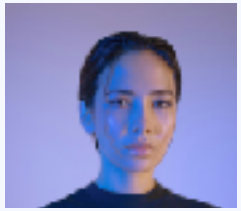
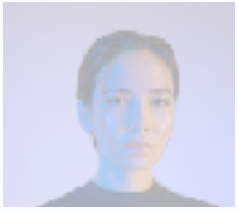
WE ARE LUCKY


PEOPLE



PROBLEM

productboard

PROBLEM

hotjar

Dovetail

Metabase

miro

Google
Analytics

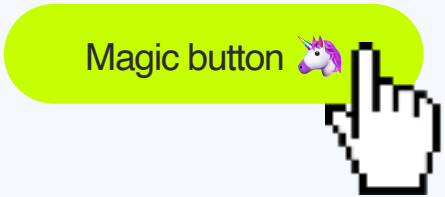
Amplitude

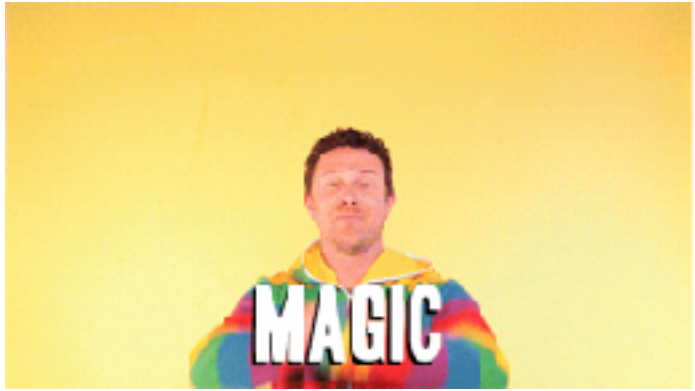
I have a dream

I have a dream

Magic button 🦄

I have a dream





Hope

Pain

Barrier

AI-DRIVEN RESEARCH REPOSITORY

Agenda

What I'll be talking about.

01

Life without a Research Repository

Case study from Lokalise

02

Why Research Repository & how we started?

Our step-by-step process for creating the repository

03

Our AI-driven research repository

How we built and refined our latest AI-powered repository

LIFE WITHOUT RESEARCH REPO

LIFE WITHOUT RESEARCH REPO

Reach global, speak local

Automate and collaborate on all your translation and localization projects.
Accelerate international growth and create more meaningful customer experiences.

Mobile apps
Localize design and UI copy for iOS and Android.

Games
Localize games for players in every market.

Software
Translate now →

Ecommerce Beta
Translate the content of your online store with AI.

Documentation
Translate guides and FAQs into every language.

Start free trial | Request a demo

14-day trial. No credit card required.

3000+ teams going global with products that feel local

PAEO kry Any.do CoachHub stockchain.com HiBob Elli

Gathering internal knowledge
What does the problem looks like from customer POV?

Planning &
conducting interviews
ABC

Define
Design & Testing
Implementation

Discover

Define

Develop

Deliver

Gather internal knowledge and existing data → Interview customers/ users → Define problem → Ideation/Design/ Testing → Implementation

Discover

Define

Gather internal knowledge and existing data

Interview customers/users

Define problem

Discover

Define

Gather internal knowledge and existing data

Interview customers/users

Define problem

Discover

Define

Gather internal knowledge and existing data

Interview customers/users

Define problem

Read existing documents

Read existing data

productboard

Metabase

Amplitude

Google Analytics

hotjar

Discover

Define

Gather internal knowledge and existing data

Interview customers/users

Define problem

Read existing documents

Read existing data

Plan interviews

Conduct interviews

productboard

Metabase

miro

Amplitude

Google Analytics

hotjar

Discover

Define

Gather internal knowledge and existing data

Interview customers/users

Define problem

Read existing documents

Read existing data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

productboard

Dovetail

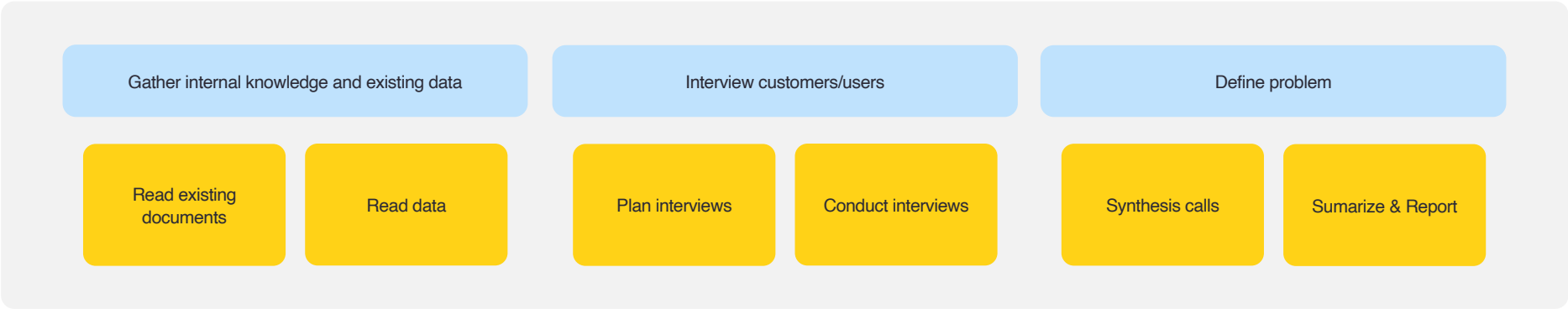
hotjar

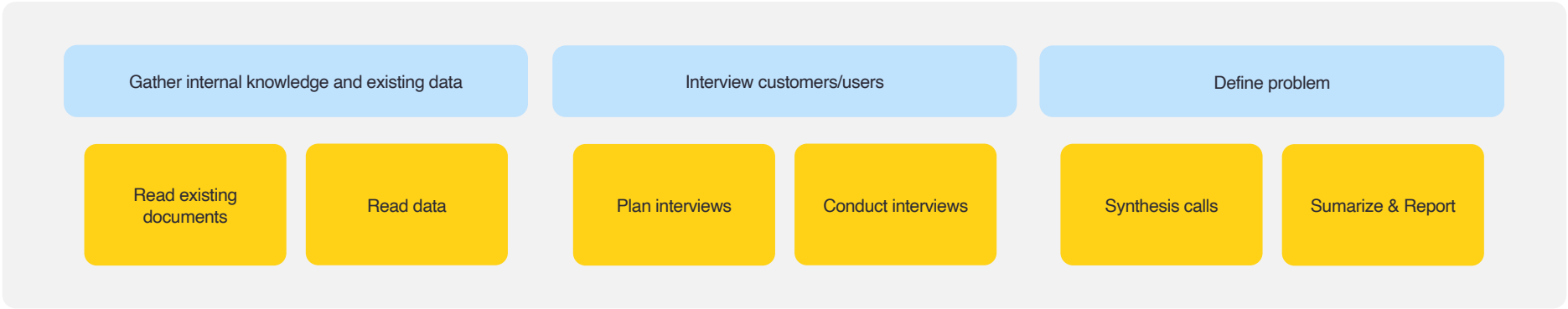
Google Analytics

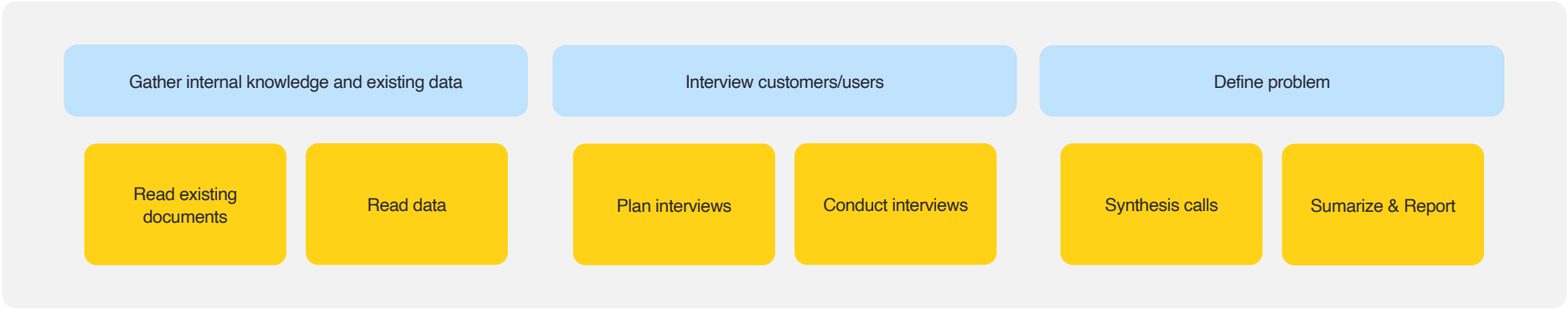
Amplitude

miro

Metabase


Gather internal knowledge and existing data
Interview customers/users
Define problem
Read existing documents
Read data
Plan interviews
Conduct interviews
Synthesis calls
Sumarize & Report


Gather internal knowledge and existing data
Interview customers/users
Define problem
Read existing documents
Read data
Plan interviews
Conduct interviews
Synthesis calls
Sumarize & Report


Gather internal knowledge and existing data
Interview customers/users
Define problem
Read existing documents
Read data
Plan interviews
Conduct interviews
Synthesis calls
Sumarize & Report

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Gather internal knowledge and existing data

Interview customers/users

Define problem

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Gather internal knowledge and existing data

Interview customers/users

Define problem

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Gather internal knowledge and existing data

Interview customers/users

Define problem

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Gather internal knowledge and existing data

Interview customers/users

Define problem

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Gather internal knowledge and existi

Interview customers/users

Define problem

Read docu

Conduct interviews

Synthesis calls

Sumarize & Report

Research knowledge is not being shared between teams

Gathe

v customers/users

Define problem

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Research knowledge is not being shared between teams

