

UX Research

LegalShield

LegalShield's Vision

To provide equal access to the LIBERTY, EQUALITY, OPPORTUNITY & JUSTICE that every human deserves.

What is the vision statement for LegalShield Product Development?

To meet our user(s) where they are at by providing a best in class experience to best complete their tasks - whether that be web, mobile, or both.

LegalShield's Purpose

We PROTECT & EMPOWER people

Design

Design's Vision

We strive to create empowering experiences through human-centered design so every member every day can live carefree.

Design's Mission

Bring LegalShield's vision to reality through research, design, and development with an emphasis on inclusivity.

UX Research

User Experience Research (UXR) is a set of research strategies aimed at building understanding of the end users of a product and their requirements of that product. A variety of techniques can be used in this effort to understand users' context of use, their mental models of perception, pain points and elements of delight, including:

- Contextual observation
- Interviews
- Competitive research
- Usability testing
- Card sorting or tree testing
- Usage analytics

A user researcher can produce a number of artifacts that support Product Designers & Managers in validating assumptions, determining priorities, measuring progress and building human-centered products. Some of these artifacts are:

- Journey Maps
- Task Analysis
- Personas
- Heuristic Analysis
- Competitive Analysis

Ultimately, the work of a UX Researcher will reduce uncertainty and risk as well as reduce the cost of delivering a successful product.

Need some research done? Request research with this form [Requesting Research.](#)