



# RESEARCH

WORKING ALONGSIDE INDUSTRY PROFESSIONALS TO ADD A NEW PERSPECTIVE THROUGH INNOVATIVE SOLUTIONS

## WHAT CAN WE RESEARCH FOR YOU?

- User Research - Our team is trained and experienced to effectively carry out research methods such as; literature reviews, design ethnography, surveys and interviews.
- User Analysis - We offer a range of methods to help turn research insights into the effective solutions that can be presented visually with in depth key requirements
- Competitor Analysis - Researching other companies strategies to identify gaps in the market
- Task/ Product Analysis/ Heuristic Usability Testing - An in depth review of how your idea, project or product works can provide a solid starting point for redevelopment
- Technical Research - Gathering knowledge about new technology and guiding appropriate investigations regarding materials and manufacturing methods.



## WHO WE ARE

- Brighton Product Design Lab are a team of final year students, industrial practitioners and academic staff from the University of Brighton
- We have expertise in creativity, besides the design process through research, ideation, development and the communication of design projects
- Our aim is to get valuable practice at addressing real world problems by designing and managing projects for industry
- We have access to a range of state of the art equipment and facilities, such as 3D printing to communicate ideas
- All funds raised will supplement our degree show fund so that we can launch our careers in the best way possible.

## CONTACT US

Through our website -  
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