Webinar Recap: Top 10 User Research Secrets for Product Managers

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As a product manager, you likely spend significant amounts of time trying to figure out the best ways to improve in the areas of user research, understand your market and finding the magic zone of business, technical and user research overlap.

To help you in these areas, our friends at Macadamian Technologies put together a great webinar. Hosted by Lorraine Chapman, Macadamian's Director of User Experience Research, the presentation took us through 10 important tips on user research that a product manager should be leveraging.

- You can find the webinar here: MP4 or Flash
- The slide deck is here: PDF

One of the most interesting things from the webinar is the fact that people think they need hundreds of customers to get any meaningful research done. The truth is with a focus group of 8 to 10 people, you can obtain 90-95% of user experience issues with your product. And as product managers, obtaining a group that size is *very* doable, and hence a necessity if we truly want to be market driven successful leaders.

Once you do that research, FeaturePlan can help you centralize this information in one place, collaborate with others on your team, and link back the product decisions, features and requirements to the market research that justified it. Powerful, strategic and compelling tools for today's modern product manager. If you're interested in finding out more, contact us for a live demo today.

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