

Mission:

**Keep talent in
Research roles!**

Becky Buck, Forge Studio

@beckyBUCK__



My boss wants me to
run *just* this survey...
for the next year.



**My manager's idea of
“coaching” was telling
me my foundation
was too yellow.**



**I tried working in UXR.
I cried every day for
months before I quit.**



> 15 yrs applied research



2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

Columbia
COLLEGE CHICAGO

Johnson

DOBLIN

ID

BILL & MELINDA
GATES foundation

INSITUM™
INNOVATION THROUGH RESEARCH

Lancaster
General Health

intel
root
LEARNING

GAP

salesforce

aws

VARO

forge

salesforce

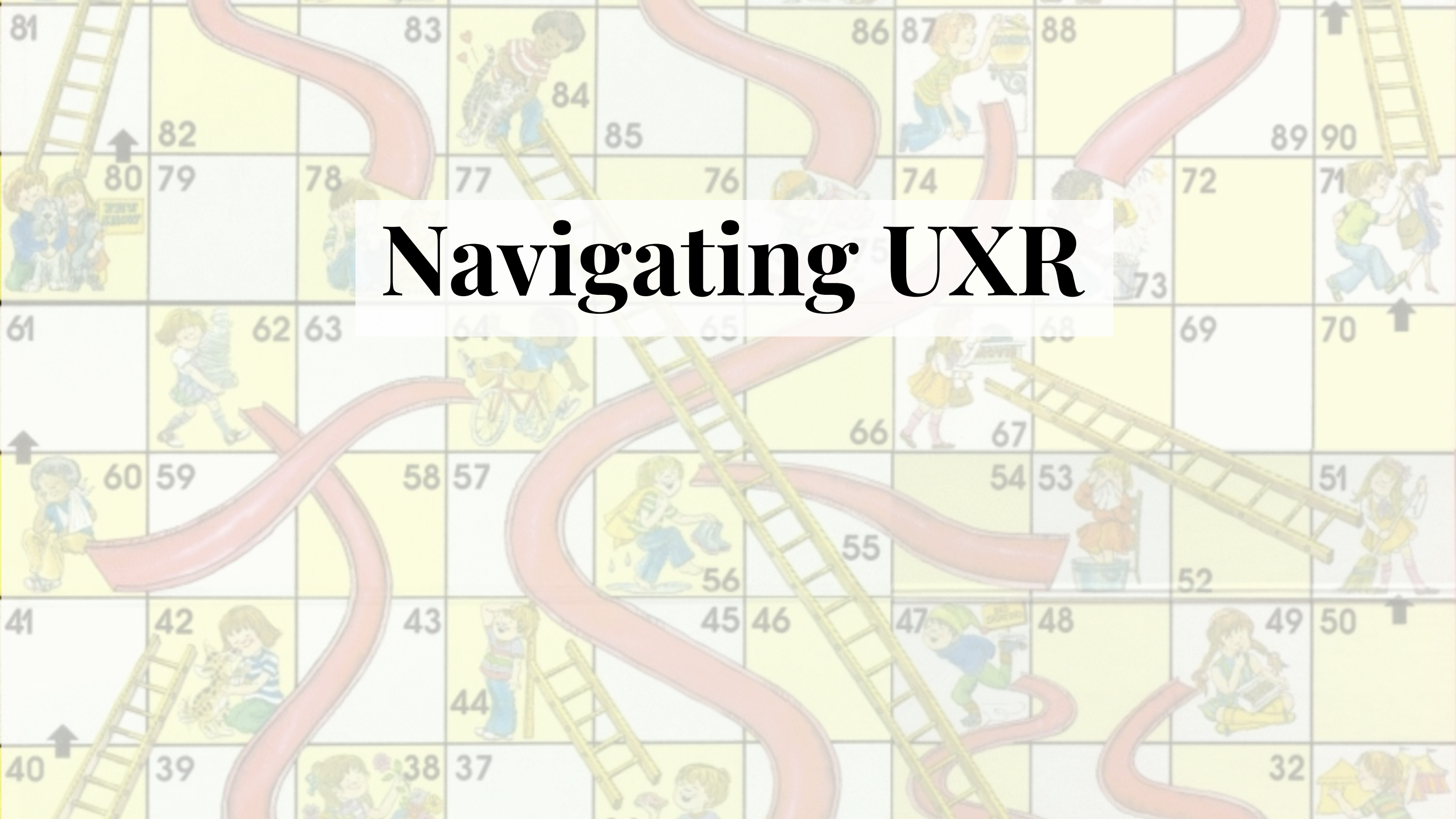
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Wanamaker

Navigating UXR





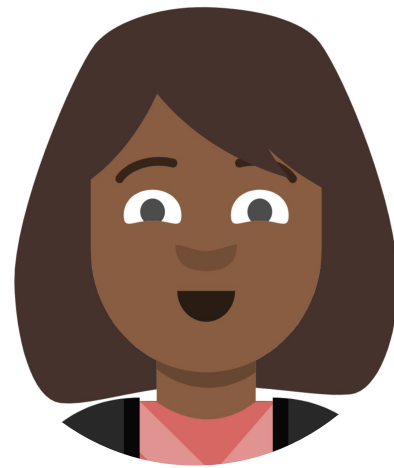
Who is qualified to
be a UX Researcher?

“Fit”

