

# USER RESEARCH FOR UX WRITING:

## PART I: PREPARING UX WRITING DECISIONS WITH RESEARCH

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### Resources

#### **Introduction & general reading**

*Interaction Design Foundation: User Research*

<https://www.interaction-design.org/literature/topics/user-research>

*Patrick Stafford: “How to research and test content and copy” in UX Content Collective:*

<https://uxcontent.com/how-to-research-and-test-content-and-copy/>

*Sergio Carranza Minor: 4 Steps to Support your UX Writing Strategy*

<https://medium.com/@sergio.carranzam/4-steps-to-support-your-ux-writing-strategy-50ea88125130>

*Shilpa Ganatra, Alistair Hinde, Gemma Newell: “How research is different for UX writing.” in BBC Global Experience Language:*

<https://www.bbc.co.uk/gel/guidelines/how-research-is-different-for-ux-writing>

*UX Insight: Exploratory Research – What, Why and How?*

<https://uxinsight.org/ux-research-training/exploratory-research-what-why-and-how/>

#### **Competitor Analysis**

*Skye Schooley: How to Do a Competitive Analysis*

<https://www.businessnewsdaily.com/15737-business-competitor-analysis.html>

#### **Conversation Mining**

*Michelle Chen: Customer Conversation Analysis Simplified: 3 Tools to Do It All*

<https://chatbotslife.com/customer-conversation-analysis-simplified-3-tools-to-do-it-all-f20ce8837737>

*Yuval Keshtcher: How To Become A Better UX Writer In 2022*

<https://careerfoundry.com/en/blog/ux-design/how-to-up-your-ux-writing-game/>

*Awario for Martech: 6 of the best social listening tools for 2020*  
<https://martech.org/6-of-the-best-social-listening-tools-for-2019/>

*Awario*  
<https://awario.com>

*Agorapulse*  
<https://www.agorapulse.com>

*mention*  
<https://mention.com/en/>

### **Target Group Observation**

*Channel Play: Methods & Applications of Observational Research*  
<https://www.channelplay.in/india/resources/insights/methods-applications-of-observational-research>

*Delve: What is observational research?*  
<https://delvetool.com/blog/observation>

*Fuel Cycle: The 3 Most Common: Observation Research Methods*  
<https://fuelcycle.com/blog/the-3-most-common-observation-research-methods/>

*Research Design Review: Facilitating Reflexivity In Observational Research: The Observation Guide & Grid*  
<https://researchdesignreview.com/tag/observation-guide/>

### **Focus Groups**

*Andrew Kaczynski, Michael T Sharratt: Deconstructing Williamsburg: Using focus groups to examine residents' perceptions of the building of a walkable community. International Journal of Behavioral Nutrition and Physical Activity 7(1):50*  
[https://www.researchgate.net/publication/44635204\\_Deconstructing\\_Williamsburg\\_Using\\_focus\\_groups\\_to\\_examine\\_residents'\\_perceptions\\_of\\_the\\_building\\_of\\_a\\_walkable\\_community](https://www.researchgate.net/publication/44635204_Deconstructing_Williamsburg_Using_focus_groups_to_examine_residents'_perceptions_of_the_building_of_a_walkable_community)

*Lucy Alexander for Hubspot: 53 Focus Group Questions for Any Purpose*  
<https://blog.hubspot.com/blog/tabid/6307/bid/22025/5-focus-group-questions-to-feed-your-content-marketing.aspx>

*Shona McCombes for Scribbr: Sampling Methods | Types and Techniques Explained*  
<https://www.scribbr.com/methodology/focus-group/>

*William Evans: Introduction to UX Research: Conducting Focus Groups*

<https://pt.slideshare.net/willefans/introduction-to-ux-research-conducting-focus-groups/20>

## **User Interviews**

*Aurelius: The Complete Guide to Conducting UX Research Interviews*

<https://www.aureliuslab.com/ux-user-research-interview-guide>

*Carol Wood: How to ace the interview as a hiring manager*

<https://joinhomebase.com/blog/hiring-manager-interview-tips/>

*Eval Academy: Interview Guide Template - Standard Interview*

<https://www.evalacademy.com/resources/interview-guide-template-standard-interview>

*Taly Levinsky: How to conduct UX user interviews*

<https://uxdesign.cc/how-to-conduct-ux-user-interviews-68721f186fb>