# UX Research Starter Kit

A short guide to move from a question to a useful insight.

## 1. Start with the decision

Before choosing a method, define the product or design decision that needs evidence. This keeps research focused on something the team can actually act on.

Decision: What do we need to decide? · Question: What do we need to learn? · People: Who actually experiences the problem? · Evidence: What would increase our confidence?

## 2. Build a lightweight plan

- Write one clear objective and the assumptions you want to test.
- Define the participant profile before recruiting.
- Choose the simplest method that can answer the question: interview, usability test, survey, diary or desk research.
- Prepare 5-7 open prompts instead of a long script.

## 3. Capture signals, not only quotes

- What people say.
- What people do.
- Where they hesitate, improvise or create workarounds.
- What repeats across participants.

## 4. Turn evidence into a direction

Cluster observations, name the pattern, write the insight and connect it to an opportunity. A useful insight changes what the team understands or decides next.

Pattern → Insight → Opportunity → Next decision