

BEYOND INTERVIEWS:

UX RESEARCH METHODS 4 EVERYONE



NADINE PIECHA
HEAD OF UX RESEARCH at **FREENOW** ✓

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



PARTICIPATE

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.



FREENOW ✓
The Mobility Super App



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.

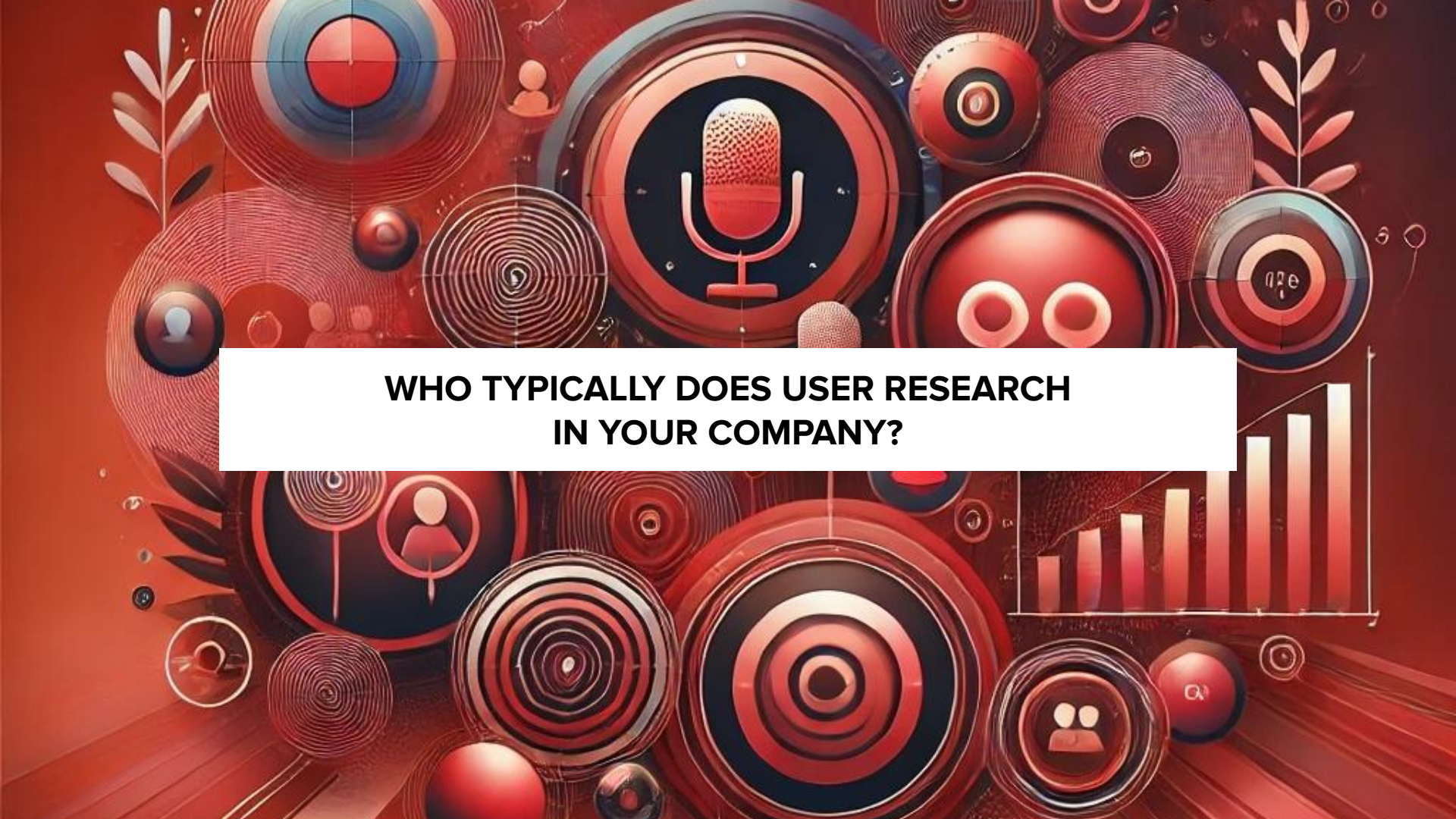




WHOM DO WE HAVE IN THE ROOM?



RAISE YOUR HAND IF YOU...



**WHO TYPICALLY DOES USER RESEARCH
IN YOUR COMPANY?**



WHO TYPICALLY DOES USER RESEARCH IN YOUR COMPANY?

