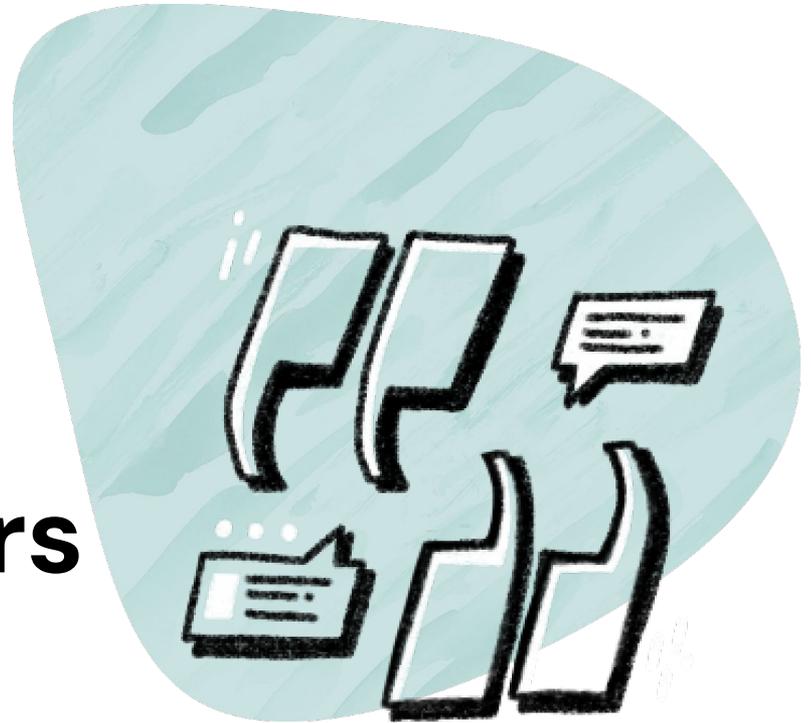# Research 101 for Non-Researchers

Eniola Abioye
Lead UXR | Meta
UXR Career Coach | UX Outloud

Drop in the chat:

- Where are you based?
- What are you hoping to get out of this course?

Meet the Coach

- I'm a SF Bay Area native who loves being by the ocean

- I've been a UX Researcher for 10 years and a UX Career Coach for 4 years

- I studied Integrative Biology and had no idea what UX was when I graduated

Research 101 Course

Course Objectives:

- Leverage implicit and explicit user data to drive product improvements

- Demystify asking the right questions, choosing methods and sample criteria

- Break down the anatomy of an insight and learn how to share them effectively

What You'll Get:

- Research tools

- 1:1 office hours

- Digital resources

- A certificate of completion you can add to your LinkedIn profile

- **Bonus: New User Interviews customers will get a credit for 5 free participants**

Course Breakdown

Asking the Right Questions

Agenda

- Intro to HCD fundamentals
- How do we know what to ask?
- Scoping a research project
- Leveraging previously collected data
- Business sense in experience design

Resources

What is User Research?

The User Research Process

User Research Questions

User Research Plan Template

Who to Ask & How to Ask

Agenda

- Recap: Asking the right questions
- Recruitment
- Usability testing
- Mythbusting sample sizes
- User segmentation
- Methods overview
- Qualitative vs quantitative approaches

Resources

User Interview Launch Kit

Survey Checklist

Note-taking Template

Research Consent Form Template

What is the Data Telling Us

Agenda

- Recap: Who to Ask and How to Ask
- Thematic Analysis Methods
- Analysis Tools
- Leveraging AI
- Connecting Insights to Objective

Resources

Analysis in UX Research

Continuous Interviews Template

Turning Insights into Impact

Agenda

- Recap: What is the Data Telling Us
- Business sense for Researchers
- Making actionable recommendations
- Sharing learnings with your team
- Tracking outcomes

Resources

Connect Research to Revenue

Research Readout Templates

Agenda

- Intro to HCD Fundamentals

- How do we know what to ask?