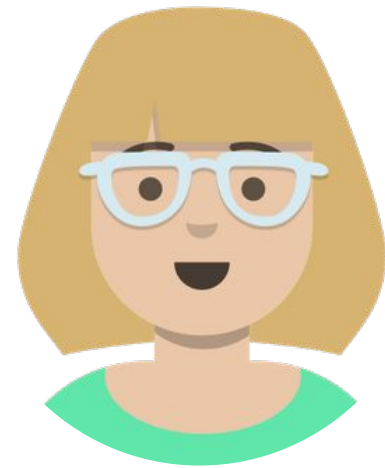
UXR backgrounds



**PhD
Programs**



**Design
Thinking**



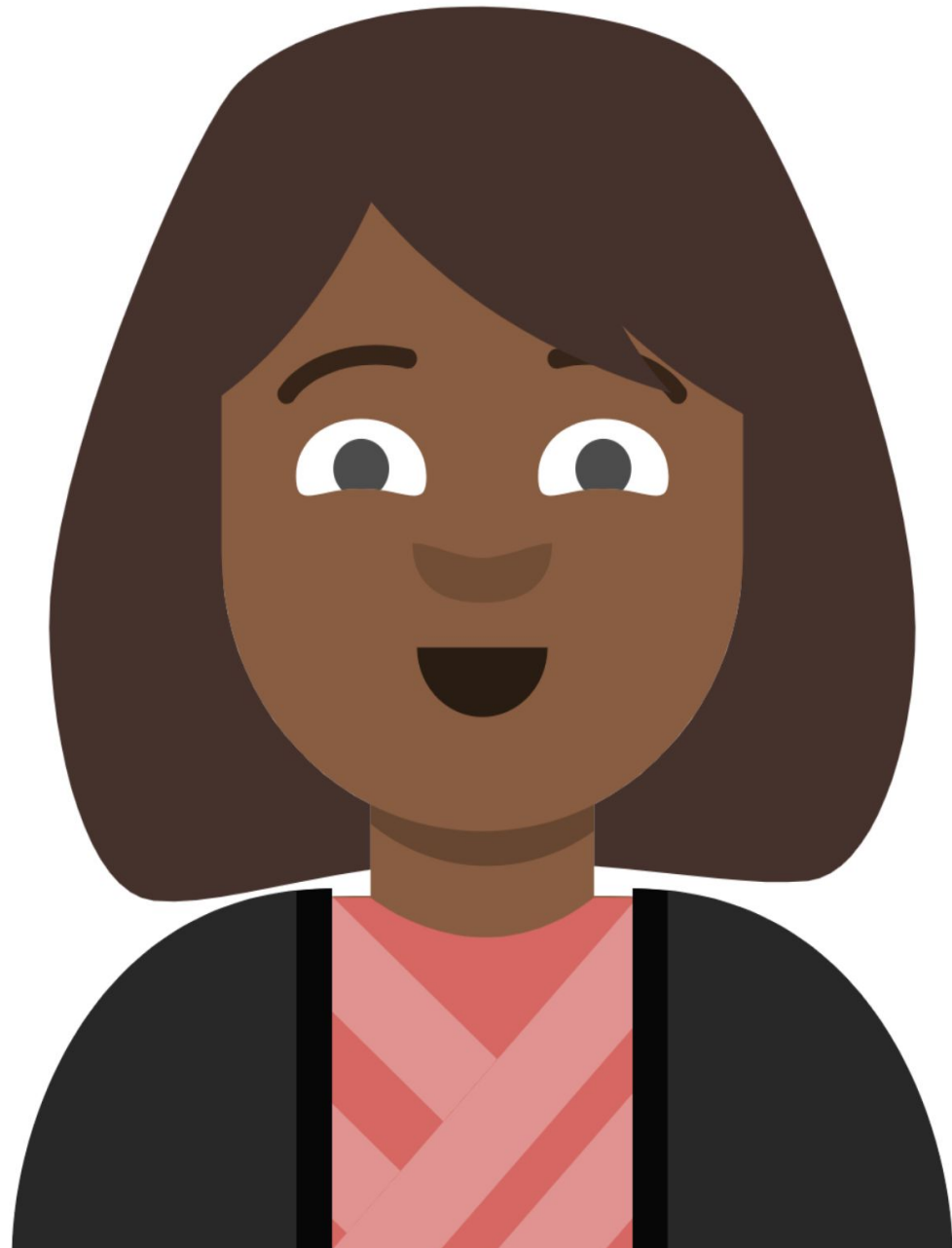
**Adjacent
Roles**

Strengths & struggles



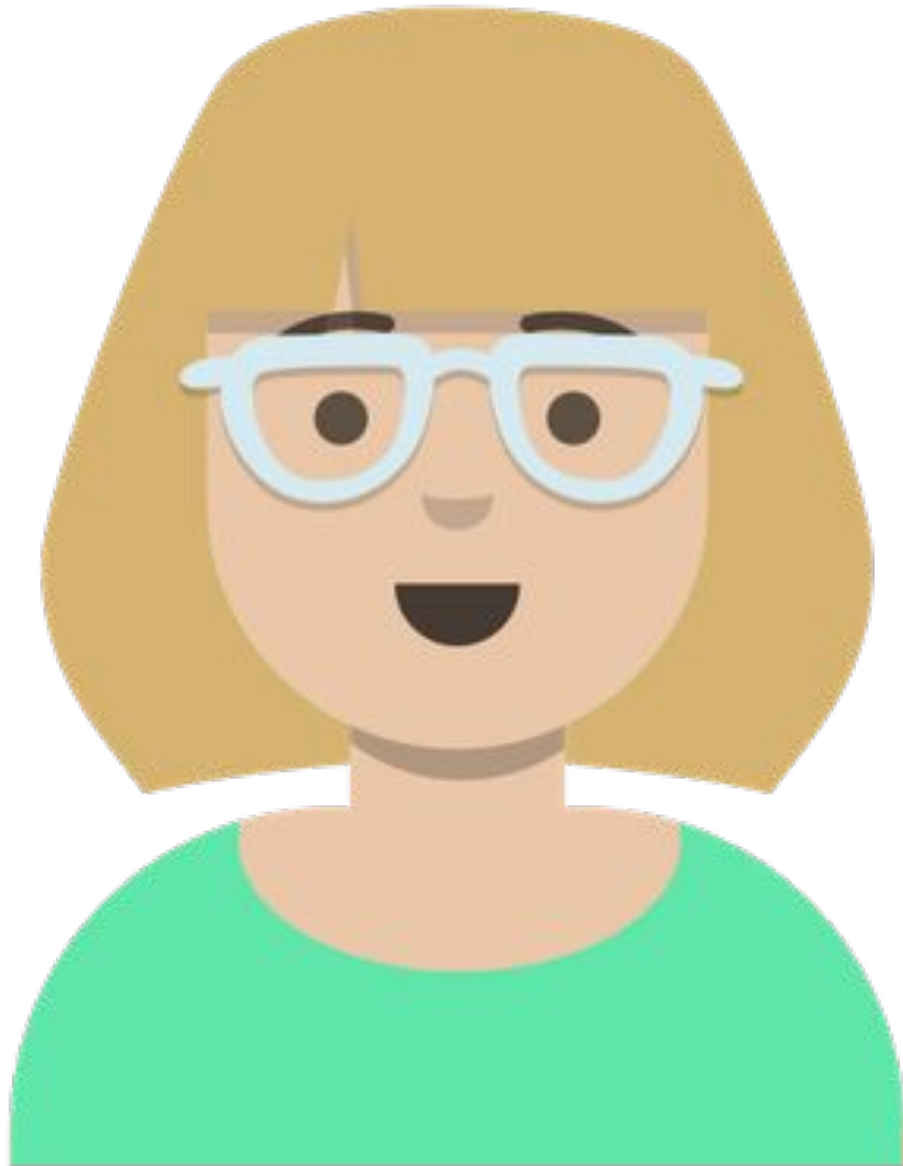
PhD
Programs

Strengths & struggles



**Design
Thinking**

Strengths & struggles



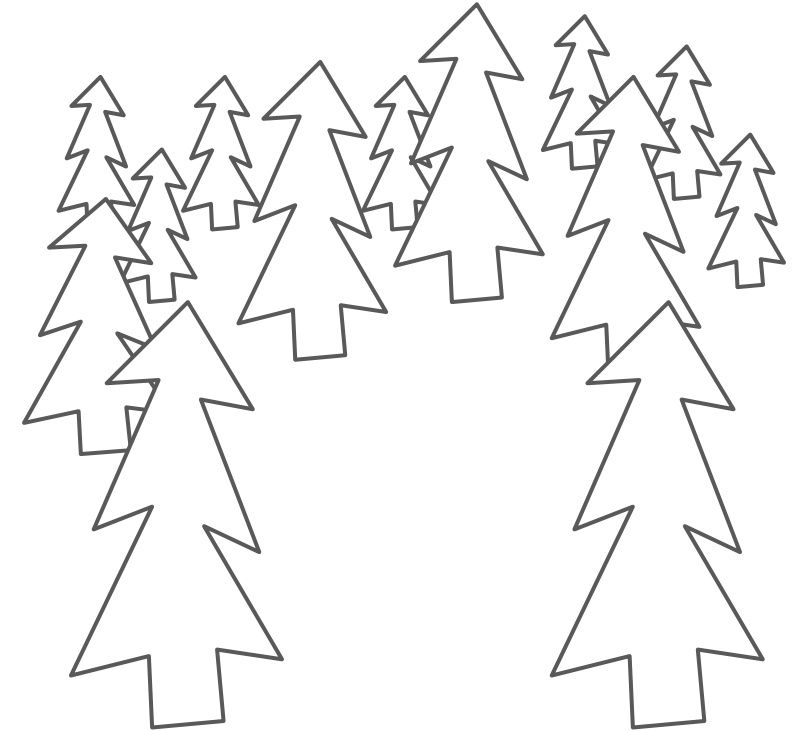
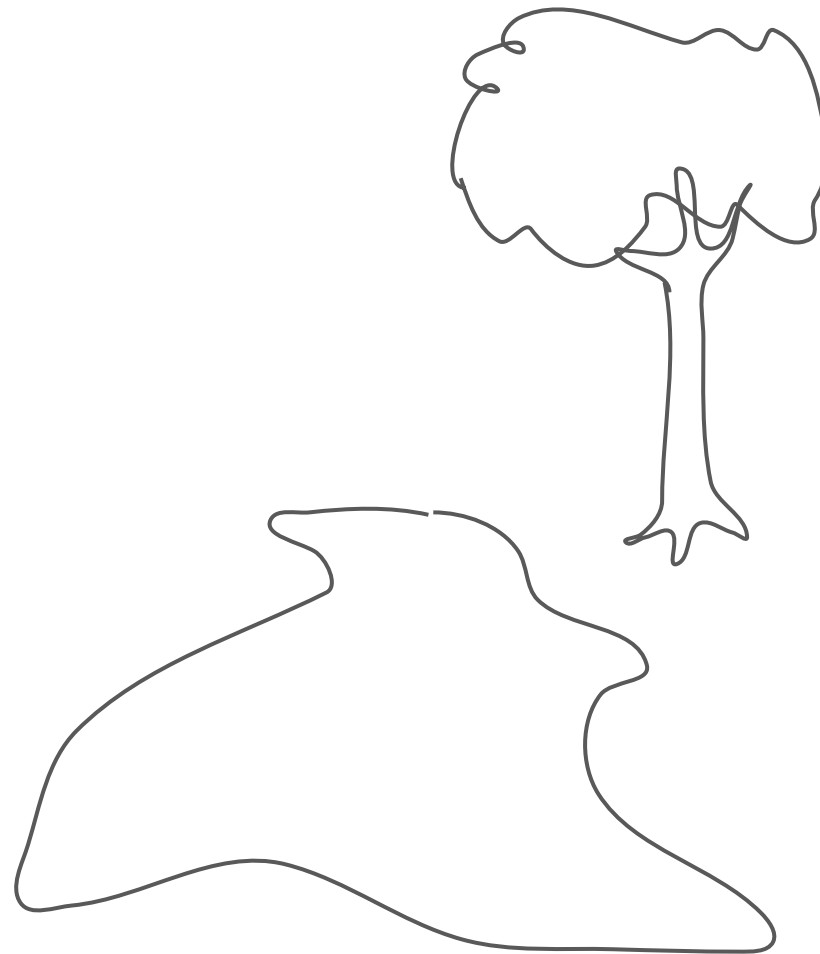
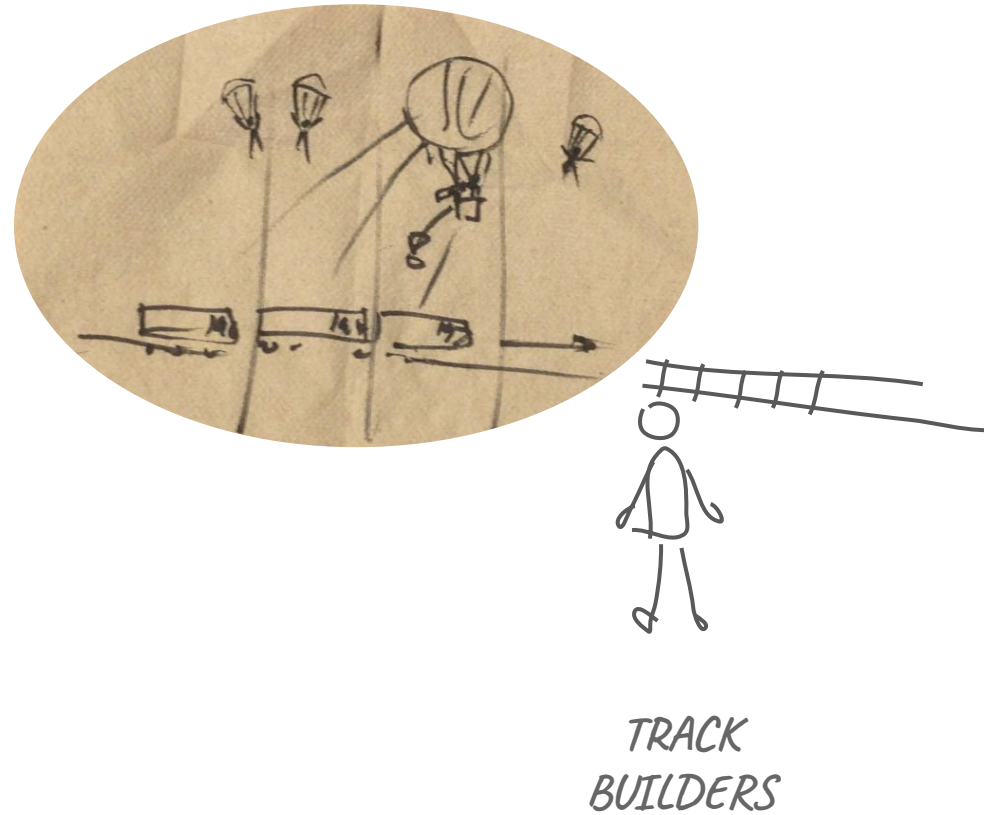
**Adjacent
Roles**