Spend hours and hours searching for and analyzing insights

Read existing documents

Read data

Plan interviews

Conduct interviews

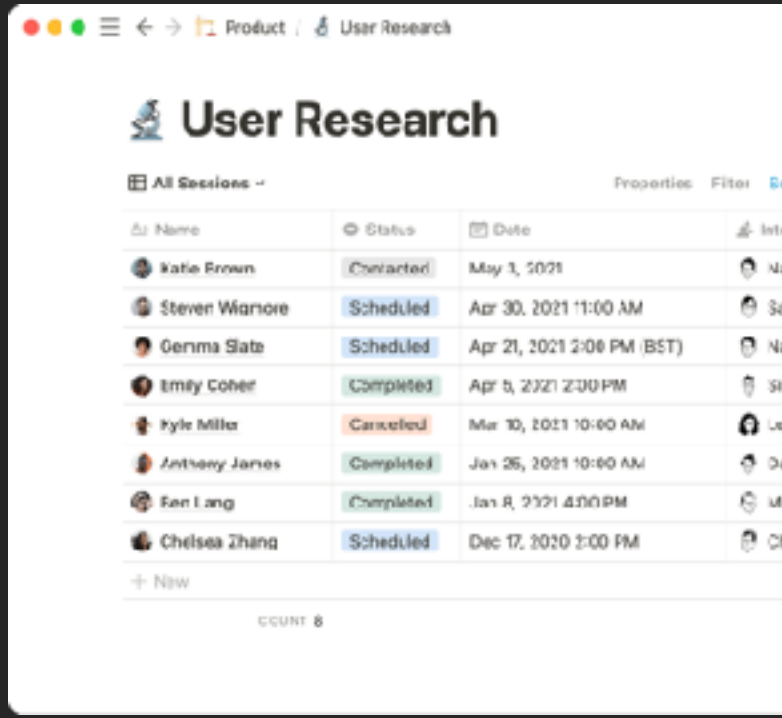
Synthesis calls

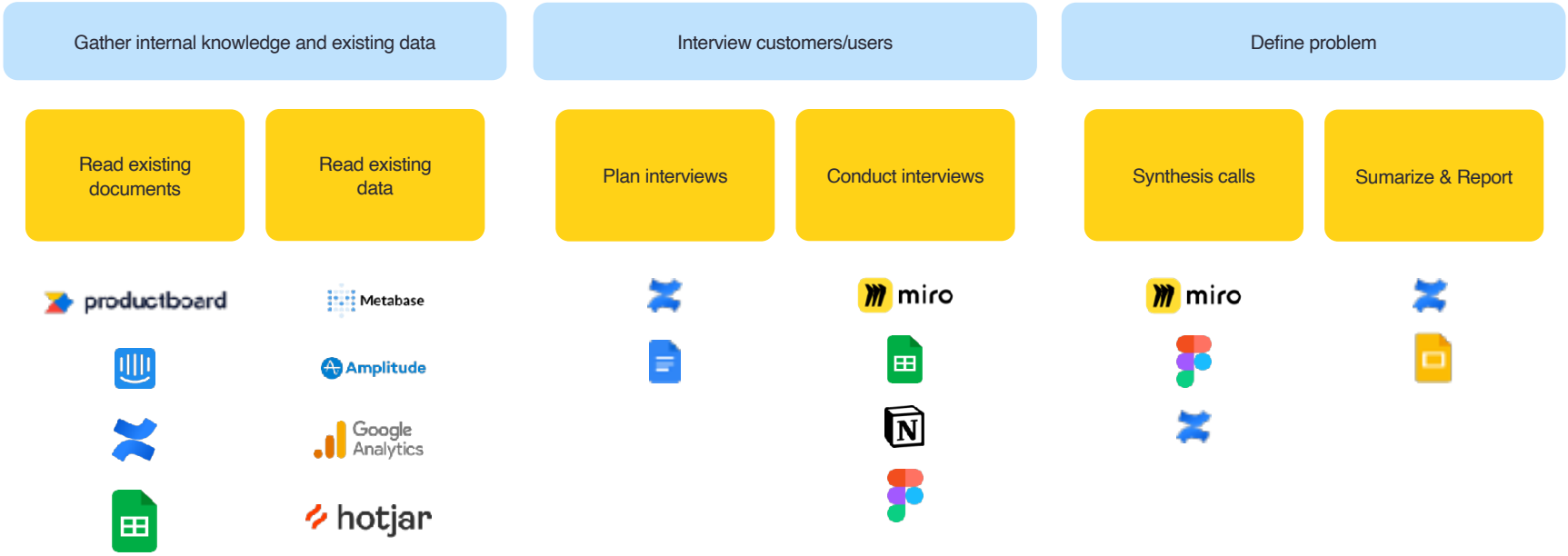
Sumarize & Report

RESEARCH REPOSITORY

User Research repo

As defined by the Nielsen & Norman Group, a research repository is a central place where user-research artifacts (such as research notes, recordings, reports, etc.) and outputs are stored so that they can be accessed by others in the organization.




Gather internal knowledge and existing data
Interview customers/users
Define problem
Read existing documents
Read existing data
Plan interviews
Conduct interviews
Synthesis calls
Sumarize & Report
productboard
Metabase
Amplitude
Google Analytics
hotjar
miro
miro

Gather internal knowledge and existing data

Interview customers/users

Define problem

Read existing documents

Read existing data

Plan interviews

Conduct interviews

Synthesis calls

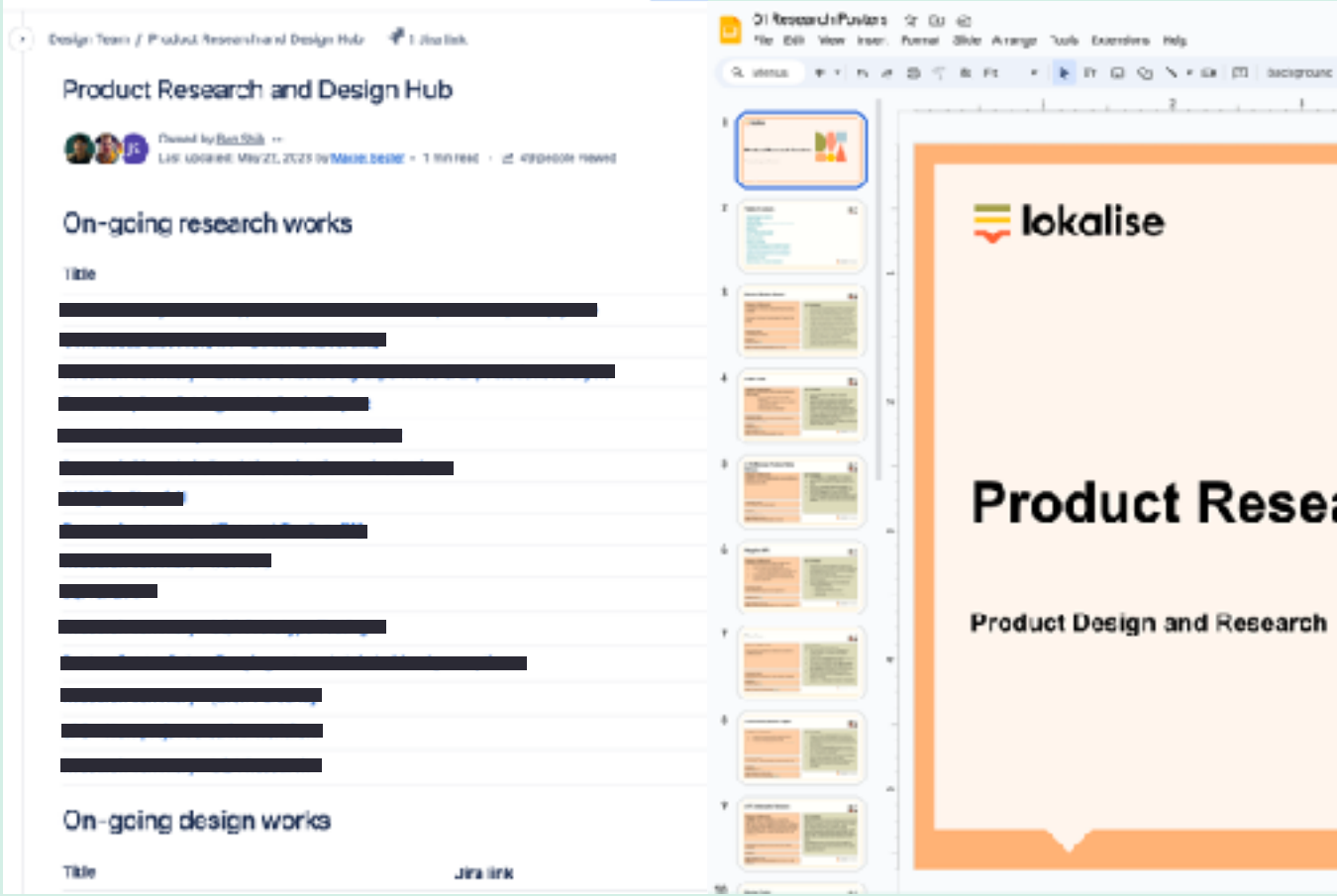
Sumarize & Report

Research repo ✨

BUT BUILDING A REPO IS F**KING HARD

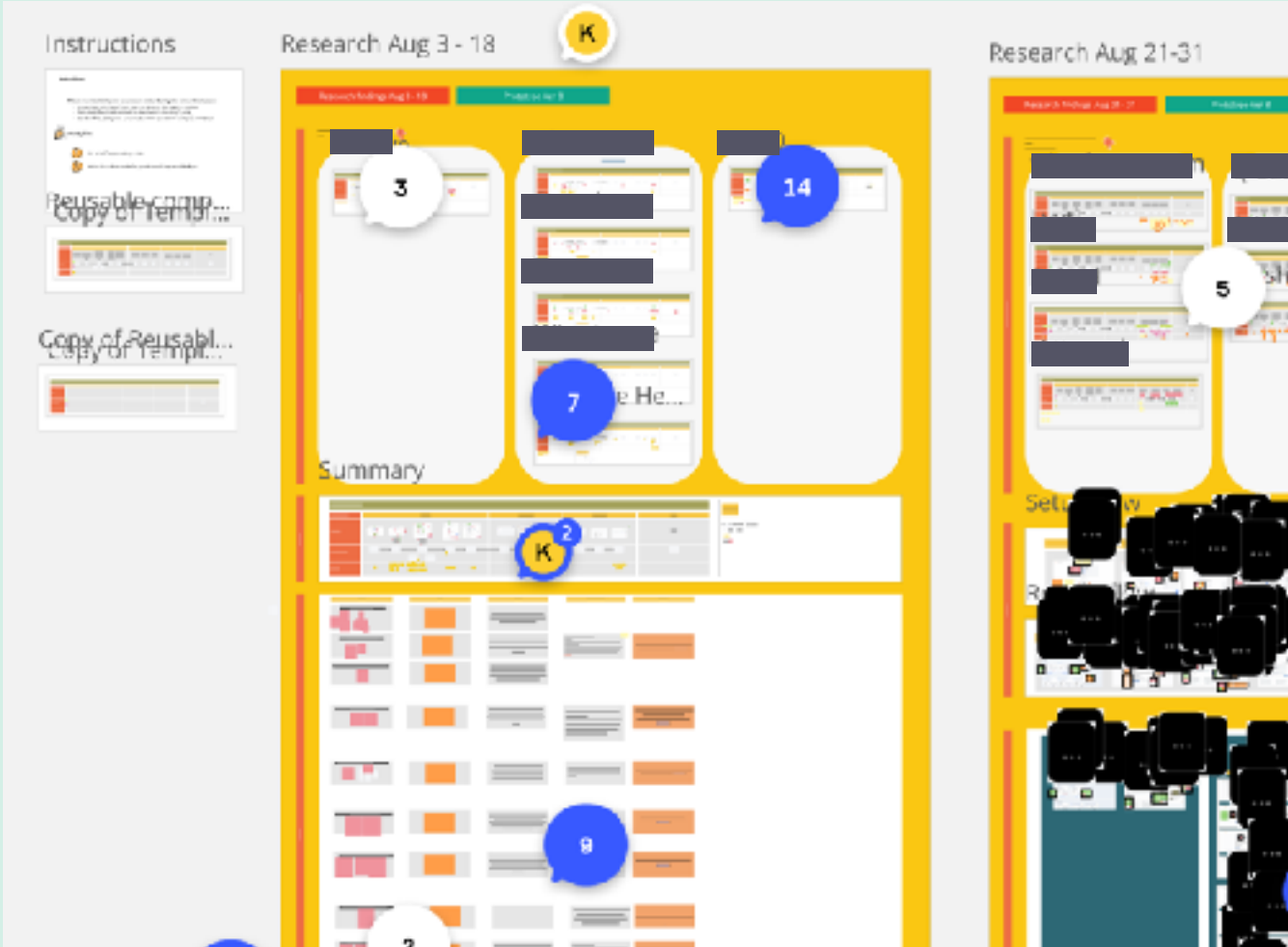
Confluence + GSlides

- Difficult to contribute
- Difficult to tag content
- Difficult to search/filter
- Difficult to navigate



