



The UX Research Methodology Guidebook





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Intro

Gathering great user feedback is the cornerstone for building a great product or service. And you know you need to conduct research to get it. But getting started on a new research project—even if you've conducted hundreds of studies before—can be complicated.

Do you need qualitative or quantitative feedback? What if you only have a wireframe or prototype? Is there a right and a wrong time to conduct a study? What if you need feedback quickly? Do you even have time to conduct a study? Who's going to do it?

There's a lot to consider, and the pressure is on to deliver results. And I'm willing to bet you don't have an unlimited amount of time to do this. So we'll get right to the point.

There are a lot of different ways to conduct research. And none of them are created equally. Some work when you've got a prototype, while others work best with a finished product. The key to effective research lies in planning. If you know what you can study, how to study it, and when to do it, you're on the right track.

And that's where we come in. At UserTesting, we've conducted hundreds of thousands of tests, and we've (almost) seen it all. You can research just about anything. Seriously. The insights you gain from your research will help guide your strategy and the development of your product—with your users in mind.

This eBook is for anyone who's ready to get started testing, but would like a little guidance on how to approach a study, when to run it, and how to interpret the results. In it, you'll learn:

- ✓ THE VARIOUS TYPES OF RESEARCH METHODOLOGIES
- ✓ WHEN TO USE THEM
- ✓ HOW TO ORGANIZE AND SHARE YOUR RESULTS

Types of research (and when to use them)

Before we jump into individual research methods, let's cover the big-picture questions about your research needs.

QUANTITATIVE VS. QUALITATIVE RESEARCH

As you conduct your research, you'll probably be using a combination of quantitative and qualitative methods to answer your questions. Quantitative research methods rely on using large sample sizes to establish trends and conclusions. Qualitative research, on the other hand, is appropriate for getting a more in-depth, contextual understanding of why those trends occur.

The two types of research answer different questions, so you shouldn't substitute one for the other! To get a full picture of your user experience, you need to understand both what's happening and why. If you only have quantitative data, you may be missing out on key insights that could make all the difference in your understanding of the user experience—and make sure

you're solving a problem that actually needs solving. And if you only do qualitative research, you won't be able to tell whether your findings are representative of a larger population. That's why the best research strategies incorporate both approaches.

ATTITUDINAL VS. BEHAVIORAL RESEARCH

Though sometimes misconstrued as being the same thing, attitudinal and behavioral research are not synonymous. However, as with quantitative and qualitative research, the two can be useful when assessed concurrently.

Attitudinal research involves assessment of users' preconceived attitudes or feelings toward an experience. For example, this could involve asking a

user why they like or dislike a feature on your site prior to using it. In contrast, behavioral research is focused on what the user does. Drawing another parallel to the distinction between quantitative and qualitative methods, behavioral research will tell you what's happening, while attitudinal research helps to provide the reason why it's happening. Always keep in mind that what users say and what users do are often different.

STAGES OF THE PRODUCT LIFE CYCLE

The type of research you do will depend on the stage of development of the product you're interested in. Each stage of development has different research objectives—and different questions that need to be answered.

1

BEFORE DEVELOPMENT

GOAL: Exploration

QUESTIONS: What do people need? What are they already using? What's working and what's not? Where are we starting from?

METHODS: Interviews, focus groups, longitudinal studies, 1:1 user interviews, competitive analysis, benchmark studies

2

DURING DEVELOPMENT

GOAL: Evaluation & Validation

QUESTIONS: Are we on the right track? Does the product look and feel right? Do users get how to use it? Can they find what they're looking for?

METHODS: Card sorting, tree testing, moderated and unmoderated usability testing, preference testing, prototype testing

3

LIVE DESIGN

GOAL: Measurement

QUESTIONS: How are we performing? What can we optimize? Does our actual user experience meet users' expectations?

