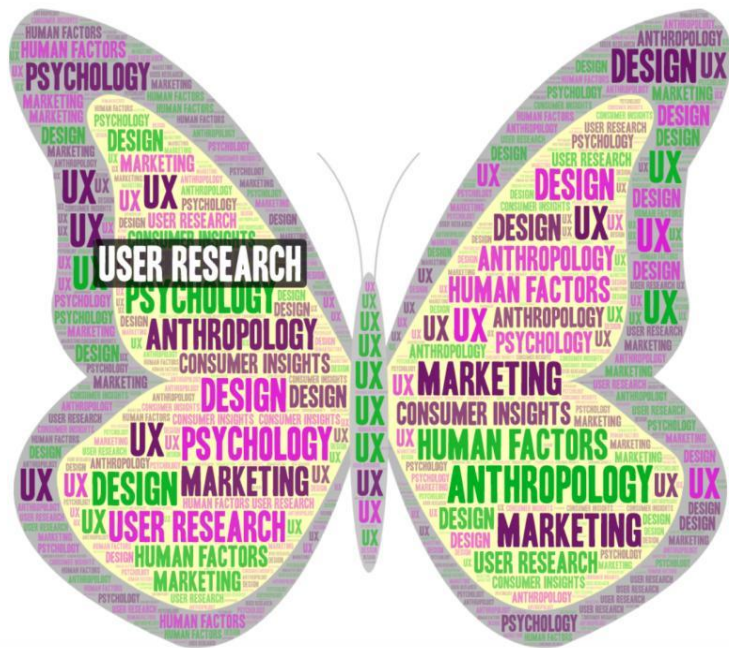


Curiosity Tank

Our X is a Mess: Replacing the Tower of Babel

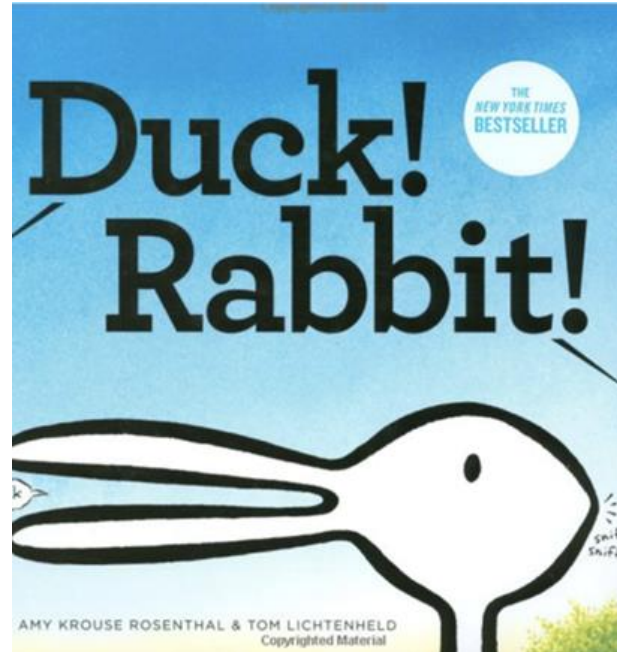
UX/MRX are in flux

CX is part of UX but where does MRX fit? Or is it vice versa? We first need to speak the same language to even figure this out. Historically independent silos are converging.



Is it a duck? Or is it a rabbit?

We bring our language and terms from the perspectives and industries we come from.



**Interestingly, both MRX and UX focus on “learning”
but we aren't really learning from each other
-- yet!**



Shades of gray

MRX and UX do overlap however our can approaches can significantly vary.



MRX

- Perceived as traditional
- Emerged out of the CPG
- More focused on awareness, promoting, pricing and sales
- More focused on destination, the end goal
- Generally independent projects with a qual and quant
- MRX gathers data to inform insights



UX

- Perceived as new, or newer
- Emerged out of the digital space
- More focused on design, usability, empathy, understanding
- More focused on the journey and the micro experiences along the way
- Generally more iterative in nature, allowing research
- UX is a team sport
- the #1 predictor of success to me is stakeholder engagement throughout the iterative the

Who are we studying?

