How to perform User Research?

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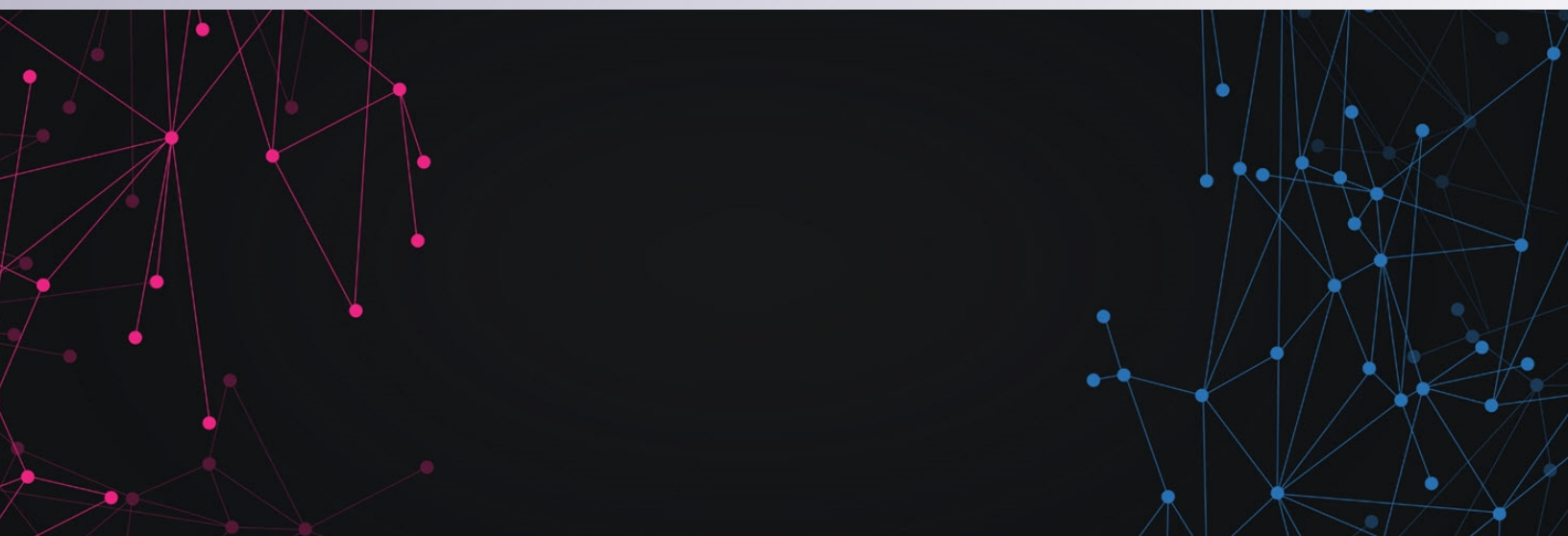

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Introduction

We live in a dynamically changing world with broad access to information. The competition in the market is enormous. Also, customers are better informed and more discerning than they ever used to be. It's no longer *the Age of the Seller* - it's *the Age of the Customer*.

So, in modern business, when a company wants to create and sell a product successfully, they can't just say: *Try Us! We are the Best!* It's not enough - as in the market there are too many products comparable to this one, claiming to be "the best" in their category.

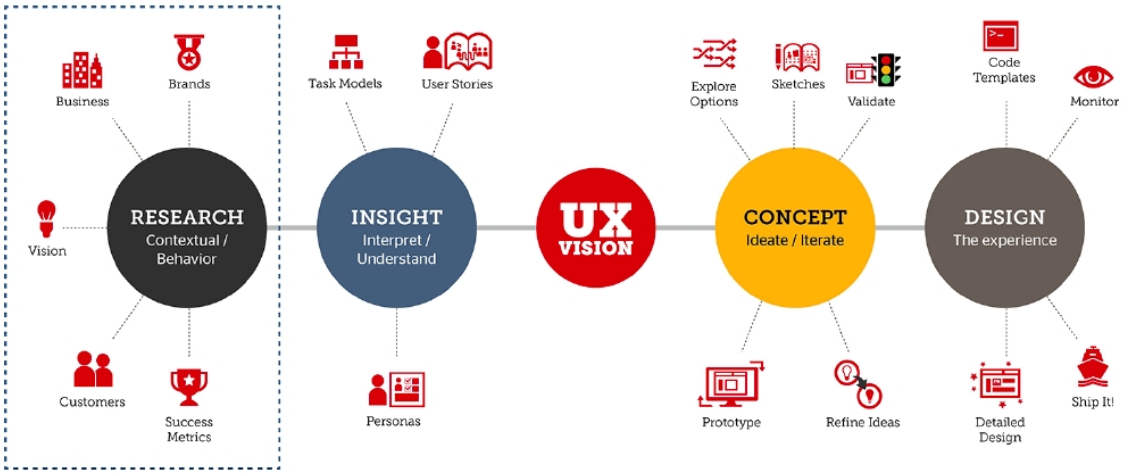
To survive in the market and to reach customers with a specific product, companies must not only invest in developing their products and services - they have to make them human-oriented. The best way to get the user's point of view and meet their requirements is to perform **user research**.