METHODS: Moderated and unmoderated usability testing, A/B or multivariate testing, benchmark studies, longitudinal studies, diary studies, multichannel and omnichannel studies

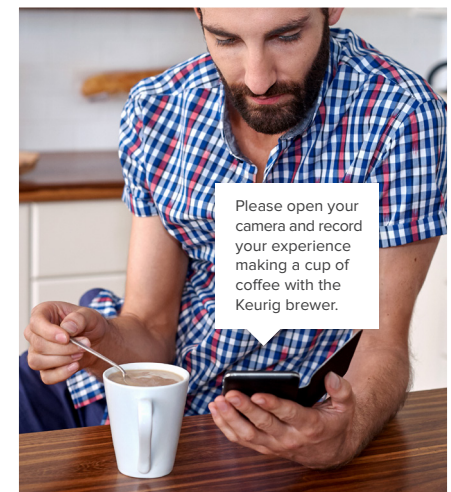
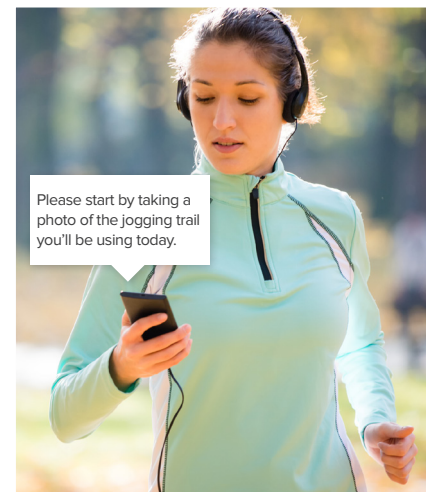
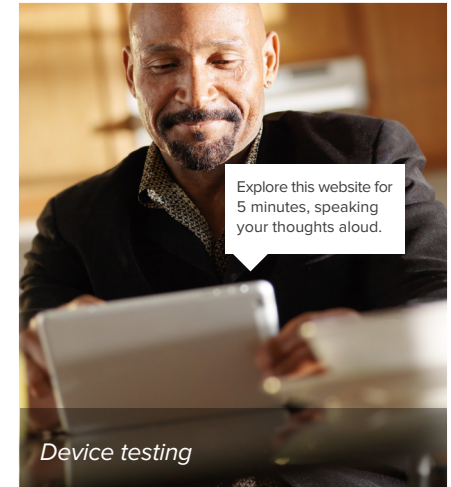
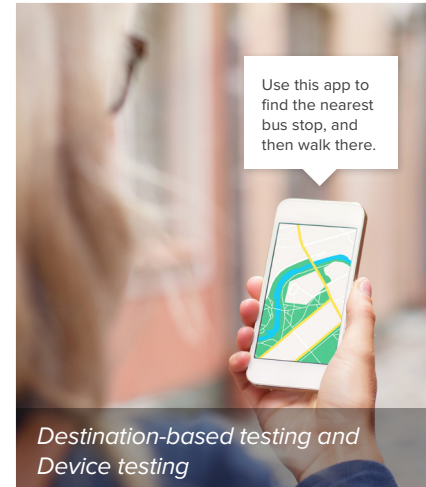
Context and location

Many UX research teams use office space in-house to conduct in-person studies, which can be great for longer usability tests, interviews, and focus groups. But not all research needs to be conducted in person to be useful! Many methods can be done remotely, which means that your pool of potential study participants isn't limited to a location. You can often conduct more research sessions in a shorter amount of time (and with less recruiting hassle) if you do remote research.

In-the-wild research (research that happens in the participant's environment) can give you more realistic insights than lab research. Since participants aren't in an artificial and unfamiliar setting, they're more likely to give honest reactions and unbiased opinions. You also gather contextual findings about how your product is used naturally.

Plus, some research just can't be done in a lab. If you're trying to answer questions about how users interact with a product in a specific context (using a fitness app at the gym, for example), then you'll need to make sure your research happens in that location. We call that **destination-based testing**. For research that isn't dependent on a location, study participants can be in their homes, offices, or anywhere that is convenient.

Finally, there are times when you might need to observe something other than a digital experience on a computer or mobile device. For example, maybe you're researching how customers find their way around a theme park, install a thermostat at home, or choose which brand of laundry detergent to buy at the store. These studies are called **beyond-the-device tests**, whereas traditional app and website studies are simply **device tests**.



