

UX RESEARCHER GUIDE TO UX RESEARCH

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WHAT WE'RE GOING TO TALK ABOUT?

RESEARCH METHODS

01

CHOOSING THE RIGHT
TOOL FOR EACH STAGE

THE USER RESEARCH PROCESS

02

FROM PLANNING TO
ANALYSIS

BEST PRACTICES FOR CONDUCTING USER RESEARCH


03

TIPS FOR SUCCESS




WHAT IS UX RESEARCH?





UX (user experience) research is the systematic study of target users and their requirements, to add realistic contexts and insights to design processes. UX researchers adopt various methods to uncover problems and design opportunities. Doing so, they reveal valuable information which can be fed into the design process.

– Interaction Design Foundation –



User research is a reality check. It tells you what really happens when people use computers. You can speculate on what customers want, or you can find out.

– NNGroup –





**To create designs that are truly relevant
and create designs that are easy and
pleasurable to use.**

–Interaction Design Foundation–





01

RESEARCH METHODS

RESEARCH METHODS

QUANTITATIVE

**What and how
many/much**

QUALITATIVE

**Why and how
to fix**

RESEARCH METHODS

QUANTITATIVE

- Survey
- A/B test, etc

QUALITATIVE

- Interviews
- Focus Group Discussion
- Diary Study
- Secondary research (desk research, collecting existing data), etc



DESIGN CYCLE

DISCOVER

EXPLORE

TEST

LISTEN



DESIGN CYCLE

DISCOVER

When you want to make a new product or feature. Understand the user need can help you decide whether it is make sense to do the project at all.

EXPLORE

Understanding the problem space, design scope and addressing user needs appropriately.

TEST

Checking designs to make sure the designs work well for the people who really use them.

LISTEN

Evaluate the products while also looking for a room for improvement.

DESIGN CYCLE

DISCOVER

- Field study
- Diary study
- User interview
- Stakeholder interview

EXPLORE

- Competitive analysis
- Design review
- Persona building
- Customer journey map
- User stories

TEST

- Usability testing
- A/B test

LISTEN

- Survey
- Analytics review
- FAQ review



02

**USER
RESEARCH
PROCESS**

RESEARCH PLAN


- Understand the background
- Define research objective
- Define business objective
- Choose the methods based on the research and business objective
- Define participants' or respondents' criteria
- Set the timeline
- Prepare the research tools. I.e: Survey: create the survey; In-depth interview, or focus group discussion: discussion guide, the room or place to interview or online meeting, etc.
- Invite the participants or blast the survey to the respondents





DOING RESEARCH

Every research methods have a different treatment.

- Understand, not only listen.
Help the participants understand that there is no right or wrong in this process.
Prepare for any condition.
- 



ANALYSIS

Every research methods have a different treatment.

- Read all the data.
- Find the important point.
- Connect the data into insight.
- Use a framework to help you slice the data and turn it into insight.
- Build the story to write the report.



QUIZ TIME

There's company A that already has a product. Currently, they want to make a new feature and launch it to its user. How is an effective way to spread the information about its new feature?



03

**TIPS FOR
SUCCESS**

- Understand the product and the problem. Have a strong reason to answer why you have to do research.
- Make clear objectives for both research and business objectives.
- Understand the variety of research methods and when to use them.
- Practice. Evaluate. Repeat.





THANK YOU

