



# Semiotics vs. Design Research

Learn about the differences in order to make smart decisions on insights methodologies

## SEMIOTICS

### Source of Insight

#### Consumer Surround

What the consumer is surrounded by that shapes their mindset

### What is Interpreted?

Different types of content (these are called texts & discourse in semiotics) – cultural content, category content, packaging content, brand content etc.

### Who does the Interpretation?

The team of Semioticians

### How is the Interpretation done?

The signs, symbols & narratives that are embedded into the content (texts and discourses) are read for meaning, using the theories & frameworks of Semiotics

### Reasons to Use

To understand consumers more holistically, going beyond what they say

## DESIGN RESEARCH

### Source of Insight

#### User Observation

Observing consumers usage of products & services, combined with asking them questions

### What is Interpreted?

Notes from detailed observations as well as transcripts of consumer conversations

### Who does the Interpretation?

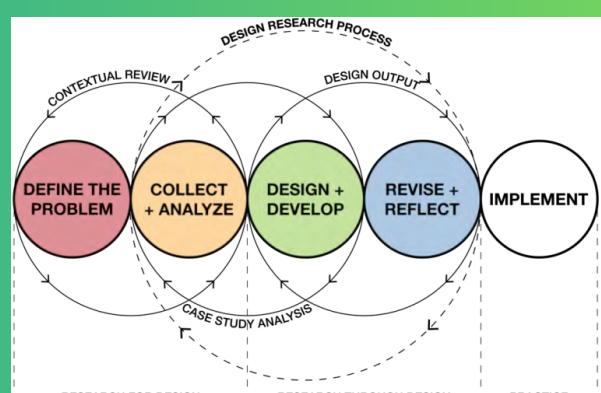
The team of Design Researchers

### How is the Interpretation done?

The consumers' behaviours & practices as well as rationales and implicits are interpreted using the theories and frameworks of Design Thinking.

### Reasons to Use

Problem solving by using observation, intuition and imagination as well as iterative approaches leads to the most user friendly design solutions.





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## SEMIOTICS

### The Underlying Premise

The consumers' mind is not a clean slate. They undergo a continuous learning process from the environment that they are immersed in. These are conscious and unconscious influences at work, which the consumer may or may not be able to articulate

## DESIGN RESEARCH

### The Underlying Premise

Problem solving by using observation, intuition and imagination as well as iterative approaches leads to the most user friendly design solutions.

**Are these insight methodologies to be used exclusively?  
Or can they be combined?**

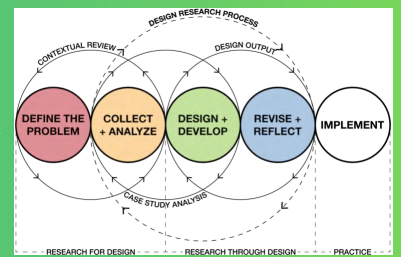
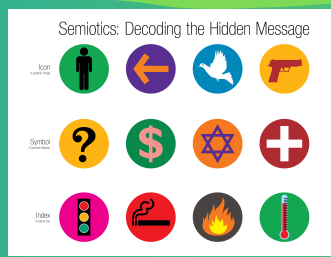
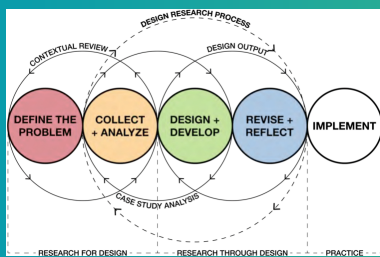
**Semiotics OR Design Research vs.  
Semiotics AND Design Research**

**From our experience, the answer is YES.  
They can be combined effectively, provided  
it is done in a sequence.**

**Design researchers start the process by  
observing users and defining their pain  
points and problems.**

**Prior to designing the solution, the  
semiotician team studies the culture for the  
most relevant signs & symbolism to be used.**

**So that the final design has the optimum  
combination of functionality, aesthetics and  
meaningfulness.**



To know more about Semiotics,  
visit [www.leapfrogstrategy.com](http://www.leapfrogstrategy.com)