



The Future of User Research Report: Trends and Insights for 2025



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The next frontier for user research

In a world where anything can be built quickly, the best teams know that building the right product fast is what sets them apart. User insights provide the clarity needed to make confident decisions, reduce risk, and create products that truly resonate.

Maze surveyed 800 product professionals to explore how user research informs decision-making across their organizations. The findings reveal the powerful impact of integrating user insights into both product and business strategy, along with the key trends, challenges, and opportunities shaping the future of user research.

As the demand for user insights continues to grow, more product teams are embracing AI-powered tools to accelerate research. With the right safeguards in place, AI can amplify the role and expertise of researchers, empowering them to take on more strategic, business-centric projects.

The trends in this report illustrate how user research is no longer a nice-to-have—but a strategic driver of innovation. Discover how your product team can enhance its research practices and ensure the fastest path to the right product starts and ends with users.

Meet our subject matter experts:



Bryanne Peterson

Global Head of Research and Strategy for the VCF Division at Broadcom



Geordie Graham

Senior Manager, User Research at Simplii Financial



Cheryl Couris

Senior Director of Design at Cisco



Kate Pazoles

Senior Manager, User Research at Twilio



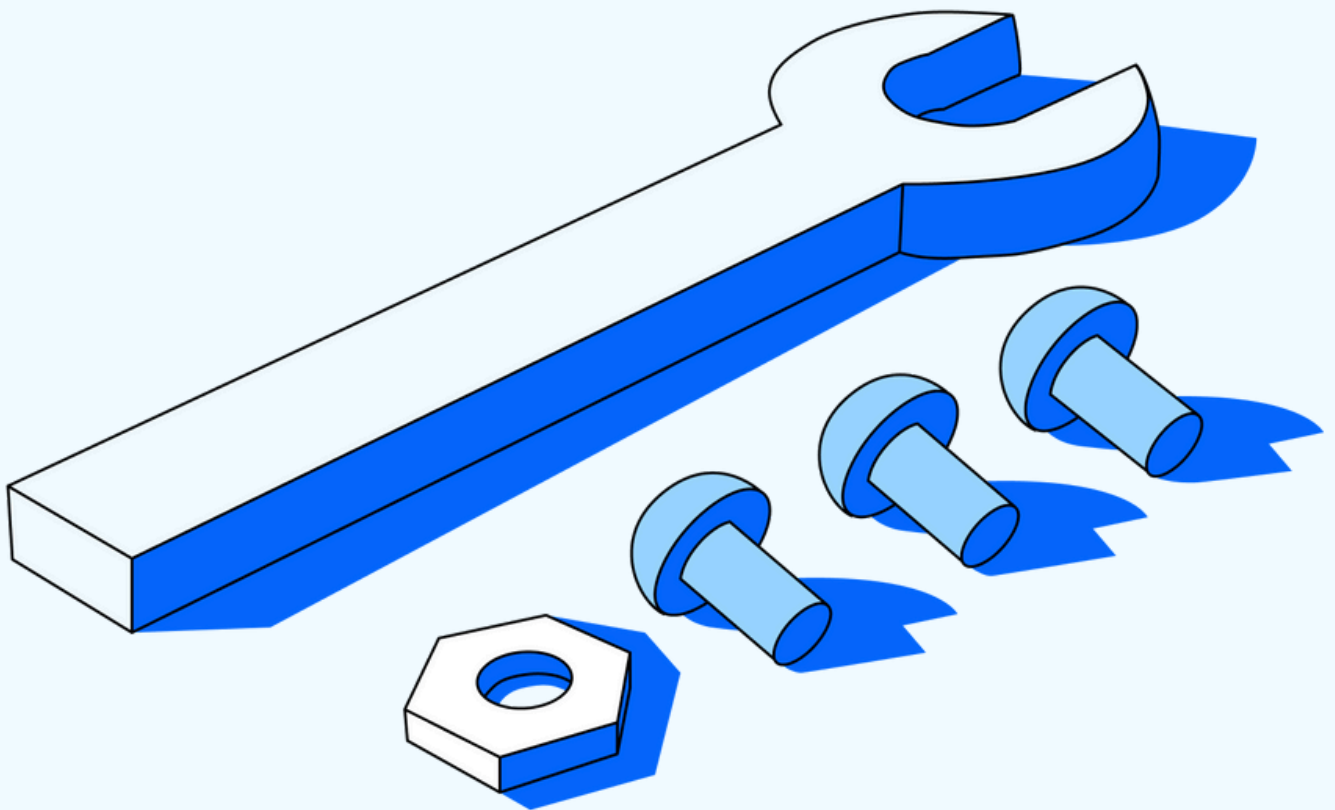
Daniel Soranzo

Lead User Researcher at GoodRX

TREND 1

The more research is integrated, the greater its business impact

Discover how product teams incorporate user insights into different stages of product development, design, and business strategy to inform decision-making and drive growth.



User research is increasingly influencing organizational decision-making

Most organizations in our audience (87%) leverage user research to inform critical decisions. Of these, **42% use research to guide product-specific decisions, 37% rely on it for both product and business strategies, and 8% incorporate it into all levels of business strategy and operations.**

Design, product, and marketing teams are the primary consumers of research, and see slight increases in usage compared to the results from our [2024 Future of User Research Report](#). Design leads at 89%, up from 86%, followed by product at 85%, up from 83%, and marketing at 38%, up from 35%.

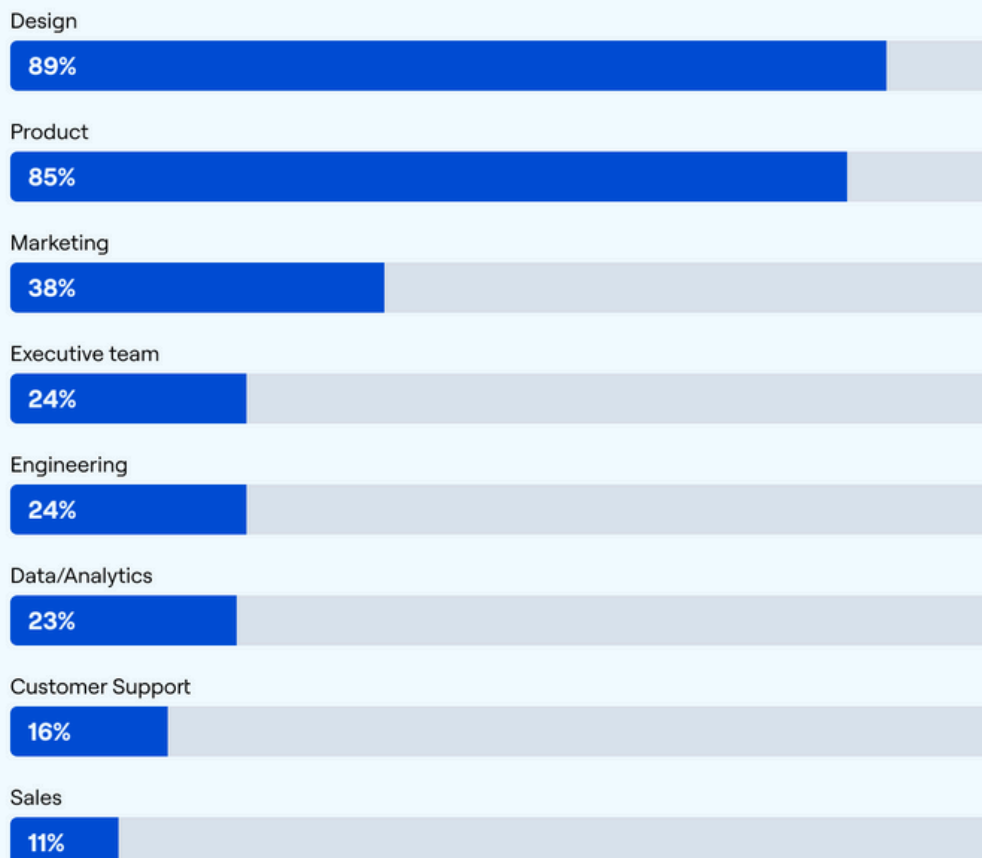
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While teams often rely on customer feedback and market research, combining these insights with UX research provides a deeper understanding. Expanding the reach of UX research beyond product teams—especially into executive decision-making—can help align product strategies with long-term business goals, fostering a user-centered approach that drives sustainable success.



Bryanne Peterson
Global Head of Research and Strategy
for the VCF Division at Broadcom

Which teams in your organization incorporate user research findings into their decision-making processes?



Greater research integration drives better business outcomes

The impact of embedding user research into decision-making is evident in the tangible benefits organizations report, such as improved product usability (83%), improved customer satisfaction (63%), improved customer engagement (49%), better product-market fit (35%), improved customer retention (34%), and increased revenue (32%).

As research integration deepens, its positive impact on business outcomes grows. Organizations that use research to inform business strategy see the most significant improvements compared to those that focus mainly on product-specific decisions or conduct research but rarely leverage it in decision-making.

“In my organization, research has had a positive impact on:

Research impact	“Research is conducted but rarely used in decision-making”	“Research is used primarily for product-specific decisions”	“Research informs business strategy decisions”*
Improved product usability	62%	86% (1.38x)	87% (1.4x)
Improved customer satisfaction	36%	62% (1.7x)	71% (1.97x)
Improved customer engagement	29%	48% (1.65x)	55% (1.89x)
Better product-market fit	15%	28% (1.86x)	48% (3.2x)
Improved customer retention	17%	25% (1.47x)	47% (2.76x)
Increased revenue	15%	26% (1.73x)	43% (2.86x)
Reduced development cost	14%	23% (1.64x)	34% (2.42x)
More active users	9%	21% (2.3x)	33% (3.66x)
Improved brand perception	7%	15% (2.14x)	36% (5.14x)
Reduced support request	14%	21% (1.5x)	28% (2x)
Improved sales win rates	8%	10% (1.25x)	20% (2.5x)
Reduced time-to-market	5%	5% (1x)	15% (3x)
Improvement ratio	-	1.6x	2.7x

*Research guides product and business strategies + all levels of business strategy and operations.

