

Make decisions based on user research

Research will show you what users truly need.

Instead of saying:

I think a user needs this.

Say:

The research shows that users need this.



Instead of saying:

✗ I don't like that, we should do it this way.

✗ This doesn't make sense to me, let's change it.

Say:

✓ If it works for our users then
I accept it.

You are not your user

Decisions should be based
on evidence, rather than
opinions or personal preferences.





✗ Instead of saying:

**I think that will
confuse users.**

✓ Say:

**We must test this
to see if users
understand it.**

Avoid making assumptions about your users

**Test your products and services to
ensure users are able to understand,
use and interpret them as intended.**

Make sure your research insights are up to date

Users' needs change over time. You should regularly conduct new research to make sure your products and services are still relevant to your users.

Instead of saying:



We did some research on this 5 years ago, so we know our users' needs.

Say:



Our research is now 5 years old. We must check whether our users' needs have changed.





Instead of saying:

We have really tight deadlines for this project, we don't have time to test with users.



Say:

User testing is important, let's see what changes we can make to fit it in.



Make time for user testing

When creating your project timeline, plan in time to test and iterate your product or service. This will ensure that it meets all your users' needs.



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**challenging assumption-
based design** scan the
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