

# Question Pyramid Builder

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## What is the tool?

A tactile, metaphor-driven framework that helps teams internalize research thinking by mapping core UX methods to nature's survival patterns: structure, observation, synthesis, and timing.

## When to Use

Use the deck when:

- Planning interviews or usability tests
- Running moderated sessions
- Synthesizing findings
- Auditing interfaces
- Teaching research fundamentals
- Facilitating workshops
- Onboarding new teammates

## Who This Tool Is For

Nature's Research Instincts Deck is designed for:

- UX and product designers
- UX researchers
- Product managers
- Growth teams
- Early-stage founders
- Non-researchers who need lightweight research rigour

You don't need formal research training.

If you can recognize patterns in nature, you can use this deck.

## What This Tool Is (and Isn't)

1. It is:
  - A thinking aid
  - A memory shortcut
  - A behavioral guide during research
  - A shared team language
2. It is not:
  - A full research methodology
  - A replacement for strategy or planning
  - A step-by-step playbook
  - A rigid process
3. Use it to sharpen instincts: not to follow blindly.

## Downloadable Assets

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### PEEPAL TREE SPREADING

Structure Framework

**R Research Framework**

Build discussion guides exactly like peepal structure:

**1 trunk** (apex question) → **5 branches** (secondary questions) → (probes) shading every angle

**W When to Use**

Creating any moderated study (interviews, workshops)

**W Why It Works**

Every probe traces back to trunk. **No research blind spots.**

**APPLICATION EXAMPLE**

- TRUNK: "How do you currently manage tasks?"
- Branch: "Walk me through your typical day"
- Branch: "What tools do you use?"
- Branch: "Where do things break down?"
- Probe: "Tell me about that moment..."

**NATURE PATTERN**

The Peepal tree (*Ficus religiosa*) grows a single straight trunk, then sends wide-spreading branches at natural angles, creating heart-shaped leaf canopy shading the entire neighborhood.

### SUNFLOWER TRACKER

Observation Framework

**R Research Framework**

Track where user attention naturally flows **before** giving tasks.

**W When to Use**

Interface testing, landing page audits, dashboard reviews

**H How to Apply**

**Qualitative:** "Explore freely—what draws your eye first?"

**Quantitative:** Eye-tracking/scrollmaps/heatmaps validate observation

**Compare:** Natural attention vs intended hierarchy

**Key Question:** "What pulled you toward/away from X?"

**W Why It Works**

Users don't read—they scan. **Sunflower reveals actual information diet.**

**NATURE PATTERN**

**Heliotropism:**

A sunflower faces the sun all day, rotating east-to-west tracking optimal light paths.

Discovering Insights, Transforming Ideas, Elevating Experiences.

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