
6 STEP GUIDE TO UX DISCOVERY RESEARCH

This guide is a practical, step-by-step framework to help startups conduct effective UX research without expensive tools or agencies. Outlines six simple stages to understand user needs, test ideas, and build products people truly want.

The 6 step framework

Why UX research matters?

Bad user experience can sink even the best ideas. Good UX keeps users engaged, reduces costly mistakes, and sets you apart in crowded markets. But here's the secret: you don't need expensive agencies or complicated tools to get started.

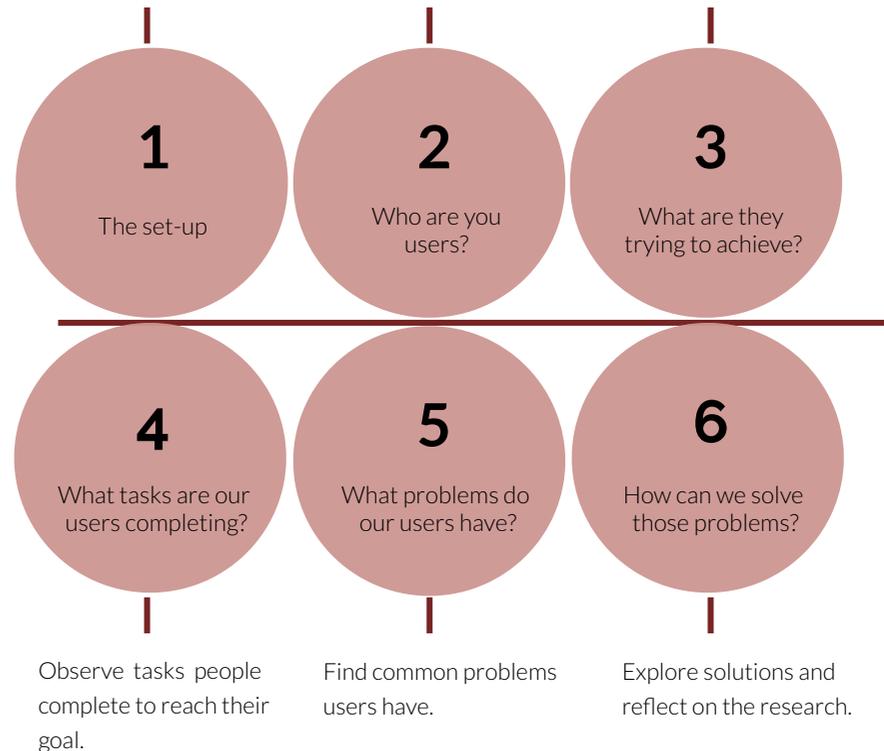
You need clarity, 6 simple steps, and confidence.

Each step of the framework is broken down into weekly

Start with the goal. Plan and manage how you achieve the goals.

Learn about people who are that need your product/service.

Focus on what your user is trying to complete and how you fit in.

