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The 2025 State of Research Repositories

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The brutal truth
No one is using your research.

Why? "Nobody wants research — nobody," says Dr. Ari Zelmanow, Research Leadership, Twilio. "They only care about the outcome of the research."[1] Research can only drive outcomes if it's available when decisions are made. Unfortunately, primary research projects can take weeks or even months to finish.

What happens when the research project is complete?
In many cases, **nothing.**

"By the time an exhaustive research project concludes, the competitive landscape may have shifted, user preferences might have changed, or market opportunities could have vanished," Dr. Ari Zelmanow shared in a community post. "Research needs to happen at the same speed as the rest of the business."[2]

When it doesn't, the research becomes obsolete almost immediately upon completion. Then, UX professionals are left with the additional burden of promoting their work to the organization, in hopes that it will get used after the fact.

"As researchers, one of the things we have to do that sometimes feels uncomfortable is [being] the squeaky wheel and sharing stuff over and over," says Kate Pazoles, another research leader at Twilio. "And sometimes it feels like, 'Is anybody even listening to this?'"[3]

This becomes an endless cycle — performing research that no one ever uses because the process took too long. Promoting the research after the fact to justify its value. Less time available for what really matters: Conducting strategic research and analysis that leads to more profitable, user-centric products. To stop wasting research and time, UX teams are turning to research repositories. Repositories act as a real-time resource hub, allowing team members to surface relevant, evidence-based insights to make smart decisions in the moment.

Based on Marvin's analysis of hundreds of repository reviews and expert interviews, UX professionals expect research repositories to achieve 5 key business goals:

01
Centralize storage and research organization

02
Facilitate collaboration and insight sharing across departments

03
Reduce time spent on analysis and transcription

04
Enhance capabilities to identify and track themes and insights

05
Improve research impact and stakeholder engagement

But how effective are research repositories at ensuring product teams use research to drive better outcomes?

Unfortunately, many fall short of expectations.

For instance, many research repositories require complex tagging, labels and taxonomy to make research "**findable**".

To resolve this issue, modern repositories leverage open APIs, artificial intelligence and large language models to not only make research findings accessible, but also turn them into strategic assets the organization can act on.

When they started building their research repository, Pazoles says their team spent a lot of time creating tags, labels and a comprehensive taxonomy to make everything searchable.

"Now, we don't even really have to do that because AI can surface those things for us," she says.

To find the best way to create a results-driven repository,

Marvin conducted exclusive interviews with user research industry experts and an analysis of 360 research repository reviews.

The recommendations within this report will help your team:

Understand its relevance to their specific job role or task

Make meaningful connections across large data sets, even if they're not researchers

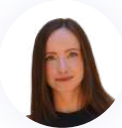Gain unbiased perspectives to inform decisions that lead to more user-centric, profitable products

How will you know if your initiative succeeded?
"Success looks like other people using your research," says Jake Burghardt, author of "Stop Wasting Research."[4]

Panel of experts

Jake Burghardt
Author of
"Stop Wasting Research"

Dr. Ari Zelmanow
Research Leadership,
Twilio

Emily Chee
Sr. UX Researcher at
Entertainment Partners

Johanna Jagow
UX Research and
ReOps Advisor

Emily DiLeo
UX Knowledge Management
Consultant

Beth Seaman
Head of Product Design &
Customer Enablement, Optimize AI

Kate Pazoles
Research Leadership,
Twilio

Top **5 reasons** for creating a research repository

85%
Centralized storage and organization of research data

68%
Enhanced ability to identify and track themes and insights

78%
Time savings in analysis and transcription

65%
Improved research impact and stakeholder engagement

## 72%
Facilitating collaboration and insight sharing

> "A research repository is a huge opportunity to present a point of view that turns research from an optional input into an active and trusted collaborator."
>
> — **Jake Burghardt,** Author | Stop Wasting Research

Source: 360 third-party reviews from enterprises, mid-market companies and small businesses. Insights were derived from a comprehensive analysis of user feedback on the utility of research repositories. Participants discussed multiple problems, which is why the percentage values don't add up to 100 percent.[5]