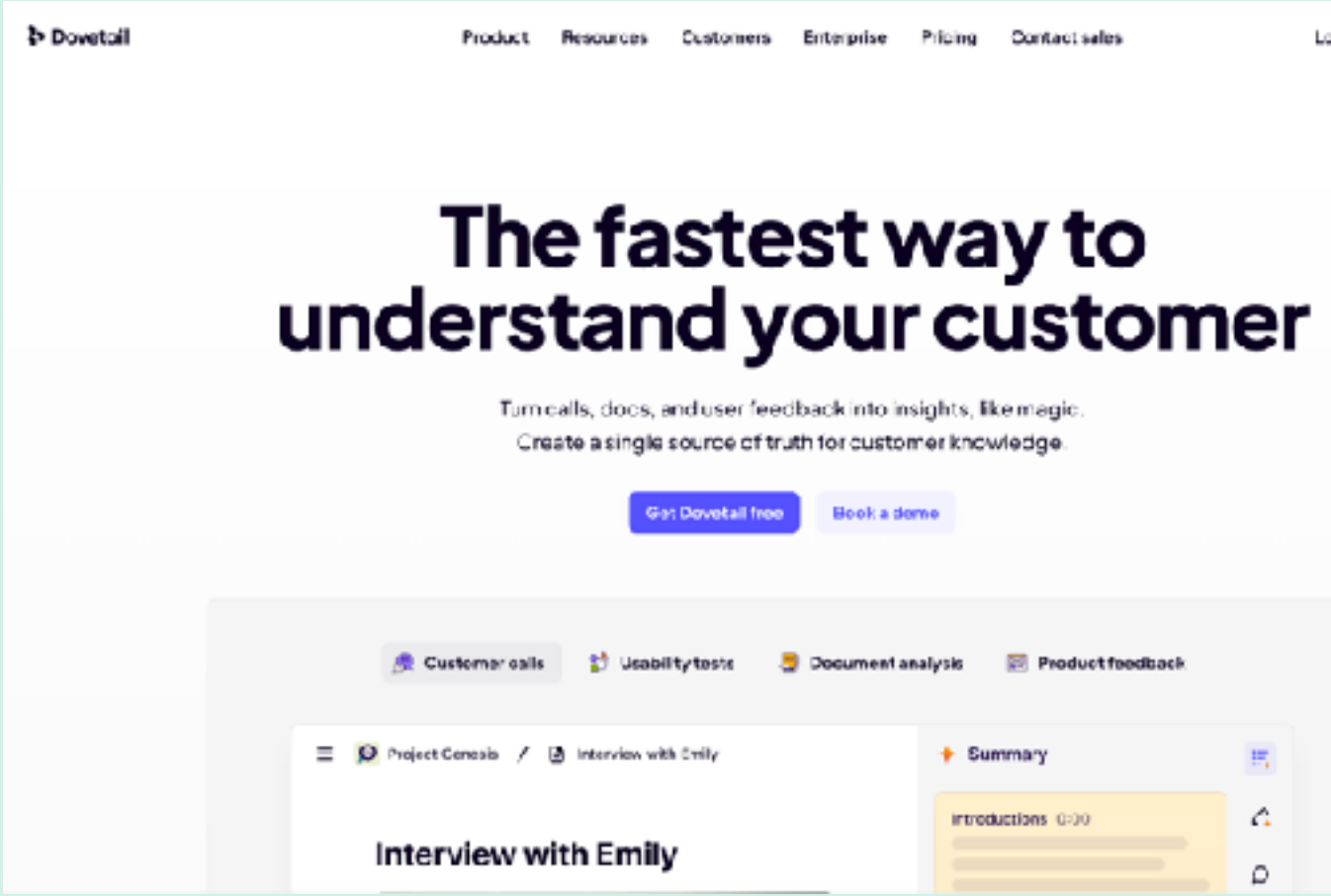
Miro / FigJam

- Difficult to standardize
- Difficult to search content
- Difficult to maintain



Dovetail

- Very steep learning curve
- Difficult to set up
- Difficult to access



…and we are not the only one

38%

Companies with research repo in 2021

Source: UXTools

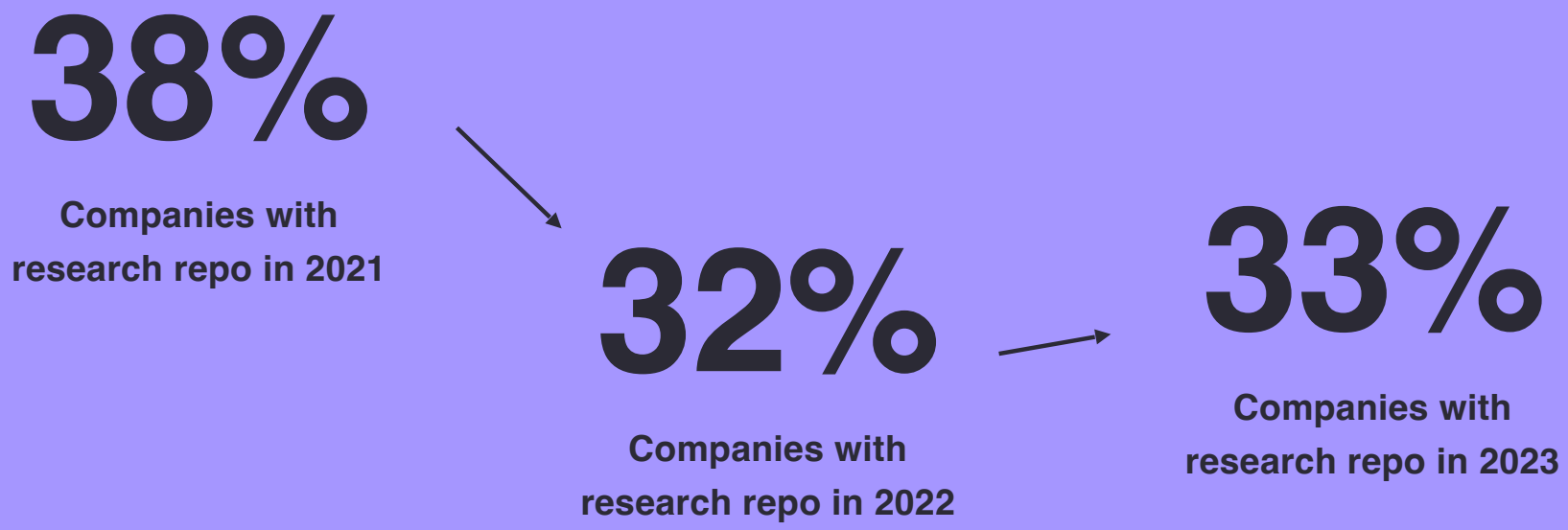
38%

Companies with research repo in 2021

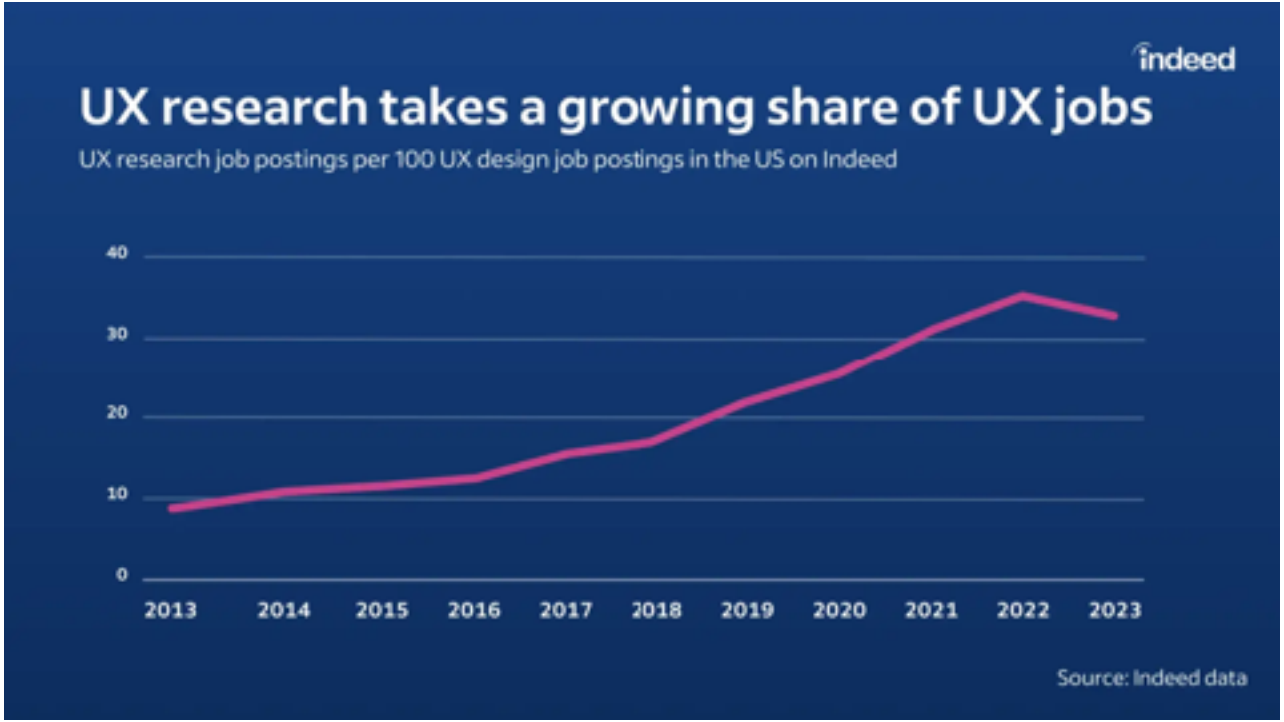
32%

Companies with research repo in 2022

Source: UXTools



Source: UXTools


indeed
UX research takes a growing share of UX jobs
UX research job postings per 100 UX design job postings in the US on Indeed
40
30
20
10
0
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
Source: Indeed data

#1 Low UX maturity

Organizations with lower UX maturity often don't see the value of a research repository.

#2 Frustrated by tools

Organizations are often using the wrong tools to set up the research repository.

#3 No one owns the repository

When repositories have no owner, they quickly become forgotten or disorganised.

#4 Too much work to contribute

Organizations found the required documenting work to be too time-consuming.

Source: Nielsen Norman Group

#1 Low UX maturity

Organizations with lower UX maturity often don’t see the value of a research repository.