User Research, also known as **UX Research**, is an essential component of the customer-centered design process and a crucial part of creating solutions that meet expectations and deliver value to customers.

User Research in Theory

1. What is User Research?

User research (UX research) is the basis of human-centered design.



via getadigital.com

It's the process of gathering information about users' needs, behaviors, motivations, and pain points by studying their interactions with a product. User research aims to help designers create a user-friendly product or service at any stage of the development process based on that user's input.

User research helps:

- Identify the user (Persona)
- Identify target market size
- Identify the competition
- Articulate problems with the product by understanding the user's feelings and

needs

- Prove and disprove assumptions on specific ideas before and during design

The user research process can answer the following main questions (and many more sub-questions):

1. What will make people use this product or service?
2. Will current/new customers like this product or service?
3. How likely are customers to recommend this product or service to others?

2. Why do User Research?

> Empathy is at the heart of design. Without the understanding of what others see, feel and experience, design is a pointless task.

Tim Brown, CEO at IDEO

People want to feel understood. Brands can meet their needs by designing products that meet customers' needs at a deep level. User research is the key to creating a product that is optimal for users and beneficial to a company and everyone involved in the design process.

Product Benefits

UX research is essential to a design strategy at every step of the design process. The data gained from UX research can seriously impact decisions on how the product will finally look and work. Moreover, you can continue performing UX research after the start of the project to discover new problems and fix them quickly. It's the best way to ensure that a product does exactly what you (and users) expect.

User Benefits

It's essential to take time to understand how the user perceives your product.Even an experienced user of your products can still miss something or find it hard to understand. Ensure your solutions and features are helpful, desirable, accessible, credible, findable, usable, and valuable. The more of the following your product can deliver, the greater chance that users will enjoy the product and keep interested in using it.

Business Benefits

Understanding what users want saves you money. The proper user research will give you honest clues and solutions for your product's development - driven by data, not intuition. It can be a solid base that saves on costs by reducing development time and eliminating costly redesigns.Moreover, the research helps everyone involved - designers, marketers, sales reps, copywriters, product designers, and many others. So it can have a significant impact on the experiences that customers have with a brand and, as a result, improve brand affinity.

3. When to do User Research?

User research is often considered a process in the pre-design and development phase, with some market research at the end. But this process is valuable at every stage of product development. The goals of research, questions to answer, and decisions to make - will all change throughout the product development cycle and impact the methods you use.

Discovery phase

In this phase, you're trying to discover the problem and see more clearly who you're solving it for. It would be best to focus on developing a detailed insight into potential users, their needs, wants, and context.

Key methods

- Diary studies
- Focus groups
- User interviews

You can also use existing product data, literature reviews, competitive analysis, and other analytics to understand the context entirely.

Why is user research so crucial in this phase

The product you work on should solve a market need. It's impossible to know this need before researching the market and potential product users. It would be best not to rely on your instincts or base on what worked in the past. You should check carefully if the product you're planning to invest your time and money in will be worth it and will achieve its goals on the market.

Validation and testing phase

When actively building the product, you should validate your decisions and evaluate your solutions. At this phase, you already have a sense of the market, the user needs and expectations, and have a kind of wireframe of the solution you offer. Now, you need to test them. You need to know if this solution in this specific shape solves users' problems, how they interact with a product, and what pain points they can encounter.

Key methods

- Usability testing
- A/B testing
- Five-second testing
- Card sorting and tree testing

Why is user research so crucial in this phase

You need to know whether or not you're succeeding in building a product. The more varieties you offer in prototypes, the better. It's a perfect phase to present out-of-the-box solutions next to safe ones. You will never know what meets users' needs better until you test it. It can occur that you were missing key features you haven't even thought of. Once you have your analysis, you can re-design your product and perform the following research to design a solution your customers are happy with.

Post-launch phase

User research doesn't stop once you've launched a product. It's essential to gain as much feedback as you can, to monitor how well your products continue to meet users' needs. Moreover, users of your feature will undoubtedly change - you have to pay attention to this and react to these changes.

User research in this phase often involves partnering with marketing, product, and support teams to implement surveys, user analytics, or support tickets. It's also an excellent opportunity to achieve direct feedback from customers.

Key methods

- Surveys
- Analytics
- Bug and support tickets

Why is user research so crucial in this phase

Although you've done detailed research while testing the product, trying it when finished in the wild is essential. You have to make sure that your output is accomplishing the goals you set for it. What's more, things change. Something that worked a year ago can no longer function properly today, and you'll have to adapt to these changes. Finally - you keep in touch with users' feedback and have a chance to improve your product continuously.

