

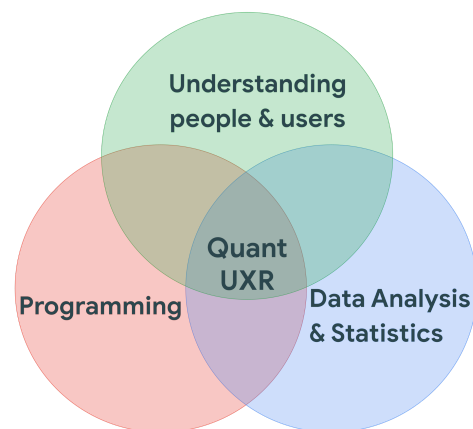
Quantitative UX Research at Google

Job postings at:
<https://g.co/jobs/quantUXR>



Typical Research Questions and Methods

- **How do people interact with technology?**
Funnel & sequence analysis, longitudinal log analysis
- **How can we add value and improve people's lives with technology?**
Data-driven prioritization of needs & objectives
- **What types of people use certain technology? What is difficult for these people to do with certain technology?**
Descriptive stats, clustering/classification methods
- **What are people's attitudes and perceptions of certain technology? How do different designs affect attitude (or thought?) & behavior?**
Sentiment analysis, behavioral assessment, experiments, A/B testing



Quant UX Research Mission

1. Improve the product user experience and drive product excellence
2. Understand user needs and behaviors and inform product strategy
3. Develop and evaluate user-centered metrics, integrate new methodologies
4. Solve challenging problems to empower the business to move forward

What We're Looking For

- Experience working with data: understanding data structures, data preprocessing, data manipulation, working with large datasets
- Product/applied research experience
- Understanding of human factors, HCI, or related fields
- Knowledge in applied statistics, including experience with a statistical language or package (e.g. R, SPSS)
- Some experience with a general programming language (e.g. Python, Java, R)

How Are We Different From Similar Job Roles?

Quantitative UX Researcher	UX Researcher	Data scientist/analyst
Specializes in quantitative methods (e.g. experimental design, multivariate statistical analysis, logs data analysis, surveys)	Typically uses qualitative methods (e.g. user interviews, ethnography, diary studies), may also use surveys and basic quantitative analyses	Specializes in quantitative methods (e.g. experimental design, multivariate statistical analysis, logs data analysis)
More advanced statistics (e.g. multivariate statistics, generalized linear models, Bayesian statistics, machine learning)	Basic statistics (e.g. descriptive statistics, linear regression)	More advanced statistics (e.g. multivariate statistics, generalized linear models, Bayesian statistics, machine learning)
Mostly communicates with numbers	Mostly communicates with qualitative data (sometimes with numbers)	Only communicates with numbers
User focused (experience and attitudes)	User focused (experience and attitudes)	Business and operations focused (performance and growth)