



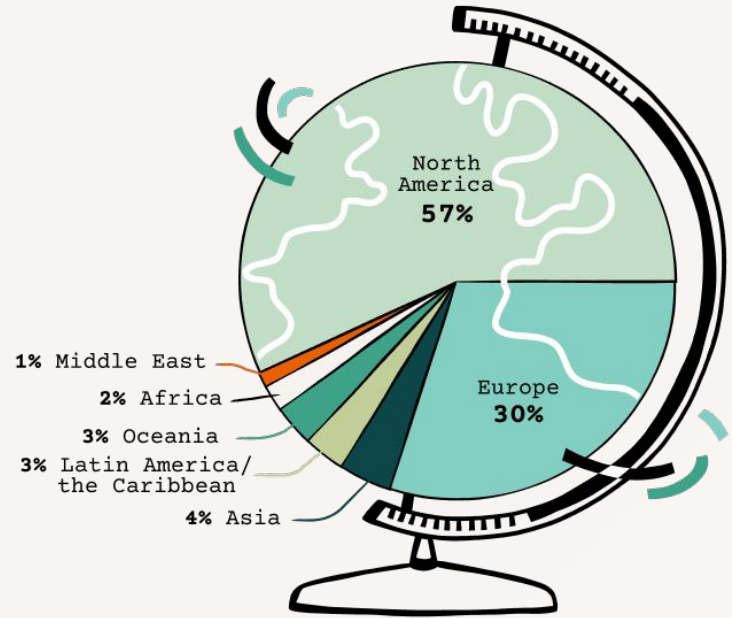
Behind the Scenes

The State of User Research 2023

Icebreaker

Where you are Zooming in from? What org are you at?

Share in the chat! 😊





Who will you hear from today?



Erin May
SVP, Marketing & Growth
User Interviews



Katryna Balboni
Content Director
User Interviews



Morgan Mullen
Senior UXR
User Interviews

| Let's get started!



Today's agenda

- Introductions
- SOUR: A History
- Lessons Learned
- Key Takeaways
- Q&A - Get your Q's ready!

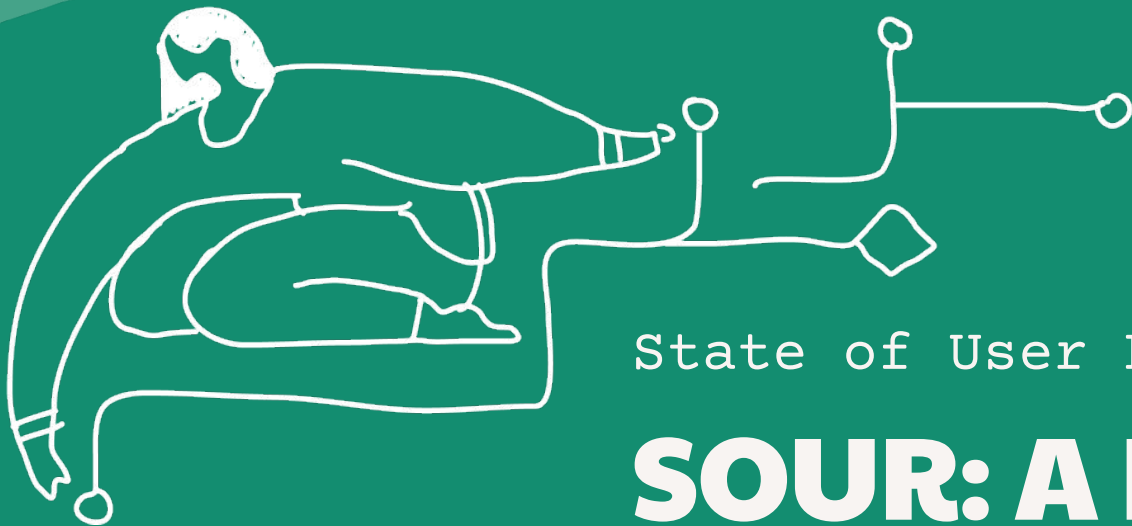


Use the Q&A feature to ask your questions.

Poll

Which State of User Research Report(s) have you read?



