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Youve put a lot of thought, time, and energy into designing a research plan, recruiting participants, conducting interviews, analyzing the data, and synthesizing your findings. Now its time to show off all your hard work. Weve compiled 31 templates and great examples of user research reports, summaries, case studies, and slide presentations to make it easier for you to share research findings with your stakeholders and teammates. Here's an overview of some of the different ways user research template? Head to our library to download all of them for freeWhat exactly is a UX research report? Tbh, the clues in the name with this one. A UX research report is a summary of the methods used, research conducted, data collected, and insights gleaned from user research reports (like the ones still produced by scientific and academic researchers) are typically long text documents with detailed explanations of participant sampling, methodologies, analyses, etc. A lot of ink has been spilled on why the traditional format is not the best way to communicate UX research findings to stakeholders and the wider team. Some folks have even advocated ditching reports entirely. Butas Katya Hott argued on UX Collectiveeven if youve involved stakeholders and have a clean, tagged, and organized research repository, there is still a lot of value in sharing a summary of the whys, hows, and outcomes of your UX research findings in a way that stakeholders will actually use. Alternative ways to present and share UX research findings. One nice thing about the format is its flexibility. Slides can be shared synchronously as presentations over Zoom, or asynchronously as visual documents, perhaps supplemented by a Loom or other video recording. And a deck can be as in-depth or as lightweight as necessary, depending on the nature of your research findings slides template from the User Interviews team that you can download and adapt for your own presentation: Email and/or Slack messages are another lightweight option for communicating user research efforts. This format is useful for sharing informal research efforts. This format is useful for sharing informal research efforts. RogersSuggested user research reporting workflowOur former VP of User Research Roberta Dombrowski suggests the following workflow. After each user interview, create a snapshot of the interview in a collaborative tool (Roberta uses Miro). Share the snapshot and key takeaways in a project Slack channel to give stakeholders visibility as the study progresses. Once youve concluded your interviews, do a final synthesis using the takeaways you put together along the way. This synthesis can be shared with stakeholders (and the wider company) as a slide deck (see above), a written summary, or both. Looking for a research findings summary template? Youcan download this one and several others in our Free Template LibraryUX research case studiesSome researchers and UX designers also include case study format, sometimes as a blog post. Many user researchers and UX designers also include case study format, sometimes as a blog post. should contain) a strong narrative thread, which makes it a popular tool for communicating ethnographic research findings. Storytelling is a great way to help people follow along, understand the value of your research that breaks down research findings into a single searchable, shareable qualitative data point (a nugget). It was developed by Tomer Sharon when he was Head of UX at WeWork. In his words: Atomic Research is an approach to managing research knowledge that redefines the atomic unit of a research insight. Instead of reports, slide decks, and dashboards, the new atomic unit of a research insight is a nugget. A nugget is a tagged observation supported by evidence. Its a single-experience insight about a customers experience insight about a customers experience insight about a customers experience. popular model for sharing user research findings.But if the trouble with research reports is that nobody reads them. In both cases, youre asking stakeholders to do a lot of work (read a long report, proactively dig for data).Wed argue that just because youre doing Atomic Research doesnt mean you cant also summarize your research question, methodology, and key takeaways in a slide deck or email. You can also create a dynamic collection of insights within your repository to help stakeholders wrap their heads around all those nuggets of information. Read about Atomic Research Nuggets in the UX Research Field Guide. Sharing user research artifacts with stakeholdersYour research may produce deliverables, such as: Of course, you can include these in a repository as well, so that they can be easily accessed and added to over time. Pro Tip:With User Interviews, it's simple to run high-quality research with your target audience. It's the only tool that lets you source, screen, track, and pay participants from your own panel, or from our network. Book a 15-minute demo today.31 UX research report presentation templates and examples There's a little bit of everything in here: Google Slides decks, Figma templates, Miro boards, Notion docs, even a couple old-school reports (gasp!). Regardless of which format you use to communicate UX research findings, there are a few rules of thumb that youll want to bear in mind.1. Know your audienceThe designers who will be putting your findings into action and the CEO fundraising for a Series B are going to have very different needs, attention spans, and uses for the research youve done. Ideally, you will have a sense of what your different stakeholders are looking to get out of your report. If you are able to tailor your presentation to different groups of stakeholders, fantastic! Relevance is always a good thing. But its more likely that youll need to consider how different stakeholders will consume your reporting. You may want to provide people ask me how long a piece of content should be. I usually respond with the infuriatingly enigmatic answer that it should be as long as it needs to be but as short as possible. That mantra applies just as well to user research reporting. When summarizing your research for stakeholders, keep it concise. Make it easy for people to dive deeper into the minute details of your study if they want tobut dont make it mandatory.3. Explain your methodsDescribe the how. Explain the methods you used to recruit participants, conduct sessions, and analyze results. Avoid using too much jargon, especially if youre sharing with non-researchers. If you have things like interview plans, screener surveys, prototypes created as part of a codesign workshop, etcinclude links and examples of these to illustrate.4. Dont throw raw data at your stakeholders dont have time for this. And even if they did, they likely wouldnt know what to do with mountains of raw data. For most people, a summary of key insights is enough. For the folks that do want to dig deeper, thats where a searchable repository of clean, tagged data comes in. But this is also a valuable opportunity for you to translate your findings into a format that designers, executives, and other stakeholders will find relevant, actionable, and easy to understand. Dont squander this opportunity to build empathy for your users and demonstrate the value of the work you do.5. Offer actionable recommendations, not opinionsAs the person (or team) responsible for designing the results, you are well qualified to make actionable recommendations about how to act on the findings of your research. What you dont want to do is mistake agnostic recommendations based on data with your own opinions about how people should use your findings. More UX research resourcesUX research resourcesUX research offers a variety of methods to gain a deeper understanding of how target users interact with products, from simple surveys to complex interviews. In this section, we'll explore real-world examples of how organizations have used different types of UX research to improve user experiences and drive better design decisions. Card sortingRSPCA UKThe RSPCA faced challenges in creating an intuitive intranet navigation. "We started using Lyssna because we wanted to know what people thought of things. We needed insights and facts to go back to our stakeholders and say, 'Actually, we think this is a better approach,'" shares UX designer Eden Sinclair. Conducting a card sort using Lyssna allowed the RSPCA team to organize content in a way that felt natural to their users. Eden adds, After conducting a card sort, I realized I had designed the navigation completely wrong. The feedback from Lyssna helped us correct it, leading to a more intuitive user experience. It was an easy win for us.monday.comTo make sure