Introduction

The State of Research Repositories Today
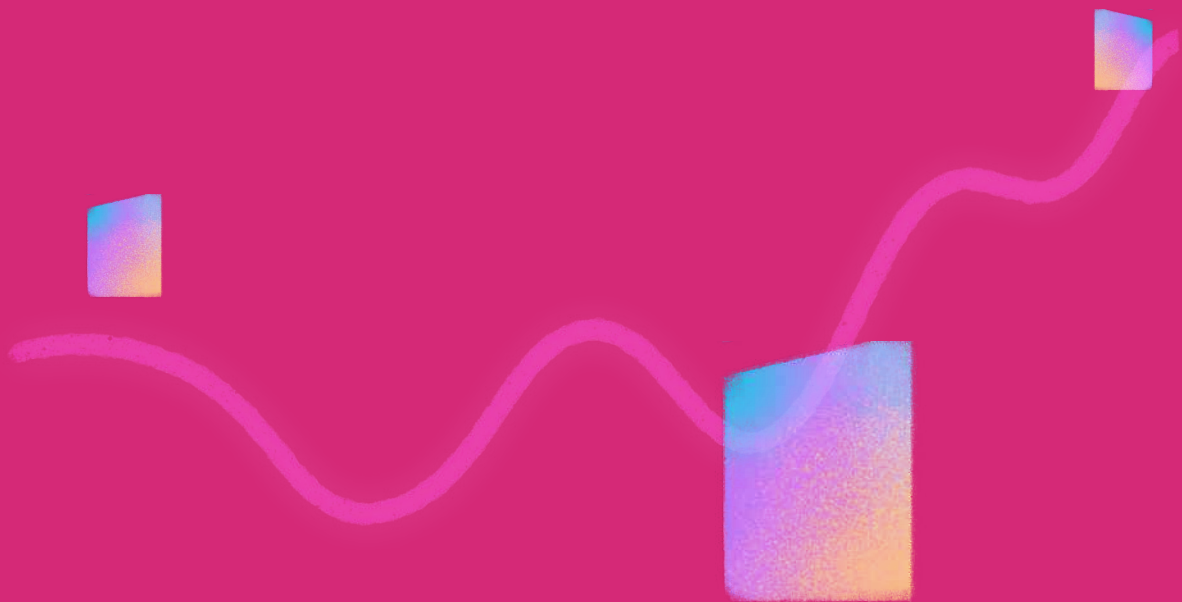
"Nearly **39%** of UX professionals said their organization has a repository to organize research." *- Nielsen Norman Group.*

However, some are more useful than others.

"**Siloed**." "**Fragmented**." "**Complex**." "**Libraries**." "**Culture change**." These are all words user research experts and UX professionals use to describe the state of research repositories today.

But an even more powerful descriptor also came up: "valuable". Research repositories have the potential to be **very valuable**.

Value isn't created just because someone uploads research into one dedicated platform, though. It happens when a research repository is leveraged to make real-world decisions that drive profitable outcomes.

> "The brutal truth about research today is that nobody wants research — nobody. They only care about the outcome of the research."
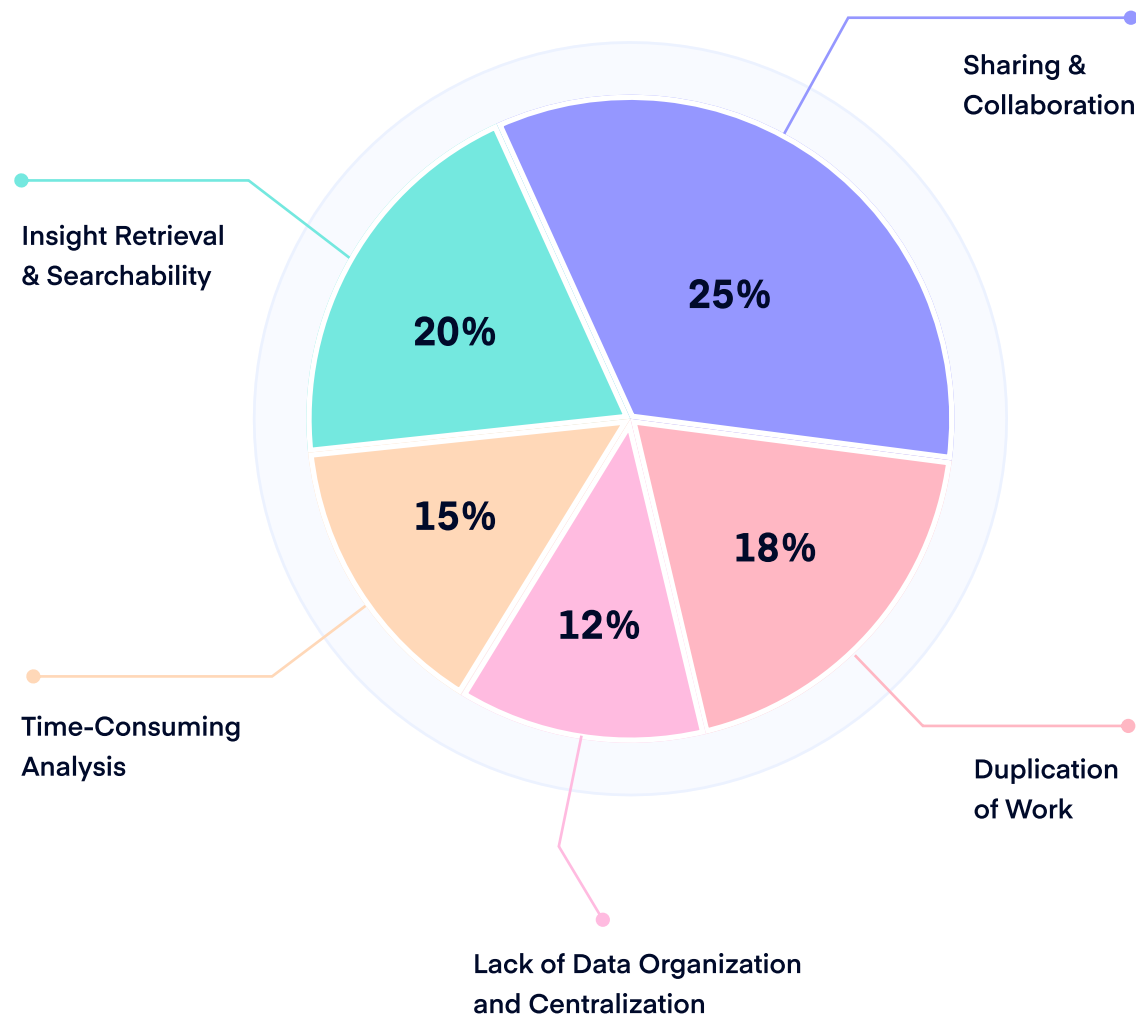>
> **Dr. Ari Zelmanow** | Research Leadership, Twilio