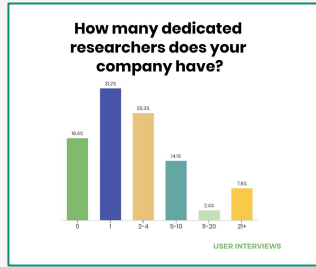


State of User Research 2023

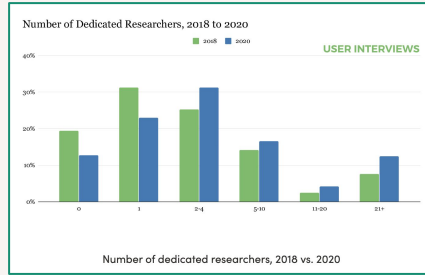
SOUR: A History



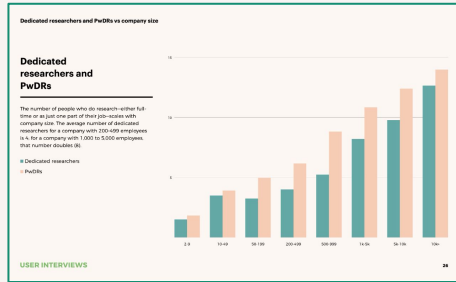
SOUR has evolved!



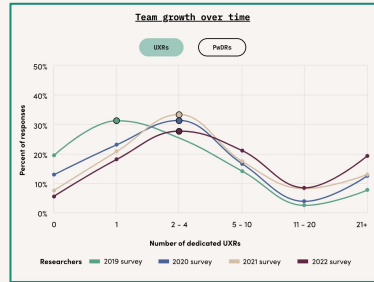
2019



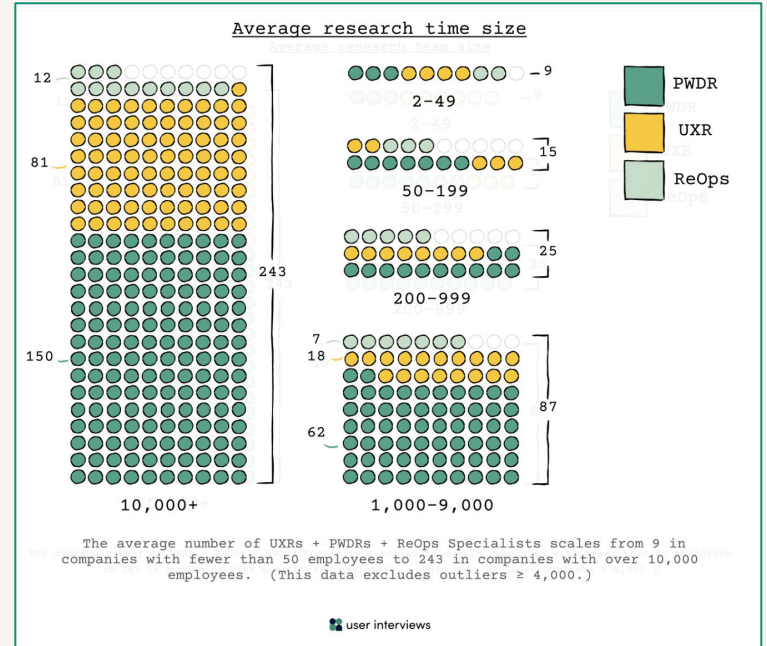
2020



2021



2022



2023

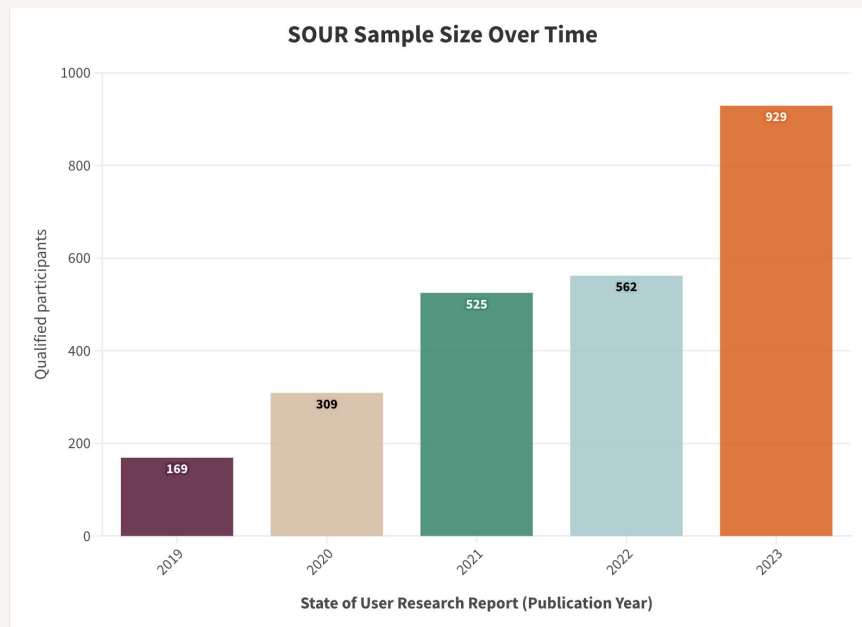


The State of User Research has evolved...

and so has the User Research industry.

	2019	2023
Participants	169	929
1 or more UXR	81%	92%
Tools on Map	90	230

- 5.5x more qualified responses
- 58% fewer folks reporting 0 UXR
- 2.6x more UXR tools in landscape





SOUR 2023 was a team effort

DESIGNED, ANALYZED, AND WRITTEN BY

Katryna Balboni, Senior Content Director

Morgan Mullen, Senior UXR

Holly Holden, Senior Visual Design

Olivia Whitworth, Illustration (Freelance)

WITH

Hayley Johnson, Senior Data Scientist

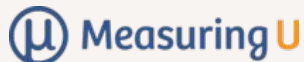
Jessica Hays Fisher, Data Science Manager

Erin May, Senior VP, Marketing & Growth

Lizzy Burnham, Content Marketing Manager

SUPPORTED BY

Lookback



re+ops





SOUR is a multi-month & team process!

- | | |
|--|--------------------------------|
| 1. Host kickoff meetings to align | Marketing, Research, Analytics |
| 2. Survey script development & iteration | Marketing, Research |
| 3. Survey programming & QA | Marketing, Research |
| 4. Field to participants | Marketing, Our Partners |
| 5. Analysis & reviews | Marketing, Research, Analytics |
| 6. Drafting the report & visuals | Marketing, Illustrator |
| 7. Finalizing the report & publishing | Marketing, Research, Analytics |



We used a number of tools!





State of User Research 2023

Lessons Learned



Too many tooling questions!

- There are a lot of tools people use in UX
- We thought chunking out into categories would help make tools questions manageable
- In the end, this structure led to confusion on when to call out certain tools & lots of unwieldy matrix data to wrangle





Interpreting open-response salary data

- How people talk about salary varies from place to place (annual vs monthly)
- Open-response = open to shorthand answers (e.g. "120" for "120,000")
- In the future, we may want to ask for annual income in local currencies and convert ourselves





Sometimes you need *more cooks in the kitchen*

- Brought in more collaborators across the team
- Hired Olivia to help with design side
- Partnered with other orgs in the space to reach new audiences