Remote unmoderated usability studies

A remote unmoderated usability study is when users complete pre-determined activities using a design or interface. Participants decide when and where they would like to complete the study, and use an online tool (such as UserTesting) to participate, provide feedback, and record the session.

The participant typically thinks out loud as they complete the tasks, and the researcher reviews the recorded sessions at a later time. The researcher doesn't communicate with the participant in real-time. The researcher may include follow-up questions as part of the study, or they may follow up with the participant after viewing the session.

Remote unmoderated usability studies with UserTesting

With **unmoderated remote testing**, researchers use a software program to automate their study. Participants get a list of tasks to perform on their own while their screen and voice are being recorded.

They complete your test in their own environment without a moderator present. And when they're done, you receive the results in the form of a video.

WHAT YOU'LL LEARN

Remote unmoderated usability studies are great when you'd like to:

- ✓ Gather very quick feedback. Unless you are looking for a very narrow demographic, a study is often completed by our panelists in the same day!
- ✓ Testing with larger sample sizes. Since a moderator doesn't need to be present during each session, it's often feasible to include more users.

WHEN TO USE IT

Remote unmoderated usability studies can be conducted at any time, but they're particularly valuable when conducted in the early design and prototyping phases. The earlier you identify issues, the easier—and less expensive—it is to fix them.

Use this type of study for:

- ✓ A live website or app.
- ✓ A website or app prototype (as long as it's hosted somewhere).
- ✓ Real world experiences, such as unboxing a Nest thermostat.

Remote moderated usability studies

A remote moderated usability study is when a moderator provides target users with activities to complete using a design or interface. The interaction between the moderator and target user is in real time; they're in the same "virtual" space and connect via a remote conferencing tool and via VoIP, phone, chat, email, or a combination of methods.

The participant typically thinks out loud as he works on the tasks. The moderator observes the user as he works through the tasks, and the moderator may ask questions for clarification or to gather more data.

Remote moderated usability studies with UserTesting

In **moderated remote testing**, researchers are in a different location than their test participants, but both parties are on a web or conference call and are sharing screens. Moderators can see what participants are doing, and they can both communicate with each other. As with the 1:1 interviews, these sessions should be centered around prompting the test participant to provide in-depth responses. Moderators will typically intervene only when necessary to help a test participant move through a difficult task or to probe for greater detail in an answer.

WHAT YOU'LL LEARN

Remote moderated usability studies are great when you'd like to:

- ✓ Allow for unique, individualized follow-up questions in real time.
- ✓ Ensure that participants don't get stuck while doing something technically difficult, like dealing with a complex or low-fidelity prototype.
- ✓ Ensure quiet participants are more vocal, since the moderator can prompt them to share what they're thinking.

WHEN TO USE IT

Remote moderated usability studies can be conducted at any time, but they're particularly valuable when conducted in the early design and prototyping phases. The earlier you identify issues, the cheaper it is to fix them.

Prototype Testing

Prototype testing consists of sharing prototypes or wireframes with participants to view on their desktop or mobile device. This type of testing is conducted when assessing the viability of a design early in the production process, while there's still plenty of time to make changes.

Prototype testing with UserTesting

Your prototype can range from a static image to a fully-functional test app or site, and it will need to be shared with study participants. Provide a link to a static image of your prototype, or a sharable link from a prototyping program as a task within UserTesting. Ask participants to think aloud as they complete the activity.

PRO TIP: Let your participants know that they'll be interacting with a concept rather than a working product so they don't become confused or frustrated if links don't work and interactions aren't fully fleshed out. Remind them to express what they expect would happen next.

WHAT YOU'LL LEARN

Testing your prototype with users lets you iron out the kinks before you've written any code. Then, when you are ready to launch, you'll be confident your app is the best it can be.

WHEN TO USE IT

We suggest you start testing as soon as you have a rough mockup of an idea and then continue to test as you revise your prototype. We find that getting user feedback early and often can help ensure that launching your site or app is successful.



Competitor Studies

A competitor study is when you ask users to interact with one or more of your competitor experiences and, optionally, your experience. This is also sometimes called a competitive study.