#2 Frustrated by tools

Organizations are often using the wrong tools to set up the research repository.

#3 No one owns the repository

When repositories have no owner, they quickly become forgotten or disorganised.

#4 Too much work to contribute

Organizations found the required documenting work to be too time-consuming.

Source: Nielsen Norman Group

#1 Low UX maturity

Organizations with lower UX maturity often don't see the value of a research repository.

#2 Frustrated by tools

Organizations are often using the wrong tools to set up the research repository.

#3 No one owns the repository

When repositories have no owner, they quickly become forgotten or disorganised.

#4 Too much work to contribute

Organizations found the required documenting work to be too time-consuming.

Source: Nielsen Norman Group

#1 Low UX maturity

Organizations with lower UX maturity often don't see the value of a research repository.

#2 Frustrated by tools

Organizations are often using the wrong tools to set up the research repository.

#3 No one owns the repository

When repositories have no owner, they quickly become forgotten or disorganised.

#4 Too much work to contribute

Organizations found the required documenting work to be too time-consuming.

Source: Nielsen Norman Group

#1 Low UX maturity

Organizations with lower UX maturity often don't see the value of a research repository.

#2 Frustrated by tools

Organizations are often using the wrong tools to set up the research repository.

#3 No one owns the repository

When repositories have no owner, they quickly become forgotten or disorganised.

#4 Too much work to contribute

Organizations found the required documenting work to be too time-consuming.

Source: Nielsen Norman Group

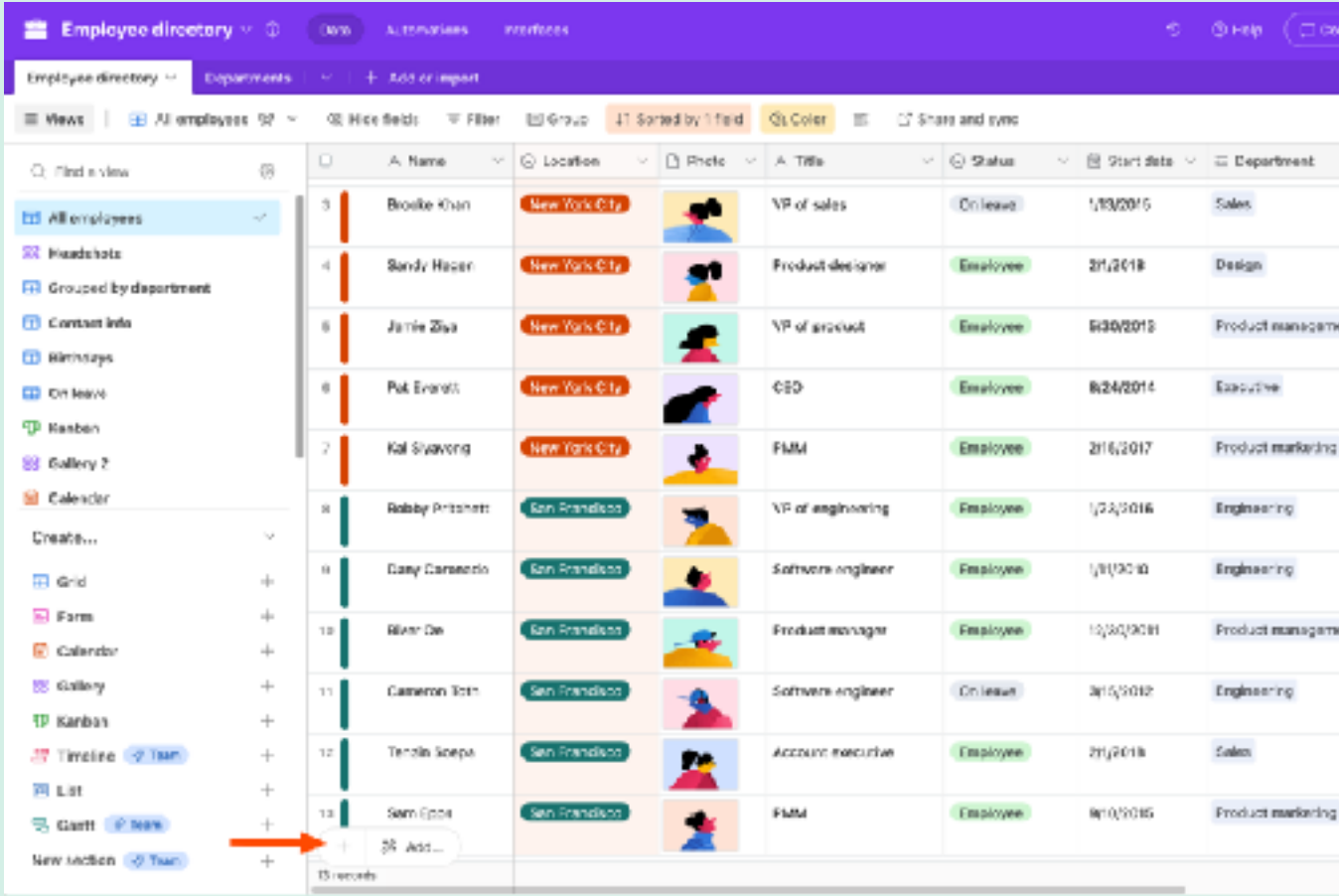
With limited resources, it’s almost impossible to build a research repository.

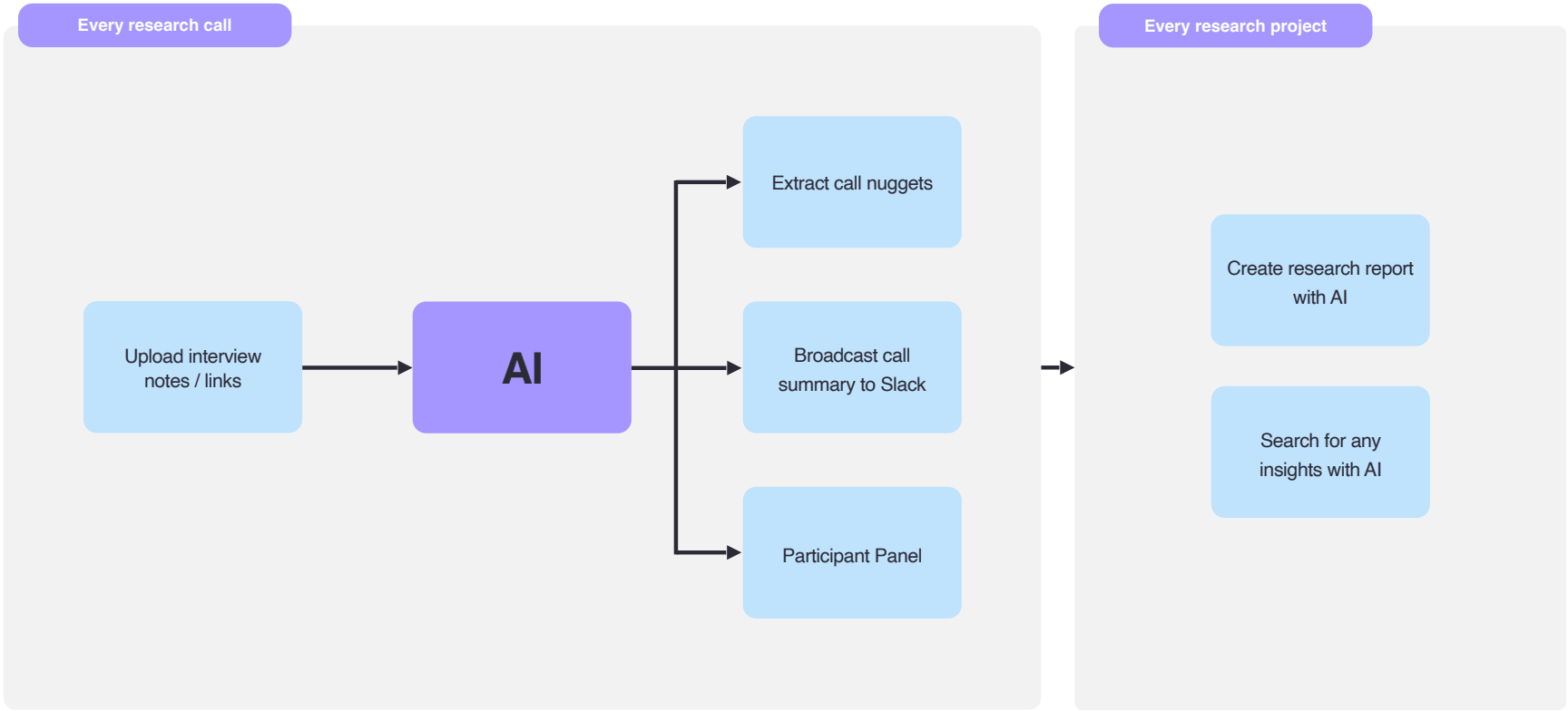
AI

AI-DRIVEN RESEARCH REPOSITORY

Airtable

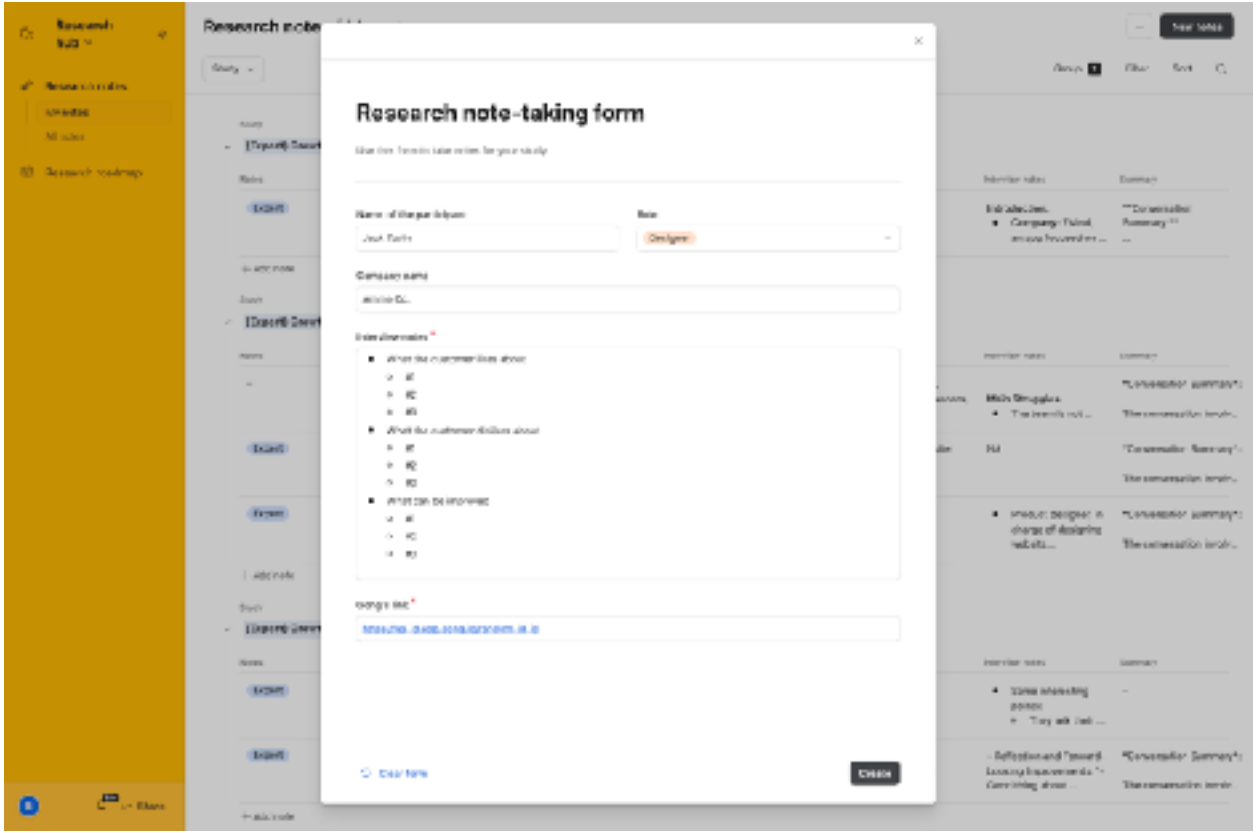
- Flexible to manage
- Easy to extend/integrate
- Shared with all teams in the company.