4. User Research Process (7-Steps Plan)

A user research plan is a document that outlines the research and helps kick off the project. Its goal is to guide individual user experience research projects. Planning research allows you to set expectations and define goals. This plan not only helps you in your research but also helps you align stakeholders. You can ensure everyone engaged in the project knows its objectives and scope.

A sample user research plan can include seven steps as follows:

Step 1: Define the problem

The first thing to do is to clarify what you want to achieve with this research. You must find the best way to communicate with stakeholders to identify the problem statement - stakeholder interviews, meetings, team sessions, and similar methods. It shows you what data already exists and what you need to know.

The problem statement should give basic information about the project. It's a foundation to identify the research scope with clear deliverables and objectives.

Step 2: Identify your objectives

When you have your background, think about the research objectives - what will you do, why are you doing this, and what do you expect from this research. Setting clear goals will help you define the project scope and the questions you must answer. It's essential to put this clearly because user research can be extensive in range. It's

pretty easy to do a lot of unnecessary work, feel overwhelmed, and still not have your main questions answered. Simply - identifying your objectives helps you focus on them throughout the research.

Step 3: Choose the proper method

Choosing the proper research method depends on the goals set, the project's phase in its development process, constraints, resources, and the project timeline.

Step 4: Recruit participants

Every good research plan should contain information about the participants you will interview or include in studies.

The decision of who they can be depends on your goals and questions that need to be answered. Also, consider the resources available - maybe you have a user base you can use in this research? Or perhaps you need to hire more of them? If so, how to get to them (online ads, recruitment tools - such as User Interviews)?

Then, make sure that they represent all the target personas - the number of personas depends on how many different types of people will use the product.

Step 5: Prepare the brief

A brief is a guide for your research sessions that you will use during interviews with users. This allows you not to miss any of the questions you want to ask and to keep the session on track. It should include the following:

- introduction - short message to participants before the session begins;
- the interview questions;
- outro message - asking if they're open to participating in future research and thanking them for their time.

Step 6: Establish the timeline

Establishing the timeline is crucial in creating a UX research plan. Estimating how long the research will last and when the results can be expected is necessary for every project.

Even if it's hard to set a deadline at this stage, you should determine an approximate timeline (for example, 3-4 weeks). It will enable you to manage stakeholders' expectations of the research and results.

Step 7: Decide how you'll present the results

Determining how you present your findings to stakeholders will be impactful and implemented across the organization. So, you could, for example, set up a meeting with your stakeholders to share the results.

It's also crucial to consider how you will present your findings in the research report.

5. Methods of performing User Research

There are many kinds of user research methods, depending on what information you need and when you need to perform it. They come in many shapes and sizes - from months-long diary studies to five-second quick tests.

User research can be:

- **Qualitative** or **quantitative** (or both)
- **Behavioral** or **attitudinal**
- **Generative** or **evaluative**
- **Moderated** or **unmoderated**.

Quantitative user research focuses on quantifiable data - numbers. It involves collecting and analyzing data to answer questions like: "How many?", "How much?" or "How often?".

Qualitative user research, on the other hand, is about feelings, beliefs, and behaviors. It produces data based on user preferences, pain points, and motivations. It relies more on a researcher's empathy and interpretation than on raw facts and is to answer the question: "Why?".

Behavioral user research involves observing user behaviors at every stage of a product's life. It is reported by the user researcher or by a testing tool.

