Research methods: **TalentFlow**
Taking an HR tech product to market

Research goal	Research method	Design thinking worksheet
Identifying target customer segments	User Personas	Persona User Profile
	Market Segmentation Analysis	Extreme User Lead User
	Customer Journey Mapping	Customer Journey
	Empathy Mapping	Empathy Map
Mapping the decision-making process	Customer Journey Mapping	Customer Journey
	Stakeholder Mapping	Stakeholder Map
	Interviews with Decision-makers	Explorative Interview
	Process Mapping	Context Mapping
Understanding HR workflow and pain points	Observational Studies	AEIOU
	Process Mapping	Context Mapping
	User Diaries	AEIOU
Testing user experience	Usability Testing	Structured Usability Testing
	Experience Mapping	Context Mapping
	Surveys	Structured Usability Testing
Evaluating data privacy and security concerns	User Interviews	Explorative Interview
	Surveys and Questionnaires	Structured Usability Testing
	Focus Groups	HMW Question
	Contextual Inquiry	Context Mapping
	Usability Testing of Security Features	Structured Usability Testing
	Privacy Policy Reviews and Feedback Sessions	Storytelling
	Scenario-Based User Testing	Peers Observing Peeers
Exploring willingness to pay	A/B Testing	AB-Testing
	User Interviews	Explorative Interview