

Expand the Diamond

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Most research stops at the first diamond. The cheapest place to add value now is the second one: building and testing. You don't need engineering to start, and you don't need to leave research to do it. Five plays:

1. Start with what's known

Mine what you already have (past studies, tickets, your repo) before you write a plan. Research begins with more research.

2. Move into building

Prototypes are cheap. You don't need engineering, and you don't need to leave research to build something real and put it in front of people.

3. Run the rapid loop

Connect your data to Claude or Figma Make, build variations, feed the responses back, retest. A two-to-three-week cycle, run it daily.

4. Try it Monday

Pick one live question. Build the prototype yourself and run a single loop end to end – before you'd normally have written the brief

5. Keep one thing human

Automate the rest. Hold onto the part of the craft you love; that's the part worth protecting.