

You must deeply understand **people** to design impactful solutions.

customers

students

residents

users

visitors

patients

riders

employees



DESIGN RESEARCH
COLLECTIVE

FROM CURIOSITY TO CLARITY

DRC is a human-centered research agency based in the Twin Cities. We are dedicated to helping clients deeply understand **people** to fuel innovative marketing, product, digital and strategic solutions.

QUALITATIVE RESEARCH | QUANTITATIVE RESEARCH |
STRATEGIC DESIGN | FACILITATION & WORKSHOPS



Happy Clients

3M
Allina Health
American Cancer Society
Best Buy
Boston Scientific
Community Mediation Minnesota
Hennepin County Medical Center
Medtronic
MN Department of Health/WIC
Polaris
Target



DESIGN
RESEARCH
COLLECTIVE

