



Free Resource Wednesday - Week 6



UX Research Framework

From Research Methods to Actionable Insights





UX Research Methods

A Simple Framework





PROBLEM — What's the problem?

Qualitative × Problem-Focused

(Understanding pain points)

- **User Interviews**

Conducting one-on-one conversations
& pain attitudes.

- **Field Studies**

Observing users in their natural environment.

- **Contextual Inquiry**

Understanding user behavior within real-world
contexts.



SOLUTION — Which solution works?

Qualitative × Solution-Focused

(Validating ideas & experiences)

- **Participatory Design**

Involving users directly in the design process to co-create solutions.

- **Concept Testing**

Testing early ideas with users to evaluate clarity and relevance.

- **Paper Prototyping**

Exploring and validating design ideas quickly with low-fidelity artifacts.



PROBLEM — What's the problem?

Quantitative × Problem-Focused

(Analyzing data at scale)

- **Surveys**

Collecting structured responses to understand experiences and preferences.

- **Analytics**

Measuring user interactions and behavior within a product or site.

- **Customer Feedback**

Collecting and analyzing user feedback and suggestions (pre- and post-launch).

- **Task Analysis**

Analyzing steps users take to identify inefficiencies at scale.



SOLUTION — Which solution works?

Quantitative × Solution-Focused

(Measuring performance & optimization)

- **A/B Testing**

Comparing variations to determine which performs better.

- **Usability Benchmarking**

Measuring usability metrics over time to track improvements.

- **First Click Testing**

Evaluating whether users choose the correct first interaction.

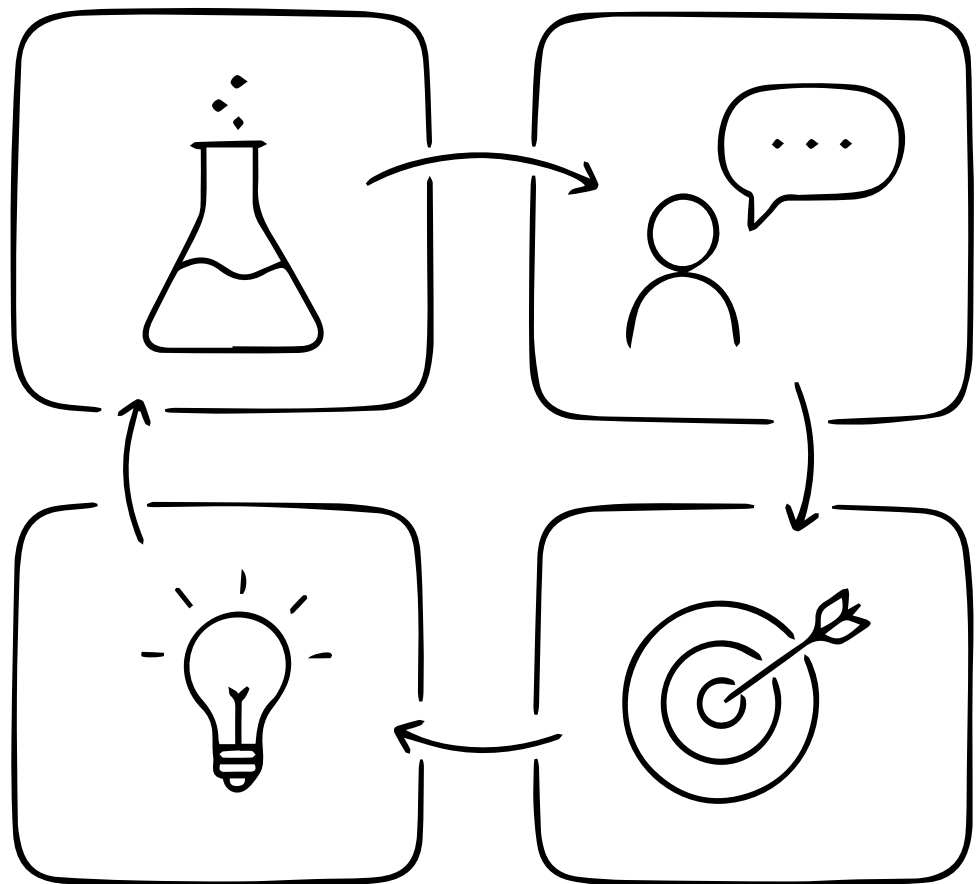
- **5-Second Testing**

Assessing first impressions and message clarity in seconds.



Atomic UX Research

Cheatsheet





01

Experiments

Where We Learned It

Definition:

Can Be Pretty Much Any Source Of Information.

Examples:

Formal Experiments Such As User Testing, Interviews, Feedback Channels (Reviews And Social Media), Survey Results, And Data Analytic Systems (Google Analytics, Power BI, Or Tableau).



02

Fact

What We Learned

Quote:

I Can't Find The Invoice Section, Surely It Should Be Here? [Points To Profile Dropdown]

OR

Observation:

Participant 3 Took 6 Mins Total To Find The Invoice Section And Ended Up In Profile Settings Four Times.

OR

Statistic:

14% Of Support Calls Are Clients Looking For Copies Of Their Invoice.



03

Insight

Why We Think We Found This

Context:

Customers Can't Find Invoices Section In Footer.

AND/OR

Cause:

Because They See Invoices As Related To Their Personal Paid Account Rather Than The Product.

AND/OR

Effect:

So They Call The Contact Centre For Help.



04

Recommendation

How We'll Proceed

Action:

Move The Customer Invoice History Link To The Profile Settings Dropdown Menu.

AND

Context:

From The Footer.

AND

Audience:

So That Customers.

AND

Benefit:

Can Find Them Better Which Will...

AND

Measurement:

Reduce Calls To The Contact Center.