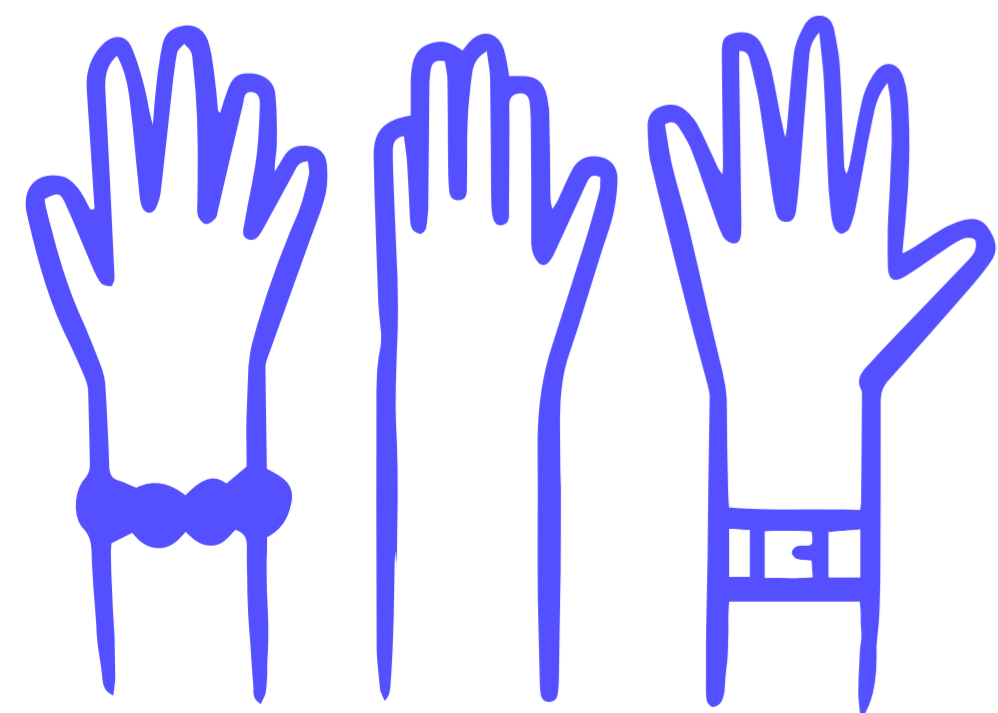


**Arriving at actionable
user insights ✨ ✨ ✨ faster with
AI-powered research**

The current state of AI adoption in user research

The number of AI-powered solutions across all aspects of modern business is surging.

Companies are fundamentally transforming their strategies in key growth areas, particularly customer insights, with AI and traditional research practices increasingly converging.



In today's competitive environment, success hinges on regular research, whether the goal is identifying product-market fit or mitigating customer churn.

An especially compelling argument for the importance of user research lies in the findings of a recent Amazon Web Services study.

It revealed that the surveyed eCommerce businesses forfeited 35% of their potential revenue (approximately \$1.4 trillion left on the table) because of poor user experience.

Fortunately, recent AI advancements enable researchers to develop actionable customer insights in significantly less time (and at far-reduced cost) than conventional methods.

The 2023 State of User Research report shows an uptick in AI adoption among research professionals

20% of participants incorporate AI into at least some of their work →

An **additional 38%** plan to tap into it eventually →

By the way

Dovetail emerged as one of the top five most used AI-based tools among these researchers.

Valid concerns about AI-supported customer insights

In navigating the evolving AI landscape, researchers must recognize the importance of ethical considerations, continually adapting to the challenges posed by this powerful technology.

Private businesses and AI companies must use AI carefully, particularly when **protecting personal data**. Some sectors, like healthcare and fintech, are responsible for protecting especially sensitive user data.

As a society, we're in a major transition time; **businesses face the challenge of being both explorers and regulators**.

While using AI, collaboration, adaptability, and regular monitoring are necessary for building customer trust and improving **safety and privacy**.

And let's not forget that AI tools are still **inconsistent**. Sometimes, they make up things, giving out bad data or bizarre information.

A study from Vectara found that even with increasingly stringent guardrails in place, large language models (LLMs) like ChatGPT can make up details (hallucinate) about 3% of the time.