Unfortunately, it's difficult to access research fast enough to leverage it in the product development process. Insights are spread across several tech tools and team folders that some people have access to, but others don't. "Nobody in technology works in Salesforce," explains Beth Seaman, an industry leader in product design and user research. "No one in account management works in Jira or Confluence, which is what technology works in. These systems don't cross-pollinate. So, you just don't have any idea what's going on [across departments]."[7]

By the time researchers gather and analyze data, it's often too late. "The amount of siloed systems that we're using increases the time it takes for data to get to a person, and that lags time for them to make those informed decisions," says Emily Chee, Sr. UX Researcher at Entertainment Partners.[8]

In this report, we'll share specific recommendations on how to build a repository that solves problems instead of creating more of them.

Common complaints people have about their current research repository

Sharing & Collaboration — 25%

Insight Retrieval & Searchability — 20%

Time-Consuming Analysis — 15%

Lack of Data Organization and Centralization — 12%

Duplication of Work — 18%

Source: 360 third-party reviews from enterprises, mid-market companies and small businesses. These insights reflect common challenges faced by users in managing and utilizing their research repositories effectively. [5]

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Key Findings

Fostering Research-Led Decision-Making
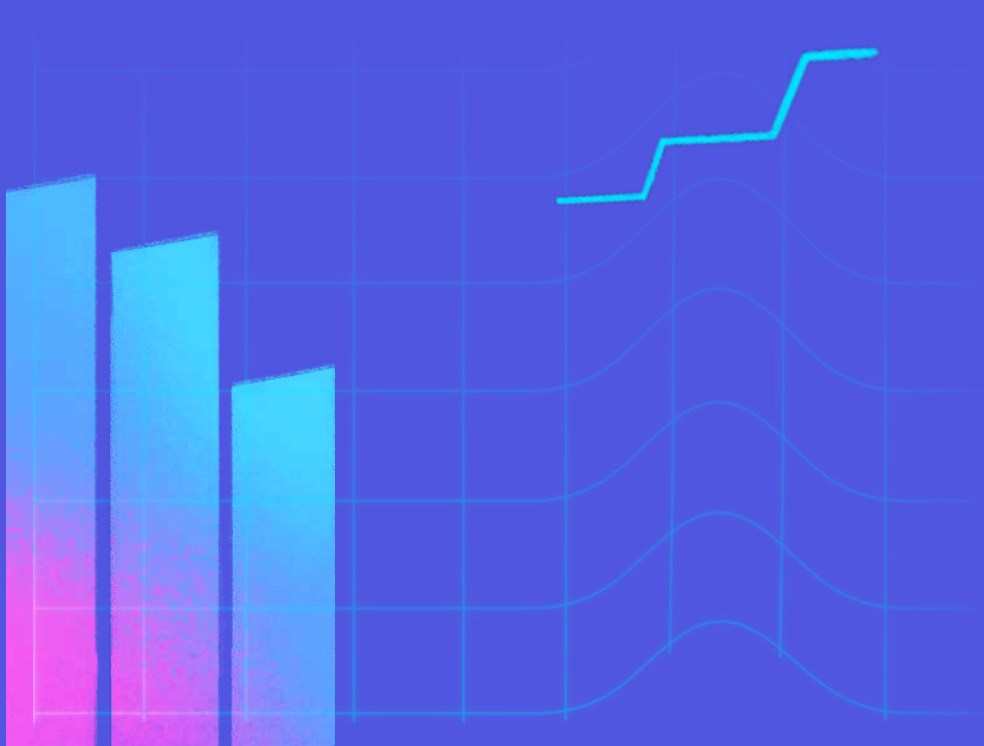
"Leaders must be willing to make changes to company processes and practices to encourage it." - *Jake Burghardt*

Companies with a low user research maturity need to address that first.