- Scoping a Research Project

- Leveraging previously collected data

- Business sense in experience design
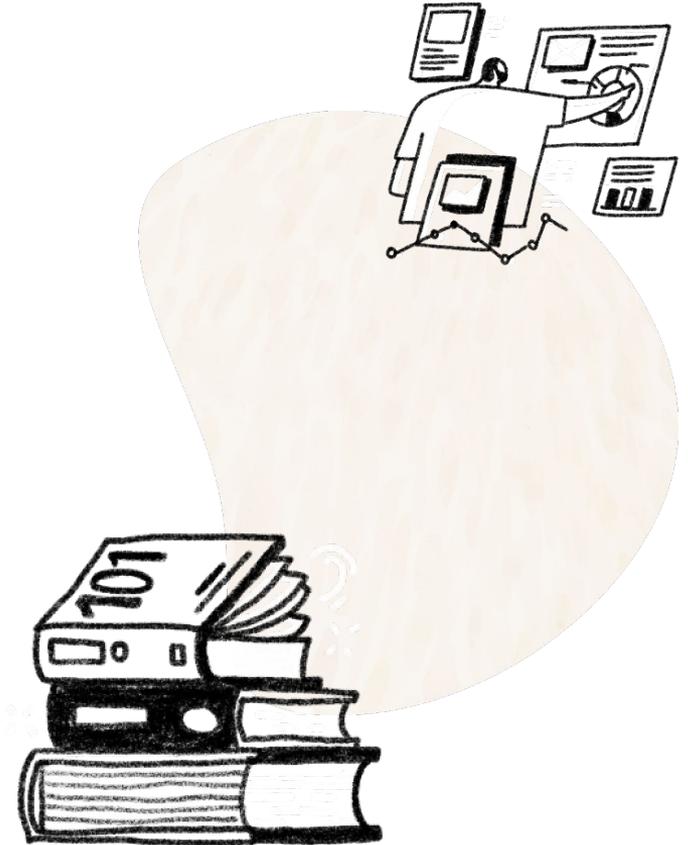
What is UX Research?

User experience research is a powerful tool for gaining insights into audience preferences, behaviors, motivations, and spending patterns.

Designing in alignment with these patterns instead of in opposition to them sets companies up for success.

Human Centricity

This concept calls for the need to build what users express that they need rather than building the products we want to build.

Centering users in the product development process is more straightforward than trying to get users excited about experiences they haven't asked for.

Data Collection Methods

There are various ways to collect user experience data such as surveys, interviews, observations, and social listening.

