



@advancingresrch #AR2022
10 March 2022



I am going to talk through the process of building our product and stats team.

BUT FIRST, A QUICK STORY...

SPOTIFY IS MY GO-TO FOR MUSIC: I'VE BEEN BUILDING MY MUSIC LIBRARY FOR YEARS (WITH THEIR HELP), AND I ENJOY THEIR CUSTOM PLAYLISTS. NOW MY HOME SCREEN HAS BEEN OVERTAKEN BY A SMILEY-FACED WATERMELON, WHICH HELPED SOOTHE MY TODDLER SON BUT ISN'T THE EXPERIENCE I WANT.

A qualitative approach can capture changes in human behavior to produce better solutions

EVEN A MESSAGE FROM SPOTIFY ACKNOWLEDGING MY LIFE CHANGE WOULD HAVE BEEN HUGE. THEY ARE ONE OF THE BEST BUSINESSES TODAY BUT THERE IS ROOM FOR GROWTH

WHY THIS HAPPENS IS USUALLY DATA ANALYTICS (well funded and resourced) **IS IN A VERY DIFFERENT PART OF THE COMPANY FROM UX RESEARCH** (smaller, less budget)

Rarely do they work together which is a MISSED OPPORTUNITY

Building a Product Insights Team

ANDREW MICHAEL

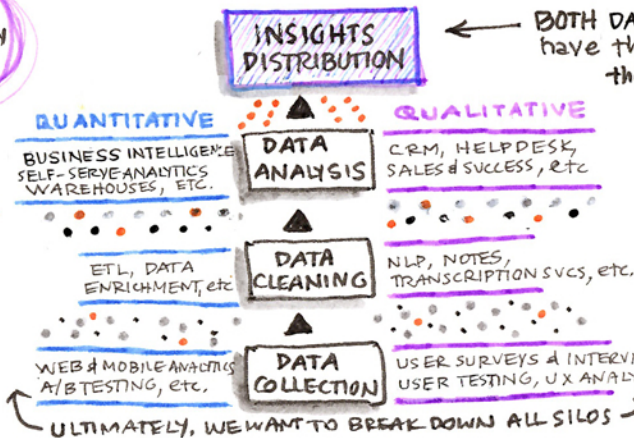
CEO and Co-Founder, Avrio
@andrewmichaelsa

WE ARE BUILDING AN OMNIPRESENT RESEARCH REPOSITORY

previously Head of Business Intelligence @ Hotjar
COMBINING QUAL + QUANT TO DRIVE GROWTH

MANY ORGANIZATIONS HAVE LEVERAGED THESE ANALYTICS PRACTICES

- LinkedIn
- Facebook
- Shopify
- IBM
- Asana



BOTH DATA ANALYTICS and UX RESEARCH have the same goal (insights) the same practices (collect, clean, and analyze data)

The analogy is sifting through sand for nuggets of gold

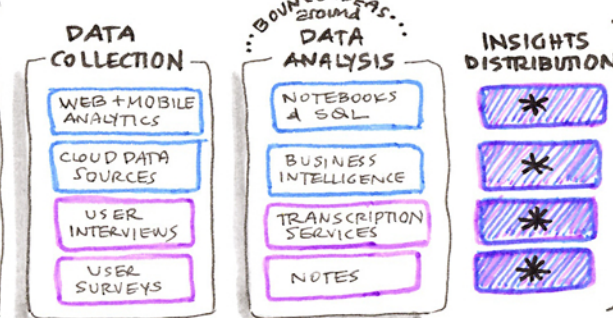
NEW SHARED GOAL IS TO CREATE A "REFINERY" TO WORK THE NUGGETS INTO GOLD BARS OF INSIGHT



FOR THE ORGANIZATION



* WE USED ICP Ideal Customer Profile



COMBINE RESEARCH ALREADY DONE TO INFORM DECISIONS

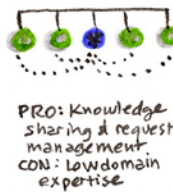
- Shared understanding
- Alignment in data collection
- Cross-pollination of info during analysis
- REDUCED RESEARCH REDUNDANCY
- INCREASED INSIGHT ACTION
- IN SOME CASES, TIME SAVED

MODELS

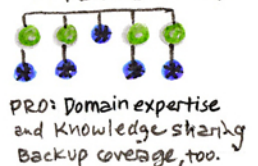
EMBEDDED



"CoE" CENTRALIZED



HYBRID (Both)



Take control of the backlog and position yourself as delivering value for the org. not just a service center.

BE CLEAR IN YOUR COMMUNICATIONS TO SHOW HOW YOU ARE DRIVING IMPACT