

## UX Research Strategies for Data-Driven Teams – Matthew Nuzum

User research provides two kinds of data:

\_\_\_\_\_itative – data represented by numerical quantities.

\_\_\_\_\_itative – data described by qualities that can't easily be measured.

Three strategies to try:

1. \_\_\_\_\_ your \_\_\_\_\_ data
2. Use a \_\_\_\_\_
3. Implement an \_\_\_\_\_ scale, such as

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*Download the presentation  
and find more resources at  
[www.tekrs.com/ux](http://www.tekrs.com/ux)*

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It's critical to foster \_\_\_\_\_

**SUM Questions:** <https://measuringu.com/sum/>

How satisfied are you with the time it took to complete this task?

How satisfied are you with the ease of this task?

How confident are you that you completed the task successfully?

*Use a 1-5 or 1-7 scale*

**SUS Questions:** <https://measuringu.com/sus/>

I think that I would like to use this system frequently.

I found the system unnecessarily complex.

I thought the system was easy to use.

I think that I would need the support of a technical person to be able to use this system.

I found the various functions in this system were well integrated.

I thought there was too much inconsistency in this system.

I would imagine that most people would learn to use this system very quickly.

I found the system very cumbersome to use.

I felt very confident using the system.

I needed to learn a lot of things before I could get going with this system.

*Use a 1-5 scale*