# User Research **Cheat Sheet**

## ⓘ Overview

- A fundamental aspect of UX design, user research is where it all begins!

- Know your users! Understand their goals, their tasks, their environment, and their frustrations.

- It's a **discovery** activity, and a chance to understand the **why**. It's a way to **empathize** with your users.

- It's **not** guessing or assuming. No matter how well you think you know your users, there's always something new to discover.

- It's **not** asking users what they want. It's your job to find out what they really need.

- User research is a fundamental part of UX design, the starting point that has an impact on the design activities that come afterward.

- It's the first step to building the right product for your users!
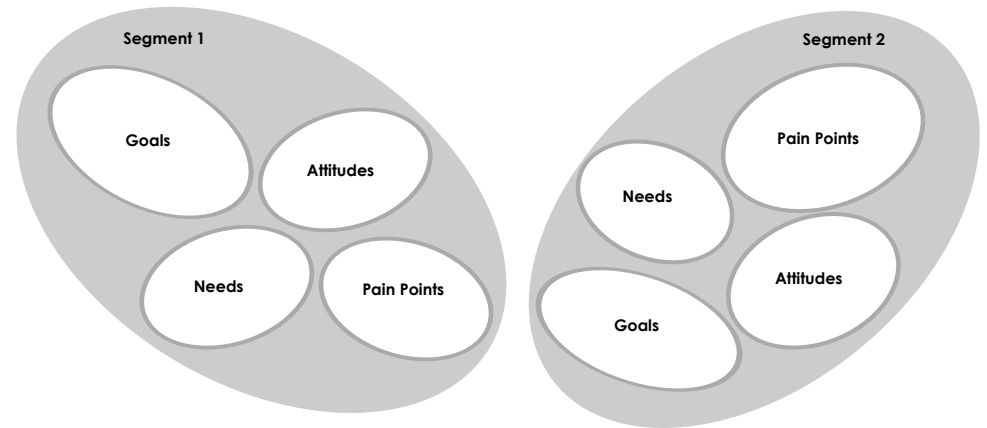
## ② Analysis

**What You'll Need**  Team members, raw data, sticky notes of various colors, and an empty wall or whiteboard.

**What You'll Do**  Record all of your data on sticky notes, and arrange the notes by segment (user group) and type of observation (use different sticky note colors for different types of data).



Segment 1: Goals, Attitudes, Needs, Pain Points

Segment 2: Pain Points, Needs, Attitudes, Goals

## ① Techniques

| | pros | cons | | |
|---|---|---|---|---|
| **One on One Interviews** | Conducted in-person or over the phone, relatively easy to recruit participants | Information is self reported | time | expense |
| **Field Studies** | Observation rather than discussion, users in their native environment | More difficult to recruit participants | time | expense |
| **Surveys** | An easier way to gather much more data, quantitative - not qualitative | Information is self reported, more preparation and testing time | time | expense |
| **Tips** | Keep questions simple and open-ended. Speak the user's language and don't use jargon. Don't ask yes or no questions. | | | |

## ③ Artifacts

| | pros | cons |
|---|---|---|
| **User Scenarios** | Big picture narrative, story-like, can capture more details than a persona, natural lead-in to user stories | Less visual appeal, can be lengthy |
| **User Personas** | More visual appeal, well-organized and categorized info that maps to research findings | Don't capture the level of detail captured by user scenarios |
| **Tips** | Tell a story that helps stakeholders and team members empathize. Take into account contextual factors that impact the user's work life. Use meaningful quotes that summarize the user. | |

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