U Competitor studies with UserTesting

Competitor tests are run similarly to any other unmoderated, remote study. Participants get a list of questions to answer on their own while their screen and voice are being recorded. They complete your test in their own environment without a moderator present. And when they're done, you receive the results in the form of a video.

To help eliminate biases by participants, alternate which design or experience they see or interact with first. Ask participants to complete tasks first, then ask about their preferences.

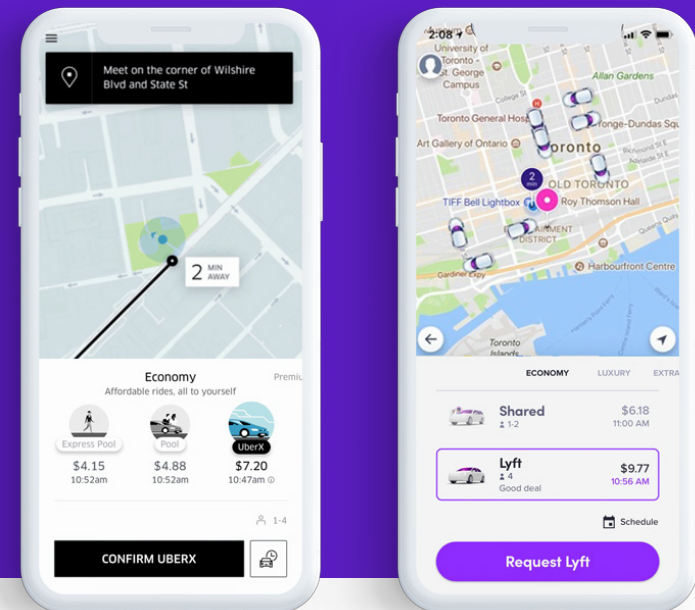
PRO TIP: While it's tempting to compare your design to that of several competitors, keep in mind that these tests can exhaust participants. To avoid fatigue and confusion, ask each participant to use and evaluate no more than two experiences.

WHAT YOU'LL LEARN

A competitor study provides insight into what your competitors are doing well and where the opportunities are. They also help you determine what's working—and what's not—with their design.

WHEN TO USE IT

Competitor studies can be conducted at any time during the life cycle of a product; however, they can be particularly helpful during the development of a new product, feature, or design. Testing during this phase will help you identify competitive opportunities and advantages, before your product is developed.



Benchmark Studies

Benchmark studies are typically run on a regular basis (monthly, quarterly, yearly, etc.) to evaluate how your product's experience has changed over time. These studies must have larger sample sizes as compared to standard usability testing, in order to make claims about positive and negative changes. Additionally, these studies use the same core tasks and metrics to assess progress over time.

Benchmark studies with UserTesting

Benchmark studies are similar to running a standard usability test, but with more users and making sure to maintain consistency between each test and the metrics measured along the way. Consider asking users not to think out loud, especially if the study is focused on

"Any VP of Ecommerce who is serious about increasing market share needs to be benchmarking their entire customer experience against their competitors. It's a no-brainer."

- Simon Rodrigue, SVP eCommerce at Walmart Canada

Walmart 

WHAT YOU'LL LEARN

Benchmarking allows you to track your progress over time, thus giving you an indication of how successful site changes and revisions have been.

WHEN TO USE IT

Baseline studies can be conducted at any time, but they're particularly valuable when they're started before any redesign efforts, in order to show the benefit of your redesign.

For example, you can run a baseline study on an existing site or product, and then run additional benchmarking studies on a regular basis as the new design becomes available. This will allow you to track changes in usability metrics over time, as well as compare usability metrics from the old design to the new design.

Longitudinal Studies

Longitudinal studies collect data on multiple occasions from the same participants over a period of time. Studies can be run over the course of a few weeks, months, or even years.

Longitudinal studies with UserTesting

Running longitudinal tests with the UserTesting platform is easy to do. Simply run a series of tests with the same set of participants over a designated period of time. For example, run one 15-minute test, once per week for four weeks with the same participants each time.

