

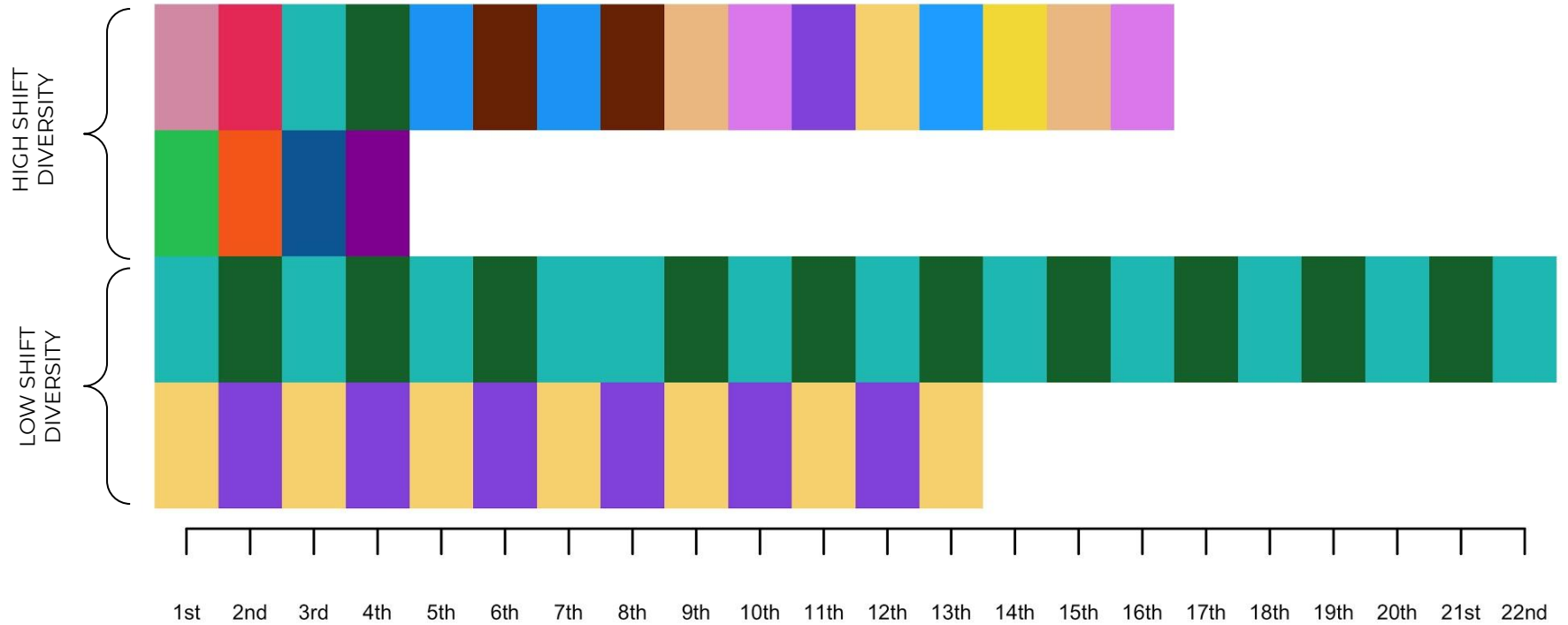


**USER
SCIENCE**

**Product Analytics
& User Research**

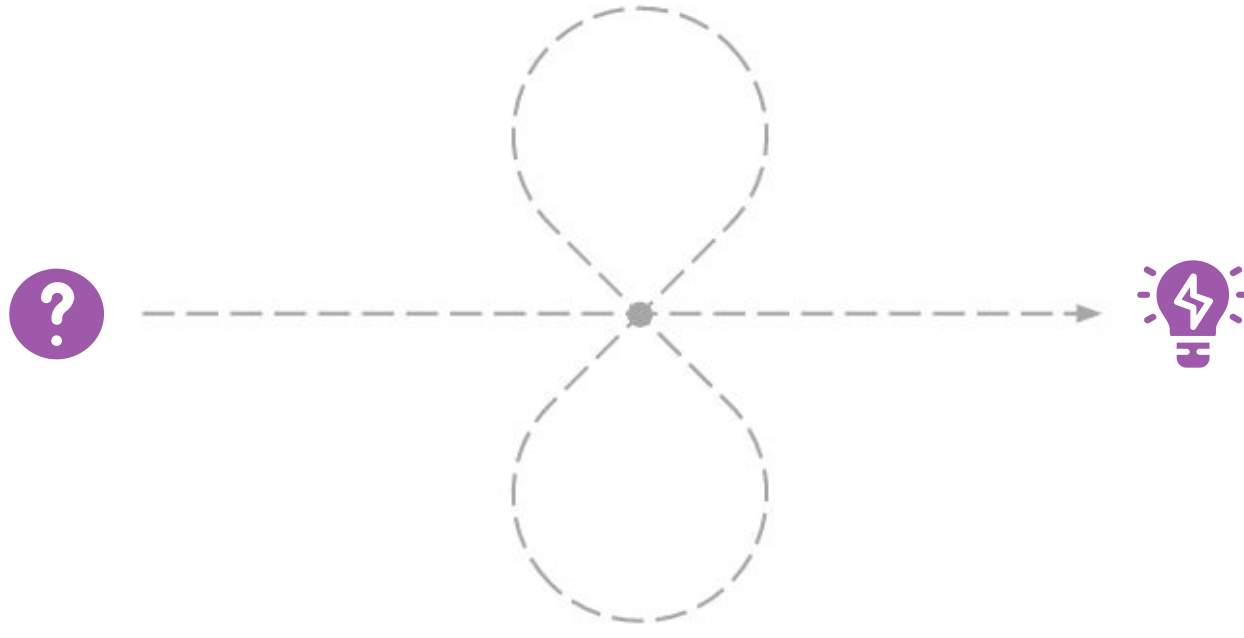
by Marieke McCloskey

**How do you
learn about
a new audience?**



Shift #, ordered by date

USER RESEARCHER