"Knowledge base" was a recurring term UX research professionals used to describe what a research repository should be, emphasizing the need for a system that provides meaningful insights. This should replace the perception that a repository is a static storehouse of information, which may or may not get checked out. Instead, the repository should serve as a job aid that meets people's specific, real-time needs, based on their job function. A single, unified repository for all research data, accessible by all departments, would streamline processes and enhance productivity. Emily Chee says: "We have the data, and the faster we can give the data, the faster they could do their job. The better the information is, the better they can make those informed decisions. So, all these repositories lead to something bigger in my opinion."

For a research repository to be successful, the company culture has to support research-led decision-making.

Research repositories should be a knowledge base.

Research repositories require stakeholder buy-in and an understanding of research's value. For a research repository to be successful, the company culture has to support research-led decision-making. Leaders must be willing to make changes to company processes and practices to encourage it, Jake Burghardt says. If organizations have dedicated research roles and existing infrastructure or tools — even if siloed — they're on the path toward readiness. However, if organizational leadership hasn't made any of these investments, and team members are largely making decisions based on gut instinct instead of data, you'll need to cross that hurdle first.

A single, unified repository for all research data, accessible by all departments, would streamline processes and enhance productivity.

AI-native platforms and workflows make research repositories scalable.

Based on their job role, each team member needs access to different insights. Roughly 12% of the third-party reviews we analyzed said insight retrieval and searchability is a pain point with their current research repository. Open APIs, AI and large language models make research findings accessible to everyone, while also turning them into strategic assets the entire organization can act on. AI-assisted research repositories help everyone — not just trained researchers — find insights about customers without needing to understand complex research methodologies.

Roughly 12% of the G2 reviews said insight retrieval and searchability is a pain point with their current research repository.

Adoption hinges on your engagement strategy.

Nearly 11% of the user research professionals said their research repository was stagnant or forgotten. There is a strong correlation, however, between the maturity of a research repository and its adoption rate. Research repositories older than three years had nearly twice the adoption rate of those less than a year old.[9] This underscores that creating a useful research repository takes time, consistency and a cohesive change management strategy. Encourage people to embrace it by making it part of their workflow. Redirect team members to check the repository first before making new research requests. Pique curiosity by letting teams explore new features (like asking the repository's AI a question about your customers)

Research repositories older than 3 years had nearly twice the adoption rate of those less than 1 year old.

Understanding the Need for Centralized Knowledge

"The amount of siloed systems that we're using increases the time it takes for data to get to a person, and that lags time for them to make those informed decisions."

- Emily Chee, Sr. UX Researcher at Entertainment Partners

Assessing company culture readiness

Research repositories need support across the organization to succeed — including from key leadership. Processes and best practices for using the repository must be in place for it to take off.

"Repositories are a major enabler, but it's really all of the culture change and processes and practices that unlock new value," Jake Burghardt says.

To show readiness, companies need to be at a stage where their user research efforts are functional and promising, even if there is inconsistency in understanding the value across the organization.

In some cases, companies may already be on board with investing in user research efforts, but it's trapped within different divisions that don't communicate.

"Some organizations have set things up [where] people are in silos and they compete against one another for funding," says Emily DiLeo, knowledge management consultant. "If the knowledge-sharing culture is very poor, it's going to be hard to roll out a repository."[10]

Why should organizations centralize and share knowledge?

⊙ Reduce cost and time on research

Researchers get a lot of repeat requests. Instead of answering each one, they can direct people to check the research repository first. By asking the team to leverage existing research first, Dr. Ari Zelmanow says Twilio has decreased the need to conduct new primary research: "In almost every single case, we're able to reduce it."

ⓘ Inform real-time decisions

Effective research repositories make information findable and actionable. They can take research from multiple sources — such as studies, surveys, transcripts, recordings or reports — and surface a reliable viewpoint to inform decisions. "It's harder for people who aren't researchers to look at a study and be able to tease that out and draw those connections themselves," says Pazoles. "So any tools like AI can add context to really help them see, 'Why is this relevant to you?'"

💡 Innovate the industry

Research repositories aren't just limited to storing customer research. They can also house passive data, such as meeting notes, recordings from sales calls or support tickets. This can help your team understand what types of new features customers might want or what existing functionality you need to improve. If your research repository integrates with the tools your team already uses, you can automatically collect user insights and streamline it into one location.

> "It's saved us from duplicative research and has connected stakeholders to the voice of the user."
>
> **Catie B.** | User Research Manager, User Review on G2

What a research repository is — and what it isn't

A research repository serves as a source of truth for customer knowledge. It takes comprehensive data about customers, their goals, needs, pain points and challenges, and organizes it in one place. This creates an accessible way to surface key insights and inspire new solutions during product development.

However, employees only use research repositories if they're useful. The first step to building a valuable research repository is reshaping your understanding of it. "I think the mental model that most people have of repositories are libraries," Dr. Ari Zelmanow says. "And just like libraries, a large proportion of the population never visits [a research repository].

