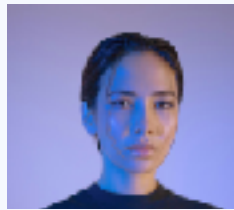
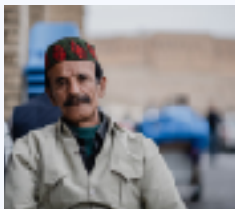


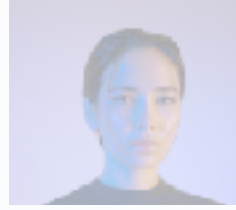
WE ARE LUCKY





PEOPLE





PROBLEM



 productboard



PROBLEM

 Dovetail

 hotjar

 Google Analytics

 Metabase

 miro



 Amplitude

I have a dream

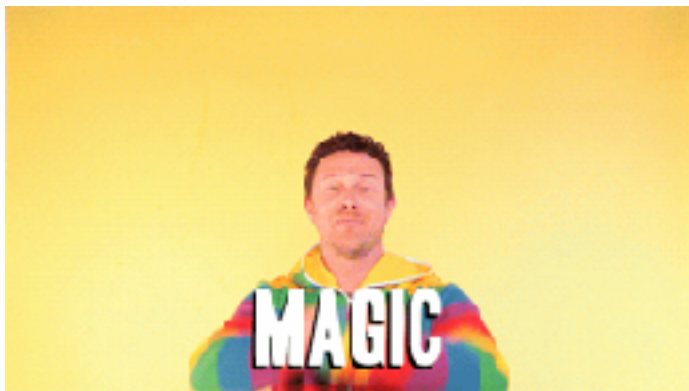
I have a dream

Magic button 

I have a dream

Magic button 🦄





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

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

Gathering internal
knowledge

What does the
problem look like
from customer POV?



Planning & conducting interviews



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



Discover

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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



 Metabase

 Amplitude

 Google Analytics

 hotjar



 miro



 miro



productboard



hotjar

Dovetail



Google Analytics

Amplitude

miro

Metabase

Gather internal knowledge and existing data

Read existing documents

Read data

Interview customers/users

Plan interviews

Conduct interviews

Define problem

Synthesis calls

Sumarize & Report

Gather internal knowledge and existing data

Read existing documents

Read data

Interview customers/users

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Synthesis calls

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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

Interview customers/users

Define problem

Read existing documents

Conduct interviews

Synthesis calls

Sumarize & Report

Research knowledge is not being shared between teams

Gather

Interview customers/users

Define problem

Read existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls

Sumarize & Report

Head existing documents

Read data

Plan interviews

Conduct interviews

Synthesis calls


Sumarize & Report

Gather internal knowledge and existing


Interview customer

Read documents

& Report



Research knowledge is not being shared between teams



Spend hours and hours searching for and analyzing insights

Gather

Interview customer

Read existing documents

Read data

Plan interviews

Conduct interviews

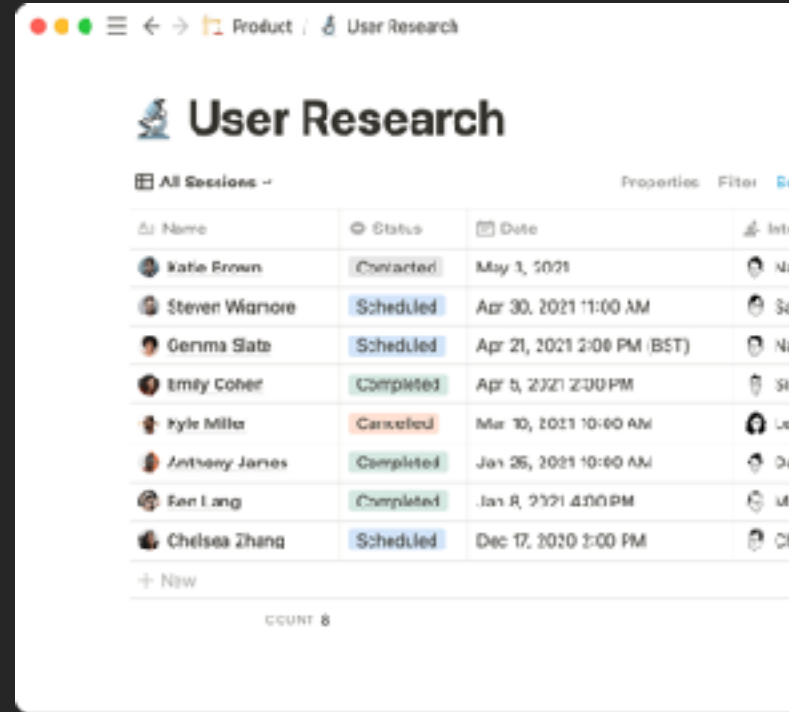
Synthesis calls

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

Read existing documents



Read existing data



Interview customers/users

Plan interviews



Conduct interviews



Define problem

Synthesis calls



Sumarize & Report



Gather internal knowledge and existing data

Read existing documents

Read existing data



Interview customers/users

Plan interviews

Conduct interviews

Define problem

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

The image shows a screenshot of a Confluence page on the left and a GSlides presentation on the right. The Confluence page is titled "Product Research and Design Hub" and is owned by "Ben Stoll". It features a section for "On-going research works" with a list of items whose titles are redacted with black bars. Below this is a section for "On-going design works" with a table header showing "Title" and "Jira link". The GSlides presentation is titled "Product Research" and "Product Design and Research" and features the "lokalise" logo. The presentation is displayed in a browser window with a toolbar at the top.

