

**Discovery**

**Research:**

**Offsite**

**Workshop**

# Intro

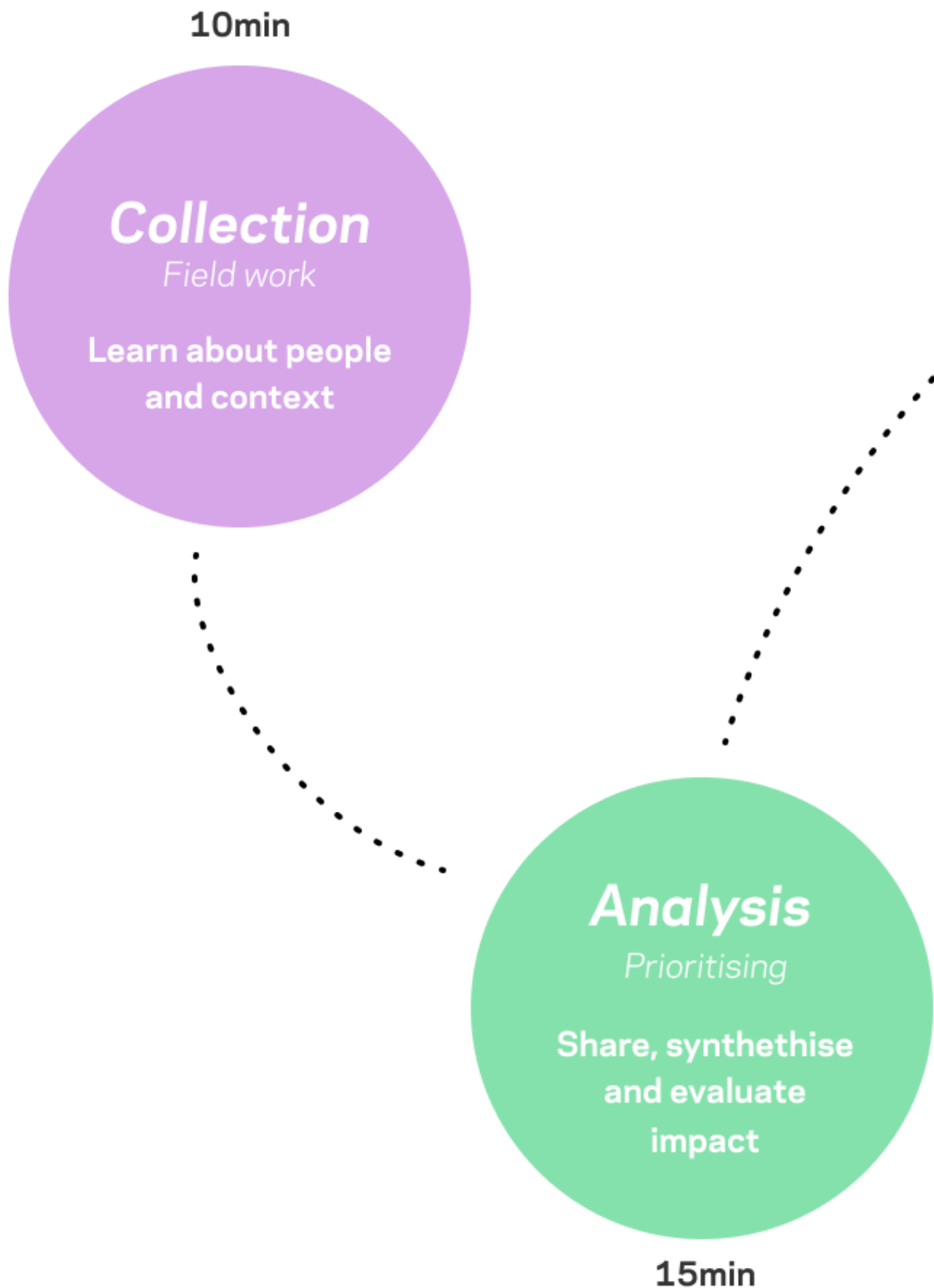
**Discovery research** seeks to understand all the different stakeholders interacting with a business, and the context in which they do so. At Farfetch, this allows us to identify problems and opportunities that, if addressed, could benefit the business hugely.

