

A COMPLETE GUIDE FOR BEGINNERS

UX RESEARCH FIRST-HAND GUIDE

BY HUSSEM NMIRI



— HOW TO START RESEARCHING BEFORE DESIGNING —

UX RESEARCH FIRST-HAND GUIDE

Copyright

Title book: UX Research First-Hand Guide.

Author book: Housseem Nmiri

© 2022, Housseem Nmiri

Self publishing

book@housseemnmiri.com

ALL RIGHTS RESERVED. This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without express written permission from the author / publisher

Preface

Gone are the days when companies hired a single person to work on the design of their products or services. Today, many companies are using multiple people to work on the same project.

The importance of UI and UX design domain has become more significant and has been divided into various subcategories. In fact, The rise of importance of the domain of user experience has greatly contributed to the separation of roles related to design.

The move toward specialized roles such as User Experience Researchers is a welcome one. This person is responsible for analyzing and improving the user experience of a given product or service. And as the name suggests, the user experience researcher uses research methods in order to gain a deeper understanding of the user and identifying the key elements that will make a successful product or service.

The field of user experience research has become a growing one, with a high average salary and plenty of opportunities to work on interesting projects. This Book aims to provide a look at the various facets of this role, process, duties and responsibilities, the skills and attributes that make you start your journey as a UX researcher.

So If you are wondering about the best way to get started, this book will guide you. By reading this book, you will be able to apply for UX researcher Jobs, participate in discussions, convince your company to give more importance to the UX research, sharing your thoughts and talking with more confidence in your next job interviews.

A certificate of completion at the last page of this book ***is my gift for you***. It is not as reliable as a the most famous certifications but it is there to testify that by reading this book ***from cover to cover***, you can proudly say that the UX research is one of your skills and you have the essential knowledge in this domain. Next up, it is up to you to develop this skill with real applications and including it in your workflow.

Contents

PART1: GETTING STARTED WITH UX RESEARCH	
I. INTRODUCTION TO UX RESEARCH:	
II. UX RESEARCH IN THE PRODUCT DEVELOPMENT PROCESS:	
1. Why occurred ?	
2. When occurred ?	
3. How occurred ?	
III. LET'S PRACTICE:	
PART2: THE UX RESEARCH METHODS.....	
I. CATEGORIES OF RESEARCH METHODS:	
1. Primary and secondary research	
2. Qualitative and quantitative research	
3. Behavioral and Attitudinal research	
4. Moderated and Unmoderated research	
5. Generative and Evaluative research	
II. RESEARCH METHODS:.....	
1. Interviews	
2. Surveys.....	
3. Usability testing	
4. Five-second testing	
5. AI Generated Research	
III. LET'S PRACTICE:	
PART3: THE PSYCHOLOGY IN UX RESEARCH.....	
I. EMPATHY.....	
1. What is Empathy	
2. How to be more empathic	
3. How to practice Empathy in UX	
II. COGNITIVE BIASES IN UX RESEARCH	
1. Confirmation Bias	
2. The recency effect	
3. The primacy effect	
4. Social desirability	
5. False consensus Bias	
6. Framing effect.....	

PART4: ACCESSIBILITY & INCLUSIVE DESIGN.....

I. WHAT IS THE ACCESSIBILITY.....

II. USER RESEARCH & ACCESSIBILITY.....

 1. Permanent Impairment

 2. Temporary Impairment.....

 3. Situational Impairment.....

III. INCLUSIVE DESIGN.....

Congratulation!.....

Certificate of Completion.....

PART1:

GETTING STARTED WITH UX RESEARCH

In this first part, we provide an introduction to UX Research, its founding principles and its implementation in a design process. Moreover, we will discuss why the UX research is crucial to creating a product that satisfies users.

I. **INTRODUCTION TO UX RESEARCH:**

As a beginner designer, it might be easier to assume what the user needs based on your opinion or your designer's intuition. Instead it is always better to make sure that your opinions are backed up by research. It frequently happens that you need to convince the customer about an idea that doesn't seem obvious to him. In that case you will need to back up your suggestion with research to justify your proposed UX. UX research or design research is a collection of methods and techniques meant to have a better understanding of the users' needs and better visibility of their feedback, understanding user behaviors, needs, and motivations so you can find tailored ideas that can solve their problems. Having UX research on your side means making assumptions with more confidence and better understanding of what needs to be done. Hence Research is crucial to creating a product that satisfies users.

II. **UX RESEARCH IN THE PRODUCT DEVELOPMENT PROCESS:**

Conducting research to learn about the users you're designing for, and gathering feedback about their perspectives has become very critical in the product development cycle and the decision making process. In this section, we're aiming to observe how user research can be implemented into the development cycle of a product.

