UX Research 2021 Budget Request

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UX Research Tools

Software Vendor	Number Users	Renewal Date	Notes	Platform Expense	Usage Expense	Total
Validately	15 Teammates • 5 Researcher Seats • 10 Collaborator Seats	Dec 26, 2020	This is our usability testing platform. We can run mobile or desktop, moderated or unmoderated, and prototyped or live code usability tests with this. They have a participant bank that we can recruit from for studies that don't require internal or customer participants. We pay those recruits through Validately. Essential	$15,000/Year for Team of 3 • Gaia • Darby • Alec • Christian • empty seat	We have to use their panelists for unmoderated tests. We would like to add $1000 more for credits toward moderated testing.	$16,000
Descript	2 Teammates	January 30, 2021	This is an audio transcription service, editor and manager. We use this to review the content of interviews and information-dense meetings. This saves enormous amounts of time doing qualitative research, and easily pays for itself in time saved reviewing interviews on a monthly basis. Important	$360/Year for 2 Seats • Gaia • Darby	none	$360
Optimal Workshop	3 Teammates	March 2, 2021	This is a tool for card sorting studies, first click tests, tree testing and collaborating on qualitative interviewing. The software also includes a simple survey tool. They also have a bank of participants we can recruit to join our studies, saving time and money, as their rates are lower than if we paid out ourselves. Essential	$5,500 for 3 Seats • Gaia • Darby • empty seat	$2000 for panel participants	$7500
Optimal Workshop Panel Credits	n/a	n/a	We can pay volunteers for tests through their platform at a rate of about $9/person	n/a	$1500	$1500
User Interviews	2 Teammates	n/a	This is essentially a contacts and scheduling manager to optimize research studies. This is for Members, Providers and employee user groups. User research volunteers are organized by user groups with contact information to reach out. When volunteers are ready to sign up, they schedule with this tool. We could also use	$3,600	n/a	$3,600

			this tool to pay participant incentives.			
Miro	7 teammates	n/a	Online whiteboard/collaboration space for design thinking exercises and collaborative workshops. This is a request for the team. It may be helpful to have the product managers on this, as well.	$8/person/month		$672
Member facing research participant payments	n/a	n/a	Incentives must be offered to get our members to engage with invitations to join our research studies. This budget very rightfully could be shared with D2C and Product Management, as our research will be serving their teams.	n/a	$5,000	$5,000
					Total Requested	$24,632

Recommended Participant Payments for UX Research 2021

Research participants generally expect to be compensated for their time. It builds goodwill with our brand and encourages participants to volunteer more than once. The personal interactions that come from many research methodologies also enhances overall customer engagement, especially with evangelizing the brand.

Guidelines for Paying Research Participants

⌄ Suggested Payments for Research Participants'

Type of study	In-Person/Online & Moderated/Unmoderated	30 Min Rate (per person)	60 Min Rate (per person)	Half/Full Day Rate (per person)
Usability Testing with Members	Online Moderated	$40	$75	n/a
Usability Testing with Members	Online Unmoderated	$25	n/a	n/a
Usability Testing with Validately Recruits	Online Unmoderated	$15	n/a	n/a
User Interviews	Online Moderated	$40	$75	n/a
Contextual Observation	In-Person Moderated	n/a	n/a	$150/250
Diary Study	Online Unmoderated	$40	$75	n/a
Card Sorting or Form Survey-Members	Online Unmoderated	$0-25	n/a	n/a
Card Sorting-Recruited from OW	Online Unmoderated	$9-18	n/a	n/a
Intercept Survey	Online Unmoderated	$15 (10min or less)	n/a	n/a
User Inclusive Design Studio	In-person, Moderated at a LegalShield office	n/a	n/a	$150/$250

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