their new feature name hit the mark with a global audience, monday.com used Lyssna to conduct a card sorting study. One of the bigger challenges is ensuring we can provide a consistently great customer experience across such a wide audience," said Nadav Hachamov, UX Researcher at monday.com. "There are demographic nuances such as language, location, industry, and job roles that need to be considered to ensure an optimal experience for that specific target audience. They asked participants from the UK, US, and Australia to categorize potential names into three groups: I understand & not appealing, I understand. This approach helped the team choose a name that both resonated with customers and clearly conveyed the features purpose. By gathering user feedback early on, monday.com made sure their new feature was relevant and appealing across multiple markets.SurveysRSPCA UKThe RSPCA also ran a survey using Lyssna to understand how sensitive images of animals displayed on their website affected users' emotions. The team was concerned that these images might upset their supporters. But after testing with 30 participants, they found that the images didnt have a significant negative impact. However, to give users more control, they introduced a "sensitive image" filter, allowing visitors to choose whether to view or hide the content. This thoughtful approach aligned with the charitys mission of promoting empathy while respecting user preferences. STAYERYFaced with a critical decision about access control systems for their expanding serviced apartment buildings, STAYERY used Lyssna to run a preference survey. This survey tested guest preferences for electronic locks, including options like pin codes, key cards, and mobile apps. The stakes were high, as installing the wrong system could cost the company millions. A single electronic locks, including options like pin codes, key cards, and mobile apps. decision across multiple properties would significantly impact their budget. For me, it was always obvious that we have to do user testing before we commit to big ticket building projects. Especially now that our biggest challenge is that we want to grow, said Eveline Moczko, Head of Product at STAYERY. By running the test with their guests, they gathered valuable feedback that ultimately saved them from a costly mistake.LabXchangeAs an edtech platform, LabXchange needed to make sure its navigation item as "Learn." Within two hours, feedback revealed that users interpreted "Learn" as a link to learn more about the organization, rather than a path to student learning materials. This prompted a swift redesign, saving the team time and resources by avoiding user confusion early on. "That simple test saved us a lot of heartache!" shared Tess Gadd, Product Design Lead at LabXchange. This approach to short, iterative testing has allowed LabXchange to make quicker, data-driven design improvements, fueling continuous innovation. Klarna used Lyssna to survey how people perceive different payment terms. We conducted a survey to comprehend user expectations and perceptions of payment terminology across Klarna's offerings," shared Sonal Malhotra, User Research Lead at Klarna. "This effort enabled us to fine-tune the naming of various concepts and products company-wide, leading to standardized naming conventions and improved brand coherence."Klarna also used Lyssna to evaluate its value propositions, analyzing which unique selling points (USPs) resonated most with users. This led them to highlight the top three USPs at its merchant checkouts. Sonal also shares: I constantly receive responses on the same day or the following day, greatly aiding my interaction with various stakeholders. User interviews MiloExpanding their financial solutions to Latin America, Milo used Lyssnas Interviews for scenario-based research. Scott Weinreb, Senior Product Manager, conducted two rounds of interviews for scenario-based research. Scott Weinreb, Senior Product Manager, conducted two rounds of interviews with participants from countries like Chile, Colombia, and Mexico. The goal was to understand cultural nuances in saving habits, which revealed key differences: while people in Colombia and Mexico used savings accounts much like checking accounts in the US, Chileans had a savings culture more aligned with Milos product. This insight helped Milo refine their market entry strategy, focusing on Chile first, where user habits closely matched their product offering. For this particular scenario, product in countries that we really have no connection with. So being able to recruit from the Lyssna panel was super helpful, said Scott By recruiting and filtering participants through Lyssna. Scott was able to have the targeted conversations that shaped the companys product development strategy specializes in credit and financial wellbeing for small businesses. To refine their research targeting, they used a screener survey to focus on specific segments within their small business audience."We needed a solution that would allow us to gain quantitative insights through online research to understand, monitor, and improve our customer experiences, shares Jenn Wolf, Senior Director of Customer Experience (CX). By customizing their audience at a granular level, Nav was able to collect valuable feedback from high-quality candidates, helping their audience at a granular level, Nav was able to collect valuable feedback from high-quality candidates, helping their audience at a granular level, Nav was able to collect valuable feedback from high-quality candidates, helping their audience at a granular level, Nav was able to collect valuable feedback from high-quality candidates, helping their audience at a granular level, Nav was able to collect valuable feedback from high-quality candidates, helping their research more cost-effective and efficient, allowing them to conduct impactful tests with a small team. TrueCar conducted user interviews using Lyssna. Justin Nowlen, Senior Director of Product Design, led interviews to pinpoint key moments when potential buyers interacted with the platform. He was especially interested to know whether theyd consider EVs alongside traditional gas vehicles. With Lyssna, Justins team quickly recruited participants and set up interviews within days. During the sessions, they asked participants to share their screen and navigate the design. This allowed them to observe real-time user behavior, including how users engaged with high-contrast banners and navigated vehicle options on TrueCar. What we need is something that allows us to get up and running very fast, have direct conversations over a trusted tool; a trusted tool; a trusted interface that allows us to get up and take actions in the same week. Neither competitive product allowed us to do that as swiftly as Lyssna, said Justin. The interviews Justin conducted uncovered valuable feedback, like how users often skip additional information to focus on specific vehicles, which helped the team enhance the car-buying experience for TrueCars diverse audience. Conduct UX research with LyssnaLyssna offers a comprehensive and user-friendly platform for conducting UX research, helping teams gather actionable insights at every stage of the product development process. Whether you're working with moderated or unmoderated these methods into your workflow. Integrations with Zoom, Microsoft Outlook, Microsoft Teams, and Google Calendar allow you to organize and schedule interviews easily, while screeners help you recruit participants with precision, ensuring youre speaking to the right audience. This makes validate ideas, understand user behavior, and fine-tune design decisions with real-time data. What sets Lyssna apart is the speed and ease with which you can set up studies and gather feedback. From first-click tests to card sorting, Lyssna enables you to engage with over 690,000 participants worldwide, ensuring your research is both cost-effective and scalable. This versatility allows teams to optimize user experience across a variety of touchpoints, helping brands build products that truly resonate with their audience. If youre looking to enhance your UX research process, Lyssna can help you streamline everything from recruitment to analysis, allowing your team to move faster and more efficiently toward user-centered design. And finally, if you wish to explore your options, see our extensive list of the best UX research tools on the market. User research tools on the market. User research tools on the market. find that every team has their own unique approach to user research. Are you curious about how some of the biggest brands conduct UX research case studies: Each of these case studies teaches us a valuable lesson about UX researchlessons you can apply to you own