The User Research Monthly - Template

Joke (optional, of course)

Theme of the month

Top three insights regarding that theme

Make sure to include:

- Quotes, video clips, audio clips, infographics

- Relevant teams

- Links to presentations

- Keywords (hashtags)

Surprising fact about the theme

Last month's insights and what was done with them

- Links to features or presentations

- Team shoutout

Upcoming insight/research-related events

- Workshops, hack-a-thons

- Research roadmap

Feedback survey to continue improving (anonymous)

Have questions? Email me directly!
Interested in submitting a research request? Fill out this doc!

The User Research Monthly - Example

Knock Knock
Who's there?
June.
June who?
June know any good knock-knock jokes?
June know how to tell knock-knock jokes?

May's newsletter is based on clients needing to create a *personalized experience* for users

Top three insights

Insight one	Insight two	Insight three
Many clients have multiple types of users coming on to their websites, which means one experience doesn't suit everyone's needs. Clients need to be able to differentiate the experience on their websites to capture and engage with these different segments	Video is a significant strategy to introduce personalized experiences. However, brands are unsure how to utilize video best and in a personalized way. Brands struggle with including the right content in the right place to engage users better.	Brands are trying to directly engage with their communities to further personalize the experience. They are struggling with how to best set up a seamless and sustainable community for users. This would help them overcome competitors.
"We are already looking at Business Intelligence traits, such as skin color, hair color, and eye color, but we want to expand that to a lot more such as skin concerns, skin type, etc." [- Link to video clips](#)	*"Video is just more engaging and it causes people to stop and click - we would like more of that, but it is quite expensive to make...if we could have video without that expense, then we would obviously use it"*	*"Community is one of our biggest bets for this year and a huge strategy for us because we have many competitors coming into the space, but our community could be our differentiator"*
Team: Activation **Keywords:** personalization, segments, personalized experience, relevant content	**Team:** Innovation **Keywords:** Video, video content, personalized experience, engagement	**Team:** Retention **Keywords:** Community, engagement, personalized experience

The User Research Monthly - Example

Surprising fact about the theme

Many clients were looking to us to help them with creating a more personalized experience for their users - they need someone to be dedicated to this process and believe we could help them through this learning curve.

"What would be helpful would be to have an account manager as a dedicated person for us, since we are overloaded with work. They need to be able to go into the data daily to understand the space and the consumer to provide personalized experiences. You are the experts, you can provide sound and solid support through implementation and throughout the social strategy of the brand."

Previous insights and what was done with them

- **April's newsletter (link to Google doc)** - filtering is a major pain point for users when trying to surface specific content
    - What happened? Check out the new filtering system **here**!!
    - Huge shoutout to the retention team for fixing this so quickly!

Upcoming insight/research-related events

- Personalized experience ideation workshop: June 5th, **add to your calendar** and join us!
- Q2 hack-a-thon will be August 15th - stay tuned for the topics! **Sign up here!**
- Want to see our upcoming studies? **(Link to research roadmap)**

Have feedback? It helps us continuously improve and we really appreciate it!
Fill out the anonymous form **here**!

Interested in submitting a research request? **Fill out this doc**!

Have questions? Email me directly - just hit reply!

Have the best day!
Nikki