



@advancingresrch #AR2022
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Fireside Chat



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FULL DISCLOSURE: I KNOW
FAK LESS ABOUT RESEARCH
THAN ANYONE HERE

I've led design teams (5-100pp) for past ten plus years and I value (and advocate for) design research.

When I was at Twitter I got to work with some really talented researchers and data. → UNDERSTOOD EXACTLY HOW WE FAIL OUR USERS LESS TECH-SAVVY



In the U.S., crypto is seen as a toy and it is speculative TO PEOPLE IN OTHER COUNTRIES IT'S TOTALLY DIFFERENT IT'S A LIFELINE
BUILD WEALTH I LOVE WORKING ON SOMETHING NEW THAT'S INCLUSIVE

RESEARCH and DESIGN SHOULD BE COMPENSATED the same as ENGINEERS

Research
IS A WAY TO SAVE MONEY and TIME

BUILD INSTITUTIONAL MUSCLE MEMORY BY CITING RESEARCH IN CORPORATE STORYTELLING

Make it second nature

SCALING RESEARCH

PRO TIP: SET UP RESEARCH TO HAVE SAME (PARALLEL) TITLES + GROWTH PATH

DESIGNERS are TECH FOLKS, AND RESEARCH IS NOT SITTING AT A PARK TALKING TO PEOPLE, BUT SETTING UP WELL-CONTROLLED STUDIES FOR STATISTICAL ANALYSIS

PART OF THINGS FROM THE START:

Makes everyone look and feel smart!
WHY DID WE DO IT THIS WAY?
BECAUSE ... [TEST RESULTS]

IF YOU DON'T PROMOTE UXR INTERNALLY PEOPLE MOVE AS QUICKLY AS POSSIBLE AND JUST DEPLOY FEATURES

If you are a team of one don't do anything until the team is built out

PACE OUT TIMING OF HIRES ...
for 4 VPs there should be 20 ICs doing great work and doing reviews every year
STAGGERED HIRING of CRAFTS PEOPLE and MANAGERS

Why does RESEARCH report INTO DESIGN? I think research should report wherever it makes most sense ... to the org that will elevate its value throughout the company.

All companies fail users in a way ... through a failure of imagination

The only way to resolve this is to get involved in UX Research
ORIENT YOURSELF TO RESEARCH
Saving time and improving metrics

FIND YOUR CHAMPION
The influential people who are receptive and can advocate UXR in EXECUTIVE MEETINGS

MOST IMPACTFUL WAY TO WORK YOUR INFLUENCE

Mix of QUANT and QUAL TALENT

ENLIST TEAM IN BUILDING the WAY WE WORK AS WE GO

I dislike hierarchy.

DEVELOP A PLAYBOOK AND DON'T STAY IN YOUR LANE IN YOUR ROLE