



***APPLIED AI IN CX&UX RESEARCH AND BEYOND***

***SEBASTIAN SYPEREK, MAY 21, 2026***

***Sebastian.Syperek@CX-fit.com***

# AGENDA

- MRX VS. CX VS. UX
- QUANT UX RESEARCH
- AI-SUPPORTED DRIVER ANALYSIS
- PREDICTING CX SCORES BY OPEN-ENDED TEXT INPUT (USING AI)
- VIBE-CODED PERSONAL MAXDIFF

# INTRODUCTION SEBASTIAN

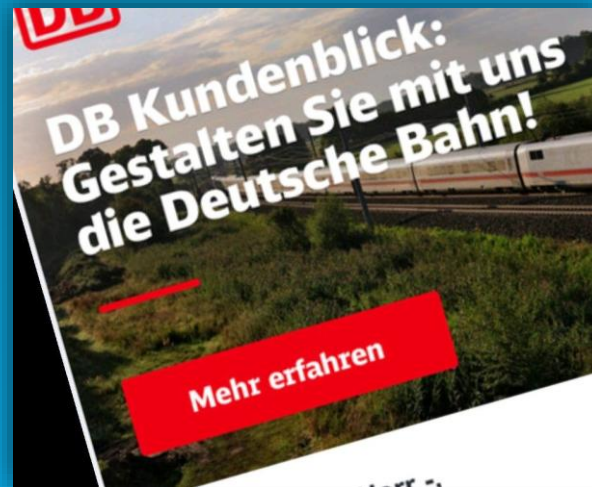


- 49 years old
- Married, 1 child, living near Frankfurt / Germany
- Licensed psychologist (“Diploma”) (2003)
- Career highlights:
  - Ipsos
  - eBay
  - Deutsche Telekom / T-Mobile
  - Daimler / car2go
  - Deutsche Bahn / German railways company
  - Kaiser X Labs / Allianz insurance
- Special professional interests:  
Quantitative Market, CX, and UX research
- Co-founder of the CXEinfachMachen.de podcast  
(in German language, sorry 😊)
- Personal interests: Personal growth topics, fitness, music, chess, finance, travel

# 2026 = 25 YEARS (MARKET/UX) RESEARCH ANNIVERSARY

Stumbled into it by chance ... happy to stay!

Any airplane is off track almost all the time but it will arrive at its destination



# THE USER EXPERIENCE COMPANY OF ALLIANZ

User Experience builds the core of our services, applied throughout the entire value chain of developing digital applications, products, and services. We generate insights that meet user needs and expectations to build greater products. Applying this in the corporate product environment, we use agile methodologies to build and consult at scale.

## 01 — CX/UX RESEARCH

Employing qualitative and quantitative methods across problem and solution space to inform design and product development. Collecting and analyzing insights that shape products and service strategies. Enabling customer- and user-centricity through collaborating within agile teams.

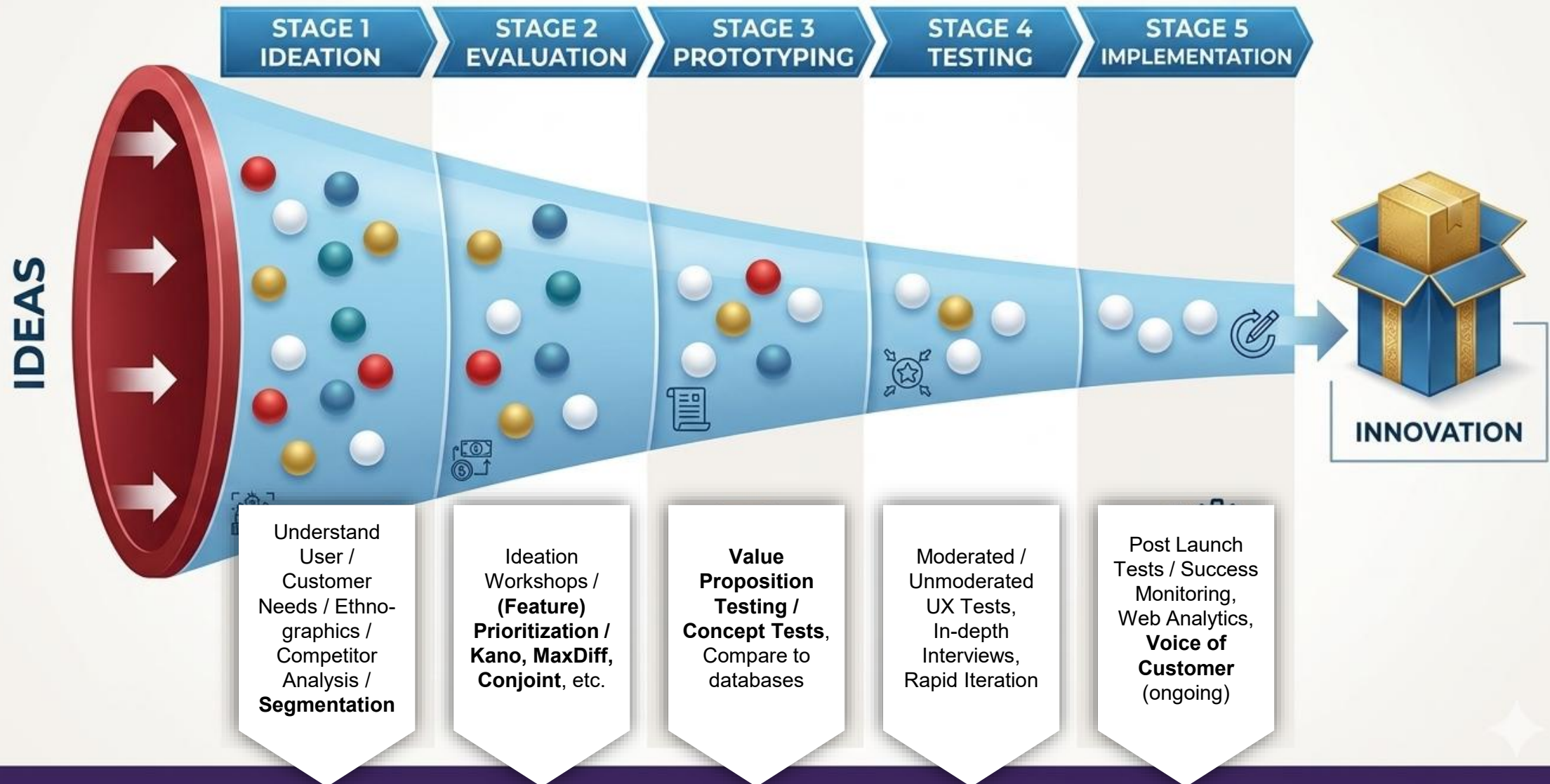
## 02 — RESEARCH OPERATIONS

Partnering with local and global teams and stakeholders alike to shape the organizational infrastructure for continuous research.

## 03 — PRODUCT & SERVICE STRATEGY

Enabling teams to develop concepts for product- and service strategies by leveraging insights which translate into realistic, tangible solutions.

# ACTIVITIES FOLLOWING THE „INNO FUNNEL“



**MARKET  
RESEARCH**

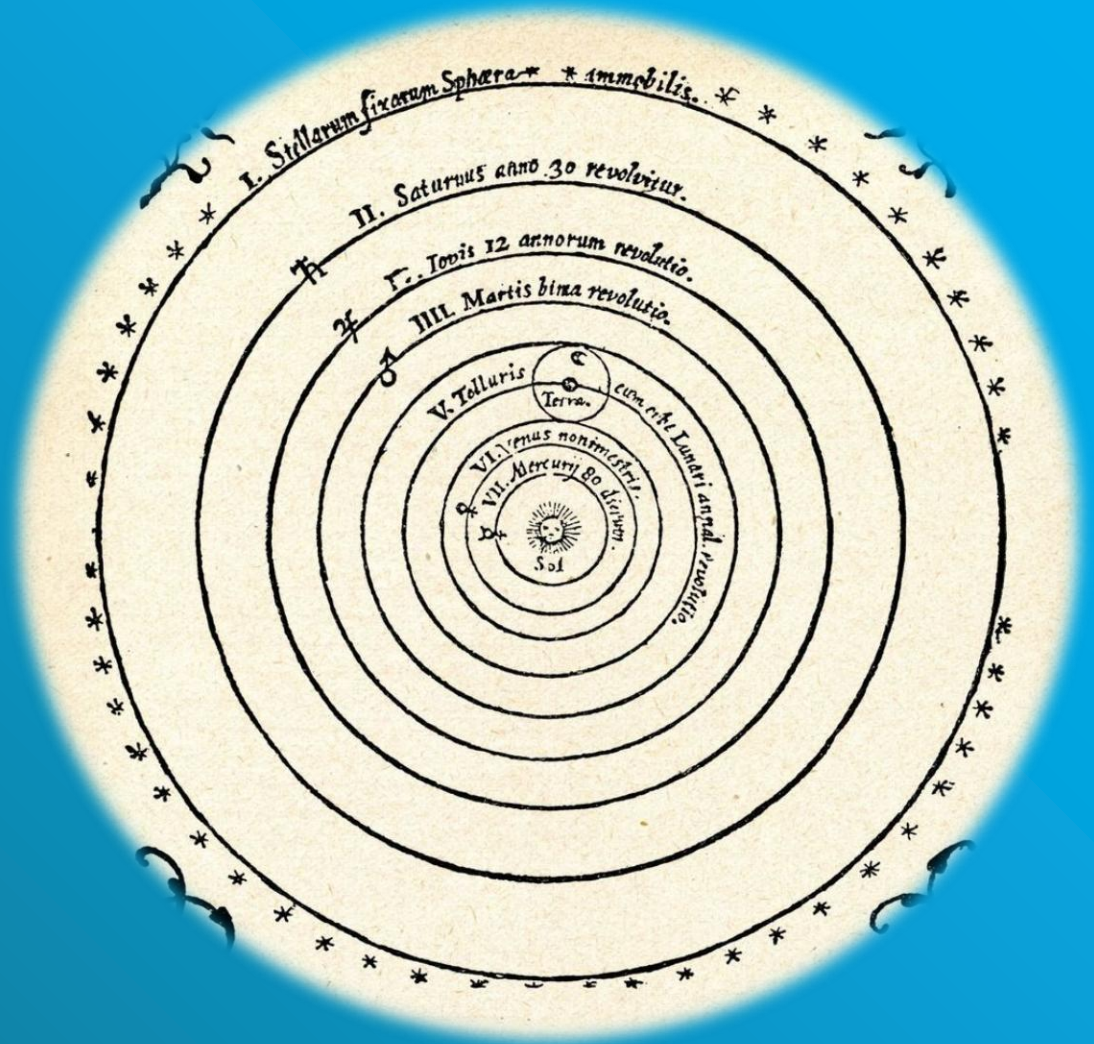
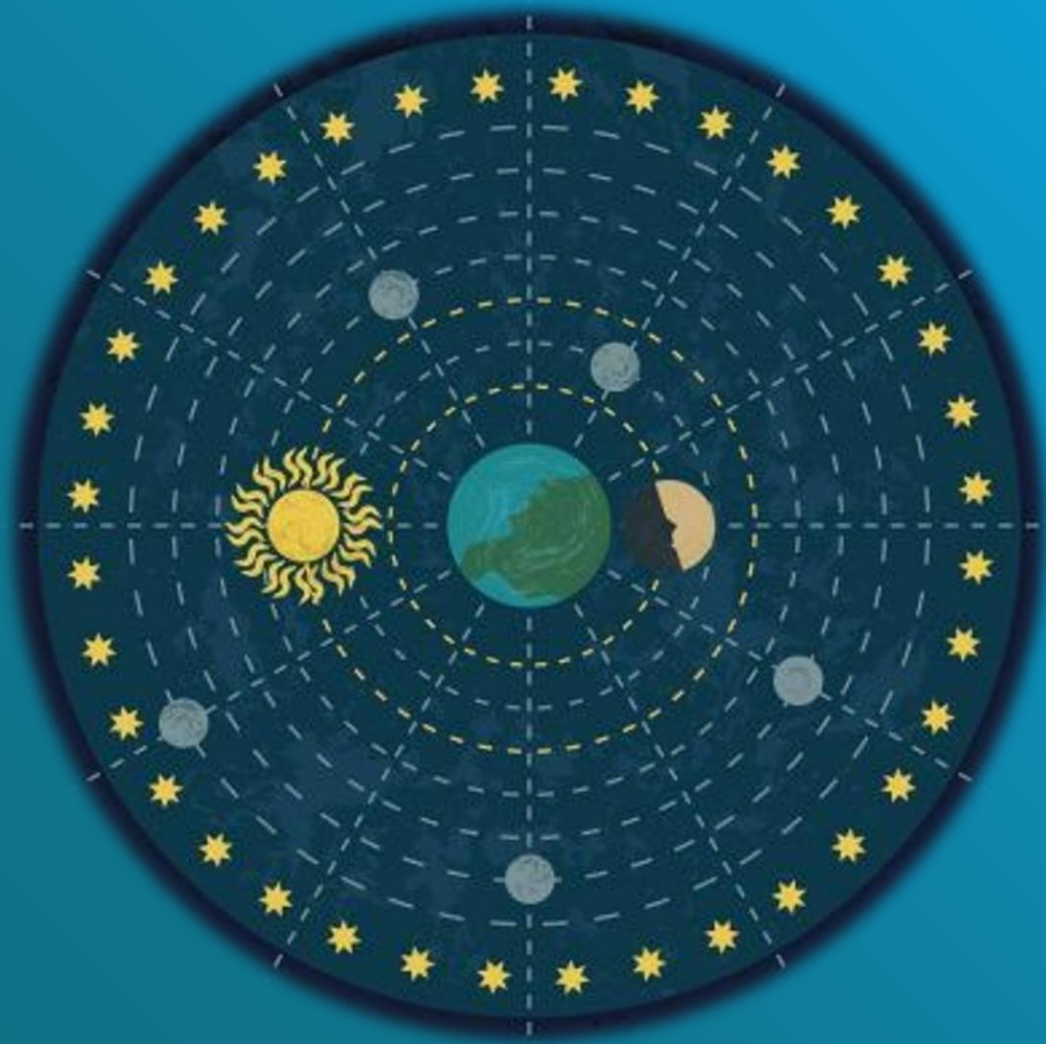


