UX Research Process Overview

1
- Decide business objectives and create proposal
- Meet with business and determine business objectives
- Create proposal based on objectives

2
- User / market research
- Define primary user groups
  - Create list of attributes
  - Verify attributes with employees or stakeholders w/ access to users
  - Prioritize and Refine. Which attributes will motivate users to use the solution?
- Plan for user involvement
  - Weigh techniques' usefulness vs challenges
  - Choose the techniques best suited to the project
- Conduct the research

3
- Define user goals & behavior
- Validate User Group Definitions (Using Research)
  - Consider how user groups might be categorized using new information
  - Examine for potential gaps in research. What key groups may not have been included?
  - Revise user definitions based on new knowledge.
- Create Personas
- Generate User Requirements

4
- Refine project objectives
- Meet with business and review findings
- Refine scope based on feedback from business

5
- Lock scope and features