DESIGNING (N)CREDIBLE RESEARCH STUDIES

A Framework to Align on Research

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RESEARCH PRACTICE

we are a qualitative research practice based out of Boston, MA

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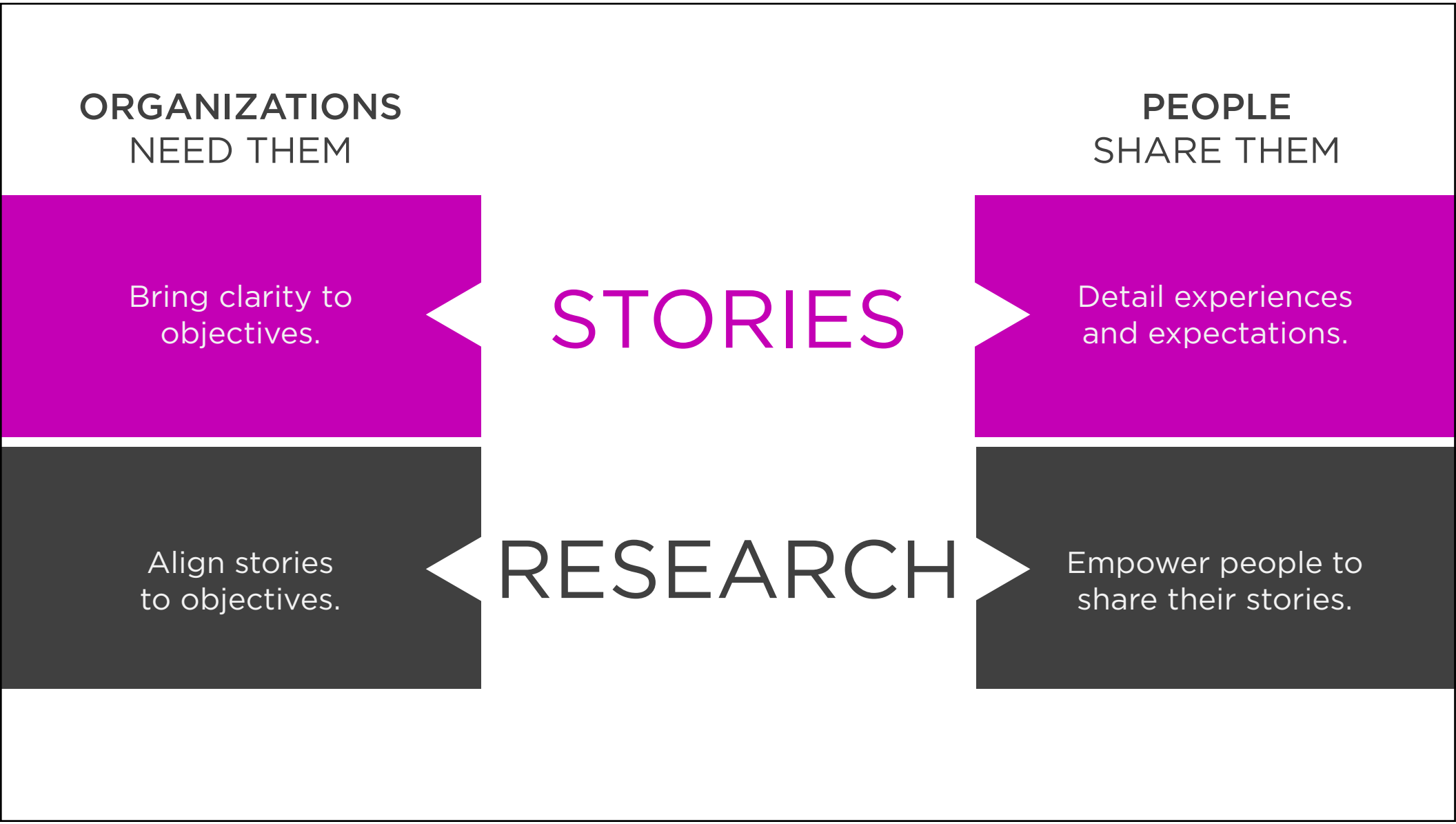

ORGANIZATIONS
NEED THEM
PEOPLE
SHARE THEM
Bring clarity to objectives.
STORIES
Detail experiences and expectations.
Align stories to objectives.
RESEARCH
Empower people to share their stories.

