Practicing Learners and Learning Practitioners:

On becoming a **User Experience Researcher** *in Latin America*

Víctor M. González, Ph.D.
CEO & Founder
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To Be or To Become

"BE is notoriously difficult to define, because you can't say what it "is" without in effect using the word itself. But the difference between BE and BECOME is relatively easy:

- *BE designates a state, something which continues unchanged through time.*
- *BECOME designates an event, a change of state."*

Source: https://ell.stackexchange.com/questions/23053/difference-between-be-and-become

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Outline:

The questions to be answered at the end of this talk

- **What is the Problem?:**
  - Relevance of having now full spectrum practical training on IxD/UX foundations and research
- **What we did about it?:**
  - Practicing Learners program & Learning Practitioners program
- **What does it mean to become a UX researcher?:**
  - Practices we are identifying on the phenomenon of becoming a UX researcher
- **What's next for you?**
  - Lessons to take back to your context

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What is the problem?
The need for UX researchers *in Latin America*

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Need for UX researchers: Ask LinkedIn

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Need for UX researchers: You can look at the companies hiring

accenture

ORACLE®

Banco Azteca

BBVA

Walmart

Coppel®

Need for UX researchers: You can look at the communities

> *"It would be nice to be UX researcher in Latin America but…"*
>
> the typical paths of training are broken

Some reasons why

- (most) Universities are **not interested**
- Knowledge that **requires practice**, is not assimilated until it is practiced
- We are **not calling things by their name**: diplomas, masters, certifications
- Companies ask for experience from UXers but they **do not have spaces to create that experience**

- And… there is a lot of **informality**, abuse and deception…

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What we did about it?:

Our programs

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What did we do?

We created

- a learning scheme in practice through a UX researcher Apprentice Program
- lasting 6 months
- intense, practical, formal
- and free!

Equipo Lab X

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Alessandra Bardales
Perú

Jhonathan Limaylla
Perú

Daniel Arboleda
Colombia

Julio Morales
Colombia

Abel Sánchez
México

What did we do?

We created

- a learning scheme for practitioners through a Program of Professional Seminars in UX Research
- lasting 2/4 months
- intense, practical, formal
- and with a high cost!

Being a UX Researcher

Pre-Professionals

How might I be? ⟶ **I am**

Professionals

Am I? ⟶ **I am**

Fixed Mindset *vs. Growth Mindset*
(Carol Dweck)

