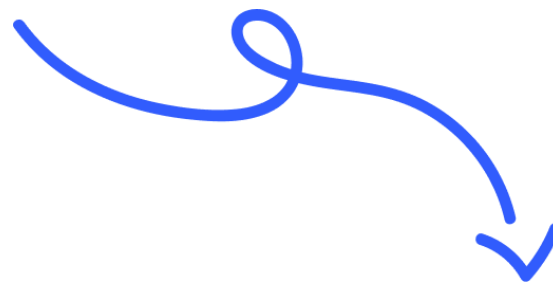
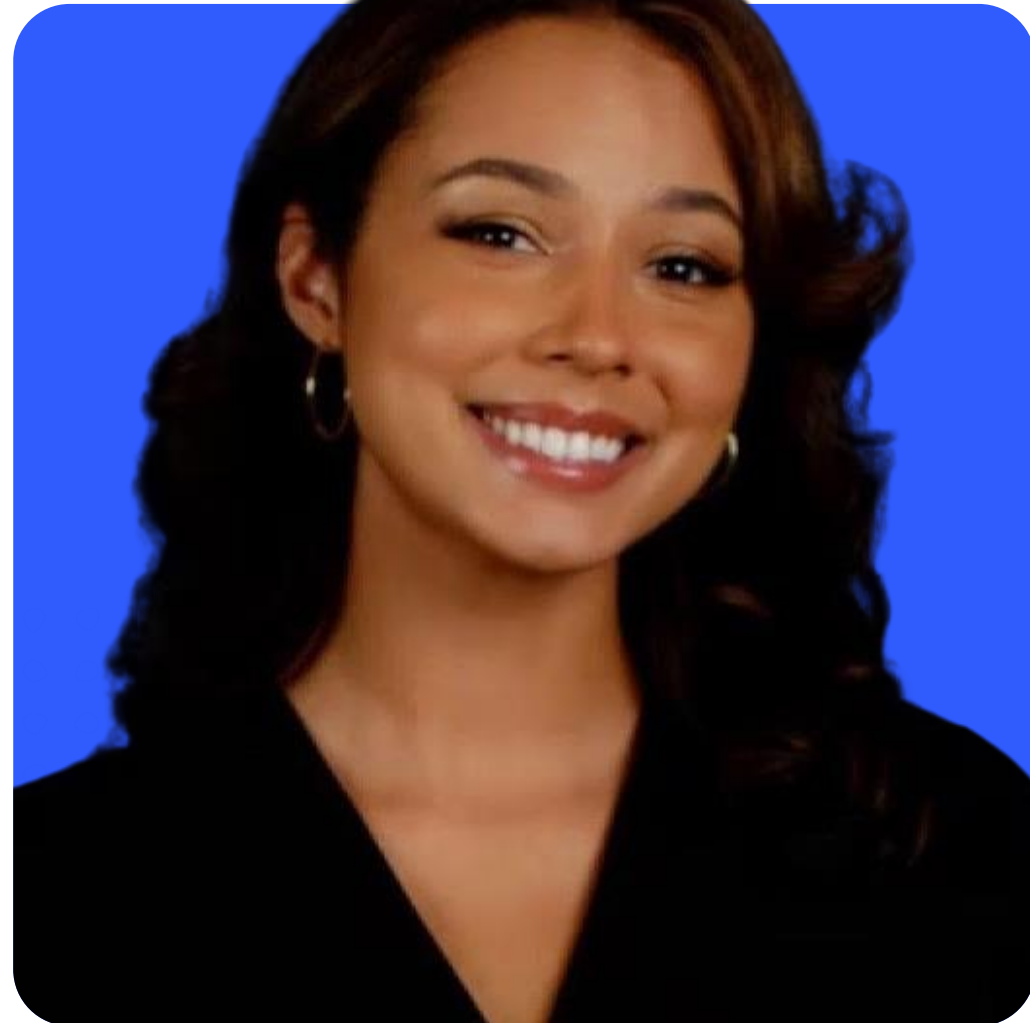


Revolutionize your research process with AI

*A practical discussion of generative
AI opportunities for UXRs*

Alita Joyce, UX Research & Strategy





Alita Joyce

Driving impactful UX research at **Google** & sharing expertise at **Nielsen Norman Group**

- ★
● ● *Areas of focus: AI interface design, mixed methods, psychology applied to design, mapping techniques, holistic experience design*



Agenda

30-minute session

1. Evaluating generative AI in UX research

2. Use cases and sample prompts

3. Transparency and democratization

4. Wrap up



How can we do more with less?