PRO TIP: Be sure to let your participants know that they'll be conducting a series of tests, and be clear about the amount of time that will be required to complete the study. Include a requirement in your instructions that notes participants will be expected to take a specific number of follow-up tests, and that the test will last a specific amount of time. As an additional incentive, you can offer to pay participants a bonus for completing multiple tests. We've found that this can dramatically reduce the participant drop-off rate for this type of study.

WHAT YOU'LL LEARN

A longitudinal study will provide valuable insight into how users behave and interact with their surroundings, an experience, or a brand over time in their everyday lives. This type of study is a great tool when you want to understand how users interact with your product or service over time, rather than just a moment in time.

WHEN TO USE IT

Longitudinal studies can be done at any time; however, we recommend running them before product development as a way to gather requirements and understand users. You can also run them after development, which will give you insight on how, when, and why people naturally use your product or service.

Diary Studies

A diary study is a type of longitudinal study where participants create “diary entries” as points of data. These diary entries can be audio, text, images, videos, or a combination of all, and are typically combined with other studies to gauge participant’s expectations at the start and conclusion of a larger study.

Diary studies with User Testing

Although these studies can take a multitude of forms, a diary study typically begins with a recorded video entry of product usage and ends with some sort of moderated test or an interview to wrap up and receive any clarifications necessary.

Between these points can be anything from simple survey check-ins to more extensive usability testing.

WHAT YOU’LL LEARN

Diary studies can provide valuable insight into how users behave and interact with their surroundings or a product or service in their everyday lives. This information can help determine appropriate requirements.

WHEN TO USE IT

Diary studies can be conducted at any time. However, they’re typically done:

- ✓ Before development, as a way to gather requirements.
- ✓ After a site or product has been launched, to gather data on how, when, and why people naturally use it.

Card sorting

Card sorting is when participants sort topics like pages, categories, or pieces of content into related groups. There are two types of card sorts we use most:

- Open card sorts: Users place items in groups and name the groups
- Closed card sort: Users place items into predefined categories

Card sorting with UserTesting

Set up a card sorting test using a third-party tool, like **OptimalSort**, and provide a link to the test as a task within UserTesting.

Ask participants to think aloud as they complete the activity. Videos will be recorded as they would be for tests on any other site. Analyzing these videos can help determine how sure users were of their answers and what their reasoning for each was.

WHAT YOU'LL LEARN

Card sorting can provide insight how people group and label content and information in their own minds. This information can provide guidance when designing or assessing an information structure.

WHEN TO USE IT

An open card sort is typically done in the early stages of the design process or to evaluate an existing design, and the findings can be used to inform the new design or redesign.

Closed card sorts can be done before a redesign (to see if the existing or proposed structure makes sense to users) or when adding new content or functionality (to see if it fits within the existing structure).

Tree testing

Tree testing is a way to evaluate the findability of topics within a website or app. Users are shown a text version of the site or app structure and are asked to indicate where they'd expect to find specific items or topics, without the influence of the visual design of the navigation.

Tree testing with UserTesting

Set up a tree test using a third-party tool, like Optimal Workshop's **Treejack**, and provide a link to the test as a task within UserTesting.

Ask participants to think aloud as they complete the activity. Videos will be recorded as they would be for tests on any other site. Watching these videos provides a greater understanding of participants' reasoning as they search for certain features or pages.

WHAT YOU'LL LEARN

Tree testing can give you insight into how easy (or difficult!) it is for users to find important items within a website or app. This information can provide guidance when designing or assessing an information structure.

WHEN TO USE IT

A tree test is usually conducted:

- ✓ Prior to the design phase to evaluate a current structure that will be redesigned.
- ✓ During the early design phase to evaluate a proposed structure.

Preference testing

In preference testing, participants interact with and review multiple designs to determine which one they prefer and why. Participants can compare aesthetics, interactions, and/or content.

Preference testing with UserTesting

To avoid fatigue and confusion, ask each participant to use and evaluate no more than two experiences. Alternate which design or experience users see or interact with first in order to ensure there are no order biases across the study. Ask participants to complete tasks first, then ask about their preferences.

WHAT YOU'LL LEARN

If you have more than one design option, this type of test can provide insight on which one participants prefer.