PRODUCT ANALYST



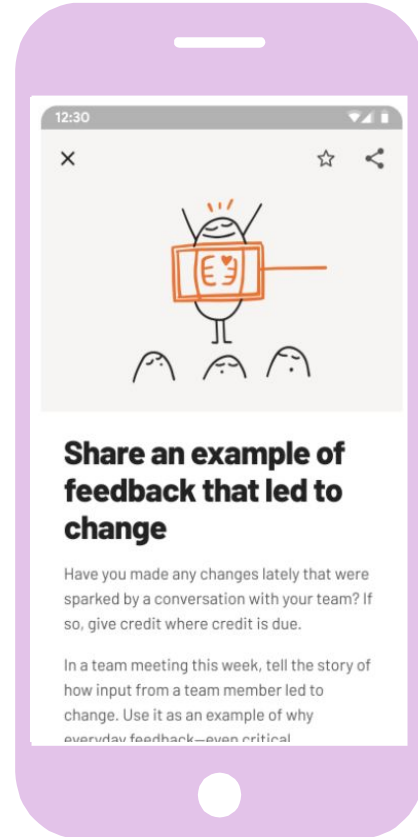
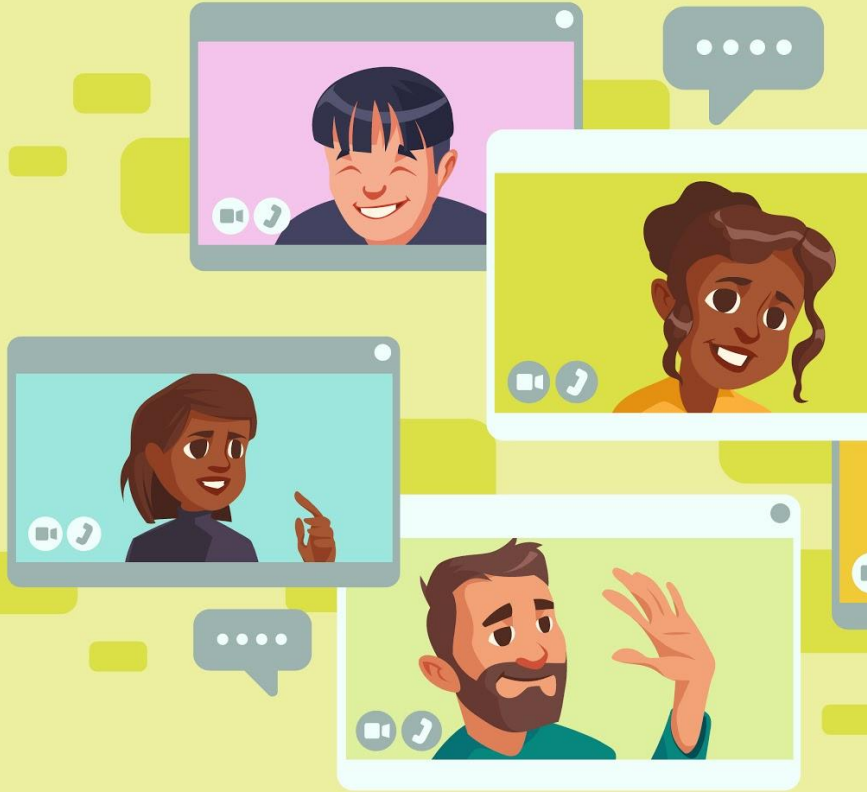
**proactive
customer-driven
decision making**

“You’re already equal. If you are a person who studies people then you are a person who understands data.”