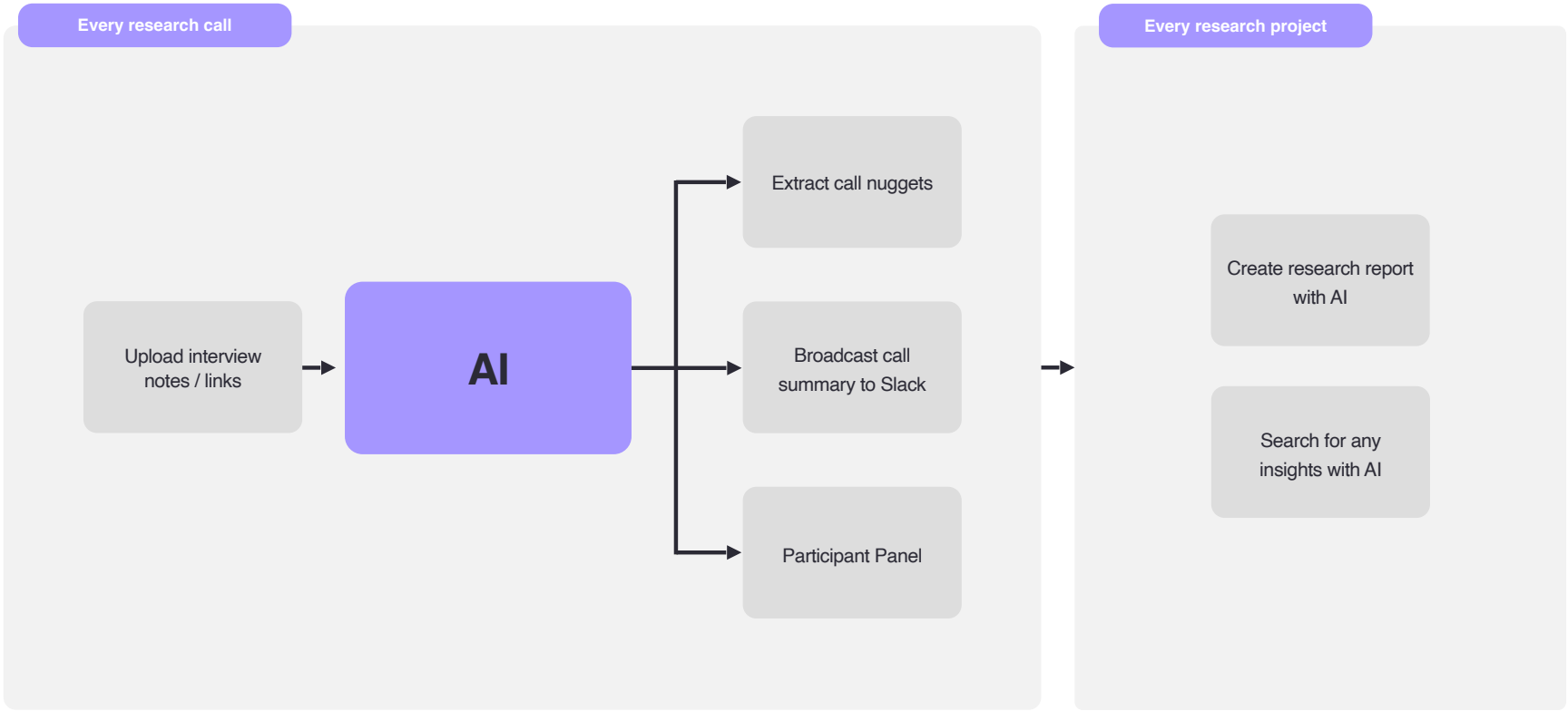


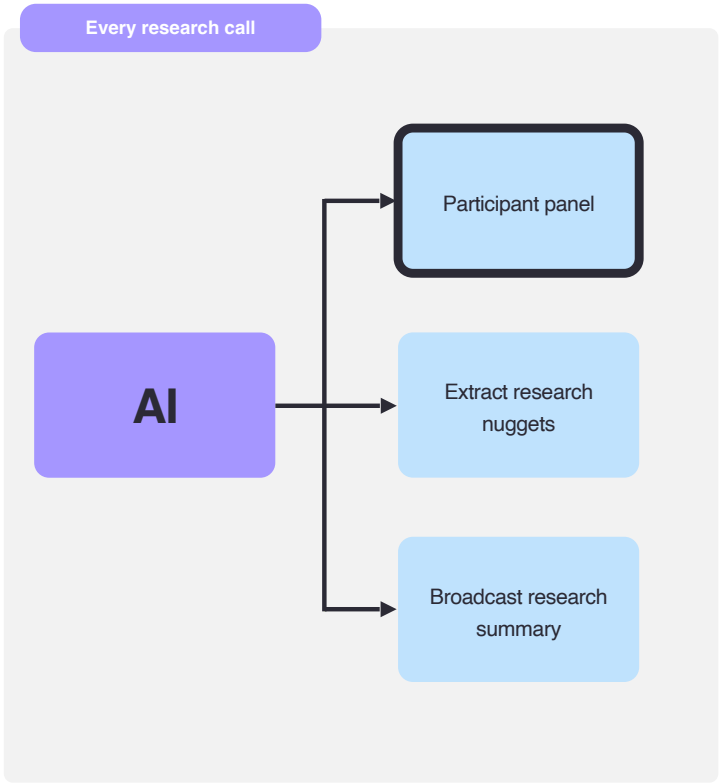

Every research call
Upload interview notes / links
AI
Extract call nuggets
Broadcast call summary to Slack
Participant Panel
Every research project
Create research report with AI
Search for any insights with AI