Miro / FigJam

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

The image displays a Miro board with a yellow border, organized into three main sections: "Instructions", "Research Aug 3 - 18", and "Research Aug 21-31".

- Instructions:** Contains two document thumbnails. The first is titled "Reusable comp..." and "Copy of Rema...". The second is titled "Copy of Reusabl..." and "Copy of Rema...".
- Research Aug 3 - 18:** A large yellow sticky note area containing three vertical panels. The left panel has a white callout with the number "3". The middle panel has a blue callout with the number "7" and the text "e He...". The right panel has a blue callout with the number "14". Below these panels is a "Summary" section with a table and a blue callout with the letter "K" and the number "2". At the bottom of this section is a large table with multiple columns and rows of data, with a blue callout with the number "9".
- Research Aug 21-31:** A large yellow sticky note area containing two vertical panels. The right panel has a white callout with the number "5". Below the panels is a "Setu..." section with a grid of blacked-out content, and another section below it with more blacked-out content.

Dovetail

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

The image shows a screenshot of the Dovetail website. At the top, the Dovetail logo is on the left, and navigation links for Product, Resources, Customers, Enterprise, Pricing, and Contact/sales are on the right. The main headline reads "The fastest way to understand your customer". Below this, a sub-headline states "Turn calls, docs, and user feedback into insights, like magic. Create a single source of truth for customer knowledge." Two buttons are present: "Get Dovetail free" (blue) and "Book a demo" (light blue). Below the main content is a preview of the Dovetail interface. It features a top navigation bar with "Customer calls", "Usability tests", "Document analysis", and "Product feedback". The main content area shows a "Project Console" with a selected item "Interview with Emily". A "Summary" sidebar on the right lists "Introductions 0:30" with a play button icon.



...and we are not the only one

38%

**Companies with
research repo in 2021**

38%

**Companies with
research repo in 2021**



32%

**Companies with
research repo in 2022**

38%

Companies with
research repo in 2021



32%

Companies with
research repo in 2022



33%

Companies with
research repo in 2023

UX research takes a growing share of UX jobs

UX research job postings per 100 UX design job postings in the US on Indeed



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.

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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.

Employee directory

Employee directory | Departments | Add or import

Views | All employees | Hide fields | Filter | Group | 11 Sorted by 1 field | Color | Share and sync

Find a view

- All employees
- Headshots
- Grouped by department
- Contact info
- Birthdays
- On leave
- Kanban
- Gallery 2
- Calendar

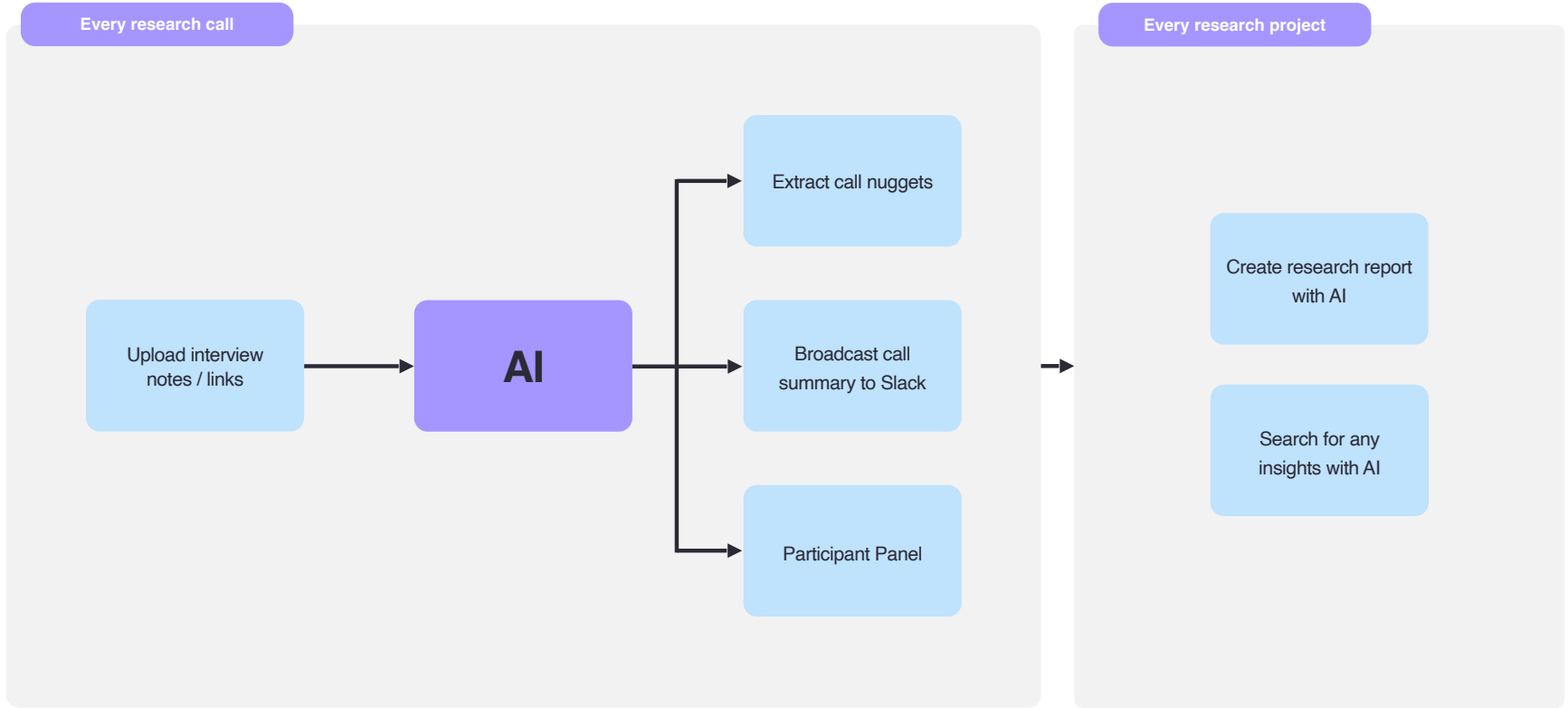
Create...