To change that, he and several other experts recommend building a research repository that acts as a knowledge base, aiding people in their daily job functions. When counseling clients, Emily DiLeo often finds herself saying "it's not a repository you need, it is knowledge management skills." She further elaborated on this in November 2024: "A traditional research repository may not fit the bill in this case. Perhaps what we really need right now is a "research delivery platform" — a truly self-service library, tailored to what our stakeholders are searching for." [11]

> "The mental model that most people have of repositories are libraries. I think they should be knowledge bases."
>
> **Dr. Ari Zelmanow** | Research Leadership, Twilio

What is a knowledge base?

Answers

Helps people find answers they need to do their jobs efficiently and effectively.

Action-oriented

Empowers people to make decisions with confidence, based on a multitude of reliable resources.

Accessible

Easy for a non-researcher to query and get big-picture takeaways.

What materials should be stored in a knowledge base?

Every artifact doesn't have equal value. Be selective of the content your team and other departments add to the research repository. Teams should curate what they include in a repository — especially if the repository is meant to be accessible to stakeholders, DiLeo says.

"It should really be relevant," adds Johanna Jagow, UX Research and ReOps Advisor. "It should be what people need and not just polluting the system with anything you can find."[12]

To help people decide what belongs and what doesn't, the experts recommend sharing a list of resource types or criteria for inclusion.

Research reports
Detailed findings with the outcome of a research study.

Study materials
Research plans and screeners that outline how insights were obtained.

Raw notes and artifacts
Documented notes or artifacts from research sessions.

Insights and highlights
Short video clips, quotes, key takeaways or AI-assisted insights for quick reference.

Recordings and transcripts
Phone calls, videos or in-person interviews, along with transcripts and notes for context.

Guides, protocols and templates
Supplemental documents that standardize the research or design process.

Participant info and consent forms
Details about research participants.

Surveys
Raw survey data and results.

Making insights accessible

Effective organization is key to findable insights. Historically, tags have been used to help people find relevant information. However, many of the experts we interviewed said tagging quickly gets out of hand.

Some of the problems with complex tagging structures:

No one owns the process | Too many tags | Inconsistent usage
Difficulty protecting the system

When the Twilio research team started building their repository, Kate Pazoles says they spent a lot of time creating tags, labels and a comprehensive taxonomy to make everything searchable. "Now, I think with AI, we don't even really have to do that because the AI can surface those things for us," she says. "So we've actually abandoned that whole thing."

As an organizational protocol, they now tag important moments in documents by question and generate an AI note. "That's light years ahead of where we were," she says.

How to organize a research repository

Create project folders

Each folder should house relevant data, such as research reports, transcripts, videos and notes.

Insights and summaries

Link insights and summaries to relevant research areas and tag them. This makes it easy for stakeholders to find actionable insights.

Use tags to categorize & label data

Tags can be used for file types, themes or metadata. Tags are optional if you're using a tool with AI search capabilities.

Categorization by research areas

Define research areas to categorize insights and assets, such as User Behavior, Usability, Market Research, Product Features, Accessibility, and User Needs or Pain Points.

Collaborative tools

Use comments and flag specific parts of documents to call attention to key points.

How to create a valuable research repository

There's no shortage of research repository tools, all of which have different capabilities. Shiny new products can be tempting — but it's important to start with your goals for building a repository, not just the available technology. Jake Burghardt says, "This is a user-centered space, but somehow we're approaching it from a tool-centered mindset. What specifically are you trying to accomplish?"

Set clear goals

1

Define what you want to achieve with the repository, such as centralization or scalable analysis. Focus on future needs, not just current processes.

Assess the landscape

2

Identify the people who should have access to the repository, what they want to accomplish and the types of data they need to do it. "What teams talk to each other all the time and why? What teams never talk, but should?"says Emily DiLeo.

Evaluate your tools

3

List the tools in your current research repository tech stack. How is the team currently using each one? What type of information is housed there — and does it integrate with all of your other tools? Assess what's working, what's not and if you need a better solution.

Start small then scale

4

Begin with a manageable scope, then expand over time. Burghardt recommends you start with a report library. Publish the reports you're already creating to help build a culture of cross-silo, cross-disciplinary research.

Assign a repository admin or manager

5

Roughly 29% of repositories have no owner, which quickly leads to disorganization and abandonment.[5] Make sure someone in your company owns the initiative and will champion its success.

Collect research and import

Organize data into project folders and bulk import existing resources like research reports, surveys and interview transcripts.

6

7

Organize for consistency and discoverability

Use consistent naming conventions for projects, tags, file names and research asset descriptions. Organize assets under defined research areas and project groups (such as department, team or client).

Integrate existing tools

Integrate the tools your team uses regularly (such as project management tools, collaboration software and video conferencing platforms). This helps automate adding new research assets.

8

9

Encourage usage and provide training

Choose common tasks by job function and train each team to use the repository to do them more effectively

Iterate and improve

Continuously seek feedback and make improvements based on people's needs and challenges.