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Becoming a UX Researcher

Pre-Professionals   Apprentice program

How might I be?   ⟶   *I become*

Professionals   Seminars program

Am I?   ⟶   *I become*

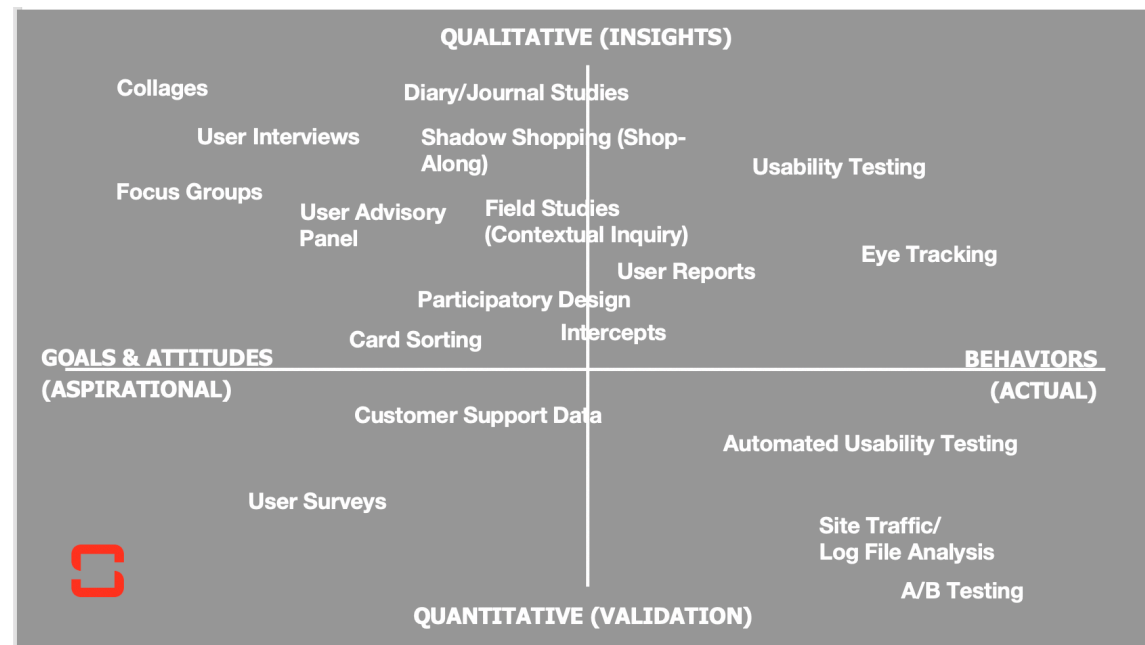*Fixed Mindset vs.* ***Growth Mindset***

(Carol Dweck)

Which **content/emphasis** do we have in our programs?
What **defines the profile** of a UX Researcher?

What defines the profile of a UX Researcher?

The wide spectrum of **methods**

QUALITATIVE (INSIGHTS)

Collages   Diary/Journal Studies
    User Interviews   Shadow Shopping (Shop-
                                       Along)   Usability Testing
Focus Groups
                  User Advisory   Field Studies
                  Panel   (Contextual Inquiry)   Eye Tracking
                                                 User Reports
                                    Participatory Design
                        Card Sorting   Intercepts
GOALS & ATTITUDES   **BEHAVIORS**
(ASPIRATIONAL)   **(ACTUAL)**
                          Customer Support Data
                                                    Automated Usability Testing
            User Surveys
                                                    Site Traffic/
                                                    Log File Analysis
                                                            A/B Testing
                          QUANTITATIVE (VALIDATION)

Source: The User is Always right by Mulder

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What defines the profile of a UX Researcher?

The **fundamentals** that
come from:
Psychology
The sociology
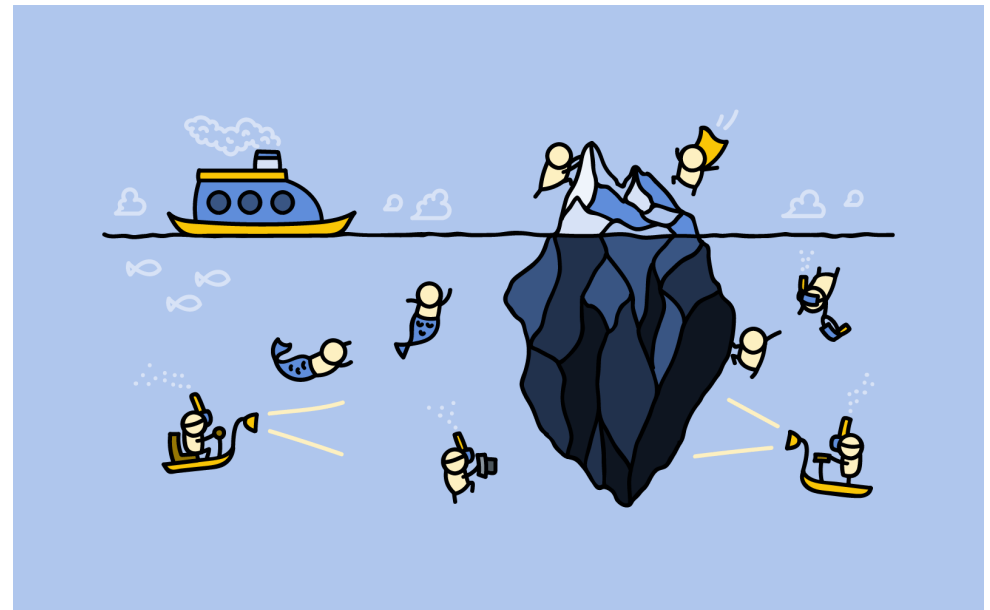Behavioral economics
Design
Computing
Etc.
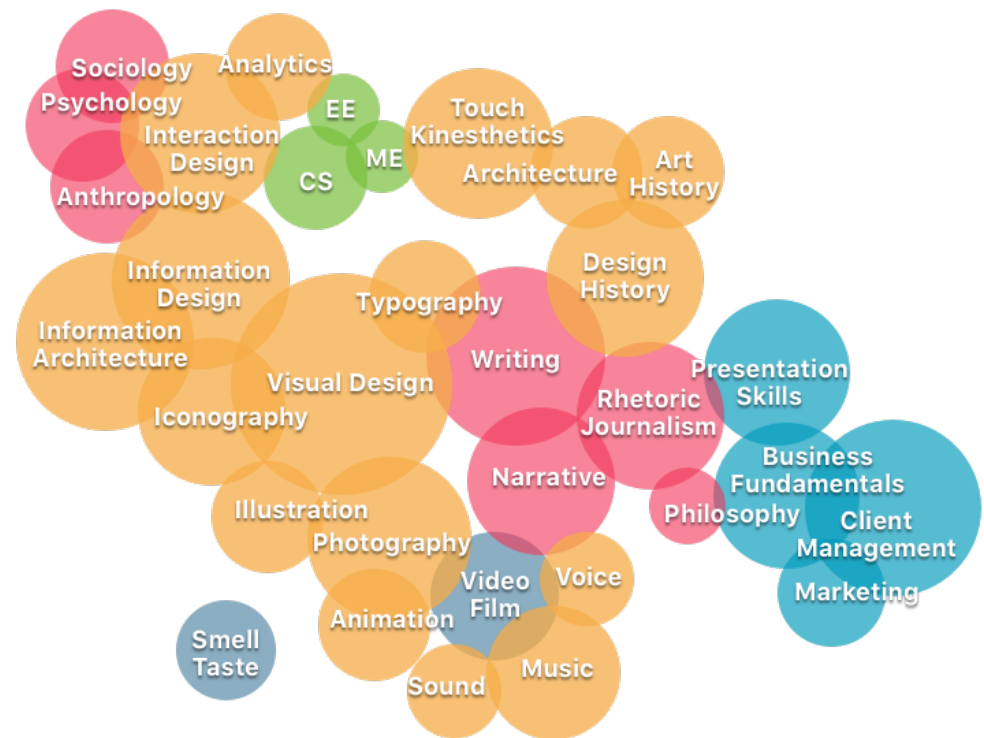
Adapted from Nathan Shedroff

