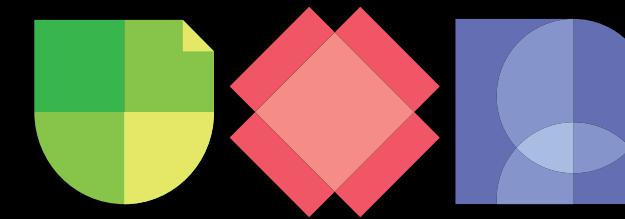


Use of GenAI in UX Research

July 2024

Deloitte.
Digital



USER
EXPERIENCE
RESEARCH

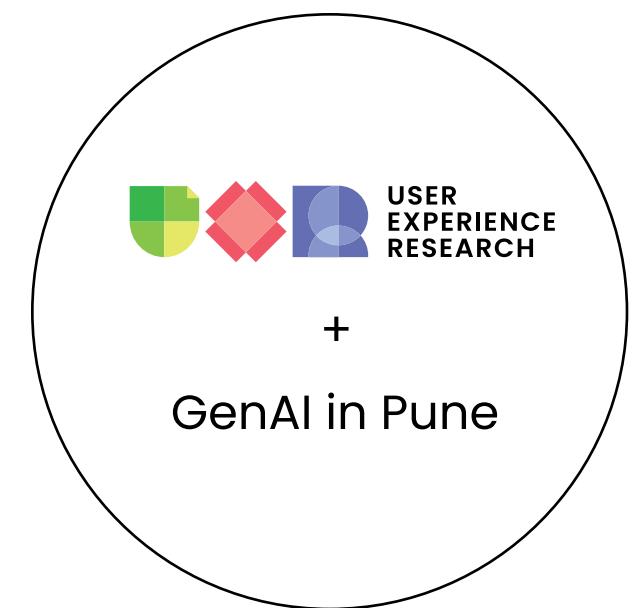
Introduction

This report contains the application of different GenAI tools for User Experience Research (UXR) highlighting opportunities and limitations. The insights are drawn from firsthand experiences and observations from two projects where GenAI tools were integrated into various stages of the UXR process.

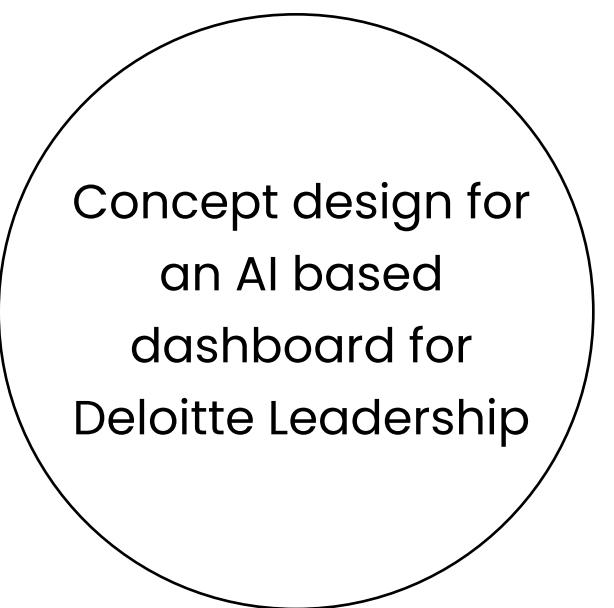
Projects where GenAI was used for UXR



RFP



Workshop in Pune studio



Insights Platform

Summary

Advantages

- GenAI tools like Sidekick and Figma AI analysed fairly large amount of user data and segregated it into themes. This process can be significantly faster than manual analysis. eg: Analysis that could have taken 4-5 days was completed in 2 days for 3 interviews.
- Rapidly generated use cases for a predictive AI based model for climate change. This helped in quickly presenting ideas for an RFP. Enabled brainstorming with stakeholders despite a big knowledge gap between the design team and the SMEs.
- Provided basic understanding of a completely new domain like climate change to put together a few ideas.
- Helped scale up UX research like a good partner throughout the different stages of research