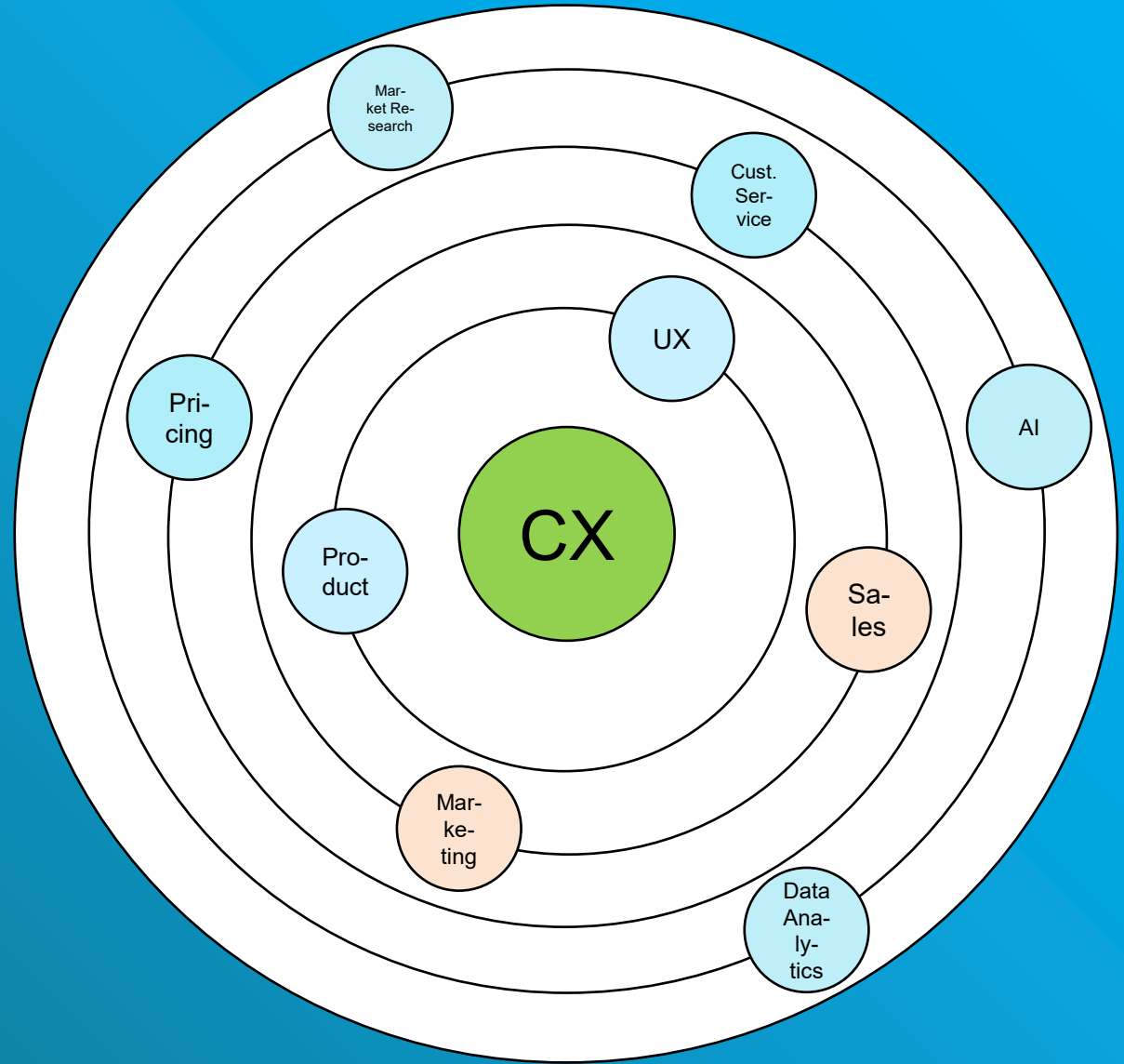
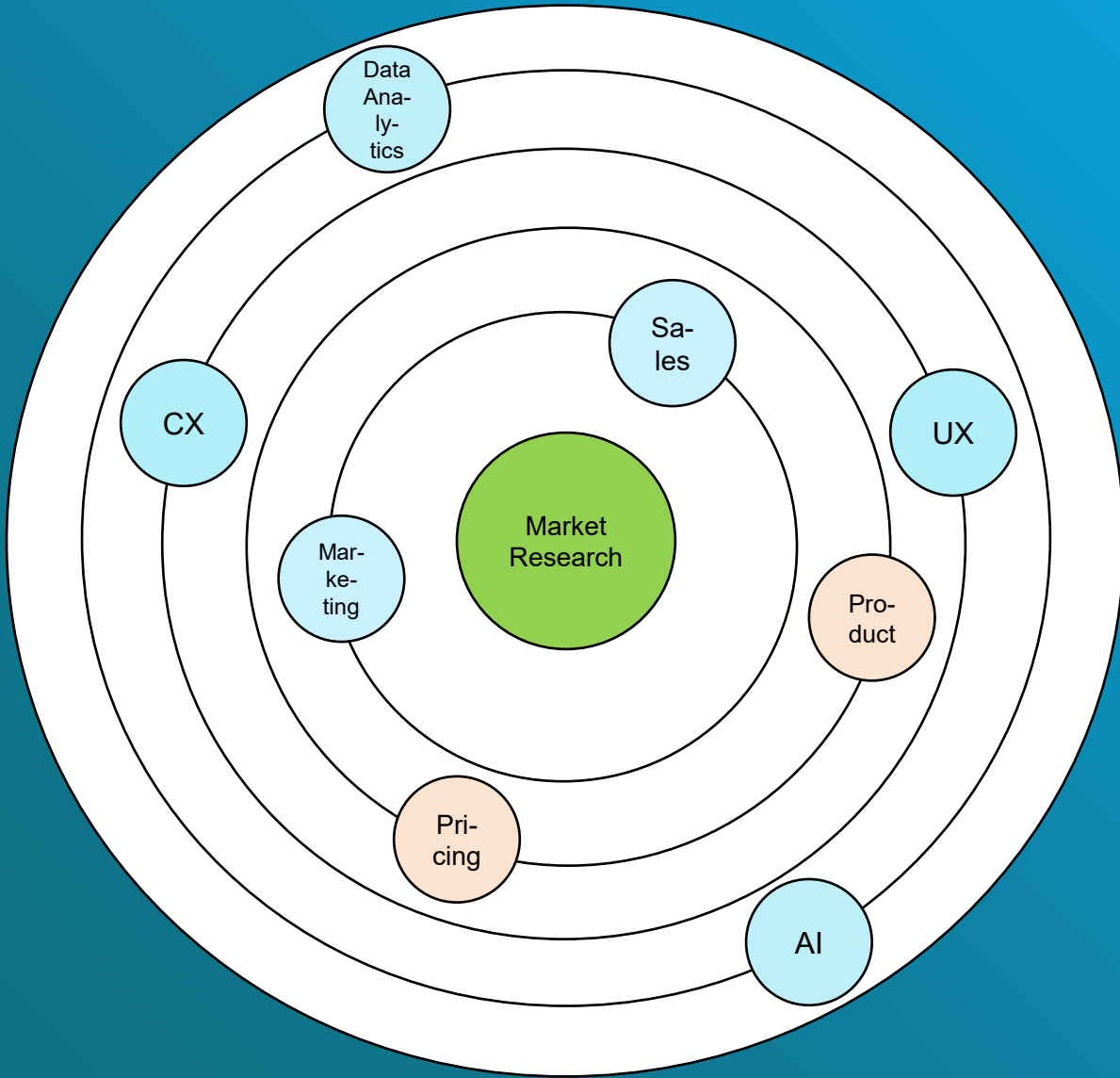
**UX  
RESEARCH**



