



UX Research vs. Market Research

Past, Present, Future

Jason Buhle | September 2019



Plan of Attack

Who are you?

What is UX Research?

What is Market Research?

What's the difference?

I have a dream

Who are
you?



What is UX Research?

UX Research

UX (user experience) research is the systematic investigation of users and their requirements, in order to add context and insight into the process of designing the user experience. (IXDA)

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products. (NNG)



What is Market Research?

Market Research

Market research consists of systematically gathering data about people or companies – a market – and then analyzing it to better understand what that group of people needs. ([Shopify](#))

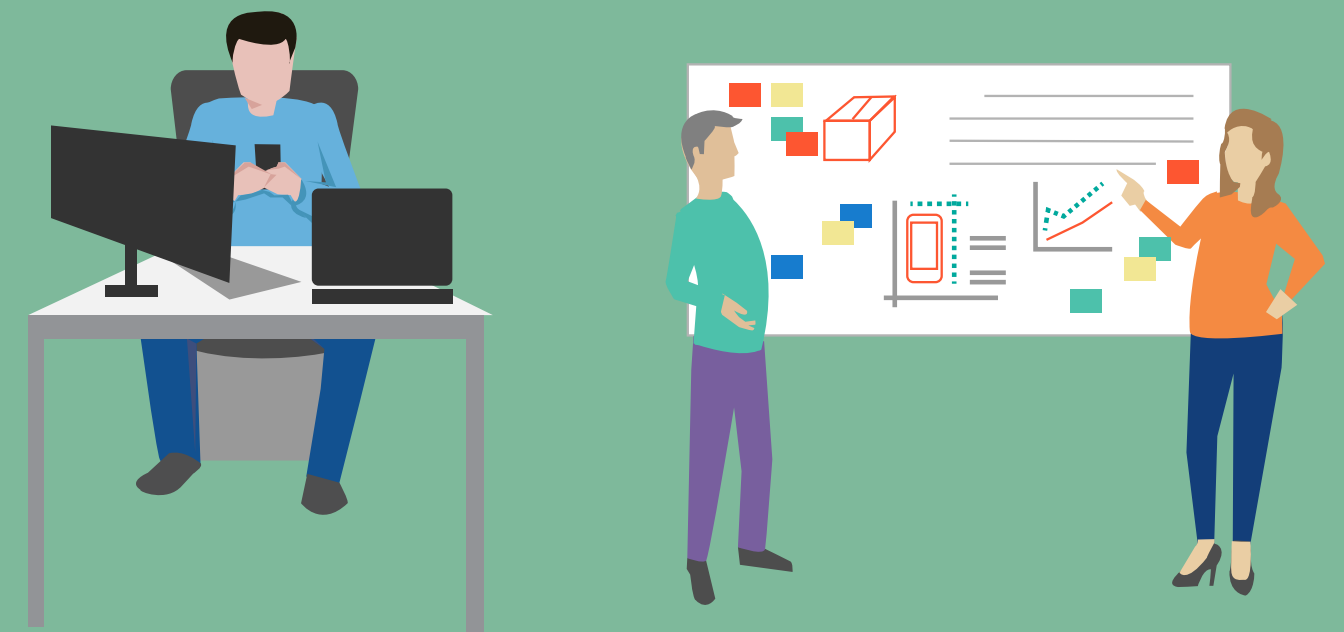
What's the difference?

Market Research



“Done before a solution is considered or agnostic of a particular solution”

UX Research



“Done while a solution is being developed or after it has been released”

What's the difference?

