Directions: Make a copy of this document so you can edit it. Gather your mixed method research and tailor it into talking points for the final presentation.

	Copy / Paste the Data Point(s) and Hyperlink the Resource	Reinstate or Reinterpret the Resource in Your Own Words
Qualitative Data Example	"To enter the occupation, human resources specialists typically need a bachelor's degree in human resources, business, or a related field." - BLS.Gov	According to the U.S. Bureau of Labor Statistics, a bachelor's degree in HR, business, or a related field, is recommended and sometimes required at certain companies like…
Quantitative Data Example	"2023 Median Pay: $67,650 per year / $32.53 per hour" & "The wage at which half of the workers in the occupation earned more than that amount and half earned less. Median wage data are from the BLS Occupational Employment and Wage Statistics survey. In May 2023, the median annual wage for all workers was $48,060." - BLS.Gov	According to the U.S. Bureau of Labor Statistics, the median wage for HR specialists is $67,500 per year, which breaks down to around $32.53 an hour."
Qualitative Data Point #1	Website testing is expensive, perhaps the main reason most businesses avoid doing it. Yet, user experience statistics for 2020 show that just five users are enough to find 85 percent of your site's issues. (Source: Tech Jury)	(I know this is more of a quantitative point but it backs up the following) UX/UI directly aligns with qualitative research. Asking users what they think about a design visually and mechanically is the crux of the UX/UI development process, with just 5 test users you can discover the majority of problems with a site, mechanically and visually.
Qualitative Data Point #2	"real-world applications of UI/UX design have become an indispensable aspect of modern-day technology and digital experiences. Whether it's simplifying complex data, guiding users through virtual environments, or streamlining e-commerce processes, effective UI/UX design empowers businesses and organizations to create intuitive, engaging, and user-centric interfaces." -	UX/UI is a skill that can be applied to practically any design that interacts with a user; from video games to mobile apps, and even car consoles and order kiosks.

	Lukesh S (guvi.com)	
Quantitative Data Point #1	1. Intentional and strategic user experience has the potential to raise conversion rates by as much as 400 percent. (Source: Forrester) 2. Every $1 invested in UX results in a return of $100 (ROI = 9,900 percent). (Source: Forrester) 3. Ninety-four percent of first impressions to a brand's website relate to the site's web design. (Source: Web FX) 4. Eighty-nine percent of consumers shop with a competitor after a poor user experience. (Source: Web FX) Adobe.com MindInventory	According to research done by Adobe, Investing in UX/UI design can bring a $100 return on investment for every $1 put in. 94% of first impressions on a website is what is visually in front of a user, who takes only 0.5 seconds to process what they're viewing. This can relate to 89% of consumers swapping a different seller after a poor user experience.

Quantitative Data Point #2	**2023 Median Pay:**
	
	$92,750 per year
	$44.59 per hour
	BLS.Gov
	
	Entry-Level UX/UI Designer:
	
	● **National Average:** ~$73,570
	  Salary.com
	● **Seattle, WA:** ~$111,834 ($100,776 - $121,942)
	  Salary.com
	
	Mid-Level UX/UI Designer:
	
	● **National Average:** ~$93,195 per
	  Builtin
	● **Seattle, WA:** ~$126,398 ($113,712 - $140,033)
	  Salary.com
	
	Senior UX/UI Designer:
	
	● **National Average:** ~$122,318
	  Builtin
	● **Seattle, WA:** ~$150,000 ($140,000 - $160,000)
		According to the U.S. Bureau of Labor Statistics, the median salary for a web developer/digital designer, which includes UX/UI designers is $92,750. Which is further increased when we look at Seattle's average, which is $111,834 for an entry level position.

	ziprecruiter	
[optional: additional data points]		
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