

User Research Fundamentals



- Ground product decisions in observed needs, not assumptions



- Benefits include usability (83%) and customer satisfaction (63%)



- Organizations with embedded research report 2.7x better outcomes



- Research connects discovery, design, development, and post-launch iteration



- By the end: plan a lightweight study and share actionable insights



Why Research Beats Guessing



- Wrong features: 5-10x more costly to fix after building



- Research-driven teams see higher usability, satisfaction, and retention



- Opinions become evidence-backed confidence for roadmap decisions



- Competitive edge shifts from fast shipping to fast insight



- Embedded research correlates with 2.7x better business outcomes





Core Concepts and Terminology



- **Qualitative vs. quantitative:**
why and how many



- **Attitudinal vs. behavioral:**
what people say vs. do



- **Generative research**
explores problems;
evaluative tests
solutions



- **Triangulation:**
combining
methods for
stronger evidence



Qual vs. Quant in Practice

- Qualitative research answers “**why**” users struggle with a design
- Quantitative research answers “**how many**” and “**how much**” with metrics
- Use qual early to identify problems; use quant later to benchmark
- Mixed methods pair qual depth with quant statistical weight



Planning Research That Answers Real Questions



- Start with the decision your team needs to make



- Write specific, falsifiable research questions



- Limit each study to 3-4 core research questions



- Scope realistic time, budget, and sample sizes

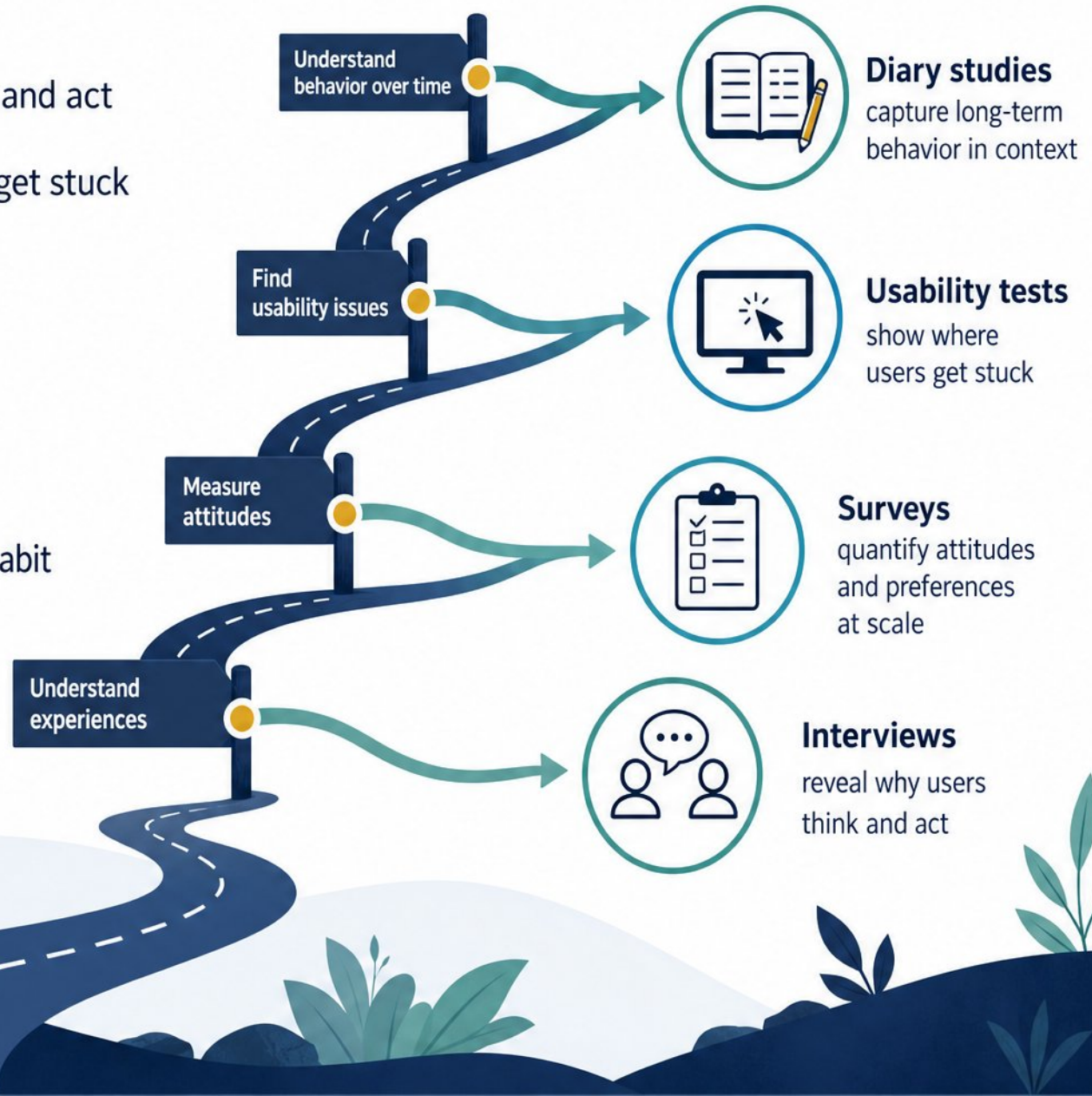


- Surface assumptions and risks before going into the field



Choosing the Right Method

- Interviews reveal why users think and act
- Usability tests show where users get stuck
- Surveys quantify attitudes and preferences at scale
- Diary studies capture long-term behavior in context
- Match method to question, not to habit



Recruiting the Right Participants



- Screen on recent, specific behaviors rather than demographics



- Use 5-10 screener questions; avoid leading or yes/no phrasing



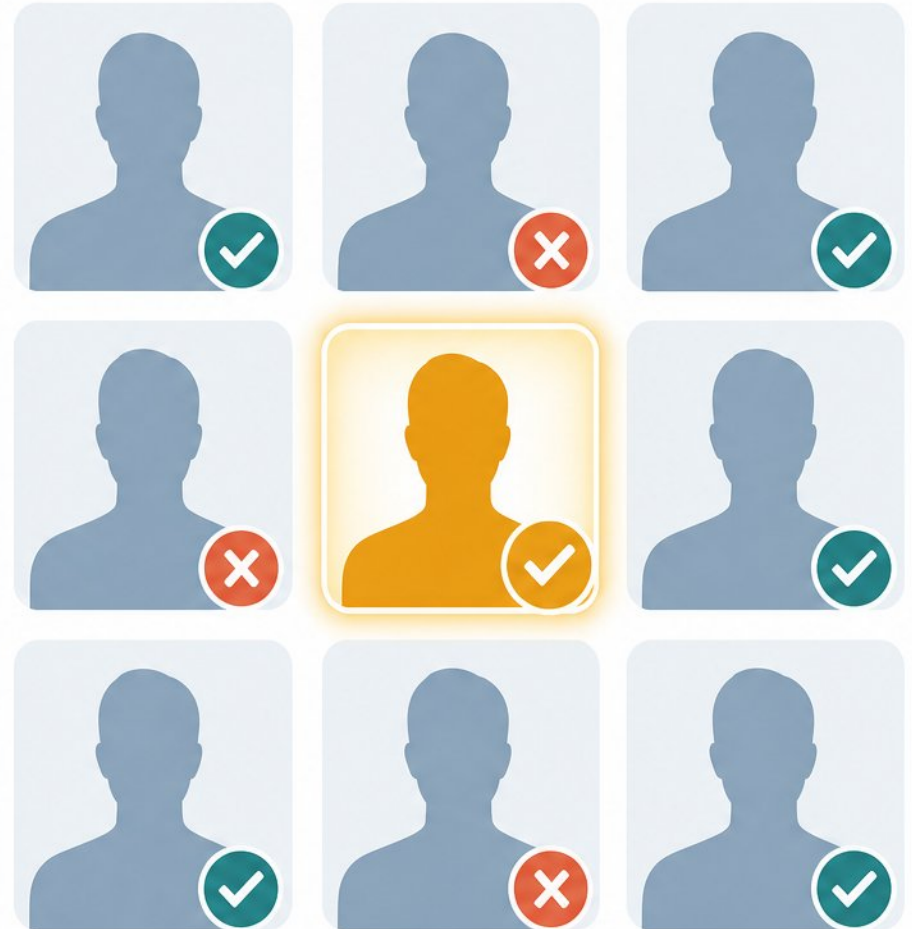
- Qual sample: 5-8 users; quant needs statistical significance