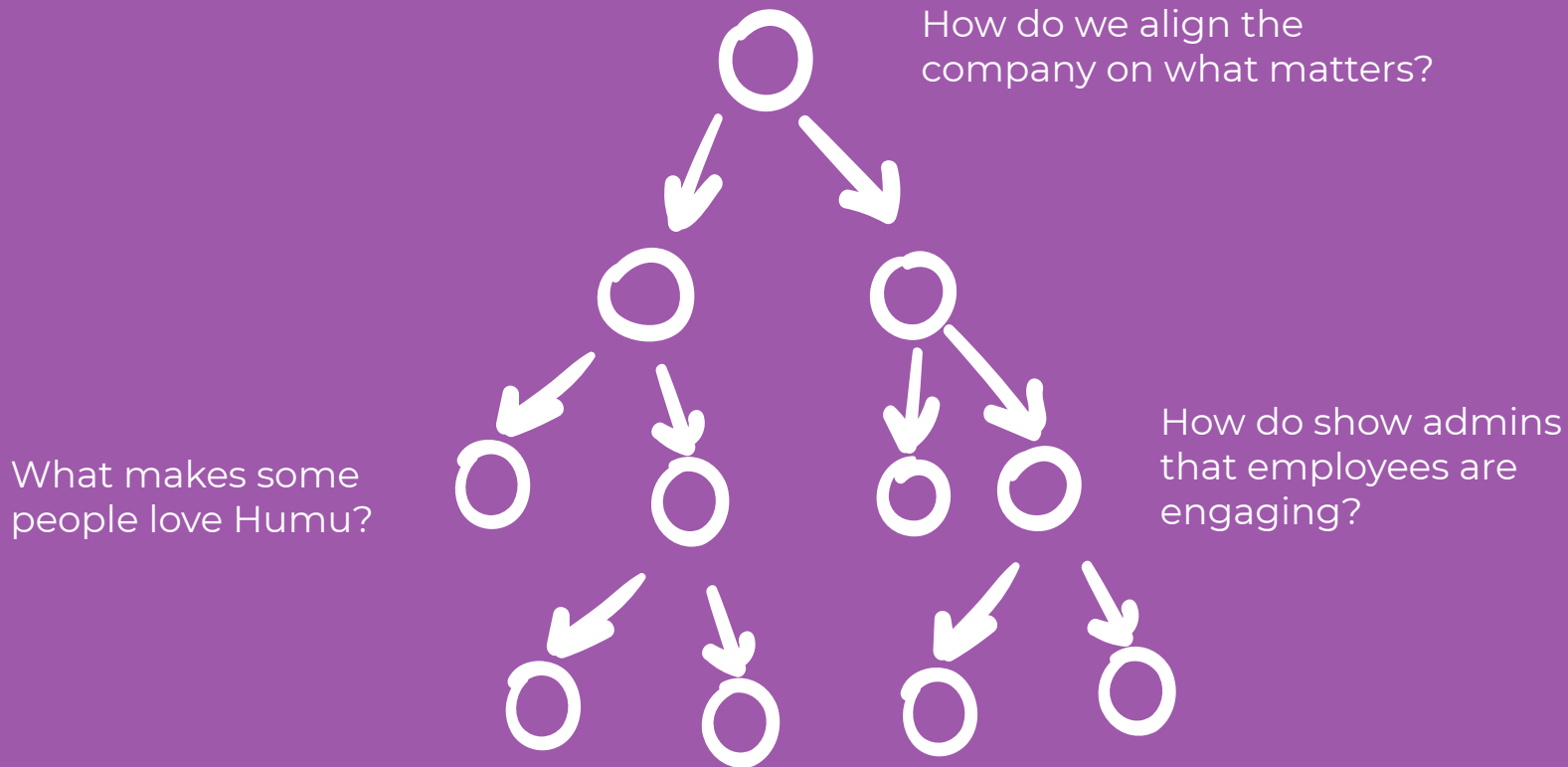
—**Ovetta Sampson**

Opportunity

Partner



Opportunity



Partner

- 1. Human-centered**
- 2. Product focused**
- 3. Intrigued**



#cheersforpeers ☆

Add a topic



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13:04 **Mark** OMG! I was looking for a channel like this a couple weeks ago.