In addition, since generative AI (genAI) trains on massive amounts of human data, there's a risk of various biases, including, racial, gender, and age discrimination.

For example, a recent study of ChatGPT revealed gender biases when generating imaginary descriptions of male and female personnel.

The chatbot tended to use descriptors like "expert" and "integrity" for men, versus "beautiful" or "warm" for women.

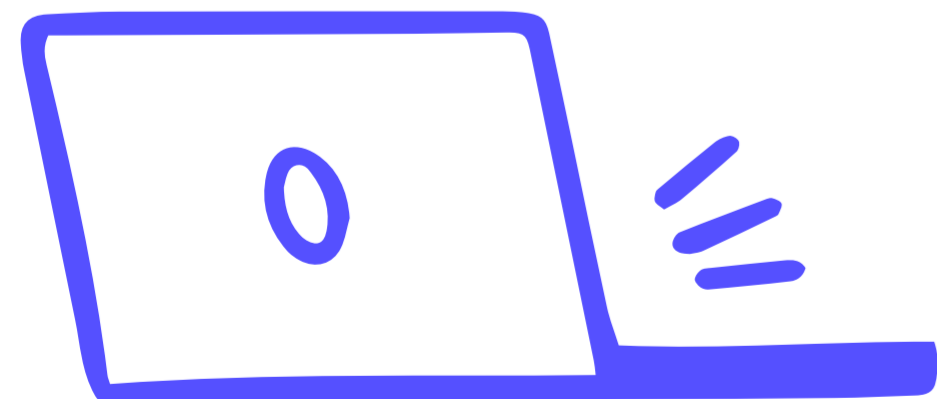
To avoid significant problems and maintain a trustworthy reputation, researchers still need to quality-check data, especially when leveraging new tools.

To ensure a smooth integration of AI, researchers and organizations should aspire to transparency with customers, commit to comprehensive AI training for employees, and be vigilant about data protection.

And, of course, leaders in the AI space must consistently address concerns as the tech advances.

Popular research tools already using AI

A couple of high-impact, AI-powered research tools we think you need to know about right now.



TheyDo

For teams that love journey mapping (and, who doesn't?), tools like the Amsterdam-based platform TheyDo are making the process faster, easier, and certainly more colorful—with AI.

Aimed at designers and product managers, TheyDo allows users to rapidly map out the entire customer experience. What's more, research insights can be centralized within the journeys themselves, allowing teams to own a shared visualization of any opportunities, along with points of customer friction and pain.

Replete with integrations and templates to get started, TheyDo is a vibrant, AI-powered alternative to classic whiteboarding tools like Miro and Figjam.

Uizard

Uizard lets UX teams create mockups quickly by:

- Scanning your sketches to generate designs and wireframes
- Turning your screenshots into editable designs
- Using text prompts to create mockups
- Drag-and-drop modules
- Collaborating with your team and stakeholders in real-time

Spending less time on the initial design stage means that you're likely to identify a flop before you waste too much time and money on it. Or, if you identify a winner early on, you'll know to prioritize it and build the whole design.

[Complete guide to AI in UX design](#) →

Dovetail

Naturally, we couldn't share a list of AI tools without including our own.

Dovetail is an AI-powered customer insights hub connecting you with deep and fast user insights.

A few of our most up-to-the-minute features and benefits



Sharing interview highlights within tools your team already use (such as Slack, Confluence, Jira, Notion, and Teams)



Using natural language processing (NLP), vector-based clustering, and sentence embedding



Automating your notes process, making business as usual (BAU) tasks a breeze



Thematic analysis and clustering highlights for easy action and organization



Uncovering fresh ideas you may have missed



Respecting your data privacy by processing data in-house



Skipping setup with [insight templates](#)



Grouping high volumes of data (with option to manually refine) and tracking long-range trends

In short?

We do the boring bit so you can focus on the exciting part: creating innovative, winning products. See for yourself.

