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- Question asked by [Omer Gartzman](#)
- [Research](#)
- 2 replies
- 3 years ago

Who owns user research in your company, and how well does it work?

User research - identifying user types, personas, conducting interviews, usability tests etc...

Who owns it? Ie. Who's responsibility is it? Who initiates user research activities?

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2 Replies

[Ridhi Gupta](#)
Product Manager at Flipkart

The Product Manager. That's the only way to get the product-market fit right! IMO, the use of term 'user research' makes it sound like an 'analyst' job. I like to view this as 'knowing my user' because only then I can figure out what she really needs (from my product).
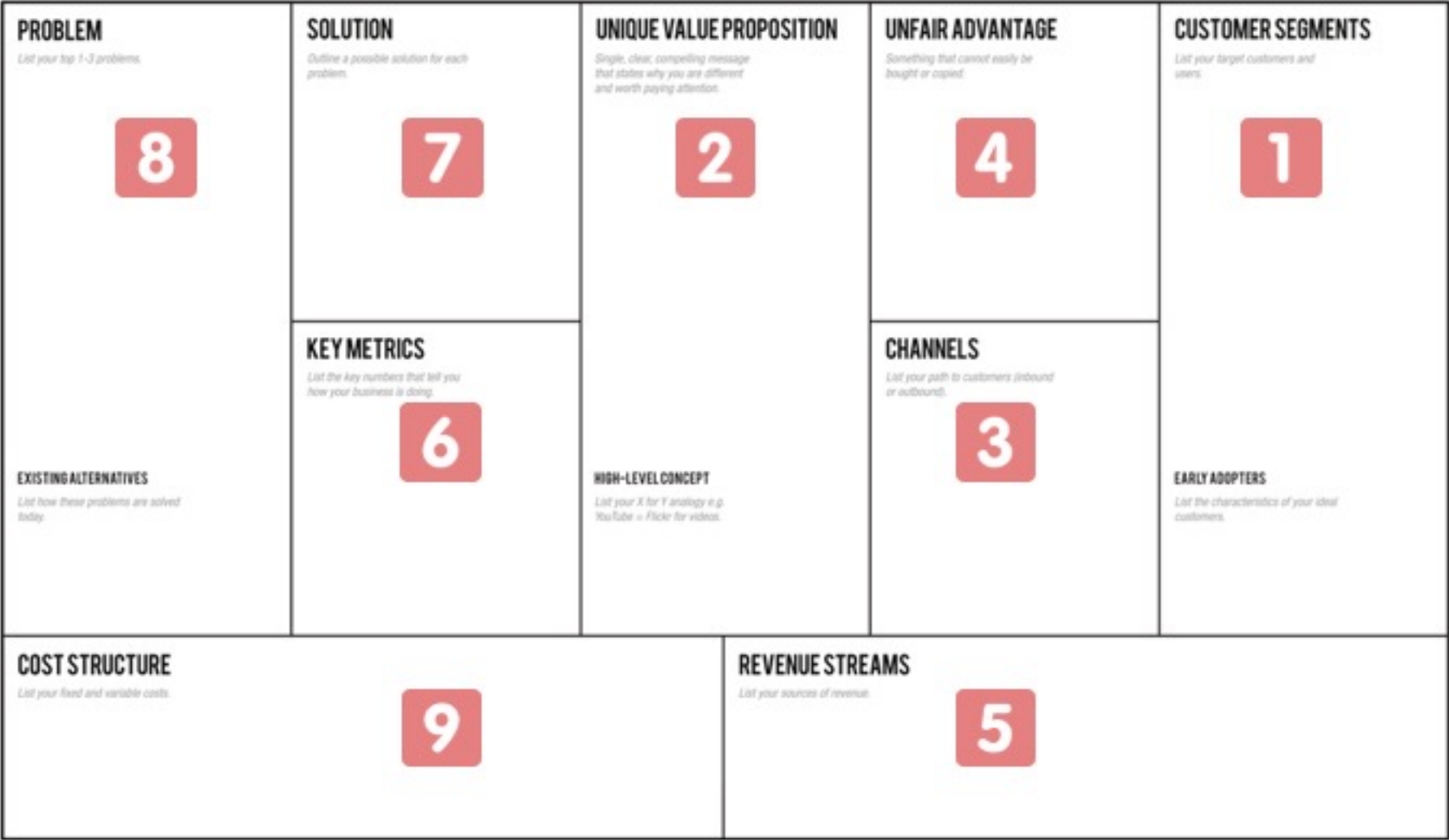
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[Steve Johnson](#)
Helping teams apply the best practices of product management. Author, speaker, consultant, guitar player.
3 years ago

Research is a tool that can be used by anyone. For a product manager, research serves to validate the assumptions in a business case, such as each of the topic areas in Ash Maurya's canvas.

Everything here is a hypothesis that must be proven. The numbers show the order from most critical (#1: customer segment or person) to least critical (#9: cost structure).

Depending on the size of your organization, different titles may perform research on different elements. It's fairly common to see product marketing managers developing buyer personas and the buyer journey map while U/X designers create user personas and story mapping. For smaller organizations, the product manager or product owner does both (and much more).

Of all forms of research, my preference is for customer interviews, either over the phone or face-to-face. The product manager needs first hand knowledge of the personas and their problems. For more on interviewing, see my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews

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