How we refer to our subjects also differs depending on your industry

- “Users” are at the heart of user experience research.
“User” is a term that originated from tech-driven product and service design
- “Consumers and customers” are at the heart of Market Research. Consumers is a term that originated from CPG.
- “Customers and clients” >> banking, B2B, etc.
- “Drivers” >> car marketing
- “Members” >> membership based orgs



**MRX and UX are sort of
“frenemies.”**



Our “UX terminology problem” was everywhere

It followed me like a dark cloud.

1. In the classroom
2. During interdisciplinary conversation
3. Among professional researchers
4. With customers
5. When recruiting new hires or vendor partners

It has so many negative impacts



- When we try to work together, we're rarely 100% certain a colleague is using a term or phrase in the same way we would
- So it takes more time and effort to get on the same page, and might take days or weeks to figure out we are not
- Not knowing the terms, or using them properly is a clear indicator you are not experienced in my field

**Do you know the difference between
user research, user testing and a usability test?
Precision is extremely important.**



A shared language through crowdsourcing

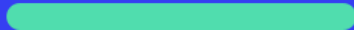
Stranger things have been done! The first step to solving a persistent problem is often to admit you have a problem.

- The goal of the UXR Lexicon is to reduce confusion
- This living, certified dictionary of Research, Design and Marketing terms is for everyone
- It serves as a historical account of our evolving industry and begins a desperately needed global, cross-disciplinary conversation to find a common voice.



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**We started to get clarity.
Together. It's riveting.**



Endless learnings

It followed me like a dark cloud.



NATURE TERMS

Dogfooding
Guerrilla research
Sunset
Evergreen
Cloud
Unicorn
Bug
Bug Bash



ACRONYMS

ML/ Machine Learning, OKR /
Objectives and Key Results,
NDA, QA / Quality Assurance,
IoT / Internet of Things, HMW
/ How Might We, GUI /
Graphical User Interface, DM /
Direct Message, PM / Private
Message, API, IT, IPO, IOS,
WYSIWYG, SaaS, GTM / Go to
Market, a11y (accessibility),
TFCR / Think Fast Get Done

Example: Marketing Research

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UX Lex

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Market Research (MRX)

[User Research Method](#), [Process](#), [Visual Reference Tool](#), [Role or Other: Process](#)

What is it? Market research is the process of gathering information about people/ target audience (consumers, customers, users, prospects, etc.) — a market — and then analyzing it to understand what that group of people need, what they like, their beliefs, behavior, opinions, attitudes, experiences, what their frustrations may be, and why. The results are used to help businesses make informed decisions about strategy, market opportunities, innovation, operations, customer base, and marketing (see below for full definition. Whether "Market Research" operates as an umbrella term over UX, DR, HCR, CX, etc., is often debated or whether one of these other terms is the "umbrella" term. Market research can be misinterpreted as being about the "product category/market" e.g. the Shampoo market, the car market - where as the majority believe it is about the "customers and potential customers" of those markets.

Marketing researchers may employ qualitative methods such as ethnography, in-depth interviews, focus groups or focus groups, diary studies, shop-alongs, drive-alongs, mobile ethnography, bulletin board research, chat based research, VOC, etc., or quantitative research methods such as regression analysis, pricing research, market modeling, brand/advertising tracking, and surveys such as concept tests.

When is it best used? Businesses use market research to understand the people in their market and determine the feasibility of new business ideas. If the research indicates a demand for the product or service, then the proposed business idea may be viable. As such, it is a core piece of any business plan. Businesses may also use market research to expand into new markets.

What does it entail? There is primary and secondary market research.

- Primary market research refers to research that you gather yourself. It can include surveys, focus groups, observation, and/or in-depth interviews. This research can be quantitative and/or qualitative.
- Secondary market research consists of research data that has been gathered by others such as the government, industry analysts, universities, etc.

Use in a sentence: The market research shows that people want high-quality food, not just low prices.