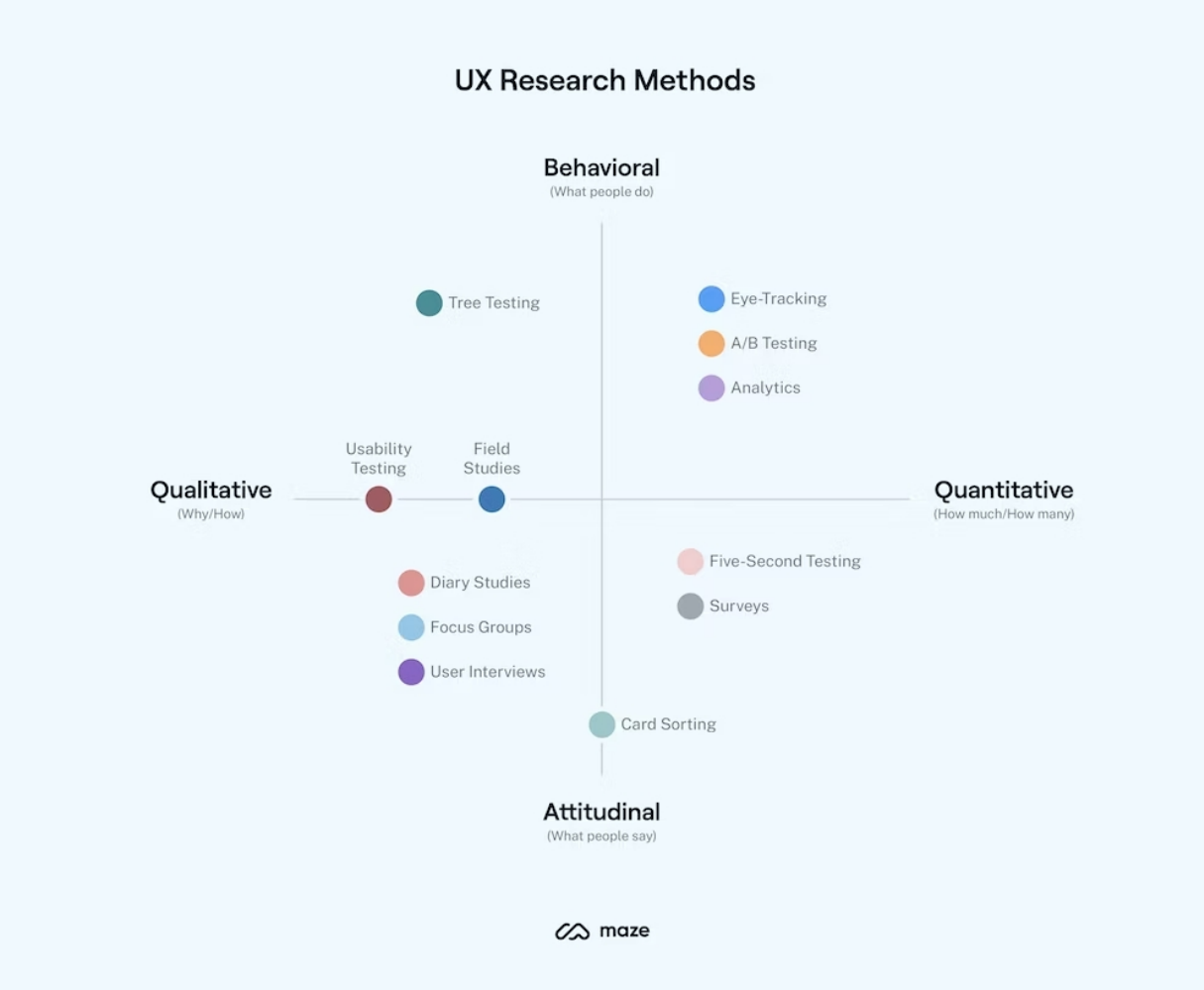
Attitudinal user research relies on self-reported data - study participants tell researchers what they think. It's about people's stated beliefs, expectations, and perceptions. Attitudinal data requires careful interpretation - as many people cannot articulate their perceptions and predict their behavior fully.

Generative user research (exploratory or discovery research) involves deep and careful analysis to develop a rounded understanding of users - what they care about, what impacts their decisions and behaviors, and so on. It helps generate ideas and search for opportunities for improvement.

Evaluative user research (validating research) helps researchers check if an existing or designed solution is on the right track - addressing users' needs, meeting their expectations, and so on.

The main difference between **moderated** and **unmoderated user research** methods is the role of a researcher. In moderated methods, the researcher is involved and actively participates in the research. In unmoderated ones, the researcher sits on the sideline and observes tests using various tools, prompting participants to perform specific tasks.

The image below illustrates the most popular user research methods with their respective qualifications.



Card sorting is a method that lets users organize topic cards into categories in a way that makes sense to them. This method can create an intuitive information architecture and user experience.

Tree testing is testing the architecture of your website, app, or anything with a tree-like menu. It helps you understand where users navigate intuitively at first and is an excellent way to assess your product's findability and information architecture.

Eye-tracking is a sensor technology that detects a person's eye. It converts eye movements into a data stream that shows information such as pupil position, the gaze point, and the gaze vector for each eye.

A/B testing compares two product versions (A or B, or more). It helps collect quantitative data to check which version of the solution is better or achieves its goals best.

User analytics (or user behavior analytics) is a continuous, quantitative data tracking and evaluation that occurs post-launch. Analytics tools collect data about users' interaction with the product. Then, the design team analyzes this data to gather better insight into users' sentiments and engagement.

Usability testing is a method used to evaluate the product by getting users to complete a specific task (or a list of tasks) while observing and noting their impressions and conclusions. Tech Writers can work together with UX/Product Designers or Researches and support them during this process e.g. by taking notes.

Field studies are researches that take place in the user's environment. They're an excellent method for uncovering unknown motivations and experiences of the product's user. The goal is to understand the context in which users complete tasks and get to know in-depth user stories.

Diary studies (camera studies) let participants log their thoughts, activities, and experiences through a defined period. They provide a self-reported record of users' attitudes and behaviors that researchers can later analyze to understand users' habits better.

User interviews (in-depth interviews) are 30- to 60-minute conversations with a single participant. The researcher asks questions about a topic to understand better the participant's beliefs, attitudes, experiences, and desires. Like in usability testing, Tech Writers can work with UX/Product Designers or Researches as support.

Focus groups are moderated conversations that involve 5 to 10 participants. A moderator asks them a set of questions about a specific topic. Because of their social character, focus groups can more effectively uncover spontaneous ideas than user interviews performed 1:1.