During the next hour, you will get a taste of discovery research.

My name:

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# Overview of activities



## **Utilisation**

*Sketching*

**Ideate and  
prototype solutions**

**10min**

## **Output**

*Developing*

**Prepare for a brief**

**20min**

# Field work



First, watch the videos. Then, individually, report on problems in the same format as the three examples provided.

## **Redacted**

*This page contained links to the three videos and a summary of the main actors*

**Problem name:** .....

**Describe the problem:** .....

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**Who is affected:** .....

**Cost:** .....

**Problem name:** .....

**Describe the problem:** .....

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**Who is affected:** .....

**Cost:** .....

**Problem name:** .....

**Describe the problem:** .....

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**Who is affected:** .....

**Cost:** .....



# Sharing & ranking

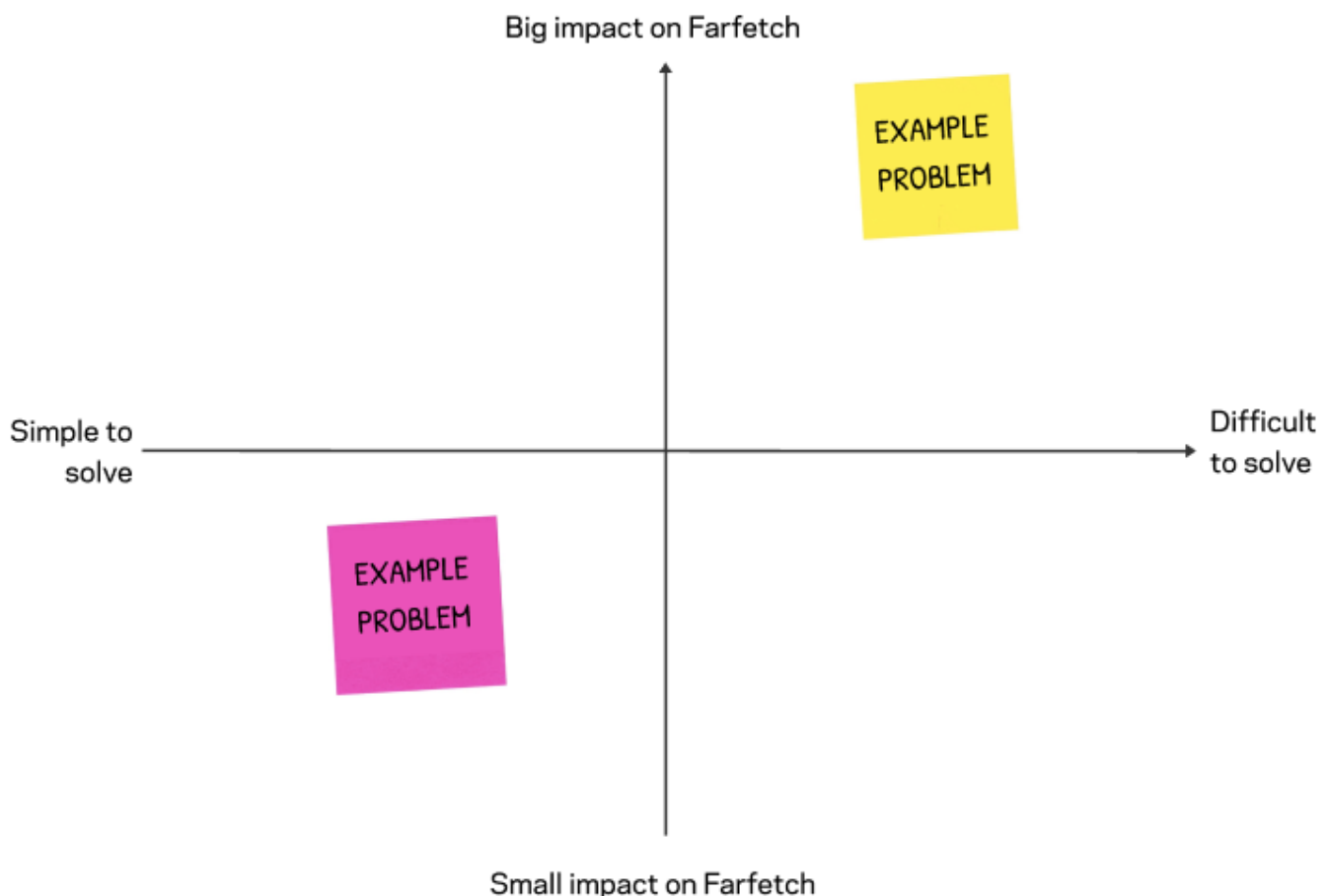
10min

Document the problems found earlier on the impact/complexity matrix.

