Lobster

Is Bad Research Better Than No Research?

What I Learned From Many UX Projects and How AI Can Help.

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2006	Technische Universität Chemnitz
2014	designaffairs GmbH, Accenture
2021	One Data GmbH
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FAIL

Where is the line between acceptable research and money down the drain?

UX research.

market research
competitor benchmarks
product analysis
predecessor(s)
expert reviews
UX audits
proto-personas
user interviews
usability tests
surveys
focus groups
co-creation


SUCCESS

Guerilla research.

mini-interviews | design feedback | friends and family | involve team members | polls

small sample sizes | fast | 5 minutes execution | not formalised

B2C | (B2B) | (contractor) | corporate

Sample size

Guerilla research



N ≈ **3**

Usability tests

User interviews

Qualitative focus



N ≈ **5…7**

User interviews

Quantitative focus



N ≈ **7…12**

Surveys

Sub-groups



N > **20…50**


FAIL
SUCCESS

Bad Research or no Research?

Any user research is better than none.

There are few “bad” exceptions, which can be identified by experienced professionals.


SUCCESS

UX research hygienic factors.

UX is part of the endeavor at all

involve users at all

research question

method selection

expert consultation

result transfer

- research design (3 PD)
- recruiting (1 PD)
- execution (4 PD)
- analysis (3 PD)
- communication (4 PD)



AI research.

AI-supported | inquiries | lectorate | writing mails

~~synthetic~~ | ~~synthetic personas~~ | ~~synthetic survey responses~~ | pre-test

Go-to research methods

research project management

product reviews contextual diary studies roadmap

card sorting screener shadowing SEQ ASQ metrics UX bugs

self observation recruiting observation tasks PSSUQ reports design decisions

walkthrough guideline interviews involve team pains, gains SUS communicate value

research question polls tasks ISO9241Q findings knowledge management

expert reviews UX audits custom items insights UX backlog

management summaries

Research ethics.

anonymization

pseudonymization

demographics

working position

~~education~~

~~age~~

~~gender~~

~~ethnicity~~

~~location~~


FAIL

UX is not loved by everyone.

Scale it. Be positive. Offer help. Accept imperfections. Democratize it.

Thank you.

SUS, PSSUQ, ISO9241:
“Three very good standardized UX surveys for industrial use”

https://millsite.medium.com

New Book, March 2027:
**Jens Mühlstedt –
“User Experience (UX) Design – A First Aid”** (DeGruyter)



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