What type of UX research should I do?*

A Fuzzy Flowchart

START HERE

Does your product already exist?

Yes

No

Are you sure?

Yes

No

Are you a user?

Yes

No

The only user?

Yes

No

Is it meeting your goals, and your users’ goals, all the time?

Yes

No

Look out! Usability problems may be lurking where you can’t see them.

Usability testing

Let’s go!

Do your stakeholders have their hearts set on quantitative data?

Yes

No

Consider...

Surveys

Let’s go!

Do you know all there is to know about the industry and environment your product will be used in?

Yes

No

Okay! Remember, every round of research is different. You might just uncover something you didn’t know you didn’t know.

Usability testing

Remote interviews and contextual inquiry

Look out! Usability problems may be lurking where you can’t see them.

Let’s go!

Always!

Would some qualitative data be helpful?

Yes

No

Consider...

User research

Let’s go!

So just find a few users and ask them what they want?

Hold your horses! Asking users what they want is not the same as conducting user research, and can result in skewed or misleading responses.

Considering...

In-person interviews and contextual inquiry

Resources are pretty tight.

I’ve got some wiggle room.

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What kind of access to resources do you have? Time, budget, team availability?

Yes

No

Choosing...

Fuzzy Flowchart

A Fuzzy Flowchart

We had some fun making this flowchart. Of course, this is not an exhaustive guide, but we hope it helps you get you started on your way toward deciding what kind of research you need.