

NAME

IDEO Method Cards

AUTHOR/OWNER

IDEO

SOURCE

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INTRODUCTION

IDEO Method Cards are a collection of 51 cards representing diverse ways that design teams can understand the people they are designing for. They are used to make a number of different methods accessible to all members of a design team, to explain how and when the methods are best used, and to demonstrate how they have been applied to real design projects. Designers might use IDEO Method Cards during the creative process of a project, this document can familiarise you with their purpose.



NOTES

IDEO

IDEO is a leading international design and innovation consultancy founded in California, USA with branches all over the world. The company designs services, environments, digital experiences and products and it is also involved with design management.

IDEO Method Cards

IDEO's human factors specialists conceived the deck of cards as a design research tool for its staff and clients.

The cards are used by researchers, designers and engineers to evaluate and select the empathic research methods that best inform specific design initiatives.

The tool can be used in various ways—sorted, browsed, searched, spread out, pinned up—as both information and inspiration to human-centered design teams and individuals at various stages to support planning and execution of design programs.

Inspired by playing cards, the cards are classified as four suits—Ask, Watch, Learn, Try—that define the types of activities involved in using each method.

Each approach is illustrated by a real-life example of how the method was applied to a specific project. As new methods are developed all the time, the deck will grow and evolve over time.

In its first year, the Method Cards appeared to have unexpected relevance to groups that are not necessarily engaged in design initiatives. Clients report using the tool to explore new approaches to problem-solving, gain perspective, inspire a team, turn a corner, try new approaches, and to adapt and develop their own methods.

USEFUL LINKS

www.ideo.com/work/method-cards

<https://en.wikipedia.org/wiki/IDEO>