Focus on what users do, not what they say they'd do

Observing users' behaviour is the best indicator of what they will do in the future, and the gateway to understanding needs and motivations.

Do a little, often

Frequent research helps teams iterate on a product and validate product decisions more often, which helps promote a user-centred culture.

Give teams the evidence to make better decisions

We research and test the team's assumptions so that decisions are based on evidence, not guess work.

Involve everyone in research

It promotes empathy and helps teams and stakeholders understand users needs.

Promote accessibility for all

We champion building products and services that are usable across all accessibility needs.

Represent users faithfully

We speak truth to power and if users' needs are not being met, we say so. This keeps the product teams and the organisation honest.

Undertake the best research we can in any given situation

Sometimes we can't do user research as we would like.
In this instance doing some is better than not doing any.

CO
OP

Respect the privacy and integrity of the user

Our ability to perform our role depends on the trust
we have with participants.