Limitations

- Generated content that may not be fully aligned with specific user contexts or lacked the nuance that comes from deep domain knowledge.
- There was a risk of feeding non-representative data which can lead to getting misleading insights to some extent.
- Lacked transparency of how GenAI came up with an insight or a recommendation which made it mandatory for validating research findings.
- At times, data synthesis was too generic and repetitive. It lacked the depth of finding patterns in experience from across journeys. Failed to consider the importance of a certain feature in a user's life / work life as a whole instead was a bit tunnel visioned.
- Did not capture the intensity of the user's feelings/ sentiments towards something that users are recommending or feeling frustrated about.
- Reporting felt drab and dull. Not human enough.

BMPO: Broward Metropolitan Planning Organization

Background

An AI scenario-planning and monitoring tool that leverages shared data sources, provides analytical tools and on-demand services.

Advantages

- The AI generated conceptual images sparked enthusiasm and increased engagement among stakeholders
- Creating a Brief
Design an AI scenario-planning tool for policymakers, planners, researchers, and community leaders to make informed decisions using shared data sources and analytical tools.
- Identifying User Goals
 - Efficiently use available data
 - Predict effects on climate change, sea level rise, and investments
 - Monitor projects
 - Collaborate with the planning committee

Problem statement

The user has to navigate to multiple platforms to assess impact on different factors and compare them.

Research method

GenAI supported Secondary research to come up with use cases



Caution: Prioritise real user validation and human input at every stage of the process.

A city planning committee running a augmented reality predictive simulation in a board-room to understand the effects of investment on climate before constructing a new bridge.

GenAI in UXR Workshop, Pune.

