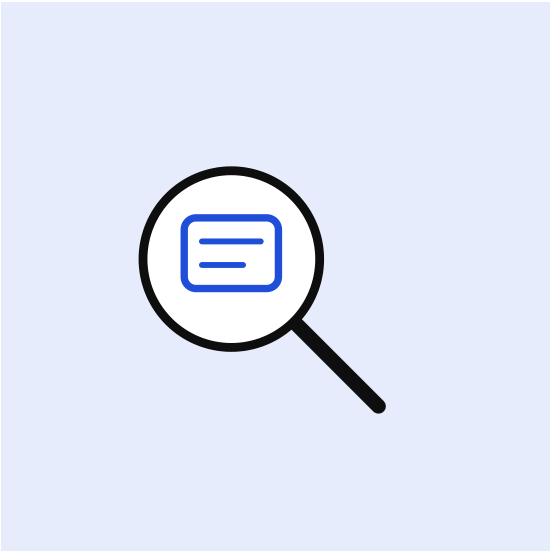
Specialty

UX research

Research applied to digital products: it studies the people who use them to decide what to design and check whether they work.



In Spanish

Investigación UX

Origin

Professional practice; reference handbook: Goodman, Kuniavsky, and Moed (2012)

What problem it addresses

Teams imagine their users in a way that often does not match who they are or how they use the product.

Principles

Before designing

Understand needs and context.

While designing

Test ideas and prototypes.

After launch

Measure how it is really used.

Applications in design

✓ Use it like this

Choose the method according to the question: understand, test, or measure.

✗ Avoid

Doing research only at the end, when nothing can be changed anymore.

👁 Don't fall for it

Share what you learn with the whole team: research no one reads changes nothing.

Connections

Builds on

- False consensus effect
- Confirmation bias

Uses these methods

- Card sorting
- Survey
- In-depth interview
- Personas
- Usability testing

Related to

- UX design
- ResearchOps

Authors and works

2012	**Elizabeth Goodman, Mike Kuniavsky, and Andrea Moed**	Gathered user research techniques for web, software, and mobile products.

Sources

Secondary sources

- Goodman, E., Kuniavsky, M., & Moed, A. (2012). Observing the user experience: A practitioner's guide to user research (2nd ed.). Morgan Kaufmann.

Last reviewed: October 25, 2026

Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.