Desk research cheat sheet

Desk research without an existing service

Existing UR

- About users of DfE services for schools user insights library
- #user_research Slack channel
- User research manual – this contains everything you need to know about user research at DfE, including links to existing research and resources

Events that users attend

- Eventbrite
- Conferences
- Events run by policy teams

Search data

- Google predictive search and related questions
- Google Trends
- Answer the public

Forums and social

- Niche forums on subject topics
- LinkedIn
- Mumsnet

Existing guidance and services

- Gov.uk guidance from similar services.
- Speak to teams working on similar projects.
- Non-gov.uk guidance and services for gap analysis.

Helpline calls

- Digicomms can provide data on calls to the DfE helpline. You can access data through IRIS.

Desk research for an existing service

Content data insights

- Content data insights from Digicomms offers top level site analytics data and includes users' on-page feedback.

Google analytics

- The Customer Analysis Research and Briefing Team can provide GA reports.
- Onsite searches if the page you are looking up has a search box.
- Offsite searches for search terms users enter to get to the page you are looking at.