BEYOND INTERVIEWS:

UX RESEARCH METHODS 4 EVERYONE

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15+ years of experience in UX Research: SAAS, B2B, B2C, marketplaces, and education across industries.

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ANSWER POLLS TO SHARE YOUR EXPERIENCE

The first 5 people who speak up during this forum get a FREENOW voucher into their account.

If you were one of them just come over after the session and I'll make sure you pay 5 EUR less on your next FREENOW taxi ride in Dublin.

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OUR OBJECTIVE

Explore a **variety of UX research methods** beyond interviews and discuss practical ways to **involve non-researchers** in user research projects.

Discuss how to **overcome obstacles** such as language barriers, small budgets, or a lack of user research experts in product teams.

USER RESEARCH

Systematic investigation of existing or potential users to understand their needs, pains and context.

In Product & Tech teams UX Research helps to define what to build for whom and how to build it.

WHOM DO WE HAVE IN THE ROOM?

RAISE YOUR HAND IF YOU...

WHO TYPICALLY DOES USER RESEARCH
IN YOUR COMPANY?

EVERYONE CAN LEARN USER RESEARCH

THERE'S MORE THAN INTERVIEWS & SURVEYS

USER RESEARCH IS A TEAM SPORT

THANK YOU.

NADINE PIECHA
UX Researcher & Manager

FREENOW

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