*our **responsibility** is to further the **credibility** of research*

sometimes we enable
behaviors *that stand in the*
way of ***creating credibility***

sound familiar?
of course it does ☺

"we need to run a focus group or survey"
LEAD WITH METHOD

"here are all my last-minute questions for your research study"
INCOMPATIBLE QUESTIONS

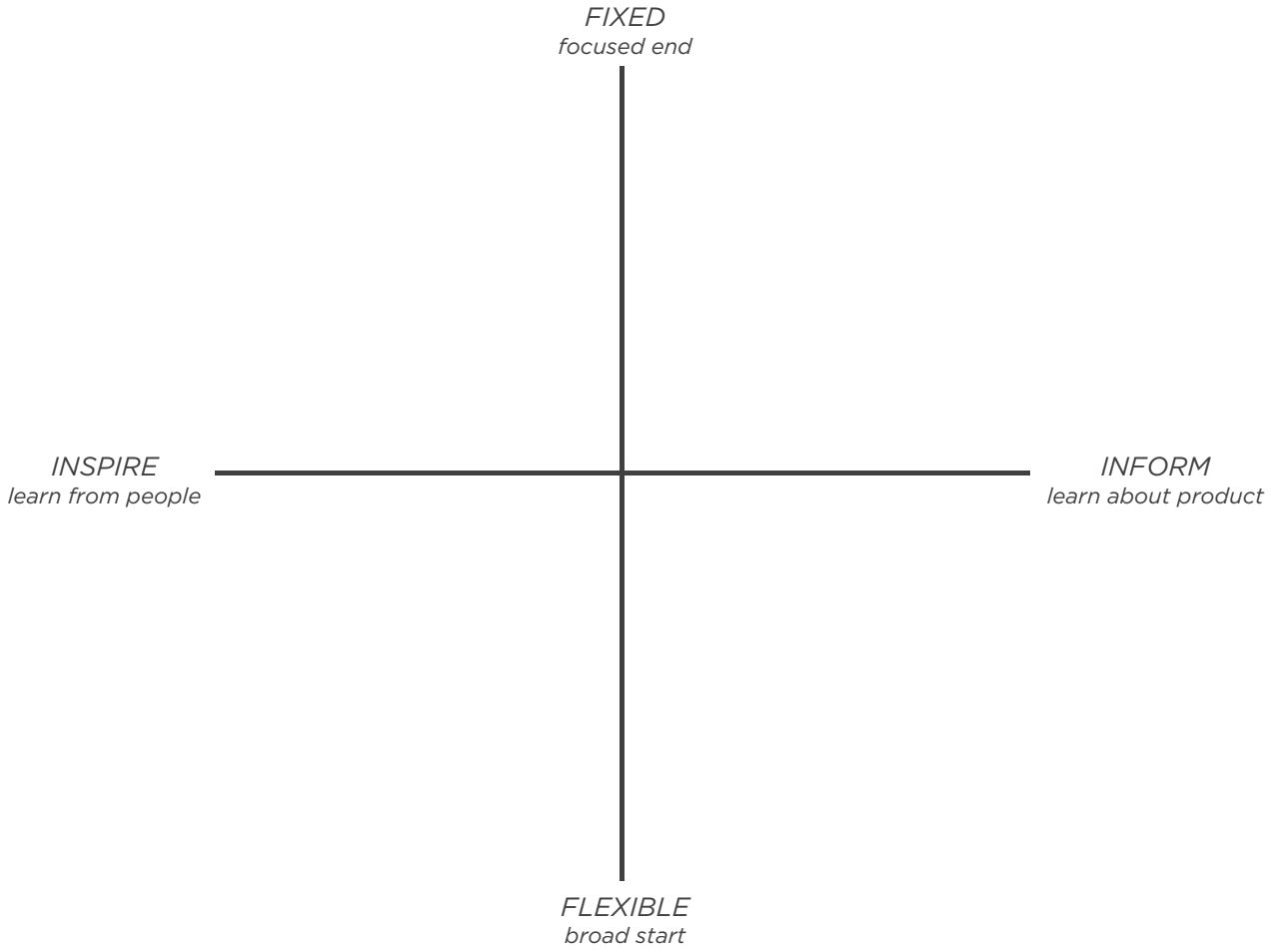
*"we only have a **week** to run research, **again**, sorry"*
POOR PLANNING