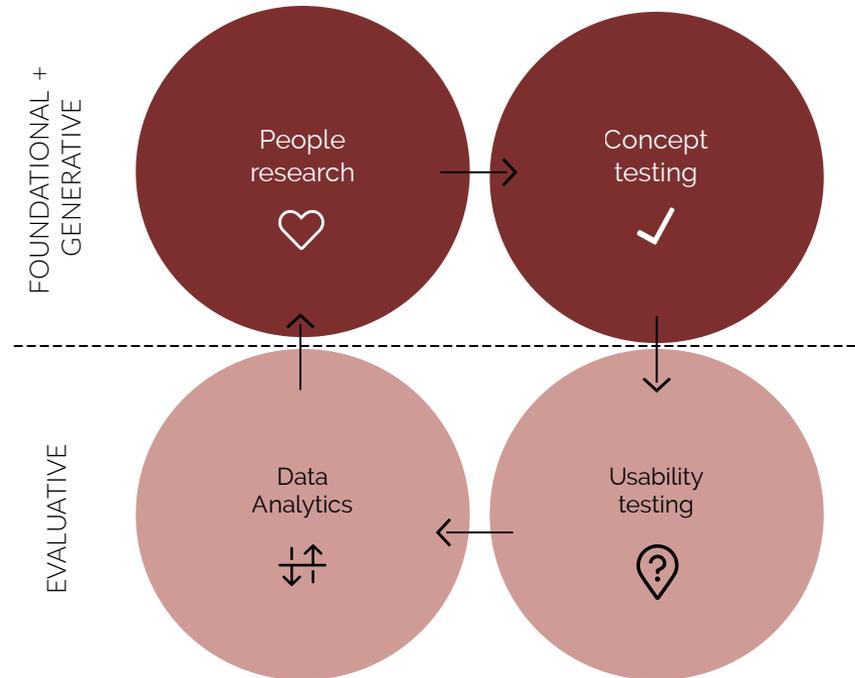


Types of research

How will I know what style of research to use?

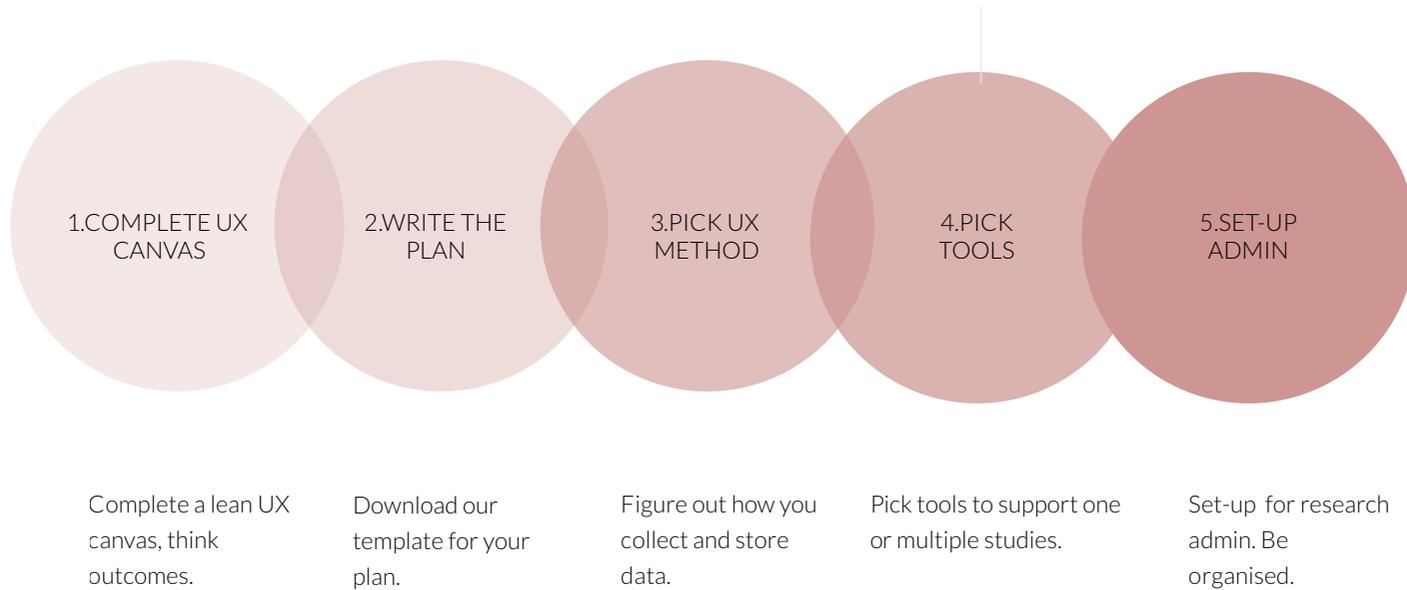
In each of the weekly frameworks (sprint) there's a suggested method. They fall into 4 categories.