Researchers

Designers

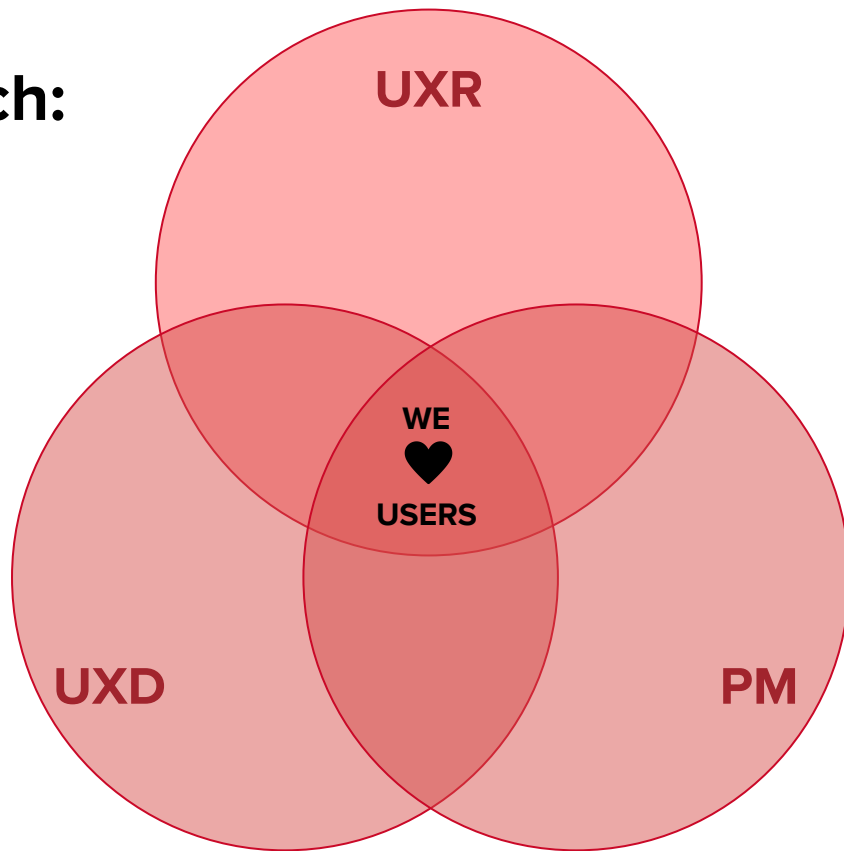
Writers

PMs/POs

Engineers

Others

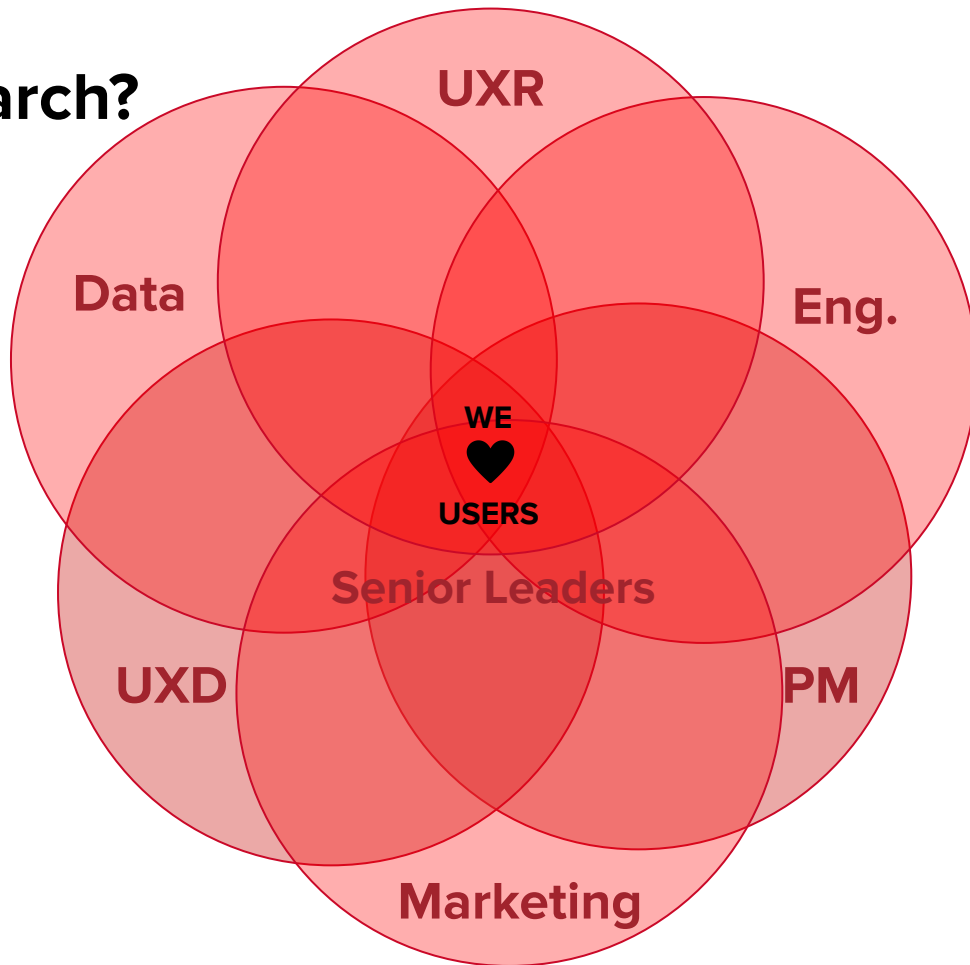
Who should do UX Research:



Who should do UX Research?

