

Top 10 User Research Secrets for Product Managers

Posted on May 24, 2013, Posted by [Catherine Constantinides](#) Category [Product Management](#)

About the Webinar:

Product managers and executives are responsible for being in tune with the market as well as with the people who actually use their products and services in the real world. Unfortunately, what customers say they want and what they really need can be very different. Getting to the truth can be difficult, but knowing the secrets to performing and interpreting user research can help you drive user adoption and success in the market.

In this webinar, Macadamian's Director of User Research, Lorraine Chapman will reveal the secrets of effective research uncovered during successful projects in her 12+ years of experience in the field.

About the Presenters:

Lorraine Chapman is a management and User Experience Research professional at Macadamian Technologies. In addition to her role as Director of User Experience Research, Ms. Chapman has provided a broad range of clients (within the Healthcare, Telecommunications, Government, and Finance sectors) with strategic direction on business, product and customer issues. This experience includes product value analysis, user requirements research (both qualitative and quantitative) and usability analysis/evaluation of websites, services (eCommerce and eBusiness), applications, software, hardware and documentation.

With 15+ years in the high tech sector, including 12+ years of user research, usability, and product management and providing strategic direction to clients on UX and business issues related to the overall user experience of their product. She Manages planning, designing, conducting, and reporting on wide variety of user research activities, including usability testing and ethnographic studies and is committed to delivering exceptional user experience and customer research projects focused on delivering customer value and customer loyalty.

You can download the audio version or view the full presentation here: <http://grandview.research.com/2012/219-top-10-user-research-secrets-for-product-managers.html>

Tags: