# UX Research Budget Proposal

## Mission:

Speak to more users to improve our product and foster innovation

## Goals

1. Understand the holistic journey users take when deciding to travel to identify gaps in the product

2. Identify pain points and areas for improvement to optimize the adoption and retention of our product

3. Discover potential avenues for innovation to diversify revenue streams

4. Evaluate the performance of our current product to impact customer lifetime value

5. Validate or disprove proof of concepts and hypotheses to ensure positive product progression

| Strategic Approach | | | | | | |
|---|---|---|---|---|---|---|
| | Generative research | Concept testing | Usability testing | Benchmarking | Beta testing | Surveys |
| Number of participants/ session | 1 | 3 | 7 | 15 | - | - |
| Number of sessions/quarter | 18 | 3 | 9 | 1 | ∞ | ∞ |
| Total participants/quarter | 18 | 9 | 63 | 15 | - | - |
| Total compensation | €540.00 | €135.00 | €945.00 | €225.00 | €0.00 | 1 |
| **Total number of participants** | 105 | | | | | |
| **Total quarterly cost** | €1,845.0 | | | | | |
| **Total yearly cost 2019 (q2-q4)** | €5,535.00 | | | | | |

| Lean Approach | | | | | | |
|---|---|---|---|---|---|---|
| | Generative research | Concept testing | Usability testing | Benchmarking | Beta testing | Surveys |
| Number of participants/ session | 1 | 3 | 7 | 7 | - | - |
| Number of sessions/quarter | 12 | 3 | 6 | 0.5 | ∞ | ∞ |
| Total participants/quarter | 12 | 9 | 42 | 3.5 | - | - |
| Total compensation | €360.00 | €135.00 | €630.00 | €105.00 | €0.00 | €0.00 |
| **Total number of participants** | 66.5 | | | | | |
| **Total quarterly cost** | €1,230.00 | | | | | |
| **Total yearly cost 2019 (q2-q4)** | €3,690.00 | | | | | |

## Benefits of Strategic versus Lean:

1. More of a strategic outlook with increased squad testing flexibility

2. Potential to reach and attend to more diversified customer groups

3. Prioritization validation with a larger audience

# Research Methodology Breakdown
## Discovery-based research with strategic value

### Generative research

**Goal:** Understand the holistic journey; identify pain points & improvements; discover potential innovations

**Process:** 60-90 minute IDIs to provide discovery for all squads and departments

**Expected output:** Personas, JTBD, journey maps, marketing content, new concepts, prioritization, decreased customer support tickets, beta tester recruitment

### Benchmarking

**Goal:** Evaluate current performance, identify pain points & improvements

**Process:** 45-60 minute tests in which our current product is tested to evaluate progress

**Expected output:** Baseline of current product, innovation, designs/concepts, beta tester recruitment

# Business-focused research with tactical value

## Concept testing

**Goal:** Discover potential innovations, validate/disprove concepts & hypotheses

**Process:** 30-45 minute tests to evaluate concepts

**Expected output:** Prototypes, user flows, concept validation, new designs/features

## Usability testing

**Goal:** Identify pain points & improvements, evaluate current performance, validate/disprove concepts & hypotheses

**Process:** 30-45 minute tests to assess prototypes and user experience

**Expected output:** Hypothesis validation, task analysis data, new features

## Beta testing

**Goal:** Identify pain points & improvements, validate/disprove concepts & hypotheses, evaluate current performance

**Process:** 4-6 weeks of feedback through ethnographic studies or long-term diary studies

**Expected output:** Concept/product validation, marketing content, new features

## Surveys

**Goal:** Discover potential innovations, validate/disprove concepts & hypotheses, evaluate current performance

**Process:** Direction and validation through quantitative data

**Expected output:** Quantitative data, product/feature validation, beta tester recruitment