UX RESEARCHER GUIDE TO UX RESEARCH

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WHAT WE'RE GOING TO TALK ABOUT?

RESEARCH METHODS

CHOOSING THE RIGHT TOOL FOR EACH STAGE 01

THE USER RESEARCH PROCESS

FROM PLANNING TO ANALYSIS

02

BEST PRACTICES FOR CONDUCTING USER RESEARCH

TIPS FOR SUCCESS

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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-



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

EXPLORE

TEST

LISTEN

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.

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

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

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

DESIGN CYCLE

DISCOVER

EXPLORE

TEST

LISTEN

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

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

- Usability testing
- A/B test

- Survey
- Analytics review
- FAQ review

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.

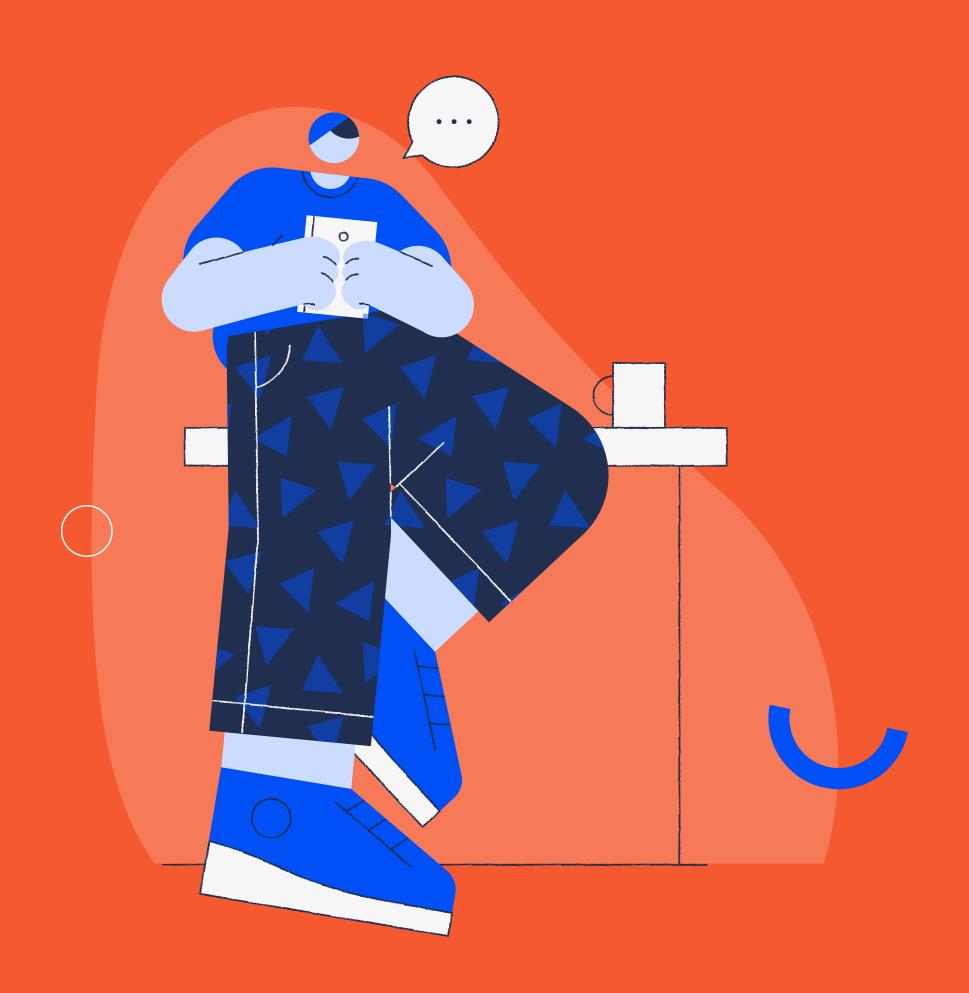
Prepare for any condition.



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?

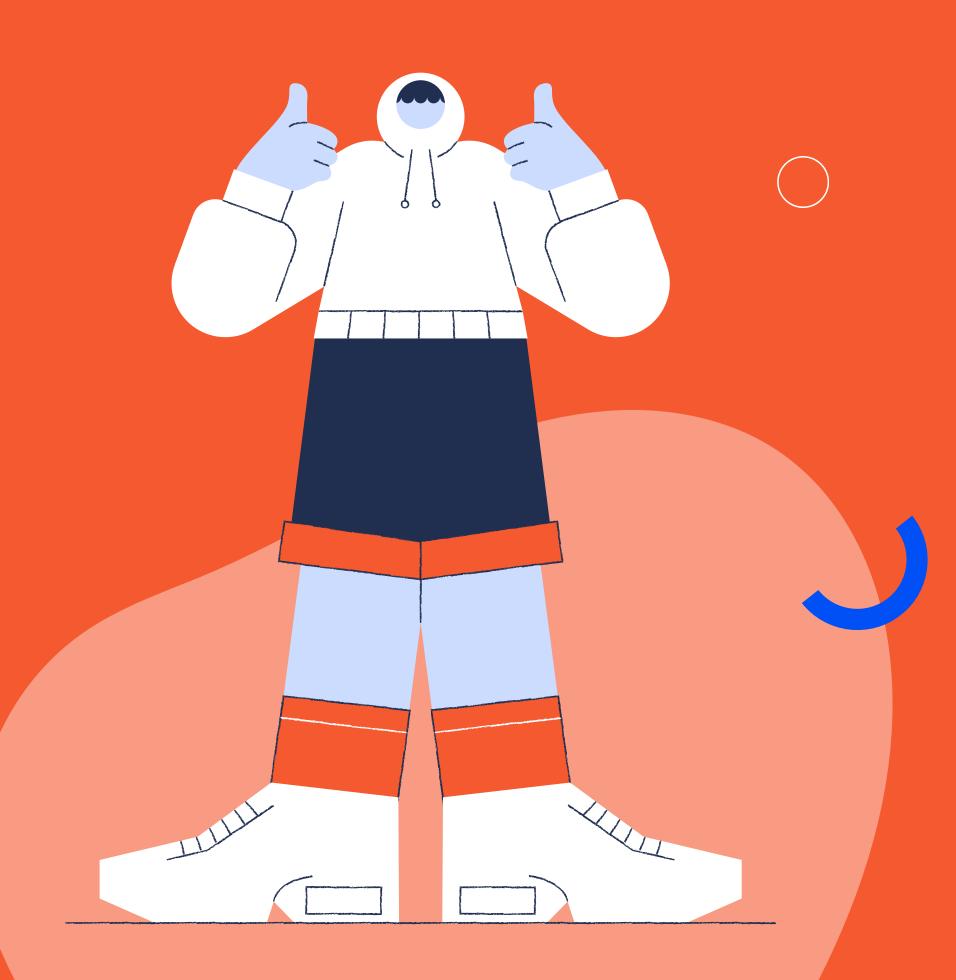


TIPS FOR SUCCESS

 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