Try for free →



7-step research strategy framework

No matter how much you plan to use AI to power your research, keeping a strong foothold in the guiding principles is vital. Let's drill down and refresh on some user research fundamentals:

01

Choose your research methodology and plan

02

Recruit suitable participants

03

Gather feedback

04

Categorize the feedback

05

Code the feedback

06

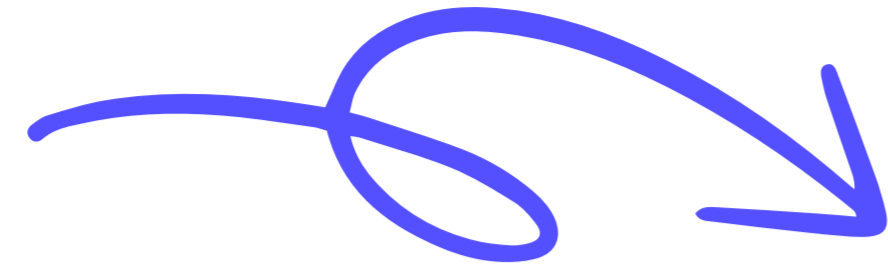
Analyze the codes

07

Score, summarize, and share

01

Choose your research methodology and plan



Classic research type examples and branches

If you're the planning type, you'll love this stage. Here, you'll decide which research methodology aligns with your goals.

Figuring this out involves considering what you must learn and how your team will use the findings. In other words, it's time to define success.

Once you know your purpose, it's time to choose between a qualitative research (subjective experiences) or quantitative research (numbers and stats-oriented) approach. It's also super common to arrive at a blend of two, known as mixed methods research.



Qualitative research

Participant observation

Structured interviews & focus groups

Random sampling

Open-ended survey questions

Diary study (aka 'camera study')

NPS, CES, and CSAT surveys

Case study research

UX card sorting

Customer feedback analysis



Quantitative research

Systematic observation

Standardized surveys

Statistical analysis

Experimental design

Closed-ended survey questions

Time-motion studies

Likert scale assessments

Regression analysis

Data mining and analytics

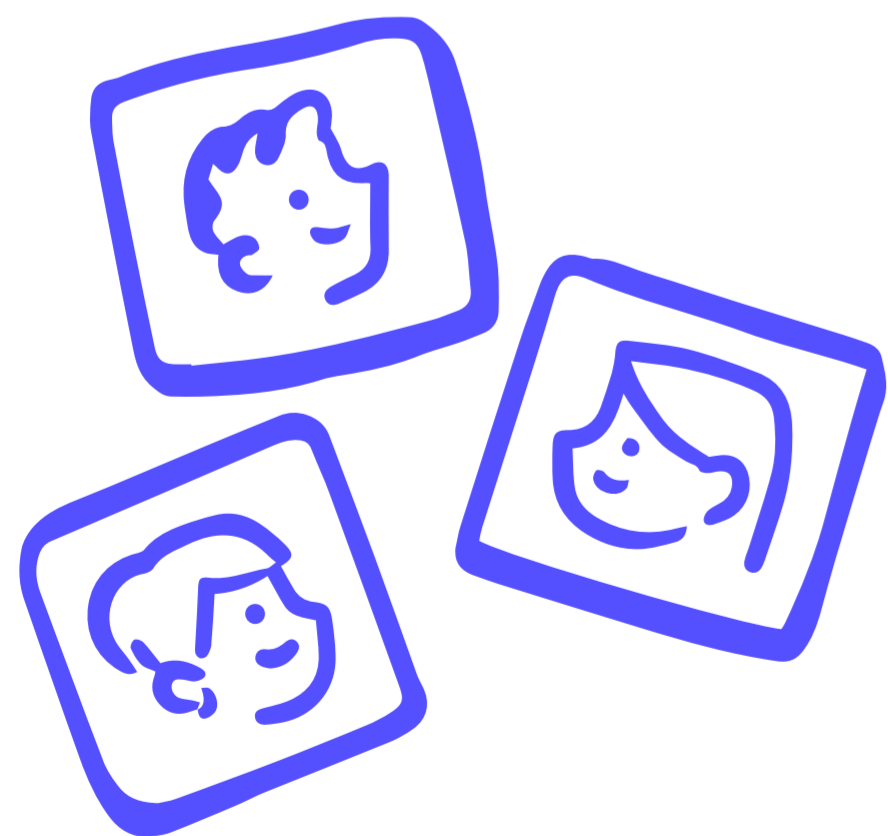
[Go deeper into qual vs. quant research and decide which is best suited for your goals →](#)

02

Recruit suitable participants

After choosing your research method, you must ensure relevance by finding participants in your target demographic. Some proven ways to recruit participants include:

- Social media outreach (posting on Facebook, Reddit, or Discord)
- Hiring a research participant recruiter
- Paid ads calling for volunteers (online and offline)



03

Gather feedback

Here's the fun part—gathering feedback. With your newly found participants and research plan, it's time to undertake your research. Don't rush this part. You need plenty of time to gather quality feedback.