It's important to use quantitative and qualitative data for gaining a comprehensive understanding of your audience. The method you use to learn about your users depends on what type of questions you're asking and the stage of the product you're building.
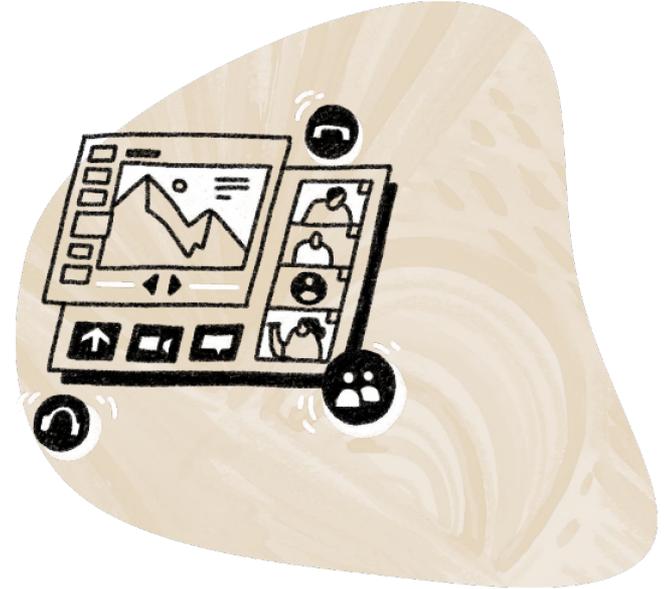
Human Centered Design Incorporates 4 Simple Principles:
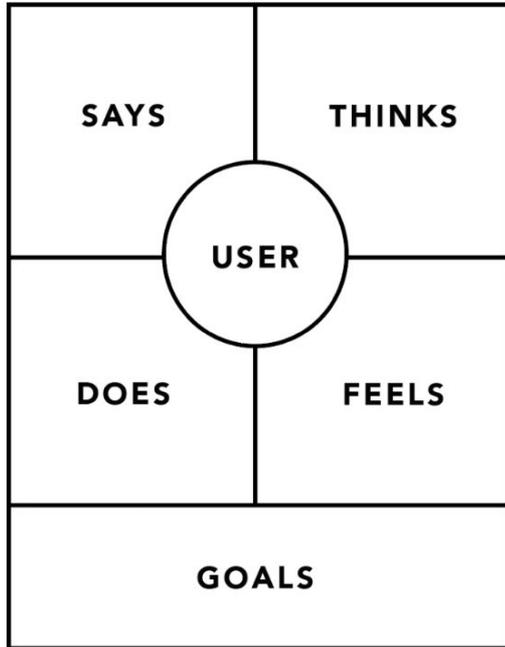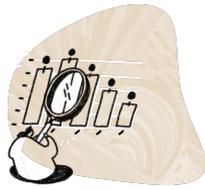
People-centered

Solve the right problem

Everything is a system

Small & simple interventions

Empathy Mapping

SAYS THINKS

USER

DOES FEELS

GOALS

NNGROUP.COM NN/g

The **Says** quadrant contains what the user says out loud in an interview or some other usability study.

The **Thinks** quadrant captures what the user is thinking throughout the experience. Ask yourself: What matters to the user?

The **Does** quadrant encloses the actions the user takes. From the research, what does the user physically do? How does the user go about doing it?

The **Feels** quadrant is the user's emotional state. Ask yourself: what worries the user? What does the user get excited about? How does the user feel about the experience?

Double Diamond
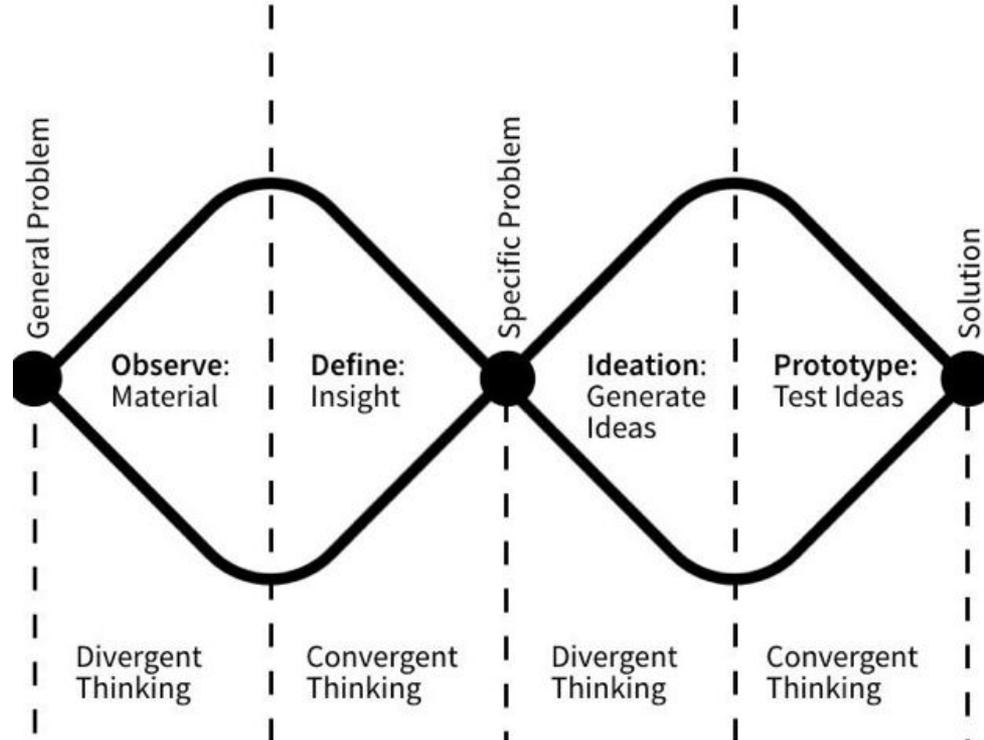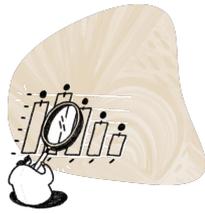
Build Your Baseline

