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

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How It Works

1 **Plan the Research Roadmap**

Kick off with a workshop to align research activities with business goals

2 **Get Insights**

Studies happen sequentially to ensure the highest level of insight

3 **Assess Impact**

Evaluate the business impact of the research and make adjustments

This Is for You If...

You're wondering how to increase product innovation without significantly expanding your internal resources

You're concerned about making significant product decisions based on assumptions rather than validated user insights

You want increased awareness of the value of user research to turn it into a catalyst for transformative change

Strategic Enablement

Governance frameworks to ensure that UX research efforts are tightly integrated with your strategic business goals

Unlimited User Research Studies

Focused user research activities to gather user insights, test hypotheses, and validate designs using various research methods

Project Management

Regular syncs to coordinate the individual projects and activities and optimize their inter-dependencies to maximize impact

What You Will Get

18 Months

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |

Kick-off Workshop

Quarterly Business Review (QBR), Strategic Priority Research Roadmap Workshop, Templates, Research Ops Support

Legend: ● Strategic Engagement ● Program Management ● Research Sprints

Insights for Every Phase of Product Development

Discovery
- 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

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

"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

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