Examples of gathering feedback include:

- Sending out email surveys and collating the responses
- Conducting user interviews and transcribing them
- Gathering reviews and other customer data to perform sentiment analysis
- Observing participants and consolidating your findings

[For more guidance on this step, check out our complete guide to research data collection →](#)

04

Categorize the feedback

Now that you've got loads of information from several sources, what do you do with it? Pop your organizing hat back on and index the data into manageable categories.

For example, the feedback type:

What's the feedback about?

- General feedback
- Mobile experience
- Customer appreciation
- Usability issue
- User education
- Feature request
- A bug

Also, the theme:

What's the business area?

- Marketing
- User profiles
- Website
- Mobile app
- Sales
- Payments
- Onboarding

05

Code the feedback

Coding makes it easier to group, understand, and act on feedback. Essentially, every piece of data should have a code.

Suppose a customer wants to see a new automatic saving feature on their banking app—the code could be “auto-saving on the app,” with any related feedback coded accordingly.

Creating a **codebook** documents your research framework and eases team collaboration.

[Here's a guide to crafting your own](#) →

06

Analyze the codes

You may need to revisit the codes and feedback several times. Or you might realize that certain feedback needs multiple codes to cover all requests. (Applying more than one code means a more thorough approach so that you won't miss out on crucial insights).

For example, feedback data might apply to multiple areas, such as mobile experience *and* customer appreciation.

07

Score, summarize, and share

It's time to group similar codes to determine the most common feedback and score them accordingly.

For instance, if the most common code is “shopping cart bug,” prioritizing that is likely to keep customers happy and the revenue flowing.

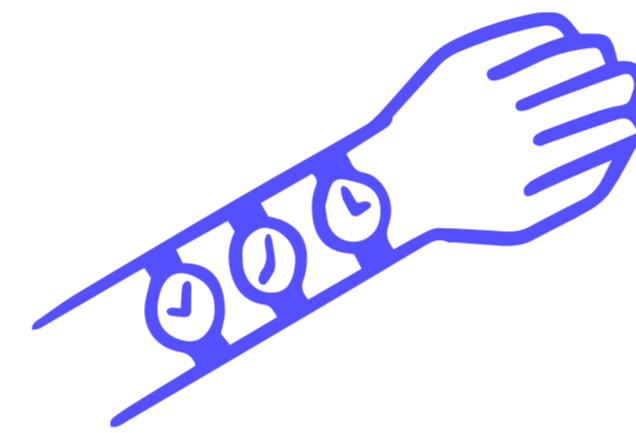
Once your data is tidy and easy to understand, summarize your findings into a digestible analysis that's clear and actionable. Make it available to key stakeholders organization-wide so they can work with valuable insights and keep fine-tuning your product in ways that make your customers feel heard.

Using AI to conduct faster, more efficient user research

As you can see, gathering insights has traditionally been a lengthy process, a primary reason AI is poised to be a real advantage.

Gone are the days of manually trawling endless data. AI-based tools are ready to do a lot of the heavy lifting, allowing you to focus on things that truly require a human element.

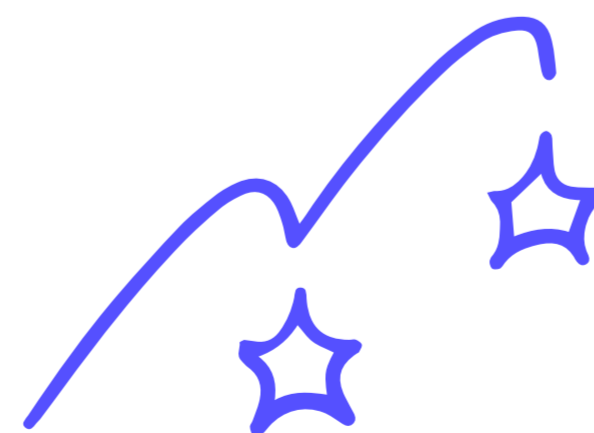
Here are a few areas where you can put AI to work like the assistant you've always dreamed of.



