

User Research

Explained here..

- Top 20 Methodologies
- Methodology comparison matrix
- Where Google & Apple stands for User Research methodology matrix
- Role of User Researchers, UI / UX Designers and Product Designers



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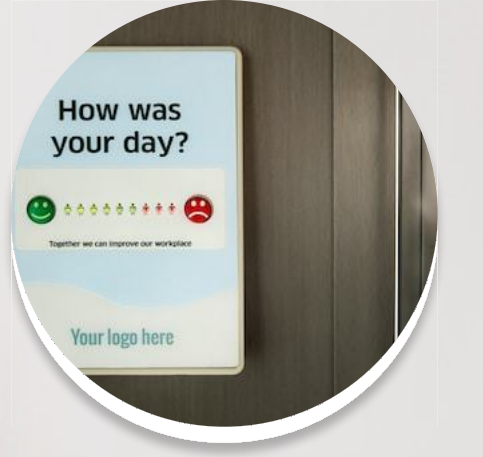
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20 UX research methodologies

1. **User Interviews:** Conduct one-on-one interviews with users to gather qualitative insights and understand their experiences, needs, and opinions.
2. **Surveys:** Use questionnaires to collect quantitative data from a large number of users and gain insights into their preferences, behaviors, and demographics.
3. **Usability Testing:** Observe users as they interact with a product or prototype to identify usability issues and gather feedback on the user interface.
4. **Card Sorting:** Ask users to organize and categorize information or content to inform the information architecture and navigation structure.
5. **Eye Tracking:** Use eye tracking technology to measure and analyze users' eye movements and gaze patterns to understand visual attention and information processing.
6. **A/B Testing:** Compare two or more versions of a design or feature to determine which one performs better in terms of user behavior and preferences.
7. **Field Studies/Observation:** Observe users in their natural environment to understand their behaviors, needs, and challenges in real-world contexts.
8. **Diary Studies:** Have participants record their experiences, thoughts, and interactions over time to gain insights into long-term user experiences and usage patterns.
9. **Contextual Inquiry:** Observe users performing tasks in their own environment, allowing you to understand their workflow, needs, and pain points.
10. **Heuristic Evaluation:** Evaluate a product's user interface against established usability principles or heuristics to identify potential usability issues.



20 UX research methodologies

- 11. Focus Groups:** Bring together a small group of users to facilitate a discussion about their experiences, perceptions, and preferences related to a product or service.
- 12. Remote Testing:** Conduct usability testing, interviews, or surveys remotely using video conferencing or online tools to reach participants in different locations.
- 13. Competitive Analysis:** Analyze and compare the user experience of your product or service with that of competitors to identify strengths, weaknesses, and opportunities.
- 14. Persona Development:** Create fictional representations of user archetypes based on research data to help inform design decisions and target specific user needs.
- 15. Participatory Design:** Involve users in the design process, allowing them to contribute ideas, feedback, and suggestions for improvement.
- 16. Concept Testing:** Present users with early-stage design concepts or prototypes to gather feedback and validate ideas before investing in full development.
- 17. Cognitive Walkthrough:** Analyze the usability of a product by simulating user tasks and evaluating how easily users can accomplish their goals.
- 18. Tree Testing:** Evaluate the find-ability and navigation of a website or application by asking users to complete tasks using an information hierarchy without visual cues.
- 19. Experience Sampling:** Collect data about users' experiences, moods, or behaviors at random or per-defined intervals throughout their day using mobile devices.
- 20. Click-stream Analysis:** Analyze user interactions, behaviors, and navigation patterns by examining the sequence of clicks and actions they perform within a digital product or website.



Research methodology comparison matrix

A research methodology comparison matrix is a tool used to compare and evaluate different research methodologies based on various criteria. It helps researchers make informed decisions about which methodology or combination of methodologies to use for their study. The matrix typically includes the following components:

- 1. Research Methodologies:** List the different research methodologies being considered for the study. For example, user interviews, surveys, usability testing, field studies, etc.
- 2. Criteria:** Identify the criteria or factors that are relevant to the research study. These criteria can vary depending on the nature of the research and the specific research objectives. Common criteria may include data validity, data reliability, cost, time required, participant engagement, level of detail, and ethical considerations.
- 3. Rating Scale:** Define a rating scale or scoring system to evaluate each methodology based on the established criteria. The scale can be numerical, such as a 1-5 rating, or descriptive, such as low-medium-high or poor-good-excellent.
- 4. Evaluation:** Assess each methodology based on the established criteria and assign ratings or scores for each criterion. This evaluation can be subjective based on the researcher's expertise and judgment or based on previous research findings and industry best practices.
- 5. Analysis:** Analyze the ratings or scores for each methodology to identify strengths and weaknesses, and determine which methodology best aligns with the research objectives and requirements. Consider the trade-offs, such as the trade-off between depth of insights and sample size, or between cost and time constraints.
- 6. Decision:** Based on the analysis, make a decision on the most appropriate research methodology or combination of methodologies to be used for the study. Consider the research objectives, available resources, timeline, and other practical considerations.