Source: https://tinelavrysen.com/different-ux-backgrounds/

What defines the profile of a UX Researcher?

*Ability to collect and analyze qualitative and / or quantitative data, the **ability to design the research***

Source: https://blog.optimalworkshop.com/what-is-mixed-methods-research/

What does it mean to become a UX researcher?
Our (best) practices

Our Practices on helping people becoming a UX researcher

Burning your title and Kardex

Kardex: It is a document that contains the entire academic record of a student up to the last semester completed.

Your past does not define your present

Source: Google Images

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Our Practices on helping people becoming a UX researcher

Learning as you go

Always learning whenever you need it

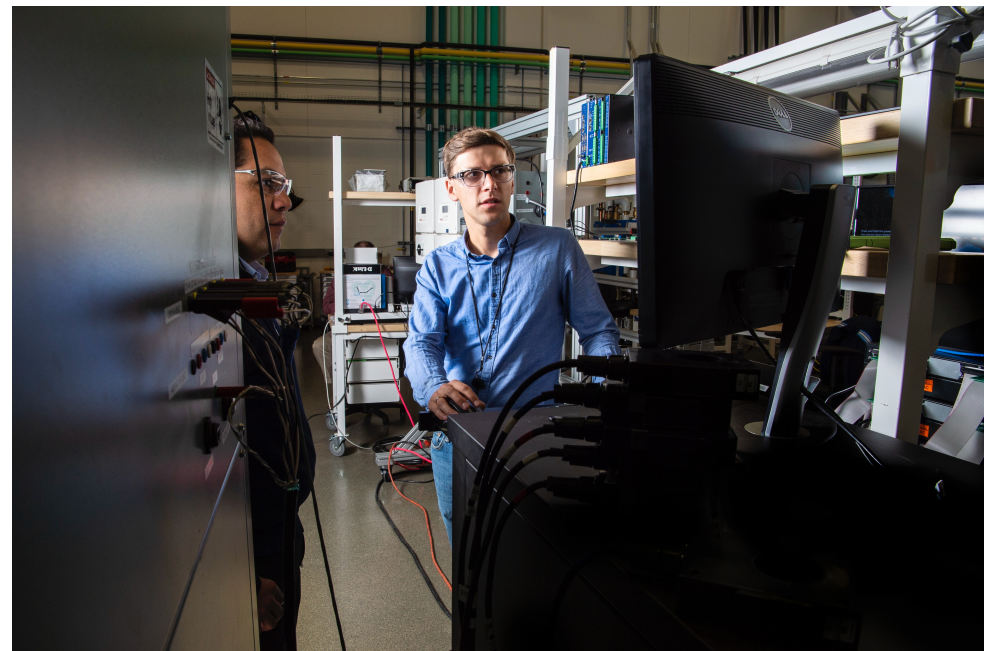Source photo: Sharon McCutcheon on Unsplash

