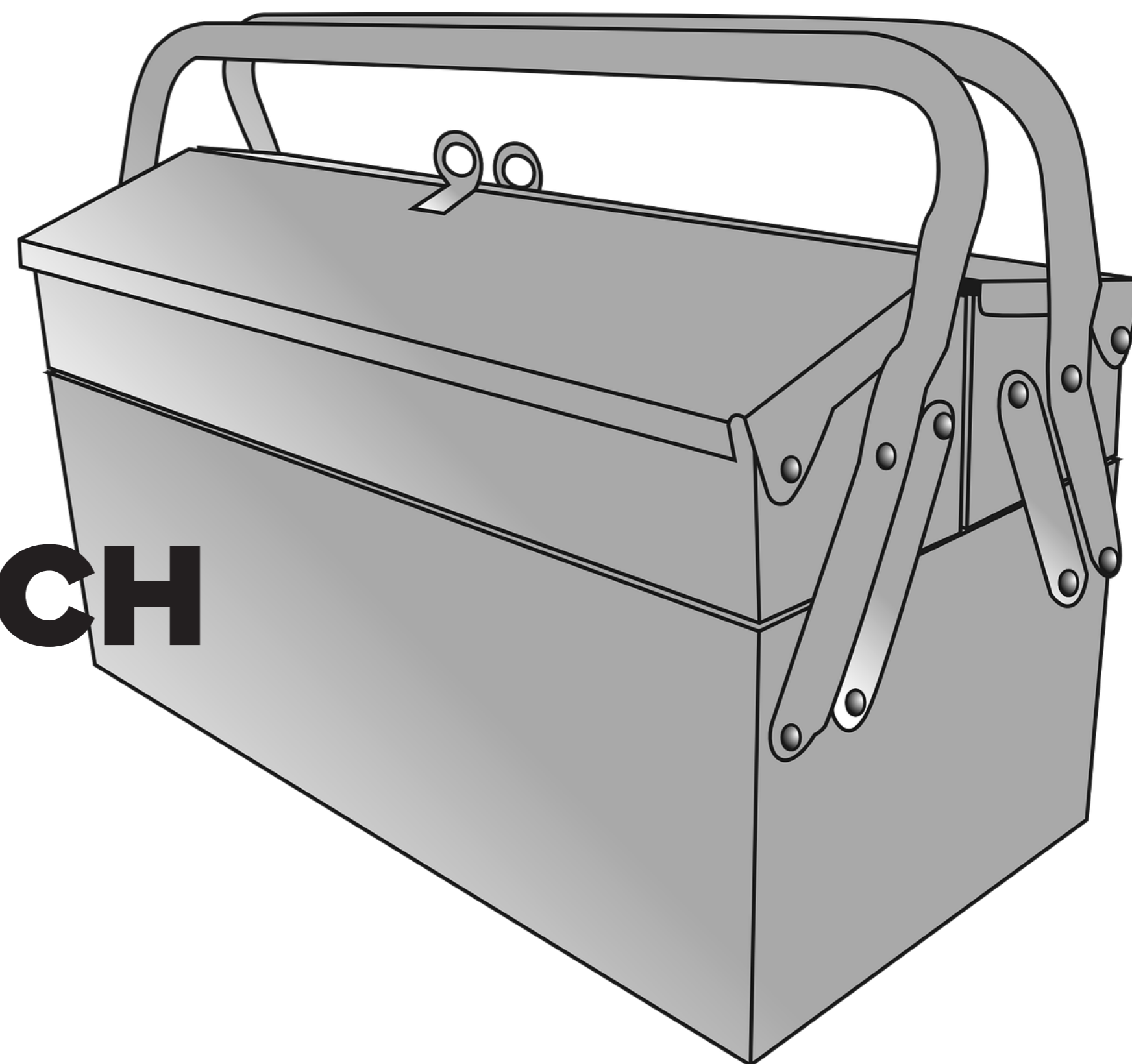


Empowering non-researchers to interact directly with consumers



THE USER RESEARCH TOOLBOX

GOALS

1

Build stronger empathy with users across the organization

2

Increased ownership of user insights among product teams

3

Researchers can focus on more strategic rather than tactical studies

VISION

Encouraging everyone to **think like a researcher**, by providing a **community-maintained learning experience**, which supports different **learning styles**, for **those seeking to learn how to do qualitative research**.

SOLUTION

UXR101

UXR101 IS THE TEXTBOOK

This is for non-researchers

UXR101 is the robust resource that provides students with guided instructions and rich examples

THE TOOLKIT

THE TOOLKIT IS THE TEACHER'S GUIDE

This is for researchers

Stakeholders as Researchers Toolkit is a streamlined method for UX researchers to guide students through a successful research process

Marta Ponte Fissgus
Stakeholders as Researchers
20-06-2019
MSc Strategic Design

Committee Deborah Nas
Quiel Beekman

 TU Delft