The delivery train

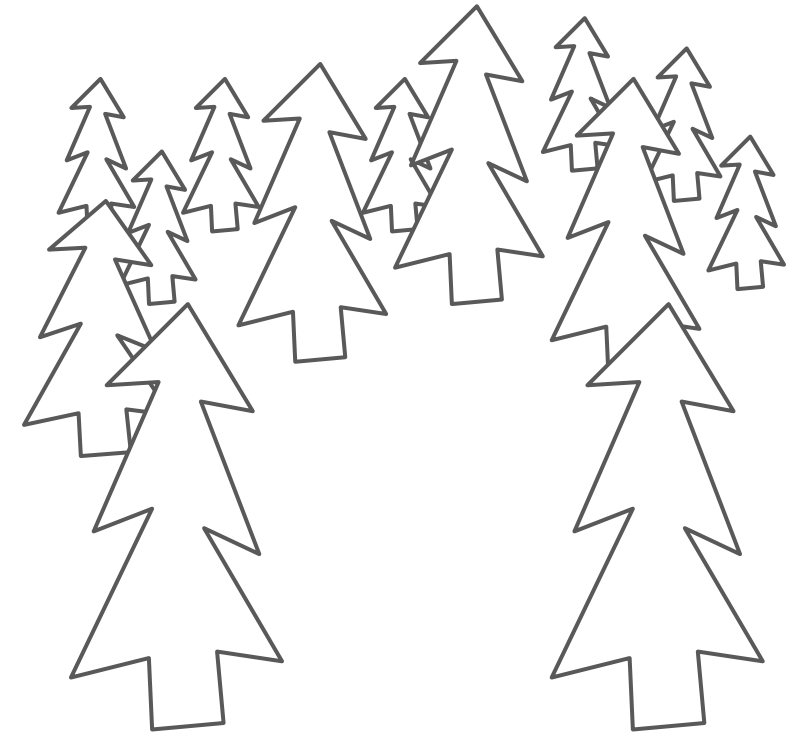
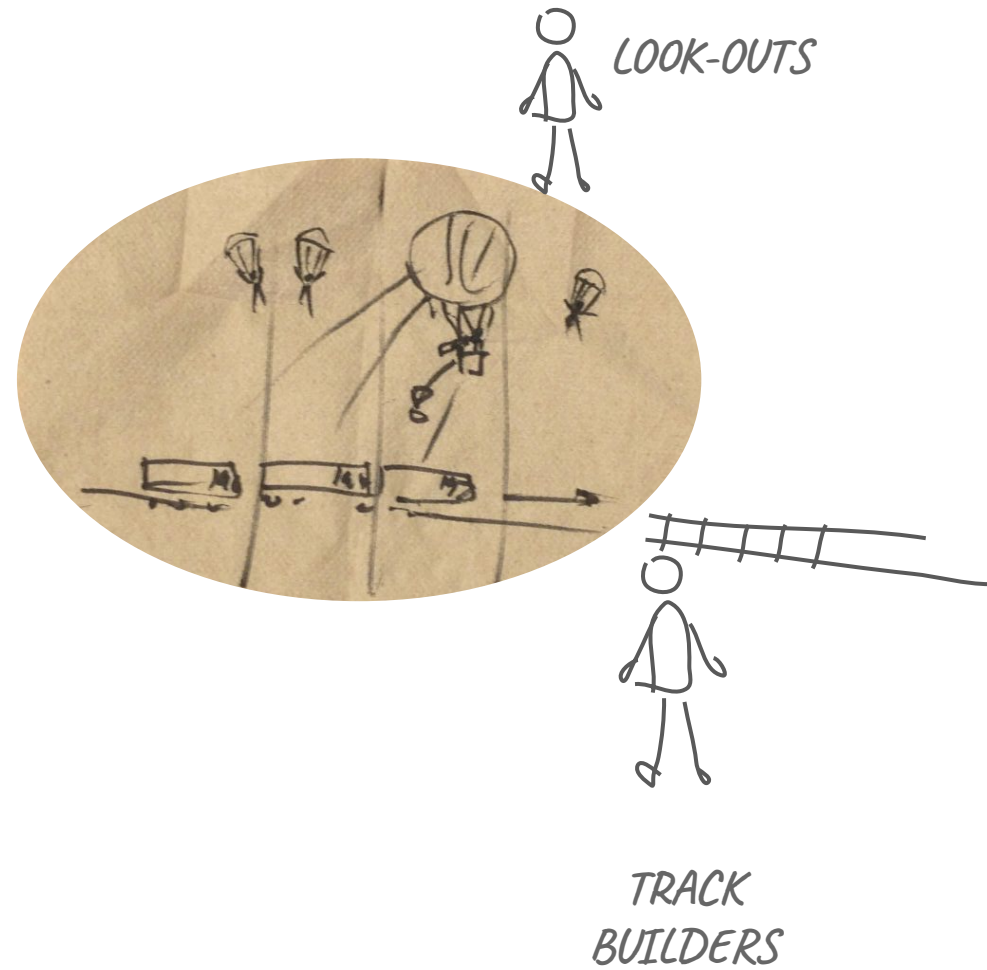


