

A close-up photograph of several green leaves with prominent yellow veins, arranged diagonally across the frame. The leaves are vibrant green and have a slightly glossy texture. The veins are bright yellow and run parallel to each other, creating a strong sense of direction and movement.

Achieve Growth with Lean UX Research

John Consigli, UX India, 2021

Photo by Scott Webb on Unsplash

Growth is essential for business

Fund investments and make acquisitions

Create greater market share and profitability

Attract talent with paths to career growth

UX Research contributes to growth

ROI

Creates revenue to invest in growth*

Customer-centricity

Cements growth

Innovation

Uncovers opportunities for growth

Short-term

Mid-term

Long-term

*Forrester Research, Inc. "The Total Economic Impact™ Of IBM's Design Thinking Practice"

February, 2018, <https://www.ibm.com/design/thinking/static/Enterprise-Design-Thinking-Report-8ab1e9e1622899654844a5fe1d760ed5.pdf>

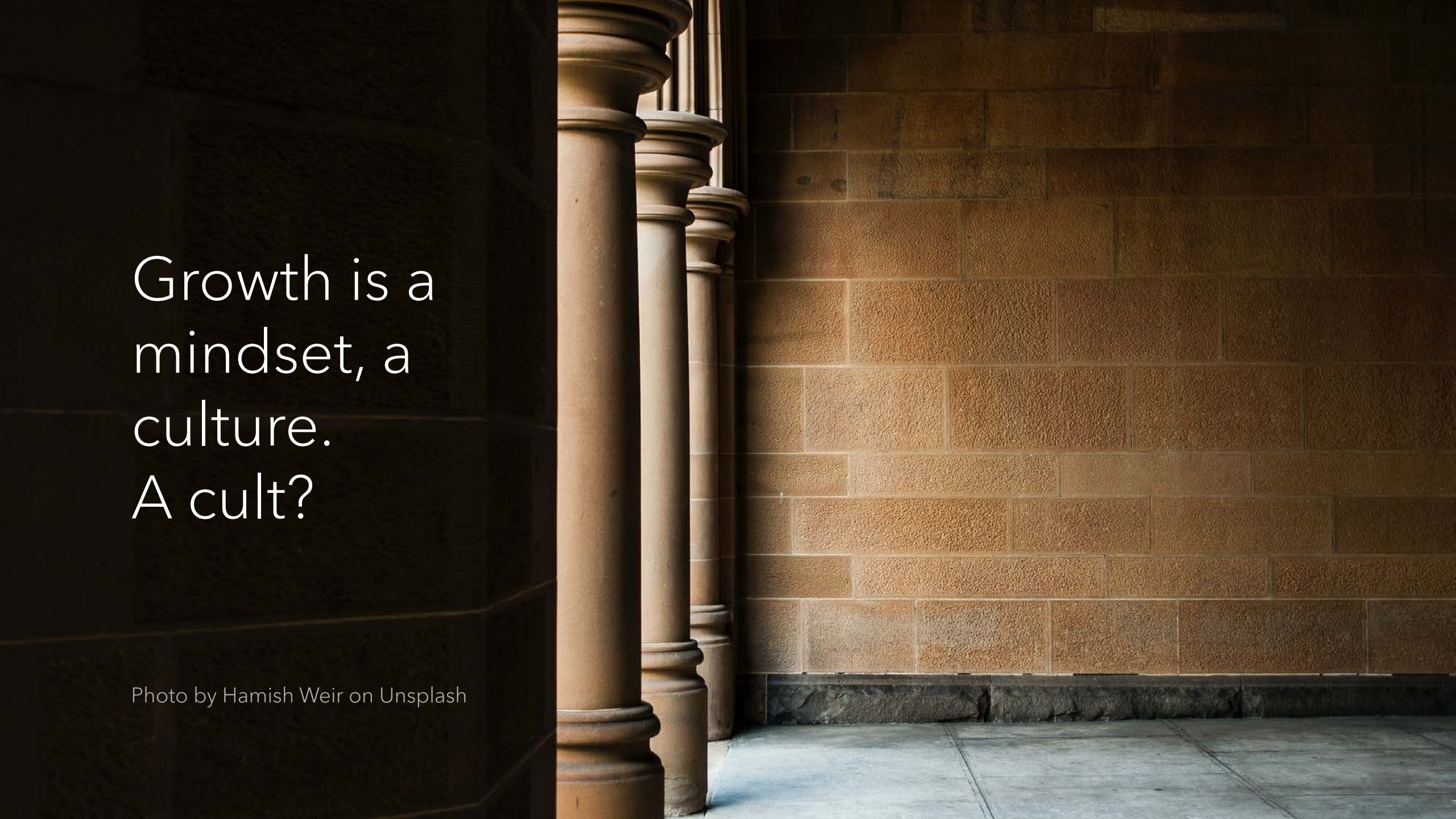
Paths to Growth

New

Processes
Experiences
Features
Customers
Offerings
Models

*Chirio, Gino. "The 6 Ways to Grow a Company."
Harvard Business Review, 14 June 2018,
<https://hbr.org/2018/06/the-6-ways-to-grow-a-company>*