- Observing people to see how they do things now and what problems or barriers they face
- Use generative methods to explore relevant aspects of their lives and work
- Measure how your product/service is used
- Examine existing data (for example analytics, support logs, forums and social media, papers)



Week 1

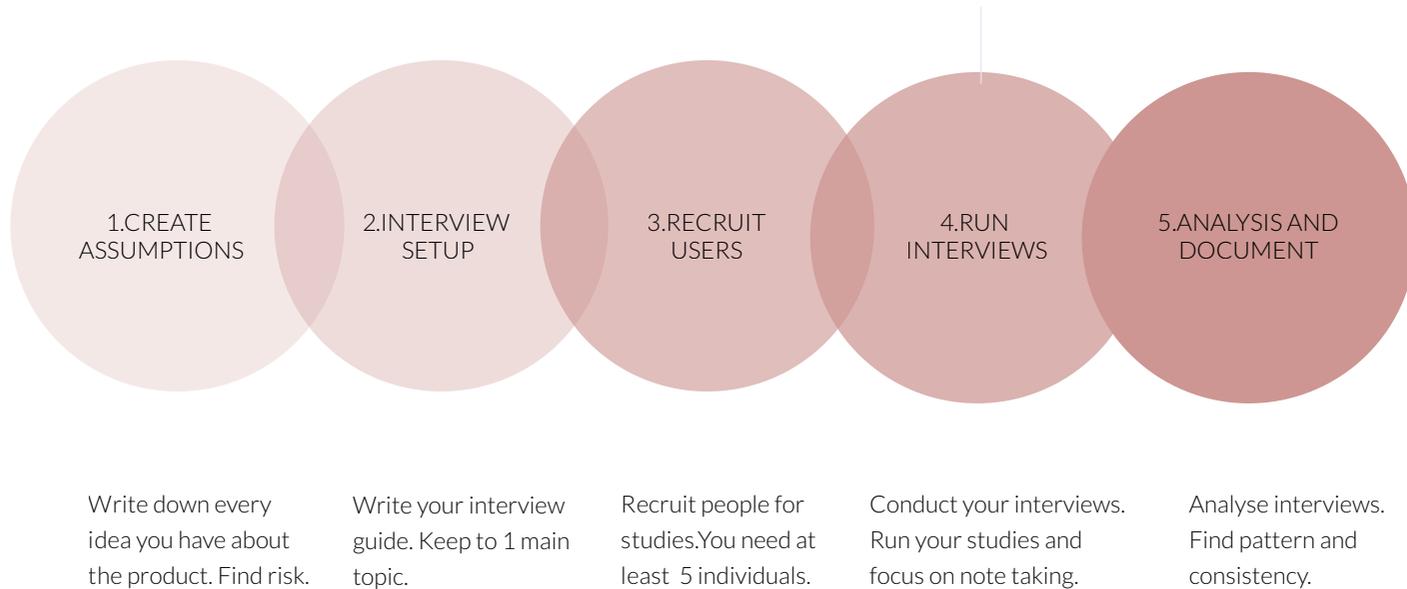
Focus on the set-up, **bad processes kill product UX Research.**



Who are the users?