"we need to run a usability test to understand behavior"
MISMATCHED APPROACH

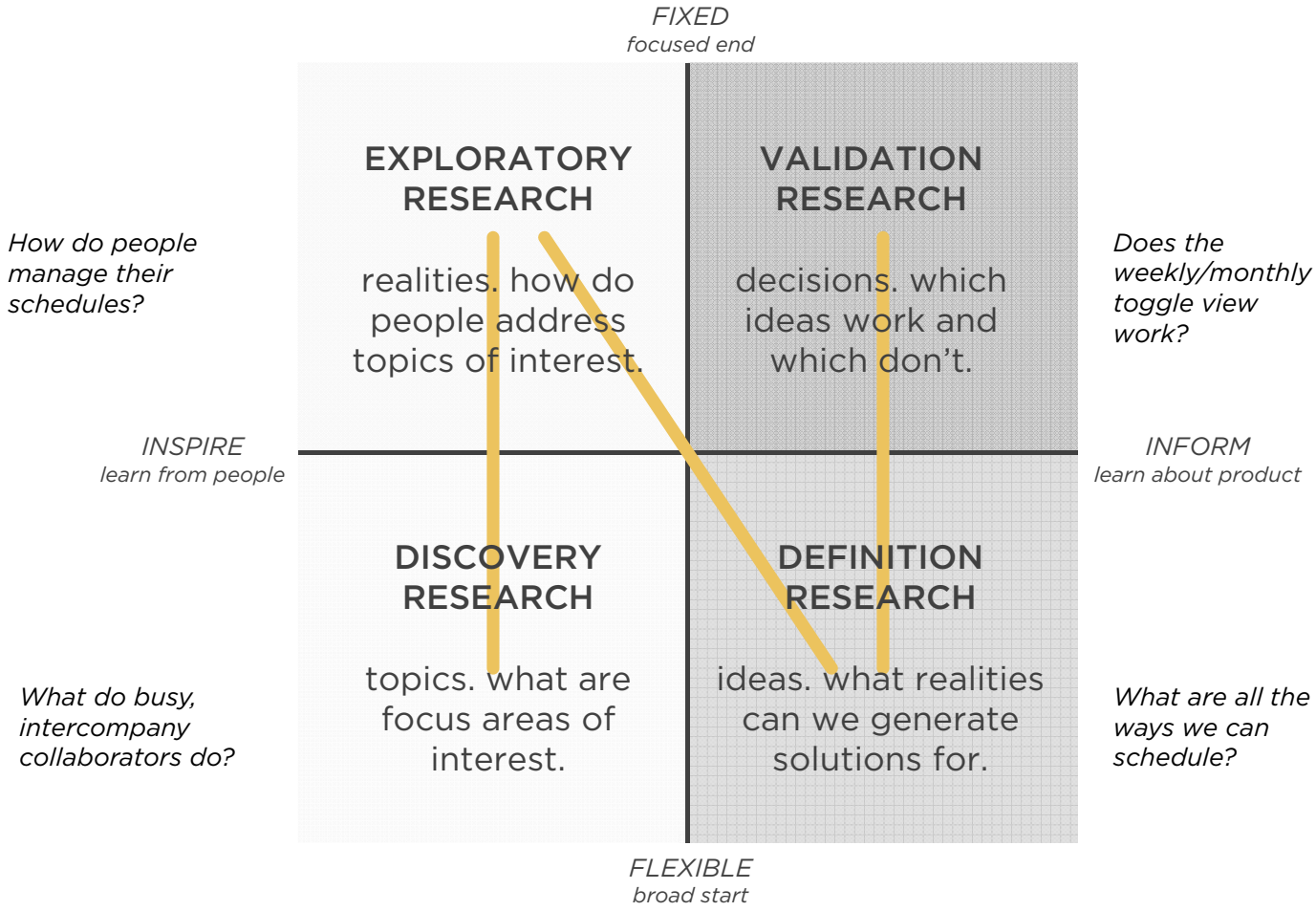
"how can we measure the ROI of research"
MISALIGNED EXPECTATIONS

