

Introduction to UX Research

Lesson 1: Research in Industry

Research Types

Primary Research

- Collect the data yourself
- Qualitative (interviews)
- Quantitative (surveys, experiments)

Secondary Research

- Use existing data (industry research reports)
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Market Research

Market Research involves studying an industry to determine:

- What problems are facing the field
- How other companies have tried to solve these problems
- How your company can meet the need in a better way than your competition

The goal of market research is to **shape business development plans and product development**

User eXperience (UX)

User Experience Research focuses on the study of end users: the people actually using your product

- Analyzing the behaviors, requirements, and expectations of end users
- Focusing on a specific product or service
- Often digital products, such as apps or websites

The goal of UX is to **improve end user experience through the interaction with a product**

Consumer Insights

Consumer Insights Research

focuses on the customer experience:

- Voice of the Customer (VoC)
- Loyalty behaviors
- Satisfaction over time

The goal of consumer insights research is to **understand customer needs, behaviors, and desires**

What we will cover in this course

- Market Research
- Industry Deliverables
- Interviewing
- Sampling Theory
- Persona Research
- Product Design
- Survey Design
- A/B Testing
- Exploratory Data Analysis
- Hypothesis Testing
- Finding a UX Job



Course Structure

Asynchronous Lessons

3 mini-projects due Dec. 15

- [Product Diversification](#)
- [Website Conversion](#)
- [Voice of the Customer](#)

Optional: Small groups / project teams. [Sign-up link](#)

Connect with me on Slack!

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Happy learning!