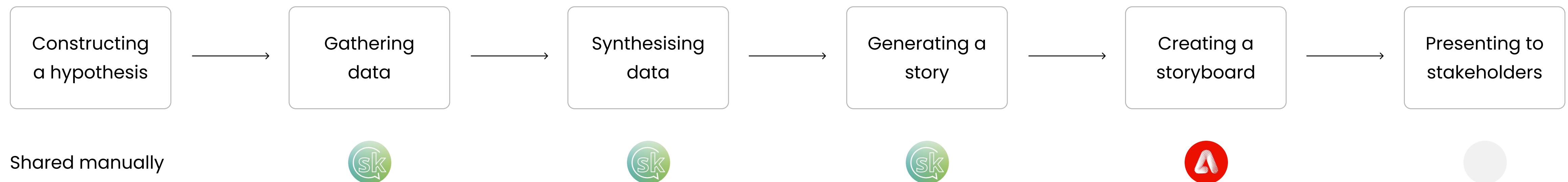
Background

Conducted a 2-hour workshop to explore and experience using GenAI for UXR

Objective

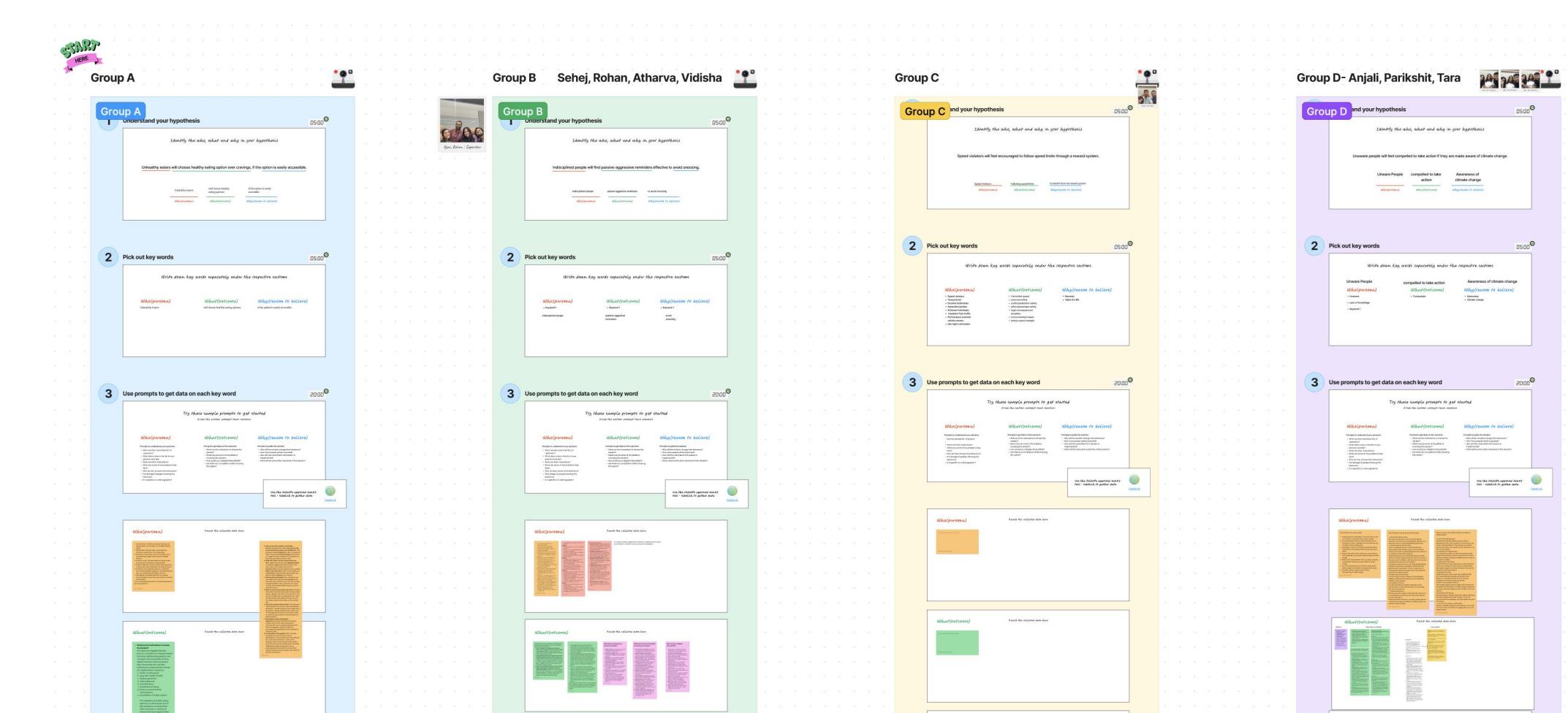
To experience using GenAI to conduct end to end UX research and understand the possibilities and limitations.

GenAI in UXR Pune Version Figjam



Advantages

- Quick and easy testing out of three GenAI tools – Sidekick, Firefly and Co-pilot.
- Generated basic data on users, assumptions, expected outcomes with reasoning
- Got cursory understanding of how UXR can be scaled up across various stages right from hypothesis building to reporting



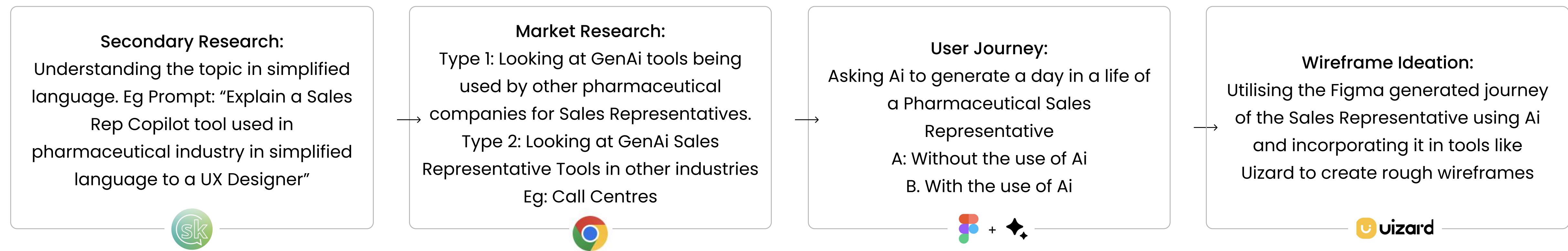
Leveraging GenAI for Research in String of Pearls Use Case- Sales Rep Copilot