let's explore a framework
to design ***credible*** *studies*

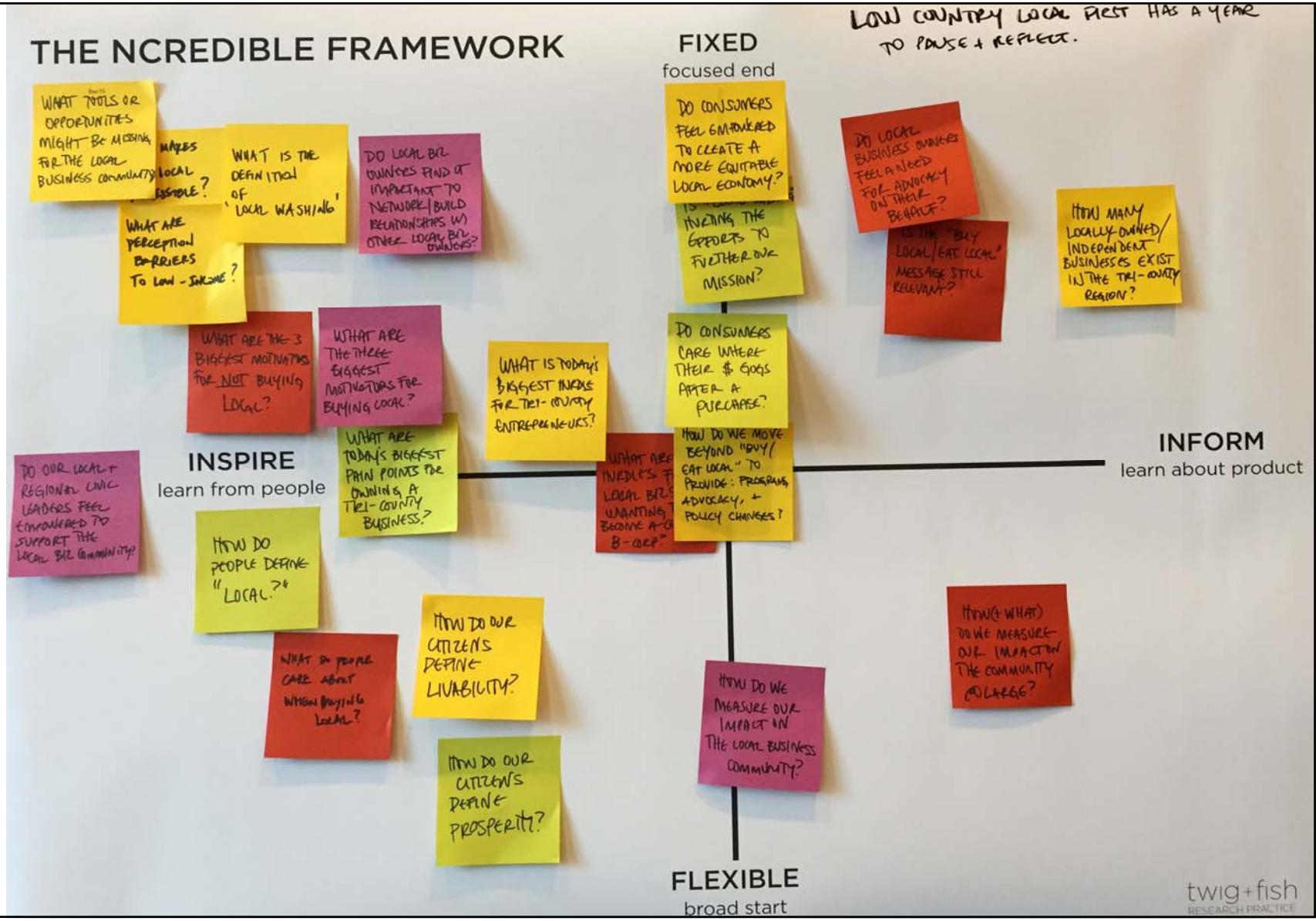
start with aligning on study objectives – research inputs and outputs



