

# Setting Up an Effective, Flexible Taxonomy for UX Research

## About taxonomies and research repositories

- A good taxonomy is the foundation of an effective research repository.
- A taxonomy is a system of categorizing raw research data like interview study notes or statements from participants. This is typically done using a robust set of tags. In addition you can also organize research data and make it findable with other types of contextual information—for example, categorizing by participants.
- A research repository with an effective taxonomy supports synthesis and extends the reach and value of research beyond **the scope of a specific study**.
- A great taxonomy makes it easy to surface existing research data, enabling teams to uncover new insights from past studies and to make more confident, evidence-based decisions.

## Principles to guide the process of finding your unique taxonomy

- Taxonomies are like living, breathing organisms and will change over time.
- Start with the end user.
- Understand your organization's needs.
- Make the process more manageable by using collector tags.
- Use multiple tags to make information easier to find.



## Taxonomy Examples

### Example 1:

A growing software company that gets a large share of their research data from user feedback and from sales or customer support.

Category	Feature requests	Issues	Product evaluation
Tags	<ul style="list-style-type: none"><li>• Feature request</li><li>• Mobile app</li><li>• Presentation export</li><li>• Dark mode</li></ul>	<ul style="list-style-type: none"><li>• Pain point</li><li>• Usability issue</li><li>• Bug</li><li>• Exporting is difficult</li><li>• Visual design</li></ul>	<ul style="list-style-type: none"><li>• Product questions</li><li>• Attraction</li><li>• Current problem</li><li>• Existing habit</li></ul>

### Example 2:

A large SaaS software company that relies on both proactive user research and feedback through sales and support. Their platform offers solutions for multiple use cases.

Category	Procurement	Cross-platform features	Reporting
Tags	<ul style="list-style-type: none"><li>• Dependencies</li><li>• Supply chains</li><li>• Sustainability</li><li>• Currency fluctuations</li></ul>	<ul style="list-style-type: none"><li>• Bulk edit</li><li>• Accessibility</li><li>• Sort by</li><li>• Add new items</li><li>• Graphs</li></ul>	<ul style="list-style-type: none"><li>• Visualization</li><li>• Time pressure</li><li>• Stakeholder needs</li><li>• Guidelines</li></ul>



## Tags and Categories

Every organization is different, so every taxonomy will be different. Here are some questions to ask yourself when getting started with your taxonomy:

<b>End User</b>	<ul style="list-style-type: none"><li>• Who are the users of the taxonomy? [not necessarily identical to the users of your repository as there are other ways to let people find information]</li><li>• Who will need to find/access what kinds of information? [designers in product discovery, customer success when performing analysis...]</li><li>• What questions do you frequently hear from stakeholders?</li><li>• What organization- or team-specific vocabulary might shape how people look for information?</li></ul>
<b>Products &amp; Services</b>	<ul style="list-style-type: none"><li>• What are the main use cases of your product?</li><li>• What are the main features / products?</li><li>• What does a typical user journey look like?</li><li>• What are the stages of your customer journey? [Comparing Options, Trial, Subscription, Churn]</li><li>• How do prospects evaluate your product/service? [Problems/Attractions with current product, anxiety of change, ...]</li></ul>
<b>Content</b> (existing data and desired output)	<ul style="list-style-type: none"><li>• What kind of information will be tagged? [active research studies, incoming feedback, notes from sales conversations...]</li><li>• When the user interview conversations deviate from the key research questions, what do participants talk about? [navigation of a product, visual appearance, daily life...]</li><li>• What do people speak and ask about in customer calls? [problems, understanding issues, feedback, requested features, competition...]</li><li>• What kind of metadata would help users find the data they need? [participant demographics, research method, date of information]</li></ul>

## Want to learn more?

- [How to develop the right taxonomy for your UX research repository](#)
- [What a UX Research Repository can do for you](#)
- [How to Track the Impact of Your UX Research](#)
- [How to Organize, Automate, and Tidy Up your User Research](#)



### About User Interviews:

**User Interviews** is the fastest, easiest way to recruit and manage participants for research. [Source from our pool of over 1M participants](#) to reach nearly any target audience, or use the [Research Hub CRM](#) to save time on research with your own users. Our tools make sourcing, screening, scheduling, messaging, incentive payouts, and (nearly) all aspects of research recruiting simpler.

### About Condens

**Condens** is a leading user research repository tool. Made for collaboration, Condens makes it easy to store, tag, analyze, and share research insights with your team. [Try Condens for 15 days for free.](#)