# **MRX, UX, CX, ... WHAT IS THE LEADING SYSTEM?**



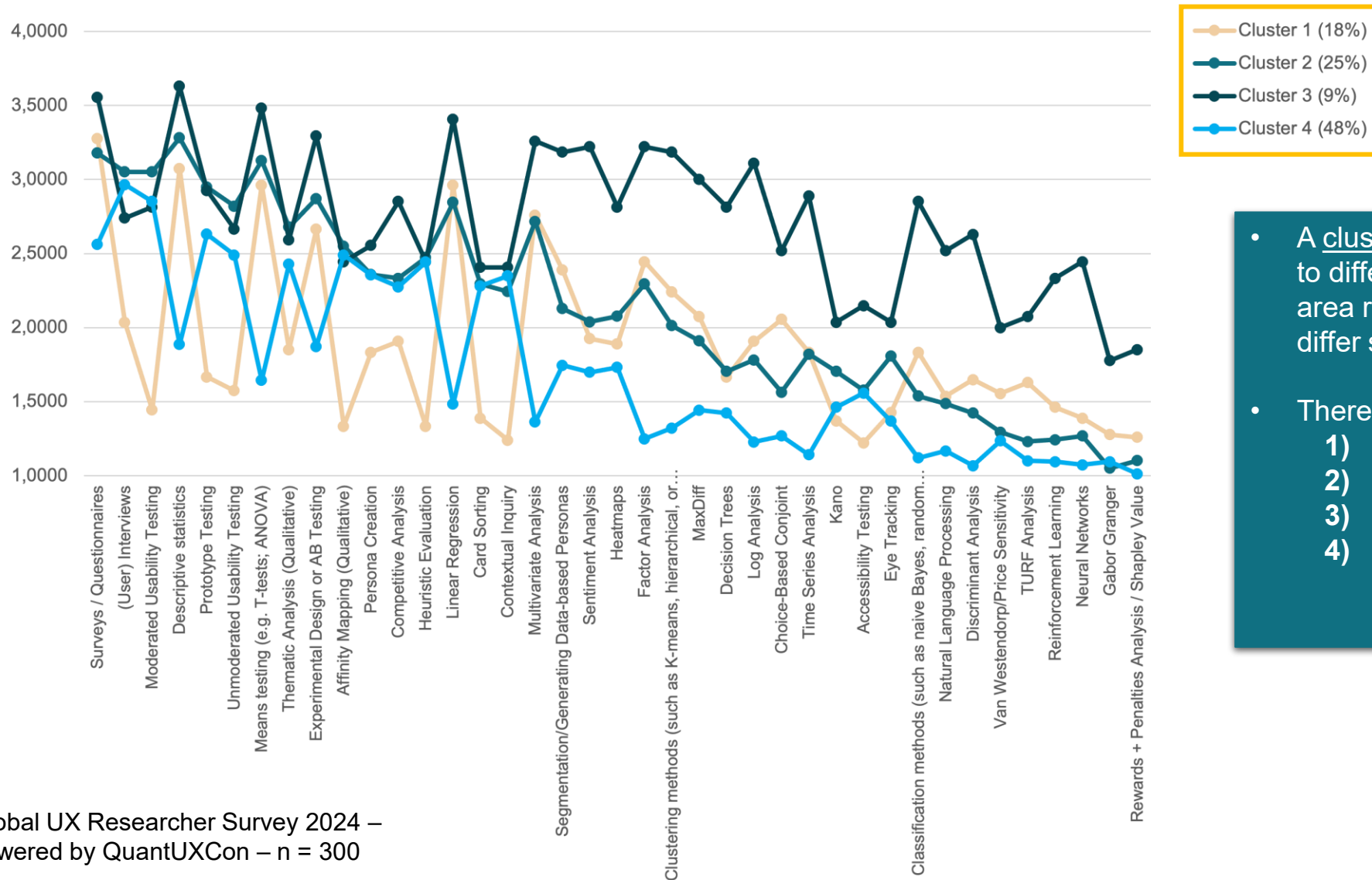




# ONE OF MY GOALS IS TO DRIVE QUANTITATIVE UX RESEARCH. SO I WANTED TO LEARN MORE..

- Method: Online Survey, including a MaxDiff (using Sawtooth Discover)
- Sample source: Quant UX Con mailing list & LinkedIn contacts
- Sample size: n = 308
- Fieldwork: February 25th to March 25th, 2024
- Global Survey (most respondents from United States, Germany, UK, Canada – rest from all over the globe)
- Topics: Affinity towards Quant UX Research, Quant UXR learning fields, target group characteristics
- Co-authors: Maria Cipollone, Chris Chapman

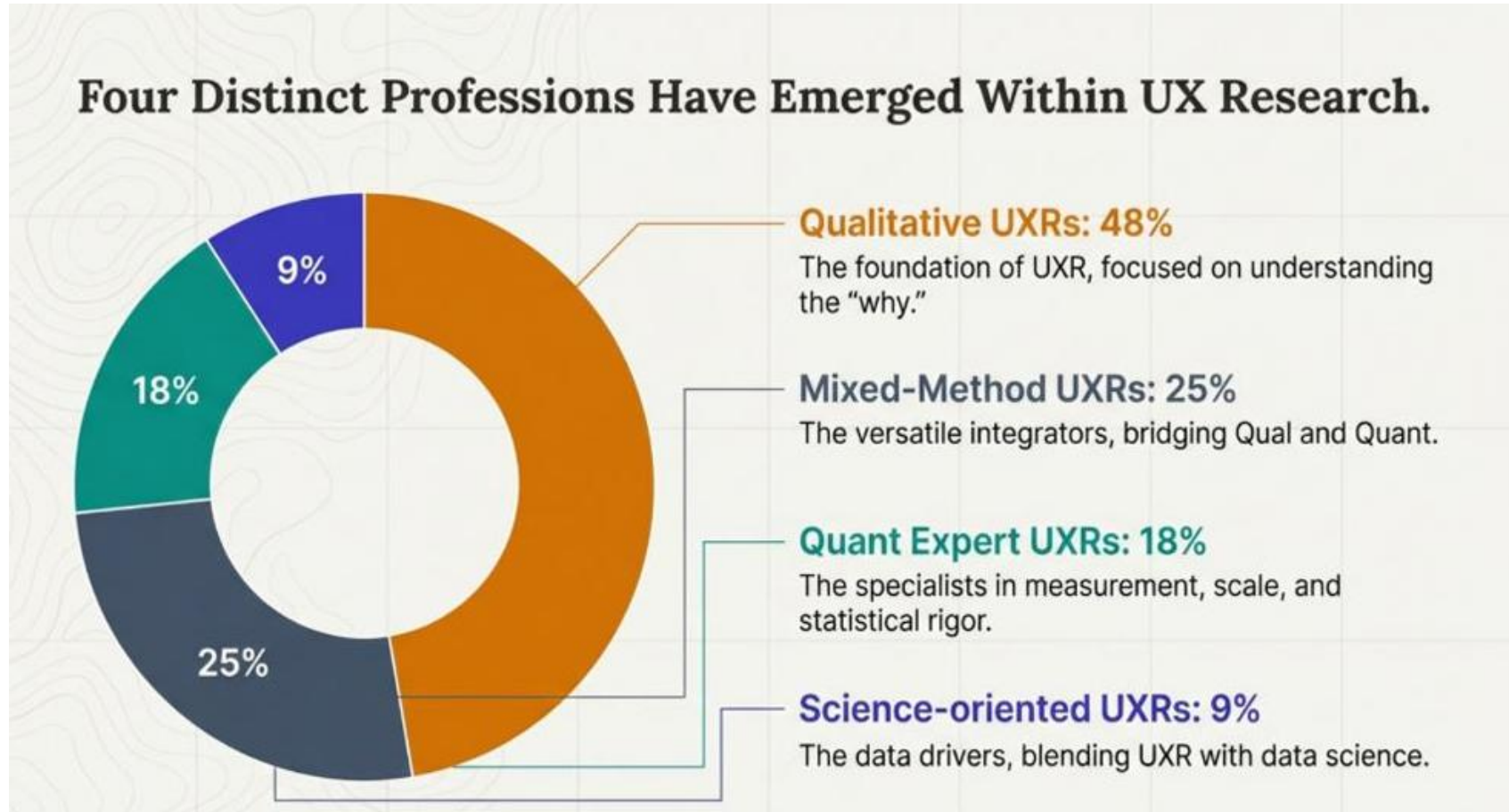
# CLUSTERING BASED ON SKILLS – 4 TYPES OF UX RESEARCHERS



- A cluster analysis (K-means) according to different skills in the Quant and Qual area reveals 4 distinct segments that differ significantly in their skills patterns:
- There are ...
  - 1) **Quant Expert UXRs (18%)**
  - 2) **Multi-Method UXRs (25%)**
  - 3) **Science-oriented UXRs (9%)**
  - 4) **Qualitative UXRs with Quant learning potential (48%)**



# ONE OF MY GOALS IS TO DRIVE QUANTITATIVE UX RESEARCH. SO I WANTED TO LEARN MORE..



# TYPE I

## Profile: The **Qualitative UXR** (48%)



- **Identity:** The bedrock of the profession, with 93% identifying as a “Qualitative UXR.”
- **Core Methods:** Deeply focused on User Interviews (93%) and Usability Testing (93%). They are less involved in and more likely to outsource other research types.
- **The Challenge:** Report the lowest organizational UX maturity and express a strong desire to develop Quant skills. They “do not have a skill level worth mentioning for any of the [statistical] tools.”

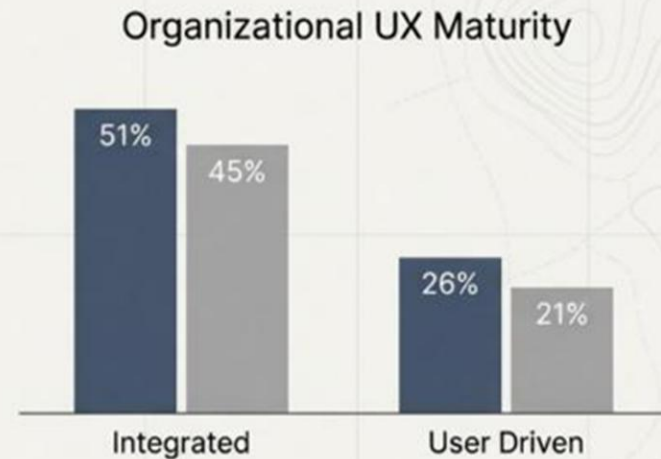
*“As a researcher who’s background is in Qual, I wish I had known that the future was moving towards mixed methods. I feel behind and am not sure how to catch up.”*

# TYPE 2

## Profile: The **Mixed-Method UXR** (25%)



- **Identity:** Self-identify as “Mixed Methods UXR” (87%). They see themselves as the bridge.
- **Impact:** Their organizations report the highest degree of UX maturity.
- **Expertise:** Proficient in both Qual and Quant. Tool expertise is centered on SPSS and, to a lesser extent, R.



*“Future of UXR includes a trajectory towards mixed methods...teams are leaner and we all have to solve the right problems together and don't have the luxury of specializing.”*

# TYPE 3

## Profile: The **Quant Expert UXR (18%)**



**Identity:** Most likely to identify as a 'Market Researcher' (43%) or 'Quantitative UXR' (56%). Strong roots outside of traditional UX.

**Core Methods:** Go beyond typical UXR tasks. Focus on Customer Satisfaction (CSAT) Research (78%), Pricing Research (50%), and Brand Research (50%). Also heavily involved in Advertising Research (35% in-house).

**Expertise:** Possess versatile expertise in statistical tools and languages, with a notable proficiency in SPSS, R, SQL, and Python.