identify the research spirit, and set expectations for the research return

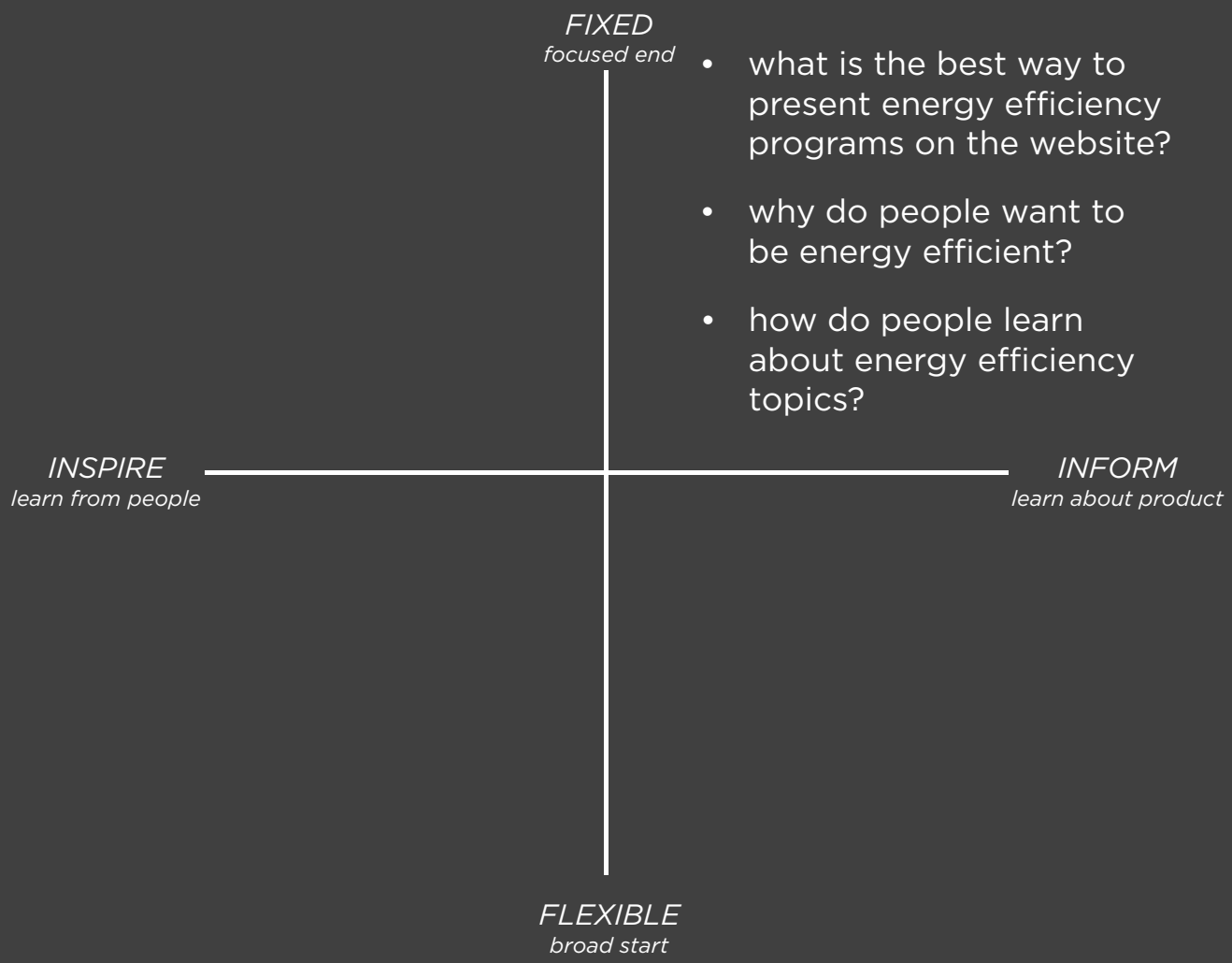


plot questions to publicize, align and organize