experienceLab

Current & Future Trends: User Research

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experienceLab

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MSc Psychology
Engineering Psychology/Cognitive Ergonomics & Computer Science

20+ years of experience in UX
Author & speaker & mentor

experienceLab

ExperienceLab is a people-centred design and innovation agency.

We help organisations put people at the centre of design, making products and services better for real life.

From digital UX testing and new product features through to total service design, we bring teams together to co-create new and improved services, experiences and touchpoints.

Who we're working with

Public sector:

Ministry of Defence

Home Office

Department for Education

“UX research itself is a massive trend - searches have grown 7300% in the last 10 years.”

https://medium.com/the-full-stack-researcher/7-surprising-trends-disrupting-ux-research-in-2021-2f27d86bb712

‘UX Researcher’ trending

Worldwide search

ux researcher

2004 2009 2014 2019 2021

Trend 1

User researcher has become a recognised specialist role.

Much more jobs for user researchers.

“For the first time since we launched our Salary Survey, we’ve allocated a separate section specifically for User Research due to the ever-demanding increase for both permanent and freelance positions.”

Zebra Salary Report, 2017/2018

https://zebrapeople.com/resource/digital-salary-survey/

Trend 2

Much more research is done!

…a need to organise research findings.

Dovetail

Confluence

Trend 3

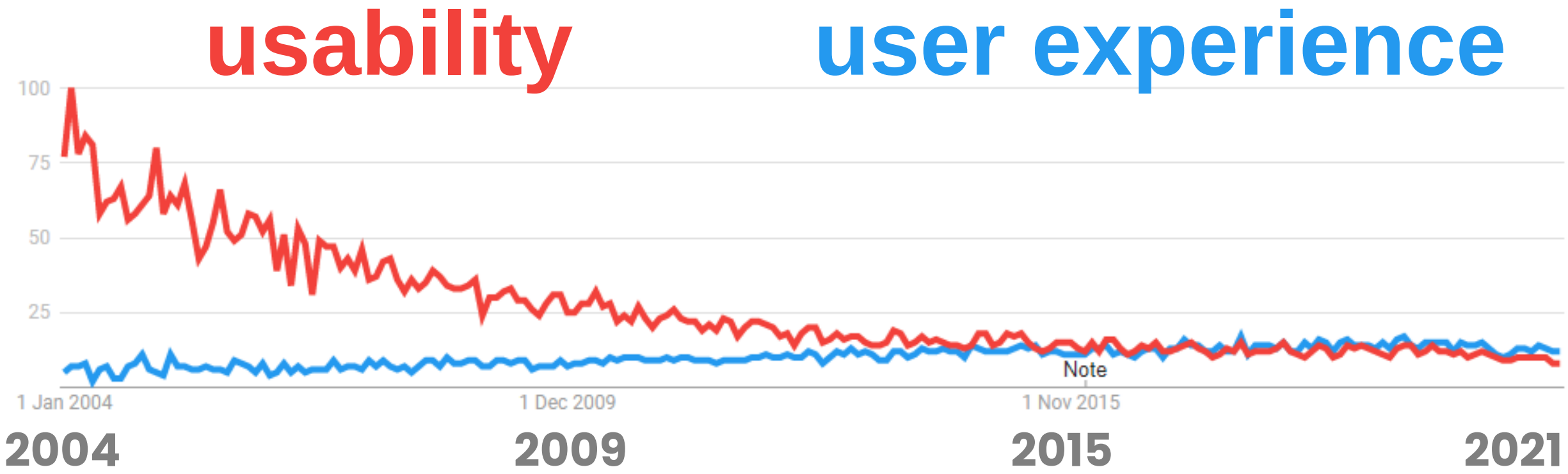
User research is more strategic.

Researchers more involved in earlier phases of product development.

More discovery research.