Creating research questions with less effort and bringing ideas to life sooner



Bringing your ideas to life sooner and testing usability



Expediting data analysis and predictive modeling

Creating research questions with less effort and bringing ideas to life sooner



Developing research materials and questions takes time, effort, and a lot of discussions. Perhaps you know what it's like to sit in on an ideation session and, by the end, feel like your brain is bursting from information overload. Or maybe you've felt the tediousness of brainstorming for materials like discussion guides.

If you break these processes down, they involve a significant number of steps, usually including:

- Determining what you already know
- Figuring out what you need to find out
- Agreeing on research
- Landing on a hypothesis to test
- Crafting excellent (clear) questions
- Creating an affinity map
- Developing a discussion guide, from start to finish
- Testing your questions before posing them to participants

While you'll still have to brainstorm to discover the most relevant topics, nowadays, you can plug your chosen topics into a tool like Notion AI, and it'll write a discussion guide for you based on your bullet points.

It can even change the *tone* of your text or translate it for international participants.

If you feel your thoughts are almost coherent but want to spend less time on document creation and formatting, a tool like this could be your dream come true.

Again, check any genAI output to ensure nothing weird slips in.

Bringing your ideas to life sooner and testing usability

Sometimes, product development can be incredibly resource-intensive *and still* miss the mark. For instance, some startups try to fill market gaps that simply don't exist or focus too little on the UX. Closing gaps between market understanding and UX is a significant area where AI comes in handy.



Your ideas will take shape quicker than ever when you use AI for:



Prototyping—Transforming late-night musings into rapid prototypes, efficiently validating practical value.



Market insights—Identifying and filling legitimate market gaps.



Usability testing—Automating usability testing through human-like bots. These bots are improving at conducting live chat interviews, facilitating virtual focus groups, and executing usability tests.

Expediting data analysis and predictive modeling

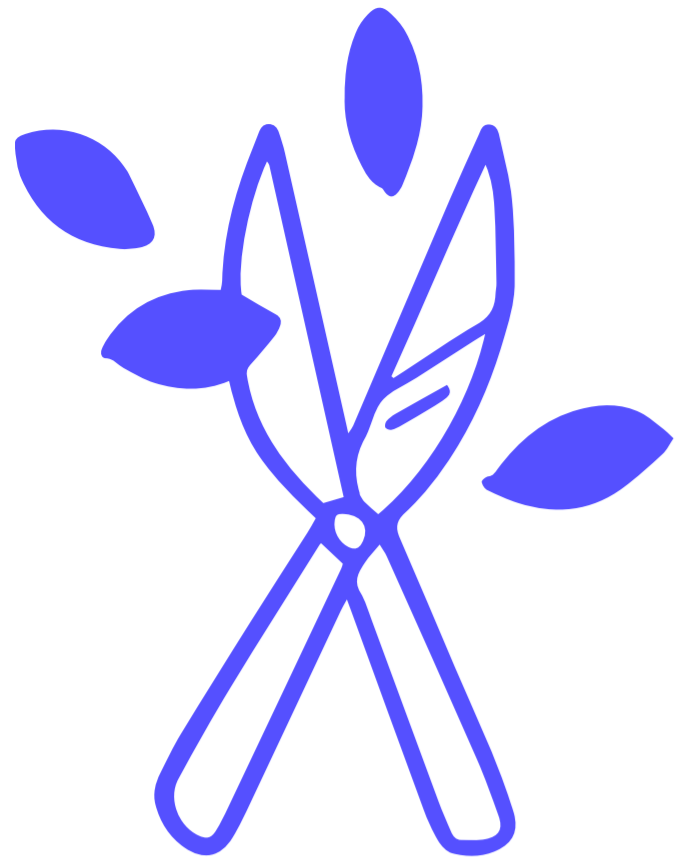
AI, specifically machine learning, accelerates traditional survey analysis. In the past, analysis has been a challenging area for researchers without coding skills, but that's changing. Significant advances include:

Text mining—Swiftly analyzing extensive text, like call centre transcripts, extracting valuable insights without human effort.