Very rarely are we starting from scratch gathering information to answer our research questions:

- Implicit vs explicit data
- Past research projects done internally
- Market research from external sources
- User trends according to each segment

RESEARCH QUESTIONS

VS

INTERVIEW QUESTIONS

Research Questions

1. Identify business objectives

Understanding the business objectives and metrics that matter most for your team/organization is a good place to start when figuring out which research questions make sense.

2. Highlight blockers

The next step is to think through is which pieces of the current experience or gaps in the market contain opportunities to go from where you are now to where your organization wants to be.

3. Ask questions that unblock

Now for the questions...focus them around filling the knowledge gaps you need to understand to execute on your objectives. There will always be more questions than you have time to research, so prioritize!

Interview Questions

1. **Encourage conversation**

   It's important to build rapport with each participant before diving into your questions.

2. **Mitigate bias**

   Acknowledge your assumptions and frame open questions.

3. **Ask from different angles**

   Your key questions should be distributed throughout your discussion in multiple contexts.
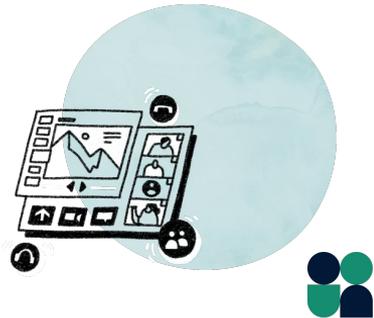
Scoping a Research Project

In order to shape our research approach efficiently, we must know 6 things:

- **What are your baseline metrics?**

- **What are the product/business objectives?**

- **What is the product timeline including milestones that matter**

- **What questions come up for you around the product/target audience?**

- **Based on what your team knows already, what is your best guess at those questions?**

- **What is the intended impact of your research?**

Let's Walk Through Scoping

Picture yourself as a product strategist at a prominent e-commerce platform. Lately, you've been facing a challenge — **a substantial decline in the platform's checkout page conversion rate.** Your quantitative data paints a bleak picture, revealing a drop from a robust 12% to a concerning 6%. This alarming trend prompts you to investigate the underlying causes.

Scope a research project for this scenario.

Prepare to share your group's thoughts.

Let's Walk Through Scoping

Picture yourself as a product strategist at a prominent e-commerce platform. Lately, you've been facing a challenge — **a substantial decline in the platform's checkout page conversion rate.** Your quantitative data paints a bleak picture, revealing a drop from a robust 12% to a concerning 6%. This alarming trend prompts you to investigate the underlying causes.
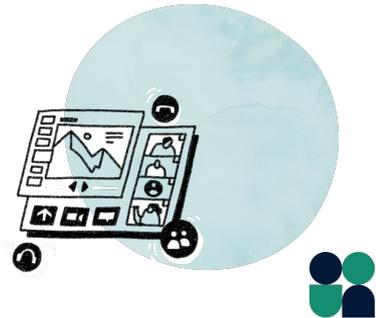
Sample Scope

Baseline metric:
- Conversion rate was at 12% and now it's at 6%

Business objectives:
- Understand drop in conversion to better predict shopping behavior
- Increase conversion rate sustainably

Timeline:
- Your team is roadmapping for H2 (begins July 1st) so you have 2 months to understand why Conversion has fallen and to build a plan to turn it around before then

Intended impact (this is not about an ideal possibility, it's more so about what the team is prepared to do with the knowledge you gather):
- Prioritize addressing key contributors to sustained conversion decrease by implementing recommendations

Questions:
- What does the purchasing journey on our platform look like?
- Which friction points exist in the journey?
- What barriers and catalysts to conversion exist?