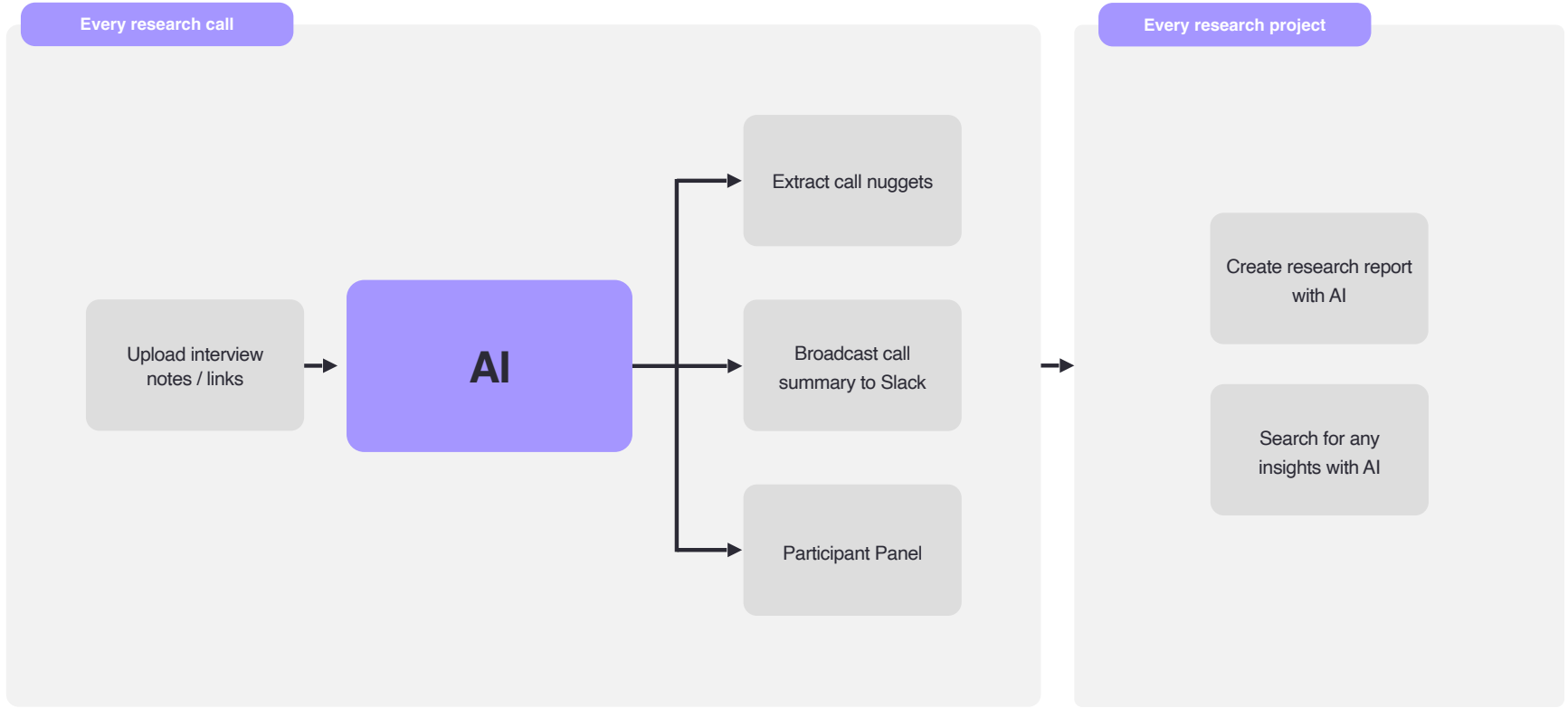
- Grid
- Form
- Calendar
- Gallery
- Kanban
- Timeline
- List
- Chart
- New section