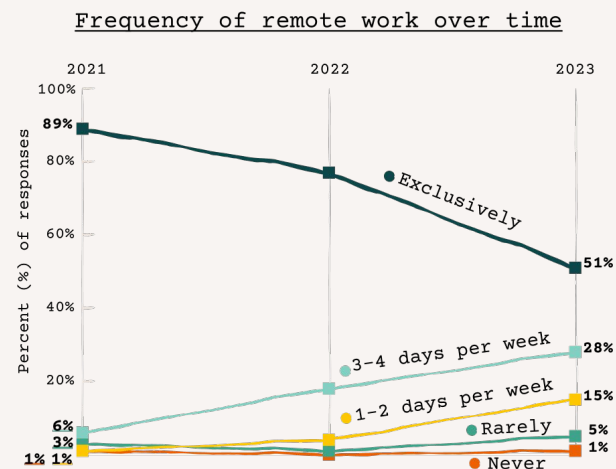
State of User Research 2023

Key Takeaways

Remote work, remote research



Fully remote work is on the decline



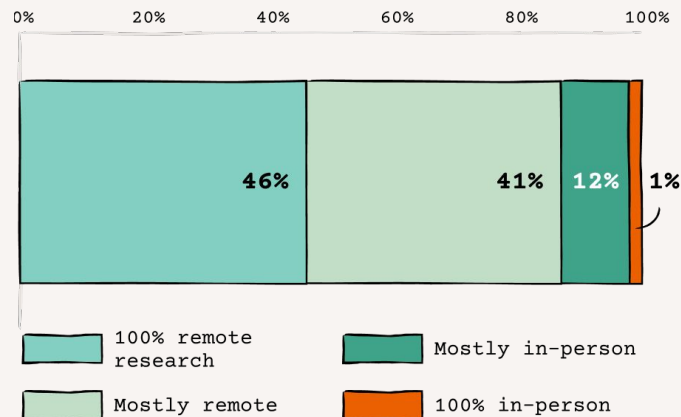


Remote work, remote research

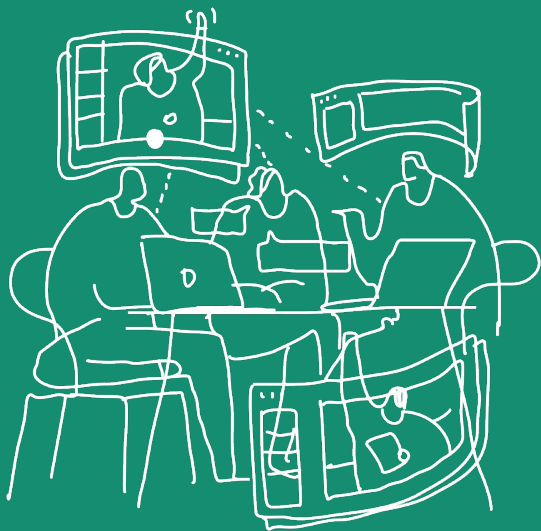


Onsite work \neq onsite research

Remote vs. in-person research



Democratization



Researchers showed lowest sentiment!

	Mean	Top Two-Box
<i>UXRs</i>	2.84	26.69%
<i>ReOps</i>	3.27	51.02%
<i>PwDR</i>	3.20	37.04%



Democratization

"I love that we can get more research done with democratization, however I am deeply concerned that this can (1) make it appear that this isn't a specialized function and anyone can do it without risk and (2) we may lose nuance and context of insights."

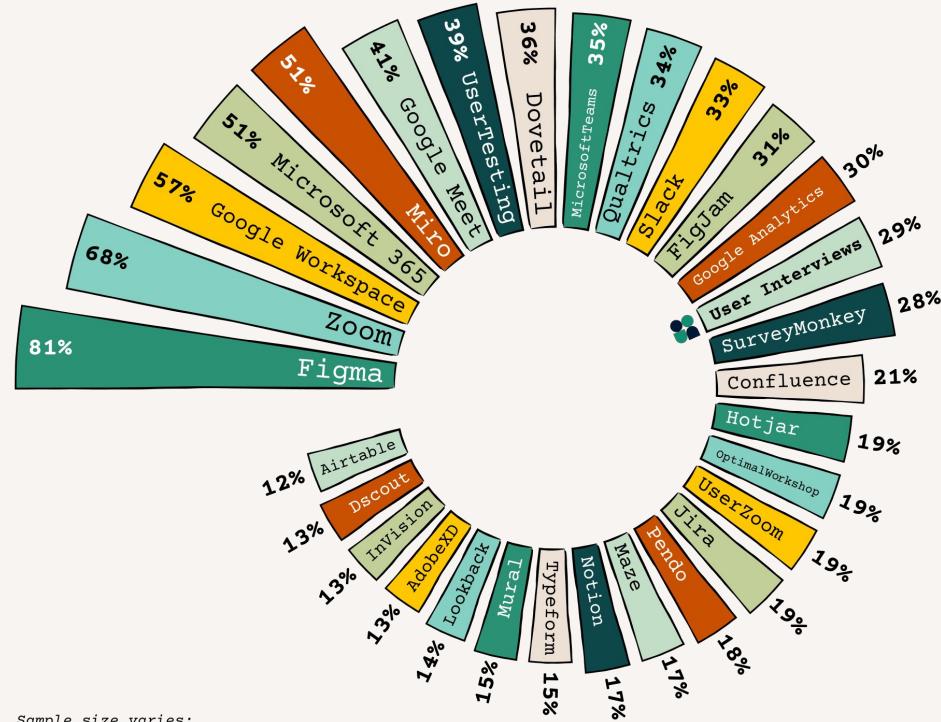
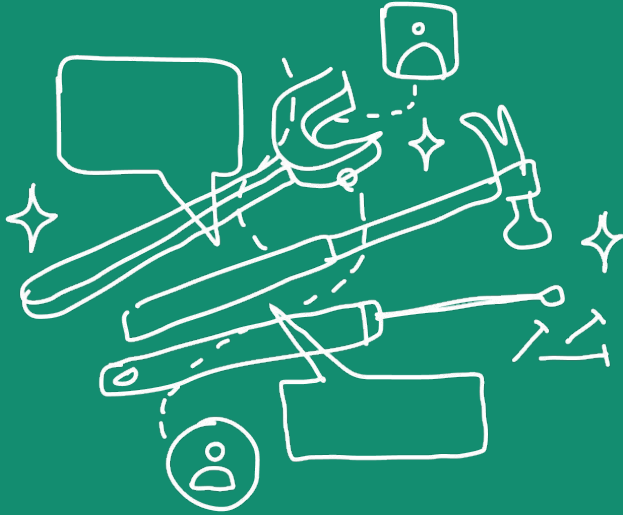
Concerns on rigor & value for UX research