AI can supercharge **sentiment analysis**, determine feedback tone, and offer real-time adaptability and nuanced sentiment tagging.

Topic modeling identifies recurring themes in interview transcripts, streamlining analysis.

Automated **thematic analysis** extracts novel insights, while tools like Grain automate reporting, saving time and providing a concise overview of customer insights.



Personalizing customer experience with AI

As customers increasingly expect personalization, AI becomes a time-saving solution. It reduces the time needed to deliver better, customized content efficiently.

A recent Accenture report found that 75% of customers prefer buying from brands offering personalized experiences. Survey findings from McKinsey & Company confirm that brands using personalization achieve a 20% higher CX satisfaction rate.

Here are three key ways AI is ready to enhance your customer experience (CX):



Bespoke experiences

AI acts as a data-driven guide, understanding preferences.



Improved engagement

AI can lift engagement by analyzing and meeting customer needs and creating brand advocates.



Curated UX

Industry leaders like Netflix and YouTube use AI to suggest tailored content, enhancing UX and overall satisfaction.

12 prompts for facilitating research with genAI

Effective prompting is key to extracting helpful info from ChatGPT and other genAI tools.

Keep in mind that mileage will vary— get experimental, make adjustments as needed, and find out what you can do in a fraction of the usual time:

Persona generation

Prompt

Generate a detailed persona for a user who frequently uses our product to achieve [specific goal]. Include demographics, behaviors, and pain points.

User journey narratives

Prompt

Create a user journey narrative for a first time user exploring our app. Highlight key touchpoints, emotions, and pain points throughout the journey.

Feature prioritization

Prompt

Rank potential new features in order of importance based on user preferences and needs. Consider factors like usability, impact, and frequency of use.

Usability testing scenarios

Prompt

Develop realistic usability testing scenarios for our product, considering diverse user backgrounds and tasks. Include potential challenges users might face.

Competitor analysis

Prompt

Compare our product with competitors regarding usability, design, and feature set. Provide insights into areas where we can outperform or improve.

Tone and style

Prompt

Generate sample content with varying tones and styles for in-app messages. Ensure the content aligns with our brand and resonates with the target audience.

12 prompts for facilitating research with genAI continued



Accessibility

Prompt

Evaluate our product for accessibility compliance and generate a report outlining potential improvements to enhance the overall user experience for individuals with disabilities.

User feedback analysis

Prompt

Analyze user feedback from diverse sources (reviews, surveys, support tickets) to identify common themes and sentiments. Provide actionable insights for improvement.

Onboarding

Prompt

Suggest improvements for the onboarding process to enhance user engagement. Consider personalized messages, guided tours, and interactive elements.

Engagement

Prompt

Generate creative ideas for increasing user engagement within our platform. Consider both short-term strategies for immediate impact and long-term engagement.

User education and feature discovery

Prompt

Develop content and strategies for effectively introducing new features to users. Consider tooltips, in-app guides, and educational materials.

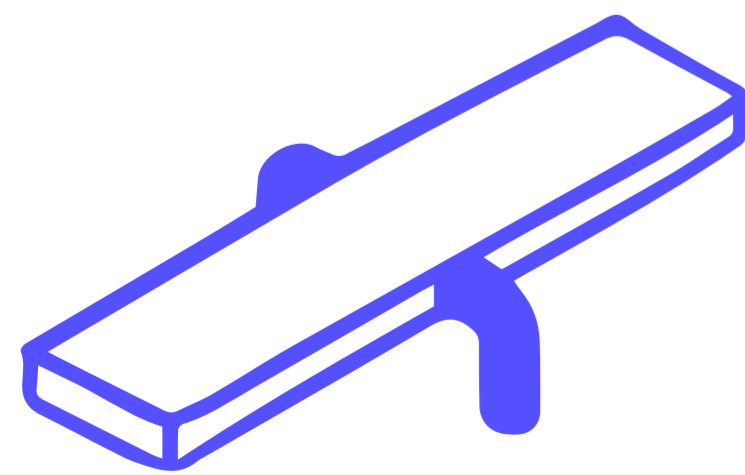
Localization

Prompt

Provide insights on adapting our product for an international market. Consider cultural nuances, language preferences, and user expectations.

