

Build Your Custom User Research Panel

Boost your team's ability to do great research

Having quick access to pre-screened and engaged participants for your UX research is key to delivering successful products. However, finding the right people takes time and a lot of effort. So, unfortunately, the research phase of product development is often skipped, and product decisions are made by people who do not represent – or understand - the target user. You can solve this problem by building your own user research panel, tailored to your users and UX research workflow. We have built successful UX Research panels for a range of organizations and can guide you and your team through the process.

HIGHLIGHTS OF OUR USER RESEARCH PANEL DEVELOPMENT SERVICE

Laying the groundwork for a UX Research panel We start by interviewing your team to learn about the type of studies you run, the participants you need, how you incentivize them, your UX Research workflow, how you currently find participants, and any other details that impact the panel design. We synthesize these insights into a set of prioritized requirements that include project scope, recruiting strategy, panel workflow, and the data model to capture participant and study details.

Select the technology for the panel Some clients leverage technology their company already uses, (e.g., Salesforce). Others may decide to build a custom solution or go with off-the-shelf panel technology. Using off-the-shelf products that meet most of your requirements is an economical way to get started and solves the daunting problem of building the technology while building the panel. However, you need to recognize and weigh the shortcomings of going with an off the shelf solution. To help you decide whether a vendor is right for you, we fashion a scorecard with your requirements. Then we do end-to-end testing of the proposed panel technology solution using your research workflows with anonymized participant data. This is a very important step in the process.

Populate the panel We work with you on an initial and long-term recruiting strategy. This may include working through internal departments within your organization, tapping specific social media channels, partnering with professional organizations, or leveraging other methods that make sense for reaching your target audience. Our high-tech/high-touch flow for vetting candidates involves setting up a landing page with link to a qualifying survey, identity verification, ending in a live conversation with the prospective panelist.



Protecting panelist privacy and confidentiality We follow the ISO 20252 International Standard for research panel development. This process outlines specific physical, operational, and technology practices that ensure panelist data privacy, and compliance with privacy standards such as the GDPR and CCPA. Clients receive a guidebook and training on panel operations. The guidebook outlines the necessary practices everyone needs to follow to protect panelist privacy. The guidebook also details marketing and outreach approaches to keep the panel vibrant and fresh. We also develop a set of e-mail communication templates to support the UX Recruiting workflow. These resources save time and serve as a reference for running the panel as it evolves and grows to become an indispensable resource for your team.

Give your users a voice in designing the products they depend on

Your UX team's capacity to serve your organization will be greatly amplified by having ready access to high-quality participants who match your end users. **We can assist you with specific pieces of UX Research panel development or the entire beginning to end process.** UX Research Panel development is complex. To gain more insight consult this presentation that we gave with Nuance Communication at the UXPA Boston 2021 conference on "[How to Develop Your own Enterprise-level UX Research Panel](#)".

ABOUT US – CONTACT INFORMATION

Kay Corry Aubrey, founder of Usability Resources Inc, is a usability consultant and trainer who shows her customers how to make their products more easily understandable for users. She specializes in collaborating with product and marketing teams to carry out user research and has designed UX research panels for a range of organizations. Kay believes that at least 60% of the success of any user research can be attributed to finding the right participants. Since founding her company in 2002, her clients have included the Broad Institute, Sivantos, Oracle, Pillo Health, Massachusetts Medical Society, Centers for Medicare and Medicaid, and Raytheon. Kay has educated and trained hundreds of professionals in UX skills and Design Thinking across many industries. She teaches UX research and design through the Healthcare Informatics program at Northeastern University and is a RIVA-certified Master Moderator and Trainer.

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