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Our Practices on helping people becoming a UX researcher

Lean on your peers

It is all about us

Fuente foto: Science in HD on Unsplash

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Our Practices on helping people becoming a UX researcher

do your best-then ship

Source photo: Nareeta Martin on Unsplash

Fight your perfectionism

Our Practices on helping people becoming a UX researcher

always curious

Source photo: Jeremiah Lawrence on Unsplash

You can contribute

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Our Practices on helping people becoming a UX researcher

from classmates to communities of alumni.

People like us stay together

Source photo: Helena Lopes on Unsplash

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What does it mean to become a UX researcher?
summary

- Burning your title
- learning as you go
- lean on your peers
- do your best-then ship
- always curious
- from classmates to communities of alumni.

What's next?

What's next? How we will do it?

Pre-Professionals   Apprentice program

How might I be?   ➡   ***I become***

Professionals   Seminars program

Am I?   ➡   ***I become***

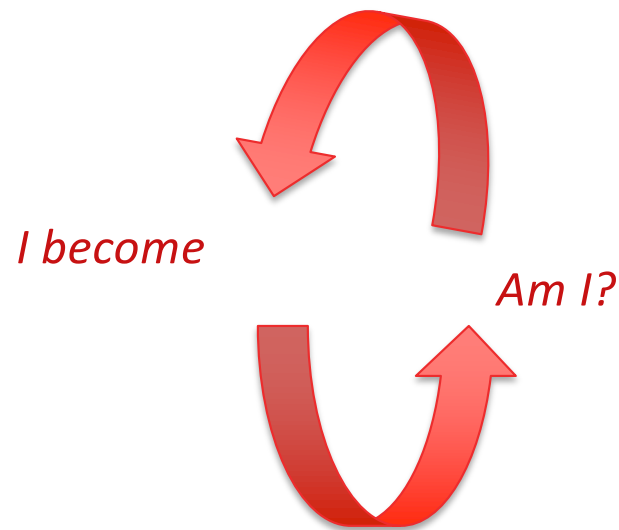*Fixed Mindset vs.* ***Growth Mindset***

(Carol Dweck)

What's next for you? What's next for us?

I become

Am I?
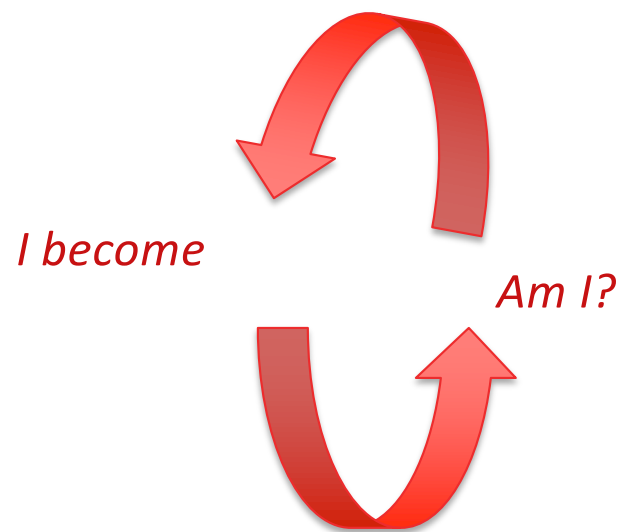
How can you move from the *be* vs. ***become*** *model when it comes to define paths for professional development?*

What's next for you? What's next for us?

I become

Am I?

We will keep experimenting:

- New remote experiences – covering more countries – defining more practical connections

- More emphasis on becoming – being helpful for those who will growth outside our organization

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Hi! I am Victor...

I lead Sperientia [studio + lab] ® a company based in Mexico focused exclusively on **researching the experience** with digital products and services.

We serve and **attend to the needs** of companies and organizations that seek **UX research designs** for their clients in sectors such as retail, financial, entertainment, education and public services.

We do it by **helping people become UX Researchers** with localized training

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