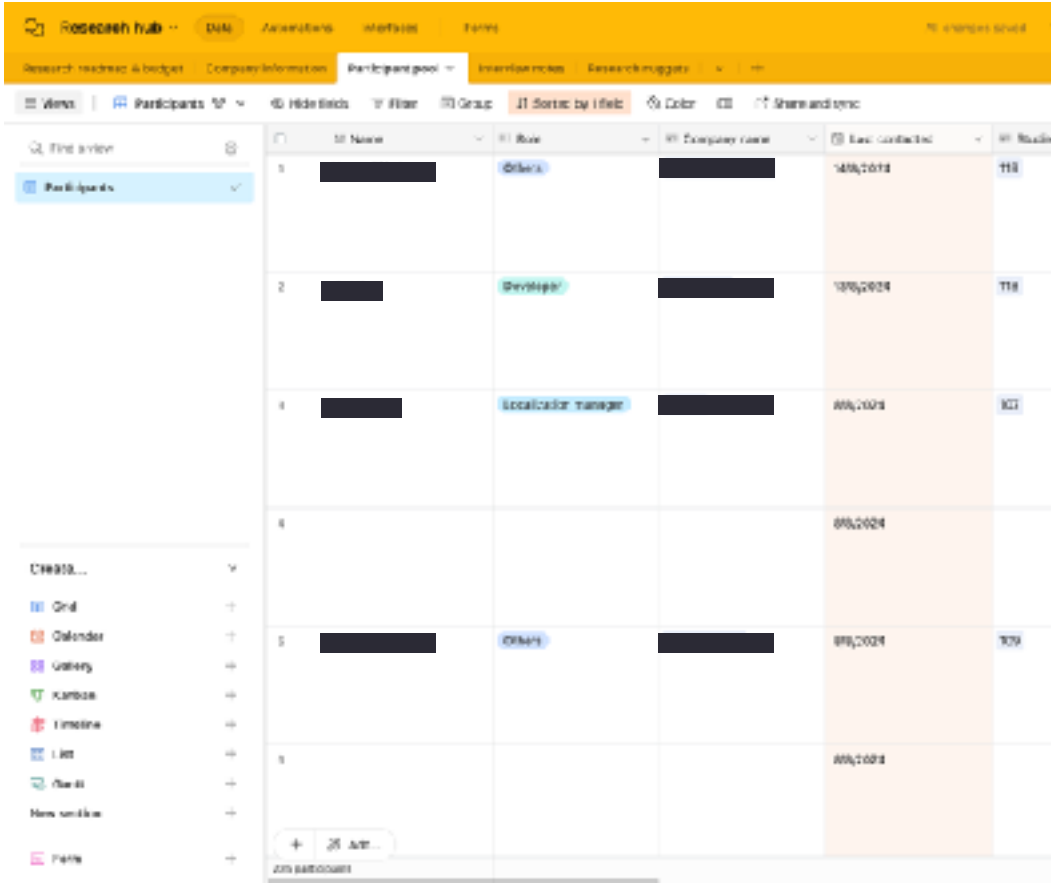
Every research call

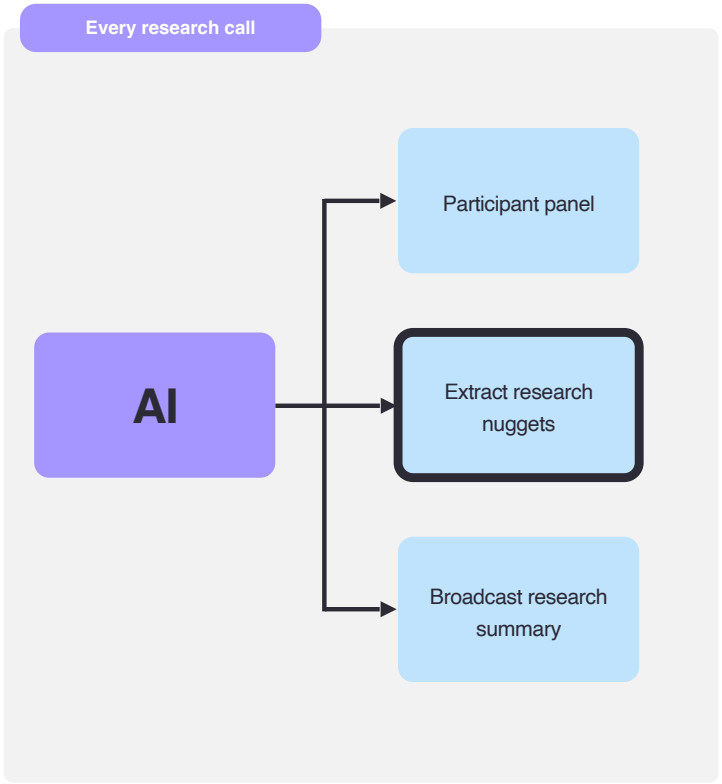
Upload interview notes / links

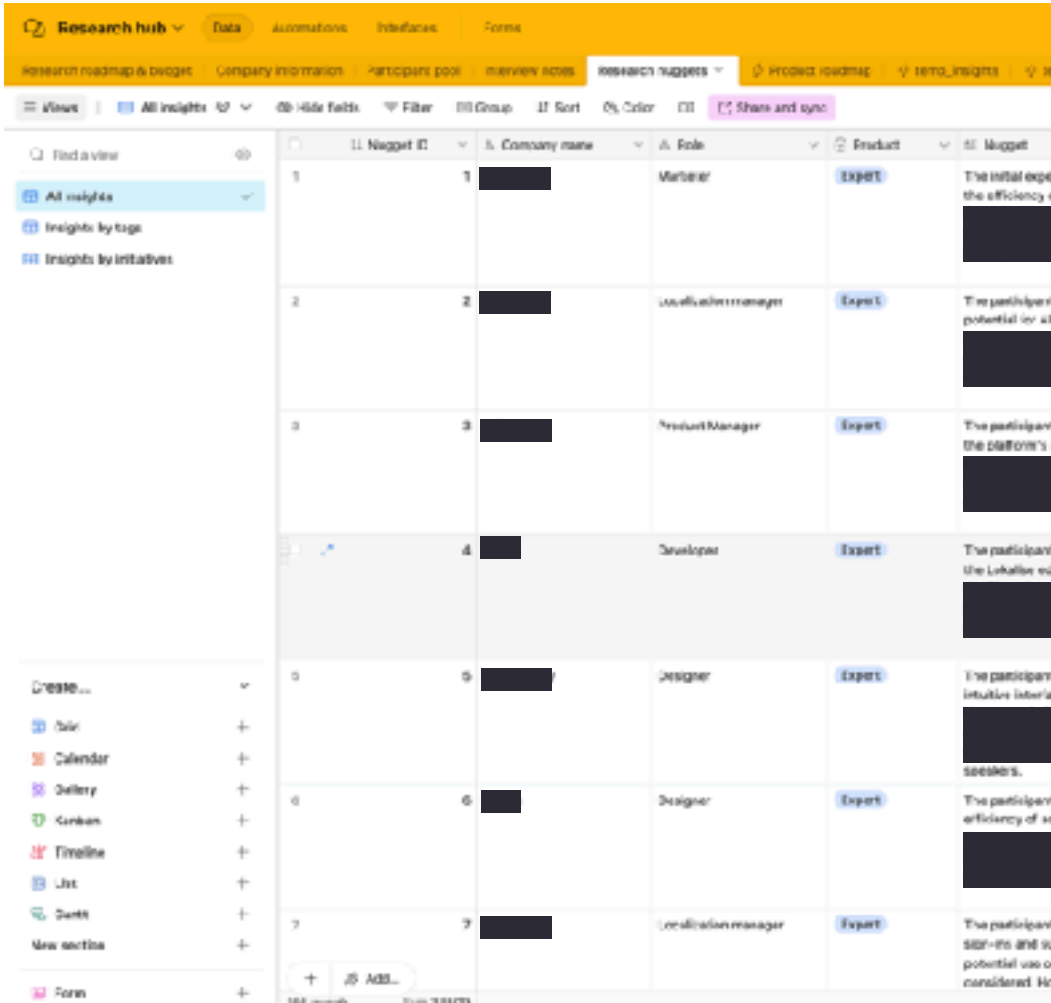


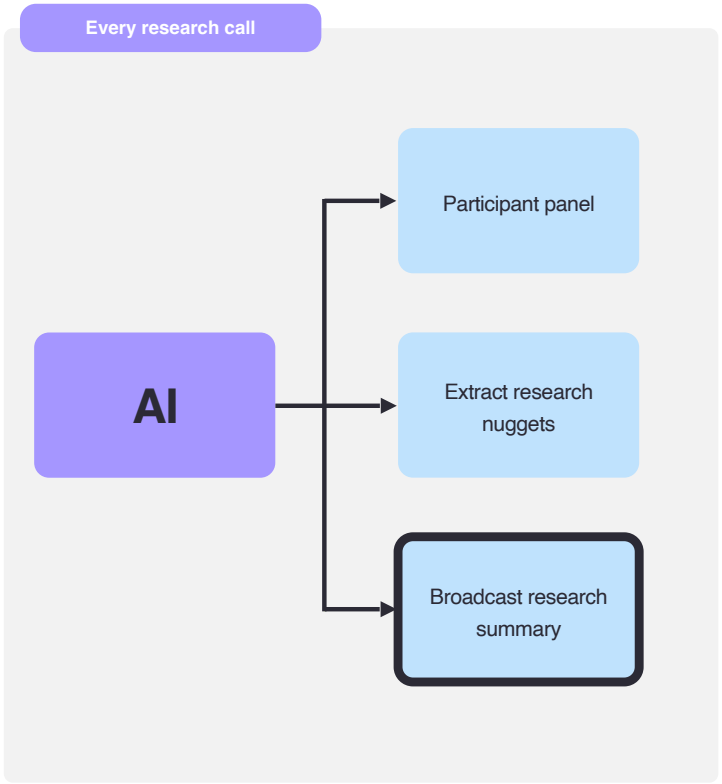

Every research call
Upload interview notes / links
AI
Extract call nuggets
Broadcast call summary to Slack
Participant Panel
Every research project
Create research report with AI
Search for any insights with AI

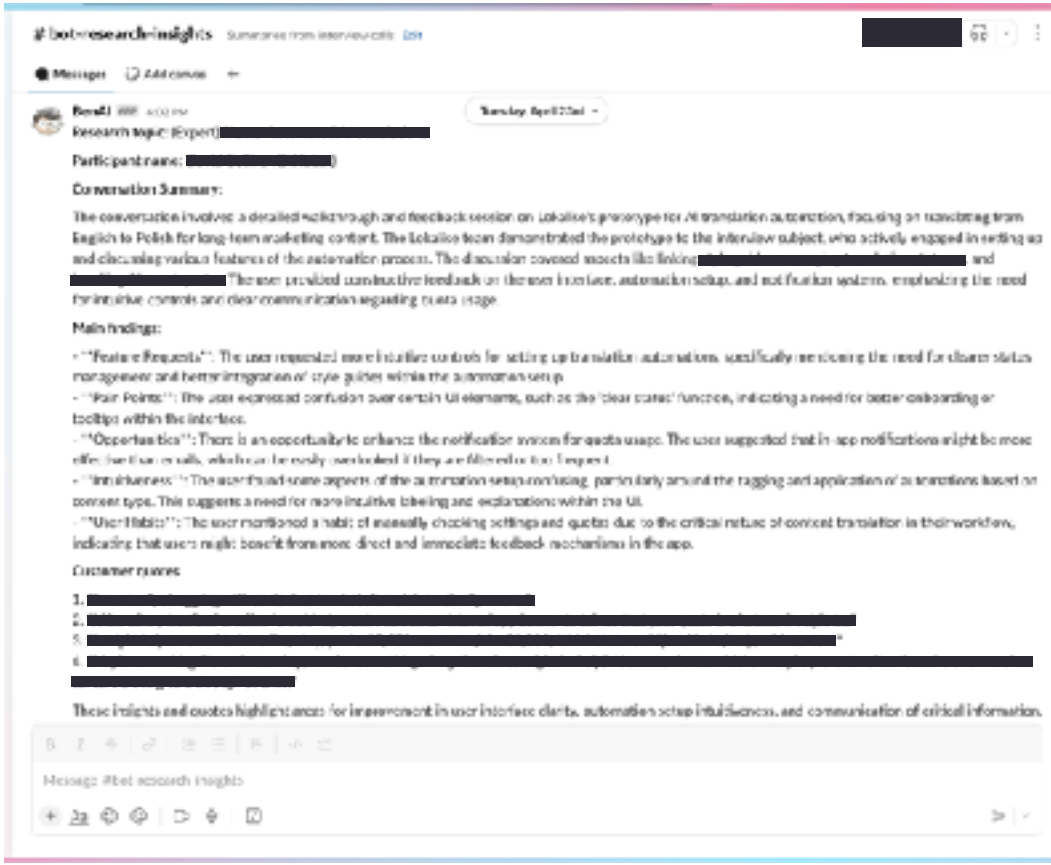

Every research call
AI
Participant panel
Extract research nuggets
Broadcast research summary




Every research call
AI
Participant panel
Extract research nuggets
Broadcast research summary


Research hub
Data
Automations
Interfaces
Forms
Research nuggets
Views
All insights
Hide fields
Filter
Group
Sort
Color
Share and sync
Find a view
All insights
Insights by tags
Insights by initiatives
Nugget ID
Company name
Role
Product
Nugget
Marketer
Expert
Localization manager
Product Manager
Developer
Designer
Calendar
Gallery
Kanban
Timeline
List
Gantt
New section
Form

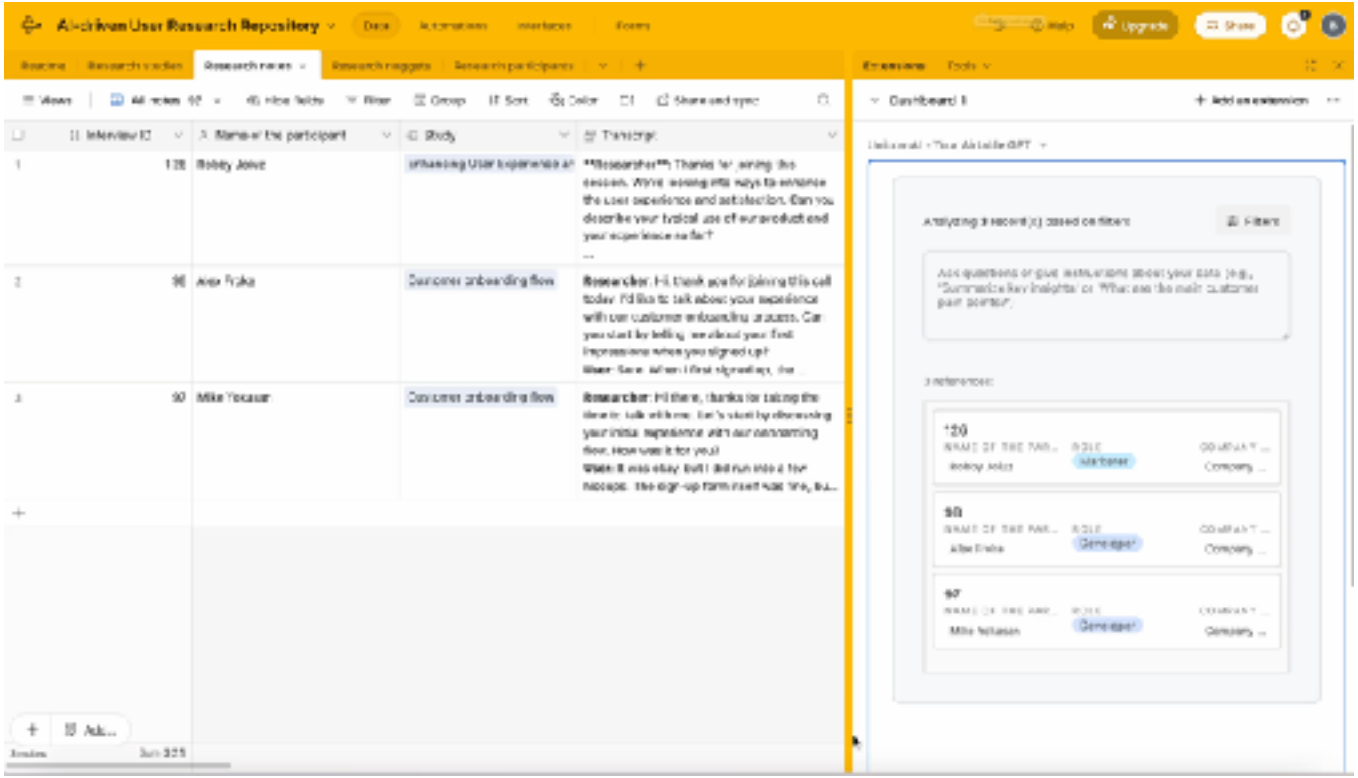

Every research call
AI
Participant panel
Extract research nuggets
Broadcast research summary