what needs to be answered



let's look at an example

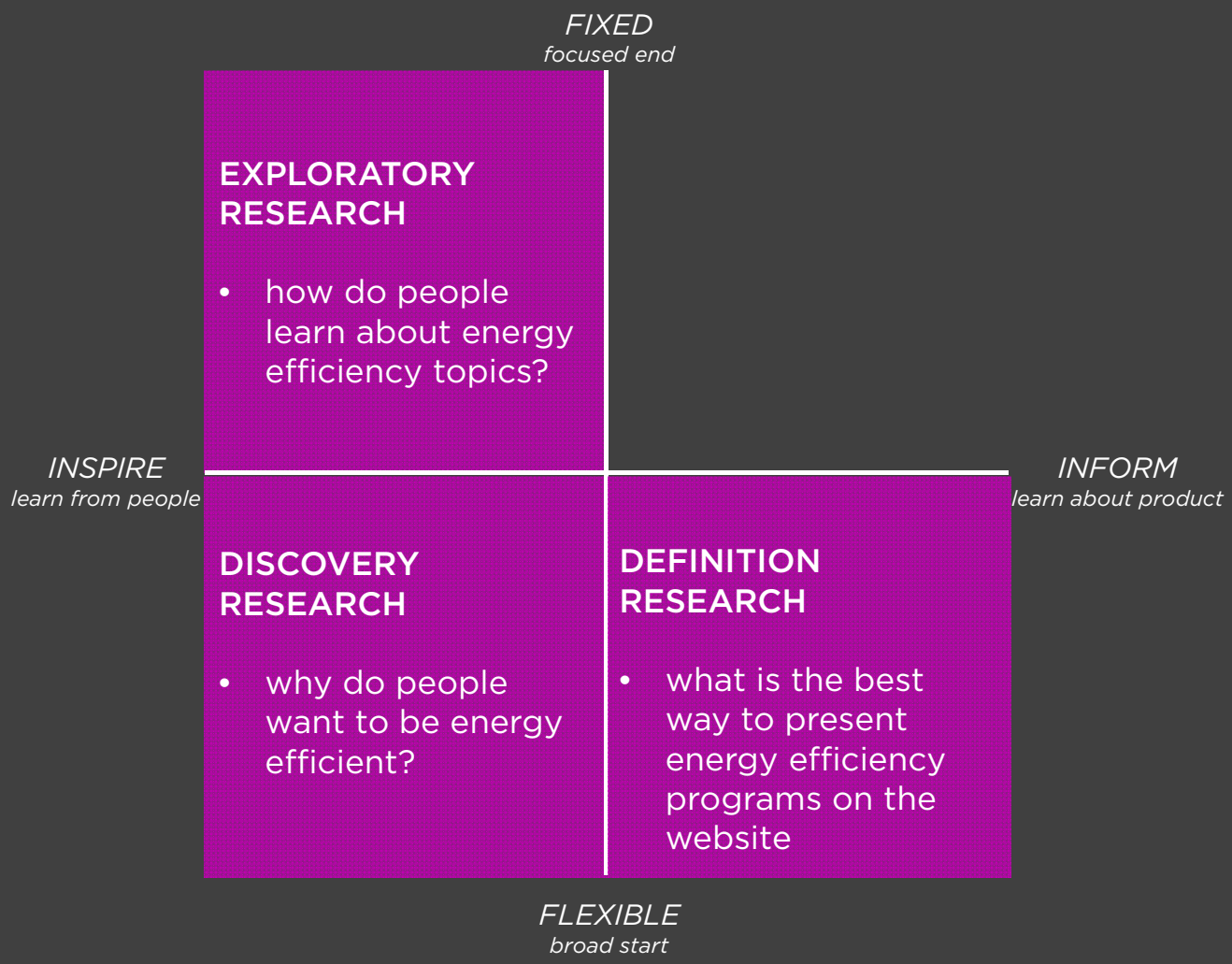
an energy client asked for a usability test to understand...