WHEN TO USE IT

Preference testing should be conducted in the early design and prototyping phases. You can also conduct preference testing with your existing design (before a redesign effort) against a competitor's design.

A/B and multivariate testing

A/B testing presents each unique user with one of two versions of a design—the A version or the B version—and conversion rates for each version are compared to see which one performs best. A variation of A/B testing is multivariate testing, which is when you test three or more versions of a design.

A/B and multivariate testing are most valuable when only one element is different in each version. For example, using a different call to action for each design approach, while keeping everything else the same, allows you to draw strong conclusions about why one design performed better than another.

eCommerce software company Volusion combines A/B testing with remote usability testing to get a more complete story behind the data.

A/B and multivariate testing with UserTesting

Before conducting A/B or multivariate testing, we recommend collecting users' feedback via the UserTesting platform to quickly identify areas of weakness, confusion, or oversight that can spark ideas for A/B or multivariate testing.

Combining usability testing with your A/B and multivariate testing allows you to pair a story with your A/B or multivariate test results. Alternate which design or experience users see or interact with first in order to ensure there are no order biases across the study.

WHAT YOU'LL LEARN

A/B and multivariate tests are helpful because they help you evaluate the effectiveness of two or more different approaches with reliable data very quickly.

WHEN TO USE IT

A/B and multivariate testing can only be conducted on a live site or product. However, you can run usability testing before an A/B or multivariate test to gather insight on what to test, and after an A/B or multivariate test to understand why one version performed better than another.

"When I go into meetings, I like to have both data and voice of the customer to back up every opinion. It's a powerful combination."

- Merritt Aho, Senior Digital Analyst at Volusion



Multichannel studies

A multichannel study is when participants complete the same tasks on more than one channel or device. There are two approaches to a multichannel study:

- Groups of participants complete the same tasks on one channel (e.g., desktop, tablet, or mobile). For example, Group A will complete the study on desktop, Group B on tablet, and Group C on mobile. This option has the fastest recruitment time, but users only provide insight on a single channel.
- Each participant completes the same tasks on all channels. This option takes a bit longer to recruit for and run (you'll need more time to allow for users setting up and switching devices), but it enables participants to compare and contrast the experiences across channels.

This is different from an omnichannel study, where participants complete an activity that spans more than one channel or device, like researching and booking a family vacation.

Multichannel studies with UserTesting

Write one test plan and have users attempt to complete the same set of tasks and questions on each different device, smartphone, tablet, and desktop, and on each different operating system. In this case, you'll have different test participants for each device.

You can use any unusual data you found when you inspected your analytics to guide your test plan. For example, if you found that conversions were much lower on iPhones than on any other device, make sure to investigate that in your study.

WHAT YOU'LL LEARN

A multichannel study is great for pinpointing user experience problems on each device and understanding why some device types convert better than others.

WHEN TO USE IT

Multichannel studies can be conducted at any time, but they're particularly valuable when conducted before any redesign efforts.



Omnichannel studies

An omnichannel study is when participants complete an activity that spans more than one channel or device. For example, if a customer finds a recipe on their desktop and adds the ingredients to a shopping list on their smartphone, refers to the list on their phone while at the grocery store, and then follows the recipe at home on their tablet, they've completed an omni-channel experience.

Omnichannel studies with UserTesting

Instruct your test participants to research an item on a smartphone, answering questions and speaking their thoughts aloud as they go. Then, you could ask them to do some price checking against competitors on a desktop computer, where it's easy to switch back and forth between multiple tabs in a browser window. Finally, you could choose to watch them complete checkout on a tablet. Throughout the study, you can ask users to indicate when they would want to switch to a different device and why.

PRO TIP: *To keep your test consistent, make sure that you have the same people complete each of the objectives in the same order, and make sure all participants have the necessary devices prior to the test.*

WHAT YOU'LL LEARN

An omnichannel study is valuable when you want to understand how a single user experiences a brand, company, and organization across touch points.

WHEN TO USE IT

Omnichannel studies can be conducted at any time, but they're particularly valuable when conducted before any redesign efforts. By doing so, researchers can identify what's working well and what needs to be improved in the existing omnichannel experience.