Companies that use research to inform business strategy report 2.7x better outcomes than those that conduct research but rarely use it in decision-making.

These improvements are particularly evident in areas requiring long-term strategic thinking. For example, companies experience 5x better brand perception, 3.6x more active users, and 3.2x better product-market fit. This shows that research's impact goes well beyond short-term product decisions and is amplified when user insights are woven into the broader business strategy.

Research focused on product-specific decisions still yields notable improvements, with an average improvement ratio of 1.6x across business metrics. On the other hand, companies that conduct research but rarely use it in decision-making show the lowest impact on business outcomes.

"The core function of a researcher is to improve decision-making," shares Geordie Graham, Sr. Manager of User Research at Simplii Financial. "When research actively drives decisions, rather than merely identifying problems, that's where the real business impact lies."

“

Shifting left with research gives us incredible opportunities for informing product strategy. We've found that when we invest in understanding user behaviors, pain points, and motivations before we start problem-solving, we prioritize the right problems to solve.

This has led us to better business outcomes: a stronger product-market fit, differentiating innovation, and overall higher customer satisfaction.

We are on a very intentional journey in shifting toward a more proactive vs. reactive approach in how we leverage user research to make business decisions. It's still not perfect, but it has helped us move beyond our own assumptions and ensure we are solving for the right unmet user needs.



Cheryl Couris
Senior Director of Design at Cisco



A research maturity model for user-centric organizations

Learn how to progress your organization towards higher research maturity and achieve superior business results with data and expert insights from 500+ professionals.

[Download the report](#)

User interviews are the most common method for gathering insights across the product lifecycle

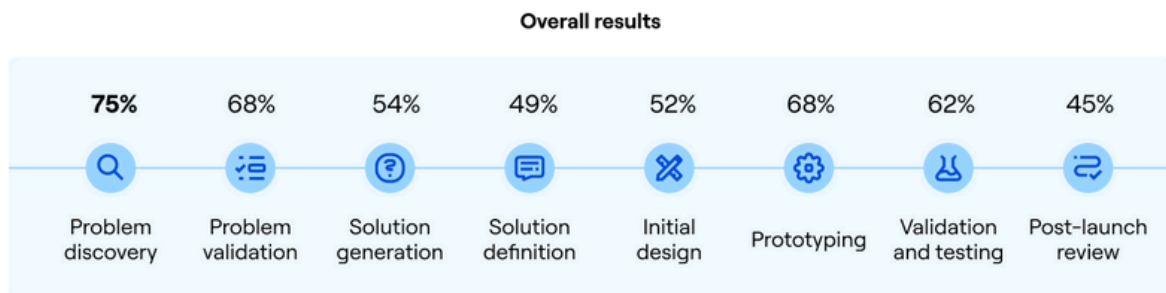
User research is most commonly conducted in the early and middle stages of product development, such as problem discovery (75%) and problem validation (68%). Participation declines in post-launch reviews (45%), potentially missing valuable opportunities for iterative learning and improvement.

“The current lack of engagement with post-launch research presents a significant gap,” says Bryanne Peterson, Global Head of Research and Strategy for the VCF Division at Broadcom. “While preparing for the VCF 9.0 launch, we are integrating more telemetry into our data collection plans, as well as triangulating post-launch data for problem identification and impact reporting.”

“This approach helps ensure effective, data-informed decisions and refine strategies for ongoing success. Plus, it highlights the continued value of UX research to stakeholders, reinforcing its role in shaping long-term, user-centered outcomes across the business.”

Organizations that use research to inform business strategy decisions are more likely to integrate research throughout all stages of product development. This is particularly evident in stages such as solution generation (+20 %pt.) and problem discovery (+16 %pt.).

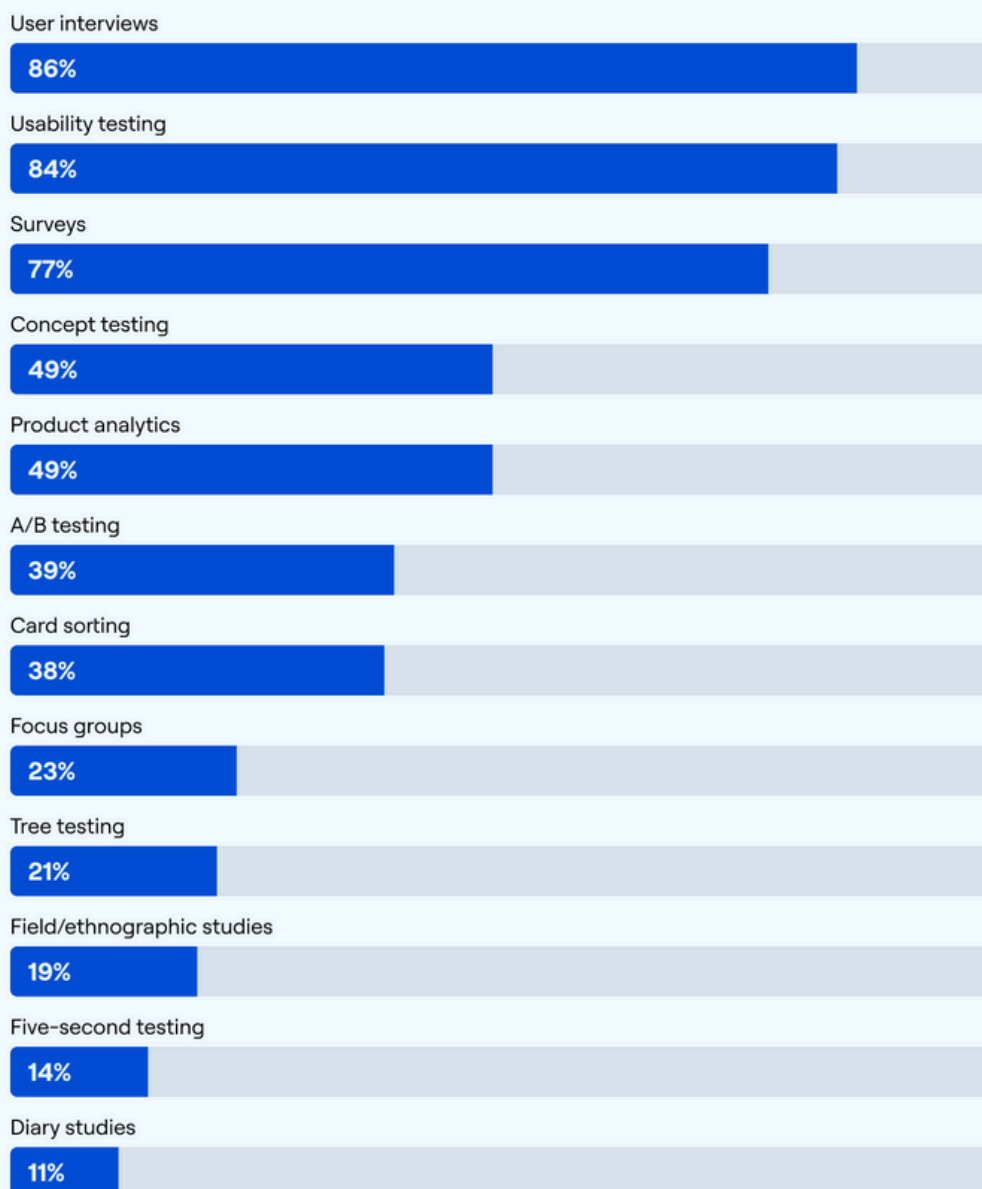
At what stages of the product development process do you or your team gather user insights?



User interviews (86%), usability testing (84%), and surveys (77%) are the most popular user research methods across all roles, a trend consistent between our 2024 and 2025 report results. In contrast, more specialized methods that provide deeper insights, such as focus groups and field studies, are primarily used by UX researchers.

Product teams recognize the value of gathering both [qualitative and quantitative data](#) to gain a deeper understanding of user needs and preferences. By combining these methods, organizations can gain a holistic view of the user experience and make informed decisions.

Reflecting on the past 12 months, which of the following research methods have you used?



