



@advancingresrch #AR2022
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Research Democratization: The Good, the Bad and the Ugly

Empowering non-researchers to do research and analysis

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LEARNING by DOING

This can be powerful in so many ways.
(I use it in my practice)

EXPERT OPPOSITION

Leisa Reichelt (ATLISSIAN)

Five dysfunctions of 'democratized' research

Jared Spool (UIE)

"Teams are incentivised to move quickly and SHIP, care less about reliable and valid research."

Tell us what you really think: Jared Spool on democratizing research

"To me, this democratizing trend is a statement of arrogance, "... "It has the air of 'letting the peons do the work I do.'"

WHAT DO YOU THINK?

How do you feel about research democratization as a tool?
[37 RESPONSES via SLACK]



Let's explore the grey part of this together

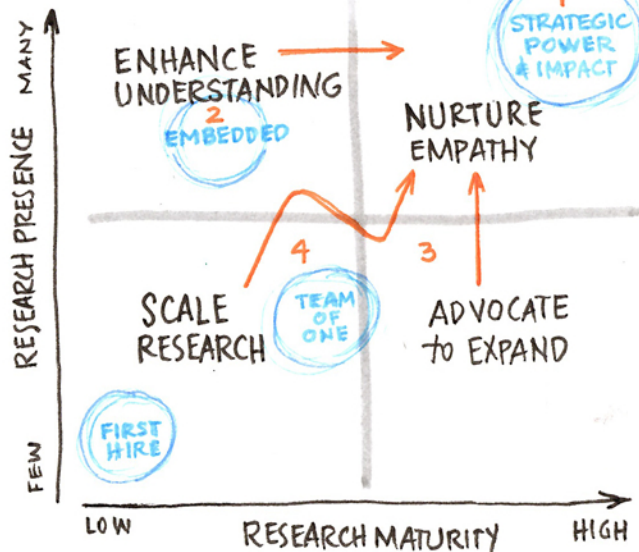
- PUSH RESEARCH MATURITY
- INCREASE PRESENCE
- CREATIVE & INSPIRING

PITFALLS TO WATCH OUT FOR

- RESEARCH IN SILDS disconnected from sharing
- ADMIN OVERLOAD Supporting Research Ops can overwhelm your duties as UX Researcher

RESEARCH DEMOCRATISATION FRAMEWORK

IS THIS A TOOL FOR YOU?



WHERE ARE YOU? Research Maturity

How can RD help with your goals?

- IF YOU ARE IN THE HOLY GRAIL OF MATURITY & PRESENCE YOU MIGHT ASK "Why bother?" IT'S NOT A MUST-HAVE (NO REAL NEED) HOWEVER THINGS CAN CHANGE. DOING SOME DR WILL HELP YOUR TEAM NURTURE EMPATHY IN YOUR ORGANISATION

- MAYBE YOU ARE FOCUSED ON TACTICAL RESEARCH. RD CAN BE USEFUL TO HELP EXPAND CAPABILITY AND HELP OTHERS UNDERSTAND VALUE ESP. EARLY/LATE STAGE IN PROCESS
Story from field
Bergen, Norway 40+ STAFF; late stage validation effort MESSY "TRAINING" BUT GOOD EXPERIENCE: CREATED BUZZ RE: DEPARTMENTAL COLLAB. & CUSTOMER CONTACT

PEOPLE WILL LEARN and UNDERSTAND and CRAFT THEMSELVES

GREG BERNSTEIN (BIG RD ADVOCATE) WROTE ARTICLE REVERSING HIS POSITION

GOOD FOR SOME, NOT SO MUCH FOR OTHERS; TALK WITH TEAMS... WHAT IS NEEDED / BEST FOR ORG.

- PROFESSIONAL DEVELOPMENT RD teaching / modeling can be growthful

can be ugly / murky LONG ROAD / OVERLOAD FACILITATING / ORGANIZING ADMIN PORTION OF RD AND YOUR WORK

- MAKE CASE FOR EXPANSION
Story from field
I WAS PRODUCT DESIGNER, INVOLVED WHOLE TEAM IN TAKING NOTES and ANALYZING RESULTS, FORMULATE ACTION PLAN (DURING / AFTER STUDIES)... BECAUSE THEY WERE PART OF PROCESS THEY TOOK MORE OWNERSHIP OF IMPLEMENTING FEEDBACK. BONUS: WE ALL COULD TALK ABOUT USER PAIN POINTS / FRUSTRATIONS LOGICALLY

- COMPANY DOESN'T YET UNDERSTAND YOUR VALUE... DR CAN HELP FREE UP TIME FOR HIGHER PROFILE WORK
Story from field
CPO says "we need to empower people to make good decisions" TOO OVERWHELMING AS TEAM OF ONE. INADEQUATE CAPACITY TO MEET HIGH EXPECTATIONS This is hard.