#bot-research-insights
Research topic: (Expert)
Participant name:
Conversation Summary:
Main findings:
Customer quotes
Message #bot-research-insights

Every research project

Create research report with AI

Search for any insights with AI



Anyone from the company can search and access insights within minutes

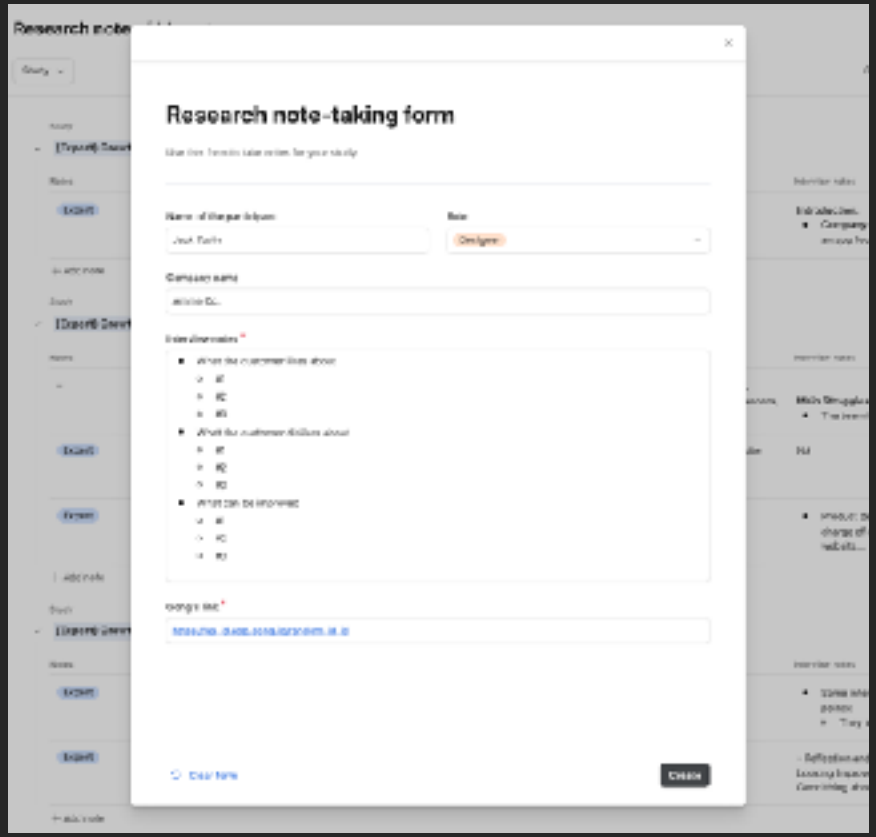
More than 50% of the people in the company are accessing the repository on regular basis

All our roadmap are informed by data stored in our repository.

LEARNINGS

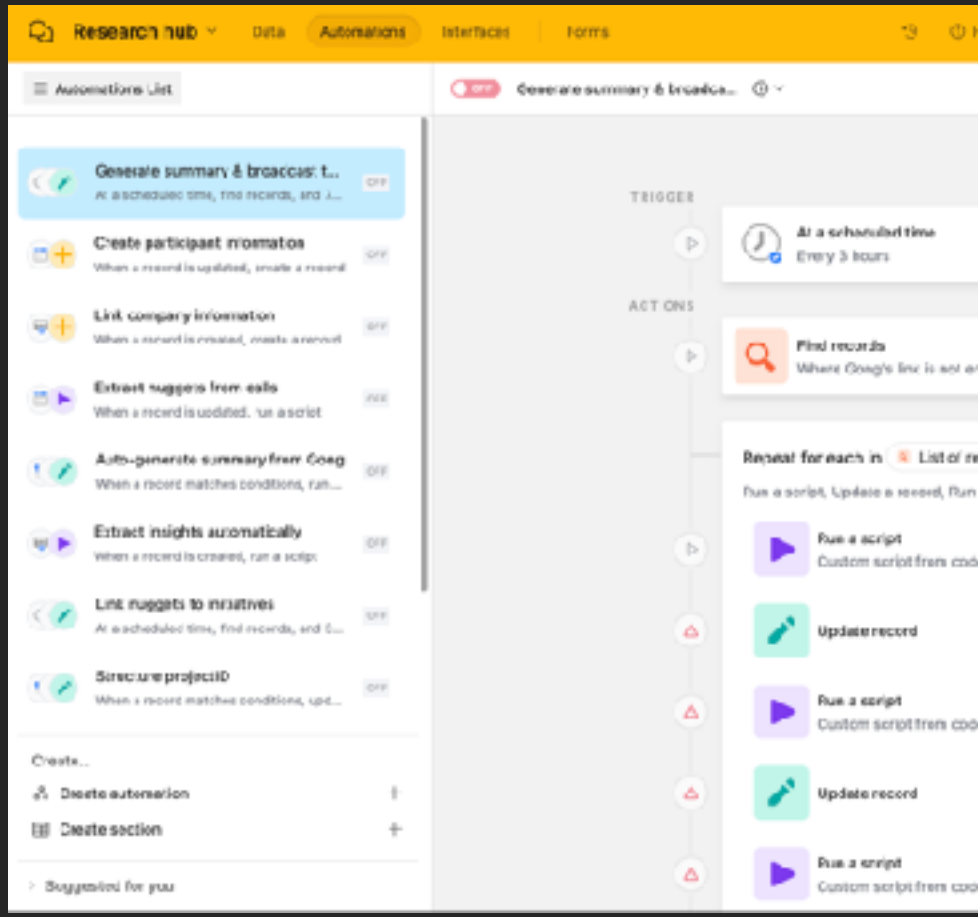
#1 Contribution is super easy

Instead of having stakeholders structure their interview notes or tag transcripts, AI processes the calls for us.



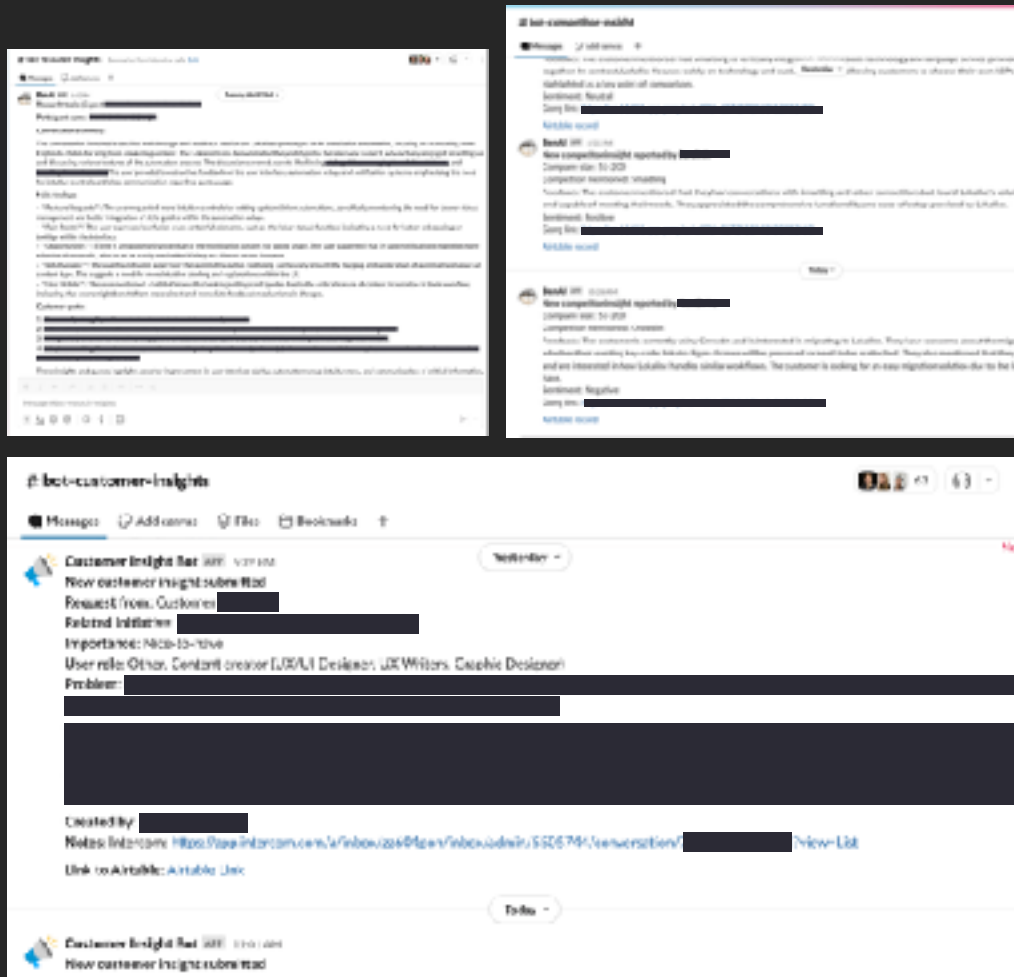
#2 Maintenance is easy

We’ve optimized our workflow by fully integrating AI, ensuring consistent and accurate call processing.



