

# User Research

## #1: Introduction

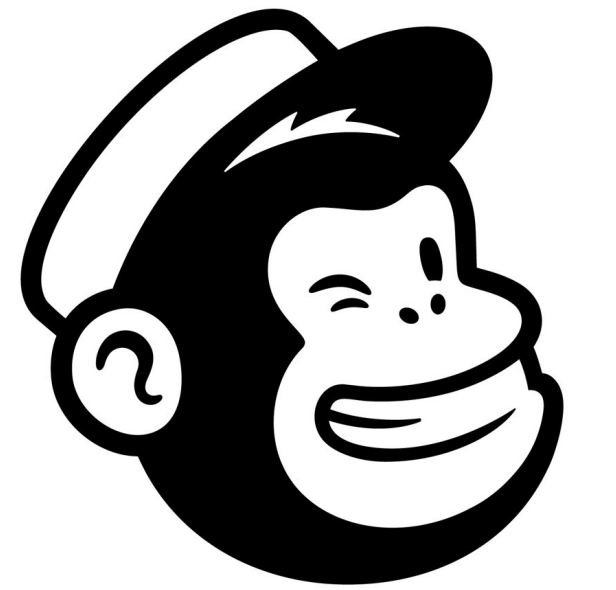
Stephanie Troeth // University of Greenwich // March 2021

# Hello! I'm Steph

- Freelance strategist/researcher
- 20 years in the digital industry
- Previously a web developer & tech lead, moved on to UI/UX
- Formerly Head of Research at Clearleft, senior researcher (contract) at Google, currently research consultant at Healthily



# Hello! I'm Steph



**mailchimp**

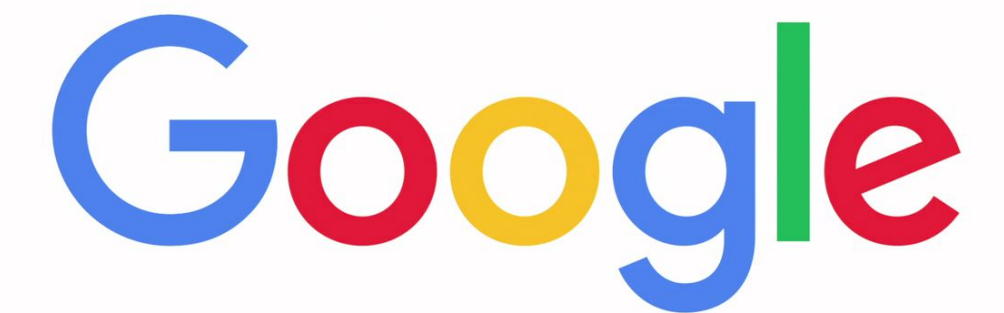
**Clearleft**

*The Telegraph*

FINANCIAL TIMES



**Healthily**



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LONDON  
AUTHORITY**

# What we will cover:

- What is user research?
- Setting research objectives
- Methodology, research methods & sampling
- How to write/ask good research questions
- Practice: interviewing & analysing data
- Becoming a better researcher



# By the end, you will:

- Understand the fundamentals of user research
- Practised some of the key skills
- Be ready for exploring design solutions

**Next:**

What is user research?