User research is a collective effort across teams

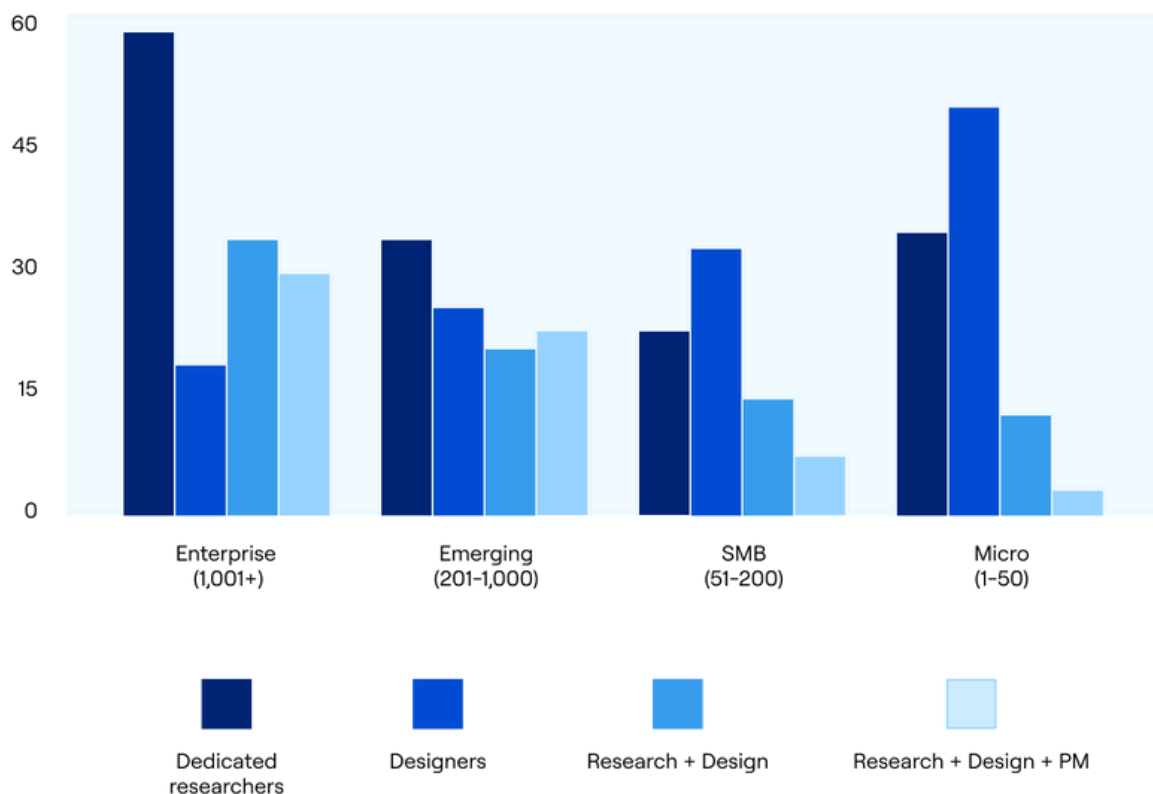
Many teams across organizations are conducting user research, including designers (70%), UX researchers (63%), product managers (42%), marketers (18%), CSMs (9%), and data analysts (6%). [Research democratization](#) is even greater in the software industry, with designers (+2 %pt.), UX researchers (+5 %pt.), and product managers (+9 %pt.) leading the way.

“We will continue to see more and more blurred lines between roles and a growing expectation that product designers take on cross-functional responsibilities, such as leading testing and customer engagement,” shares Cheryl Couris, Senior Director of Design at Cisco. “In my experience, this has raised the bar for how we think about and execute high-quality user experiences.”

When we look at the roles conducting research according to company size, there’s a correlation between company size and the number of dedicated researchers. Enterprise companies have more UX researchers, which indicates larger budgets for dedicated research positions, more complex research needs that require specialized expertise, and established research processes.

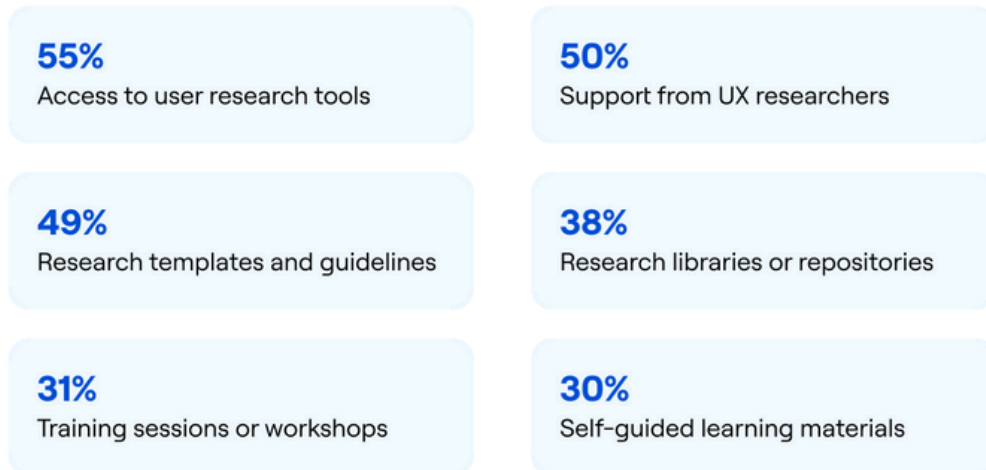
Smaller companies show fewer dedicated researchers as they typically need more versatile employees who wear multiple hats. Research at smaller organizations is often conducted by designers and product managers as part of their broader responsibilities.

Primary roles conducting research by company size

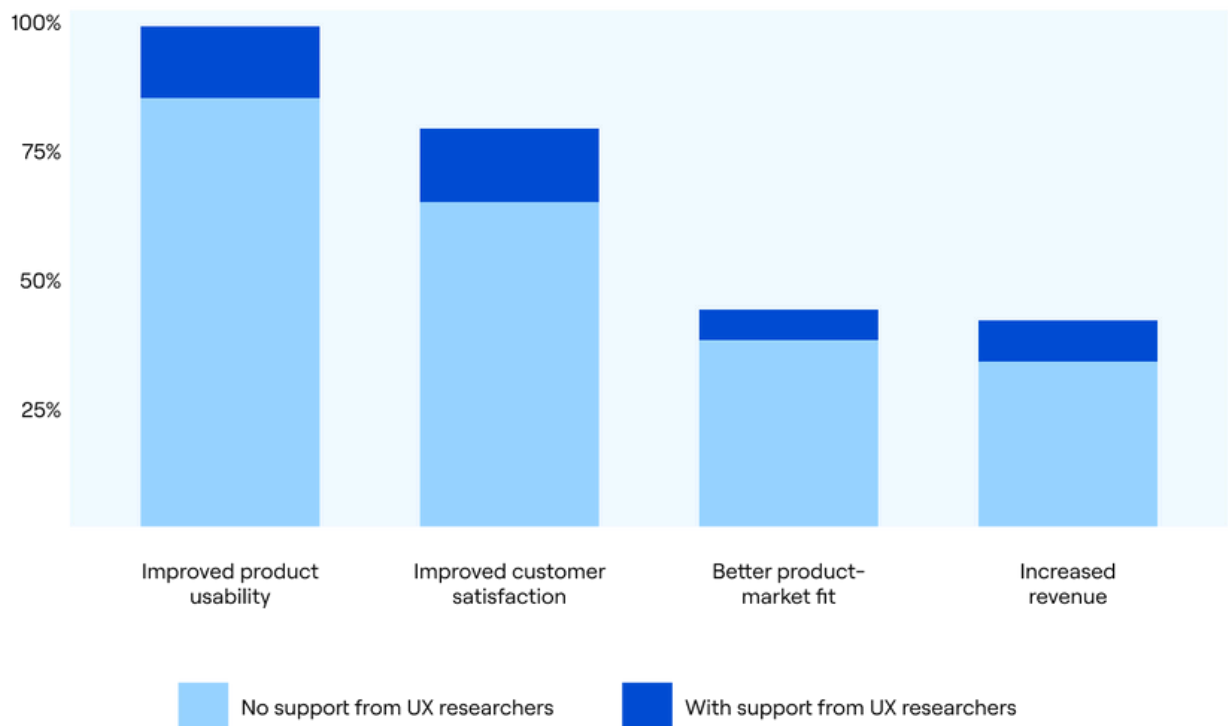


As product managers, marketers, and designers become more involved in user research, product organizations are providing increased support to empower teams to collect user insights safely and responsibly.

What resources are available to support non-researchers in conducting user research?



Teams that offer dedicated support from UX researchers to non-researchers report significantly better outcomes compared to those not given such support—improved product usability (+7 %pt.), customer satisfaction (+7 %pt.), product-market fit (+6 %pt.), and increased revenue (+8 %pt.).





Many companies are seeing an increase in demand for research, but the economic climate has not supported the growth of user research teams in response. This shift is likely a reflection of UX teams relying on product designers to take on more research, especially validation research, as they tend to be better staffed. This trend isn't necessarily bad—it frees up researchers to focus on more complex discovery work and gives them more opportunities to be involved in strategic business decisions, as they're not spending so much time conducting simple user testing on prototypes.



Kate Pazoles

Senior Manager, User Research at Twilio



I'm all in favor of the democratization of research. If it's something lightweight that a designer can handle, we don't want to be a blocker. I'm also happy to take on an advisory role. We're here to support our product partners. Their success is our success, and if we can celebrate our wins, we've done our job well.