Five-second testing is just like it sounds. Participants are given five seconds to view an image of a decision, solution, or web page and then are asked questions about their first impressions.

Surveys are tools that help you collect data from a group of participants and receive meaningful insights. They can include both closed-ended and open-ended questions.

6. Helpful tools

User research tools are beneficial in starting any user research program at every stage of the product's life. Selecting a proper toolkit for your research depends on the following:

- the stage of your research process
- the research method you'll be using
- the size of the organization
- the type of product tested.

The following list contains examples of various tools for user testing.

Tools for usability testing

Maze

UserTesting

Userbrain

Userlitycs

Tools for Organization and Project Management

Airtable

Woopra

Tools for Analytics and Heat Mapping

Hotjar

Mouseflow

Google Analytics

Mixpanel

Tools for A/B Testing

Optimizely

VWO

Tools for User Surveys and Interviews

SurveyMonkey

User Interviews

Lookback

Userzoom

dscout

Tools for Prototype Testing

MockFlow

Proto.io

Tools for Design Evaluation and Iteration

Feng-GUI

Optimal Workshop

UsabilityHub

7. How to present results?

It took a lot of time, thoughts, and energy to create a research plan, recruit participants, conduct interviews, and analyze the data. Now it's time to share your findings. Here are a few rules to bear in mind when it comes to presenting user research results.

- **Know your audience** - it matters if you're showing results to designers, CEO, marketers, or any other person. Each group will have different needs and uses from your research. It would be best to consider how other stakeholders will consume your report. You may have to give people various formats and ways to interact with results.
- **Explain your methods** - explain the methods you used at every stage. Avoid using too much jargon, especially when talking to non-researchers. If you have any plans, screens, prototypes, or helpful graphics - include them to illustrate the process better.
- **Write concisely and effectively** - the content you present should *be as long as it needs to be but as short as possible*. When you summarize the content for stakeholders, make it concise. Let people dive deeper into meaningful information, but don't let them feel overwhelmed.
- **Avoid throwing raw data at stakeholders** - a summary of key insights is enough for most people. When someone wants to go deeper, provide them with a searchable repository of tagged data. Present your findings in a format that executives, designers, and other stakeholders find relevant and easy to understand. It's an excellent opportunity to build empathy for users and demonstrate the value of your work.

- **Offer recommendations, not opinions** - it's better to make actionable recommendations about how to act on the research findings than just throwing your views on how people should use your results.

A presentation is usually formatted in:

- Case studies
- Pre-recorded video
- Slide deck
- Atomic research nuggets

A report is usually formatted in:

- PDF
- E-mail
- Confluence or Notion page
- Slack update.

You can always add deliverables, such as personas, quotes from the interview, customer journey maps, prototypes, storyboards, etc.

8. How to establish a User Research process in your company/organization?

Understand how your organization works

The first thing in implementing a research practice in your organization is understanding how it works. Get information about organizational culture and how and where decisions are made. It will help you understand how research can provide value and play an essential role in the company.

Learn about your team's prior experience with research. It's an excellent opportunity to notice warning signs when they arise, decide who you should engage in the research, and check if people know the value of it.

Know what you're trying to decide

No solution fits every research process, as every organization has its objectives. Depending on your goals, you can select the proper method, but the ability to perform user research depends on your resources, bandwidth, and the maturity level of your organization.

Scope the research project properly

To do this, you must understand and balance long-term organizational goals with the impact of each project. It means asking all stakeholders questions to grasp the big picture and appropriately fit the project to the given context.

Get stakeholders' approval

To get the stakeholders' approval for a UX research project, you should clearly explain the impact that research will make on the product. Zoom in on the scope of the decision and clarify if it will affect you, your users, your team, your design process, or the whole company.

Engage the whole team in the user research process (if possible)

Your mission as a researcher is to make research a company-wide discipline. This means working collaboratively with your team - including them in user interviews, documenting research appropriately, and ensuring you provide them with all the information needed to make effective decisions. Of course, you should consider the logistical and technical possibility of involving the entire team.

Share your findings with your team

For more information about ways to share results, click here.

Measure the effectiveness of the research

Last but not least, you're as responsible for the outcomes of the product you work with as everybody else. It would be best if you made sure that the findings you presented have been implemented and worked on actively. Research is successful if it helps you create and strengthen learning mechanisms for your entire company.

User Research in Practice

User Research 7-Steps Plan - Making an appointment for COVID-19 vaccination using IKP

Step 1: Define the problem

The government has provided an online service to make it easier for citizens to sign up for the COVID-19 vaccination. Although the service is already available, it's still important to see whether the process is as it's supposed to be - simple, intuitive, and able to be completed successfully.

The task is to test the process of making an appointment for COVID-19 vaccination using IKP (Internet Patient Account -Internetowe Konto Pacjenta). I need to find detail-oriented potential patients to follow the process and give me feedback on how it feels and how it can be improved.