Hypotheses:
- New campaigns to drive traffic to the platform are directing users to checkout too early in their purchase journey
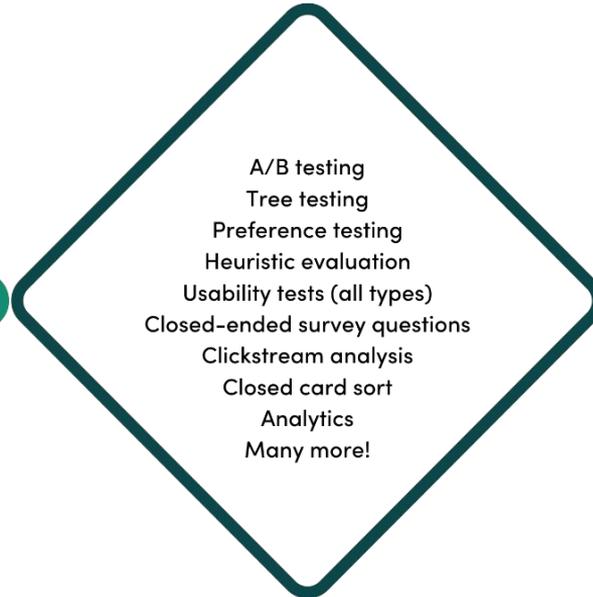- A bug on the checkout page could cause a dramatic shift in outcomes

Questions -> Methods

Are we designing the right thing?

Generative Research

Interviews
Diary Studies
Open card sort
Contextual inquiry
Participatory design
Open-ended survey questions
Ethnographic research
Competitive analysis
Concept test
Many more!

Are we designing the thing the right way?

Evaluative Research

A/B testing
Tree testing
Preference testing
Heuristic evaluation
Usability tests (all types)
Closed-ended survey questions
Clickstream analysis
Closed card sort
Analytics
Many more!

Source

Resources

- **What is User Research?**
  All the knowledge you need to design, conduct, and analyze user research.

- **The User Research Process**
  A framework for infusing research throughout the product development cycle.

- **User Research Questions**
  The answers are all there to be found, but it's the questions we ask that make the difference.

- **User Research Plan Template**
  This template will help you define your objectives, goals, anticipated outcomes, hypotheses, and approach.
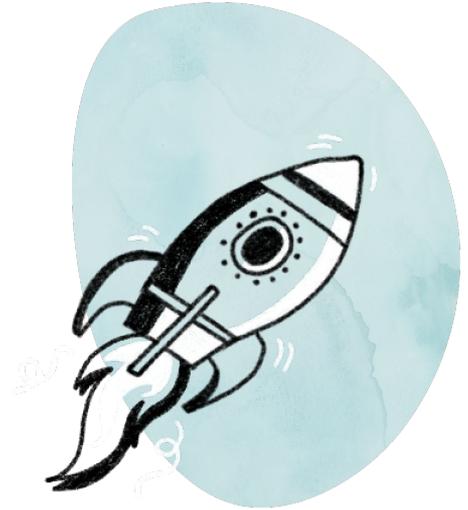
Contact information

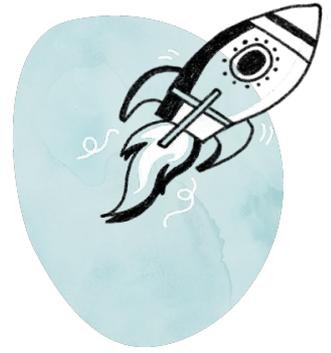**LINKEDIN**

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