At the outset, it should be noted that the role of a ux designer will look veritably different at different companies. At big companies with thousands of staff, UX designers typically have a UX research specialist thus designers do not have to do a lot of analysis and research on their own. But at a more modest organization one UX designer may well be accountable for the whole UX design process therefore the UX research.

1. **Why occurred ?**

The goal of user experience research is to prioritize the user. We also want to make sure business needs are met. UX research can help bridge the gap between what a business thinks the user needs and what the user actually needs.

2. When occurred ?

User research is an ongoing process that occurs before, during, and after the design phase in every project. These three types of research are :

- a) **Foundational research:** Research that takes place before anything is designed.
- b) **Design research:** Research that takes place during the design phase.
- c) **Post-launch research:** Research that only happens at the end of the product development cycle.

Now let's dig into details and learn more about the characteristics of UX research in each stage.

3. How occurred ?

a) Foundational research:

It is the most time-consuming research, it serves you to find and analyse a problem or topic that hasn't yet been clearly defined. It requires a significant upfront investment of time and resources. With the foundational research you will help your team generate initial understanding, establish priorities, and anticipate and adapt your ideas each time you change your understanding of the problem to solve.

Foundational UX research often involves seeking to better understand people, how they're using (or not using) your product, and what their needs are.

Foundational research answers the questions "*What are the user problems?*" "*How can we solve them?*" thus "*What should we build to solve the user problems?*". This research includes searching for statistics and analytics, reading user feedbacks on similar products, using surveys, interviewing users and identifying their pain points.

b) Design research:

It is occurred when you already have testable designs and prototypes thus you can collect users' feedbacks about the quality of the prototype and especially usability feedbacks, about the complexity of the UX and the challenges encountered by the users. This research allows you to find new answers to "*How should we build it?*".

It is important to stay open minded and be willing to listen to other people's opinions about your design.

Your ability to adapt and your flexibility is mandatory at this level and you should be able to update your prototype and hand over new versions that meet the users needs and resolve their problems.

c) Post-launch research:

A UX Designer's job is always far from over, even after launching the new feature or product. Post-launch research happens at the end of the product development cycle to evaluate how well a launch feature is meeting the needs of users.

It is your responsibility as the UX designer to track and analyse user behavior using insights gathered from quantitative and qualitative analytics paired with usability testing, A/B testing and surveys.

The goal of post-launch research is to understand how users experienced the product and whether it was a good or poor user experience. The question that should be answered is *"Did we succeed?"* or *"How well did we succeed?"*.



Lessons learned:

- UX research is crucial for a good understanding of the real user's needs.
- UX research occurs before designing, when you have a testable prototype and after launching the product.
- These research events are named: Foundational research, Design research and Post-launch research.

III. **LET'S PRACTICE:**

Now that you learned about the UX research, it is time to put your new knowledge to the test. This section provides 3 questions and answers to help you review the content of the first part of the book and better understand UX research.

Q1. What question should be answered in foundational research ?

- a. Did we Succeed ?
- b. How should we build it ?
- c. What should we build to solve the user problems ?

Answer "c": The goal of foundational research is to help define the problem you would like to design a solution for. It asks: What should we build to solve the user problems?

Q2. Why do we need a UX research before designing a product ?

- a. It allows designers to convince managers about the importance of the new project.
- b. To have a better understanding of the users' needs.
- c. To prioritize what the customer wants for his product.

Answer "b": We need the UX research before designing a product to have a better understanding of the users' needs.

Q3. What research is occurred after launching the new feature or product ?

- a. Foundational research.
- b. Design research.
- c. Post-launch research.

Answer "c": Post-launch research happens at the end of the product development cycle to evaluate how well a launch feature is meeting the needs of users.

Congratulation!

Now you are able to apply for UX researcher Jobs, participate in discussions, convince your company to give more importance to the UX research, sharing your thoughts and talking with more confidence in your next job interviews.

***A certificate of completion** in the next page of this book **is my gift for you.** It is not as reliable as a the most famous certifications but it is there to testify that by reading this book **from cover to cover**, you can proudly say that the UX research is one of your skills and you have the essential knowledge in this domain. Next up, it is up to you to develop this skill with real applications and including it in your workflow.*



Certificate of Completion

I hereby express my sincere appreciation to

.....

In recognition of your efforts, dedication and strong willingness to obtain new skills and having a better understanding of the UX Research, Houssem Nmiri is pleased to award this certification.

.....

Date

by Houssem Nmiri