*"I believe the future will stratify the discipline into Data Science and UX researcher roles."*

# TYPE 4

## Profile: The **Science-Oriented UXR** (9%)



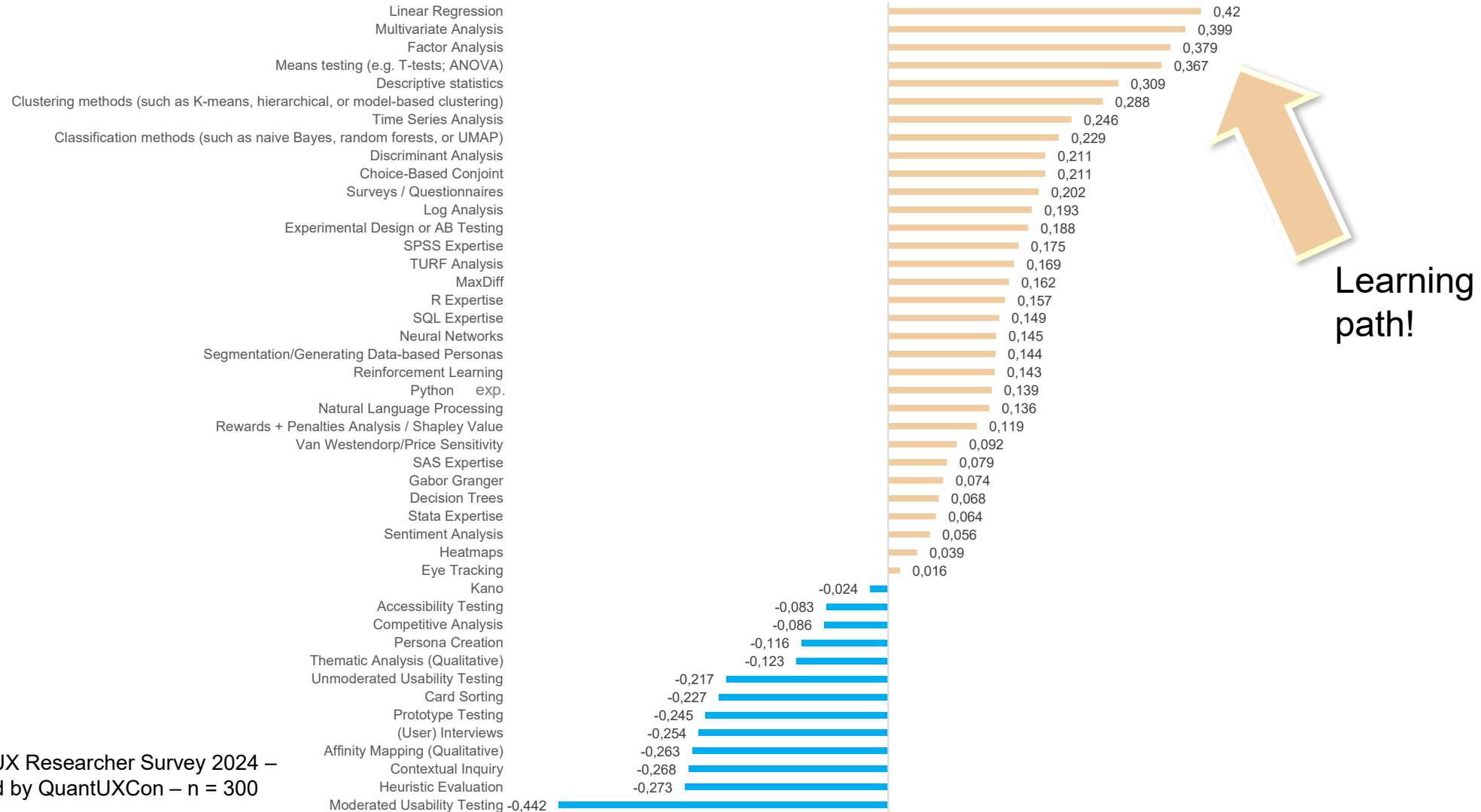
**Identity:** See their role as an extension of data science applied to user understanding.

**Expertise:** Characterized by special expertise in SPSS, SQL, and Stata. They have an above-average skill level in most technical tools.

**Software Usage:** Highest relative usage of ChatGPT (85%) and Looker (19%), suggesting a focus on AI and data visualization platforms.

*"Blending basic UX research with advanced Data Science. Quant UXRs should be the most proactive Data Scientists in a company."*

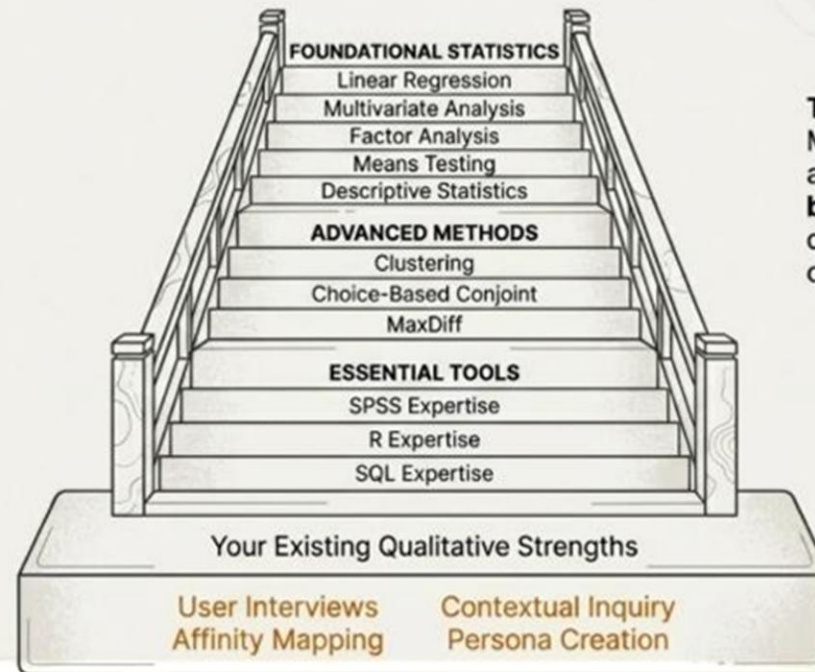
# Discriminant Analysis: What separates a Quant Expert UXR from a Qualitative UXR with Quant learning potential?



# ALTERNATIVE VISUALIZATION OF THE „QUANT LEARNING PATH“:

## The Bridge to Quant: A Learning Path Revealed by Data.

Discriminant analysis shows the exact skills that differentiate Quant Experts from Qualitative UXRs.

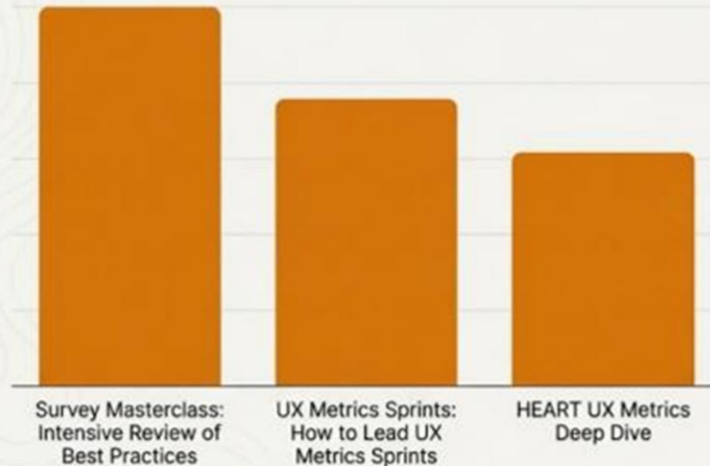


**The path is not random.** Master these specific analytical skills to build a **bridge** from your qualitative expertise to quantitative proficiency.

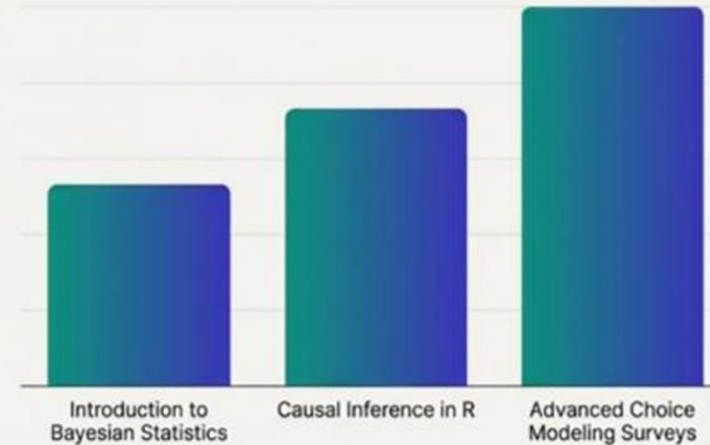
# THERE ARE SPECIFIC TRAINING NEEDS FOR THE DIFFERENT SEGMENTS:

## Researchers Are Seeking Specific Training to Build Their Quant Skills.

For Aspiring Quant UXRs  
(Qualitative group)



For Advanced Practitioners  
(Quant Experts & Science-Oriented)



Your learning journey can begin with practical courses. Qualitative researchers should focus on mastering surveys and metrics, while experts can deepen their knowledge of advanced modeling.

# FOUR DIFFERENT VIEWS ON WHAT QUANT UXR IS / COULD BE FOR THEM:

## Voices from the New World: How Each Archetype Sees the Future.



### Quant Expert

"Would love to see more integration of UX and marketing research roles – I currently do both and find that they share a lot in common and are complementary to each other."

### Mixed-Method



"Senior leadership tends to overvalue quantitative methods and data... It's important to pair this work with Qual too and different skills are required depending on the maturity of the product."



