

## ***Library method research:***

### **1. Benchmark Creation**

Benchmark creation is an essential aspect of UX research that can help designers to improve the user experience of their products or services. By comparing their products to industry standards or best practices, designers can identify areas for improvement and set goals to enhance the user experience.

The process of benchmark creation involves several steps, starting with defining the research objective and the scope of the project. It is crucial to ensure that the benchmarks used are relevant to the research question and the scope of the project. Reliable sources of information must be used to establish the benchmarks, and sufficient data must be collected and analyzed to ensure accuracy.

It is essential to consider the limitations of the benchmarking process and provide the appropriate context for the results. Good practices for benchmark creation include keeping the research objective and scope in mind throughout the benchmarking process, considering multiple sources of information to establish benchmarks, and using a standardized format to organize and analyze the data.

On the other hand, bad practices for benchmark creation include using irrelevant or outdated benchmarks, relying on a single source of information to establish benchmarks, and collecting insufficient data or not analyzing the data accurately.

Benchmark studies have been conducted in various industries, such as finance and retail. For instance, a benchmark study of a financial app found that users preferred simple, clear, and easy-to-use designs. The app was then redesigned to meet these benchmarks, resulting in increased user engagement and satisfaction.

In another example, a benchmark study of a retail website found that users preferred mobile-optimized designs with a streamlined checkout process. The website was then redesigned to meet these benchmarks, resulting in increased sales and customer satisfaction.

## ***A benchmark study of a website:***

Suppose a company has an e-commerce website that is not generating enough sales. The company decides to conduct a benchmark study to identify areas for improvement. The following are the steps involved in the benchmark creation process:

1. Define the research objective and the scope of the project: The research objective is to improve the website's user experience to increase sales, and the scope is limited to the website's usability and design.
2. Identify the sources of information relevant to the research question: The sources of information include competitor websites, user feedback, and industry best practices.
3. Gather the data from these sources and organize it into categories for comparison: The data is organized into categories such as website navigation, product display, checkout process, and user feedback.
4. Analyze the data and identify the patterns and trends that emerge: The data analysis reveals that users prefer websites with easy-to-use navigation, clear and concise product displays, and streamlined checkout processes.
5. Compare the results against the established benchmarks to determine the best practices and areas for improvement: The results are compared against the benchmarks established by competitor websites and industry best practices to identify areas where the website can be improved.

Based on the benchmark study's results, the company decides to redesign the website to make it more user-friendly, simplify product displays, and streamline the checkout process. As a result of these changes, the website's sales increase significantly, and customer satisfaction improves.

### ***A benchmark study of a mobile game:***

Suppose a mobile game development company wants to improve the user experience of one of its popular games. The company decides to conduct a benchmark study to identify areas for improvement. The following are the steps involved in the benchmark creation process:

1. Define the research objective and the scope of the project: The research objective is to improve the user experience of the mobile game, and the scope is limited to the game's interface and usability.
2. Identify the sources of information relevant to the research question: The sources of information include competitor games, user feedback, and industry best practices.

3. Gather the data from these sources and organize it into categories for comparison: The data is organized into categories such as game mechanics, user interface, visual design, and user feedback.
4. Analyze the data and identify the patterns and trends that emerge: The data analysis reveals that users prefer games with simple and intuitive interfaces, easy-to-understand game mechanics, and engaging visuals.
5. Compare the results against the established benchmarks to determine the best practices and areas for improvement: The results are compared against the benchmarks established by competitor games and industry best practices to identify areas where the mobile game can be improved.

Based on the benchmark study's results, the game development company decides to redesign the game's interface to make it more user-friendly, simplify the game mechanics, and enhance the game's visual design. As a result of these changes, the game's user engagement and satisfaction improve significantly.

In conclusion, benchmark creation is a powerful tool in UX research that can help companies identify areas for improvement in their products or services. By following best practices for benchmark creation and comparing their products against industry standards or best practices, companies can make data-driven decisions to improve the user experience and achieve their business goals.