The research methodology comparison matrix helps researchers systematically compare and evaluate different research methodologies to make informed choices that align with their specific research goals and constraints. It provides a structured approach to consider various factors and facilitates a transparent decision-making process.

High-level comparison matrix of the UX methodologies

UX Methodology	Google	Apple
 User Interviews	Frequently conducted to gather insights	Often used to understand user needs and behaviors
 Surveys	Utilized to collect user feedback	Occasionally used for gathering feedback
 Usability Testing	Conducted regularly to identify issues	Emphasized to ensure usability and user satisfaction
 Card Sorting	Utilized to inform information architecture	Less commonly used
 Eye Tracking	Occasional use to study user attention	Not commonly utilized
 A/B Testing	Frequently employed for iterative design	Commonly used for optimizing user experience
 Field Studies	Conducted to observe users in real-world	Occasional use to gain insights into user behavior
 Diary Studies	Occasionally used for long-term insights	Less frequently utilized
 Persona Development	Frequently employed to inform design	Emphasized to understand target users
 Participatory Design	Collaborative design with user involvement	User feedback is considered during design process

The UX methodologies used by Google and Apple may evolve over time, and there may be variations within different teams or projects within each company. It's important to refer to the latest information and practices from the respective companies for an accurate and up-to-date understanding of their UX methodologies.

User Researcher roles in terms of their contributions to creating human-friendly products:

Focus: User understanding and insights.



Responsibilities:

- Conduct research to gain a deep understanding of user needs, behaviors, and preferences.
- Plan and execute various research methods, such as interviews, surveys, usability testing, and ethnographic studies.
- Analyze research data to identify user pain points, motivations, and opportunities for improvement.
- Generate user personas, user journey maps, and other artifacts to communicate user insights to the design team.

Contribution to human-friendly product:

- User Researchers play a crucial role in ensuring that products are designed with a deep understanding of user needs and behaviors.
- They uncover user pain points, identify usability issues, and provide valuable insights to inform the design process.
- By emphasizing empathy and user-centricity, User Researchers contribute to creating products that are tailored to meet user requirements and preferences.

UI/UX Designer roles in terms of their contributions to creating human-friendly products:

Focus: Designing the user interface and user experience.



Responsibilities:

- Create wireframes, prototypes, and visual designs that effectively communicate the product's functionality and user interactions.
- Apply user-centered design principles to ensure intuitive and seamless user experiences.
- Collaborate with stakeholders and developers to translate user requirements into design solutions.
- Conduct usability testing and gather user feedback to iterate and improve the design.

Contribution to human-friendly product:

- UI/UX Designers are responsible for crafting the visual and interactive aspects of a product that align with user needs and preferences.
- They design intuitive user interfaces, navigation flows, and interactions that enhance usability and user satisfaction.
- By considering usability principles, accessibility, and aesthetics, UI/UX Designers contribute to creating human-friendly products that are visually appealing and easy to use.

Product Designer roles in terms of their contributions to creating human-friendly products:

Focus: Overall product strategy and user experience.



Responsibilities:

- Define the product vision, strategy, and roadmap based on user and market research.
- Collaborate with cross-functional teams, including engineers, marketers, and business stakeholders, to align product goals with user needs.
- Conduct competitive analysis and stay informed about industry trends to inform product decisions.
- Iterate on the product design based on user feedback, business goals, and technical constraints.

Contribution to human-friendly product:

- Product Designers have a holistic view of the product and ensure that it meets both user needs and business objectives.
- They integrate user research, market analysis, and technical feasibility to make informed decisions.
- By considering the overall product strategy, Product Designers contribute to creating human-friendly products that not only meet user needs but also align with the company's goals and values.

Thank You...



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These **user research** methodologies serve different purposes and provide valuable insights at different stages of the design and development process. By leveraging a combination of these methodologies, researchers can gain a comprehensive understanding of user needs, behaviors, and preferences to inform the creation of user-friendly products and experiences.

In summary, **User Researchers** focus on understanding users deeply, **UI/UX Designers** concentrate on designing the interface and experience, and **Product Designers** take a holistic approach to align user needs with business goals. All three roles are essential in creating human-friendly products by leveraging research insights, designing intuitive interfaces, and aligning the product strategy with user requirements.



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