1. Share a problem you've identified.
2. Discuss similar and related themes as a group.
3. Name the problem and write it on a post-it.
4. Chart the problem based on impact versus complexity using the matrix on the table.



Don't forget to include the problems given as examples!  
They all come from existing research.



# Prioritising



As a group, agree on two problems to tackle. Then split into two groups, each working on one of the problems.



Consider first at least one problem from the top left of the matrix (i.e. simple to solve, with a big impact on Farfetch).

# Determining the group decider



In your new group, take turns rolling the dice. The person with the highest score will be the decider of the group in the next steps.

# Sketching



Individually, sketch 4 to 6 potential solutions to the problem selected earlier.

The problem I'm solving is:

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Use the sheet on the next page (one sketch per box).

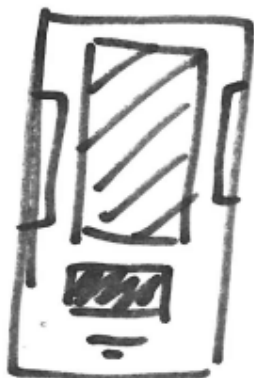
## Rules:

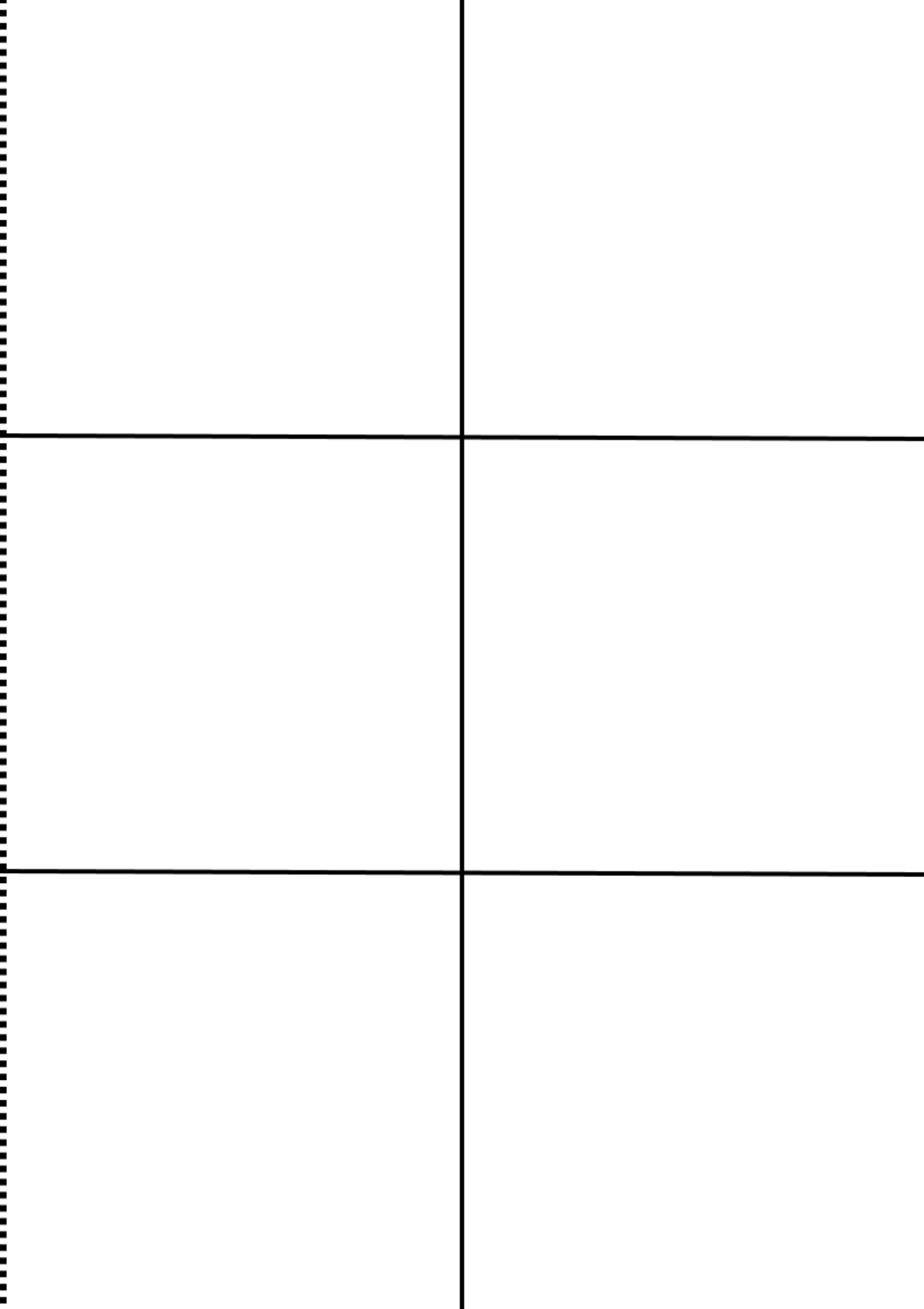
- Be visual.
- Be concise: 40s to 1min per sketch.
- Don't bother making it look pretty.



