

## &lt; 9 UX research methods you should know | Maze - YouTube

## 9 UX research methods ...



## Summary

This video discusses the top nine UX research methods, including user interviews, field studies, card sorting, tree testing, usability testing, diary research, surveys, focus groups, and five-second testing.

**00:23** Okay, let's get started. UX research methods are ways of generating and gathering insights about your users, their behavior and needs. The ultimate goal of research is to identify challenges and opportunities for improvement within your product's user experience. That might be through gathering user feedback, testing usability, generating ideas, or evaluating a product.

**00:50** There's a lot of different UX research methods, and the method you'll wanna go with depends on your project.

## Timestamped Highlights

- 00:18** 🎵 Introduction to UX research methods
- 01:16** 💬 User interviews: gathering insights through conversation
- 03:03** 🌍 Field studies: observing users in their own environment
- 04:43** 🗂️ Card sorting: understanding users' mental models and information organization
- 06:07** 🌳 Tree testing: assessing findability and usability of information architecture
- 07:56** 👍 Usability testing: evaluating if a product is intuitive and user-friendly
- 09:24** 📅 Diary research: collecting organic insights over time
- 10:51** 📄 Surveys: gathering quantitative and qualitative data remotely
- 12:08** 👥 Focus groups: understanding user perceptions and feedback

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### Key Insights

- 💬 User interviews provide flexible and in-depth qualitative data, allowing researchers to adjust questions in real-time for richer insights.
- 🌍 Field studies offer authentic insights about how a product is used in its natural environment, providing a broader understanding of users and their context.
- 🗂️ Card sorting helps uncover users' mental models and preferences for organizing information, making it useful for structuring information architecture and generating ideas.
- 🌳 Tree testing focuses on the usability of information architecture, assessing findability and navigation efficiency to improve the overall user experience.
- 👍 Usability testing is crucial for evaluating the intuitiveness and usability of a product, identifying issues, and gathering user feedback for iterative improvements.
- 📅 Diary research captures real-time insights by asking participants to record their thoughts and behaviors over an extended period, providing a window into users' daily lives.
- 📄 Surveys are versatile research methods that can collect both quantitative and qualitative data, making them suitable for various research objectives and a remote participant pool.
- 👥 Focus groups allow researchers to gather qualitative insights by moderating discussions among a small group of users, providing valuable feedback and understanding user perceptions.
- ⌚ Five-second testing helps assess users' first impressions and design effectiveness, making it valuable for quick

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