design projects. So lets jump in! UX research case study #1: Airbnb and the power of observing user behaviour to uncover design opportunities of time. But sometimes, user research occurs organicallylike an accidental light shining on a major design opportunity. Thats exactly what happened at Airbnbs Host Success Team, writes: The decision to design the tool was informed by an intriguing host behaviour. We noticed that about 1.5 million photo messages were being sent from host to guest each weekthe majority of them to explain locations were described, and landmarks were called out. Observing these behaviours over time, the Airbnb team realised that there was a huge opportunity to make the exchange between hosts and guests much more seamless and consistent. This kicked off a year-long project to design a global check-in tool for the Airbnb platform. The result? An integrated check-in tool that enables hosts to create visual check-in guides for their guests. They can upload photos and instructions which the tool will translate depending on the guests preferred language, and the guides can be accessed both on and offline. And, after launching the tool, the team continued to observe how hosts used it. They were able to flag issues and further design opportunities, adapting and evolving the check-in tool to better meet hosts needs Thats the power of observing user behaviour! The takeawayUser behaviour provides us with incredibly rich insights. Dont rely solely on planned or periodic user research continuously observe how people interact with your product in the wild, too. You dont know, and this approach will help you to uncover design opportunities you may not have even thought to look for otherwise. Read the full UX research case study here: Leveraging Creative Hacks: How the Airbnb Community Inspired a Global Check-in Tool. UX research case study #2: Google for Education and the importance of user feedback for rapid product adaptationWhen the Covid-19 pandemic hit, our lives changed almost overnight. Many of us were suddenly working from home, navigating new challenges of communicating and collaborating remotely. Teachers were no exception. They had to quickly adapt to teaching online, relying on tools like Google Meet to conduct lessons virtually. But Google Meet was originally designed as a conferencing tool for businesses, so the user experience for teachers and students wasnt ideal. In the words of one tech admin speaking to the Google Meet team: Students, or put them in groups, they cant ask questions easily to take the temperature of the class. Students are also jumping on the video without supervisionand thats an issue. I wish there was more control. The Google Meet team needed to act fast to figure out how the software could better meet teachers. Based on this feedback, they added a range of new features such as attendance taking, hand raising, waiting rooms, and polls. The result? A rapidly improved user experience for teachers and students which ultimately benefited all Google Meet users. The takeawaySometimes, UX designers must think and act fast; theres not always time for lengthy user research and cautious feature rollouts. When you need to adapt and evolve a product to quickly improve the user experience, it pays to go straight to your users for their feedback. Read the full UX research case study #3: Spotify and the value of human perspectives in a data-driven worldData is a powerful research tool. It enables you to gather and analyse broad and vast user insights, to make evidence-backed decisions, and to track and measure important UX KPIs.But, as Nhi Ngo, Insights Manager, User Research & Data Science at Spotify will tell you, its important not to become over-reliant on data when conducting UX research. Sometimes, making the best design decision boils down to a human perspective. Nhi Ngo came to this realisation when developing and launching a feature was a dedicated space that showcases the users current favourites, as deduced by Spotifys algorithms. The feature was developed based on data collected through a variety of research methods, including longitudinal user studies and A/B testing. So far, so good. But when it came to deciding on a name for the feature, A/B tests came back inconclusive. In the end, the name that would create the most human and personal experience. Nhi Ngo explains: A few candidates that were tested were Listen Now (the objective that the model optimizes for), Shortcuts (the user-facing functionality), Quick Access (a UX goal of this space), and last but not least, a daypart greeting, Good morning (that would change with the time of day to Good afternoon or Good evening). We were counting on the AB test to help us make this important decision. The test returned neutral. Our designer recommended we go with the daypart name, much to my reservations. Indeed, participants were most often positively surprised in our interview sessions whenever they opened their phone and saw the greetings Convinced by our designers humanistic approach and recognising the intangible benefits of providing users with this joy of being greeted by Spotify, we decided to go with our perspective-taking as humans to humans, and chose the daypart name. The result? A new product feature that evoked delight in Spotify users and led to further improvements such as incorporating more time-based features in the model so that the recommendations changed depending on the time of day (for example, showing sleep music playlists at night). The takeawayData-driven research is an extremely powerful tool, but it may not always give you the full picture or a conclusive answer. Whenever you conduct and interpret research data, its important not to lose sight of your human perspective. In the words of Nhi Ngo: When data cant give you a definitive answer, it is OK to be Human in your life. Read the full UX research case study here: Its OK to be Human in a Machine Learned World.Learn more about UX research and master the importance of user research tools, read about a day in the life of a UX research manager with Googles Dr. Stephen Hassard, and master the art of analysing your UX research and pulling out useful insights in this guide. The UX design process is all about creating a great experience for real users. Part of that process is conducting UX research phase helps you gain an idea of what users are looking for and what should be part of the UX you design. The way a user interacts with your app, site, or product defines what they need from it. Your job as the UX researcher or design rate, a site that already received over 10 million visitors every month. The financial impact of this redesign is a marker of the importance of UX research. It is also the UX designer's job to make sure the research, its results, and its components are communicated effectively to stakeholders. In the simplest words, UX research deliverables offer a record of the research findings. The deliverables also include details of the research process and act as a record of the research work. Heres a UX research deliverables lesson to help you understand the concept better. The purpose of deliverables is simple: you conduct research, and now you need to communicate it to various stakeholders. These can be members of the design team, company executives, or, in some cases, even investors. As UX research reports, they are a visual representation of the research method and its applications. There are multiple benefits of using UX deliverables in the research and development process. For one, it creates a more consistent UX design workflow. This can then be used to work on the design and improve it where it's needed. No design process is ever perfect right off the bat. UX deliverables place a quality check on the research and design. This is where you can determine what might be going right- or wrong- with the design as it is created. Finally, using deliverables helps you gain insights from external clients. Your vision can get a little clouded, and the input of someone who is not directly connected to the design, or introduce something unique to it. If we want users to like our software, we should design it to behave like a likable person: respectful, generous, and helpful. Alan Cooper, Software Designer and ProgrammerUX professionals use some commonly produced UX deliverables in the research tools for researchers to collect data and are beginning to discuss ideas. Some of these common UX deliverables include:Wireframes are something like a blueprint. Consider the entire design process is set out. Everything from content strategy, user flows, and the intended user behavior is mapped out on wireframes.Wireframes are the visual design process that defines where each element goes, how it functions, and how it helps