Focus groups

A focus group involves a moderator asking a group of people about their behaviors, preferences, attitudes, and experiences on a topic or item of interest. Focus groups can be conducted in person, online, or over the phone.

Focus groups with UserTesting

Our research, client success, and panel teams will work closely with you to design, organize, and conduct your focus groups. And when the results are in, we'll help analyze and report on the findings as well.

Focus groups can be done in person at a dedicated facility, online via virtual meeting, or even over the phone. We'll record the session which will provide deeper insight when analyzing your results.

WHAT YOU'LL LEARN

Focus groups allow participants to interact and converse with others while discussing a topic and gathering in-depth details about a group's actions, thoughts, and feelings. The brainstorming leads to people building on each other's ideas, which allows a group to really dig into an idea or issue. You can also get feedback from a larger group of people faster than conducting 1:1 interviews.

WHEN TO USE IT

Focus groups can be conducted at any time during the life cycle of a product. However, they're typically done before development, as a way to gather requirements.

Surveys

A survey is a series of questions answered by the target audience. Responses are open-ended or multiple choice and are typically about preferences, attitudes, and experiences on a topic or item of interest. In order to make a claim about a user group, the sample size must be large enough to capture statistically significant results.

Surveys with UserTesting

Even written and multiple choice questions can benefit from video recording. Your participant's mannerisms, tone, and comments that don't make it into the survey will be captured, and are valuable insights for your study. Send test participants to the survey (hosted on a third-party tool, like Survey Monkey) as a "task."

Ask participants to think out loud as they complete the survey. Survey questions can also be asked during a usability study via the "written" or "verbal" questions within the UserTesting platform. Even with answers in written or multiple-choice form, videos of participants completing these tasks will provide reasoning for their choices.

WHAT YOU'LL LEARN

Surveys are great quantitative tools and can be used to measure large sample sizes for user engagement, perception, preference, and market needs. This is among the most common forms of mixed-methodological practices that we utilize here at UserTesting.

WHEN TO USE IT

A survey can be conducted at any time during the life cycle of a product. However, it's most often done:

- ✓ Before development, as a way to gather requirements.
- ✓ During design, to gather users' thoughts and feedback.
- ✓ After the site or product has been launched to gather feedback on how people use it, when they use it, and why.

1:1 user interviews

1:1 interviews are conducted by asking participants a series of questions and taking note of their feedback while facilitating further discussion accordingly. This can be done either remotely, using a virtual meeting tool (as with remote moderated sessions), or in person.

1:1 user interviews with UserTesting

With 1:1 user interviews, participants get a list of questions to answer on their own while their screen and voice are being recorded. They complete your test in their own environment without a moderator present. And when they're done, you receive the results in the form of a video.

WHAT YOU'LL LEARN

Interviews can provide in-depth details about a user's actions, thoughts, and feelings.

WHEN TO USE IT

User interviews can be conducted at any time during the life cycle of a product. However, they're typically done:

- ✓ Before development, as a way to gather requirements.
- ✓ After the site or product has been launched to gather feedback on how people use it, when they use it, and why.

Similar to a moderated study, 1:1 interviews are often a good idea when probing for more information is necessary to receive in-depth reasoning from the tester. More so, the ideal 1:1 interview is constructed using questions and tasks that prompt the user to speak about and interact with the product with minimal interruption. Prompting a tester to act in a certain way or elaborate should be reserved for instances when there seems to be no chance that they will do so independent of guidance.

Your research findings will help your company stay focused on user experience.

Organizing and sharing your results

Once your research is complete, it's time to take action! Your findings will help your company prioritize improvements and new features. But just as importantly, sharing your results with your team can help develop a user-centric culture in your organization.

UNCOVER FINDINGS AND FUTURE OPPORTUNITIES

Review your findings with your research team. Discuss what you learned and compare that with your hypothesis or your previous findings.

Did your research findings prove or disprove your hypothesis? Were there any major surprises that will affect the direction of the project?