Related Terms: marketing research [Show link](#)

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Example: Marketing Research

What is it? Marketing Research is defined as the influence, reach, and execution of marketing actions, to learn more about the behaviors, interests, or any other information pertinent to developing successful marketing strategies and messages for a selected target audience, For example, first time mothers in the southeast.

Whether Market Research and Marketing Research are interchangeable is often debated. Market research is focused on understanding the whole consumer/user and potential or existing market opportunities whereas marketing research focuses on how best to reach, motivate and communicate with them.

When is it best used? Marketing research is used to help develop marketing strategies (what kind of content to create, which media to place marketing content in, etc) and messaging to target audiences.

Marketing researchers may employ qualitative methods such as in-depth interviews/ dyads/ triads/ mini- groups or focus groups, diary studies, mobile ethnos, online bulletin boards, chat based research, VOC, etc., or quantitative research methods such as regression analysis, pricing research, brand/advertising tracking, NPS, surveys, concept tests, etc.

What does it entail?

Interchangeable term:

Use in a sentence:

Related Terms:

Example: User Experience Research

What is it? User experience research studies the specific experiences someone expects, desires, or has with a product, website, application, or service design. Uncovering user behaviors, needs, and motivations informs product and service design decisions to overcome pain points and provide optimized solutions..

“Users” are at the heart of user experience research. “User” is a term that originated from tech-driven product and service design, while “consumers/customers” are at the heart of Market Research. “Consumers” is a term that originated from CPG. “Customers/clients” are terms that originated from banking, B2B, etc. “Drivers” is a term that originated from car marketing. “Members” is a term that originated from membership based organizations, etc. Depending on what industry you are coming from, there is a different term for the end audience/target/purchaser/buyer/decision maker.

User researchers may employ qualitative and quantitative research methods. For example, A/B tests, diary studies, observation, surveys, ethnographies, interviews, contextual inquiries, card sorts, click tests, concept testing and various visualization techniques such as journey maps. Often times, “mixed methods” are applied. That is, more than one method leveraged within a study, commonly a qualitative and quantitative method are used in combination, in order to fully answer the question.

When is it best used?