Market Research



“Supports marketing, sales and brand strategy”

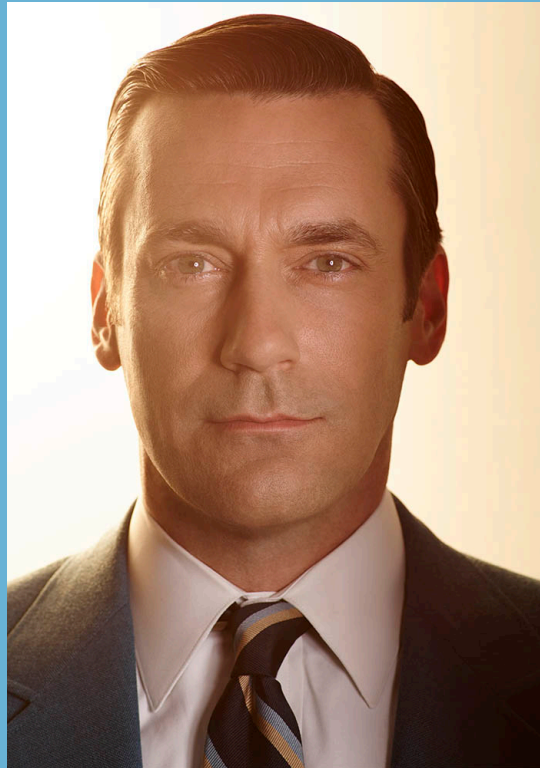
UX Research



“Supports product and design”

What's the difference?

Market Research



“Old”

UX Research



“New”

What's the difference?

Market Research



“Physical”

UX Research



“Digital”

What's the difference?

Market Research



“Easier to get into the field”

UX Research



“Harder to get into the field”

Overlapping techniques



Ethnography



Secondary Research



Contextual
Research



Surveys



Diaries



Focus Groups



In-Depth
Interviews

And a few
that are
different

Market Research



Communities



Pricing Research



Conjoint &
MaxDiff



Social Listening



Trackers



Segmentation

UX Research



Card Sorting



Benchmarking



Tree Testing



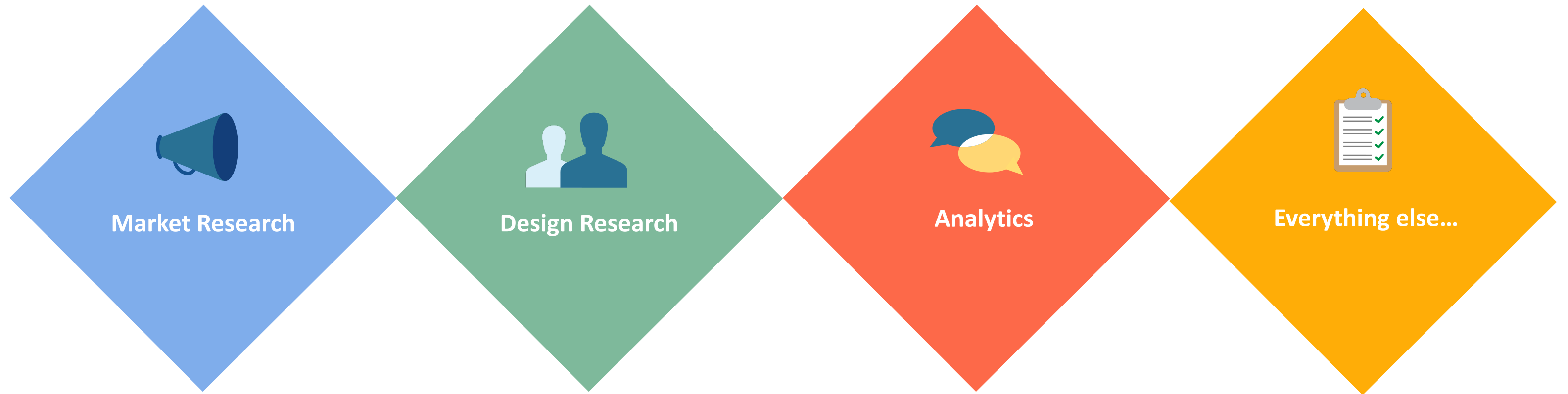
Participatory
Design



I have a dream...

It's All Applied Insights Research

Method: Qualitative



Thank you

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