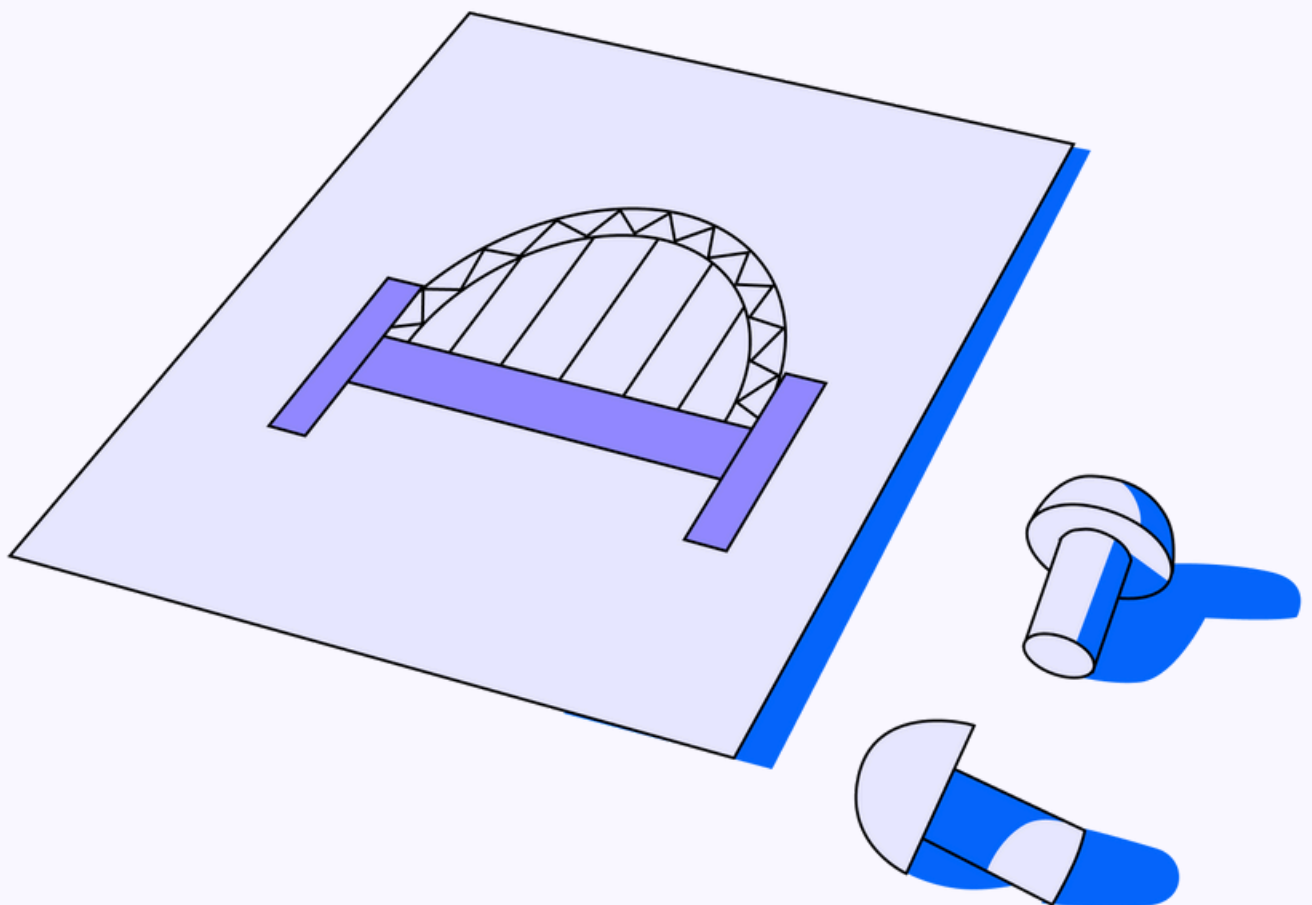
Daniel Soranzo

Lead UX Researcher at GoodRX

TREND 2

The push to build the right products fast is fueling research demand

Product teams face pressure to innovate and stay competitive, driving an increasing demand for user insights. More organizations recognize the value of user research, but time and bandwidth remain key challenges.



The demand for user research is on the rise

In our 2024 report, 62% of respondents said demand for user insights grew. This year, we're seeing similar trends, with **55% of product professionals saying demand for user research increased over the past year**, 30% reporting no change, and 9% noting a decrease.

When we look at the change in demand by company size, larger companies show more consistent growth, while smaller companies show more variability. Demand increased for 58% of enterprise companies (1,000+), 56% of emerging companies (201-1,000), 48% of SMBs (51-200), and 49% of micro businesses (1-50).

Why demand for research has increased, according to survey participants

We asked respondents to share the reasons for the increased demand for research at their organizations. Common themes include the growing appreciation for user research, the need for innovation in a competitive market, and shifts toward data-driven decision-making.

1. Increased awareness and recognition

"Based on increasing customer feedback and impact on the business profits, it became clear that gathering and acting on user research is crucial for growth."
UX Researcher, IC

"More people see the need for user research across all the projects we complete. There are regular presentations showcasing results, making the work more visible to cross-functional partners."
Designer, IC

2. Business growth

"We are building a new product and need more research to help define the MVP direction."
Designer, IC

"As we grow, teams feel the pain of making risky assumptions. We've also hired more experienced roles. More and more people are looking to make data-backed decisions overall."
Design, Executive

3. Strategic and cultural shift

"The CEO is pushing for more customer-centricity, making it a key aspect of our company principles."
UX Researcher, IC

"More people across the organization are compelled to conduct their own research—which is a good thing. This aligns with general trends for more user-centered approaches to drive business outcomes."
UX Research, Executive

4. Competition and market

"A lot of changes in the market where we operate. Doing user research is the way we have to keep up with them."
Designer, IC

"The digital landscape is becoming crowded, making it harder for products to stand out. User research helps identify unique user needs and pain points, providing a competitive edge."
Designer, IC

5. Team growth

"Better coverage and recruitment of highly skilled researchers lead to actionable insights that demonstrate the value of research, thus increasing demand. Each successful project leads to demand for two more projects."

UX Researcher, IC

"The team has expanded, so we now have the capacity to support more stakeholders than before."

UX Researcher, IC

6. AI and innovation

"Increasingly competitive market, the need to move fast on AI, and the immense need for research to inform AI development, as it's a new and fast-changing space."

UX Researcher, IC

"The rapid acceleration of new features in the industry, including AI."

UX Researcher, IC

Why demand for research has decreased, according to survey participants

Only 9% of participants reported a decrease in demand for research, citing reasons such as organizational restructuring, reduced budget and resources, and a perceived lack of value associated with user research.

1. Time and budget constraints

"Budget constraints and organizational restructuring caused all activities to be put on hold for a period of time."

UX Researcher, IC

"Less time to conduct research, as the pressure to develop products faster has increased."

Designer, Team Leader

2. Organizational changes and layoffs

"The business laid off 80% of the UX research team and moved to a new model where product managers run research."

UX Research, Executive

"Our organization endured a large reduction of force which means that there are fewer resources for product development."

Designer, Team Leader

3. Perceived value and ROI challenges

"Product managers and the company don't value research."

Designer, IC

"Not enough visibility of the UX research department, so people don't know we exist or they don't see the value in it."

UX Researcher, IC

"Less measurable ROI."

UX Researcher, IC

Time and bandwidth are the top challenges for product teams

As demand for user research increases, **product teams experience time and bandwidth constraints (63%) as their top challenge, followed by recruiting the right participants (48%), and translating results into measurable business outcomes (42%).**

Big software companies with more than 1,000 employees face even more pressure to move quickly, with time and bandwidth constraints being the top challenges for 70% of survey respondents in this industry.

“

There's a greater desire to get more done, faster. More research requests are coming in, and we're using more tools to keep up. But with so many requests, I now have to say no to some projects.



Daniel Soranzo
Lead UX Researcher at GoodRX

What are the biggest challenges you and your team face when it comes to user research?



63%

Time and bandwidth constraints



48%

Recruiting the right participants



42%

Translating research insights into measurable business outcomes



42%

Budget constraints



39%

Recruiting participants in time



30%

Getting executive buy-in



30%

Sorting and communicating research findings effectively to stakeholders



27%

Enabling non-researchers to effectively conduct research



26%

Ensuring data quality



25%

Scoping your user research project



25%

Getting actionable insights



21%

Analyzing user research data

Product and design teams seek insights to improve usability, understand customer needs, and prioritize features

The majority of research requests come from product (80%) and design teams (72%), which aligns with how research teams are structured—37% reporting into design, 31% into product, 24% into user research, 4 % into the CEO, and 3% into marketing.

While more organizations recognize the value of making data-informed decisions to stay competitive, there's still room to strengthen executive engagement. Only 22% of respondents shared that their executive team has been requesting research support, highlighting an opportunity to better integrate research into high-level decision-making.

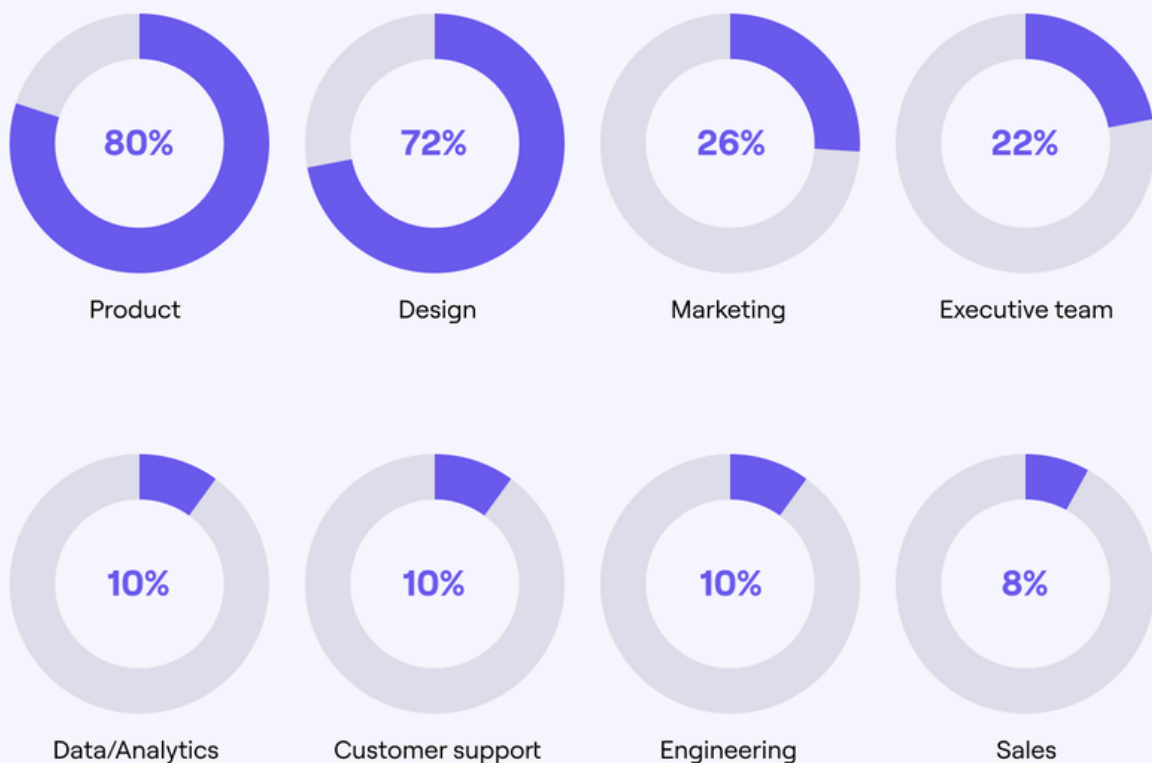
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The need for stronger advocacy at the executive level is clear. Demonstrating the tangible business value of UX research can secure executive buy-in, ensuring that user insights guide high-level strategies. By bridging the gap between UX and business strategy, organizations can make more informed decisions that drive long-term success. We need to be more diligent at ensuring our work reaches this level.