Napkin sketch by Ian Swinson, 2014

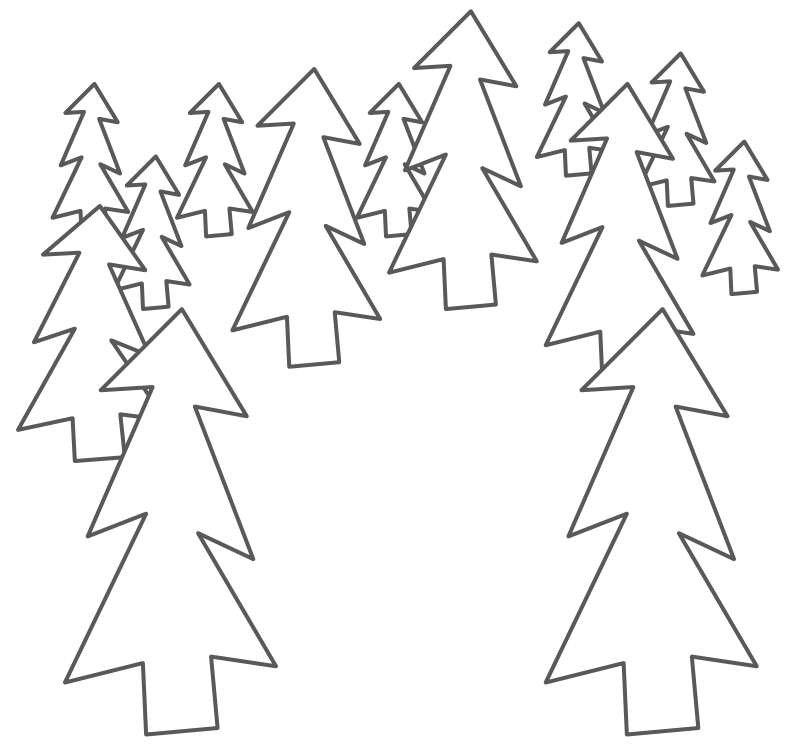
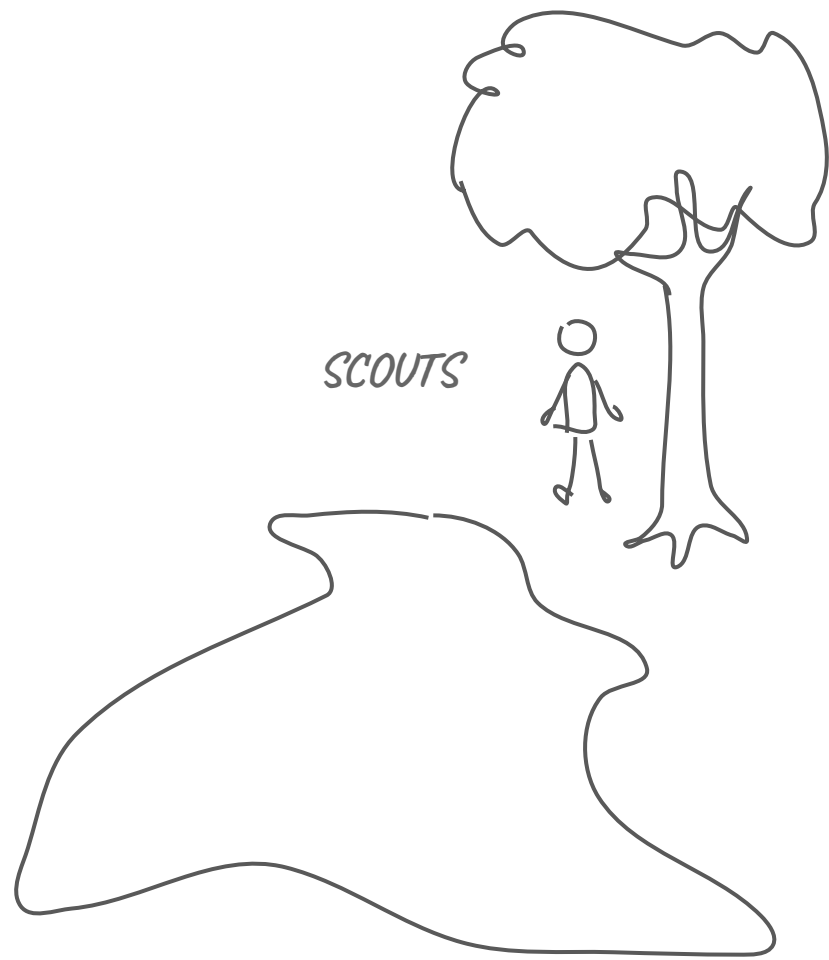
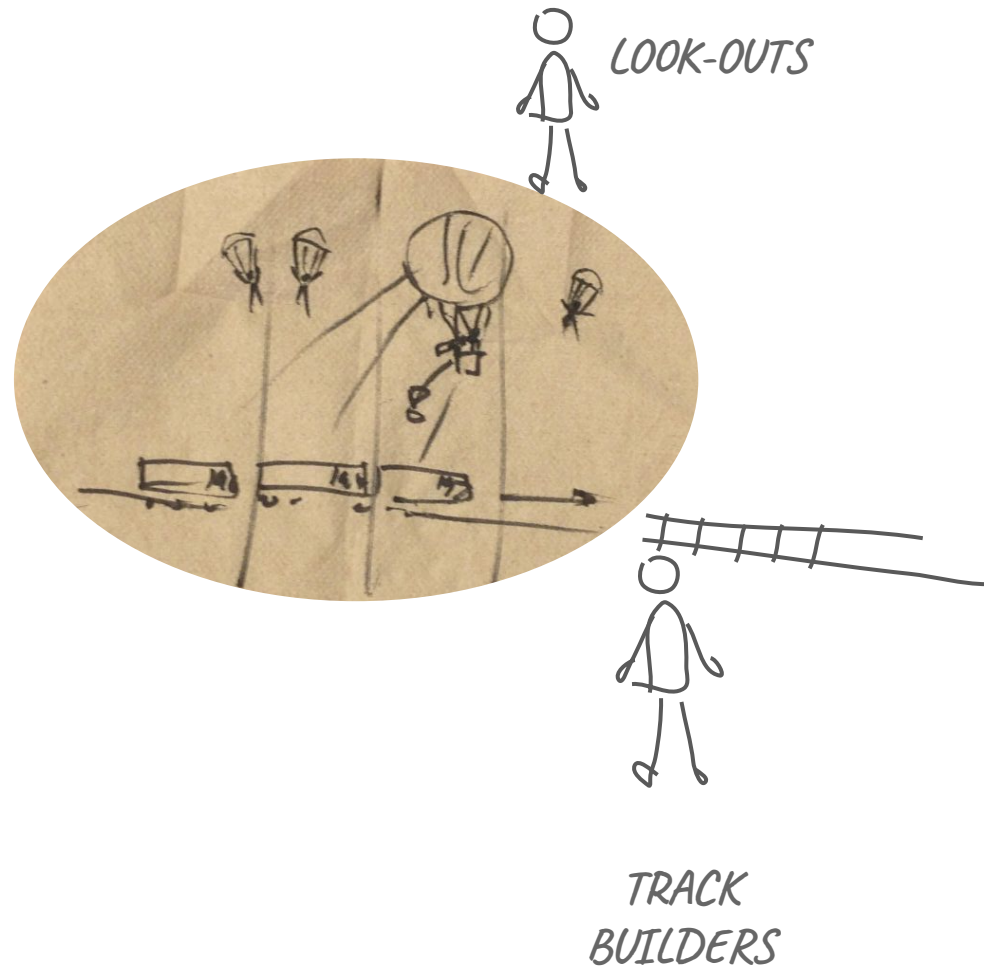
Where are you relative to the train?