If you get stuck, try repeating an earlier sketch with a slight variation.

## Example:







# Pitching



Individually, pitch the solutions you sketched back to the rest of the group, before the decider takes a decision.

## Rules:

- No more than 1min per person!
- The decider has the final say.
- The decision phase should take no longer than 20s -without debate!
- Deciders can choose to push forward one of their own solutions if they wish.

# Developing



Collectively develop the solution using the developing template.

Answer these four questions to further develop your solution:

- What is the proposed solution?
- What problem(s) will it solve?
- What are the KPIs/success metrics?
- Who should the concept be tested with?

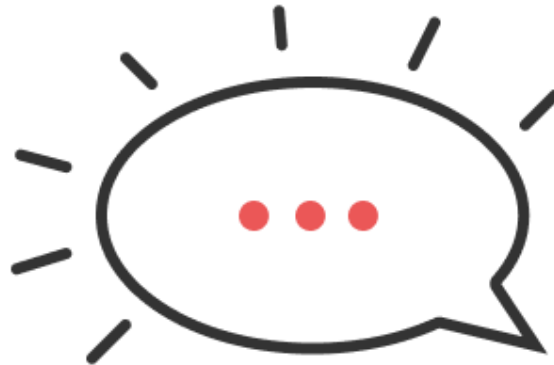


You can split into smaller groups to fill the different boxes of the template, but make sure to have a coherent story by the end!

# Presenting back

10min

Present your developed solution to the other half of the table.



# Push it further

1min

Think your concept has potential? Let's test!

- Write your names on the developing template.
- Nominate one person to share the concept with Luke after the session.



Promising concepts may be tested with actual users and, if impactful, potentially roadmapped!





If you have any feedback on this exercise or want to know more about the format, don't hesitate to reach out!

## Contacts

**Luke Kelly**, Lead UX Researcher

**Rufus Kähler**, Team Lead Product Design

**Clément Hamon**, Junior Product Designer

**from the Back Office & Platforms team**

And thanks to Eoin for copywriting and Ashka and Sandra for the logistics!