### Science-Oriented

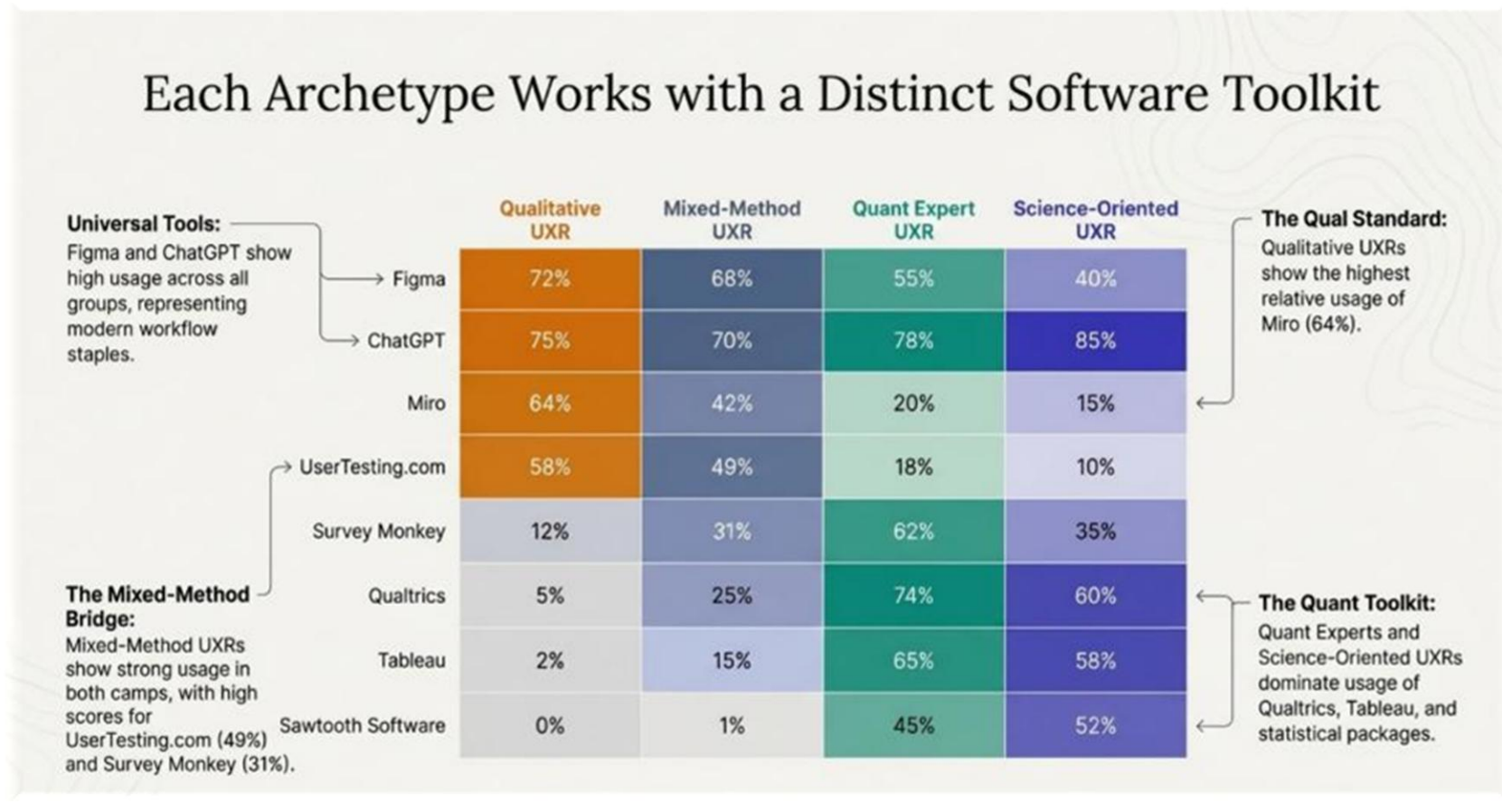
"It's just Data Science but for product / design initiatives with some overlap into survey science."

### Qualitative



"My organization is very mature in Qualitative UX research but very immature in Quant. There's definitely an interest among our UX designers/researchers to learn more about Quant methods."

# THE STUDY NEEDS TO BE UPDATED. BUT AN UPDATE IS NOT SO EASY IN THE „AGE OF AI“.



**OPEN FEEDBACK CONTAINS  
LATENT QUANTITATIVE SIGNALS**



***USING CHATGPT FOR CODING & DRIVER ANALYSIS  
(BASED ON DATA FROM A  
MULTI-WAVE CUSTOMER EXPERIENCE STUDY)***

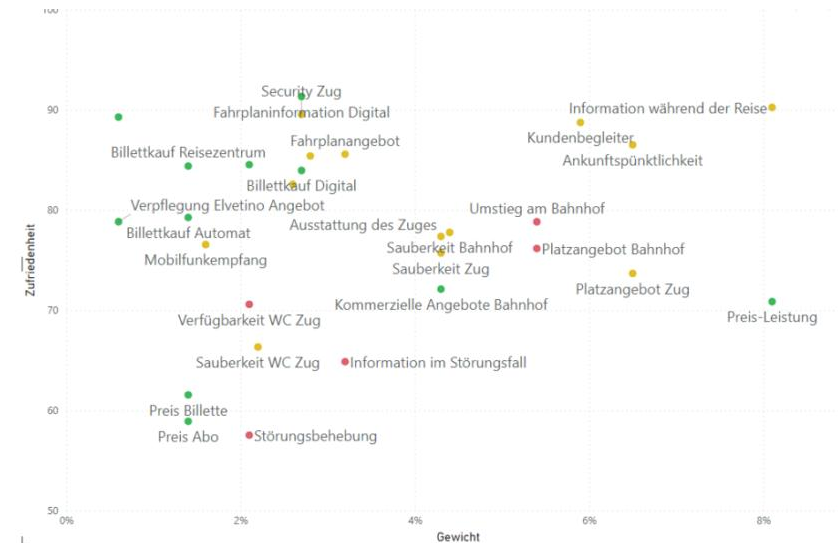


# THE TRADITIONAL APPROACH

- Customer surveys often include long batteries of satisfaction questions
- These increase survey length and respondent fatigue
- But customers already explain their experience in open feedback

Source: [mobimag.ch/sbb](https://mobimag.ch/sbb)

Gewichte und Zufriedenheit Items Kundenzufriedenheit, ytd 2023, Stand Oktober



# RESEARCH QUESTION

- Can two open-ended questions approximate a full satisfaction KPI battery?
- Open Questions Used:
  - What do you like about our service?
  - What could we improve?

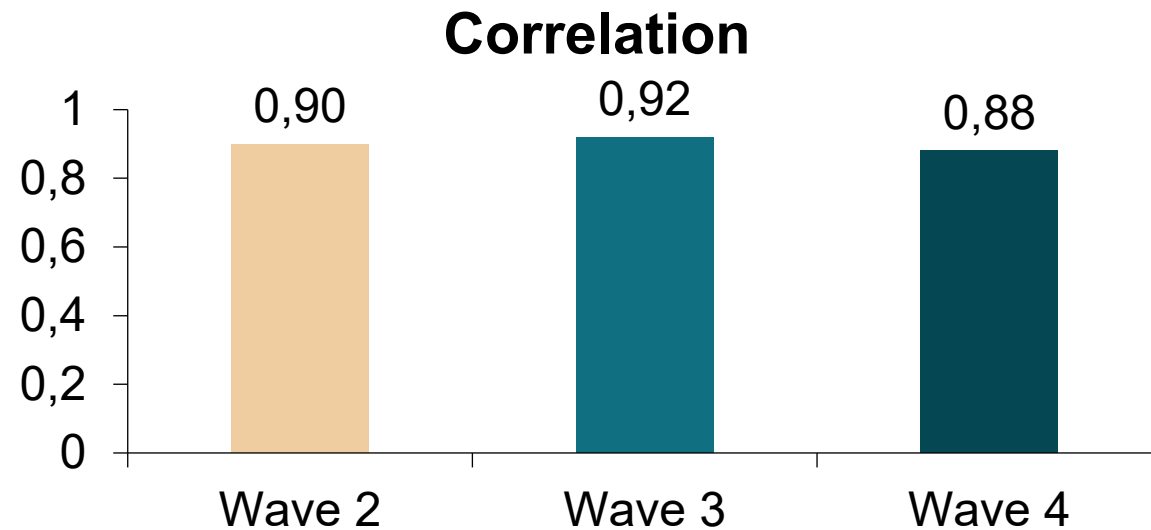


# METHODOLOGY

- Wave 1: Train regression models using coded open responses
- Open responses coded into binary topic indicators
- Models predict 15 satisfaction dimensions
  
- Waves 2 to 4 (5): Out-of-sample predictions using only open feedback



# PREDICTED VS REAL KPI STRUCTURE – CORRELATIONS



**Chris Chapman** · 1.

3 Wochen ...

R & UX author. Tech Community Zen organizer. Ex-Google, ...

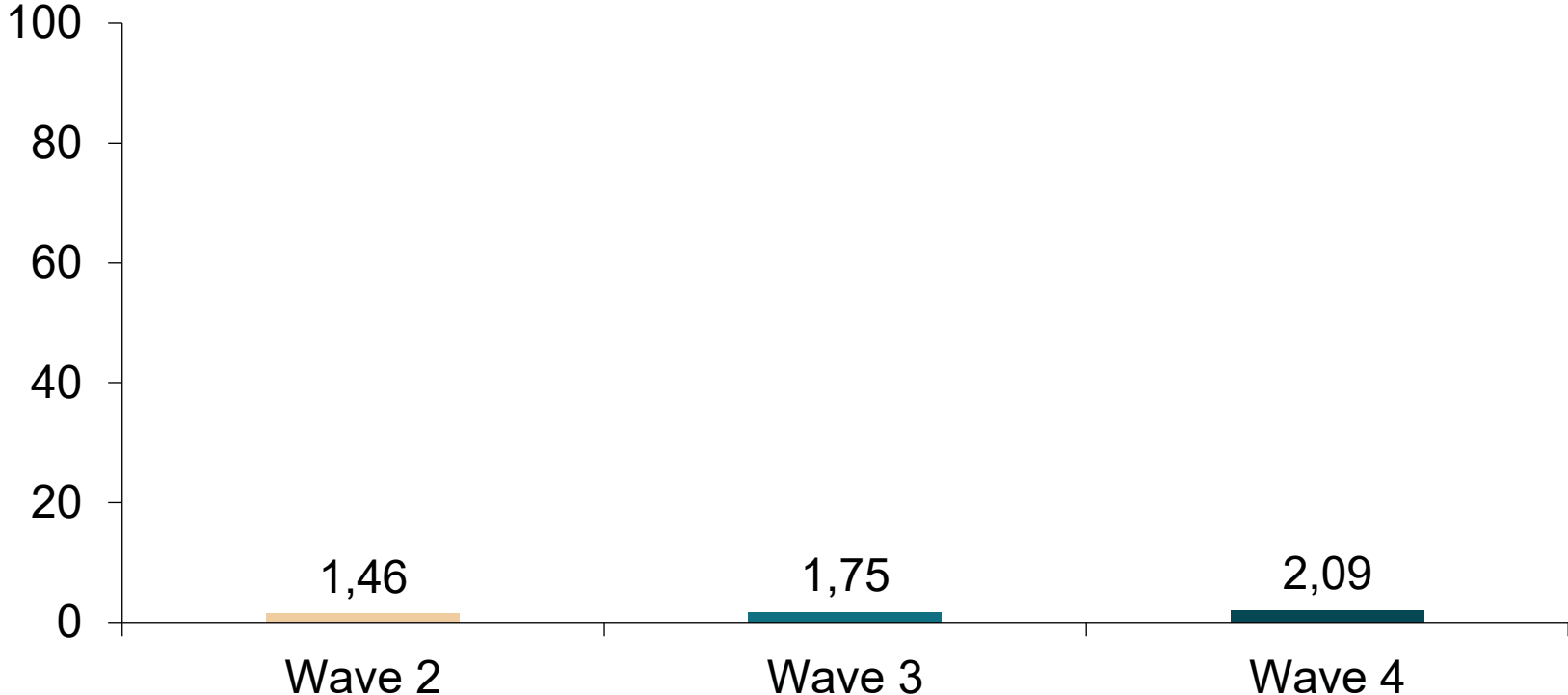
1. Not a comment directed to you [Sebastian!](#) ... but I'll note for readers that posts here are overwhelmingly likely here to be selected as success stories. I caution folks not to infer likelihood of general success from the rate of success posted on LinkedIn. (This is a variation of the old "file drawer" publication problem.)

