

UX Research Tips for Startups
Shared via Mary Scott's Podcast
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Why startups should conduct user experience research:

In an ever changing business landscape, startups can move faster, save on development costs, and share data with potential investors via focused market research.

- **Key Benefits**
 - Learn whether your users/customers understand the value proposition of your product, service, or interface.
 - Pinpoint specific areas (e.g. interface navigation, content, product functionality) that may require modifications.
 - Gain a contextual understanding of shifts in brand perceptions, buying habits and attitudes in your industry.
 - Feel empowered during the decision-making process regarding the next phase of development.
 - Save development time and avoid the expense of major post-launch revisions.
 - Improve acquisition and retention rates.
 - Uncover critical glitches that might cause site, app or product abandonment.
 - Minimize the risk of launching a site or product that does not meet user needs.

How to get started:

- Pick the right methodology. Quantitative for a 15 minute survey with 100+ targeted customers. Qualitative with 10-12 one-on-one sessions to dive deep regarding usability, purchase journeys, and competitive landscape questions.
- For qualitative ask - can the research be done online or is there a need for an in person discussion?
- Map out your target audience – think about their demographics and know that you may have multiple segments you need to learn from. Include participants based on age, income, job title, education levels, buying habits, etc...
- Even 10 qualitative interviews that are 45-60 minutes will uncover great info.
- For qualitative UX research, write a moderators guide (you or an outside researcher) that focuses on open ended questions. For a survey, yes or no preference, A/B testing, and ratings questions are ideal.
- Recording the qualitative interviews is recommended.
- Give participants something for their time – a \$25 Amazon gift card is a nice gesture.

Use the results:

- Write up a summary report – you or the researcher you engaged.
- The summary report should contain:
 - Overview, Methodology, Target Audience
 - Executive Summary of Key Findings, Detailed Findings, and Recommendations
 - Think about how to segment the report so you can take action and map out next steps
 - Ask yourself which aspects of the report will help with raising funds
 - Prepare a 3 - 4 minute video of highlight clips you can show to investors

Any questions? Feel free to get in touch with Lon Taylor at First Insights to set up a Zoom meeting.