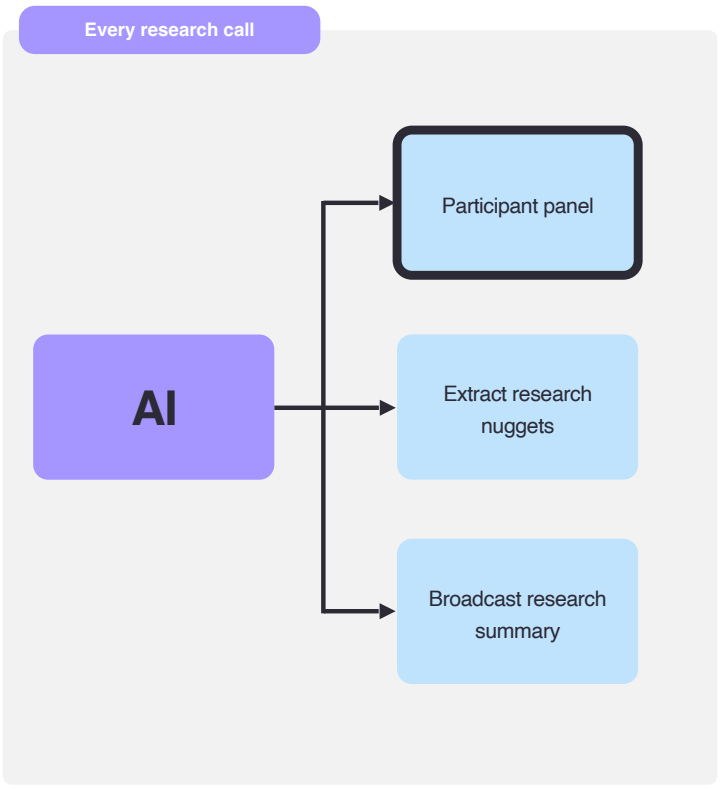
	Name	Location	Photo	Title	Status	Start date	Department
3	Bonnie Khan	New York City		VP of sales	On leave	1/13/2015	Sales
4	Sandy Hacer	New York City		Product designer	Employee	2/1/2018	Design
6	Jamie Ziva	New York City		VP of product	Employee	6/30/2018	Product management
8	Pat Everett	New York City		CEO	Employee	8/24/2014	Executive
7	Kal Sivavong	New York City		PM	Employee	2/16/2017	Product marketing
8	Robby Pittman	San Francisco		VP of engineering	Employee	1/23/2016	Engineering
9	Dany Caranzio	San Francisco		Software engineer	Employee	1/31/2018	Engineering
10	Blair De	San Francisco		Product manager	Employee	10/30/2011	Product management
11	Cameron Scott	San Francisco		Software engineer	On leave	3/15/2012	Engineering
12	Tasha Soepa	San Francisco		Account executive	Employee	2/1/2018	Sales
13	Sam Eppe	San Francisco		PM	Employee	9/10/2015	Product marketing

+ Add...

13 records







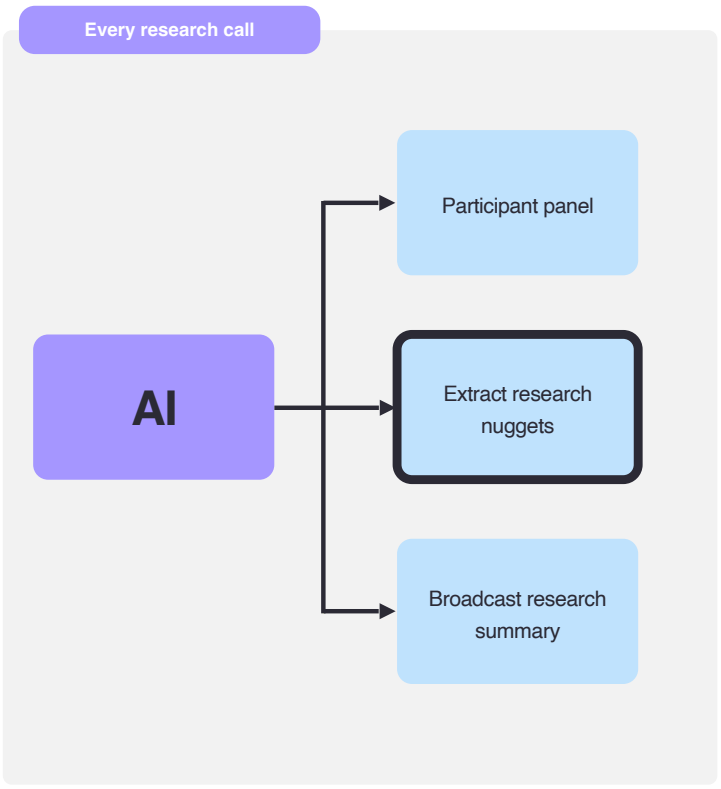
Research hub

Participants

Sort by: ID

ID	Name	Role	Company name	Last contacted	Reach
1	[REDACTED]	Chairs	[REDACTED]	14/11/2024	118
2	[REDACTED]	Driveway	[REDACTED]	10/11/2024	118
4	[REDACTED]	Local color manager	[REDACTED]	04/11/24	102
4				04/11/2024	
5	[REDACTED]	DMAs	[REDACTED]	01/11/2024	709
5				01/11/2024	

