

## [m]asterclass

# Atomic UX Research

How to combine the results of qualitative and quantitative research?

Learn the basics of the Atomic UX Research framework. This fresh approach to conducting research allows for the effective integration of multiple data sources and knowledge, from qualitative and quantitative studies to any other information sources relevant to your product. The workshops are conducted using real, practical examples. The training materials have been developed based on the trainers' contact with the creator of Atomic UX Research, Daniel Pidcock, and pioneers working with this method in businesses around the world.

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 how to combine research findings from various knowledge sources into coherent, useful conclusions
- find out where to acquire knowledge that will help them create a better digital product
- learn how to store research knowledge so that it is easily accessible in the future
- get to know the format of a data nugget, that allows describing and uniformizing observations from various data sources
- practice formulating conclusions based on observations from various data sources.
- learn how to implement Atomic UX Research in their organization and what to watch out for during this implementation

## Trainer



## Michał Witkowski

Psychologist and data analyst. One of the pioneers of product analytics, working in the field since 2014. He combines mathematical skills with psychological knowledge. He has built analytical teams in three product companies, managed a team of product analysts at Zendesk, and designed and implemented from scratch a survey system for measuring user satisfaction at Onet. Consulting analytics solutions for many companies, including Canal+, Booksy, and ING. Lectures at universities and speaks at conferences, teaching how to use quantitative data to create better digital products.

## [ATR] Atomic UX Research

# Training agenda

Duration: 4 hours (on-line, live)

- Assumptions of Atomic UX Research
- Selecting data sources for the research problem
- Creating and recording data nuggets
- Conducting reasoning based on data nuggets
- Formulating recommendations
- Tools available for conducting Atomic UX Research
- Examples of implementations and known issues of Atomic UX Research

### Who is it for?

- UX Researchers - will learn how to effectively document and manage research findings.
- Data Analysts - will learn how to use qualitative data to do better quantitative analyses.
- Product Managers - will select the best available knowledge sources for decision-making
- C-level Executives - will discover a modern approach to data and knowledge management in an organization

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## Contact us!



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