maze + user interviews

Empowering product teams through effective collaboration

Morgan Mullen + Matthieu Dixte

Panelists

Moderator

Morgan Mullen

User Researcher
User Interviews

Matthieu Dixte

Product Researcher
Maze

Roberta Dombrowski

VP of User Research
User Interviews

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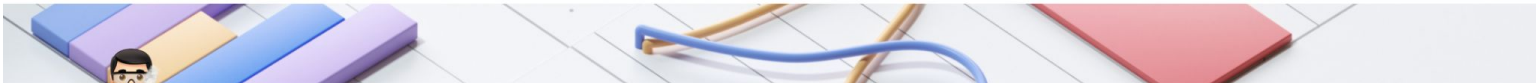# Let's talk about democratizing research – why is it so important?

How can organizations begin the process of democratization?

How do you figure out who does what?

How can researchers enable product teams to do high-quality research?
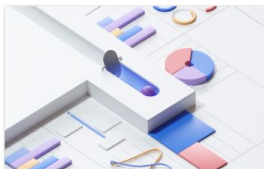
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Product Research Repository

⤓ 3 backlinks   💬 Add comment

🔍 This is a research repository that centralises the knowledge of our research actions on the product.

  ▶ **Why do we have a Research Repository?**
  ▶ **How to use this Research Repository?**
  ▶ **Suggestions or questions?** 💡
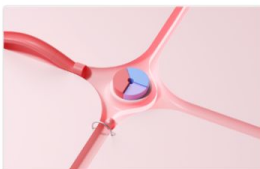 ▶ **A research request?** 🔎

⊞ Gallery view

📓 **Research Projects**
Where we learn things.

🧪 **Experiments**
Where we technically investigate things.

🪧 **Insights Library**
What we learned during research actions.

🧑‍🤝‍🧑 **Customer Observations**
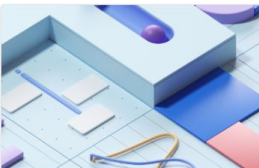Workarounds used by our customers.

📖 **Customer Interviews**
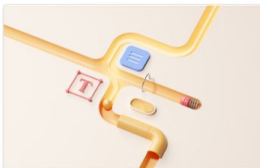Central place to manage interviews.

🏆 **Competitive Analysis**
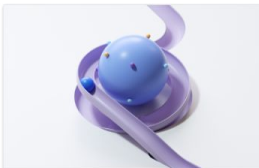Everything on (in)direct competitors.

📊 **Industry Reports**
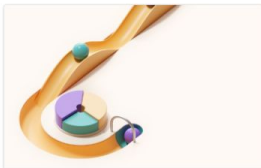Secondary studies outside Maze.

📝 **Research Guides**
Resource to improve your research skills.

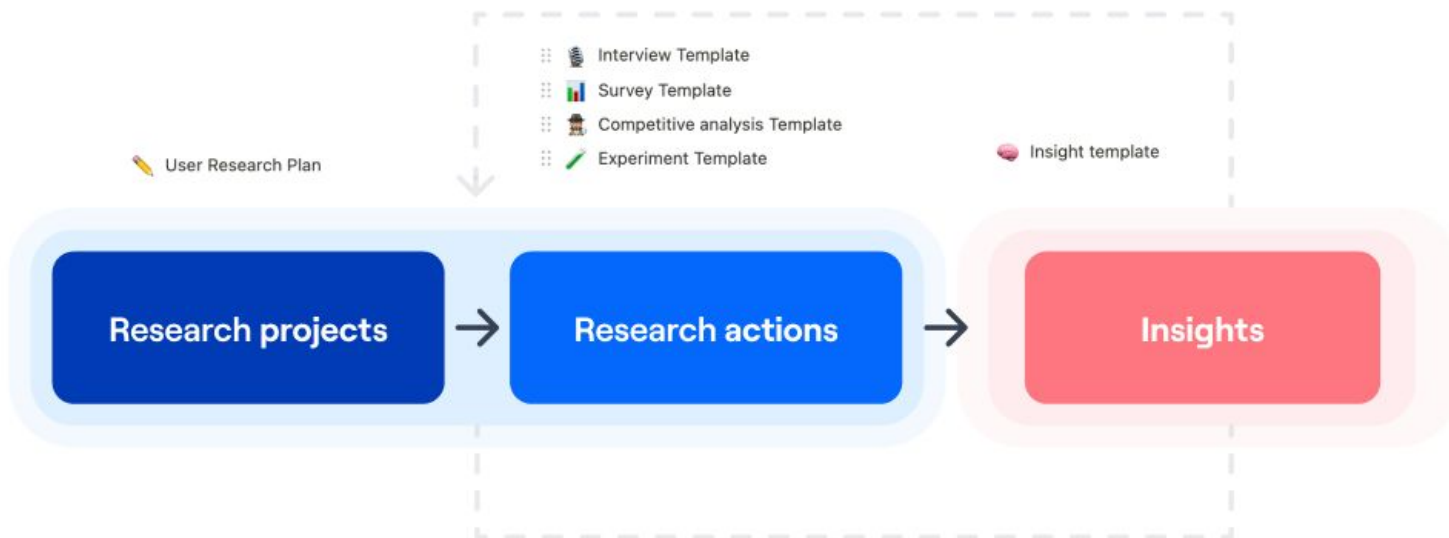📰 **Product Research Updates**
Newsletter of the product research at Maze.

🔎 **Product Research Requests**
Need help on a research?