Photo by Javardh on Unsplash

A photograph of a classical building interior. On the left, a series of tall, fluted columns are visible, receding into the distance. To the right, a wall made of large, rectangular, reddish-brown bricks is shown. The floor is made of light-colored stone tiles. The lighting is dramatic, with strong shadows and highlights, creating a sense of depth and architectural grandeur.

Growth is a
mindset, a
culture.
A cult?

Photo by Hamish Weir on Unsplash

Negative vibes for UXR

Too time-consuming, ambitious, expensive?

Too isolated, out-of-synch?

Inconclusive, questionable, non-actionable data?

Photo by Hamish Weir on Unsplash

Control what's in
your power to
make an impact



Photo by Aziz Acharki on Unsplash

A group of people in a meeting room looking at a wall of documents. The room is dimly lit with a blue tint. The wall is covered with various papers, charts, and diagrams. A man in a white shirt is pointing at a document on the wall. Other people are standing around, looking at the documents. The text is overlaid on the image in various colors: green, white, orange, and white.

Do the right research.

All the time.

Toward the greatest impact.

Using the latest techniques.

Engaging stakeholders.

And tell our stories.

Do the right research

Generative	Quantitative	Behavioral	Natural
Evaluative	Qualitative	Attitudinal	Scripted

Rohrer, Christian. "When to Use Which User-Experience Research Methods"
Nielsen Norman Group, 12 October 2014,
<https://www.nngroup.com/articles/which-ux-research-methods/>

All the time



DISCOVERY

UX Research happens here. One step ahead of development.



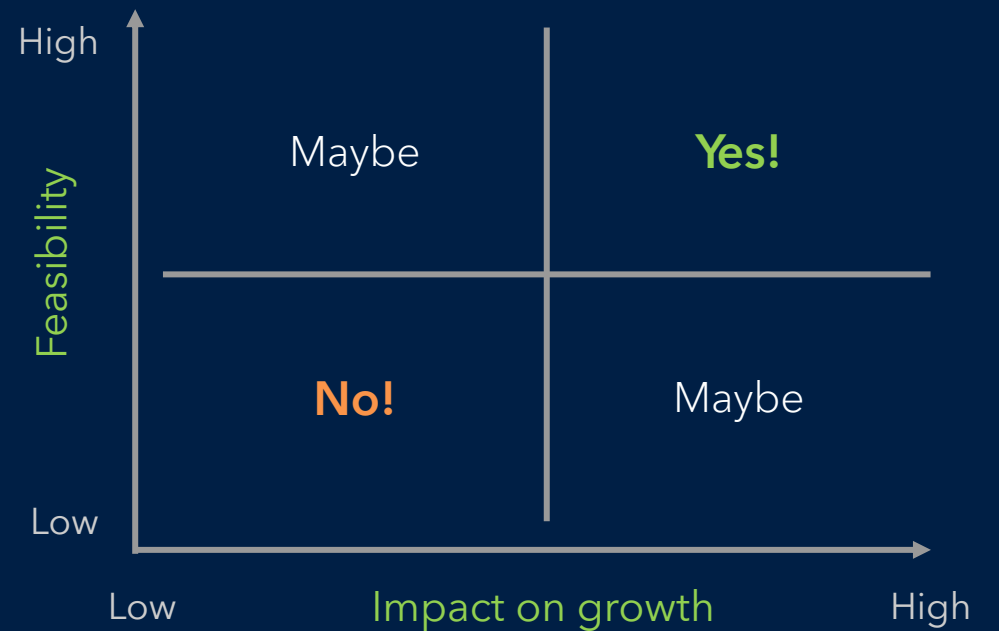
DELIVERY

UX Research happens here too - on the MVP level!