The AI wave

AI is transforming how we gather insights, analyze data, and design user-centered experiences

UX at the forefront

AI offers unprecedented power to understand user needs and behaviors

Experiment and adapt

Now is the time to experiment, embrace new methodologies, and adapt

Speed and agility

Be empowered to deliver impactful insights with greater speed and agility



What to know about generative AI



Evaluating generative AI

Strengths

- Accelerates analysis
- Reduces errors
- Uncovers insights
- Ensures objectivity
- Handles large datasets

Opportunities

- Enables new research
- Democratizes access
- Fosters collaboration
- Improves decisions

Weakness

- Lacks context
- Introduces bias
- Reduces transparency
- Needs quality data

Threats

- Data privacy risks
- Bias and ethical concerns
- Lack of transparency
- Risks over-reliance
- Enables misuse



Generative AI prompts for UX researchers

Practical applications to getting started

Disclaimer

*AI is a powerful ally in UX research, but **it's not a replacement for your expertise**. As we explore these AI-powered use cases, consider how these tools can **amplify your skills** and **unlock new perspectives**.*

Remember, research thrives on critical thinking, empathy, and a deep understanding of your users – qualities that AI can complement, but not replace.





Welcome to the PowerPeople team!

You are now part of a Chicago-based workforce management company called **PowerPeople**.



You are an **expert UX Researcher** for a **B2B staffing platform**, skilled at understanding HR professionals and translating research into compelling stories.



A FICTIONAL COMPANY

PowerPeople

Mission statement

Empowering businesses to find, manage, and retain top talent through innovative staffing solutions that streamline hiring processes and optimize workforce management

Company basics

Founded: 2015

Headquarters: Chicago, IL

Revenue: \$120 million (2023)

Employees: 1,000+ globally

Customer base: Over 3K companies including logistics, manufacturing, technology, and professional services



Large enterprises

Enterprises with large, distributed workforces require high-volume hiring solutions for seasonal spikes. They prioritize seamless onboarding, compliance, and performance tracking.

Professional services firms

Marketing, consulting, and financial firms seek top-tier talent for both short-term and permanent roles. They focus on diversity, smooth hiring processes, and workforce analytics.



High-growth tech and startups

Rapidly scaling tech firms and startups with limited HR resources need to hire niche talent quickly. They value speed, flexibility, and efficient, collaborative hiring processes.



High-level research process

Where can AI support us throughout the research lifecycle?

DEFINE



Clearly articulate the research problem, identify target users, and outline key research objectives.

- Generate research questions and hypotheses
- Identify relevant literature
- Develop project timelines
- Create participant screening criteria

PLAN



Develop a structured research plan, select appropriate methods, and establish a clear timeline.

- Draft participant communications
- Create study guides
- Determine what to test and with whom

CONDUCT



Optimize screeners to connect with qualified audiences, capture multiple data streams.

- Smart recruiting
- Transcribe sessions in real-time
- Connect behavioral and expressed insights

**Out of scope for today's conversation*

ANALYZE



Extract meaningful insights from data, identify patterns, and draw data-driven conclusions.

- Assist with qualitative data analysis
- Generate summaries and reports
- Optimize findings for your stakeholders





Tips for writing effective prompts

Define the AI's role and objective

Clearly state who you want the AI to be and what you want it to do (e.g., "*As an expert UX researcher, write a user interview script*").

Provide context

Explain your product, audience, and any relevant background information.

Specify the desired output

Clarify the type of response you need (e.g., summary, script, questions) and highlight any key details or features to focus on.

Set constraints

Define any limitations on length, time, or format.

Request clear and concise language

Use natural language, avoid using complicated words and sentence structures.



RESEARCH PHASE

Define

Clearly articulate the research problem, identify target users, and outline key research objectives.

Use cases

- Generate research questions and hypotheses
- Identify relevant literature
- Develop project timelines
- Create participant screening criteria



RESEARCH PHASE

Define

Developing a participant screener

- Share organizational / project context
- Build on top of existing internal processes, question sets, best practices
- Avoid all-or-nothing mentality

EXAMPLE

PowerPeople

Create a **participant screener** for a **B2B staffing platform** product test. The platform includes features like candidate screening, onboarding support, and workforce analytics. **Write 10 questions** (a mix of multiple-choice and open-ended) to identify **HR professionals involved in hiring decisions**. Focus on their current hiring **challenges**, use of digital **tools**, and **experience** with staffing platforms.