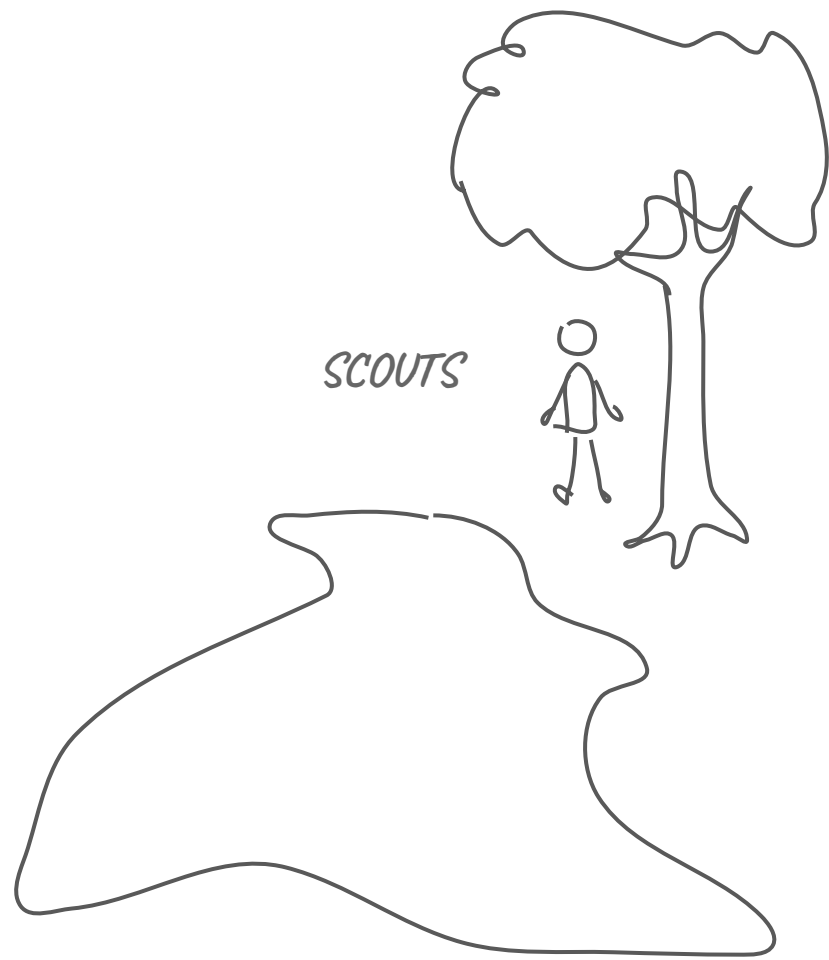
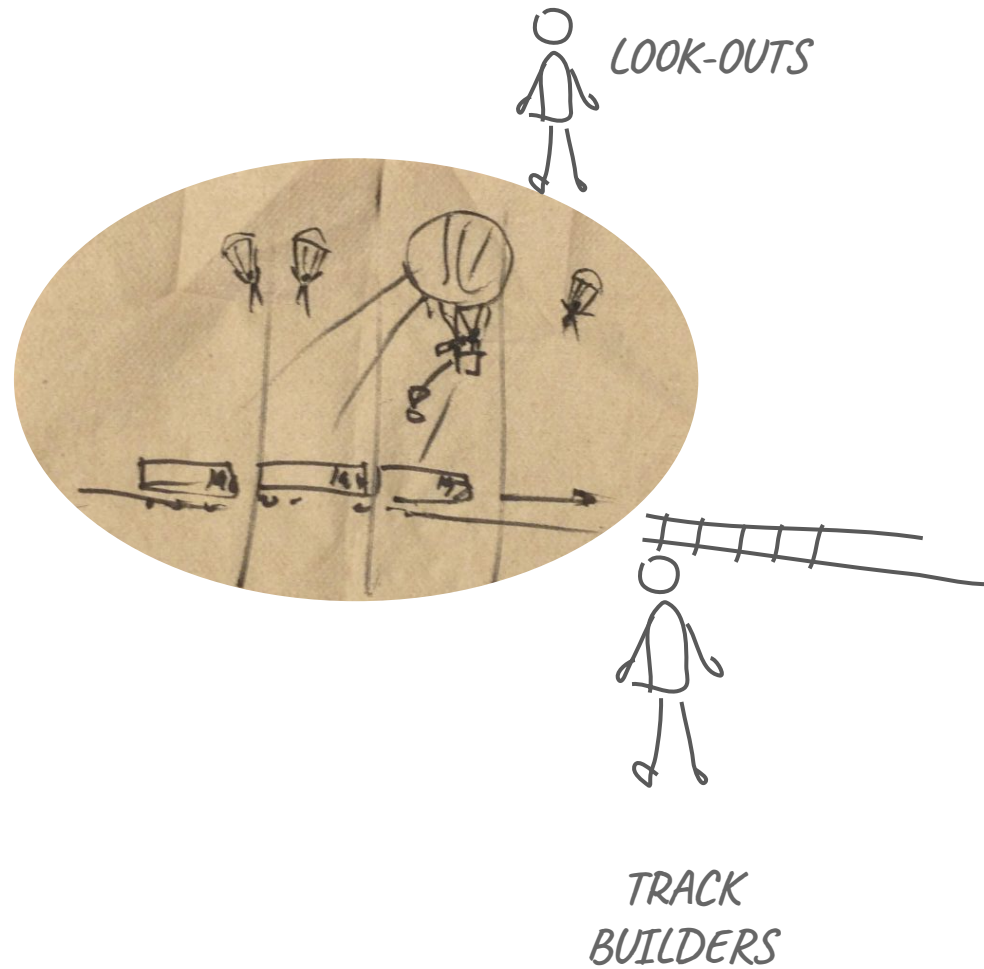
Where are you relative to the train?



Where are you relative to the train?



Where are you relative to the train?