2/3 participants

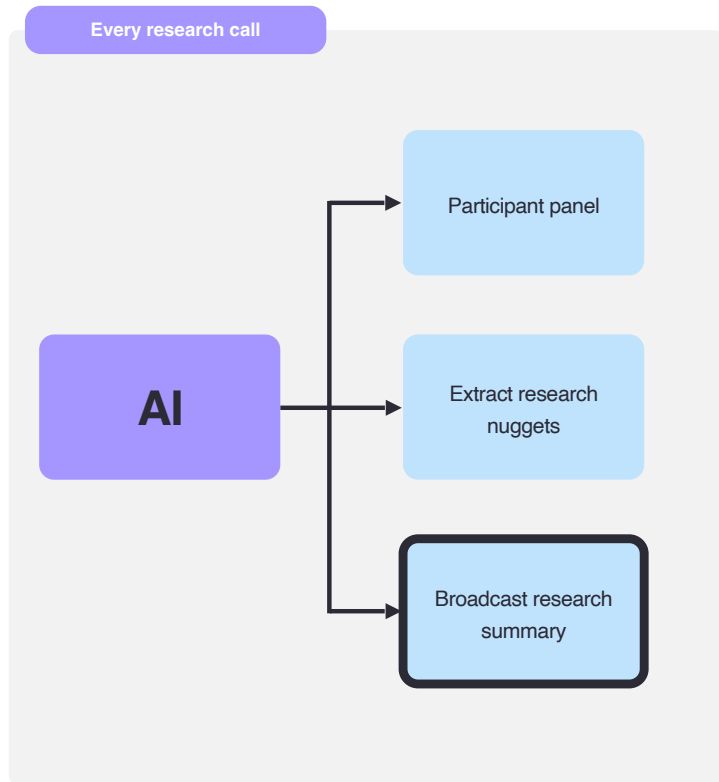


Research hub

research nuggets

All insights

Nugget ID	Company name	Role	Product	Mugget
1	[REDACTED]	Marketing	Expert	The initial exper... the efficiency
2	[REDACTED]	Localization manager	Expert	The participan... potential for st
3	[REDACTED]	Product Manager	Expert	The participan... the platform's
4	[REDACTED]	Developer	Expert	The participan... the Lokative w
5	[REDACTED]	Designer	Expert	The participan... intuitive intera
6	[REDACTED]	Designer	Expert	The participan... efficiency of st
7	[REDACTED]	Localization manager	Expert	The participan... stor-its and su... potential use o... considered. He



#botresearchinsights Summaries from interview calls

Message Add emojis

Research topic: (Expert) [REDACTED]

Participant name: [REDACTED]

Conversation Summary:

The conversation involves a detailed walkthrough and feedback session on Lokalis's prototype for AI translation automation, focusing on transitioning from English to Polish for long-term marketing content. The Lokalis team demonstrated the prototype to the interview subject, who actively engaged in setting up and discussing various features of the automation process. The discussion covered aspects like linking [REDACTED] and [REDACTED]. The user provided constructive feedback on the user interface, automation setup, and notification systems, emphasizing the need for intuitive controls and clear communication regarding status usage.

Main findings:

- "Feature Requests": The user requested more intuitive controls for setting up translation automations, specifically mentioning the need for clearer status management and better integration of style guides within the automation setup.
- "Pain Points": The user expressed confusion over certain UI elements, such as the 'clear status' function, indicating a need for better onboarding or tooltips within the interface.
- "Opportunities": There is an opportunity to enhance the notification system for status usage. The user suggested that in-app notifications might be more effective than emails, which can be easily overlooked if they are filtered to the 'Spam' folder.
- "Usability": The user found some aspects of the automation setup confusing, particularly around the tagging and application of automations based on content type. This suggests a need for more intuitive labeling and explanations within the UI.
- "User Habits": The user mentioned a habit of frequently checking settings and quotas due to the critical nature of content translation in their workflow, indicating that users might benefit from more direct and immediate feedback mechanisms in the app.

Customer quotes

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

These findings and quotes highlight areas for improvement in user interface clarity, automation setup intuitiveness, and communication of critical information.

Message: #botresearchinsights

Every research project

Create research report
with AI

Search for any
insights with AI

The screenshot displays a web application interface for a research repository. The top navigation bar includes 'Archived User Research Repository', 'Data', 'Automations', 'Insights', and 'Tools'. Below this, there are tabs for 'Research notes', 'Research triggers', and 'Research participants'. The main content area features a table with columns for 'Interview ID', 'Name of the participant', 'Study', and 'Transcript'. Three rows of data are visible, each with a transcript snippet. To the right, a 'Dashboard 1' sidebar shows a section titled 'Analyzing 3 record(s) based on filters' with a 'Filters' button. Below this, there are three AI-generated insights, each with a title, a question, and a 'Generate' button. The insights are numbered 120, 98, and 97.