target users. Using this layout, stakeholders can provide input on what works in the design, and what goes where. Creating a wireframe isn't a complicated process, but it does require a number of steps to begin with. These include: Conduct user research to develop design insights and user personas, and understand trends in UXMap out with these include: Conduct user research to develop design insights and user personas, and understand trends in UXMap out with the set a number of steps to begin with. a basic version that gives an overview of the entire design without going into too much detailOnce you've created a basic process, you can create a more detailed wireframe that focuses on specific elements and functions at each stage. Interactive prototypes can be developed at any stage of development, but they are essential in ensuring your design works. An interactive prototype is something like a model or simulation of the final product or design. It can be highly detailed, otherwise called high-fidelity, or it can be more simplistic. The wireframe gives you a map of how the product should work. An interactive prototype actually gives you a workable model. It can then be used for usability testing and to ensure your product actually works. Prototypes can then also be used for user tests. Stakeholders and user test groups can try the prototype and give feedback on its functionality. This kind of feedback is what helps UX designers improve the final product so that it meets user needs. Interactive prototypes come into the picture for any design where the user interacts with it as part of its core functionality. Once you've created your design, you can develop a virtual model of your product. You can then use this to create your prototype. The purpose of the prototype is to help you determine if your design is working. Therefore, it should undergo demonstrations and testing to discover weak points that needs a manual is broken."Site maps will typically be used if your design project is a website. It acts like a blueprint that shows how the site is organized. They are a visual diagram that defines the layout of the entire site. The content of the site is laid out, in a hierarchical diagram, to show what items, elements, and pages go where. They are largely used to structure site navigation. A site map lays out how various pages link with each other, and they help structure the usability of the site. How pages are organized and linked, and how various elements are displayed on each page must make sense to the end user. When testing out a site map, designers must check if the key elements of the site are well organized. It's an important step in information architecture to make sure your site works. Developing a site map should be a structured process, which should include: Consider and organize all the content categories you need to include on your sitePlace your content in a hierarchy based on how each category to create a high-fidelity site mapCreate a page layout that shows where the content goesYou can add more detail to the site map if you wish, but the basic skeleton should clearly link each element in an understandable way.UX design is all about the end user. As such, every step in the design process should clearly link each element in an understandable way.UX design is all about the end user. As such, every step in the design process should clearly link each element in an understandable way.UX design is all about the end user. As such, every step in the design process should clearly link each element in an understandable way.UX design is all about the end user. As such, every step in the design process should clearly link each element in an understandable way.UX design is all about the end user. As such, every step in the design process should clearly link each element in an understandable way.UX design is all about the end user. As such, every step in the design process should clearly link each element in an understandable way.UX design is all about the end user. As persona you develop is something like a fictional character based on these user types. Generating personas helps designers understand the goals, experiences, and needs of users. Developing a persona is about establishing a connection with the target audience. Personas should always be research-based, regarding observed emergent user behaviors. and self-reported user needs. They should never be based on assumptions of what users might want or how they might users based on similar behaviors or needsDetermine personas from the qualities of each group of usersFor each persona, define the user's needs, attitudes, beliefs, lifestyle and behaviorsDevelop scenarios in which each personas are unable to find the design or product. helpfulMapping the user journey is the main goal you try to achieve with a user flow. In the simplest words, visualized user flow makes it easy to follow the steps a user would take to achieve a specific goal with your product. From the moment of the first interaction to the achievement of the final goal- which could be clicking the Call to Action (CTA) button on your site- a user flow diagram shows it all. Defining user flow comes automatically as the next step after developing user personas. The user to reach the goal. This helps the development team determine where efficiency is lacking, and how it can be improved. Creating a user flow helps build an understanding of user behaviors and interactions. It defines the user experience with your product and is often dynamic as user feedback and attitudes change. Developing user flows typically involves: Developing user flows typically involves: Developing user flows typically involves. Developing user flows typically involves: Developing user flows typically involves: Developing user flows typically involves. Developing user flows typically involves: Developing user flows typically interaction, that is, each step the user will take to achieve that goalReview user interactions, and remove unnecessary steps that lengthen the flow without adding value. Design isnt finished until somebody is using it. Brenda Laurel, PhD, Independent ScholarWhatever kind of design you have in the earlier stages of development, you must test it out. A usability test can involve using personas and user flows to determine how efficient your design is. You can also test out prototypes with users in a lab, and observe their behavior, including how much time it takes them to complete tasks or how many mistakes they make. and have users try out all designs. The findings of such experiments are summarized in a usability report. A complete usability report typically contains a number of sections including: A summary of the experiment setup, including the tools that were used, who the experiment setup, including the tools that were used in a usability report. was used, which explains the entire experiment process, including various scenarios used and the data collection techniqueResults of the research findings, which may be illustrated with graphs and chartsRecommendations of changes to the design (or otherwise) based on your findings. For example, other designers may want in-depth usage analytics reports, whereas a manager may simply want a summarized version of the usability testing reports. Your usability testing reports a customer journey map that not only considers user actions but also their environment. It is an attempt in understanding user behaviors, but not simply in the context of the actions they take when interacting with your product. Instead, it also considers how a user's environment may influence the way they use your product. Instead, it also considers how a user's environment may influence the way they use your product. Creating a visual customer journey map helps UX designers understand the real experiences of their users. They are typically created much like a comic strip, with drawings and illustrations. Most importantly, a storyboard needs to convey the story behind a user interaction with your product. developed. Use cases are similar to a user flow, but they lack the visual design element. UX designers use such use cases to define, in a written form, how a user interacts with your product. Use cases outline the goal of the user, and then list the steps the user takes on the product, be it a website or an app until that goal is reached. Scenarios define the various situations in which a user may interact with your product, and how this interaction may change in each scenario. With the scenario sets out how this goal is achieved. Use cases and scenarios are important to understand how user behaviors change in different situations. With these use cases in mind, it is possible to test out if your product caters to all these changing needs and scenarios. If