Week 2

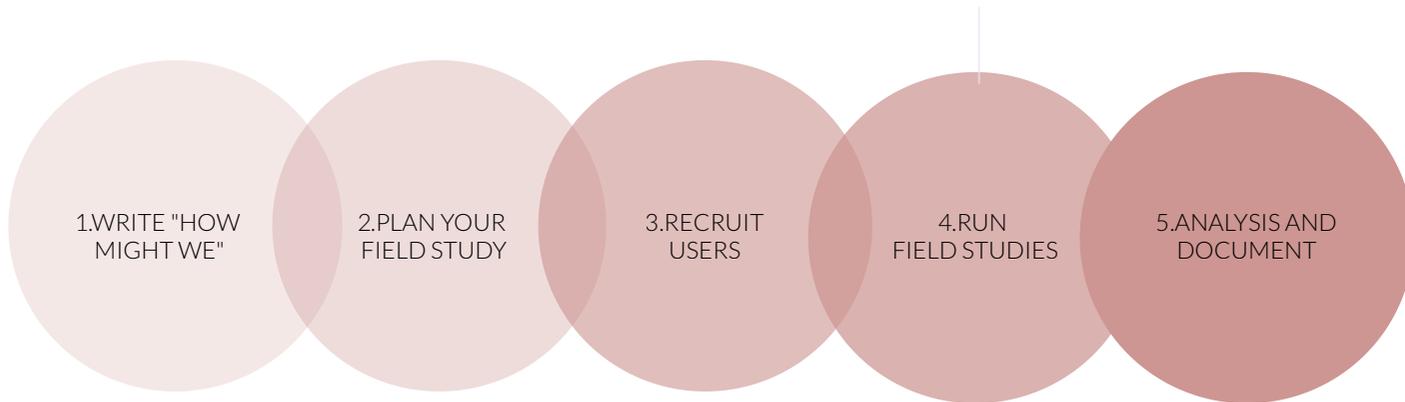
Use personas as a visual framework, **plan to outcome** is processes driven research,



What are they trying to achieve?

Week 3

Focus on creating rich user **journeys** that reflect real world scenarios.



Align on the problem you're trying to solve, start with tasks

Focus on what they do, not what they say. Avoid vague goals.

Use proportionate incentives for sessions.

Use less invasive field studies. Tech is your friend.

Keep the context and analyse the steps.

What tasks are users completing?

Week 4

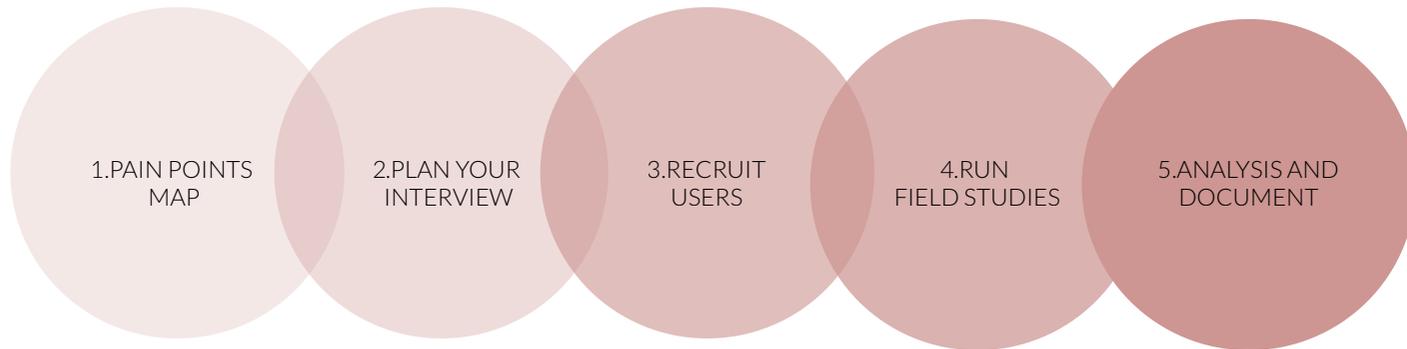
Quantitative research is essential if you want to think about if the problem at scale.



What problems do users have?

Week 5

Find problems, if you don't understand what problem you're fixing you're wasting money



Collect, group, and prioritise known or suspected pain points.

Write a guide. Use an activity for conversation.

Recruit users. You need at least 5+ people.