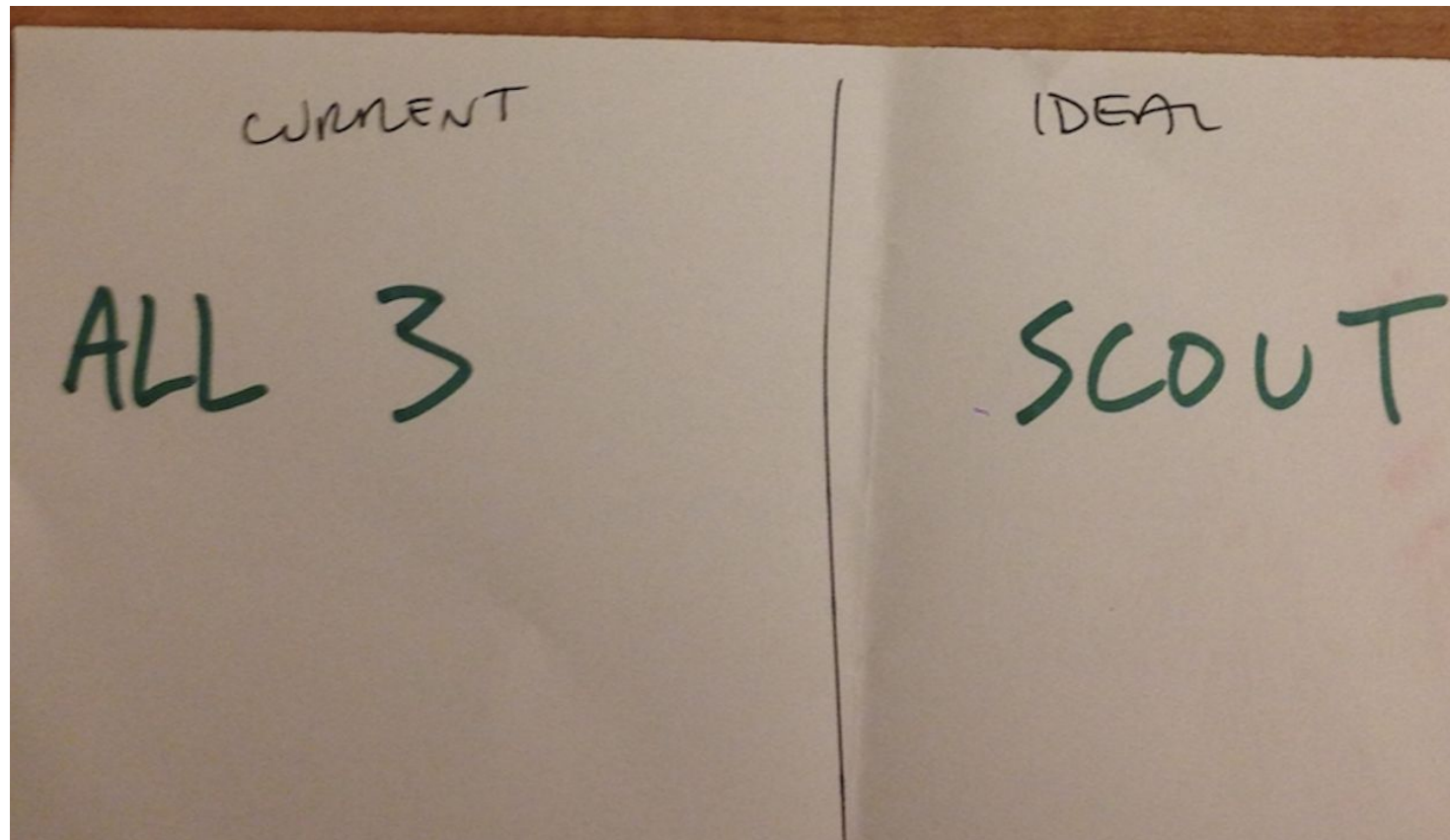


CURRENT

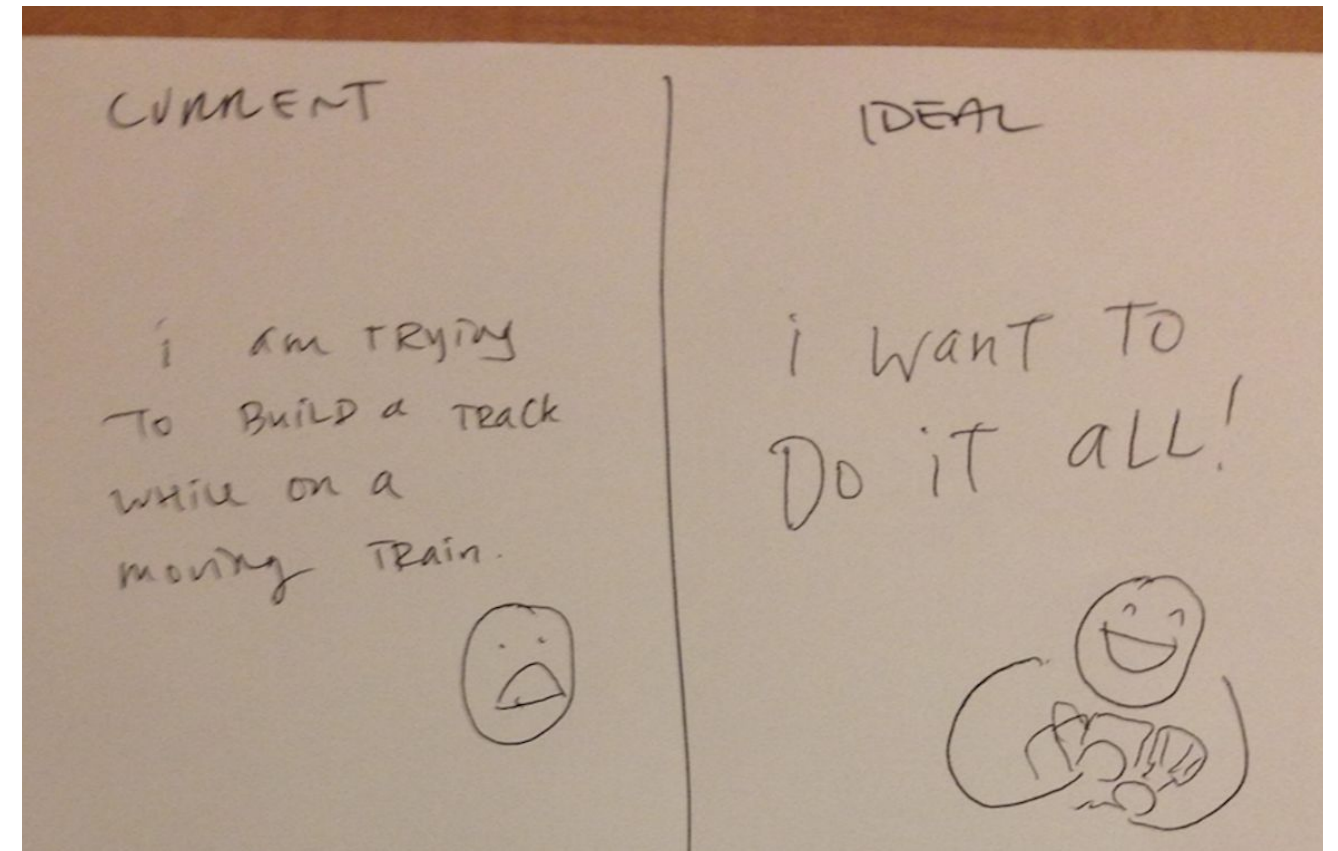
IDEAL

“Ideal” is personal

Person A



Person B



Structure is flexible



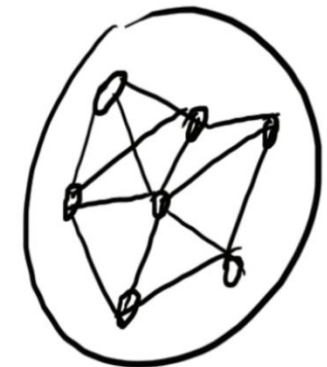
Embedded
on a Team



External
Advisors



Centralized
Function




Decentralized
Network



Am I a fit?

Am I a fit?



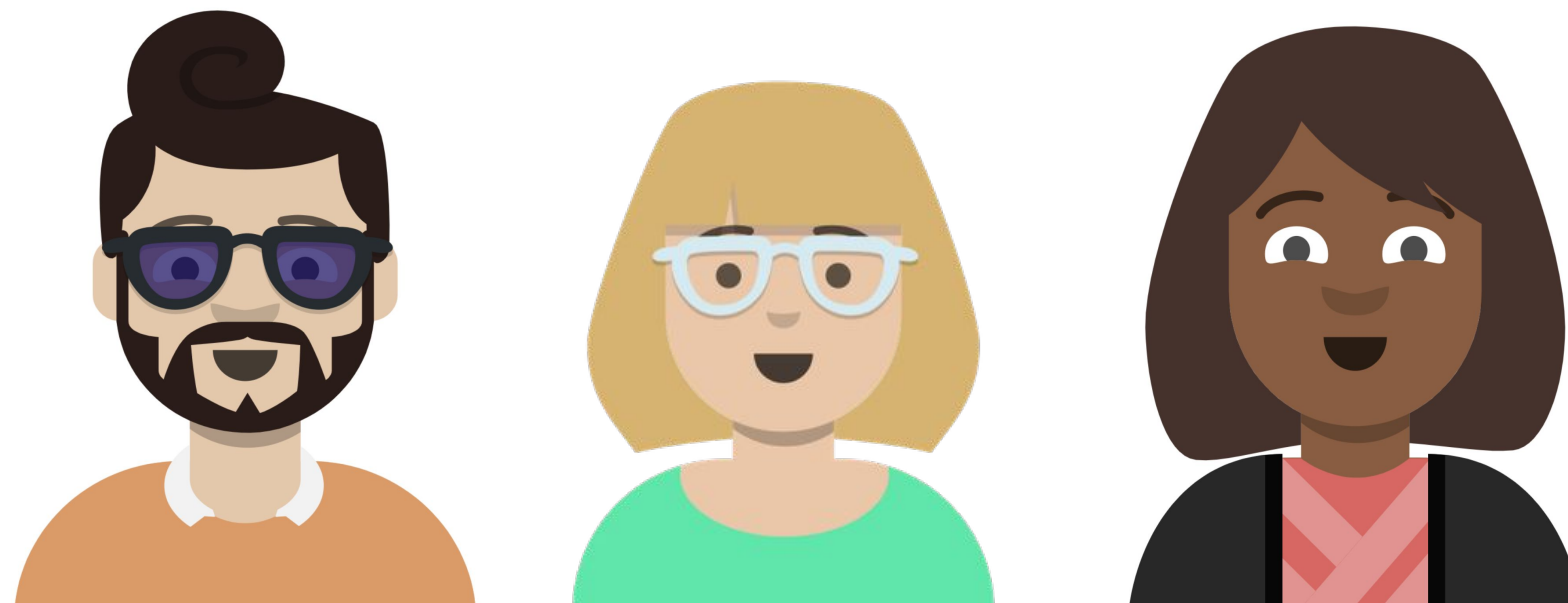
~~Am I a fit?~~

**What could
product-market fit
look like here?**

What could product-market fit look like?

What strengths can I leverage?

What blind-spots might I be unaware of?



What could product-market fit look like?

How does my manager frame the job?

Is that a job I want?

How might I better frame the role I want?





What is “good”
UX research?

Sam



Jess



Sam



Jess



Sam



Jess





① What should we build?

② How might we...?

③ Is this working?

④ How can we optimize this?

Website

Collage of papers and sticky notes under section ②. Includes a sticky note that says "The Best Design Team" and another that says "Concept of Mobile Interface".

Large collage of papers and sticky notes under section ③. Includes a sticky note that says "90% of the best products work for my business" and another that says "Lighting for Search".

Collage of papers and sticky notes under section ④. Includes a sticky note that says "The Best Design Team".

User emotion

practices/Examples Data

⑤ How can we know our users?

Show (KIS)

Collage of papers and sticky notes under section ⑤. Includes a sticky note that says "Show (KIS)".

What should we build?