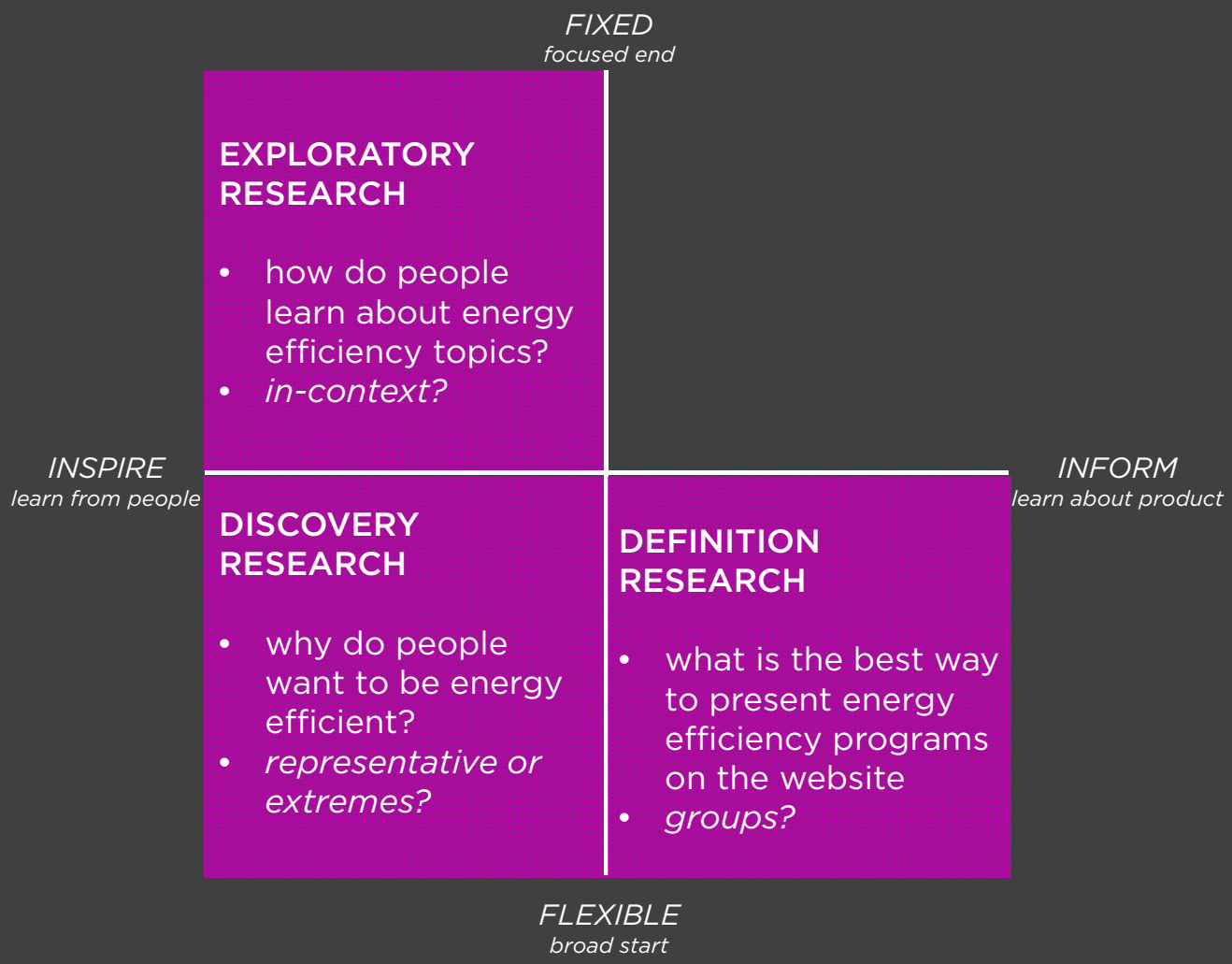
- what is the best way to present energy efficiency programs on the website?
- why do people want to be energy efficient?
- how do people learn about energy efficiency topics?