Bryanne Peterson
Global Head of Research and Strategy
for the VCF Division at Broadcom

Which roles or departments have been requesting user research support most frequently over the last year?



The underlying goals of research requests include improving product design or usability (81%), understanding customer needs and preferences (78%), and validating assumptions or hypotheses (74%).

Although executives and other stakeholders share similar motivations for research, a key distinction is that executives are more focused on guiding long-term business strategy. This is the main purpose for 55% of executives compared to 28% of all respondents.

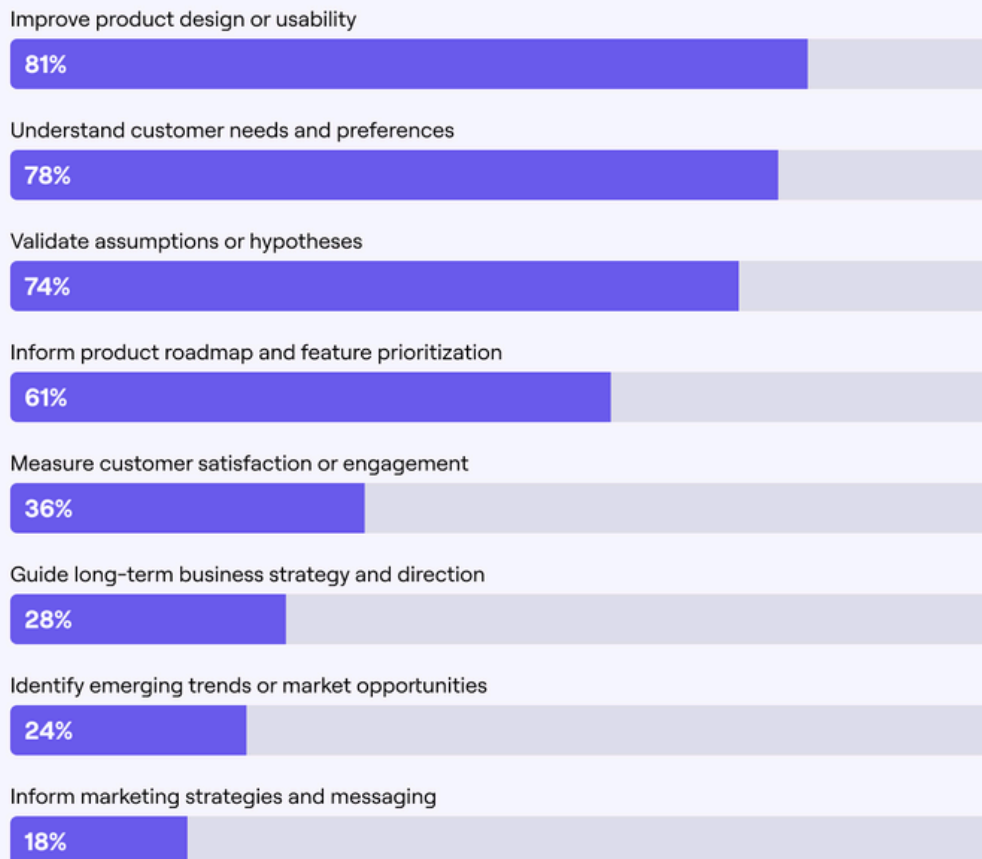
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In the past year, I've seen product leadership lean more into foundational research questions—understanding who our customers are, their goals, challenges, and the context they operate within. There's also a growing need to better contextualize insights within industry and market trends, looking not just at what customers are doing today, but at what they might be doing a year from now.



Kate Pazoles
Senior Manager, User Research at Twilio

What is the underlying purpose of the research request?



Researcher roles and responsibilities become more strategic as companies scale

UX researchers spend the most time on planning and conducting research (65%), analyzing research data (50%), and recruiting research participants (38%).

“I’ve seen many product leaders wanting to incorporate customer research earlier in product development and use insights to drive strategic decisions,” says Kate Pazoles, Senior Manager of User Research at Twilio. “I’m excited for user research to move beyond product silos and operate at a higher altitude, where it can add even greater value.”

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Researchers have an opportunity to showcase their skills beyond research methodology—helping leaders connect the dots from disparate data sets and uncover the ‘so what’ behind customer needs and market trends.

We have to show how our approach to exploring problems and gathering evidence allows us to see around corners and stay ahead of customer needs, enabling proactive product development.



Kate Pazoles
Senior Manager, User Research at Twilio

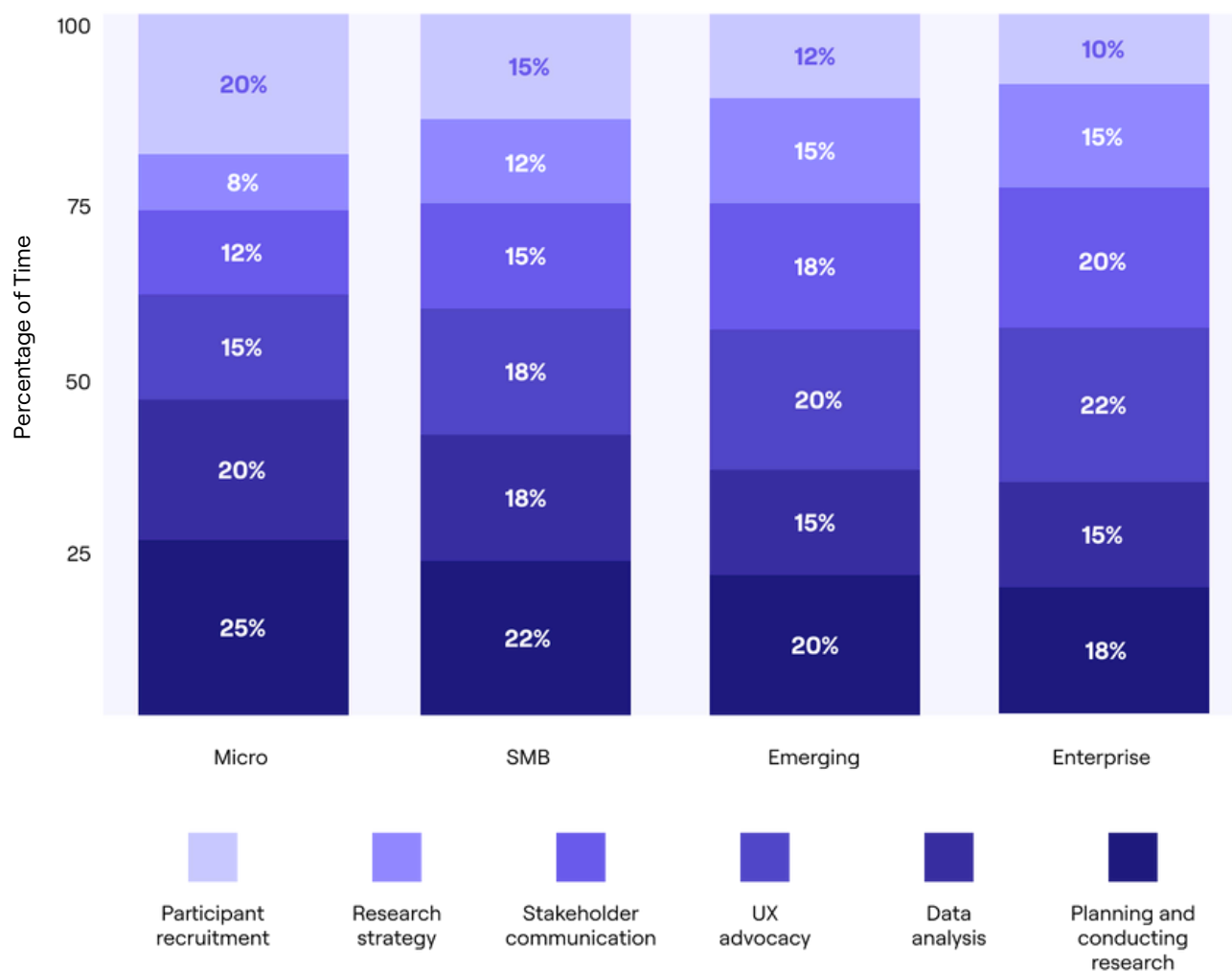
Where do you think researchers spend the most time in your organization?



As companies grow, direct research activities—such as recruiting participants—decrease, while the focus shifts toward more strategic efforts like stakeholder communication and research strategy.

It's likely that with more resources, tools to support research, and higher [research maturity](#), organizations can streamline the process of finding the right participants or analyzing large volumes of data, allowing teams to focus on more complex, strategic research projects that move the needle.

Researcher responsibilities by company size



Embrace the evolving role of user research

Dive into interviews with UX leaders as they share their insights on the evolving role of user research and the opportunities that lie ahead.

[Download the playbook](#)



This year, I've noticed growing pressure to shorten research time early in the design process, with the expectation that it will lead to quicker solutions. Yet, rushing these early stages leads to revisiting decisions and prolongs the iteration process. As research professionals, we must advocate for quality upfront research to avoid unnecessary delays later—speaking up early saves both time and resources in the long run.



Bryanne Peterson

Global Head of Research and Strategy for the VCF Division
at Broadcom



We've seen a shift toward more strategic research that informs business decision-making rather than focusing solely on tactical product research. We work in a service model and are seeing more requests to use research to shape business plans, instead of validating new products before release.



