Field Study Findings

A modern, versatile Beamer theme

Sofia Ruiz

User Research

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Overview

Method

Findings

Method

How we ran the study

- 14 participants, 45-minute sessions, remote
- Task-based interview followed by a short survey
- Recruited from three customer segments

Findings

What stood out

Theme	Mentions
Setup is confusing	9/14
Wants export to CSV	7/14
Happy with support	11/14

Recommendations

Now

- Rewrite the setup wizard copy
- Add CSV export to the reports page

Later

- Guided onboarding checklist
- In-app search for settings

Full report attached