Step 2: Identify your objectives

- Check if the process is straightforward and intuitive
- Find pain points of the process and possible solutions for them
- Check how the process functions and whether everyone can accomplish it

Step 3: Choose the proper method

Usability testing - participants will go through the process of making an appointment for COVID-19 vaccination using IKP. They will conduct the research in their own homes, using their accounts, and at the most suitable time.

Step 4: Recruit participants

Participants of this research should have the following:

1. NFZ health insurance
2. Access to the Internet
3. An active account in IKP

Also, they should pay attention to details to find and describe potential pain points in the process.

Three students of Technical Communication at Vistula University - Justyna, Natalia, and Agnieszka - decided to take part in this research.

Step 5: Prepare the brief

Girls - Justyna, Natalia,

Thanks for your willingness to take part in this research.

I'd like you to check the appointment process for COVID-19 vaccination using IKP.

Here's the guide: How to make an appointment for COVID-19 vaccination using IKP? Step-by-step guide

Please follow the guide and describe your feelings, experience, and possible pain points at every process stage. You can write them clearly in Customer Journey Maps, prepared for you on separate pages.

I'd be glad for your opinion, remarks, and conclusions. Every one of them let us make this process even more simple and intuitive.

Let me know if you're open to taking part in another research in the future.

Step 6: Establish the timeline

- Preparing a User Guide for the process - 30th April 2023
- Receiving feedback from participants - 13th May 2023
- Developing research results and concluding - 16th May 2023

Step 7: Decide how you'll present the results

The results will be presented as Customer Journey Maps prepared by every participant. Here we'll see all the pain points found at every stage of making an appointment and possible solutions for each of them.

General conclusions will be put in Conclusions and presented in a table.

How to make an appointment for COVID-19 vaccination using IKP? Step-by-step guide

Internet Patient Account (Internetowe Konto Pacjenta - IKP) is a platform that allows every patient with NFZ health insurance (state-owned and free-of-charge) to take advantage of the basic services of the organization without leaving home.

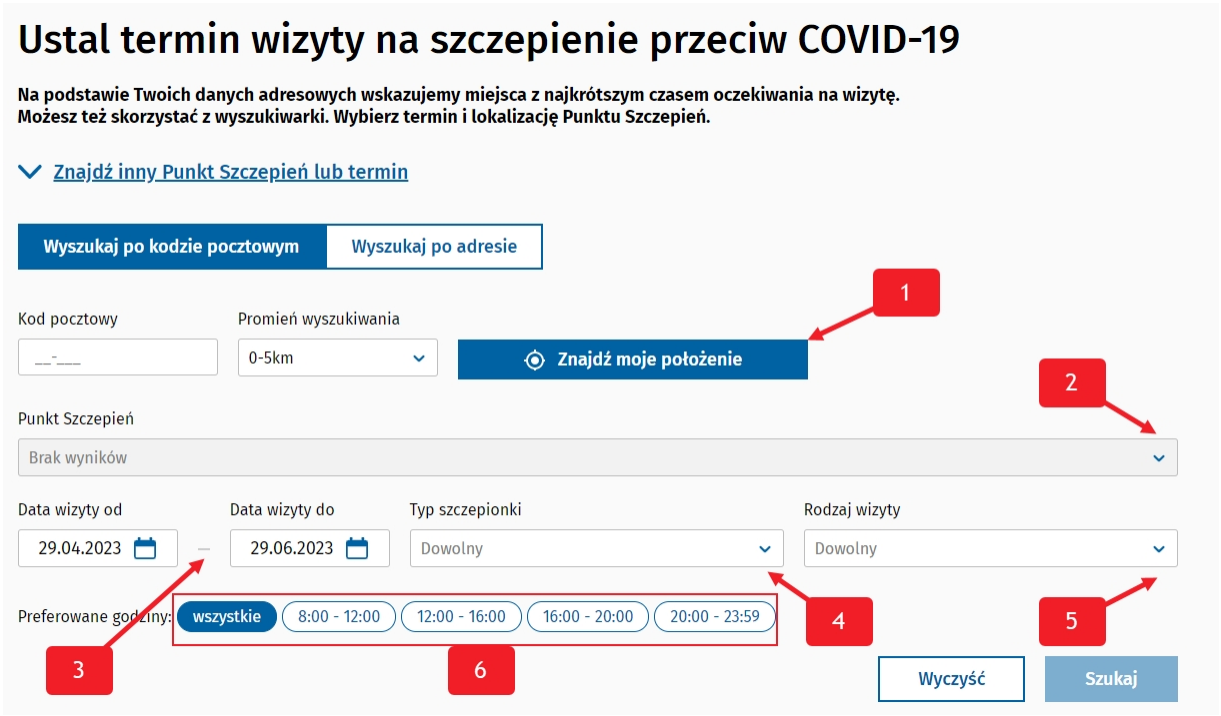
Below is a quick guide on how to make an appointment for COVID-19 vaccination using IKP.