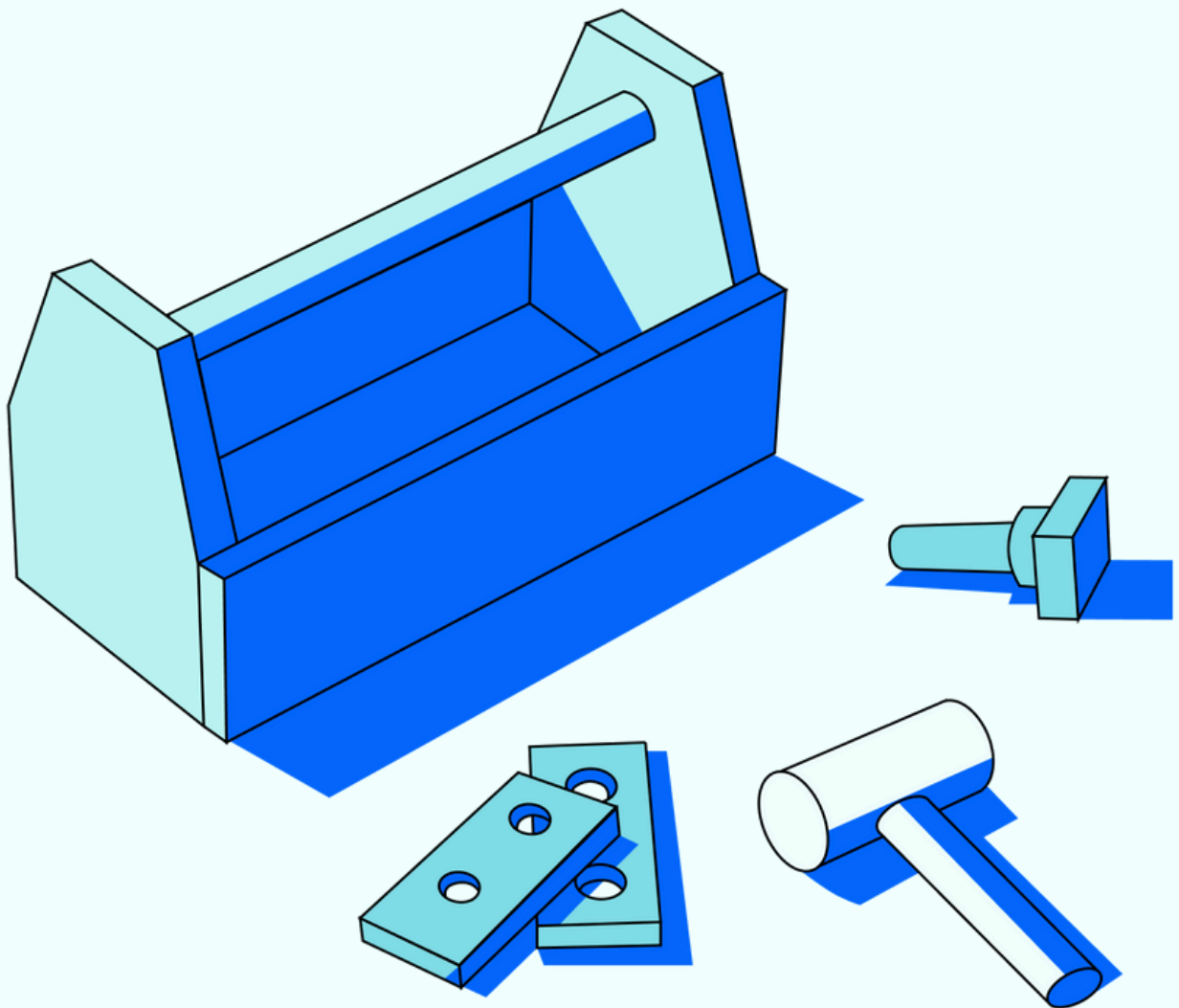
Geordie Graham

Senior Manager, User Research at Simplii Financial

TREND 3

AI-powered research unlocks efficiency for product teams

More teams are adopting AI to conduct research, leveraging its efficiency to automate manual tasks and focus on strategic decision-making. AI enables teams to augment human expertise and scale research without sacrificing depth or quality.



AI usage increased by 32% compared to last year

An increasing number of product teams are adopting artificial intelligence for user research.

58% of product professionals are using AI tools, with 37% applying AI in some research projects and 21% in most studies. 32% increase from the 44% who reported using AI in our [2024 Future of User Research Report](#).

Enterprise software companies are leading the charge with AI adoption at 64%.

"I expect AI's role in user research to continue to expand. While AI can speed up repetitive tasks, the human touch will remain essential," shares Bryanne Peterson. "The winners will be those who can harness the power of AI and get creative with how to expand the value of UX research—turning efficiency gains into deeper, more actionable insights that drive innovation in product development."

Do you or your team use AI tools to conduct user research?

Yes, in some of my research projects

37%

35%

No, but I would like to

28%

41%

Yes, in most of my research projects

21%

9%

No, not at all

13%

14%

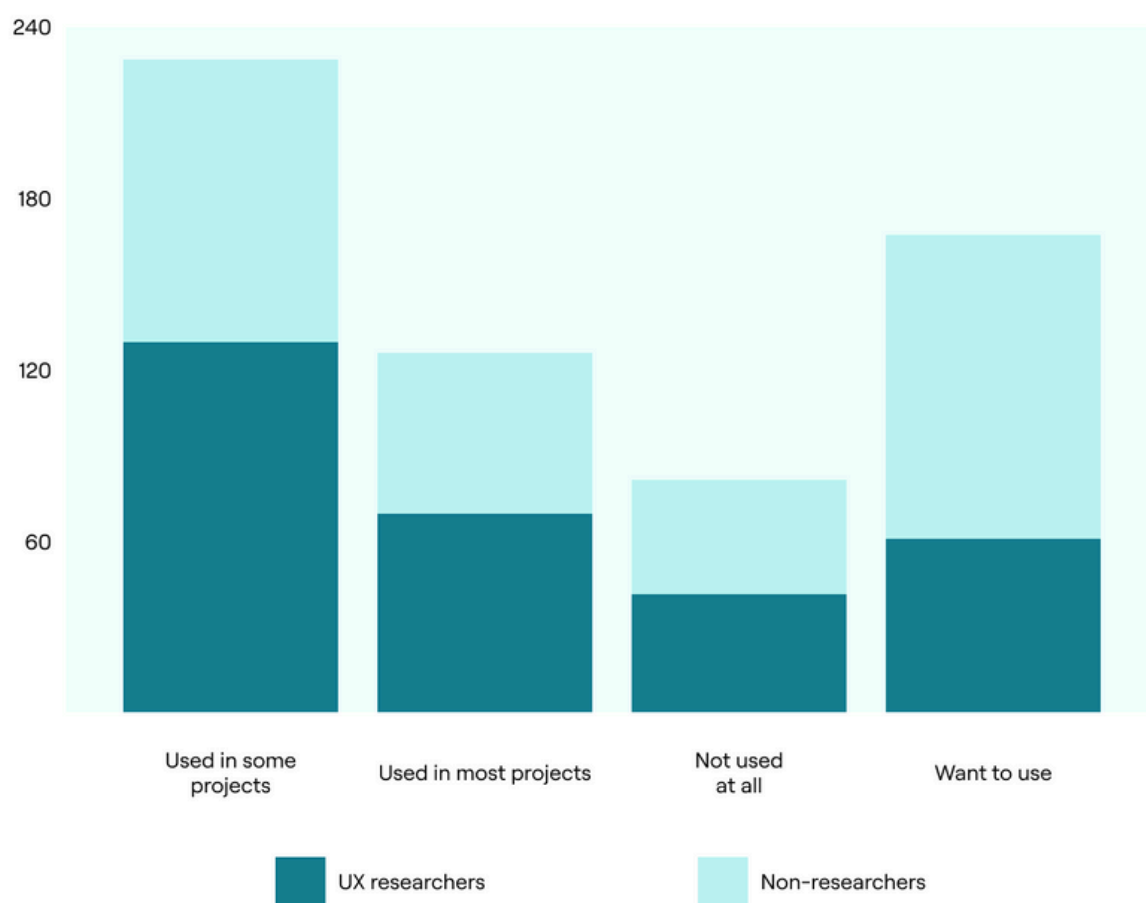
2025 Future of User Research Report

2024 Future of User Research Report

AI usage increased by 32% compared to the 2024 Future of User Research Report. Enterprise software companies are leading the way with AI adoption at 64%.

The analysis of AI usage by role reveals that UX researchers are more proactive in implementing [AI tools](#), with a higher percentage using AI in some or most projects compared to product professionals who don't have research in their title. However, non-researchers show a greater interest in future AI adoption, suggesting that as they become more familiar with AI tools, the balance of usage across roles may shift.

