RESEARCH IN USER EXPERIENCE DESIGN – TOOLS AND METHODS

User Experience (UX) research—serves many purposes throughout the design process. It not just helps us to get a clear picture of about users, but also answers key questions like what users think and why they do what they do.

And in order to do so you need to 'walk their shoes'. You need to learn about the Target Audience Hence, it is extremely essential that user experience research and Design teams conduct user research regularly.

Additionally, It also helps us identify and prove or disprove our assumptions. In Bigger organization, research is conducted by a UX Researcher. However in smaller organizations/startups , a UX Designer has to wear multiple hats to perform multiple jobs.

Primarily, there are two UX Research methods

Qualitative Research : Exploratory form of the research where the researcher collects verbal, behavioral or observational data which is interpreted to get insights. Most common methods are

1. *Focus Groups*

Focus Group brings together 6-9 Participant users. The Goal of the Test is to discover what users want from the Product.

Furthermore, conducting Focus Groups allows you to learn about their attitude, opinion and reactions to concepts that you are testing with Users.

2. *Contextual Interview*

A contextual interview involves one-on-one interaction between user and researcher. And the interaction involves the researcher to watch and observe the user work in their environment; and then discuss those activities with them.

3. *User Interview*

User interview is one of the most common User research methods. In fact, it provides you the rich information and insights of what your target users think about your new product, site or service.

A User Interview is typically conducted by 2 UX researchers, one to conduct the interview and other to record the interview and take notes.

4. *Ethnography Study*

Ethnography is a kind of social research. It is type of qualitative research which provides a detailed and in depth description of everyday life and practice taking a wider picture of culture.

 Quantitative Research : Structured way of collecting and analyzing data in numeric form. Analysis, interpretation and presentation of numerical data is done by using Statistical techniques .

Survey

Surveys consists of a set of questions to gather wide information on a wide range of topics.It is one of the most common types of quantitative research methods. Survey is an easy way of collecting quantitative data from a large number of users within lesser amount of time.

The questionnaire, or survey is completed by the person being surveyed

which may be

- an online questionnaire
- a face-to-face interview
- or a telephone interview.