



Advancing Research 2022 by Rosenfeld

@advancingresrch #AR2022
11 March 2022

I couldn't be
HAPPIER
to be part of
this conference
and such a
FANTASTIC
CURATION
TEAM!



Chrisd Lemma
started us off
by focusing on the broader field of
research and insights... and then how
we might use the knowledge of those
insights to expand the future of the
practice...

TODAY WE LOOK AT THE WAY WE WORK...
THE PRACTICES THAT ARE PART OF HOW
WE DO RESEARCH... AND HOW WE ARE
APPLYING OUR WORK IN RESEARCH.

Our speakers will help situate
the practice in context.

I am so EXCITED to welcome them today.

MICHAELA MORA will take us on
a journey of thinking about CONCEPT TESTING.
Almost like a mini-workshop! ^{VALUE} ^{BENEFITS}

MARC MAJERS & **TONY TURNER** take us through
"Interrupted UX"
How the reality of everyday interruptions
can inform our usability testing

THANK YOU FOR ALL YOU DO TO ADVANCE AND PROPEL THIS FIELD FORWARD!

THEME 3: Advancing Our Practice

curated by **DR. JAMIKA D. BURGE**

Head, AI Design Learning & Research Insights, Capital One
@JDBurge

WHO IS DOING RESEARCH? WHO IS RESPONSIBLE
FOR RESEARCH? WHO NEEDS TO BE DOING MORE
RESEARCH? Important questions to think about
how we GROW & FLEX in the field.

Research is now omnipresent. Every modern organization
has a research practice, and with increased democratization
of research comes a huge level of responsibility. That means
**we need to evolve to include new practices,
while sticking to the core pillars that define
good research.** But...

- Which practices are sacred and which need to be changed?
- How do we stay innovation-driven, yet focused on
socially-relevant experiences?
- How do we ensure the kinds of insights we're generating
are at once inclusive and representative?

THE SOLUTION IS RIGHT IN FRONT OF US: BY CELEBRATING
THE RIGOROUS, HUMAN-CENTERED FOCUS THAT INFORMS RESEARCH
PRACTICE, WE CAN ENSURE RESPONSIBLE RESEARCH and TELL
A MORE HOLISTIC STORY.

AMANDA KALETA-KOTT
& **LEA MARTIN** talk with us
about the joys and dilemmas of
doing research with older adults
How can we support this community
that is often undervalued/overlooked?

PAULA BACH will talk with us about
how research can help us improve the
experience of legacy software updates

OVETTA SAMPSON & **MIKE DAVIDSON** — ^{TWO} KEYNOTES!
with whom I will chat...
get ready for some meaty discussions