Quantitative UX Research at Google

Typical Research Questions and Methods

- **How do people interact with technology?**
  Funnel & sequence analysis, longitudinal log analysis
- **How can we add value and improve people's lives with technology?**
  Data-driven prioritization of needs & objectives
- **What types of people use certain technology? What is difficult for these people to do with certain technology?**
  Descriptive stats, clustering/classification methods
- **What are people's attitudes and perceptions of certain technology? How do different designs affect attitude (or thought?) & behavior?**
  Sentiment analysis, behavioral assessment, experiments, A/B testing
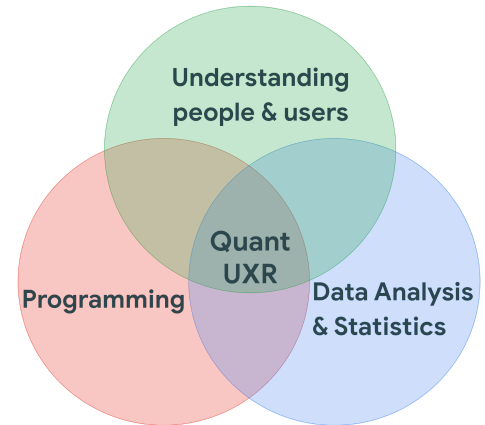
Quant UX Research Mission

1. Improve the product user experience and drive product excellence
2. Understand user needs and behaviors and inform product strategy
3. Develop and evaluate user-centered metrics, integrate new methodologies
4. Solve challenging problems to empower the business to move forward

What We're Looking For

- Experience working with data: understanding data structures, data preprocessing, data manipulation, working with large datasets
- Product/applied research experience
- Understanding of human factors, HCI, or related fields
- Knowledge in applied statistics, including experience with a statistical language or package (e.g. R, SPSS)
- Some experience with a general programming language (e.g. Python, Java, R)

How Are We Different From UX Researchers?

Quantitative UX Researcher	UX Researcher
Specializes in quantitative methods *(e.g. experimental design, multivariate statistical analysis, logs data analysis, surveys)*	Typically uses qualitative methods *(e.g. user interviews, ethnography, diary studies),* may also use surveys and basic quantitative analyses
More advanced statistics *(e.g. multivariate statistics, generalized linear models, Bayesian statistics, machine learning)*	Basic statistics *(e.g. descriptive statistics, linear regression)*
Mostly communicates with numbers	Mostly communicates with qualitative data *(sometimes with numbers)*
User focused *(experience and attitudes)*	User focused *(experience and attitudes)*

Google