I want to give a huge shoutout to [@Marieke](#) for not only doing the user interviews with [REDACTED] but going above and beyond in creating space for other Humuns to join these interviews. I got to hear directly from people who use our product and it was so insightful.

Furthermore I was in absolute awe of her interviewing skills. I took a class in grad school on how to do this and realized that it's not my strength (I get too excited 😂). I'm so glad we have someone on our team that absolutely crushes it and can pull out information even when the person on the other side is relatively reserved.



11



8



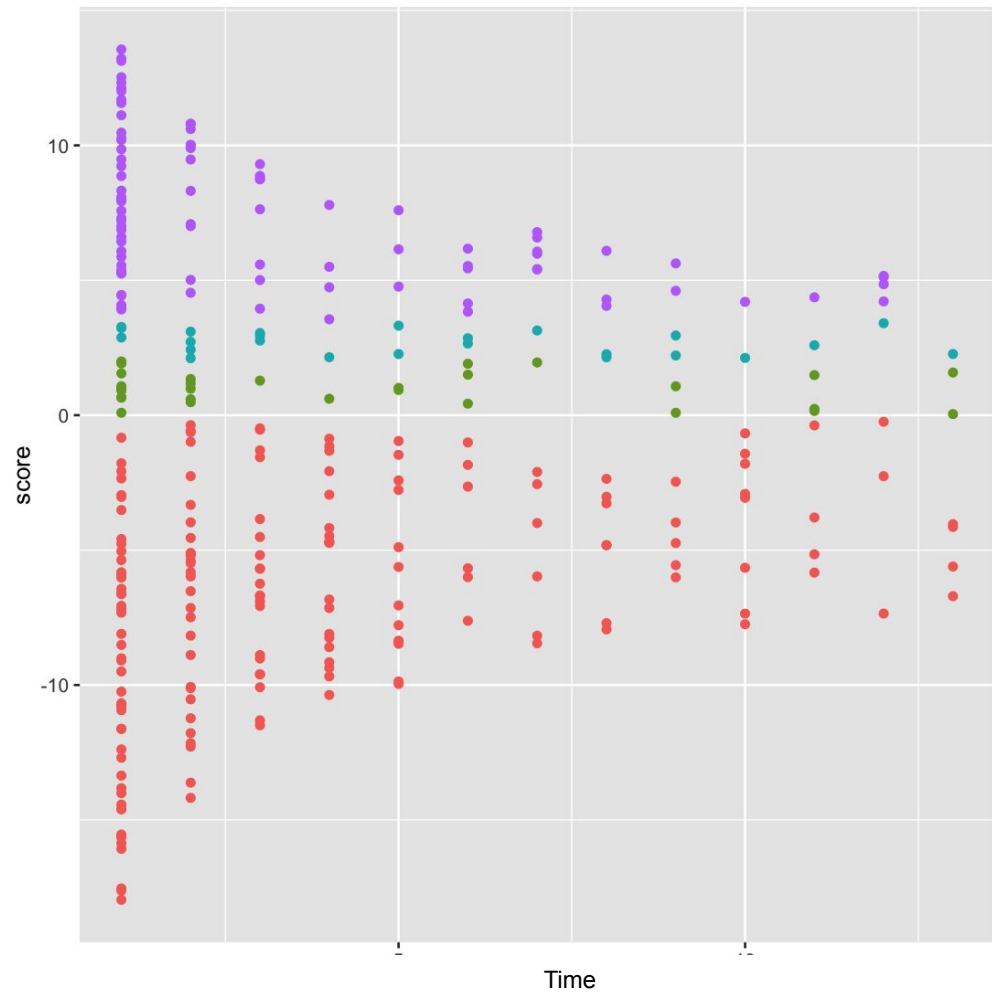
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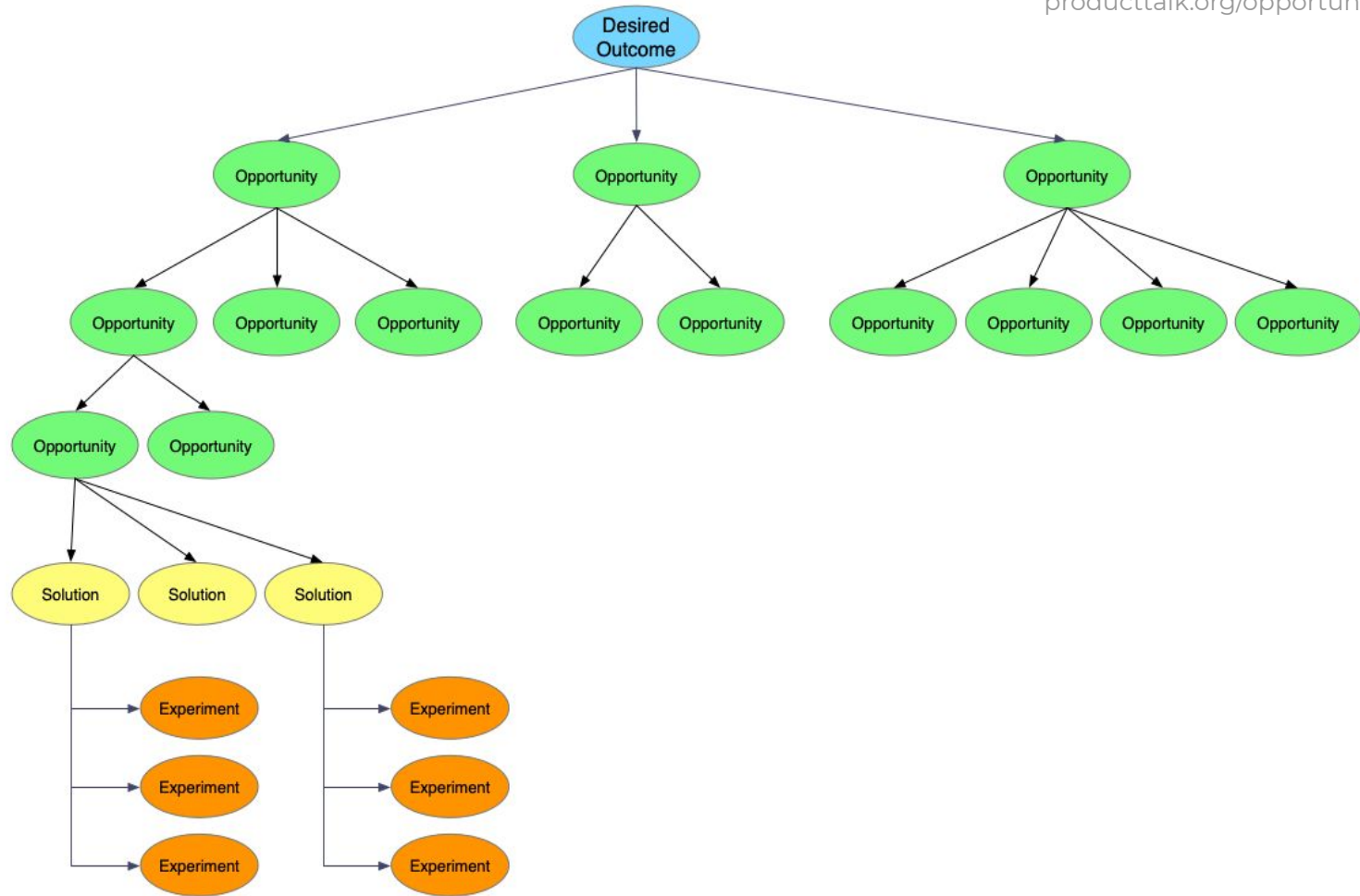
2 replies Last reply 3 months ago