2. A good comparison model could be traditional sentiment analysis using bag-of-words and an emotion dictionary, without LLMs. Those traditional models are somewhat limited compared to LLMs (which are akin to a near-infinite bag of words model) but they also have various offsetting advantages such as not hallucinating. I wonder about the net comparison.



# AVERAGE PREDICTION ERROR (0 - 100 SCALE)

Mean Absolute Error



**TWO OPEN QUESTIONS**

≈

**A 15-ITEM SATISFACTION BATTERY**



# WHY THE APPROACH WORKS

- Customers naturally explain their satisfaction in open feedback
- Open comments contain the drivers behind satisfaction scores
- Topic mentions act as predictors of structured KPIs



# IMPORTANT LIMITATION

- The model assumes stable survey structure and language patterns
- In Wave 5 the questionnaire order changed
- This structural change disrupted the prediction accuracy



**Constantine Papas, PhD**  • 1.

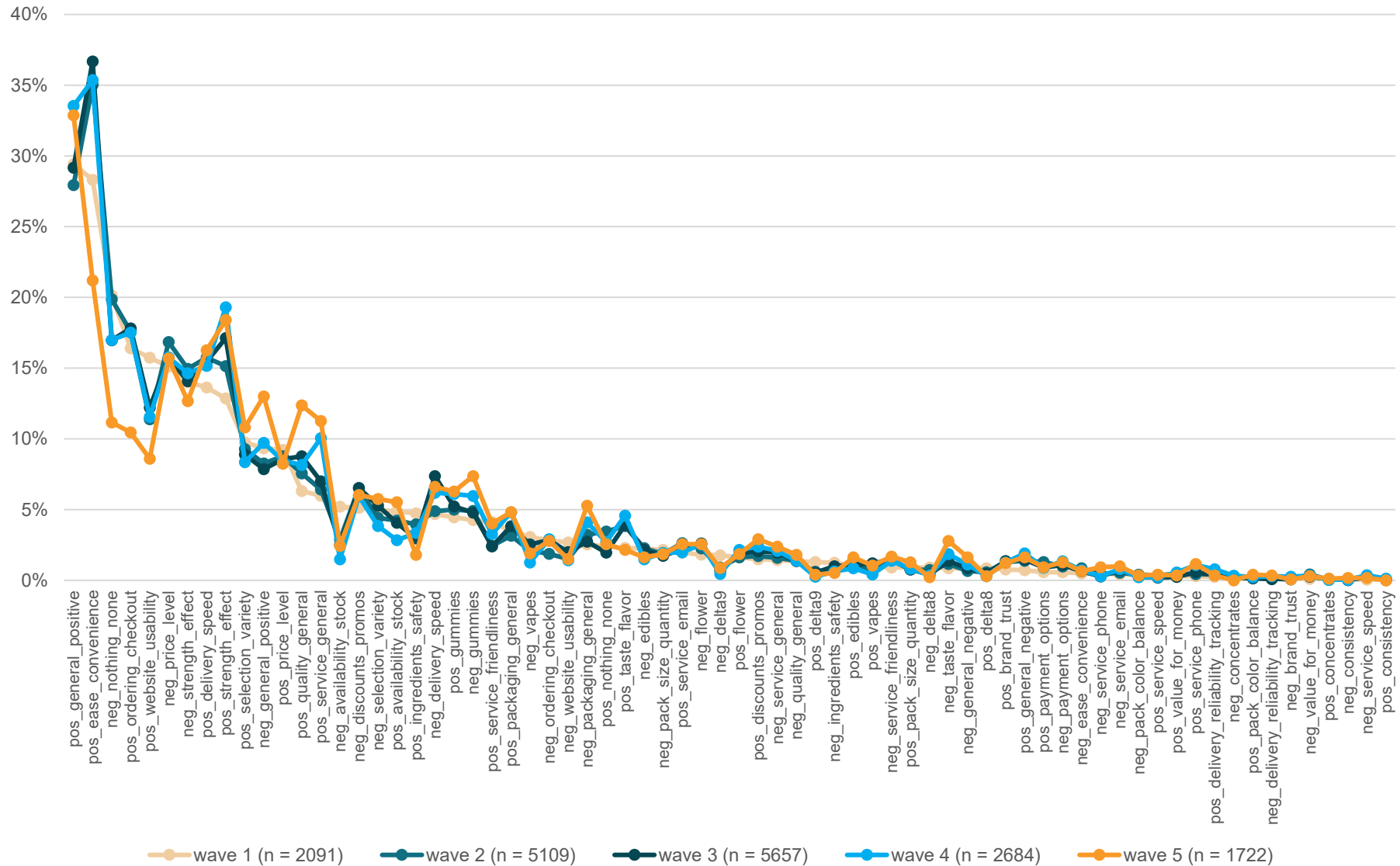
3 Tage ...

Senior UX Researcher @ Uber | Mixed Methods | Ph.D. in HCI

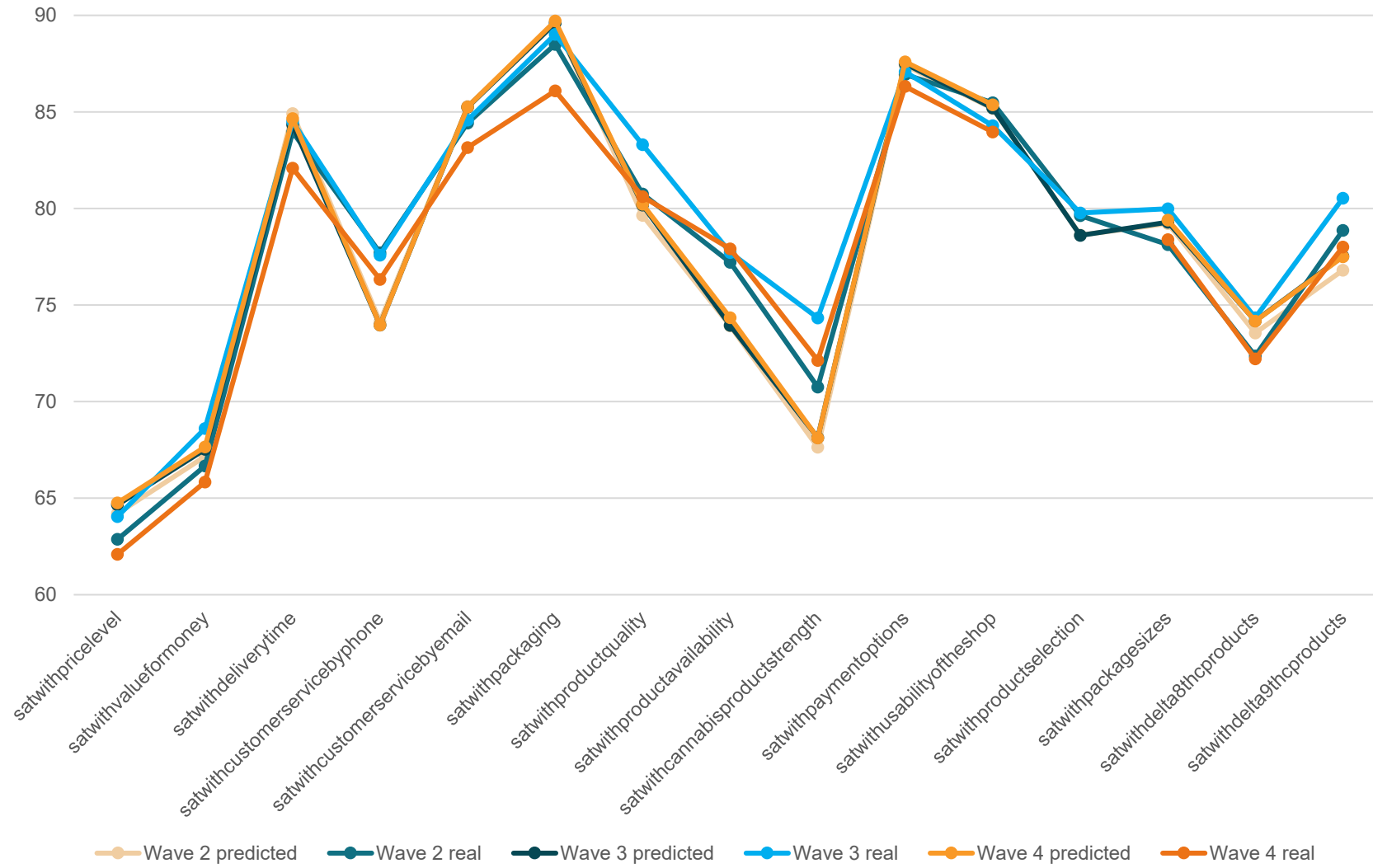
**Constantine Papas, PhD** Some more thoughts. 1) Open-ended text: Open-ended text has a higher cognitive burden than clicking a 5-point scale. 2) Cross-wave comparison: I would love to see someone stress test the cross-wave stability assumption (i.e., the relationship between what people write about and how they score each CSAT dimension stays the same across waves). My gut says it breaks the moment something actually happens between waves. A price change, a service overhaul, a competitor move. Someone mentions pricing after a price drop and scores it a 4 but the model still spits out a 2 because that is what wave 0 told it. The predictions work best when nothing interesting is happening. Which is exactly when you need them least.



