Phenomenological research design is a qualitative research method that aims to understand the essence of a phenomenon by studying how people experience it. It's often used in the social and health sciences, as well as in psychology, cognitive science, architecture, and human-computer interaction.

Here are some characteristics of phenomenological research design:

* Focus

The research focuses on the audience's interpretation of something, and on the immediate experience.

* Bias

The researcher tries to set aside their own biases and preconceived assumptions about human experiences, feelings, and responses.

* Data collection

The researcher collects data from participants using methods like interviews, participant observation, conversations, analysis of personal text, action research, and focus meetings.

* Data analysis

The researcher analyzes the data to find common themes among the experiences, and to detect new concepts or ideas. The data analysis process may include bracketing, horizonalization, clustering, and textualization. Bracketing means setting aside one's own biases and assumptions to focus on the data, while horizonalization means treating every statement or expression as equally important.

* Synthesis

The researcher gathers, compares, and synthesizes the subjective experiences into a more comprehensive description of the phenomenon. They then integrate new concepts or ideas into the continuing efforts at collecting new data.

Some examples of phenomenological research include:

* Studying the thoughts and experiences of family members waiting for a loved one who is undergoing major surgery
* Branding research
* Gaining a deeper understanding of how your audience perceives experiences related to your business
* Exploring patients' experiences of illness and medical care