

# USER RESEARCH

**User research** seeks to understand user needs, behaviors, experience, and motivations.



Through various qualitative and quantitative methods, user research can:

- Uncover what your users need
- Understand how your users think
- Create empathy for challenges users face
- Identify biases and assumptions stakeholders believe

User research allows the team to:



Focus on the problem to solve for the user



Reduce discussion based on speculation



Avoid rework in future development

User research provides data to make informed design decisions and gives your teams the confidence they're **building the right product** for your user.

Learn more about [human-centered design](#).



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