Interview ID	Name of the participant	Study	Transcript
1	128 Bobby Jones	Optimizing User Experience	Researcher: Thank for joining this session. We're looking into ways to enhance the user experience and satisfaction. Can you describe your typical use of our product and your experience so far?
2	98 Alex Frake	Customer onboarding flow	Researcher: Hi, thank you for joining this call today. I'd like to talk about your experience with our customer onboarding process. Can you start by telling me about your first impressions when you signed up?
3	90 Mike Youcan	Customer onboarding flow	Researcher: Hi there, thanks for taking the time to talk with me. Let's start by discussing your initial experience with our onboarding flow. How was it for you?

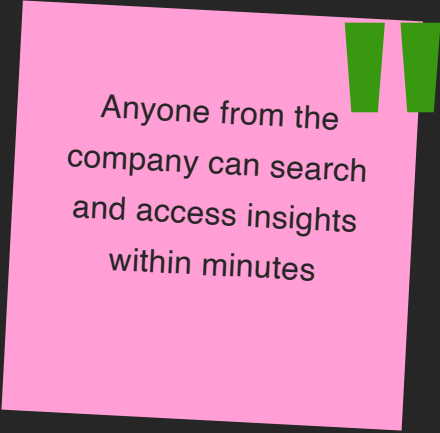
Dashboard 1

Analyzing 3 record(s) based on filters

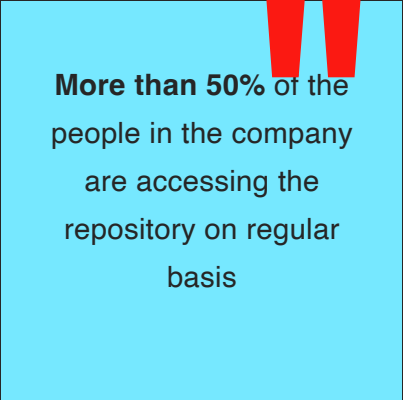
Any questions or give me insights about your data (e.g., "Summarize key insights" or "What are the main customer pain points").

3 references:


- 120 NAME OF THE PAR... ROLE: Bobby Jones COMPANY: ...
- 98 NAME OF THE PAR... ROLE: Alex Frake COMPANY: ...
- 97 NAME OF THE PAR... ROLE: Mike Youcan COMPANY: ...



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.

LEARNING

S

#1 Contribution is super easy

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

Research note-taking form

Use this form to take notes for your study

Name of the participant: Josh Davis Role: Designer

Company name: Acme Co.

How did you find us?

- What the customer likes about
 - A
 - B
 - C
- What the customer dislikes about
 - A
 - B
 - C
- What can be improved
 - A
 - B
 - C

Google link: [https://www.acme.com/design/12345](#)

Clear form Create

#2 Maintenance is easy

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

The screenshot displays the 'Research hub' interface with a yellow header. The main navigation includes 'Data', 'Automations', 'Interfaces', and 'Forms'. The 'Automations' section is active, showing a list of automation rules on the left and a configuration panel for a selected rule on the right.

Automations List:

- Generate summary & broadcast:** At a scheduled time, find records, and L... OFF
- Create participant formats:** When a record is updated, create a record OFF
- Link company information:** When a record is created, create a record OFF
- Extract suggests from calls:** When a record is updated, run a script OFF
- Auto-generate summary from Coag:** When a record matches conditions, run... OFF
- Extract insights automatically:** When a record is created, run a script OFF
- Link suggests to initiatives:** At a scheduled time, find records, and C... OFF
- Secure projectID:** When a record matches conditions, upd... OFF

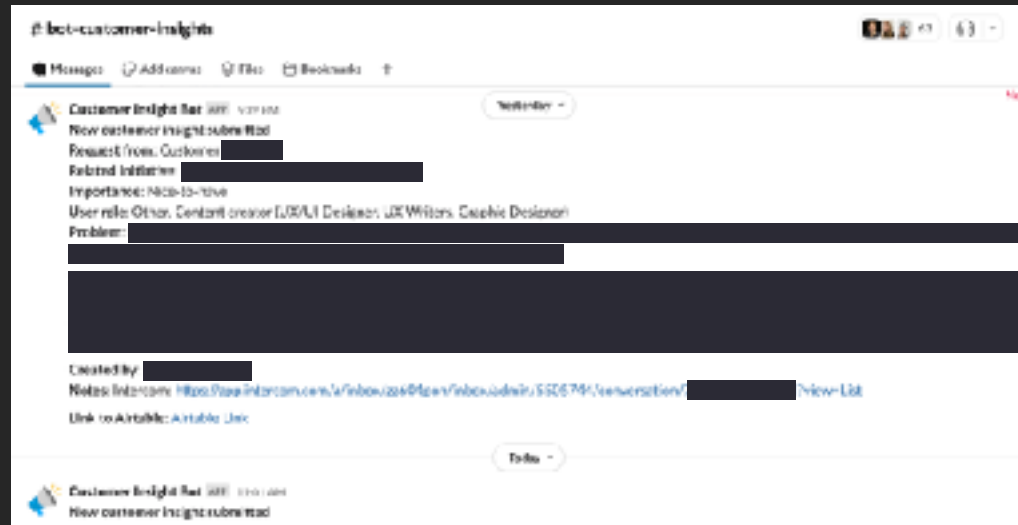
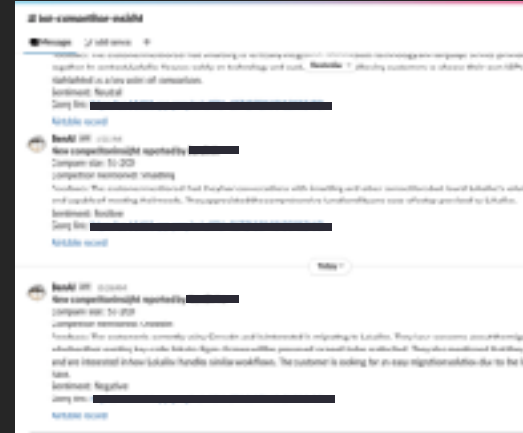
Configuration Panel (Selected Rule: Generate summary & broadcast...):