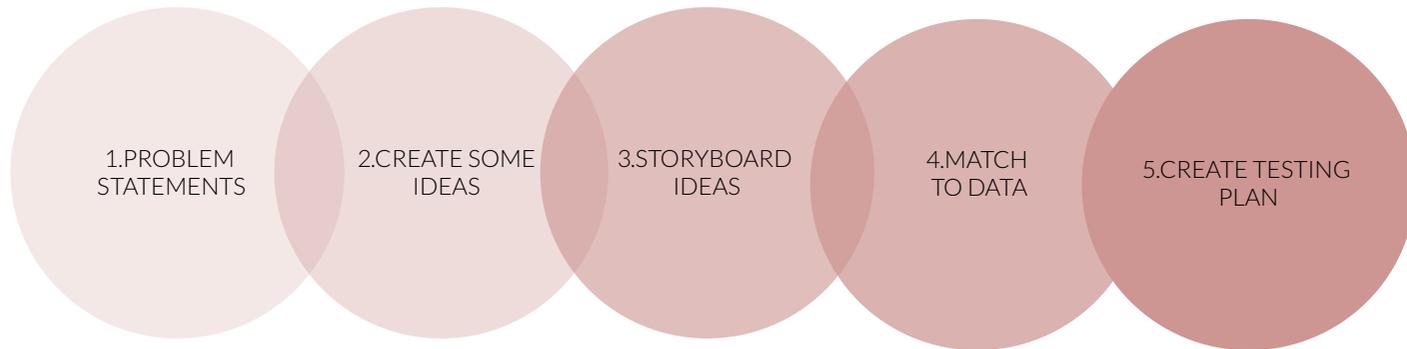
Conduct interviews. Add extra time for admin and following conversation

Document and share insights. Write user needs.

How can we solve those problems?

Week 6

The bit everyone loves, coming up with **features and designs to test and develop.**



identify the problem(s) you want to solve and success criteria.

Unleash your creative flow with solutions, don't limit yourself!

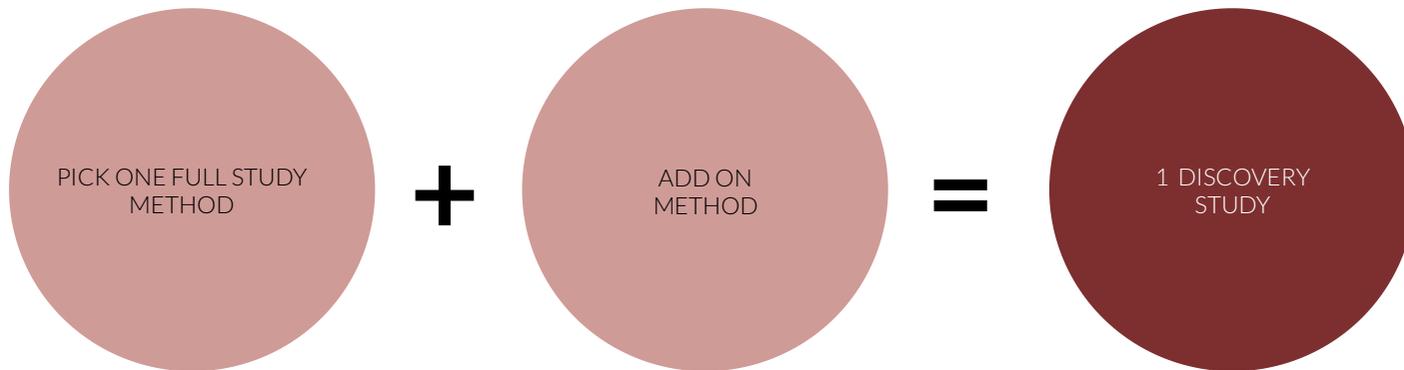
Draw them out in a storyboard and map the steps.

Add data to eliminate ideas that don't meet user needs.

Take a little break and think about testing.

DISCOVERY RECIPE CARD

32% OF USERS ARE WILLING TO LEAVE A BRAND THEY LOVE AFTER ONE BAD EXPERIENCE.