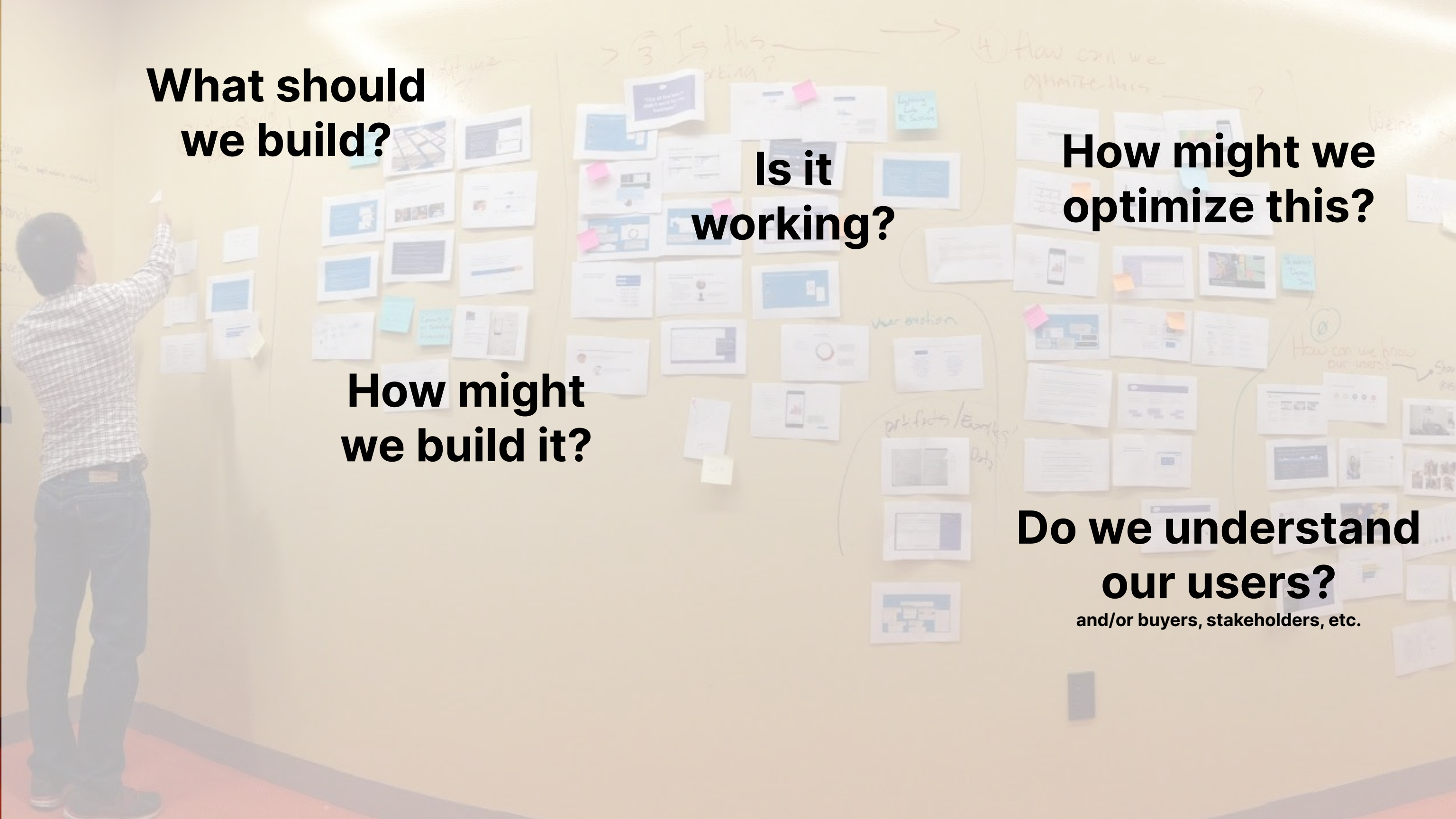
How might we build it?

Is it working?

How might we optimize this?

Do we understand our users?

and/or buyers, stakeholders, etc.



What should we build?

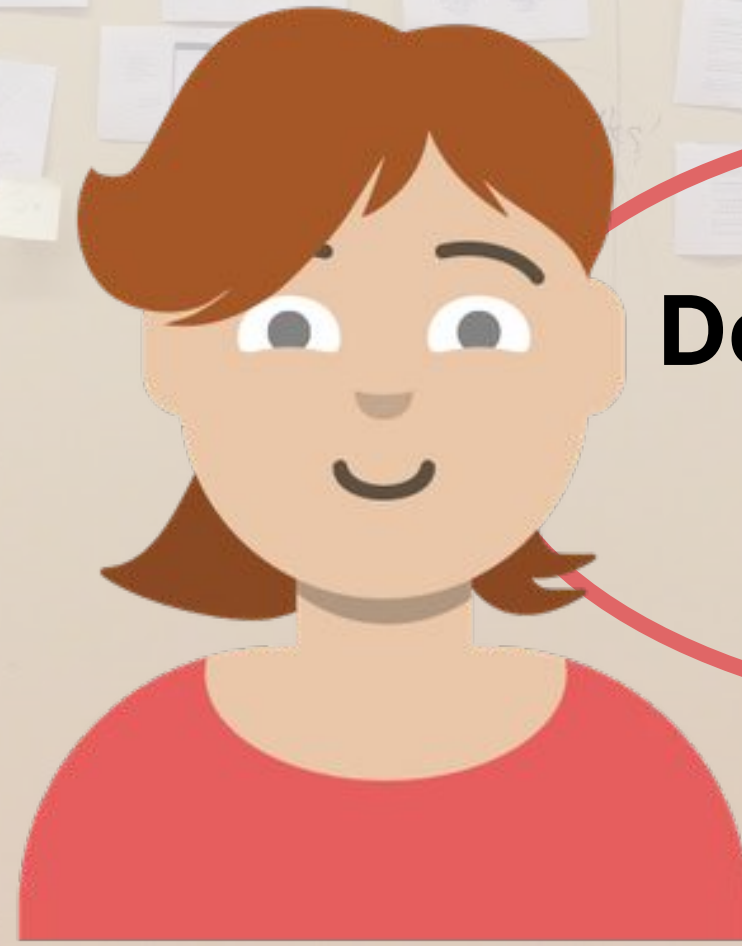
Is it working?

How might we optimize this?

How might we build it?

Do we understand our users?


and/or buyers, stakeholders, etc.



Meet people where they are

	PROBLEM FRAMING	IDEATION	EXPERIMENTATION	OPTIMIZATION	EVALUATION
QUESTIONS	<p>What do our customers need (or want)?</p> <p>How should we think about the competitive landscape?</p> <p>What problem should we solve?</p>	<p>How might we differentiate from competitors?</p> <p>What new features might we offer?</p> <p>What would we do if resources weren't a constraint?</p>	<p>Are we on the right track?</p> <p>Which approaches are working</p> <p>Does preference vary by customer segment? Why?</p>	<p>How can we improve performance of this design?</p> <p>Are there usability issues we can further assuage through non-structural changes?</p>	<p>Did we move the needle?</p> <p>Did our changes have impact?</p> <p>What should we do next?</p>
METHODS	<ul style="list-style-type: none"> Pull reports on cases Pull reports on feature usage Subject matter expert interviews Competitive analysis Review Forrester trends Secondary research 	<ul style="list-style-type: none"> Customer Feedback UI comparisons Modes/motivation matrices Co-Creation exercises Design Studio/Workshops 	<ul style="list-style-type: none"> Customer Feedback Preference Tests UI Pattern Alignment Heuristic Review Tree Tests Accessibility Reviews RITE Usability Tests 	<ul style="list-style-type: none"> Unmoderated click tests Product usage data or A/B tests Videos to "show, not tell" 	<ul style="list-style-type: none"> MAU/DAU Completion rates Error rates Drop-off points App Store Reviews Customer Feedback
DELIVERABLES	<ul style="list-style-type: none"> Behavioral models User Mental Models UX success metrics Design briefs Trends Reports Customer Segmentations 	<ul style="list-style-type: none"> Sketchy concepts Storyboards Concept systems 	<ul style="list-style-type: none"> Invision prototypes Keynote animations HTML clickable protos 	<ul style="list-style-type: none"> Identification of outstanding issues Recommendations for changes Heuristic triage Further convincing 	<ul style="list-style-type: none"> Discussions and documents about how to interpret the usage data.