10

> "Start thinking about who can dedicate time to this. Oftentimes, people don't have the luxury to have dedicated people for repositories. So it's other people, like designers or UX managers or UX researchers who have to take this on."
>
> **Johanna Jagow** | UX Research and ReOps Advisor

What to look for in a research repository

Your research repository should help you do your job better, but not everyone who uses it has the same job. As a result, it needs to be agile enough to serve the different intentions of different audiences. Some want depth. Others only need highlights.

Think of it like a funnel.

- Researchers will likely access it the most and want the most information (e.g., deep-level insight that they can aggregate and analyze to form a perspective).

- Marketing may be another common user and want to know what messages resonate with customers ("What words should we include in the product description?).

- Designers, developers and product managers may use it the second-most and want answers to specific questions about developmental direction ("What pain points are we trying to resolve?").

- Meanwhile, executives are at the most narrow end of the funnel and may only want hear the highlights.

"A great research repository would be seen as essential reading, like Harvard Business Review is if you're a C-suite executive," says Kate Pazoles. "This is where you can get the latest insights on your customers, what problems they're facing, and think, 'What does this mean for our business? Where should we go?'"

Ultimately, everyone who accesses the research repository must get value from it.

The research repository funnel

Researchers

"We want deep-level insight from multiple resources to form reliable perspectives."

Designers, Developers & PMs

"We want specific answers to questions about customer pain points, needs and user behavior."

Marketing Teams

"We want to know what resonates with customers so we can effectively market the product."

Executives

"We want to know the point you're making, why it matters and what action to take as a business."

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Must-haves for a research repository

1. Centralization and Integration

The repository should serve as a central location for all research. It should integrate seamlessly with other tools used in the research process (like video conferencing). Although some researchers may have the desire to find everything they want in a single tool, the reality is that some teams still use more than one, based on their goals, needs and processes.

🤔 **Who said it?**

Emily DiLeo	Emily Chee	Dr. Ari Zelmanow
Johanna Jagow	Beth Seaman	Kate Pazoles

Kate Pazoles
Research Leadership,
Twilio

"The ideal state would be that all of the research insights that we're uncovering are automatically pulled into a repository so that they are discoverable."

2. AI-Enhanced Searchability and Summarization

AI-powered search makes it easy for stakeholders to find relevant information, identify key themes across data points and leave with the answers they sought. Summaries also allow leaders to access high-level takeaways that can inform business decisions. Researchers should still play a strong role in helping stakeholders understand the nuances of the data in order to avoid drawing false conclusions.

🤔 **Who said it?**

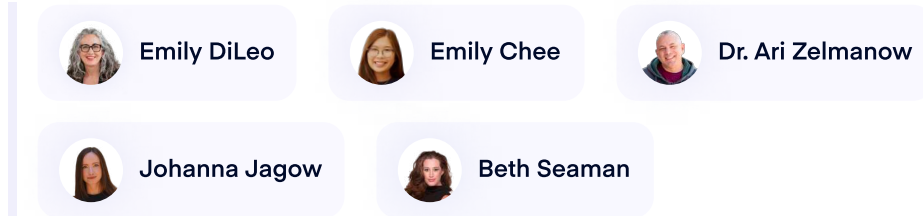|		
Emily DiLeo	Kate Pazoles	Dr. Ari Zelmanow
Johanna Jagow	Beth Seaman	

3. Collaboration and Sharing

The repository should make it easy to collaborate through note-taking, tagging and insight-sharing features. It should also support the creation of interactive reports and allow stakeholders to engage with published research.

🤔 **Who said it?**

Emily DiLeo

Emily Chee

Dr. Ari Zelmanow

Johanna Jagow

Beth Seaman

Jake Burghardt
Author of
"Stop Wasting Research"

"It's not just about making customer insights more findable, it's also about making them more addressable, providing links to specific rationale that can motivate and justify product plans."

4. Usability and Efficiency

If it's too much work to contribute to the repository, people simply won't do it. The tool should streamline the research process, making it easy to add, tag and organize data. It should layer onto the workflows your team already has in place, which will help break down silos and reduce duplicate research efforts

🤔 **Who said it?**

Emily DiLeo

Kate Pazoles

Dr. Ari Zelmanow

Beth Seaman
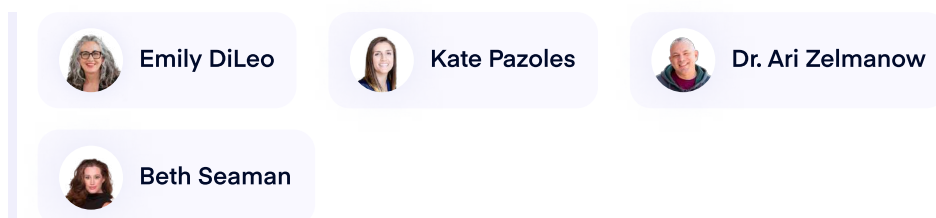
5. Customization and Scalability

Each team has different needs, so the repository must be flexible. It should allow for customized file structures, labels and categorization that fits the needs of the organization. It should also be scalable, allowing teams to increase the volume of data or integrate more complex functionality over time.