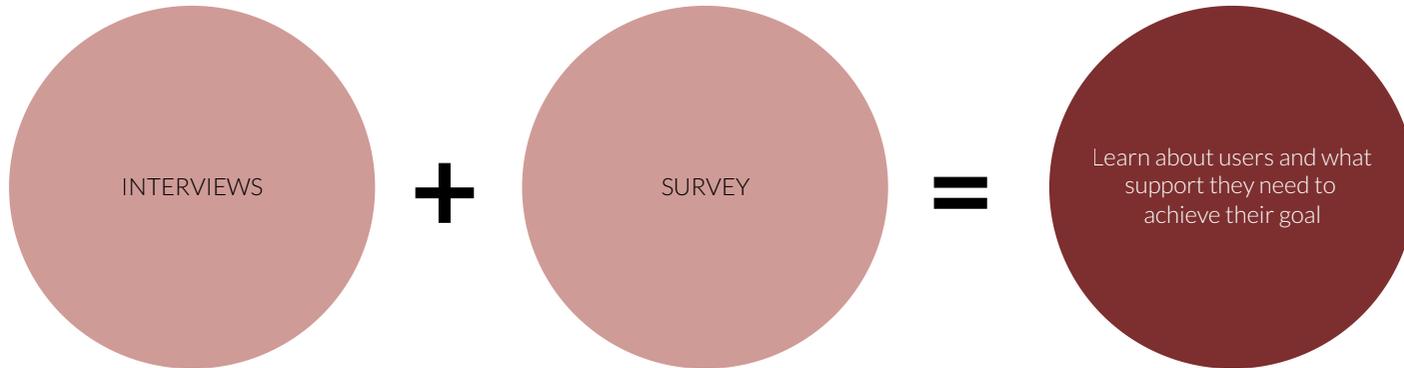


Recipe card for success

But product discovery, dual agile, continual feedback loops all have one thing in common. They focus on blended approaches so you can consistently and continuously learn about your user. Discovery activities don't need a "phase". Do them when you have a trigger.

DISCOVERY RECIPE CARD 1

EXPLORE USER NEEDS.



Overview

Run mixed method interviews with 5 individuals who menstruate. Ask the users to talk through their current tracking experience. The users should all come from the same persona group and you will identify approx. 85% of usability issues.

Using a survey you can target questions that focus on what problems people are currently facing with their current tracking method. Keep it to 5 questions and one open-ended response. More than one and you'll lose response rate.

DISCOVERY RECIPE CARD 2

Learn user triggers



You can learn how an app is used over time to understand user retention.

Run a diary study over a two week period with approx. 12 users, focus on how they got from point A to point B and why they chose that option. Split your user incentive to ensure completion.

Once you've ran your study, use that information to write a set of problem statements. Focus on reoccurring problems your users encountered during the two weeks.

Tools for UX Research

How much will they cost?

It's easy to get swept into buying expensive tools. You end up with a tool that's far too advanced for your skills and goals. Instead of focusing on tools that promise everything, here's the basics.

- A way to conduct remote studies
- Somewhere to track research
- Track and contact people
- Secure way to hold data
- Basic analytic tool
- Data visualisation

You may have spent time and money on creating quality basic research and not know where to go next. Get in touch and we will guide you through step by step.



STUDIES

From interviews to diary studies, any user research session should have a tool to make both yours and the participants life easier.



ZOOM

Great for interviews and user testing. Most people have had some form of interaction with zoom and can be used on multiple devices.



TYPEFORM

Form building experts. Easy to use and provides photo and text questions. Up to ten questions per form with templates for inspo.



OPTIMAL WORKSHOP

Small scale card sorts, tree testing and surveys. Perfect for getting started with research. The real trick is making the best use of the free plan!

NEED HELP IMPLEMENTING YOUR PLAN?

I am currently looking to test our service with start-ups. You will receive 1 month of FREE research and in return I can share the work as a case study.

Get in touch with me Hannah@workieticket.com.