Everyone who is involved in creating products or services should know the users, everyone should be involved in user research.

Also roles outside of product and tech teams can help, e.g. Sales, Customer Support, Local Operations, etc.





WHICH METHODS ARE USED MOST?

**WHICH METHODS WERE USED FOR USER RESEARCH IN
THE PAST FEW MONTHS?**

User Interviews

Online Surveys

Focus Groups

Co-creation

Diary Studies

Eye Tracking

Usability Tests

Guerilla Research

Ethnography/Field Visits

Other Methodologies

BENEFITS OF A LARGE TOOLBOX



Better insights

Wider & deeper understanding, holistic picture.



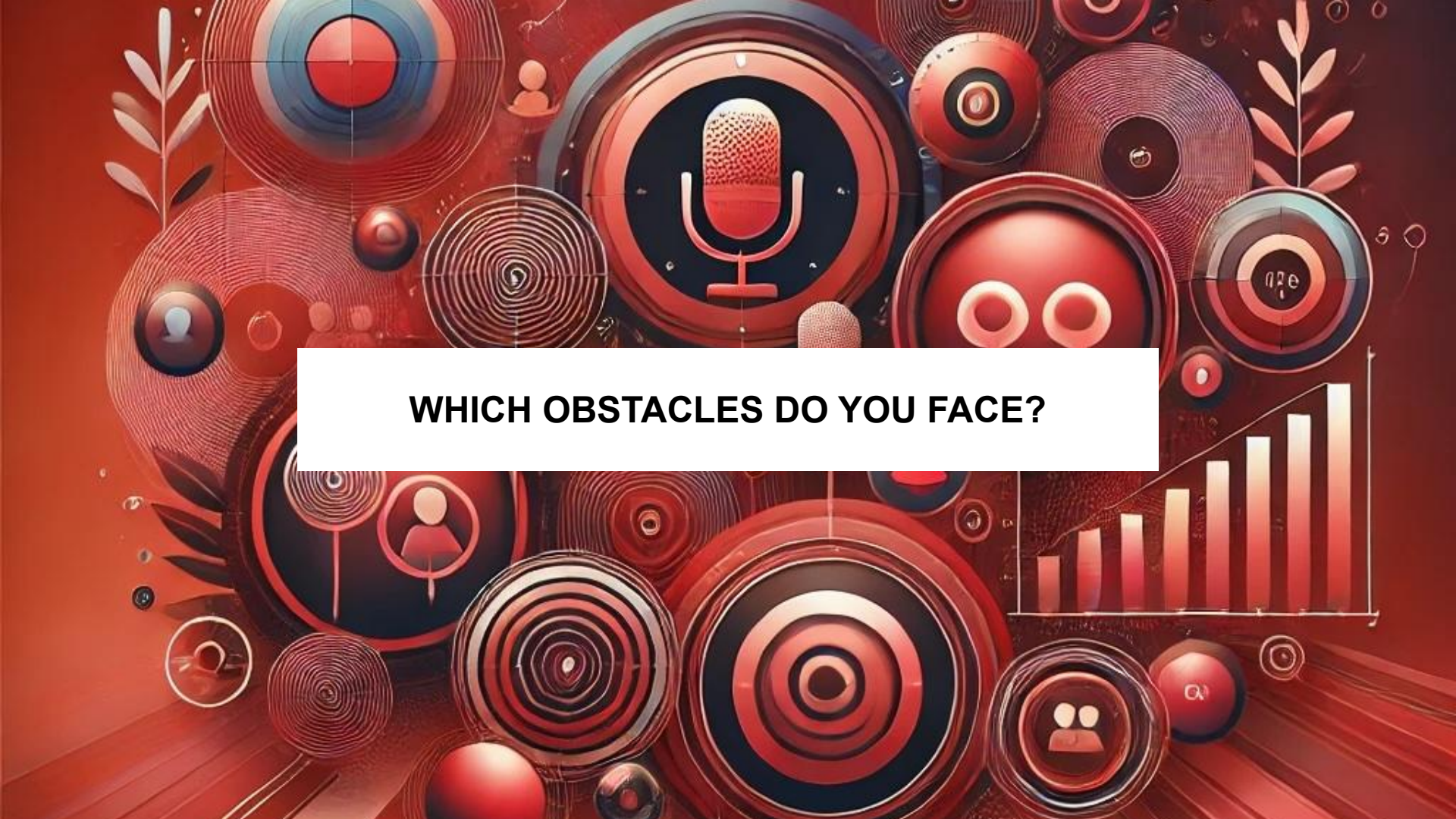
Customer-centricity

Evangelization of user research, buy-in, excitement across teams and roles.