From ‘Usability’ to ‘User Experience’

Worldwide search



upa Usability Professionals' Association
promoting usability concepts and techniques worldwide

2012

uxpa international

Marty Cagan's #1 Trend 2022

"Measuring product value will be recognized as more important than measuring usability."

"Most teams are comfortable asking about usability, but the hard thing is not usability, the hard thing is evaluating value."

Marty Cagan, 2022

https://sprig.com/blog/marty-cagans-6-product-trends-for-2022

Trend 4

More cross-functional teams.

UX research will be more integrated with other functions.
More collaboration.

Trend 5

Much more research tools on the market!

Both for qualitative and quantitative research.

UserZoom

UserTesting

lookback

maze

hotjar

Trend 6

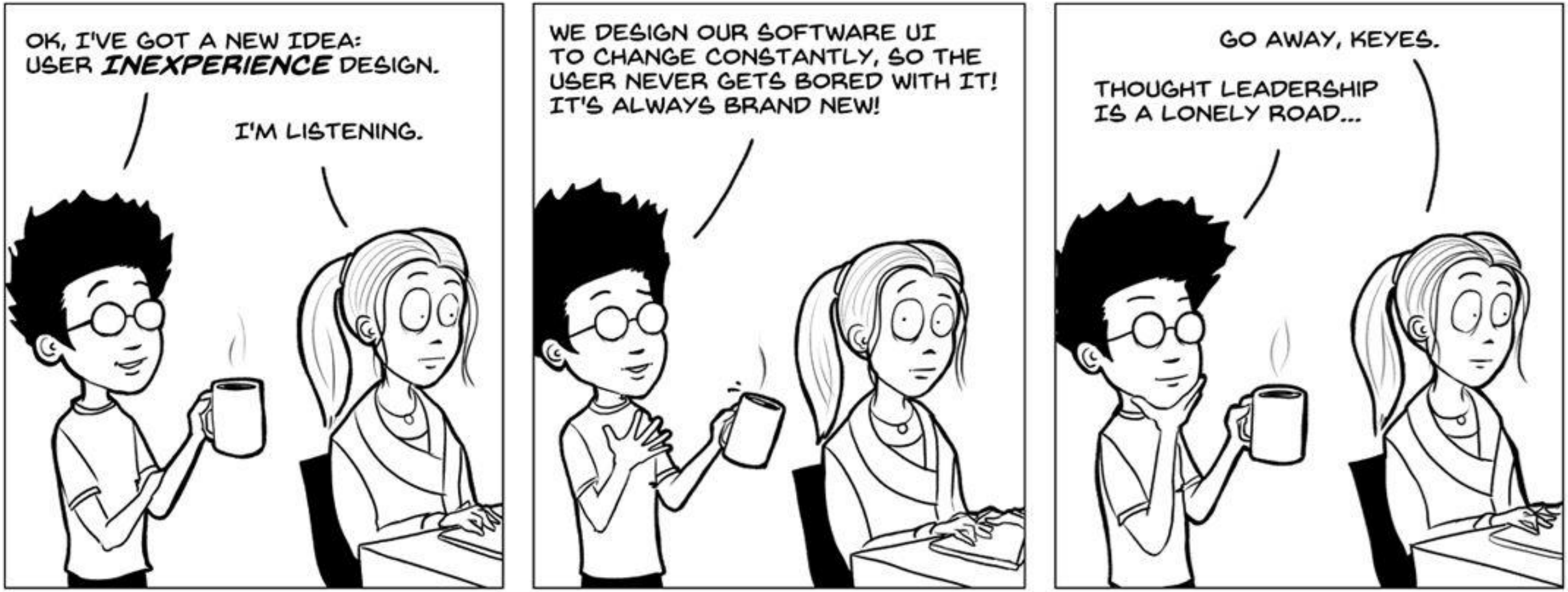
More frequent customer feedback.

Feedback culture.

Certainly not a trend...

User Inexperience

MAY 1, 2017



mediumfidelity.com

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Thank you!

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