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Templates

Databases

✏️ User Research Plan

⠿ 📚 Interview Template
⠿ 📊 Survey Template
⠿ 🕵️ Competitive analysis Template
⠿ 🖊️ Experiment Template

🧠 Insight template

Research projects → **Research actions** → **Insights**

🔵 **RESEARCH AND EXPERIMENTS** 🔬

Where we learn things.

🔴 **INSIGHTS LIBRARY** 🧠

What we learned.

Why we think that is.

How we'll proceed.

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User Research Plan

← Back · You're editing a template in 📁 Research Projects · Learn more

User Research Plan

- ⚙ Status — ● Not started
- 👤 Owner — Empty
- ☰ Teams — Empty
- 👤 Reviewers — Empty
- ⚙ 7 more properties

💬 Add a comment...

⌄ 3 backlinks

Decision Trigger
Research context
Methodology
Findings 🍅

Decision Trigger

✏️ What is the decision we're trying to make?

🎯 What key questions would we like answered? **Up to 4 questions is advised.**

▾ **Research context**
What motivates our research

▾ **Assumptions**

✋ Do we have any key assumptions or hypotheses?
- ...
- ...
- ...

▾ **Existing evidence**

📊 Review and list evidence we already have: illustrated with quotes, dashboards, insights from the library...
- ...
- ...
- ...

▾ **Evidence needs & questions**

🔍 Which questions do we have or evidence do we need to drive decisions?
- ...

Interviewing Guide

Interviewing Guide

✎ 7 backlinks

💡 This guide will assist you in conducting your interviews step by step.

You can easily navigate the document thanks to the table of contents ➕

or simply refer to the checklist below, which summarizes every key step in conducting a successful interview ⬇️

✅ **Checklist**
- ▾ **Before booking a study**
  - ☐ Create the ✏️ User Research Plan from HERE
  - ☐ Make a list of stakeholders.
  - ☐ Gather some objectives.
  - ☐ Use the 📄 Interview Template from your research plan.
  - ☐ Have a kick-off meeting or align asynchronously on objectives, dates and method.
  - ☐ Set a volume of interviews to conduct (between 3 and 10).
  - ☐ Get incentive budget validated.
  - ▸ After the study is confirmed
  - ▸ Just before the study
  - ▸ During the study
  - ▸ After the study

When should you conduct interviews?
  Before booking a study
    Alignment on your study
    Draft your audience
    Get a budget validated
  After the study is confirmed
    Write a Conversation Guide
    Confirm your audience
    Invite respondents
  Conduct the interviews
    Role of Moderator
    Role of Observator(s)
  After the interview
    Record and store user session
    Process to send incentive
    Analyse the material
    Share the insights
  Type '/' for commands

When should you conduct interviews?

Interviews are an excellent way to get to know our current or potential users and learn about their experiences.

You can gain a deeper understanding of the user's attitudes, preferences, common behaviours, the professional context in which they live and work, and how they think about and associate various concepts through interviews.

It can be done at any stage of a feature's life cycle, whether it's problem discovery, project scoping, design iteration, beta testing...

Templates

Guides

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Research Playbook

The Research Playbook has been prepared as an easy-to-use toolkit that provides you with resources and best practices to feel more confident when gathering customer insights.

Interested in learning more? Reach out to the research team at **#research-hotline.**

Best Practice Resources

- When to ask for research
- Decision driven research process: Learn more about the research process the UI team uses!
- Research Methods Overview: Tip sheet about research methods
- Tooling Overview: Learn more about the research tools in our stack!
- Survey Best Practices: Tips to get started writing surveys!
- Recruitment Best Practices: Guidelines for recruiting customers, incentives and data storage
- Usability Testing Best Practices: Tips for getting started with usability testing
- Analysis Best Practices: Tips on how to analyze data from your research studies
- Minimizing PII in Research: Tips on how to minimize sharing participant PII in research

Templates

Use the templates below as you move through each step of your research project.

▶ **Planning your study**

▶ **Recruitment**

▶ **Moderating your session**

▶ **Preparing your findings**

▶ **Post-study**

What challenges have you seen in democratizing research in an organization?

How can product teams leverage
user researchers expertise?

What kind of help should they
come to researchers for?

What resources would you recommend to our audience as they begin on this journey?

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Field Guide

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FOLLOW US

Culture & Remote Life   Leadership & Strategy   Last Updated: August 25, 2022

Scaling Research Through Enablement: A UXR Leader's Approach to Democratization 2.0

Behind-the-scenes of our democratized research culture at UI, with examples, outcomes, & self-reflection questions.

Roberta Dombrowski

Search...

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Field Guide

Awkward Silences

A user research podcast
hosted by Erin May (VP Growth & Marketing)
and John Henry Forster (VP Product)

Welcome to Awkward Silences by User Interviews, where we interview the people who interview people. Listen as we geek out on all things UX research, qualitative data, and the craft of understanding people to build better products and businesses. Hosted by Erin May and JH Forster, VPs of growth/marketing and product at User Interviews.

UX LEADERSHIP PLAYBOOK

Democratizing Research to Deliver Impact at Scale

Learn how to build a learning muscle in your organization with insights from 30+ UX leaders.

50-page handcrafted PDF

Get access to best practices, real-life examples, and actionable advice — all packed into one insightful PDF.

3 real-life examples from UX leaders

Get expert tips and recommendations you can start working on right away to meet your organization's needs.

Insights from 30+ contributors

Pick up tips and insights from over 30 UX leaders to guide your process and successfully scale research.

https://maze.co/resources/scaling-research-playbook/

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UX Leadership Playbook

Democratizing Research to Deliver Impact at Scale

In partnership with ADPList