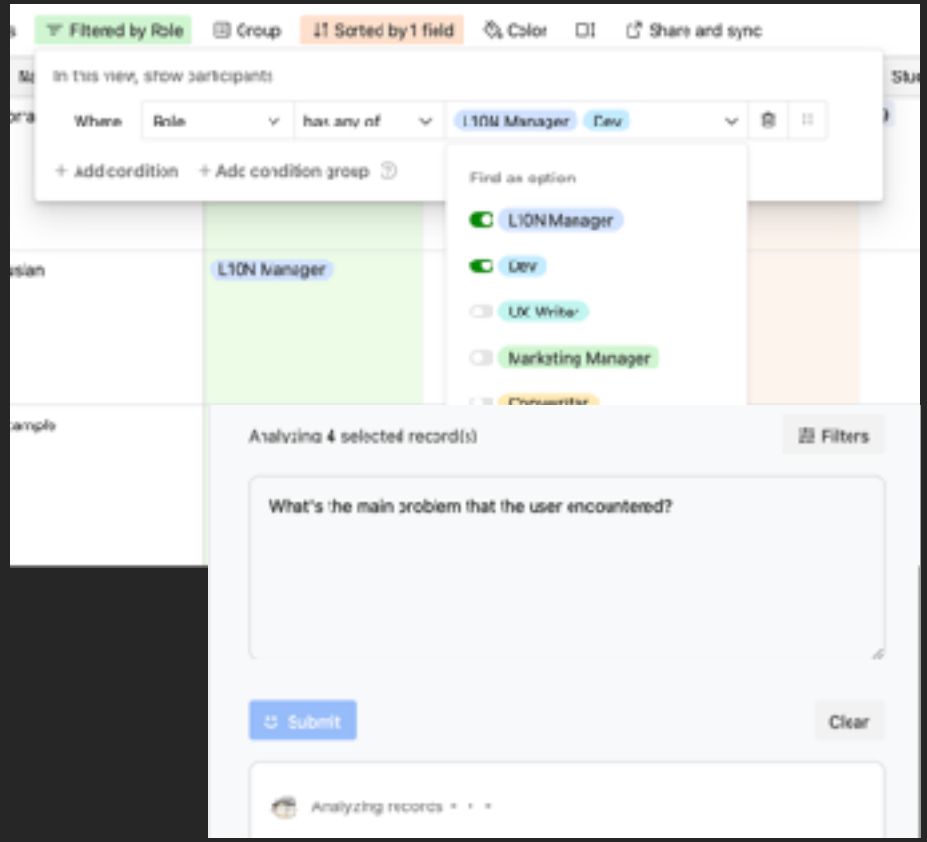
#3 Making research transparent

Using AI to deliver real-time reporting to stakeholders, boosting visibility and enabling meaningful discussions.



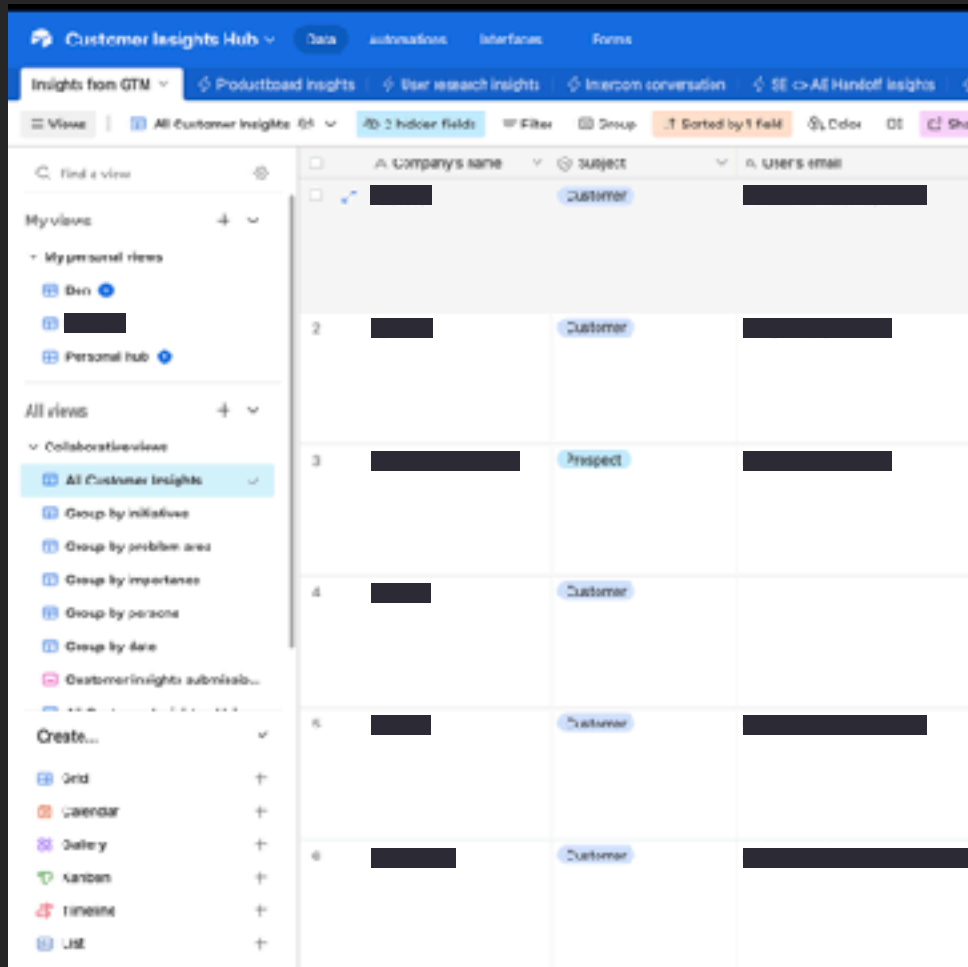
#4 Simple search & filtering

With Airtable and the AI we built, any stakeholders are able to find any user insights with minutes.



#5 Expanding data sources

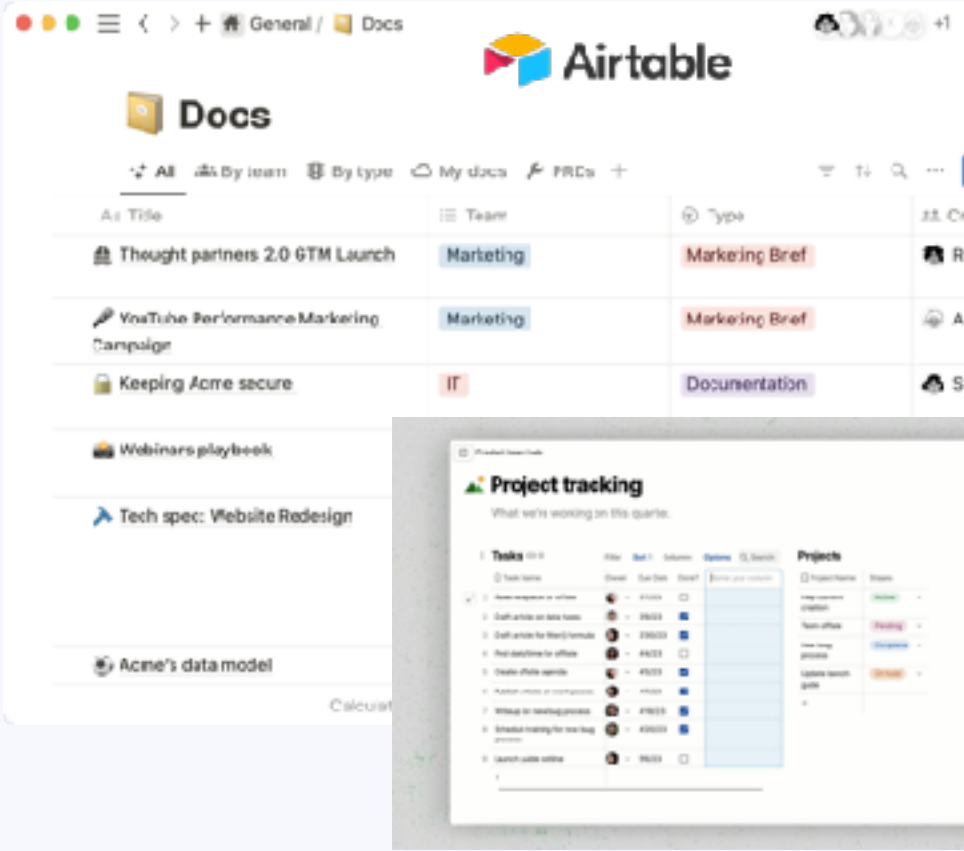
Airtable’s flexibility lets us integrate diverse data sources, broadening use cases and encouraging more stakeholder participation.



HOW TO START?

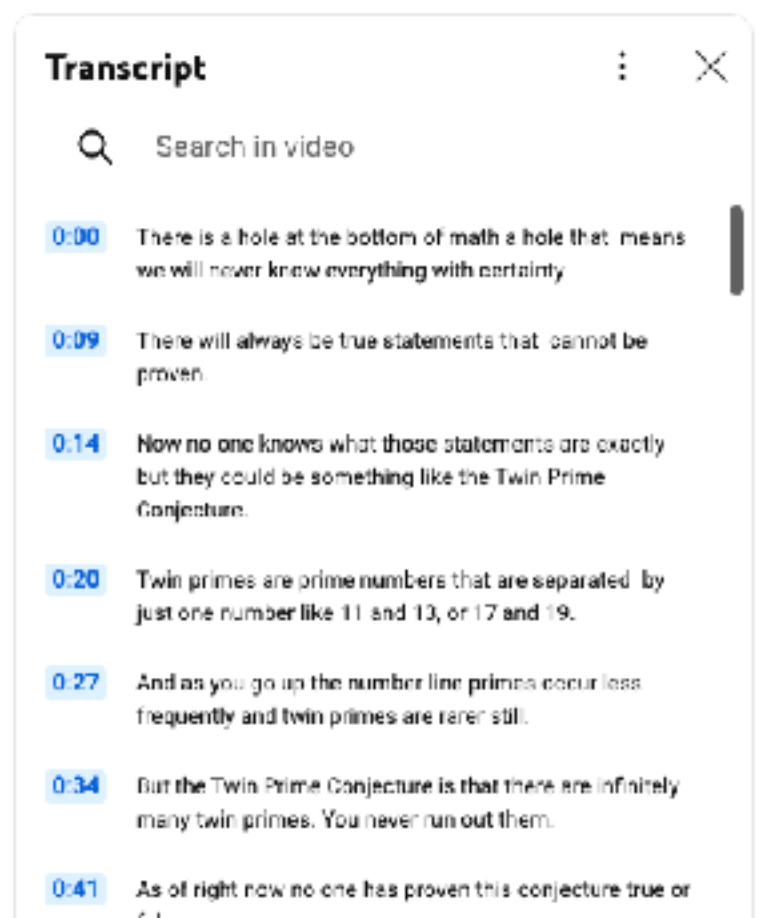
#1 Start simple — Pick a tool

- Choose a tool that your team is already using.
- Look for database tools with basic tagging/searching features.
- Integrations are a good plus.



#2 Migrate 'simple' data over

- The worst thing that can happen is users seeing an empty state.
- Move simple items like transcripts or existing plans over to test how it works.



#3 Start incorporating AI into your process

- Start integrating AI to automate repetitive tasks.
- Craft prompts that work best for you.
- PMs and stakeholders are more likely to buy in when they can search for insights quickly.

A template to get started

Follow the instructions to start infusing AI in your research process.

Scan me

AI is here to Augment, not replace.

With the right use of AI, we have a big chance to make design better.

Scan me

Let's build a more user-centered organization with AI.