Direction Map

Bootcamp 1 | The Problem Hunt | Group / name: _____ Date: _____

People and circumstances

Who experiences this? In what situation?

Evidence

What did you actually observe or read? Add source and date.

Friction

What takes extra time, money or effort?

Context and change

What could make this more urgent in 2027/28?

Existing alternatives

What already helps? Where does it fall short?

Working insight

What do you think the evidence means? Mark it as interpretation.

Possibilities

Write two or three How Might We questions.

Unknowns and next research

What could disprove this? Who will you research next?

Original teaching layout; method references: GDS research analysis (2016), IDEO.org Design Kit and Stanford d.school Bootleg (2018). Sources and dates in the research pack.

Direction Map worked example

Petite work trousers | Published evidence, teaching interpretation and assumptions remain separate

People and circumstances

Teaching segment to investigate: shorter adults buying work trousers. This segment is a proposal, not a surveyed population.

Evidence

DEWEY describes proportion problems and a fit approach informed by 100+ petite women. Brand claim, page n.d., checked 7 October 2026.

Friction

Shortening the hem may leave the rise, waist position and other proportions wrong. This is the brand's stated problem.

Context and change

UAL reported a Selfridges debut in March 2026. Distribution is a progress signal; it does not prove demand for this student proposal.

Existing alternatives

Investigate current petite ranges, tailoring and shopping workarounds. Compare total spend, time and fit outcomes.

Working insight

Hypothesis: some short buyers may pay a recurring alteration cost to access the adult styles they want. Test this with people and receipts.

Possibilities

How might we help shorter adults buy work trousers that fit immediately within their budget? Explore proportions, included alterations or curation.

Unknowns and next research

Interview and observe intended buyers. Check existing options, alteration costs, willingness to pay and evidence that challenges the hypothesis.

Sources: DEWEY fit story (n.d., checked 7 October 2026) and UAL LCF Enterprise Challenge (24 March 2026). Interpretations and proposed segment are illustrative; no customer quotes are invented.

Illustrative affinity wall

Practice prompts only | Replace these with sourced observations after real research

Fit information

RESEARCH PROMPT

Compare garment measurements with size labels

RESEARCH PROMPT

Observe what a shopper measures before choosing

RESEARCH PROMPT

Ask which fit details are missing

Time and effort

RESEARCH PROMPT

Time the steps in a returns journey

RESEARCH PROMPT

Record an alteration quote and turnaround

RESEARCH PROMPT

Find when a shopper stops trying

Trust and alternatives

RESEARCH PROMPT

Compare product images with the delivered item

RESEARCH PROMPT

Ask which reviews a shopper finds useful

RESEARCH PROMPT

Map the workarounds people already use

Cluster observations, name a working insight and choose a next research action. Keep what was observed separate from your interpretation.

Original illustration informed by GDS Analyse a research session (24 May 2016) and Nielsen Norman Group affinity diagramming (26 April 2024; reviewed 7 August 2026). This is not an empirical insight wall.

Where could fashion work better

A consumer journey for finding research leads | These are starting directions, not validated demand

DISCOVER	BUY	WEAR	RETURN	PASS ON
Product information and representation	**Fit confidence and affordability**	**Independence and aftercare**	**Convenience and policy**	**Selling and textile destinations**
Can this person find an option suited to their body and situation?	What makes choosing and paying difficult?	What makes using or keeping the garment difficult?	Which return steps cost time or prevent purchase?	What prevents an item finding a useful next destination?
Product photos, measurements, reviews and discovery routes.	Proportions, size uncertainty, upfront cost and delivery choices.	Closures, medical access, seated fit, repair and alterations.	Labels, collection or drop off, refunds and policy clarity.	Listing work, pricing, condition, sorting and unsellable textiles.

For each lead, identify the person, situation, frequency, cost of the workaround and existing alternatives. Then look for evidence that could change your interpretation.

Source basis: Rithum (15 May 2025), Primark (26 March 2026), DHL (4 June 2025), ThredUp (2 April 2026) and WRAP (21 May 2025). See the research pack for scope and verification limits.