**Discover more.**

**FARFETCH**

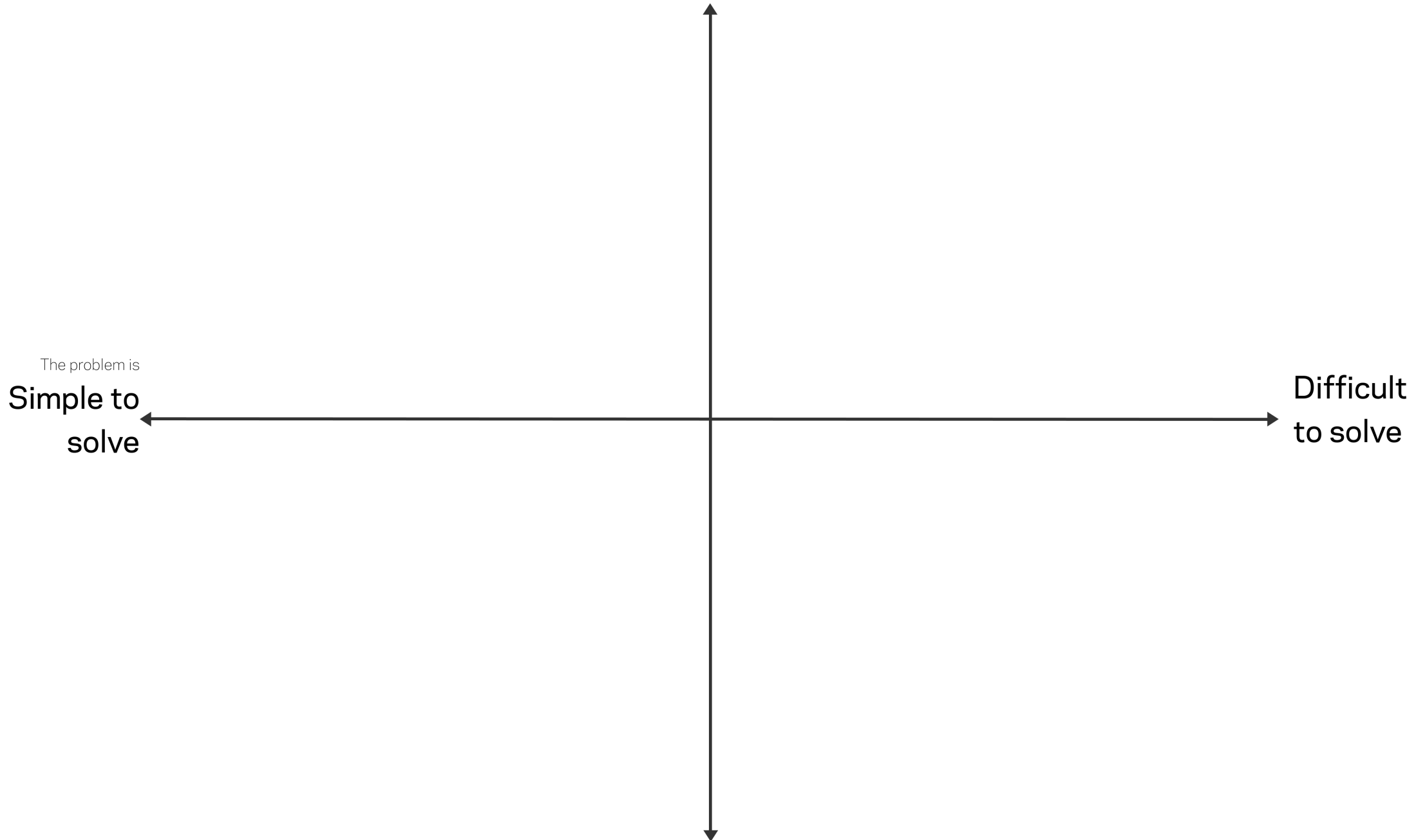
# Sharing & Ranking

The problem as a  
**Big impact on Farfetch**

The problem is  
**Simple to solve**

**Difficult to solve**

**Small impact on Farfetch**



# Developing

Our proposed solution is

The problem we are solving is

The people we should test this concept with are

The KPIs and metrics we will use to measure success are

*If you think this concept is worth pursuing write down your name here:*