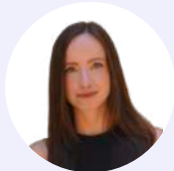🤔 **Who said it ?**

| Emily DiLeo | Emily Chee | Dr. Ari Zelmanow |
| Johanna Jagow | Beth Seaman | |

Johanna Jagow
UX Research
and ReOps Advisor

"I haven't seen any repository that looks like another that I've seen — even in the same tool. I think it's always very individual, very different."

Organizations handling sensitive data also must consider another factor that didn't come up in our interviews: security and compliance. The repository should comply with data protection standards, including GDPR, HIPAA, internal protocols, and other local laws and international regulations. It should provide robust access control features to ensure that sensitive information is only accessible to authorized individuals.

Adoption hinges on your change management strategy

Adoption is a challenge for many teams who launch repositories. Once a research project ends, researchers don't want the additional final step of uploading the related assets to a repository and tagging them so they're findable, says Pazoles. Automation and integration can help alleviate that, but it's also an issue of change management.

"Don't forget to factor in that it's a change you're introducing," Jagow says. "In theory, it should be easy because everyone would love the idea and be like, 'Yes, I want to be a part of this.' But in reality that's often not the case."

How to Encourage Engagement By Role

Roles	When to get them involved?	How to make it part of their workflow?
Researchers	Solution selection	Let researchers test different tools to see which ones they like best. Efficiency tools can't help teams gain efficiency if no one uses them.
Executives	Once the researchers have a tool they prefer, meet with leadership to make the business case for it. Show them the insights you'll be able to surface to help inform business decisions.	Produce monthly topline reports that give executives a brief overview of what you've learned, why it matters and what the business should do as a result.
Designers, Developers & Project managers	Soft launch to a small group	Direct team members to check the repository before making new research requests. Introducing a self-service process helps make the repository part of their regular workflow — and reduces duplicate work.
All stakeholders	Full launch to all stakeholders	Pique people's curiosity by letting them test new and exciting features. Encourage them to ask AI a question or share a video clip of an insightful takeaway. You could also send a newsletter with research highlights, enabling people to skim and dive deeper into topics of interest.

Every three weeks, the research team at Twilio sends a specialized newsletter, which gets shared with roughly 3,000 colleagues — including executives. One of the most recent versions had an 80% open rate. "We treat insight delivery like the deadline news. We share what the story is, why it matters and potential implications or next steps," Dr. Ari Zelmanow says. His team also links each research highlight to the original source it came from, such as an interview in the repository. This gives people the opportunity to dig deeper — or not — without creating extra work.

Example wins from research repositories

Successful A/B experiments that wouldn't have happened without research insight

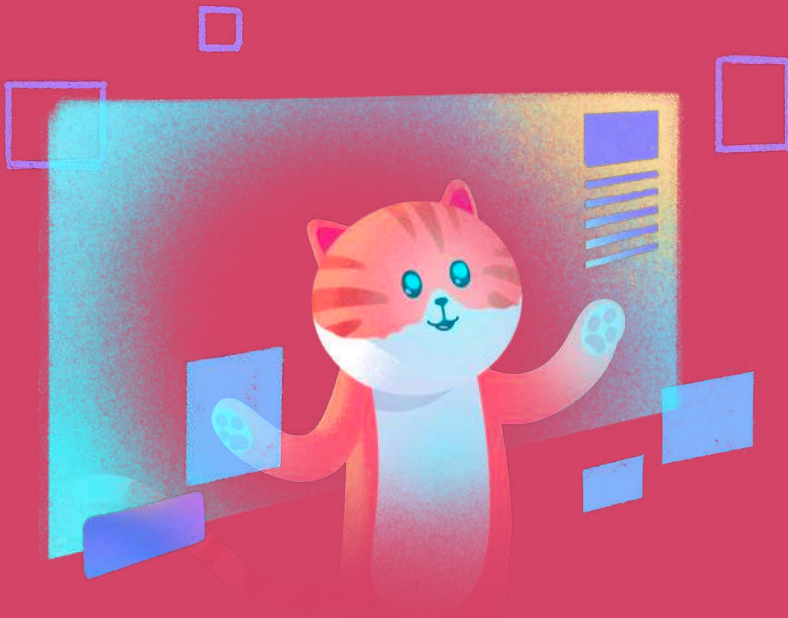**Surfacing the relevancy of research for non-researchers with different applications**

Making insights actionable the moment CEOs need it

Unlocking the Potential of Research Repositories

"A great research repository would be seen as essential reading ... This is where you can get the latest insights on your customers, what problems they're facing, and think, 'What does this mean for our business?"

– *Kate Pazoles, Research Leadership, Twilio*

Key Recommendations

Research repositories have the power to unlock user insights to drive smarter design and development decisions, and more profitable products.