*these were **not** validation research questions – a usability test would answer "what works in the current website design"*

the client actually needed a different research study, that combined...



the client was exposed to details that impacted the research study (above just budget and time!)...



aligning objectives and expectations established a foundation for credible research

empower researchers to promote the value of research

define the scope (so that others don't do it for you)
ESTABLISH BOUNDARIES

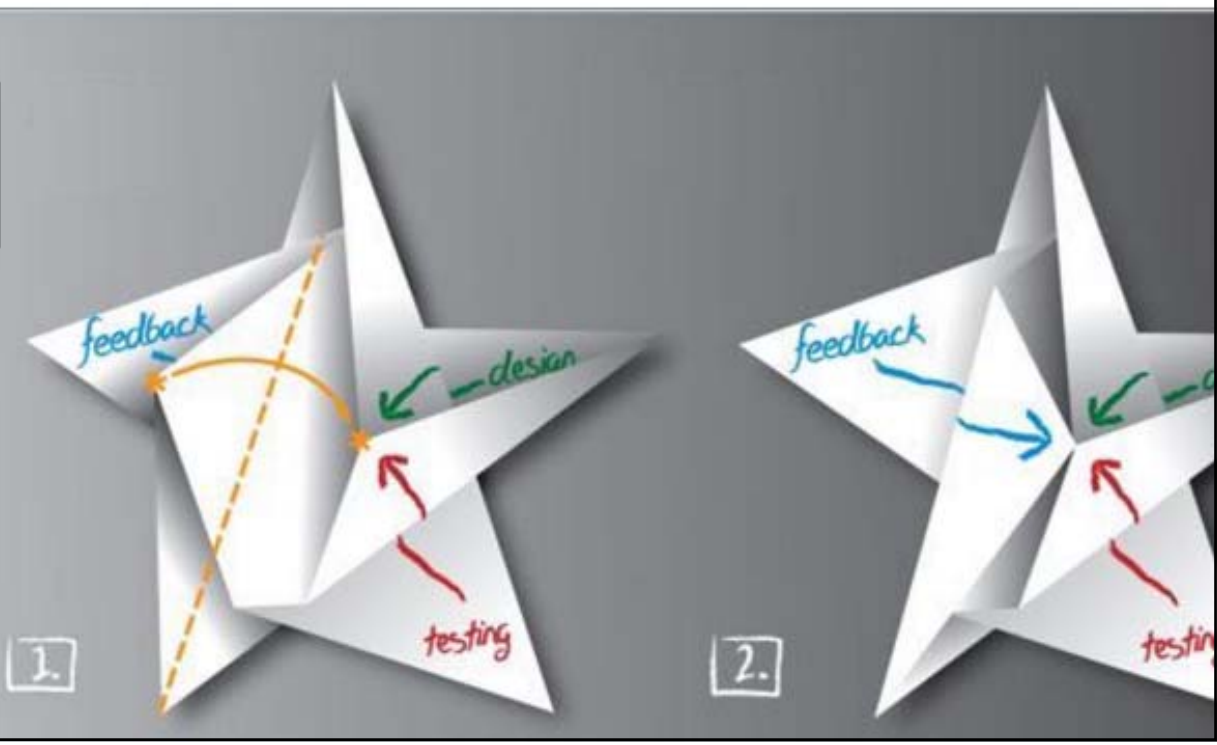
tighten the process and make it efficient
ADD RIGOR AND RATIONALE

respect constraints, but don't let them drive everything
BRING CLARITY TO THE STUDY DESIGN PROCESS

keep the process transparent
ENABLE EVERYONE TO CONTRIBUTE AND SUCCEED

UX User Experience
The Magazine of the User Experience Professionals Association

Research Methods



Designing Credible Studies: A Research Framework

Meena Kothandaraman, Zarla Ludin

UX research can mean compromise between the credibility of a study and the needs of the business. A research framework can bridge the false division. [Read More]

THANK YOU @CanUXConf!

be NCredible + try it!

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