- Right-click here https://pacjent.gov.pl/.
- Click the “Zaloguj się” button in the top right.
- You will see a tab below.

Click “Zaloguj się do IKP” **(1)** to search your medical history, prescriptions, and all the referrals.

If you only want to make a quick appointment for COVID-19 vaccination, click “Zaloguj się do e-rejestracji” **(2)**.

- You will be moved to the vaccination registration page. Click “Zaloguj się.”
- Select login method - click the button that represents your bank.
- You will be moved to the login page for your bank account. Follow the directions of your bank.
- After login, you will see all your referrals for vaccination against COVID-19. Select the current one and click “Zaplanuj wizytę.”
- You will see the nearest available vaccination dates. If none of them suits you, click “Znajdź inny punkt szczepień lub termin”. You will be moved to the window below.



a. Click “Znajdź moje położenie”**(1)** to let the system find your localization, and choose the search radius (0-5 km or more) to see the closest institution.

b. You can choose one from the “Punkt Szczepień” drop-down list **(2)** or leave it unclicked.

c. Select the date frame **(3)**, vaccination type (Pfizer, Moderna, etc.) **(4)**, type of visit (stationary or Drive-Thru) **(5)**, and preferred time frame **(6)**.

d. Click “Szukaj.”

If you cannot find an option, click “Znajdź inny punkt szczepień lub termin” and change the search criteria.

- When you find a proper place, date, and time for your visit, click “Wybierz.”
- You will see a pop-up window named “Potwierdzenie wizyty na szczepienie przeciw COVID-19”. Verify that all confirmation data is correct. If so, click “Potwierdź.”

Done! You will receive an SMS with a confirmation of your visit.

Journey map - Agnieszka

🕵 User persona

Agnieszka - Technical Communication student

🎯 User goal

Agnieszka’s goal is to make a quick COVID-19 vaccination appointment as soon as possible and close to her home.

🏁 Scenario

Agnieszka goes to **https://pacjent.gov.pl/** to find a suitable date and place for her vaccination.

📖 User backstory

Agnieszka is busy - she shares her time between working and studying.

- She doesn’t want to visit places or call anywhere to make an appointment.
- She lives and works far from the city center, so her main goal is to find the possibility of vaccination in her district in the late afternoon hours.
- She’s counting on a quick process that doesn’t require additional actions or multiple devices.

🗺 Journey map

Stage	Finding the website	Entering the website	Login process	Starting the registration process	Making an appointment for vaccination	Getting confirmation
User action	Goes to https://pacjent.gov.pl/	Goes to e-rejestracja	Logs in to the website via a bank account	Enters the website and looks for a date and place	Fills in the filters and searches again	Finds a suitable date and place and confirm an appointment.
Pain points or questions	No pain points - the page displays correctly.	Two buttons for login are not necessary; it's confusing for a user	A mobile phone is required to authenticate; she has to leave the room to bring her mobile phone	She receives a list of dates that don't suit her; fortunately, she quickly finds a link above	The location option finds only the approximate location - Agnieszka must fix it and manually enter	No pain points - after verifying the accuracy of the data, she received a confirmation of enroll-

				to search again by filters	the postal code.	ment and a text message from IKP
Emotions	🙂	😕	😠	🙂	🙂 /😕	😍
Opportunities and solutions	No solutions - everything went well	One button is enough, as both of them ultimately lead to the same page	Another option to authenticate - without using multiple devices	No solutions are needed - the patient can search from proposed dates or set their filters to find more suitable dates	Filters are clear and easy to find, but location options could be more accurate.	Done! The goal has been reached.

Journey map - Justyna

🕴 User persona

Justyna - Technical Communication student

🎯 User goal

Justyna’s goal is to make an appointment quickly for a COVID-19 vaccination.

🏁 Scenario

Justyna goes to https://pacjent.gov.pl/ to achieve her goal.

📖 User backstory

• Justyna is an active user of IKP. She knows the website and its interface. • She wants to check if the COVID-19 vaccination registration procedure is useful and effective.

🗺 Journey map

Stage	Finding the website	Entering the website	Login process	Starting the registration process	Making an appointment for vaccination	Getting confirma
User action	Goes to https://pacjent.gov.pl	Goes to e-rejestracja	Logs in through the bank account	Looks for the relevant vaccination referral	Looks for closest vaccination centres and dates	Makes a vaccination appointment
Pain points or questions	No pain points	The number of login methods is confusing, the user isn't sure which one to use, no explanation provided	Too many steps - two verification codes, submitting personal data such as name, date of birth,	Referrals are under the past visits, the user has to scroll to the bottom of the list to find the current one	• No pain points related to the website • One pain point related to	No pain points

			PESEL		the user's browser settings - can't use "find my location" as this option is blocked in the browser	
Emotions	🙂	😕	😕	😕	😕	🙂
Opportunities and solutions	No solution as there are no pain points	Short explanation of the login methods	No solution to the above	Current information (referrals,	Browser settings should be changed	No solution as there are no pain points

			pain points as all the steps are neces-sary for security reasons	planned visits, etc.) should be at the top of the list, inform-ation about the past events should come next		

Journey map - Natalia

🕵 User persona

Natalia - Technical Communication Student/Office Worker

🎯 User goal

Natalia’s goal is to make a COVID-19 vaccination appointment at a convenient date, in the afternoon and at a place close to her workplace.