- Pay fair incentives and define consent before scheduling



- Over-recruit backups to offset no-shows and recruitment bias



Conducting Sessions That Reveal Truth



- Write 5–8 open-ended questions for a 45-minute interview



- Ask about past experience, not opinions or future hypotheticals



- Use silence, active listening, and non-leading probes



- Moderate tests by observing behavior, not just listening



- Handle quiet participants with patience and warm-up rapport



Making Sense of Research Data



- Capture notes, transcripts, and observations in one place



- Use affinity mapping to surface themes and patterns



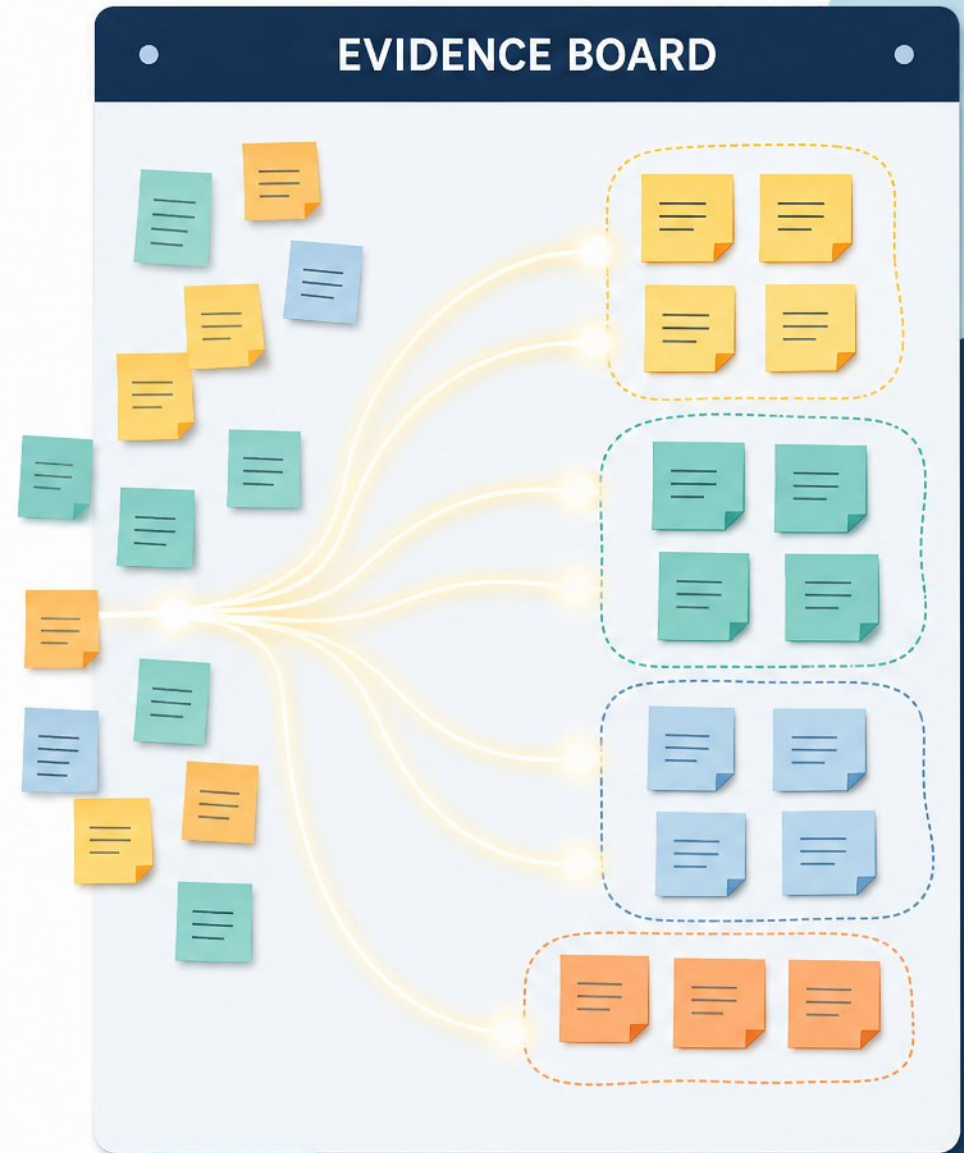
- Separate direct evidence from researcher interpretation



