

## Video transcript

### UX research methods

UX designers understand the value of conducting research. They plan and research potential users of their product or service to ensure their design is impactful and delivers a great user experience.

Let's explore UX research!

UX research is an important step in creating a successful UX design, and there are many different methods.

UX research methods help a designer understand user needs and enable them to create a design that truly makes a difference.

There are four main UX research methods: quantitative, qualitative, attitudinal, and behavioral.

Designers conduct extensive research to find answers to different types of questions about their products, users, and trends in the market.

Questions like: Why should I buy this? How much does it cost? How many are available? If it breaks, how do I fix it? Why should I use this product instead of another brand? Why should the user like our product? Why might the user dislike our product? Why would a user stop using our product or website?

For example, designers might use surveys, questionnaires, or polls to find out how popular a product or site is or how many people really use a particular feature.

UX designers use the first UX research method, called quantitative, to gather this type of numerical data.

This research method helps designers quantify user preferences by answering questions like "How much?" and "How many?".

Sometimes, designers want to find out why a certain product is popular, why users are getting frustrated with a certain feature, or why users aren't completing a task or action, like proceeding to check out.

To get this kind of data, UX designers interview users, ask for their feedback, and have discussions to understand user views and pain points.

This type of research is called the qualitative research method.

Qualitative research helps designers understand the "Why?" and start finding answers to questions like, "How can we fix it?".

Another aspect of UX research is considering how users use a certain product versus how they feel about that product.

The method for collecting information regarding users' emotions and opinions about a product or feature is called the attitudinal research method.

The attitudinal research method aims to uncover the "Why?" behind user decisions and actions.

Designers can also gain insights into users' behaviors and interactions through observation.

Designers can observe how users use a certain product, and what they do with it or don't do with it.

The method for collecting this type of information is called the behavioral research method.

So, which one of these methods is the right method for UX research?

Well, that depends upon what questions designers want to be answered.

Designers understand that they can't follow a "one-size-fits-all" approach if they truly want to understand their users.

UX research is about being flexible and choosing the right approach or tool for the task.

The most important thing to remember is that, based on their project, UX designers have four UX research methods to choose from, and all these methods provide meaningful insights about the users!