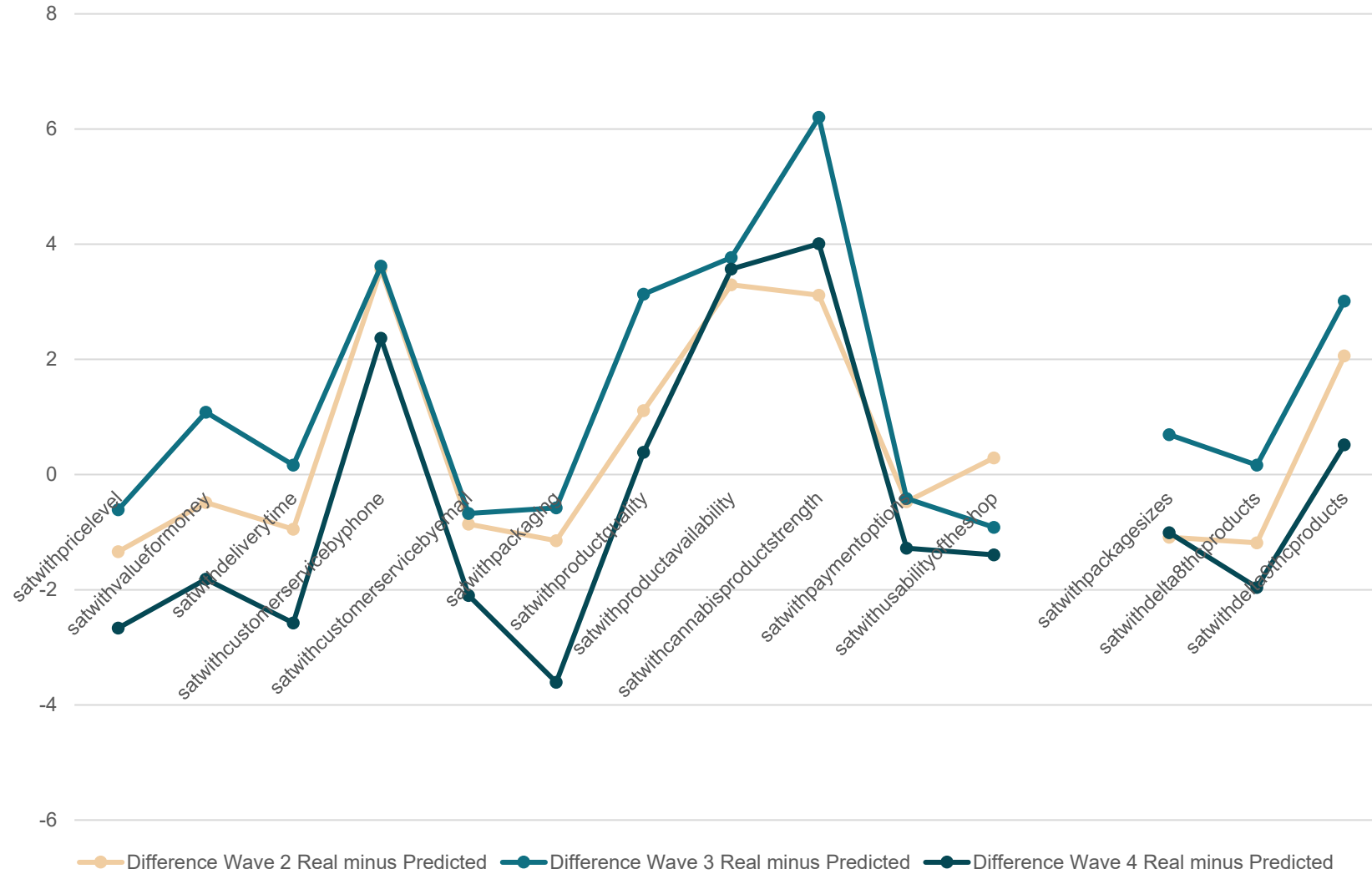
# FREQUENCY OF THE 70 CATEGORIES (CODED BY AI) VS. WAVES



# ABSOLUTE SCORES (PREDICTED VS. REAL) – MEANS (0 TO 100)



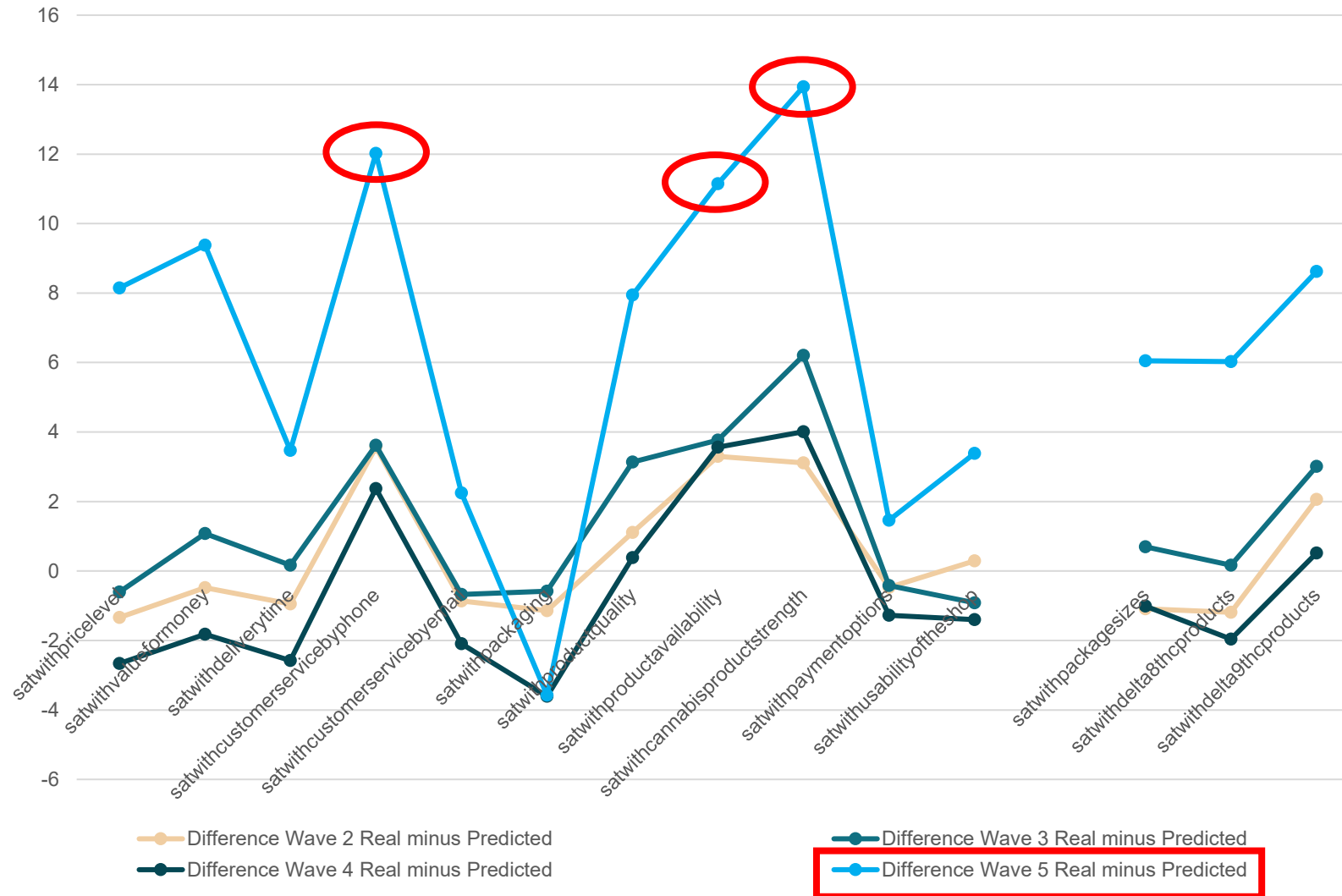
# DEVIATIONS PREDICTED VS. REAL SCORES (DELTA OF MEANS)



# ABSOLUTE SCORES (PREDICTED VS. REAL) – MEANS (0 TO 100)



# DEVIATIONS PREDICTED VS. REAL SCORES (DELTA OF MEANS)



# IDEAS FOR OPTIMIZATION: NO MORE TRADITIONAL 0 VS. 1 BUT WEIGHTING MAGNITUDE / SENTIMENT



**Constantine Papas, PhD**  • 1.

(bearbeitet) 3 Tage ...

Senior UX Researcher @ Uber | Mixed Methods | Ph.D. in HCI

Interesting experiment! hmmm so, when people write extended negative comments about pricing or phone support, the model underpredicts scores.

When people write less, it overpredicts. That's the model confusing mention frequency with score magnitude. Binary coding (mentioned/not mentioned) loses intensity and valence granularity. A 0/1 variable can't distinguish between "prices are a bit high" and a 300-word rant about being ripped off, but the CSAT score absolutely does



# SUMMARY: MAKING TEXT-BASED CX PREDICTION ROBUST OVER TIME

Text-based prediction models work best when language patterns, customer expectations and market conditions remain relatively stable. When a disruptive event occurs, such as a price increase, the model needs a recalibration layer.

## Stabilization principles:

- **Keep anchor KPIs:** Retain a small set of structured questions to validate and recalibrate predictions.
  - **Monitor drift:** Track changes in topic frequencies, sentiment intensity and prediction errors.
  - **Use rolling recalibration:** Update the model gradually as new validated waves become available.
  - **Add event flags:** Model known disruptions such as price increases, product changes or questionnaire changes.
  - **Move beyond binary codes:** Add sentiment intensity, semantic embeddings and fairness/value perceptions.
  - **Report confidence:** Flag waves where predictions are less reliable due to changed language or market context.
- **The future is not a static “set-and-forget” prediction model. It is an adaptive CX measurement system that combines open feedback, lightweight anchor KPIs and continuous recalibration.**



# OUTLOOK: DEMOCRATIZATION OF ADVANCED CX ANALYTICS?

## Traditionally Required

- NLP specialists / Python pipelines / ML infrastructure / custom sentiment models / cloud computing / significant technical setup / cross-functional AI / data science teams

## This Experiment

- ChatGPT Plus + open-ended survey data + Excel + structured prompting + iterative validation + multi-wave prediction testing + researcher-driven experimentation

## What Has Changed?

- Modern LLM tools dramatically reduce the entry barrier for advanced text-based CX experimentation.
- Tasks that previously required specialized NLP infrastructure can now increasingly be explored directly by corporate researchers themselves.

## Important Caveat

- Accessibility does not eliminate the need for:
  - methodological thinking
  - validation
  - drift monitoring
  - critical interpretation
- AI lowers the technical barrier but not the responsibility for good research.



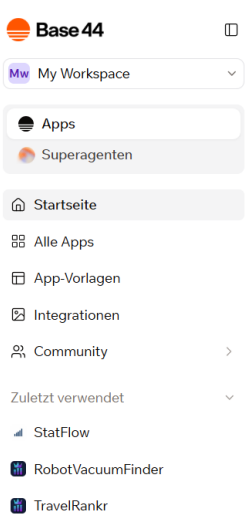
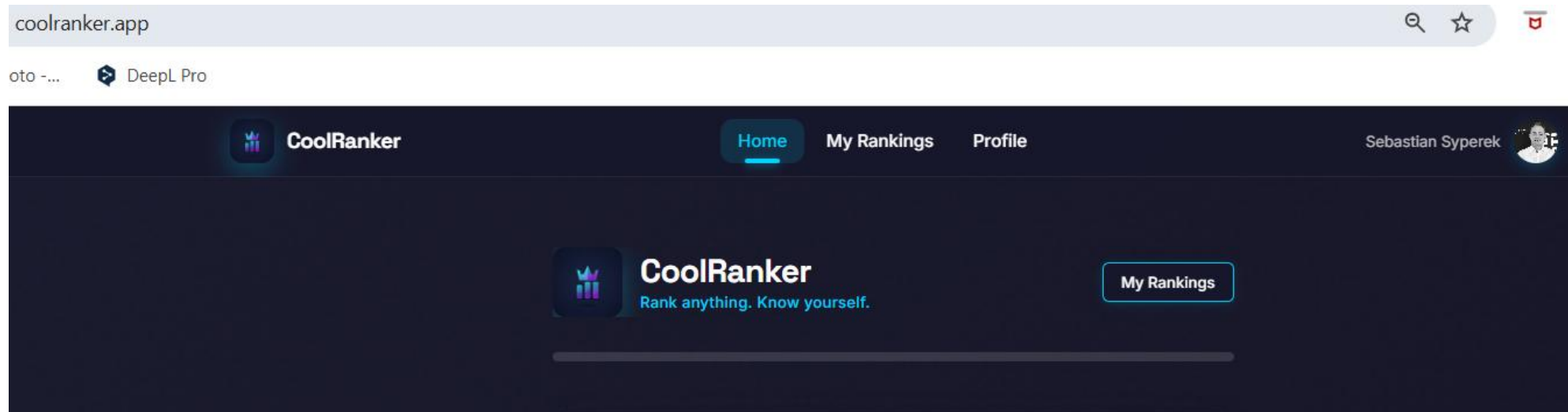
*VIBE-CODED  
PERSONAL MAXDIFF*



# NEW OPTIONS WITH VIBECODING.. PERSONAL MAXDIFF TOOL

The screenshot displays the Base44 application interface. On the left is a sidebar with the following navigation items: 'My Workspace', 'Apps', 'Superagenten', 'Startseite', 'Alle Apps', 'App-Vorlagen', 'Integrationen', 'Community', and 'Zuletzt verwendet' (containing 'StatFlow', 'RobotVacuumFinder', and 'TravelRankr'). The main content area features a notification at the top: 'Neu Sagen Sie Hallo zu Ihrem echten persönlichen Agent Jetzt ausprobieren'. Below this is the heading 'Was willst du als Nächstes erstellen?' and the instruction 'Beschreibe deine App-Idee unten oder lass dich inspirieren von unseren Vorlagen'. A large text input field contains the placeholder 'Beschreibe die App, die du erstellen möchtest...'. At the bottom of the input field are icons for adding (+) and deleting (trash) items, and a 'Plan' button with a microphone icon and a right arrow. Below the input field, under the heading 'Ideen zum Starten:', there are five buttons: 'CRM', 'Hausverwaltung', 'Entwickler-Produktivität', 'Gesundheit Und Wohlbefinden', and 'Persönliche Finanzen'. A 'Mehr Ideen' link is located to the right of these buttons.