- TRIGGERS:** At a scheduled time (Every 3 hours)
- ACT ON:** Find records (Where Coag's link is not a...)
- Repeat for each in:** List of re...
- Actions:** Run a script (Custom script from cod...), Update record, Run a script (Custom script from cod...), Update record, Run a script (Custom script from cod...)

At the bottom, there are options to 'Create...' (Delete automation, Create section) and 'Suggested for you'.

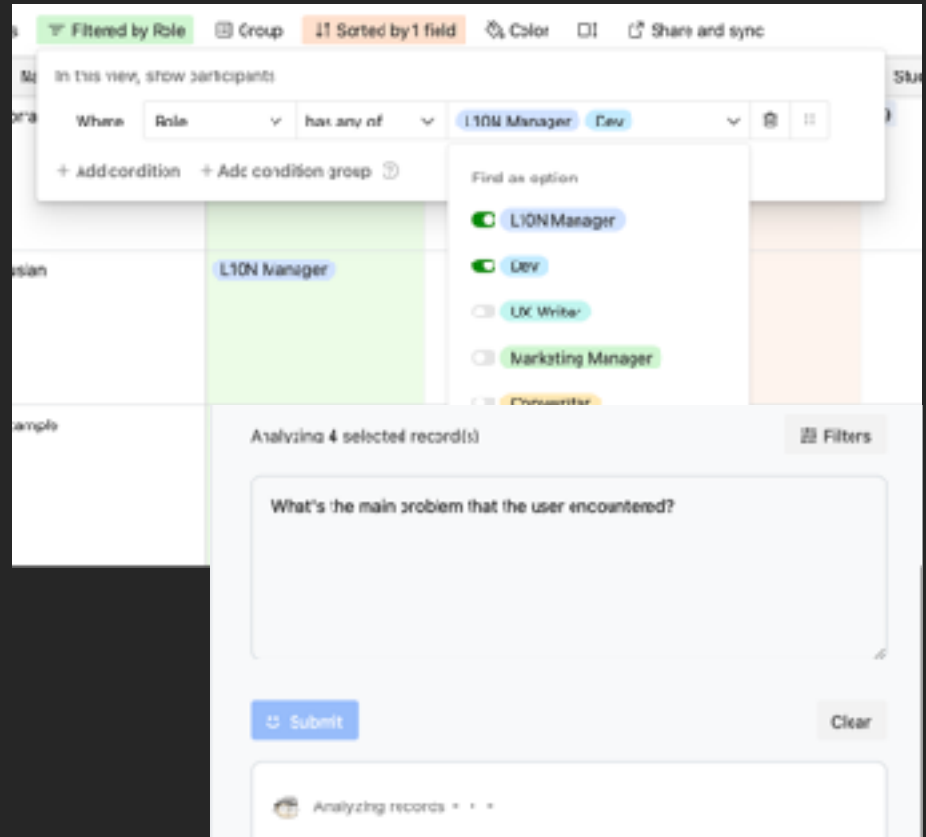
#3 Making research transparent

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



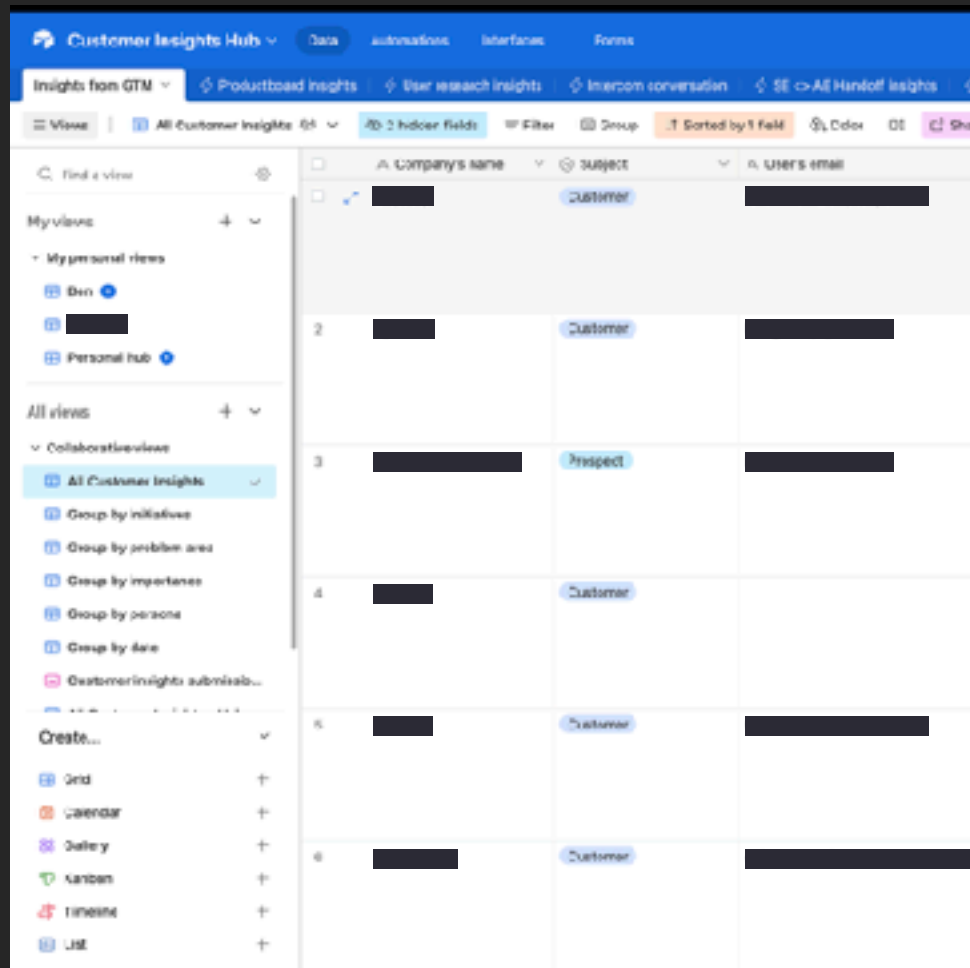
#4 Simple search & filtering

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



#5 Expanding data sources

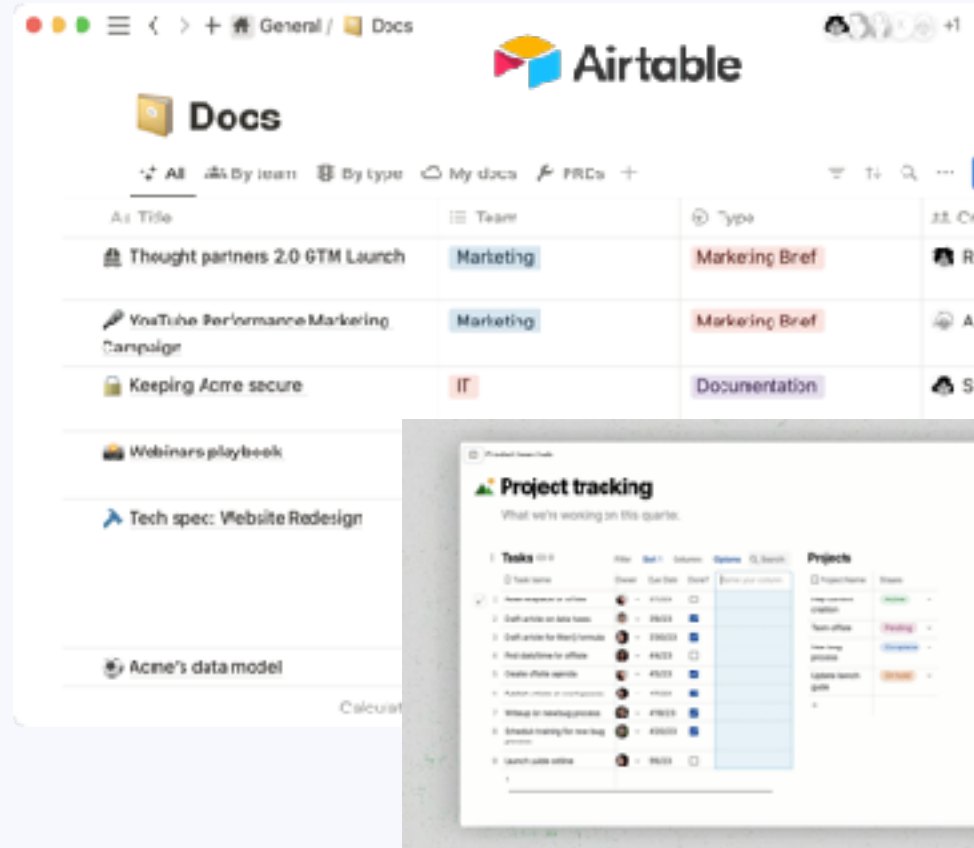
Airtable's flexibility lets us integrate diverse data sources, broadening use cases and encouraging more stakeholder participation.



**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.

Transcript

Search in video

0:00 There is a hole at the bottom of math a hole that means we will never know everything with certainty

0:09 There will always be true statements that cannot be proven.

0:14 Now no one knows what those statements are exactly but they could be something like the Twin Prime Conjecture.

0:20 Twin primes are prime numbers that are separated by just one number like 11 and 13, or 17 and 19.

0:27 And as you go up the number line primes occur less frequently and twin primes are rarer still.

0:34 But the Twin Prime Conjecture is that there are infinitely many twin primes. You never run out them.

0:41 As of right now no one has proven this conjecture true or

#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.**