🏁 Scenario

Natalia goes to **https://pacjent.gov.pl/** to find a suitable date and place for her vaccination.

📖 User backstory

Natalia shares her time between work-home and school that's why:

- she doesn't want to make calls and visit places to register;
- she wants to get vaccinated on her way back from work;
- she hopes that the registration process will be quick and simple and that she will receive a confirmation of registration;
- she has already used IKP so she expects to find information about registration for vaccination on it.

🗺 Journey map

Stage	Finding the website	Entering the website	Login process	Starting the registration process	Making an appointment for vaccination	Getting confirmation
User action	Goes to https://pacjent.gov.pl/ using a PC and searches for it using “IKP” as key word.	Checks the information on the page that appears.	Clicks the “Zaloguj się” button in the top right.	Clicks “Zaloguj się do e-rejestracji.” to make a quick appointment for COVID-19 vaccination and chooses to log in through a trusted profile “Profil Zaufany”.	After successfully logging in, Natalia is redirected to the vaccination registration page.	Step not reached.
Pain points or questions	Key word “IKP” took her to the appropriate page (home/-login). It was easy to find - as	A lot of information and parts of website.	Another 2 login buttons will appears.	Another log in button appears… but in the next step user can select the	Here user can see previous vaccinations	Natalia did not receive confirmation because

	the 2nd result in the search engine and easily described.			authentication/login method.	(completely unnecessary - user can check it on the patient's account if necessary in another tab, and this is the first thing that is displayed. The user can edit her data and see her vaccination referrals.	she did not register for vaccination. The goal has not been achieved.
Emotions	🙂	🙂	😕	😕	😠	❌
Opportunities	The 1st result is about oppor-	Due to	In this	It could be	The regis-	Step not reached.

and solutions	tunities that IKP gives its users, but there should be Home page of IKP. This causes the user to unnecessarily make sure which page she clicks on and which service it is connected to.	the nature of the website, it contains a lot of information, but it's arranged in a logical and easy-to-navigate way. On the homepage there are min. 2 login buttons. One would be enough, because	step the user has similar situation like in the previous one. It's confusing.	done in fewer steps, e.g. Log in to IKP and enter your login and password, and then register for vaccination.	tration page turned out to be the end of the user's journey. Due to the fact that she did not have an e-referral, she could not register for vaccination with a booster dose. At this point, the user is not informed about solving the	

		two give the feeling that the user can log in to several places.			problem (e.g. a button that would concern issuing an e-referral)	

Conclusions

The entire process was meant to be simple, effective, and intuitive, but it has its pain points, as follows.

Step	Pain point	Possible solution
Entering the website	The only languages available are Polish and Ukrainian.	English version would be appreciated, as not everyone eligible to use IKP speaks fluent Polish, or Ukrainian.
	On the homepage, there are minimum two login buttons, which is confusing. The user isn't sure which one to use, and there's no explanation provided.	One login button would be enough.
Login process	Login methods require a mobile phone around to authenticate - using multiple devices is necessary, and some users don't like it.	Although this can be frustrating, it’s necessary for security reasons (authorization of access to sensitive data).
	The entire process includes more steps than it needs.	It could be done in fewer steps, e.g. Login to IKP and enter your login and password, and then register for vaccination.
Starting the registration pro-	Current referalls are places under past visits - it causes an	Current information (referrals, planned visits, etc.) should be at

cess	unnecessary searching process.	the top of the list, information about past events should come next.
	• The location-finding option needs proper browser settings. • It finds only the approximate location; you must manually enter the postal code to correct it.	Changing the current software in the search option because it requires the user to have additional knowledge (browser settings) or manual adjustment, which is not obvious.
Making an appointment for vaccination	It happens that a patient eligible to receive a booster does not have a referral in the system. In such a case, the system does not allow patients to request a referral online - they have to contact the doctor anyway. It's making the whole procedure pointless.	Adding a feature that will allow user to request for a referral online and receive it as soon as possible.

Summary

User research is a valuable component of the product development process. Its various methodologies and deep understanding of user needs and behaviors empower designers and developers to create meaningful, user-centric products. With its ability to transform data into actionable insights, UX research is a compass, guiding teams toward successful product outcomes.

The practical part has shown that, even when a company or organization finds its product perfect, it’s still a good practice to let people test it, and gain feedback. It can be carried out already on an existing product, as described in this work - it will help a company to learn lessons and improve specific procedures for future updates.

To sum up - performing user research is a great practice and a strategic investment that leads to user satisfaction, loyalty, and business success.

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