not, it is time to go back to the drawing board and make some changes to the design. This UX deliverable relates to the design. content that features on your site or app. A content audit, on the other hand, is the evaluates the content audit can highlight the usefulness and help you create a content strategy. It can also help you spot overused, outdated, or duplicated content. In essence, it helps you determine if your content goes with the overall design, aids the user experience, and conveys the brand's voiceCan ensure user exposure and engagementCan encourage users to take the next stepOne of the best ways to know where your design stands in the market is by comparing it with your competitors. A competitive analysis report lists the strengths and weaknesses of your competition. Specifically, it involves analyzing your competitor's products and detailing the features and opportunities they provide to users, compared to your own. This helps you weed out potential areas of improvement If you can use the competitive analysis report to find new opportunities, you can innovate your product with unique features that your competitors aren't yet providing. You can build a report with the following steps: Choose your competitors, ideally both direct ad indirect onesCreate a rating system on which to score your competitors and your product Set up the criteria on which to score your competitors. complete with graphs and charts to illustrate the data you collectedTask analysis is part of the user research and experiment process. Once you've understand how users perform and complete those tasks. the goal of this analysis is to determine how your product, task analysis can help you understand how users perform and complete those tasks. that would help users achieve their goals. You can conduct task analysis by breaking down the actions performed in achieving a goal. Users can then be observed performing each task. YOu should then note down how difficult or simple each task. This kind of analysis helps you understand user behaviors, and determine what the simplest task flow would be to help users achieve their goals with your research and design goals. Simply jumping into it and developing every deliverable you can think of is not helpful to anyone. The deliverables that don't serve any purpose to your goals also end up being a waste time of and resources. Before you begin, understand your research goals and choose a deliverable accordingly. For example, if you are creating a highly interactive site, and need to know if how users respond to it, you can develop personas and conduct usability testing. A site map, on the other hand, doesn't really align with this goal. Your next step is to gather data and create a deliverable. This should be a collaborative effort, and your team of designers should be involved, as well as any other stakeholder.s. They can help yo uplan out the process, and see factors you missed, so that your deliverables are effective design process. Creating effective design process, and the goal it fulfills are effective design. Some best practices you should follow with any deliverables is important to create an effective design. clearlyInvolve other stakeholders and especially team members in to process to gain insightsKeep your data organized and deliver it with helpful and visually appealing charts and diagramsMake sure your findings are presented in a simple, easy-to-understand, and effective way. Remove unnecessary information and, where needed, focus on the important points. UX deliverables are key tools in helping UX professionals create effective designs. The UX design process relies on various deliverables to ensure it is effective and useful for the customer. They also help create design solutions that can boost traffic and engagement to a site. always align with your research goals Presenting your findings in an understandable and attractive way is also important so that they can be implemented effectively in the product design. You can learn more about deliverables and the UX research process through other chapters in our guide. They are designed to give you a complete overview of UX research in simple detail.UX Research examples provide invaluable insights into user behavior and preferences. Understanding these examples can help businesses refine their designs and enhance customer satisfaction. Effective UX research goes beyond merely asking users for their opinions; it involves engaging them in a way that reveals their true needs and challenges. In this section, we will explore five notable UX research projects that demonstrate different approaches and methodologies. Each example highlights the critical role of user feedback in driving design iterations. By delving into these cases, you'll gain a clearer perspective on how to integrate user-centered research into your own projects, leading to better outcomes and more intuitive experiences. Example 1: Usability TestingUsability testing is a fundamental UX research example this method, research example that focuses on evaluating how easy and user-friendly a product is. Through this method, research example 1: Usability testing is a fundamental UX research example that focuses on evaluating how easy and user-friendly a product is. website or application. Participants are often asked to complete specific tasks while researchers note any challenges or confusion they encounter. This process helps identify areas for improvement, ensuring that the interface meets user expectations and needs. The key elements of usability testing include task clarity, feedback from participants, and overall satisfaction. First, researchers assess whether users understand the tasks they are asked to complete. Next, they focus on gathering direct feedback regarding usability, which may reveal if certain features are frustrating or unclear. Finally, satisfaction ratings can provide a holistic view of the user experience, pinpointing successful aspects and areas that require refinement. By implementing usability testing, organizations can significantly enhance their products, leading to a more intuitive and enjoyable user experience.UX Research Examples in Action: Usability testing MethodsUsability testing methods are crucial in UX research examples, providing valuable insights into user interactions with a product. These methods include techniques such as classic usability studies, where participants engage with the user interface to identify issues. For instance, observing users as they navigate through an application can reveal whether the information requested is clear and if the field labels are correctly understood. Another effective usability method involves gathering feedback from actual customers. This approach allows researchers to gain insights about real experiences and pain points. By focusing on the expectations of users, these studies help in refining messaging and functionality. Implementing findings from usability testing can significantly enhance user experience, ensuring that products meet the needs of their audience effectively. Benefits of Conducting Usability TestingUsability testing is a crucial step in any UX research project, enabling teams to discover how real users interact with their products. By observing participants as they navigate a design, researchers can pinpoint pain points and intuitive features. This test not only helps improve overall user satisfaction but also reduces development costs by identifying issues early in the process, thereby preventing costly revisions later. Additionally, usability testing fosters a deeper understanding of user behavior, vielding actionable insights, These insights can be directly applied to design changes or feature enhancements. For instance, understanding if field labels are clear or if messaging resonates with users can drastically improve user experience. In summary, the benefits of conduct that enhances overall engagement and effectiveness, making it an essential element to consider in UX research examples. Example 2: User InterviewsUser instance, during interviews, participants often express their challenges and pain points, providing rich context that surveys might overlook. This feedback can reveal critical insights, such as the need for a more efficient recruitment process as cited by one user who highlighted the excessive time spent reviewing candidate interviews. Conducting user interviews allows researchers to delve into behaviors, desires, and specific user journeys. This process can identify recurring themes in user feedback, helping design solutions that address these uncovered needs. In this way, user interviews exemplify how direct engagement can unearth actionable insights, making them a vital part of UX research examples for any project. They offer