# COOLRANKER.APP



# COOLRANKER.APP

## ⚡ Create Your Ranking

Enter any topic. AI suggests items – or add your own. 🌐 ✨

What do you want to rank today? (in any language)

Which sayings are most relevant for me



### ⚡ AI-Generated Suggestions

Check items to add them to your ranking

⚡ Select All

- Actions speak louder
- Live and let live
- Every cloud has a silver lining
- The early bird catches the worm
- What goes around comes around
- When life gives you lemons
- Don't count your chickens
- Ignorance is bliss
- Time heals all wounds
- Bite the bullet

### + Add Your Own Items

Combine suggestions with your own items

Type an item and press Enter or click Add...

+ Add

Total: 0 items (add 4 more to start)

🔗 Add 4 more items to start

## Pick Your Faves & Flops

1 / 12

On each screen hit your fave and your no-go. Trust your vibe – no skipping!



When life gives you lemons

👎 Least

👍 Most



Don't count your chickens

👎 Least

👍 Most



The early bird catches the worm

👎 Least

👍 Most



Actions speak louder

👎 Least

👍 Most

Next Round →

Built with ❤️ for ranking enthusiasts everywhere

Impressum: Sebastian Syperok, Hermelinweg 57b, 61231 Bad Nauheim, Germany

[Datenschutzerklärung](#)

## Pick Your Faves & Flops

1 / 12

On each screen hit your fave and your no-go. Trust your vibe – no skipping!



When life gives you lemons

👎 Least

👍 Most



Don't count your chickens

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👍 Most



The early bird catches the worm

👎 Least

👍 Most



Actions speak louder

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👍 Most

Next Round →












# COOLRANKER. APP

## Your Ranking is Complete

Here are your personalized results. Share, save, or create a video to showcase them.


### What I think are the most innovative methods in market research

Created with CoolRanker

1.  Virtual Reality Testing 
2.  Gamified Research 
3.  Artificial Intelligence Analysis 
4.  Mobile Ethnography
5.  Online Surveys
6.  Neuromarketing Techniques
7.  Crowdsourced Insights
8.  Focus Groups 2.0
9.  Social Media Listening
10.  Eye-Tracking Studies


coolranker.app

 Download

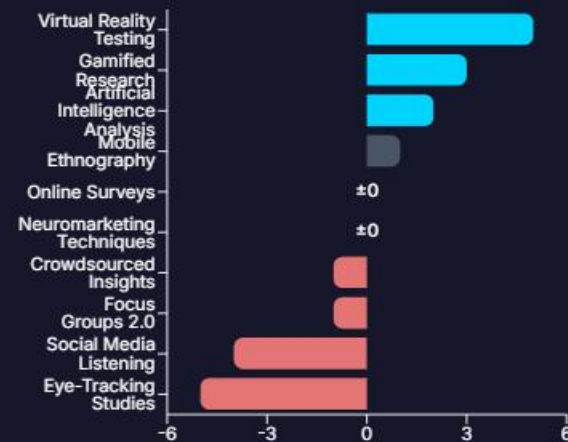
 Share

## Create Video for Instagram Reels & YouTube Shorts


Generate an animated video of your rankings perfect for social media.

 Create Reel Video

## Ranking Scores



**Sebastian Syperek**

 sebastian.syperek@gmail.com

 **148**

Total Rankings

 **1385**

Items Ranked


### Account Information


 Full Name  
**Sebastian Syperek**

 Email  
**sebastian.syperek@gmail.com**

 Member Since  
**31. Dezember 2025**

# COOLRANKER.APP

 **Ever struggle to decide what you really prefer?**  
Lists in your head – but ranking them?  
Surprisingly hard.

 **This tool makes it ridiculously easy**  
Just answer: **"Which more? Which less?"**  
2-3 minutes → Clear ranking of your true preferences

[Know yourself better](#) [Share with friends](#)

**Start Ranking Now →**

[Trending Rankings](#)


## What others are ranking

Get inspired and discover popular rankings




Meine liebsten...

Meine liebsten...

Meine Lieblingseiss...

 **My Rankings**  
Sebastian Syperek [← Home](#)

### Favorite slogans of a researcher




-  Curiosity looks good on you! +6
-  I came. I saw. I researched. +3
-  Make research sexy again 0

📅 19.03.2026, 06:20

🔒 Public

[View Details →](#)

### What I think are the most innovative methods in market research




-  Virtual Reality Testing +5
-  Gamified Research +3
-  Artificial Intelligence Analysis +2

📅 17.03.2026, 07:06




🔒 Public

[View Details →](#)

### Why I love being on LinkedIn

-  Thought leadership +5
-  Mentorship connections +4
-  Networking opportunities +1

### What I want from the "next smartphone"

-  5G connectivity +5
-  Faster processing speed +3
-  Improved camera quality +2

# COOLRANKER. APP











## Your Ranking is Complete

Here are your personalized results. Share, save, or create a video to showcase them.



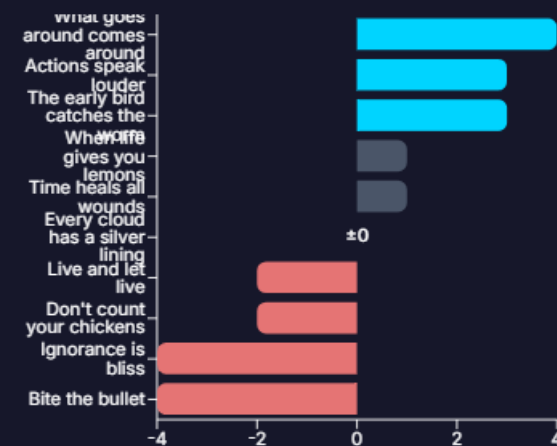
### Which sayings are most relevant for me


Created with CoolRanker

-  What goes around comes around 
-  Actions speak louder 
-  The early bird catches the worm 
-  When life gives you lemons
-  Time heals all wounds
-  Every cloud has a silver lining
-  Live and let live
-  Don't count your chickens
-  Ignorance is bliss
-  Bite the bullet

coolranker.app

## Ranking Scores



 Create New



Public

Others can see your ranking



## What do you want to rank next?

Based on your rankings, here are some suggestions for you:


**1** Which quotes inspire me the most


# OTHER IDEAS TO IMPLEMENT THE IDEA / I (STILL WOP)


✦ MaxDiff Travel Matcher

## Find Your Perfect Travel Match

Answer 3 quick preference rounds and get personalized travel recommendations tailored exactly to your style

  
**Your Vibe**  
Define your travel purpose and style

  
**Activities**  
Pick what excites you most

  
**Stay Style**  
Choose your perfect accommodation

[Start Your Journey](#)

✦ Your Perfect Match

## We Found Your Ideal Destination

**YOUR VIBE**  
Friends party

**YOUR ACTIVITY**  
Food & markets

**YOUR STAY**  
Hostel & social

✦ **Recommended Destinations**

- Social hostels in Taipei
- Social hostels in Naples

Ready to book your dream trip?

[View Booking Options](#)

# OTHER IDEAS TO IMPLEMENT THE IDEA / II (STILL WOP)

🏠 Robot Vacuum Finder

## Den passenden Saugroboter finden

Beantworten Sie 3 kurze Präferenz-Runden und erhalten Sie eine persönliche Produktempfehlung – exakt auf Ihre Wohnsituation und Reinigungsbedürfnisse zugeschnitten.

**Wohnsituation & Schmutz**  
Tierhaare, Teppiche, Allergiker?

**Automation & Wartung**  
Wie hands-off soll er sein?

**Wisch- & Teppich-Strategie**  
Welche Reinigungstechnik?

[Jetzt starten](#)

## Ihre passenden Saugroboter

Basierend auf Ihren Präferenzen – sortiert nach Übereinstimmung

WOHNSITUATION & SCHMUTZ	AUTOMATION & WARTUNG	WISCH- & TEPPICH-STRATEGIE
#1 <b>Allergie &amp; Feinstaub – saubere Luft, saubere Böden</b>	#1 <b>Einfach sauber halten: wenig Teile, leicht zu reinigen</b>	#1 <b>Ecken &amp; Kanten: kommt bis ganz an den Rand</b>
#2 Kleine Wohnung, viele Möbel – findet seinen Weg	#2 Staub leer? Macht er alleine (Selbstentleerung)	#2 Rotierende Wischpads: Allround-Wischen

☆ **Dreame L20 Ultra**  
Beste Übereinstimmung [Amazon](#)

2 **NARWAL Freo X Ultra** [Amazon](#)

3 **Roborock Qrevo Curv** [Amazon](#)

# TAKEAWAYS

- CX, UXR, and Market Research are currently changing from relatively separated research disciplines into much more connected, continuously learning systems. The boundaries between MRX, CX, UXR, Analytics, and AI are becoming increasingly blurred and this creates both enormous opportunities and growing complexity for researchers.
- Quantitative UX Research is becoming strategically more important, but the study also showed that UX researchers differ massively in their quant maturity. Instead of treating all UXRs the same, future capability building will likely require more individualized learning paths, stronger AI support, and a much tighter integration of qualitative and quantitative thinking.
- One of the core ideas throughout the presentation is that open customer language already contains a surprisingly large amount of latent quantitative signal. AI supported coding and text analysis can increasingly transform open feedback into structured driver systems, prioritization frameworks, and scalable Voice of Customer intelligence.
- The multi wave prediction experiment demonstrated that only two open ended questions were already able to approximate a surprisingly large part of a 15 item customer satisfaction battery across several waves. At the same time, the last wave of the tracking clearly showed that these systems are highly dependent on stable context conditions. Changes in questionnaire structure, customer language, or market context can significantly weaken prediction quality and therefore require continuous validation, recalibration, and drift monitoring.
- Finally, the presentation showed that generative AI is not only changing what is analytically possible, but also who can realistically experiment with these methods. Using nothing more than an LLM, open ended survey data, Excel, structured prompting, and iterative validation, even individual corporate researchers can now prototype surprisingly advanced AI supported research approaches. This was illustrated not only through the CX prediction experiment itself, but also through more exploratory and highly accessible applications like the vibe coded MaxDiff project CoolRanker.



# THANK YOU!

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