
    - Max 20 questions
  - In-depth analysis
  - Close out workshop
  - Written report





We have worked with a diverse range of clients, including startups, scale-ups, big brands, and public sector organizations. Our case studies showcase our experience in delivering successful design research projects across various industries.

**[nightingaledesignresearch.com](https://www.nightingaledesignresearch.com)**

Start making informed design decisions based on a real understanding of your users and your market. Contact us today to set your tech products and services up for success.

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