a window into user motivations, ultimately guiding the design and development of more effective products. How User Interviews Enhance UX Research examples user interviews enter a powerful tool in UX research examples. pain points, behaviors, and desires that might not be evident through surveys or analytics alone. For example, during one interview, a recruiter expressed frustration with the slow recruitment process, shedding light on a need for efficiency improvement. Such personal accounts deepen the understanding of user challenges. Additionally, interviewing users allows researchers to ask follow-up questions, fostering dynamic conversations that reveal unexpected insights. This qualitative data enriches UX research examples by providing strom these interviews, designers can create more user-centered solutions that address realworld issues, ultimately enhancing the overall experience and satisfaction for the end-users. Planning Effective User Interviews Planning effective user interviews and ensure you gather relevant information. Identify key questions that uncover user needs and pain points, allowing you to dive deeper into their experiences.Next, consider your interviews at convenient times for them. Create a welcoming atmosphere that encourages open conversation, as users are more likely to share candid thoughts in a comfortable setting. Finally, incorporate a structured format for your interviews to maintain consistency while allowing flexibility for unexpected insights. Each of these steps contributes to successful UX research examples by fostering meaningful engagement and collecting valuable, actionable user feedback.Example 3: Surveys and QuestionnairesSurveys and guestionnaires are powerful tools in the realm of UX research examples. These methods enable researchers to gather insights directly from users, allowing them to understand their preferences, behaviors, and pain points. By crafting carefully designed questions, you can obtain valuable qualitative and quantitative data to inform your design decisions. To utilize surveys and questionnaires effectively, consider the following steps: Define Objectives: Clearly outline what you aim to learn from your survey. Are you measuring user satisfaction or evaluating a new feature? Craft Questions: Design questions that are straightforward and encourage honest responses. Mix closed-ended questions for qualitative data with open-ended ones for qualitative insights. Distribute: Choose appropriate channels to reach your target audience. This might include email, social media, or on-site prompts. Analyze Results: Once data is collected, analyze it to identify trends and areas for improvement. Tools like AI can assist in streamlining this process for more accurate insights. By following these steps, you can effectively leverage surveys and questionnaires to enhance your UX research projects. Gathering Quantitative Data: UX Research Examples Using Surveys are a powerful tool for gathering quantitative data in UX research. By formulating specific questions, researchers can extract valuable insights about user preferences, behaviors, and needs. For example, a company might conduct a survey focused on user satisfaction with their websites design and features. The data collected can help identify which aspects are preferred and areas where improvements are warranted. Another effective application of surveys in UX research involves usability testing for new features. By asking users to rate their experience and provide feedback on functionality, research involves usability testing for new features. Overall, utilizing surveys in UX research examples can significantly enhance the understanding of user experience and quide product development effectively. Crafting insightful questions is essential for any UX research examples that aim to uncover valuable user perceptions. A well-structured question not only guides the research process but also enhances the quality of responses. Start by focusing on the "who" of your research. Clearly identify the target audience to ensure the questions are relevant and tailored to their experiences. This helps in gaining specific insights that align with user needs. Next, consider the "how." Design your questions to encourage detailed, reflective answers rather than simple yes or no responses. Open-ended questions are effective, as they invite users to share their thoughts and emotions about the product or service. Finally, think about the product or service. crafting questions enables researchers to obtain maximum insight, directly impacting the effectiveness of UX projects. Example 4: A/B TestingA/B testing is a powerful method in UX research that helps teams understand user preferences. By presenting two different versions of a webpage or feature, researchers can collect data on which design performs better. This approach is particularly effective for optimizing conversion rates or enhancing user satisfaction. Clients often opt for A/B testing, consider the following steps: Identify Objectives: Clearly define what you want to improve whether its click-through rates or user engagement. Create Variants: Develop two distinct versions of the element youre testing, such as different headlines or button colors. Segment Your Audience: Ensure you randomly assign users to each version to maintain the integrity of the data. Analyze Results: After running the test for a sufficient period, assess the data to determine which version performed better. By using A/B testing, organizations can refine their user experiences based on actual user behavior, exemplifying the value of UX research examples in creating effective way to enhance UX research examples by comparing two versions of a product. This method allows teams to analyze user behavior and preferences systematically. Initially, a hypothesis is formed about which design or feature might perform better based on preliminary insights. practice, A/B testing can be applied to various aspects of a digital experience, such as button colors, layout designs, or call-to-action messages. Users are randomly assigned to either version, and their interactions are tracked to gather data. For instance, a UX research project may focus on optimizing a sign-up form. After testing different field labels and button placements, the insights gained lead to enhanced conversion rates and improved user satisfaction. This structured approach exemplifies how A/B testing ResultsInterpreting A/B testing results is essential for understanding user preferences and improving overall user experience. This process begins with clear hypothesis formulation, where a specific change is tested against the current version of a design. Two groups are divided: one sees the original version, while the other interacts with the new design. user behavior and preferences. After the testing phase, evaluation of metrics such as conversion rates and engagement levels is crucial. A/B tests provide concrete evidence of which design elements resonate with users. Patterns in the data can highlight what works well and what may need adjustment. Its important to dig deeper than surface results to identify latent needs. This analysis becomes a key part of UX research examples that guide future design and strategic decisions. Understanding these results not only informs design choices but also enhances the overall user journey. Example 5: Card SortingCard sorting is a valuable method in UX research examples that helps structure information intuitively. This technique involves participants organizing content into groups that make sense to them, which provides insight into their mental models. It can guide the design of navigation systems for websites and applications, ensuring users can find what they need guickly. To implement card sorting effectively, follow these steps: first, choose the content you want to evaluate, such as website sections or features. Next, select the right participants who represent your target audience to get relevant feedback. Then, conduct the session either physically or online, allowing users to organize cards freely. After the activity, analyze the results to identify common patterns and groupings. Finally, apply these insights to improve your design, making it easier for users to navigate and engage effectively with your interface. This approach not only enhances usability but also deepens your understanding of user preferences. Utilizing Card Sorting as a UX Research ExampleCard sorting is a valuable method, particularly in the realm of UX research examples, helping designers organize information effectively. This technique involves participants categorizing topics into groups that make sense to them, revealing their mental models. By conducting a card sorting exercise, UX researchers