Cagan, Marty. "Dual-Track Agile"
Silicon Valley Product Group, 17 September 2012,
<https://svpg.com/dual-track-agile/>

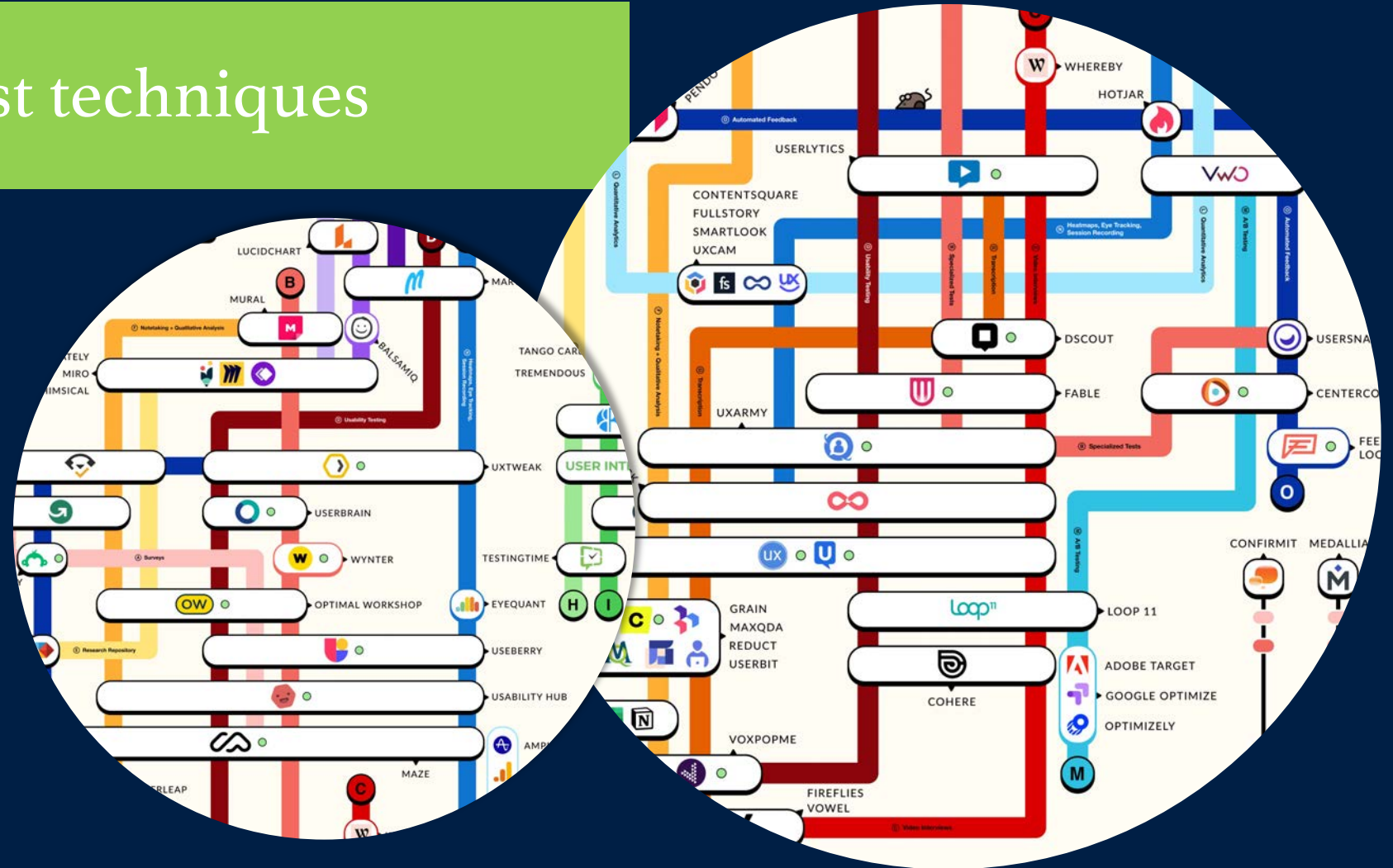
Toward the greatest impact

* Margin of error (+/-)	Sample size needed	
	90% Confidence	95% Confidence
20%	15	21
15%	28	39
10%	65	93
5%	268	381
2%	1,689	2,398



*Sauro, Jeff. "How to Find the Sample Size for 8 Common Research Designs"
Measuring U, 6 May 2016,
<https://measuringu.com/sample-size-designs/>

Using the latest techniques



Katryna Balboni. "The 2021 UX Research Tools Map"
User Interviews, 7 October 2021,
<https://www.userinterviews.com/blog/ux-research-tools-map-2021>

Engaging stakeholders



And tell our stories



Grow your business.
Grow your career.
With Lean UX
Research.



Photo by Lala Azizli on Unsplash