AI usage by role type

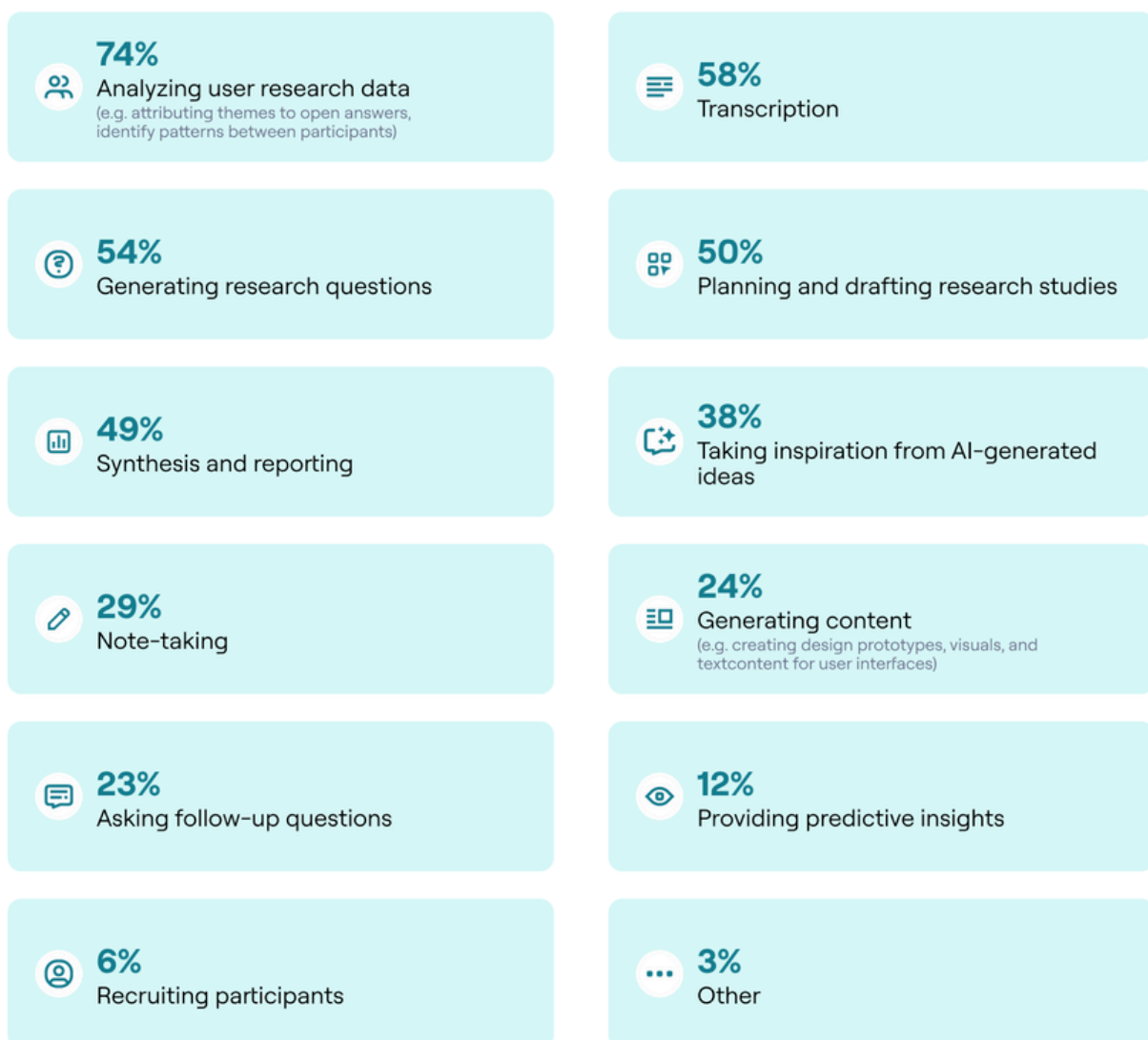


AI automates manual tasks

Product teams lean on AI to streamline the most time-intensive components of research, including analyzing user research data (74%), transcription (58%), generating research questions (54%), planning and drafting research studies (50%), and reporting (49%).

AI aids in offloading the time-consuming, manual tasks, while researchers are left to focus on the aspects that require deep human insight, creativity, and strategic thinking. This balance allows for more efficient, impactful research.

How are you using AI tools to conduct user research studies?



Product teams accelerate research with AI

63% of respondents mentioned time and bandwidth constraints as their biggest challenge. By removing bottlenecks, AI frees up researchers to focus on strategic, high-impact work.

When we asked respondents about the benefits they've experienced with AI, they cited improved team efficiency (58%), faster turnaround time for user research projects (57%), and optimized workflows (49%). By accelerating research, AI helps alleviate the time constraints many product teams face.

“

What used to take me weeks now takes half the time with AI. When you don't know where to start, it helps alleviate the blank page syndrome, and we've expanded its use to data analysis.

It has become an incredibly helpful and essential tool for our team. If my company were to get rid of AI, I'd worry about how challenging it would be to accomplish the same tasks in the same amount of time.



Daniel Soranzo
Lead UX Researcher at GoodRX

What benefits have you experienced using AI tools?

Improved team efficiency

58%

Improved turnaround time of user research projects/Faster research

57%

Optimized workflows

49%

More time to focus on strategic user research projects

30%

Easy scalability

18%

Greater quality and accuracy of user research

16%

Product teams adopt guardrails to address AI challenges

While AI is helping product teams increase efficiency, the need for human review is the top challenge faced by respondents using AI tools (74%), followed by trust and credibility concerns (67%), and ethical and privacy concerns (39%).

AI can help product teams achieve greater scale and speed, but ultimately, it amplifies the work researchers can accomplish, rather than replacing them. As Daniel Soranzo, Lead UX Researcher at GoodRx, puts it, 'AI is the intern, not the subject matter expert.'

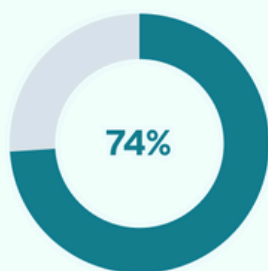
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AI will have a profound impact on the industry. It's the wild west. There are no clear guidelines on how to use AI or when it's acceptable to use it. I think best practices will have to evolve in the same way we've developed best practices in participant management, ensuring we don't use AI in an unethical way or share misleading data.

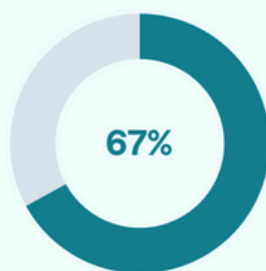


Geordie Graham
Senior Manager, User Research
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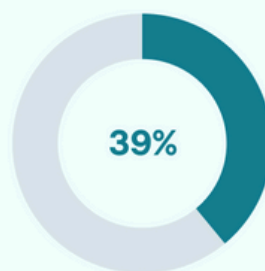
What challenges have you experienced using AI tools?



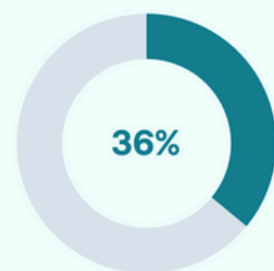
The need for human review



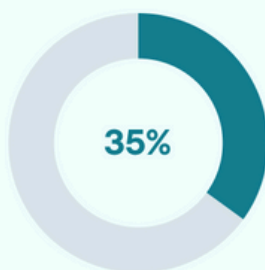
Trust and credibility concerns



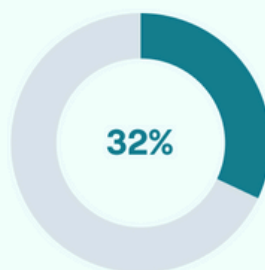
Ethical and privacy concerns



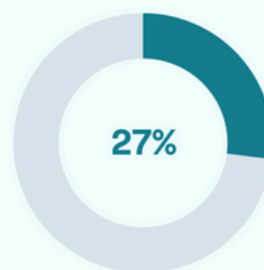
Lack of reasoning and creativity



Security concerns



Inherent bias



Developing skills to work effectively with AI

What guardrails have you used to address challenges with AI?

To address AI challenges, protect participant data, and verify the accuracy of AI outputs, we asked participants to share the guardrails they are implementing around AI usage.

Human review

Manually check, verify, and refine AI-generated outputs to ensure accuracy and reliability

Human in the loop and increased coaching/training on best practices. AI helps to make the process go faster, but does not replace the process.

UX Researcher, Team Leader

Always reviewing AI-generated work myself, only using AI for lower-risk tasks, being transparent about when AI is/isn't being used to stakeholders and participants.

UX Researcher, IC

Data privacy and security measures

Avoid entering confidential or sensitive information

I try to use tools that have privacy and security guardrails in place. I take my own precautions to ensure that research data is safe by not including any identifying and personal information about both participants and the company.

UX Researcher, Team Leader

Our legal department negotiated terms in our contract with tools offering AI features to ensure our customer data is protected. In 2025, there will be more plans to mature the UX team on how to use AI tools to help plan research and build our questions.

Design, Executive

AI as a complementary resource

Use AI for brainstorming, speeding up processes, or for tasks that are time-consuming but low-risk

Human review of AI generated analysis and suggestions. Relegating AI to aid in repeatable, time-consuming tasks.

Marketing, Executive

AI is an aid. I use it as a starting point in all my work but I always review and refine to my standards.

Designer, IC

Training AI & prompt engineering

Provide feedback and refine prompts for better responses

I've spent some time training the AI on our context, our personas, and the role I'd like it to play.

Product Management, Executive

Use AI for specific and quite prescriptive tasks, not anything strategic or really complex. Spend a good amount of time on prompt engineering. Always have a human review step.

UX Researcher, IC



AI can become a really important tool in increasing and augmenting human capacity. It's helpful as a decision-making tool, with the ability to assist in planning or to analyze large amounts of data. If we push for ethical behavior and appropriate safeguards, it'll be like the switch from using paper to using computers.



Geordie Graham

Senior Manager, User Research at Simplii Financial



Using AI to analyze vast amounts of data, identify patterns, and generate insights at scale is a game-changer. By automating these formerly laborious tasks, we free up headspace and bandwidth to go deeper into areas where only our human brain can make magic happen. On my team, we see AI as a co-pilot, not a replacement—using AI to augment research has helped us do more, faster.



Cheryl Couris

Senior Director of Design at Cisco

Bridging the gap between speed and user-centricity

Companies once had to choose between rapid product development and extensive research to build the right product. With the rise of AI, advanced research tools, and the democratization of research across teams, businesses can now quickly and effectively integrate user insights into every stage of the product lifecycle and business strategy.

This breakthrough in speed and efficiency will empower organizations to place users at the center of every decision—leading to products that resonate with customers and drive sustainable growth and long-term success.

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The future will be about finding more effective ways to capture the emotional, social, and cultural contexts that drive user behavior. By exploring new approaches to data collection and analysis, we can create products that not only meet user needs but also resonate with them on a deeper, more meaningful level. I can't wait to see what we, as a community, can innovate in the coming years to find valuable answers to the toughest questions.



Bryanne Peterson
Global Head of Research and Strategy
for the VCF Division at Broadcom

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Companies using research to inform business strategy make better data-driven decisions by incorporating customer knowledge earlier in the product development lifecycle. Research is most impactful when it builds a deep understanding of customer needs, driving strategic decisions about what to build. That's where companies see significant ROI in terms of product-market fit and revenue growth.