*It's cyclical and often nonlinear, but you get the idea

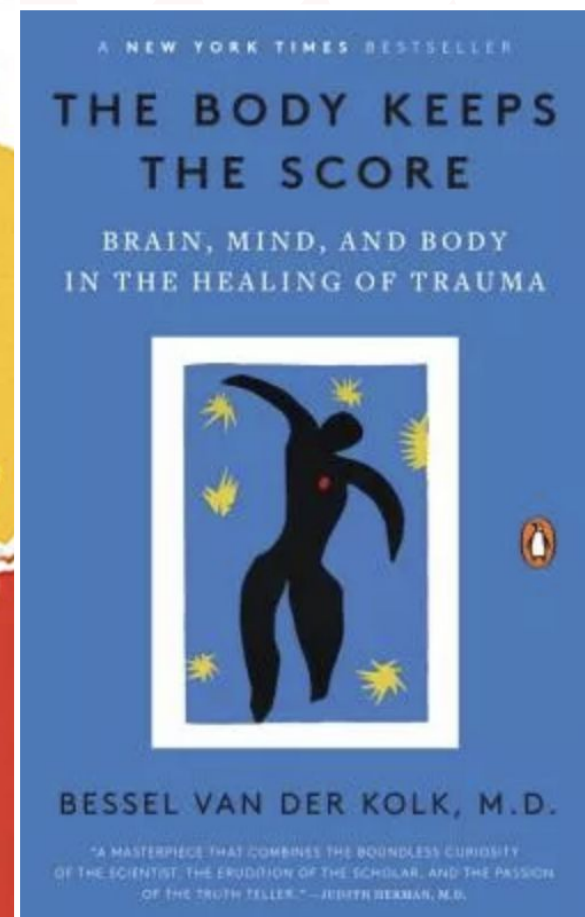
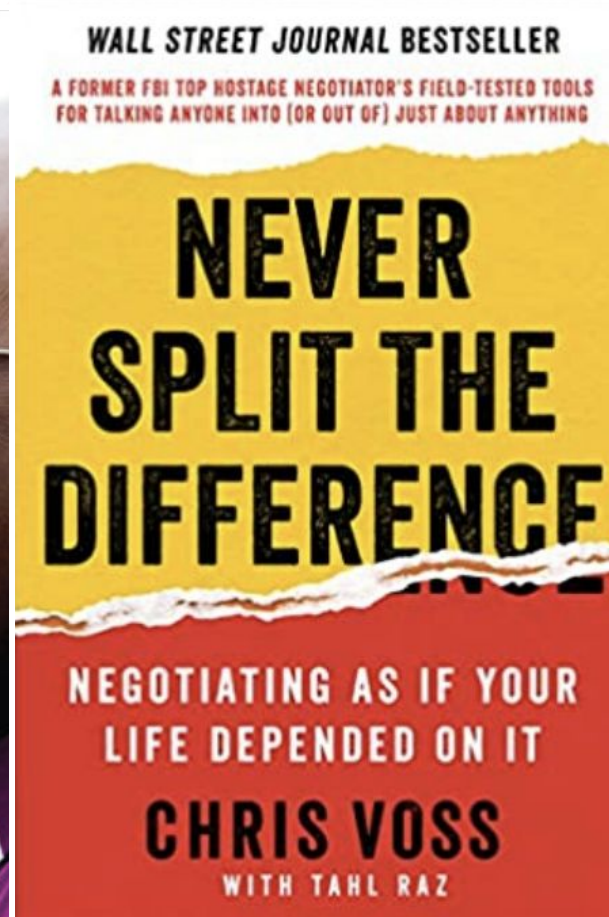
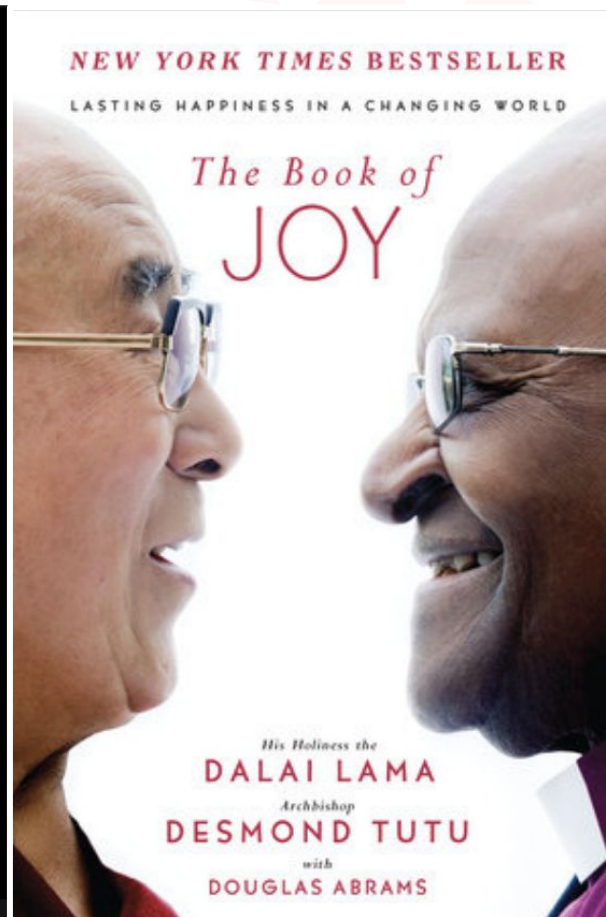
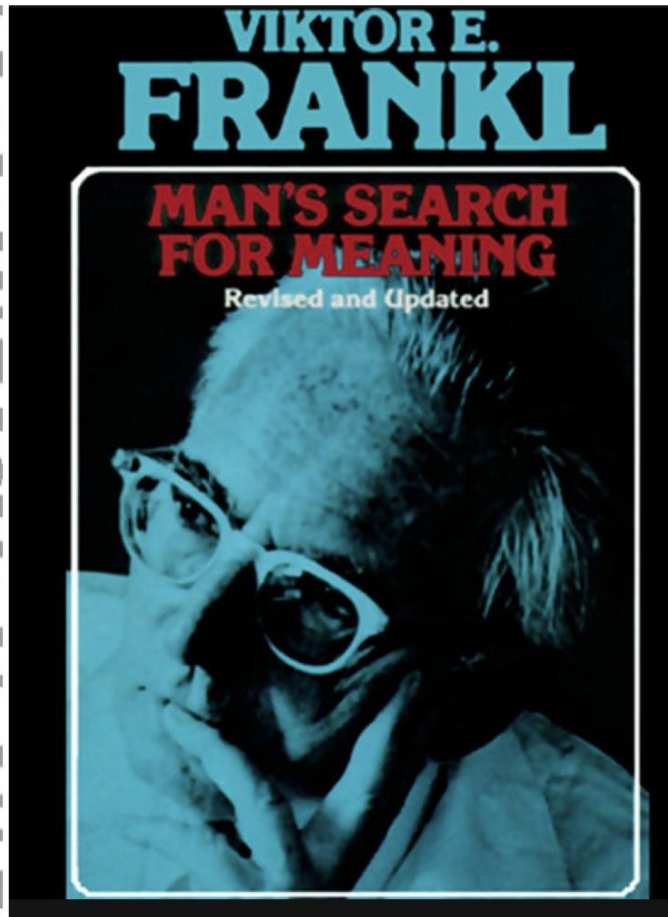
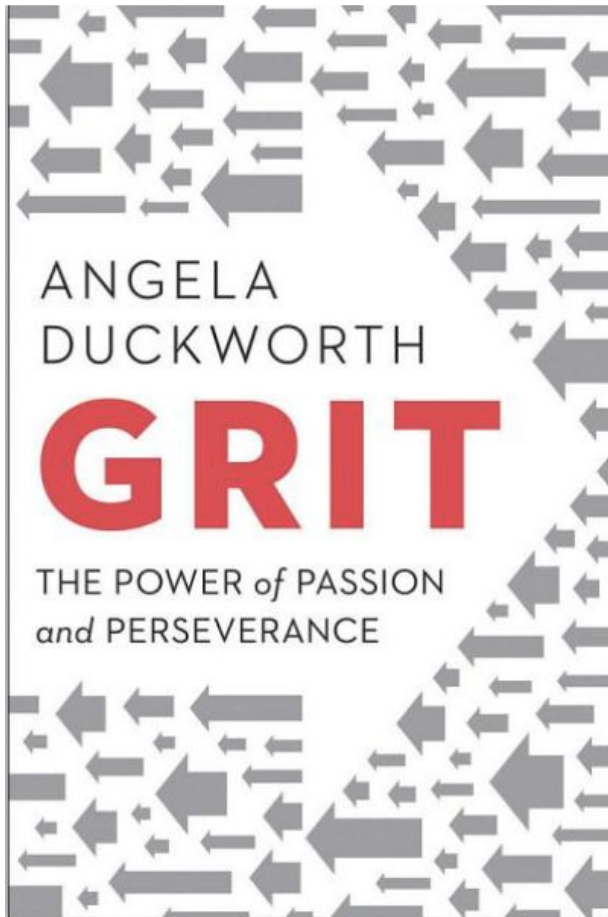


“Listen to ideas that make you think hard– not just opinions that make you feel good.”

–Adam Grant
Think Again

Burnout

Is this burnout?



Consider a coach



Megan Kierstead

www.MeganKierstead.com

**design
dept.**

design dept.

<https://www.designdept.co/>



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Enjoy your journey



Thank you.
Questions?

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