



The Marvin playbook for UX researchers

# How to scale your strategic impact

# 3 ways Marvin can transform your research

As a researcher, you're under constant pressure to deliver insights that shape strategy. But turning raw data into credible findings is a monumental effort. Meanwhile, manual tasks consume your days and weeks.

What if you could reclaim over 15 hours per researcher every week (like Twilio)? Or multiply your research output 4x without expanding your team (like Included Health)? It's time to automate repetitive tasks, accelerate your analysis, and become the strategic partner your organization needs.

Marvin is the platform that helps you execute. Here are three key ways Marvin transforms your research workflow.

# 1 | The threat of a research graveyard

## The Challenge

Valuable insights are scattered across platforms, documents, and old reports. Insights get lost, work gets duplicated, and your repository isn't the living resource center it should be. Customer insights are dead on arrival.

## The Marvin Solution

**Create a single, searchable source of truth.**

Automatically centralize customer feedback from every corner of the organization. Marvin makes your repository the go-to resource for customer knowledge, turning "hard-to-find" insights into "hard-to-miss" opportunities. At Marvin, every insight builds on the last. This democratizes research for the entire company and positions you as the curator of customer intelligence.

A researcher's workflow in Marvin:

- **Ingest:** Marvin unifies feedback from all your tools — from Gong and Maze to Salesforce and Qualtrics. It automatically centralizes calls, surveys, and support tickets into a rich, passive feedback stream.
- **Discover:** Before starting a new study, query the entire repository with Ask AI. Get instant, citation-backed answers (even from images, PDFs, and PPTs) to see what your team already knows and prevent redundant work.
- **Democratize:** Empower your organization with unlimited viewer licenses for self-serve customer insights. Invite stakeholders to Live Backrooms to observe interviews and keep them updated with automated Research Digest newsletters.

**We needed a tool like Marvin so that research was more self-serve and discoverable across the organization. It really freed us up as a powerhouse of two to be more strategic.**

**Cathi Bosco**

Principal UX Researcher & Strategist, Pantheon

## 2 | The burden of manual analysis

### The Challenge

You're drowning in qualitative data. Manually sifting through hundreds of files to create notes and map them to themes can be repetitive and exhausting.

### The Marvin Solution

**Use AI as your analysis partner, with full transparency.**

Automate the heavy lifting of synthesis without sacrificing rigor. Slash hours from your workflow with Marvin's AI Transcripts, Auto Notes, Summaries, and Auto-Labeling. With the tedious tasks handled, you can find patterns with full transparency because every AI-generated result is traceable.

A researcher's workflow in Marvin:

- **Conduct:** Scale your research capacity with the AI Moderated Interviewer. Run multiple interviews simultaneously across the globe and time zones.
- **Code:** Kickstart your analysis as Marvin's AI scans your notes to find and suggest relevant labels, handling the tedious first pass of coding.
- **Analyze:** Use AI Thematic Analysis to automatically find themes or cluster notes with an AI-Assisted Affinity Map in minutes.
- **Validate:** Interrogate your data with powerful Deep Research templates, such as SWOT Analysis, Persona Development, or Jobs-to-be-Done.
- **Synthesize:** Use the Table View in Analyze to quickly sort, filter, and organize all your notes in one command center, dramatically speeding up your synthesis process.

**It's not a replacement for deep synthesis — but it accelerates it. It gives me a faster path from raw data to insight.**

**Maryam Maleki**

Principal UX Researcher, Microsoft

## 3 | Connecting research to business ROI

### The Challenge

You've done the rigorous analysis. But your findings fall flat if you can't tie them directly to the metrics leaders care about.

### The Marvin Solution

**Connect research to business metrics with undeniable proof**

Package your findings into compelling, evidence-based narratives that are impossible for stakeholders to ignore. Create a clear, traceable line from a user insight to a business result, turning research into a quantifiable strategic advantage.

A researcher's workflow in Marvin:

- **Prep:** Use the AI Discussion Guide writer to draft interview questions that align with key business goals from the start.
- **Connect:** Analyze NPS feedback and survey responses with Marvin's Survey Analysis. Instantly blend quantitative scores with qualitative feedback to uncover the "why" behind your key business metrics.
- **Illustrate:** Bring your analysis to life by creating Video Playlists of the most powerful interview moments to build undeniable evidence and end debates.
- **Amplify:** Set up the Slack integration for automated sharing of summaries and reports. Push critical findings to the right people in the tools they use every day.
- **Deliver:** Use the AI Writer to craft a crisp, stakeholder-ready report from raw notes. Pin the final Insight Report in Discover Research so it's impossible for leadership to miss.
- **Influence:** Export insights or notes to tools like Jira, Figma, or Notion, where your product and engineering teams already work.

**The ability to analyze data in Marvin was earth-shattering... We're doing studies at less than \$400 a study now.**

**Mahad Bullo**

Staff UX Researcher, Included Health

You have the strategies. Marvin helps you integrate them into your work. Built by researchers for researchers, Marvin is your AI partner in scaling your impact. We augment your expertise and expand your capacity to do better research.

**Research at scale. Research at ease.**



**Have questions or want a customized walkthrough?**

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