Personal growth

Personal development, new challenges, increasing expertise.



WHICH OBSTACLES DO YOU FACE?



WHICH OBSTACLES DO YOU FACE?

Expertise: No research expertise

Resources: Not enough researchers or budget

ROI: Value of User Research not clear

Speed: Research slows us down

Language barriers: Team doesn't speak the users' language

Buy-in: Leadership doesn't listen or act

LACK OF EXPERTISE

LACK OF RESOURCES

ROI UNCLEAR

SPEED

LANGUAGES

BUY-IN



OBSTACLE: LACK OF EXPERTISE



Just do it

Get started with simple methods, e.g interviews, guerilla approach, short or standard surveys.



Get trained

Get a practical training for your team to give other colleagues tools and confidence.



Outsource

Long-term, strategic research, or survey work can be outsourced easily. Agile research less so.

OBSTACLE: RESOURCES



Prioritise

Focus on where research has most impact: Early in the process, so knowledge can be carried through the process



Get trained

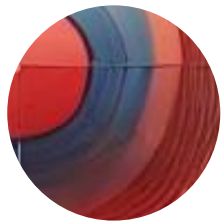
Training different roles to share the load of research work.



Outsource

Long-term, strategic research, or survey work can be outsourced easily. Agile research less so.

OBSTACLE: ROI



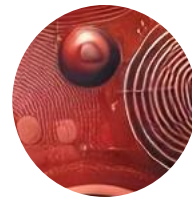
Case Studies

Pick case studies and examples that clearly show a research impact.



Find Ambassadors

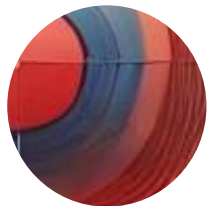
Find colleagues who help show the impact research had on their work.



Desk research

Share common knowledge from big players and science.

OBSTACLE: SPEED



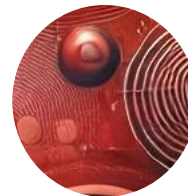
Start early

Start strategic research way ahead of product projects.



Pragmatic approach

Keep everyone involved and discuss compromises in research approaches.



Guerilla research

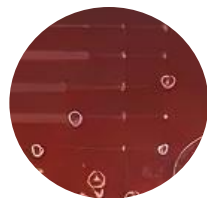
Choose quick and dirty methods when speed cannot be compromised.

OBSTACLE: LANGUAGES



English speaking users

Better to speak to some
users than to none at all.
Keep biases in mind.



Transcribe & translate

Get interviews transcribed
and translated. Tools like
zoom, lookback, etc. help.



Voice translations

Try dubbing the recording.
Or pay a live translator for key
projects.

OBSTACLE: BUY-IN



Relationships

Meet & understand your stakeholders, their context and concerns.



Adjust the format

Adjust language, style & format to what works for them: Videos, ROI cases, spreadsheets, etc.



Persistence

Keep going, don't give up.
Communicate consistently, small dosis, surprises, anecdotes, etc.



EVERYONE CAN LEARN USER RESEARCH

THERE'S MORE THAN INTERVIEWS & SURVEYS

USER RESEARCH IS A TEAM SPORT

STAND UP IF YOU...



THANK YOU.



NADINE PIECHA
UX Researcher & Manager



15+ years of experience in UX Research across industries, from start-up to billion dollar companies, SAAS, B2B, B2C, marketplaces, and education.



POLL: WHICH METHODS WERE USED FOR USER RESEARCH IN THE PAST FEW MONTHS?

1. User Interviews
2. Online Surveys
3. Focus Groups
4. Co-Creation
5. Diary Studies
6. Eye Tracking
7. Usability Tests
8. Guerilla Research
9. Ethnography/Field visits
10. Other

POLL: WHICH OBSTACLES DO YOU FACE?

1. **Expertise:** A lack of research expertise in the team
2. **Resources:** Not enough researchers or not enough research budget
3. **ROI:** Value of user research is not clear
4. **Speed:** Research slows us down
5. **Language barriers:** Team members don't speak the users' language
6. **Buy-in:** Leadership doesn't listen to or act on research insights
7. Other: _____