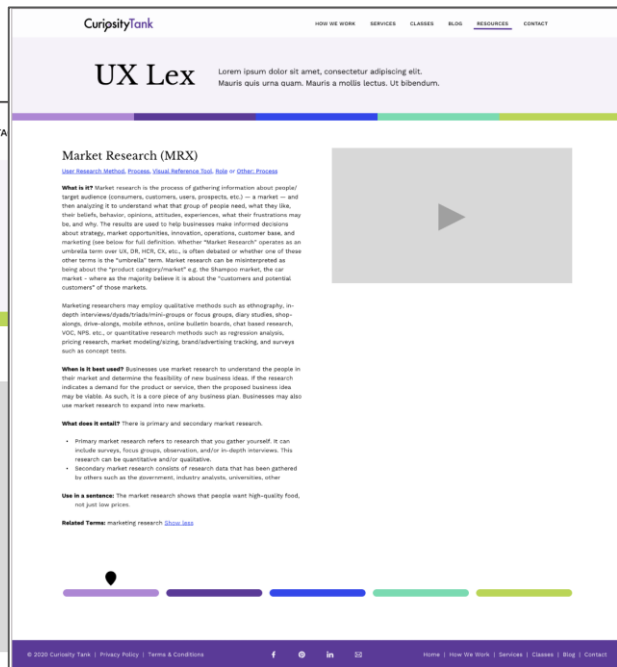
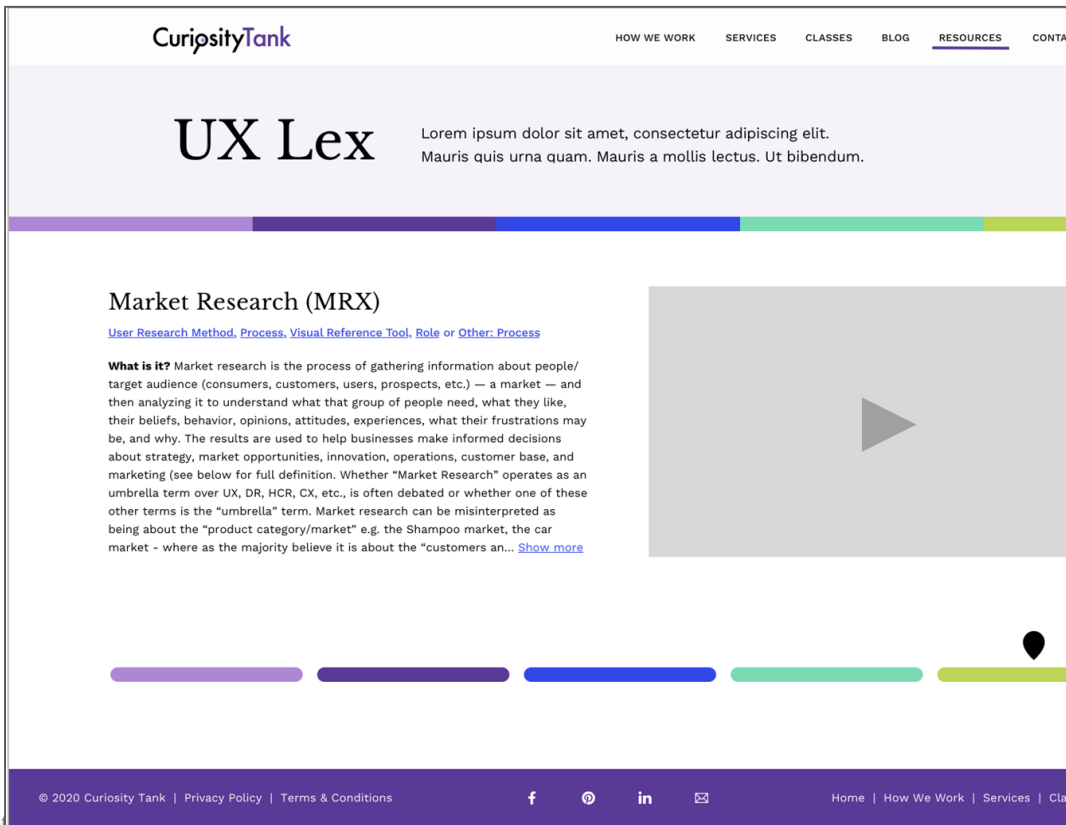
What does it entail?

Interchangeable term:

Use in a sentence:

Related Terms:

Example: Marketing Research



Language matters



Research truly is a team sport.



**User research is part art,
part science and part improv.**



Key Takeaways



Language matters.

If we don't speak the same language, it's enormously difficult to work together, get on the same page, hire the right people and do great work. This topic hits us all (individually, our teammates, colleagues, vendors and clients) regardless of which team you are playing on now. **We are all hurting. That's why it struck such a cord.**



Research truly is a team sport.

The collaboration and comments are rich, and **serve as a fascinating chronicle of our confusion and evolution.** Our individual and collective research will be better as a result of this inclusion and diversity of thought. UX Lex will also save us time, and money, and improve our relationships. It will help make each other better.



User research is part art, science and improv.

To produce great, truly inspired user research, you need the ability to improvise.

There are opportunities to do so from the first meeting with a new client, during each stakeholder interaction, when conducting (or performing!) the research with the people we're studying, and after. Crowdsourcing is a terrific example of improv in action.

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We turn insights into action.

We're curious as hell and proud of it. Our mission is to identify customer insights and put them into action. We do this by digging into your problem space and charting a path forward. The result is confident product and service decision-making.

The only thing that excites as much as activating insight is empowering teams to fly themselves. We teach, mentor, and train teams and individuals to up their curiosity skills.

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Creating Participant Pools

Does it make sense to create #participantpools for upcoming studies? That is, you establish a group of people willing to participate in paid.

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7 reasons not to do UXR

Tickled pink to share my first p User Interview's 'Awkward Site invited me to talk about.

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You need a UX portfolio

A portfolio still seems to be a f concept for many people. IMH should have a portfolio but.

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What's your favorite term?

Regardless, stay curious.





Curious as hell.



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