

Why use a UX lab? 7 benefits to UX researchers...



1. Professional, independent, modern and conveniently located facilities.
2. An ideal environment for motivating your colleagues to experience UX studies first-hand.
3. Has everything ready to go – device cameras, recording, streaming, interpretation, coffee, ...
4. Provides additional services you might need – recruitment, translation, eye-trackers, catering, ...
5. Ensures consistency in participant experience and data collection.
6. Enables rapid de-briefing and brainstorming of findings as a study progresses.
7. Demonstrates the value of your study to managers/stakeholders – invite them to participate!

Why use a UX lab? 7 benefits to management...



1. Helps drive a user-centric design approach across the organisation.
2. Motivates your team and aligns them in their improvement efforts.
3. Enables cross-team and cross-organisation knowledge sharing. Break down 'silos'.
4. Makes efficient use of your team's time and resources.
5. Avoids missing research cycles – backup moderators and professional recruiters at hand.
6. Allows consistent measurement and follow-up of UX metrics and KPIs.
7. Visualizes and concretizes the importance of UX work for top level management.