- Triangulate findings across methods and participants



- Qualitative data explains 'why'; quantitative data shows 'how many'



Sharing Insights That Drive Decisions



- Lead with recommendations, not methodology



- Structure findings around user needs and risks



- Tailor formats to PMs, designers, engineers, executives



- Write specific, actionable next steps



- Connect insights to roadmap and design decisions



EVIDENCE BOARD



RECOMMENDED ACTION

Focus on what we should do next.

“

I need a solution that fits my workflow.

“

"This current step feels risky."

“

I want clarity before making a decision.

DRIVE IMPACT



Understand users



Reduce risk



Informed decisions



Guide roadmap



Align teams

Communicating to Non-Researchers

- Lead with recommendations, not the research process
- Executive summary should fit on one screen
- Use quotes and clips to build user empathy
- Translate findings for PMs, designers, engineers, executives



Putting User Research into Practice



- Start with weekly user interviews as a consistent, lightweight habit



- Use vetted templates and simple repositories to lower the barrier



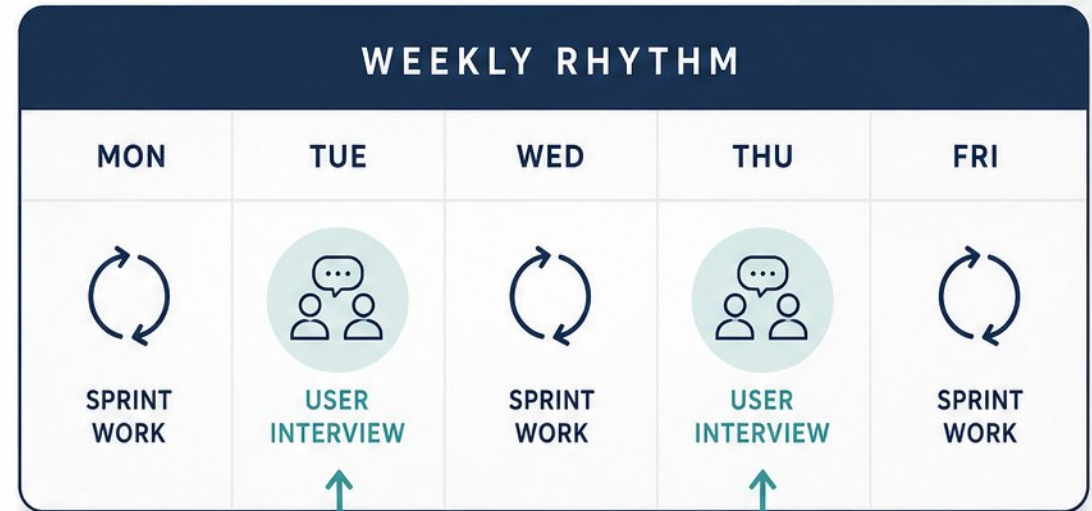
- Empower product managers and designers with hands-on training



- Track impact through decisions influenced and time-to-insight



- Measure outcomes like retention, conversions, and support ticket reduction



Actionable Toolkit and Templates



- Reusable templates: research plans, screeners, and interview guides



- Lightweight analysis and synthesis tools for sharing insights



- Consent and data privacy checklist for ethical research



- Curated resources for continued skill development



Key Takeaways and Next Steps



Core workflow: Plan, recruit, conduct, analyze, share, act



One user conversation per week sustains continuous discovery



Advocate with quick wins, ROI stories, and shared evidence



30-day plan: recruit users, run interviews, synthesize, share



Start small: one interview beats perfect research that never happens



PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/ab53b7c4/public