However, the potential of research repositories is still largely untapped. Many teams' current solutions aren't easy to access and don't provide clear, addressable insights. To shift research repositories from a stagnant storage center to a powerful contributor to business decisions, UX professionals should:

1. Choose an AI-powered research repository

Hundreds of tags created to help people find information actually make research harder to access. Research repositories with AI capabilities make tagging optional, which allows researchers to focus on understanding the nuances of their research instead of the tedious management of it. This also empowers non-research teams to harness the knowledge already gathered — without being bogged down by tagging taxonomy and information architecture.

2. Go beyond current processes

Organizations often start with the way things are currently done and find a tool to help people do it "better." But what if the problem lies in the process itself? At one point in time, horses were the main form of transportation, Kate Pazoles points out. The biggest advances didn't come from people breeding faster horses or building bigger carriages. It came from people who took a step back and said, "What is the problem we're trying to solve, and what kind of solutions could we build with the technology we have access to?"

3. Encourage interaction

The future of research repositories isn't just one-directional, where people only consume the available content. It should be interactive, igniting conversation about the research. Look for repositories with collaborative functions built-in, enabling viewers to ask, "Hey, can you explain more about this point?" or "I have a question about this finding, what do you think it means?"

4. Share insights that drive outcomes

The research itself isn't what's most valuable to organizations. It's what the research has the ability to do — drive better business outcomes. For non-researchers, AI can help people see the relevancy of the research to their specific use case. That's especially helpful when the data is technical. This helps shift the conversation about research from, "Why should I care?" to "How could I not?"

Choosing a research repository platform

Looking for a purpose-built repository in 2025? Here's a short list of popular platforms and why they're worth considering, based on feedback from 360 user reviews.

Marvin

HeyMarvin is an AI-powered research repository designed to conduct, organize, analyze, interpret and share rich customer insights. Marvin's AI products are highly praised for streamlining research workflows for synthesizing qualitative data and ensuring all stakeholders have direct access to valuable customer knowledge. Marvin improves productivity by reducing the time needed for analysis and enabling faster delivery of research outcomes. Reviewers frequently commend the Marvin team for its responsiveness to user feedback and a proactive approach to incorporating new features based on customer needs.

Dovetail

Dovetail is a customer insights hub for storing research. Users highlight Dovetail's ability to consolidate various research artifacts into one easily accessible place. The intuitive interface is often praised for its flexible and robust tagging system, enabling researchers to categorize and manage research insights. By facilitating collaboration, Dovetail enhances the execution of research operations. Dovetail offers customization options such as creating templates for different project types and supports integrations through Zapier.

C Condens

Condens provides an intuitive platform for organizing, tagging, and synthesizing insights from user interviews. It enhances the efficiency of research processes by allowing users to manage multiple projects simultaneously, streamlining the extraction and sharing of insights within organizations. The tool offers a comprehensive suite for automating transcription and creating video snippets, which reduces the workload and speeds up the delivery of research findings. Condens also supports collaboration by enabling researchers to work together on the analysis and documentation of research data.

EnjoyHQ (now part of UserTesting)

EnjoyHQ enables teams to centralize and analyze user feedback effectively. The platform's search features and repository structure facilitate the easy retrieval and sharing of insights across organizations. EnjoyHQ helps streamline the research process by offering tools for transcription, tagging and synthesis, which improve the efficiency and accuracy of research outputs. In 2022, the platform became part of UserTesting's product suite, which will likely complete the user research documentation lifecycle for users who want an all-in-one research platform.

Source: G2.com, 360 third-party reviews from enterprises, mid-market companies and small businesses

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Methodology

For this report, Marvin conducted seven semi-structured interviews with user research industry experts, selected based on their extensive experience leading and building research programs. The interviews lasted approximately 45 minutes, and the participants received an incentive for their time. In addition, Marvin conducted a qualitative data analysis of 360 third-party reviews of purpose-built research repository tools. Reviews were sourced from G2.com in December 2024. We used a combination of AI and manual qualitative analysis methods to distill extensive insights from existing conversations about research repositories within the Marvin research community. Though we didn't use a full grounded theory approach, all thematic analysis methods were informed by the theory's principles.

Marvin did not conduct any surveys as part of the research in this report. We understand that surveys are a common method that organizations use to collect the broadest possible data set, and they can provide valuable quantitative data. However, we also believe that since internal research teams rely on their own customers and community to respond to these surveys, the data set is inherently biased. Marvin instead chose to use qualitative research methods for understanding and building a narrative around the state of modern research repositories, which may be difficult to capture through structured survey questions.

About Marvin

HeyMarvin is an AI-powered research repository and qualitative data analysis platform. Marvin makes it super-simple to conduct, organize, analyze and share user insights so you can design better, user-centric products. Marvin's smart workflows automate the tedious aspects of research so you're free to make sense of all the customer knowledge across your organization. With Marvin, everyone — whether they're a researcher or not — can now make better strategic decisions based on qualitative customer data.
Our work is never done — and that excites us.

We're always adding new features to help researchers solve problems that keep them up at night. (Our robot mascot, Marvin, may not need sleep, but the rest of us do!) For more information, please visit heymarvin.com.

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