

Mapping research value – a 3-level framework

Level	Impact question	Metric examples	Process
Outcome	Business value Is research driving revenue, retention and savings?	• # return visitors • # order value • Customer satisfaction (e.g. NPS, CSAT)	Business User Societal value
	User value Is research driving the user experience?	• Task success rate • # user errors • User satisfaction (e.g. SUS, SUPR-Q)	
	Societal value Is research contributing to a more ethical, inclusive and sustainable society?	• # product changes that improve accessibility, safety, or inclusion • Change in accessibility score or compliance level (e.g. WCAG) • Societal impact rating (e.g. survey)	
Organisational influence	Decision making Is research shaping key decisions?	• # product changes based on research • # portfolio changes based on research • # references to research insights	Business decisions
	Research engagement Is research building a learning culture across all roles?	• # research requests • # observers at a usability test • Stakeholder satisfaction scores	
The UXR practice	Research operations Is research supported by resources, structure and tools?	• # dedicated researchers per team • Availability of research procedures • Availability of templates	Research output
	Research activities Is research happening consistently and at scale?	• # studies per year • Methods used • Ratio discovery research / testing	