-Hasika Tejwani

Background

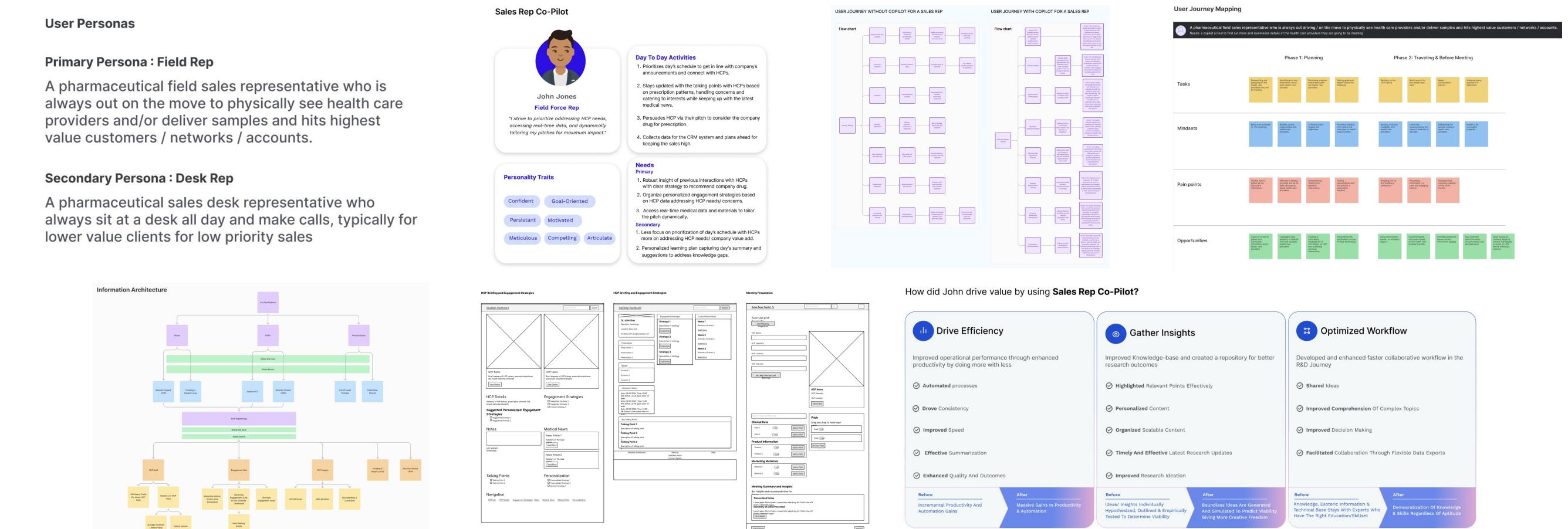
The SOP project leverages GenAI to develop tools for various use cases within the pharmaceutical industry. Designers without prior experience in this sector may initially struggle to comprehend scientific terminology and processes. I had to create demo ready design flow for this use case within 2 weeks of onboarding.

Research Process Followed



Benefits

- Rapid and comprehensive understanding of the topic and persona's needs, motivations and other relevant factors.
- Examining similar tools provides insights into how various features used in those solutions can be beneficial for your specific use case.
- Identifying gaps that can be resolved through your solutions
- Being prepared with ideas for features that you can be proposed to enhance the user experience.
- Obtaining references for how this use case could be represented in an application, which can be further iterated upon.



Thank you!

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