What patterns emerged? Make note of any usability issues, especially severe or recurring ones. Dig into any trends in your quantitative research, such as how participants perceive your brand or how likely they would be to recommend your company to a friend.

How will those patterns affect your company? Which stakeholders need to be aware of them? Make sure everyone involved is clear on how changes will be prioritized.

What questions are still unanswered? If you have unanswered questions, you may need to supplement your research with another method. For example, if your B version didn't perform as well as expected in your recent A/B test, you may need to follow up with a usability test to find out why.

This is a great opportunity to combine qualitative and quantitative methods to arrive at a full-picture understanding. Quantitative research like surveys and A/B tests will help you understand trends around your target audience's attitudes and behaviors, and it can help you predict future results. Qualitative research like usability tests will fill in the gaps by explaining what's going on in the user's head that causes them to take an action or make a choice. Compare your quantitative and qualitative findings to get the big picture, bring your personas to life, and help your team empathize with the user.

Share your results

When it's time to share your research with the teams that will be implementing changes, it can be tricky to present negative findings without stepping on toes or discrediting someone's hard work.

Start by reminding everyone that you're all working together to build the best possible experience for your users. Then present the findings objectively, with as many direct quotes or video clips from test participants as possible. While a designer might not enjoy taking critique from a research team, it's hard to argue with the end user. Focus on the opportunity to create solutions for the issues, rather than placing blame.

Of course, you'll probably have quite a few positive findings, too! Make sure to include them in your presentation or report to validate what's going well. It's just as important to understand what's working as what's not.

Finally, your findings can go beyond the design and research teams.

Share your results with:

- Client-facing teams, to help them understand the customer journey
- The marketing team, to help them get inside the head of the buyer
- The executive team, to get buy-in for budget allocations and to keep them close to the actual user

Sharing your findings with other teams will also help you consolidate your research. You might find that different teams in your company are all doing their own research through different channels but aren't sharing their findings. Create a shared space for all of your company's research, and make sure all stakeholders have access to it. This can be a Google Drive folder, an Evernote notebook, or any other space that will allow you to include members of multiple teams. This will prevent you from wasting time duplicating research that's already been done.

With all of your research completed and shared, you can inspire your whole company to keep users at the heart of everything they do. By championing the user experience among your colleagues, you can build a user-centric culture at your company.





Bonus resources

For an in-depth look into different research methodologies and techniques, check out these helpful resources!

BLOGS

A List Apart
Boxes and Arrows
Nielsen Norman Group
Optimal Workshop
Optimizely
Survey Monkey
UX Booth
UX Sisters

EBOOKS

A Complete Guide to User Testing Your Next Project from UserTesting
A Field Guide to User Research from Smashing Magazine
A Practical Guide to Statistics for Online Experiments from Optimizely
Guide to Writing Survey Questions Like a Pro from SurveyMonkey

BOOKS

Card Sorting by Donna Spencer
Just Enough Research by Erika Hall
Interviewing Users: How to Uncover Compelling Insights by Steve Portigal
Rocket Surgery Made Easy by Steve Krug
The User Experience Team of One by Leah Buley
UX for Lean Startups: Faster, Smarter User Experience Research and Design by Laura Klein

WEBINARS

4 Steps Toward Scientific A/B Testing with Optimizely and RJMetrics
A Step-by-Step Guide to A/B Testing Research with Siddharth Deswal
Conducting Competitive Research and Analysis with Jaime Levy
Defragmenting Your User Research with Lou Rosenfeld
How to Get Survey Answers that Actually Help Your Business with Chuck Liu
Remotely Possible with Steve Krug and Tomer Sharon

About UserTesting

UserTesting enables every organization to deliver the best customer experience powered by human insights. With UserTesting's on-demand human insights platform, companies across industries make accurate customer-first decisions at every level, at the speed business demands. With UserTesting, product teams, marketers, digital and customer experience executives confidently and quickly create the right experiences for all target audiences, increasing brand loyalty and revenue. UserTesting delivers human insights to over 35,000 customers, including the top 10 largest web properties, and is backed by Accel and OpenView. UserTesting is headquartered in San Francisco, CA. To learn more, visit www.usertesting.com.



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