

[m]asterclass

Effective research reports

How do you share your research findings in an effective manner?

During this training, participants will learn the most effective and actionable ways of presenting research results. They learn how to formulate practical insights in a way that makes stakeholders interested and engaged. During the training, we will discuss numerous good examples, learn best practices, use templates, and discuss the most common mistakes in reporting using real-life examples.

Masterclass is a 4-hour, intensive online workshop that is a deep dive into a specific issue related to creating digital products. It is designed for professionals already working in the field who want to expand their skills.

After the masterclass, the participants will:

- learn to choose the appropriate report formula for the purpose and type of research, business context, and capabilities of the research team
- learn to present conclusions that will be difficult to oppose
- discover which reporting errors to avoid through real examples
- get to know the structure of a written report along with the proportions of individual elements
- practice describing conclusions in a concise, practical, and attractive manner
- practice formulating insights that intrigue, engage, and encourage actions
- find out what short forms can replace long reports that no one reads
- learn best practices for one-pagers

Trainer



Iga Mościchowska

For over a dozen years, she has promoted the idea of user-centered design. She is a designer, researcher, and facilitator, as well as the founder of the postgraduate studies in UX & Product Design at AGH, and the co-author of the bestselling textbook "Research as the Basis of User Experience Design." Over the years, she has run a design and research studio working for clients such as eBay, Canal+, and KGHM. Her experience was recognized by Google, which invited her to be a mentor in the Google for Startup Accelerator program.

[REP] Effective research reports

Training program

Duration: 4 hours (on-line, live)

- Strengths and weaknesses of 8 types of research results reporting
- Choosing the right type of report for the context
- The observation – conclusion – recommendation structure
- Typical errors in reporting research results
- Structure of a research report
- Formulating insights from qualitative research
- Promoting insights within the organization
- Best practices for one-pagers
- Creating one-pagers from usability tests
- Good examples and templates of reports

Who is it for?

- UX Researchers - will learn new reporting forms to better reach stakeholders
- Designers - will practice formulating conclusions and creating practical insights
- Product Managers - will learn how to present research findings to stakeholders more quickly and effectively

Contact us!



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