can gain insights into user expectations, influence navigation structures, and enhance overall user experience. There are two primary types of card sorting; open and closed. In open card sorting, users defined their own categories, allowing for a broad understanding of their thought processes. On the other hand, closed card sorting; open and closed card sorting; open and closed their own categories, allowing for a broad understanding of their thought processes. On the other hand, closed card sorting; open and closed their own categories, allowing for a broad understanding of their thought processes. On the other hand, closed card sorting; open and closed their own categories, allowing for a broad understanding of their thought processes. methods can lead to important design decisions, informing how content is structured on websites or applications. Ultimately, using card sorting is a valuable method in UX research, helping to optimize the organization of information in digital products. The two primary types are open and closed card sorting, each serving distinct purposes. Open card sorting, each serving distinct purposes, open card sorting presents predefined categories, encouraging creative input in how they perceive structures. allowing researchers to evaluate whether users understand the existing information hierarchy. Applications of card sorting in UX research examples are numerous. For instance, website redesign projects benefit from understanding user expectations of card sorting in UX research examples are numerous. when designing new apps. Overall, card sorting provides actionable insights that enhance user experience. By integrating findings from card sorting into the design process, teams can make informed decisions that resonate with users' mental models, ultimately improving product usability and satisfaction. Utilizing UX research examples can significantly enhance design choices. By examining real-world projects, designers can identify best practices and common pitfalls. This understanding leads to informed decision-making that caters to user needs and expectations. For instance, examining how specific recruitment processes were streamlined reveals insights into user pain points and behaviors. These observations can inform broader design strategies and improvements. Furthermore, integrating feedback from UX research examples, designers are equipped to create solutions that resonate with users. This not only elevates the user experience but also drives

project success. Ultimately, learning from these case studies allows teams to make thoughtful, effective design choices that genuinely address user challenges and desires. 9 Susan Farrell Summary: User research can be done at any point in the design cycle. This list of methods and activities can help you decide which to use when. User-experience research methods are great at producing data and insights, while ongoing activities help get the right things done. Alongside R&D, ongoing UX activities can make everyones efforts more effective and valuable. At every stage in the design process, different UX methods can keep product-development efforts on the right track, in agreement with true user needs and not imaginary ones. When to Conduct User Research on my project? There are three different answers: Do user research on my project? There are three different answers: Do user research on my project? earliest you can do something on your current project (absent a time machine) is today. Do user research at all the stages. As we show below, theres something useful to learn in every single stage of any reasonable project plan, and each research at all the stages. early in the project (when itll have the most impact), but conserve some budget for a smaller amount of supplementary research later in the project. This advice applies in the common case that you cant get budget for all the research later in the project. stages. The diagram lists potential UX research methods and activities that can be done as projects move through stages of design. Think of this as a menu of recommended options. Your process will vary and may include only a few things on this list during each cycle. The most-frequently used methods are shown in bold. (Graphic by Sarah Gibbons.)Each project is different, so the stages are not always neatly compartmentalized. The end of one cycle is the beginning of the next. The important thing is not to execute a giant list of activities in rigid order, but to start somewhere and learn more as you go along. Top UX Research MethodsDiscover Field study Diary study User interview Stakeholder interview Requirements & constraints gatheringExplore Competitive analysis Design review Persona building Task analysis Journey mapping Prototypes) Write user stories Card sortingTest Qualitative usability testing (in-person or remote) Benchmark testing Accessibility evaluation Listen Survey Analytics review Search-log analysis Usability-bug review Frequently-asked-questions (FAQ) review When deciding where to start or what to focus on first, use some of these top UX methods. Some methods may be more appropriate than others, depending on time constraints, system maturity, type of product or service, and the current top concerns. Its a good idea to use different or alternating methods each product cycle because they are aimed at different goals and types of insight. The chart below shows how often UX professionals, from our free UX Careers survey report. Percentages refer to the proportion of respondents who said they use each method at least every year or two. If you can do only one activity and aim to improve an existing system, do qualitative (think-aloud) usability testing, which is the most effective method to improve usability. If you are unable to test with users, analyze as much user data as you can. Data (obtained, for instance, from call logs, searches, or analytics) is not a great substitute for people, however, because data usually tells you what, but you often need to know why. So use the questions your data brings up to continue to push for usability testing. Discovery stage is when you try to illuminate what you dont know and better understand what people need. Its especially important to do discovery activities before making a new product or feature, so you can find out whether it makes sense to do the project at all. An important to do discovery activities before making a new product or feature, so you can find out whether it makes sense to do the project at all. An important to do discovery activities before making a new product or feature, so you can find out whether it makes sense to do the project at all. An important to do discovery activities before making a new product or feature, so you can find out whether it makes sense to do the project at all. An important goal at this stage is to validate and discovery activities before making a new product or feature, so you can find out whether it makes sense to do the project at all. An important goal at this stage is to validate and discovery activities before making a new product or feature, so you can find out whether it makes sense to do the project at all. An important goal at this stage is to validate and discovery activities before making a new product or feature, so you can find out whether it makes sense to do the project at all. 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Observe people in context interacting with the system or solving the problems youre trying to provide solutions for. Run diary studies to understand business requirements and constraints. Interview sales, support, and training staff. What are the most frequent problems and questions they hear from users? What are the worst problems people have? What makes people angry?Listen to sales and support calls. What do they have problems understanding? How do the sales and support calls. What makes people ask about? What makes people have? What makes people have? What makes people ask about? What do they have problems understanding? How do the sales and support calls. What do they have problems understanding? How do the sales and support calls. What makes people have? What makes peopl competitive testing. Find the strengths and weaknesses in your competitors products. Discover what users like best. Explore Explore and addressing user needs appropriately. Compare features against competitors. Do design reviews. Use research to build user personas and write user stories. Analyze user tasks to find ways to save people time and effort. Show stakeholders the user journey and where the risky areas are for losing customers along the way. Decide together what an ideal user journey would look like. Explore design possibilities by imagining many different approaches, brainstorming, and