ACTIVITY PERSONAS ?

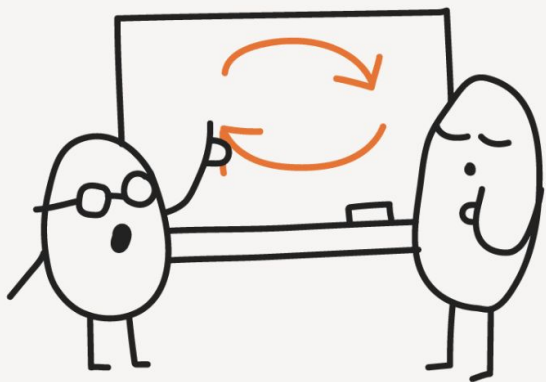
Last 3 months





“Finding out more about these most active users is a key priority this year.”

—**Laszlo Bock, CEO of Humu**



Extend a personal invitation

In your next meeting, ask yourself: Who might have a valuable perspective, but isn't in the room? Let that person know exactly why you'd be excited for them to join a future meeting—and make sure they're on the invite!

Thanks!

[/in/mariekemccloskey](https://in.mariekemccloskey)

You're not alone!

1. [Why Data Science and UX Research Teams are Better Together](#)
2. [The Product Manager Superpower: User Science](#)
3. [Toward a More Perfect Union: Marrying User Research and Data Science for Human-Centered AI Design](#)
4. [“Right problem, right solution, done right”—The Vanguard of User Research](#)
5. [Cross-disciplinary Insights Teams: Integrating Data Scientists and User Researchers at Spotify](#)