Kate Pazoless
Senior Manager, User Research at Twilio

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I'm eager to see how user expectations and behaviors continue to evolve as new tech emerges. We'll see more hyper-personalization of experiences, and I look forward to experiencing how that shapes traditional design thinking, product strategy, and our overall creativity as humans.



Cheryl Couris
Senior Director of Design at Cisco

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I'm excited to see how AI could help with tasks like prototyping or running interviews, and how our roles will evolve alongside AI. I'd like to think that because of AI we're moving into more strategic roles beyond usability testing, which allow us to focus on higher visibility, higher-impact business decisions.



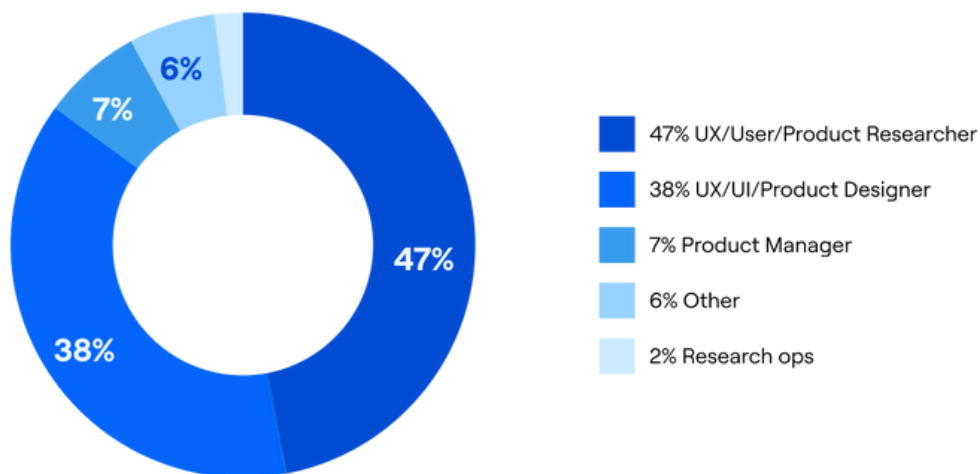
Daniel Soranzo
Lead UX Researcher at GoodRX

Methodology and audience insights

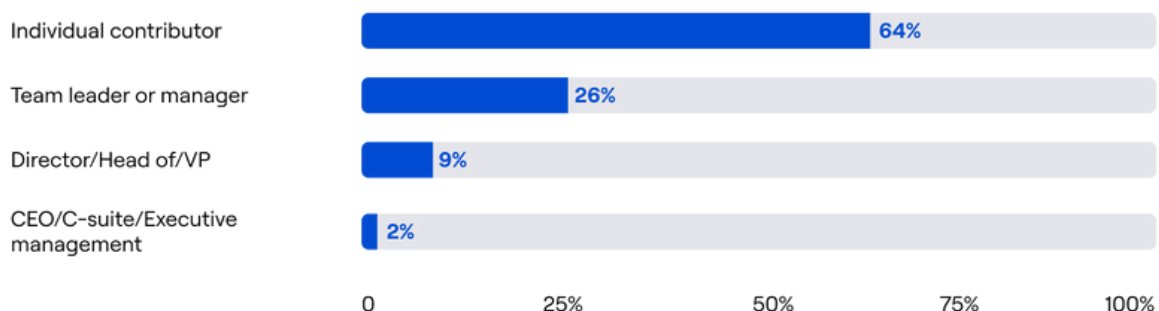
The report survey was created using Maze and distributed between December 10, 2024 and January 10, 2025. During that time, Maze collected 800 responses from a variety of research-focused roles: 47% UX researchers, 38% designers, and 7% product managers.

Survey respondents were located in multiple regions worldwide, including 36% in North America and 33% in Europe. Respondents worked at a mixture of enterprise organizations (32%), emerging organizations (26%), small-medium businesses (20%), and micro organizations (22%).

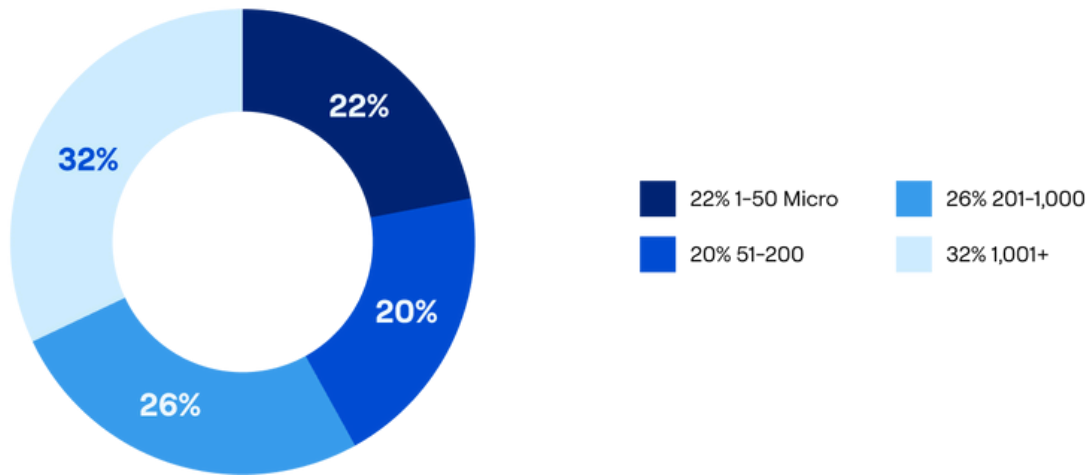
Which of the following best matches your job function?



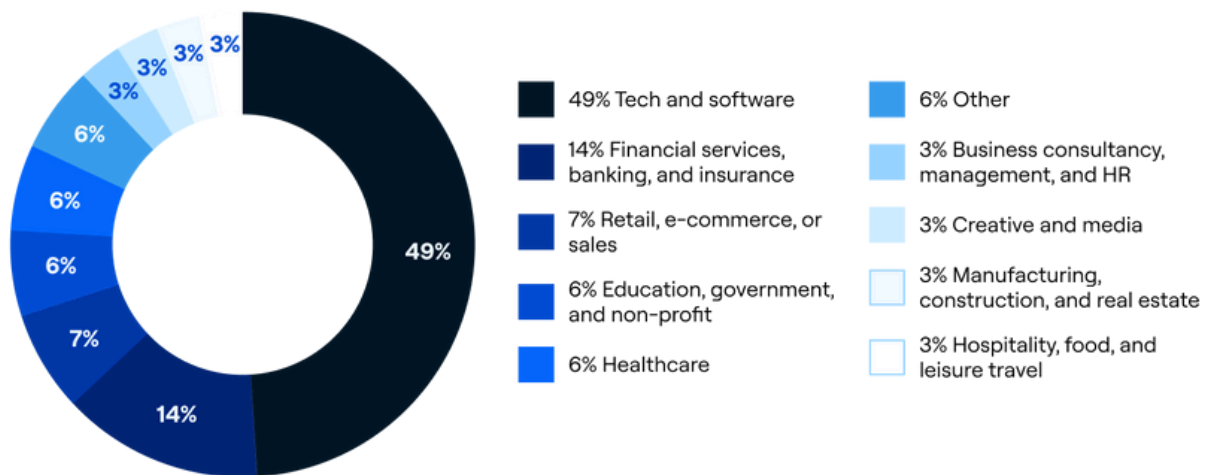
Which of the following most accurately describes your title?



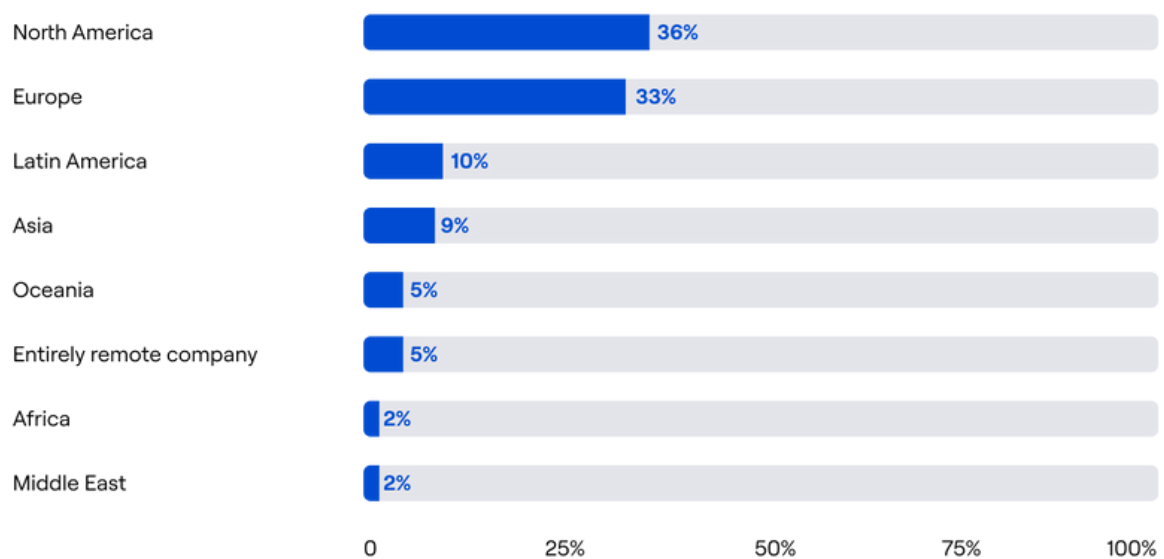
How large is your organization?



In which industry does your organization operate?



In which region is your company based?



About Maze

Don't choose between building fast and building right

Maze is the user research platform that makes products work for people. Maze empowers any company to build the right products faster by making user insights available at the speed of product development. Built for ease of use, Maze allows designers, product managers, and researchers to collect and share user insights when needed most, putting them at the center of every decision.

[Learn more](#)