Participant Screener: B2B Staffing Platform Product Test

Participant Screener: B2B Staffing Platform Product Test

1. What is your current job title?

HR Manager
Talent Acquisition Specialist
Director of Human Resources
Recruiting Manager
Other: _____



RESEARCH PHASE

Plan

Develop a structured research plan, select appropriate methods, and establish a clear timeline.

Use cases

- Develop a structured research plan, select appropriate methods, and establish a clear timeline.
- Draft participant communications
- Create study guides



RESEARCH PHASE

Plan



Iterating a research plan

- Draft bullet points on project objectives, methodology, and participant criteria
- Build and iterate

EXAMPLE

PowerPeople

Create a **detailed research plan** for conducting customer interviews with HR professionals involved in hiring decisions. The goal is to understand their pain points, hiring journeys, and areas of opportunity for a B2B staffing platform that includes features like candidate screening, onboarding support, and workforce analytics. The plan should include objectives, methodology, participant criteria, and an interview guide.

Research Plan: Customer Interviews with HR Professionals Involved in Hiring Decisions

Study Overview

This research aims to conduct in-depth customer interviews with HR professionals who are actively involved in hiring decisions. The goal is to understand their pain points, workflows, and potential areas for improvement within the hiring process, especially in relation to the tools and platforms they currently use. The insights gained from these interviews will inform product development, feature prioritization, and overall user experience design for a B2B staffing platform.



RESEARCH PHASE

Analyze

Extract meaningful insights from data, identify patterns, and draw data-driven conclusions

Use cases

- Assist with qualitative data analysis
- Generate summaries and reports



RESEARCH PHASE

Analyze

Analyzing a session transcript

- Provide transcript and request a session playback
- Compare to your own notes
- Consolidate session playbacks to identify broader themes and filter insights

EXAMPLE

PowerPeople

Using the provided customer transcript and session notes, create a comprehensive session guide that includes a list of key questions asked, corresponding answers (with direct quotes from the transcript), and a summary of the top 5-10 insights gathered from the session.

Session Guide: Customer Interview with HR Professional

Key Questions and Answers (with Direct Quotes)

Q: Can you describe your current hiring process from start to finish?

A: "We usually start by identifying the need for a new hire, then post the job on various platforms like LinkedIn and Indeed. After that, we manually review resumes and set up interviews with shortlisted candidates."

Quote: "The manual process of reviewing resumes takes up a lot of time, especially when we get hundreds of applications for a single position."



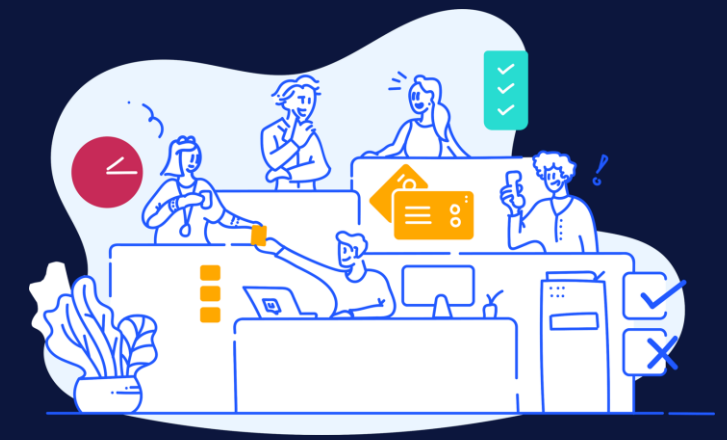


Transparency and democratization

Using generative AI outputs



Responsible AI use



Transparency

- Clearly communicate when AI is used in decision-making
- Ensure stakeholders understand AI outputs, including data sources and limitations
- Disclose AI's role in sensitive tasks
- Document and share AI usage policies with stakeholders
- Regularly review AI outputs for biases and inaccuracies

Encouraging collaboration

- Train colleagues to craft clear, effective prompts
- Build a reusable prompt library for consistency and efficiency
- Teach prompt iteration to refine results for different tasks
- Highlight the importance of including context in prompts
- Encourage sharing successful prompts across teams





BONUS RESOURCE

Prompt cheat sheet



Tips for success



Embrace AI

- Stay current
- Find AI opportunities
- Be open to new skills
- Start with simple uses



Adopt and experiment

- Try different AI tools
- Master AI prompting
- Learn from others
- Embrace failures



Reflect and refine

- Assess AI's impact
- Adapt your approach
- Share what you learn
- Be responsible



User Testing

THIS
The Human Insight Summit

Thank you!

Alita Joyce, Google