testing the best ideas in order to identify best-of-breed design components to retain.Obtain feedback on early-stage task flows by walking through designs with stakeholders and subject-matter experts. Ask for written reactions and questions (silent brainstorming), to avoid groupthink and to enable people who might not speak up in a group to tell you what concerns them. Iterate designs by testing paper prototypes with target users, and then test interactive prototypes by watching people use them. Dont gather opinions. Instead, note how you where the problem areas are, then redesign and test again. Use card sorting to find out how people group your information, to help inform your navigation and information organization scheme. TestTesting and validation methods are for checking designs during development and beyond, to make sure systems work well for the people who use them. Do gualitative usability testing. Test early and often with a diverse range of people, alone and in groups. Conduct an accessibility evaluation to ensure universal access. Ask people to self-report their interactions and help systems. Talk with user groups. Staff social-media accounts and talk with users online. Monitor social media for kudos and complaints. Analyze user-forum posts. User forums are sources for important questions to address and answers that solve problems. Bring that learning back to the design and development team. Do benchmark testing: If youre planning a major redesign or measuring improvement, test to determine time on task, task completion, and error rates of your current system, so you can gauge progress over time. Listen Listen Listen Listen and to look for new issues. Analyze gathered data and monitor incoming information for patterns and trends.Survey customers and prospective users.Monitor analytics and metrics to discover trends and to gauge your progress.Analyze search queries: What do they call it? Search logs are often overlooked, but they contain important information.Make it easy to send in comments, bug reports, and questions. Analyze incoming feedback channels periodically for top usability issues and trouble areas. Look for clues about what people cant find, their misunderstandings, and any unintended effects. Collect frequently asked questions and try to solve the problems they represent. Run booths at conferences that your customers and users attend so that they can volunteer information and talk with you directly. Give talks and demos: capture questions and concerns. Activities DiscoverOngoing and strategic activities can help you get ahead of problems and make systemic improvements. Find allies. It takes a coordinated effort to achieve design improvement. Youll need collaborators and champions. Talk with experts. Learn from others successes and mistakes. Get advice from people with more experience. Follow ethical guidelines. The UXPA Code of Professional Conduct is a good starting point. Involve stakeholders. Dont just ask for opinions; get people onboard and contributing, even in small ways. Share your findings, invite them to observe and take notes during research sessions. Hunt for data sources. Be a UX detective. Who has the information you need, and how can you gather it? Determine UX metrics. Find ways to measure how well the system is working for its users. ExploreFollow Tog's principles of interaction design. Use evidence-based design guidelines, especially when you cant conduct your own research. Usability heuristics are high-level principles to follow. Design for universal access. Accessibility cant be tacked onto the end or tested in during QA. Access is becoming a legal imperative, and expert help is available. Choice but not infinite choice. Prevent errors. Whenever an error occurs, consider how it might be eliminated through design faults. Prevent errors by understanding how they occur and design to lessen their impact. Improve error messages. For remaining errors, dont just report system state. Say what happened from a user standpoint and explain what to do in terms that are easy for users to understand. Provide helpful defaults. Be prescriptive with the default settings, because many people expect you to make the hard choices for them. Allow users to change the ones they might need or want to change. Check for inconsistencies. Work-alike is important for learnability. People tend to interpret differences as meaningful, so make use of that in your design intentionally rather than introducing arbitrary differences. Adhere to the principle of least astonishment. Meet expectations instead. Map features to needs. User research can be tied to features to show where requirements come from. Such a mapping can help preserve design rationale for the next team. When designing software, ensure that installation and updating is easy. Make installation and updating is easy. Make installation and updating is easy. reuse are more important than ever. Design for conservation. Avoid waste. Reduce and eliminate nonessential packaging and disposable parts. Avoid wasting peoples time, also. Streamline. Consider system usability in different cultural contexts. You are not your user. Plan how to ensure that your systems work for people in other countries. Translation is only part of the challenge.Look for perverse incentives. Perverse incentives lead to negative unintended consequences. How will the system in unintended ways or to harm others.Consider social implications. How will the system be used in groups of people, by groups of people, or against groups of people? Which problems could emerge from that group activity? TestProtect personal information is like money. You can spend it unwisely only once. Many want to rob the bank. Plan how to keep personal information is like money. information that isnt required, and destroy older data routinely. Keep data safe. Limit access to both research data and the data entrusted to the company by customers. Advocate for encryption of data at rest and secure transport. A data breach is a terrible user experience. Deliver both good and bad news. Its human nature to be reluctant to tell people what they dont want to hear, but its essential that UX raise the tough issues. The future of the product, or even the company, may depend on decisionmakers knowing what you know or suspect. Track usability testing, and customer satisfaction ratings, to show the effectiveness of design improvements. Include diverse users. People can be very different culturally and physically. They also have a range of abilities and language skills. Personas are not enough to prevent serious problems, so be sure your testing includes as wide a variety of people as you can. Track usability bugs. If usability bugs dont have a place in the bug database, start your own database to track important issues. ListenPay attention to user sentiment. Social media is a great place for monitoring user problems, successes, frustrations, and word-of-mouth advertising. When competitors emerge, social media posts may be the first indication. Reduce the need for training. Training is often a workaround for difficult user interfaces, and its expensive. Use training and help topics to look for areas ripe for design changes. Communicate future directions. Customers and users depend on what they are able to do and what they are able to do disruptive, but surprise changes are often poorly received because they can break things that people are already doing. Whenever possible, ask, tell, test with, and listen to the customers and users you have. Consult with them rather than just announcing changes are often poorly received because they can be be be already doing. they hear can help them prepare for the changes needed. Recruit people for future research and testing. Actively encourage people to join your website, your newsletter, and other points of contact. ConclusionUse this cheat-sheet to choose appropriate UX methods and activities for your projects and to get the most out of those efforts. Its not necessary to do everything on every project, but its often helpful to use a mix of methods and tend to some ongoing needs during each iteration.

Ux research objectives examples. Ux research report examples. Ux research repository examples. Ux research plan examples. Ux research portfolio examples. Ux research whiteboard challenge examples. Ux research presentation examples. Ux research questions examples. Ux research survey questions examples. Ux research insights examples. Ux research case study examples. Secondary research ux examples. Ux research insights examples. Ux research case study examples. Secondary research ux examples. Ux research portfolio examples. Ux research case study examples. Secondary research ux examples. Ux research portfolio examples. Ux research resume examples.