Overcoming AI adoption challenges

Implementing AI in a business setting comes with potential hurdles. Here are five of the most common ones.



01 Know-how

Most of us aren't AI experts, so for smooth integration, take the time to train on your freshly chosen tools—this includes explaining benefits and limitations to your team upfront.

02 Data security and privacy

Ongoing commitments include transparency, employee training, and removing/modifying personal identifiers in your data. However, selecting appropriate AI tools can alleviate a lot of potential headaches.

03 Cost

Custom AI solutions can cost companies over \$500K. That's a massive barrier to getting started. To avoid wasted resources, take full advantage of free trials.

04 Resistance to change

It's natural for people to fear the unknown. Do your best to introduce AI thoughtfully by addressing staff and consumer concerns and emphasizing long-term benefits.

05 Legal and ethical concerns

Navigate uncharted legal waters by monitoring tools, training employees, and staying up-to-date on regulations. Thoroughly research tools and consult with your legal expert or team when handling sensitive data.

Leading companies that already augment with AI

Plenty of companies have overcome the hurdles and successfully integrated AI into their daily business practices.

Salesforce

As the giant relationship management brand puts it, “[AI + Data + CRM = Customer Magic](#).” They recently built AI into their service offering by creating [Salesforce Einstein](#), boasting the ability to bring predictive and genAI into any facet of business.

Canva

Turbo-charged by AI, [Canva](#) is a highly usable tool (especially by non-designers).

CopyAI

Need to write email campaigns or other conversion copy? [CopyAI](#) is a powerful writing generator.

DocuSign

If you’ve ever electronically signed a contract, you’ve probably used [DocuSign](#). The company added AI to power its first-pass review assist (FPRA). It uses color-coded risk assessment to identify low-, medium-, and high-level risks within a contract document.

Netflix

Netflix has been at the forefront of using AI to engage and retain its customers. By leveraging AI, their team developed an algorithm to personalize show and movie recommendations based on its users' viewing habits and preferences (by analyzing the vast amount of user data generated from their ratings of shows and movies).



AI won't replace human nuance

AI won't replace you so much as become the assistant you've always wanted.

User research remains a human field of study led by (and for) humans.

Even with AI tools multiplying, human input is still vital in many areas, including:

- Ethics
- Problem-solving
- Designing studies
- Observational/ethnographic research
- Nuance and context
- Generating creative ideas
- Empathy and human understanding

No matter how advanced AI technology gets, we cannot replace humans in UX research.

Instead, UX researchers can harness new AI tools to augment their **processes for better products and services.**

Dovetail ✨ ✨

Where the magic happens

Are you looking for more time for the tasks that matter? With Dovetail, you can quickly turn customer data into insights that power smart product decisions. We offer speed without compromising on quality and automated experiences that fit seamlessly into your workflow.

Where you need it, when you need it

Machine learning (ML) has been our product's foundation from day one. It's not a slimmed-down version—you get it all. Dovetail's AI works hand-in-hand with you across all your needs.

Problem

Customer calls are brimming with data, but transcription is a slog.

Staying on top of sentiment is critical to customer satisfaction.

You've gathered *all* the data, but where do you start?

Your team would benefit from customer insights but there's *so much data*

Solution

Our advanced speech engine [transcribes multiple conversations in minutes](#).

[Uncover positive themes](#) in support tickets and discover [where sales calls can improve](#). Essentially, we boost your EQ in one easy step.

Our powerful model helps you [find big ideas and intriguing patterns in impossibly large data sets](#). Thematic classification teaches you things you never knew about your customers by identifying, clustering, and labelling common themes.

[Dovetail creates automatic summaries](#) so you can share key customer insights with your team without typing a single word. Don't get lost in the details—give them the TL;DR and hook them immediately.

It's not ChatGPT

Unlike ChatGPT, Dovetail automation is purpose-built to uncover customer insights quickly and securely. We process and store all data in-house because we know how important data security is to users who want to protect customer and participant data as if it were their own.

- Your data security matters to us, so we won't use it to train any ML models.
- We tailor our models to the job, whether you're identifying themes or summarizing.
- Sick of tokens and character limits? Same. That's why we work with whole transcripts and multiple highlights at once.

Go from raw data to valuable insights with a versatile research platform. Get started today.

Try for free →



**Improve the quality
of every thing**