Tasks outside of role

Generates more research

Brings in more POVs

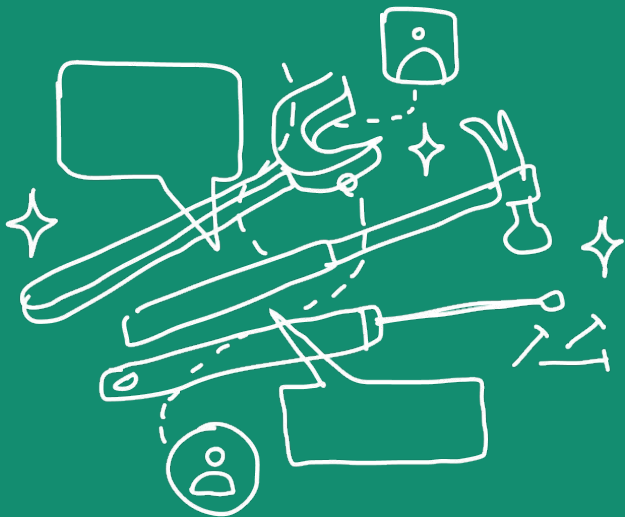
The toolstack



Sample size varies:
For general-purpose and recruiting tools, N=929;
for all other categories, N=518.

Responses not mutually exclusive.

The toolstack



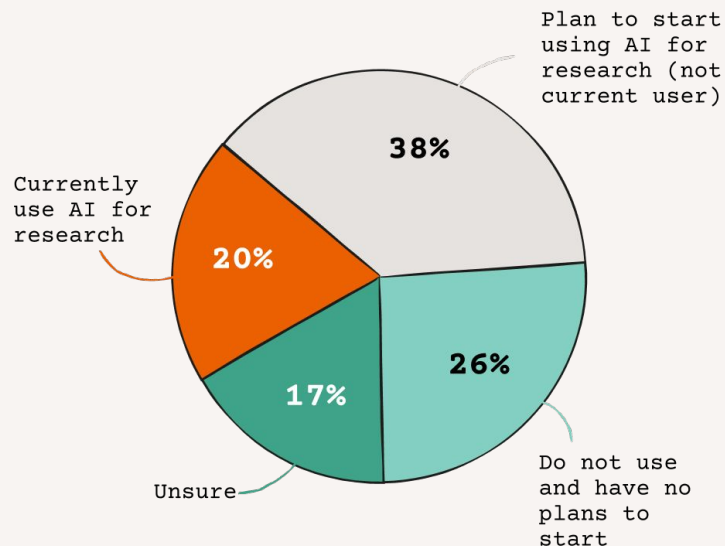
- 13 = average number of tools
- In other research, we've heard that folks struggle with the number of tools
- Managing all of these tools can feel like lost time to busy work

AI in UXR

"I have mixed feelings. I'm excited for certain productivity gains around rote processes, [but feel] skepticism about nuanced analysis [and] concern that there will be an overreliance on AI in UX before it's ready for prime time."

20% of researchers are using AI

AI adoption among researchers





Poll

**Are you interested in continuing
the conversation?**





Submit your questions through the Q&A feature on Zoom.

**Questions on today's event?
Let us know!**

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Katryna, Content Director
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That's a wrap!

