

# Unlimited User Research Program

Just as its name implies, the research is unlimited: continuous studies, insights, and support with any study custom-designed to address your unique challenges and objectives. Get user insights whenever you need them during this 18-month program.

**UXreactor**  
Part of **Ascendion**

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## Want Product Strategy to Be Driven by Continuous User Insights?

### You might be familiar with these scenarios:

- You have an increasing backlog of research requests leading to delays in delivering insights
- Products are being launched without gathering user feedback first
- The larger product strategy is seldom influenced by user research

### You might be worried about:

- Product decisions being based on assumptions rather than user insights
- The impact of usability issues on user satisfaction and business outcomes
- The cost and complexity of scaling your UX research efforts

*"Organizations that leverage research at their highest potential, gain 2.3x better business outcomes, including reduced time-to-market and an increase in revenue." -Maze.co*

## How It Works

### 1 Plan the Research Roadmap

We will discuss your business objectives in a strategic planning workshop to identify the most pertinent research studies.

### 2 Get Insights

Studies will commence sequentially to ensure the highest level of detail for each research initiative.

### 3 Assess Impact

Quarterly Business Reviews and Planning Sessions will take place to evaluate the business impact of the research and advise any roadmap adjustments.

## What Success Looks Like

arlo

De-risked first-time launch to save time, money, and user dissatisfaction with at-home studies, by identifying 9 critical issues, leading to a 7x ROI

ACTIAN

Established systematic UX research practice in the product development life cycle for a more user-informed roadmap planning

servicenow

Set the foundational insights to drive the design and product roadmap for Field Service Management through deep persona discovery and journey mapping

## What It Can Look Like



## What You Will Get



### Unlimited User Research Studies

Get user insights, test hypotheses, and validate designs.



### Strategic Enablement

Governance frameworks to ensure that UX research is aligned with your strategic business goals.



### Program Management

Regular syncs to coordinate activities and optimize their interdependencies.



### Research Ops Support

Operational support to streamline research processes, ensuring efficient and effective execution

*"It was really a great experience to work with all of you, and the project made a meaningful impact to help us uncover some important unforeseen issues that need to be addressed immediately."*



**Scott McManigal**  
SVP of Design and Experience



## We Can Support You in Any Phase of Product Development



### Discovery & Diagnostics

- Jobs-to-be-Done
- Problem Identification
- Competitive UX Benchmarking



### Define

- Persona Development
- Journey Mapping



### Design

- Concept Validation
- Usability Testing
- Information Architecture



### Development

- Pre-Launch Usability Testing
- Beta Testing



### Deploy

- Competitive UX Benchmarking
- Experience Metrics
- Product Optimization & Analytics

Get in touch for a free consultation!

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