


It's Time to Make the Donuts: How User Research Helped Bridge Disparate Teams at Mozilla

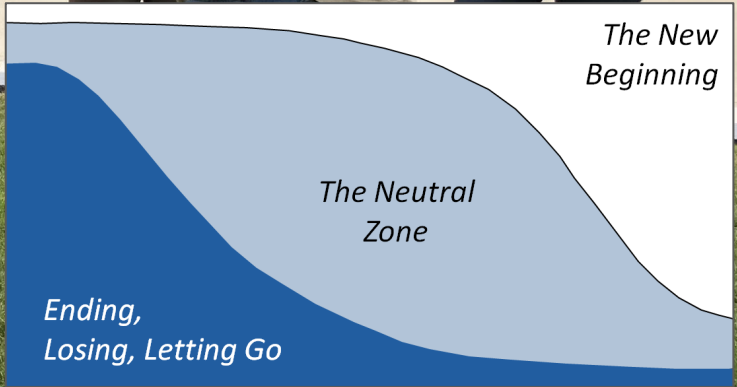
Sharon Bautista

 @happy_stomach





NO
PARKING
HERE



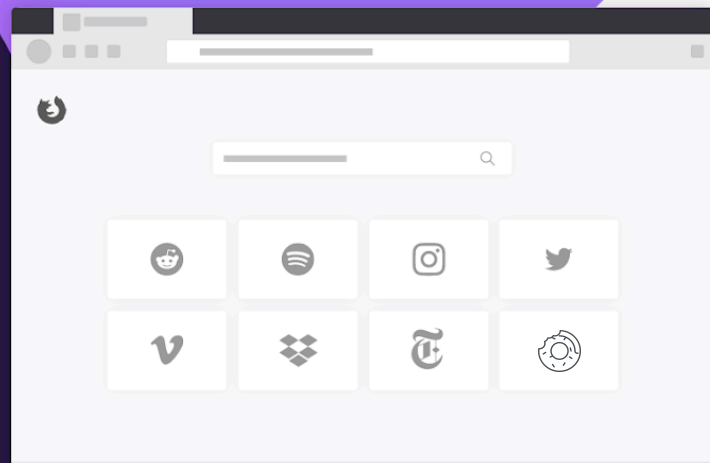




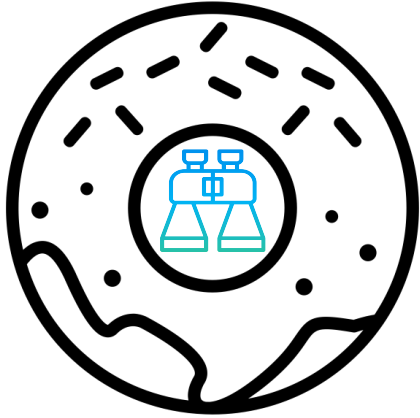


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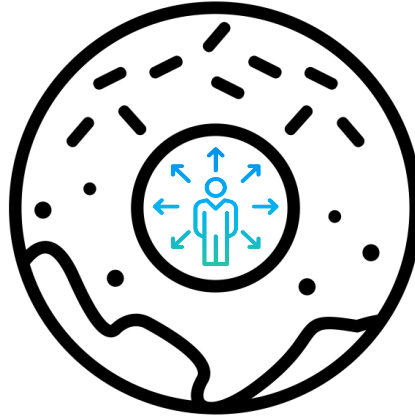
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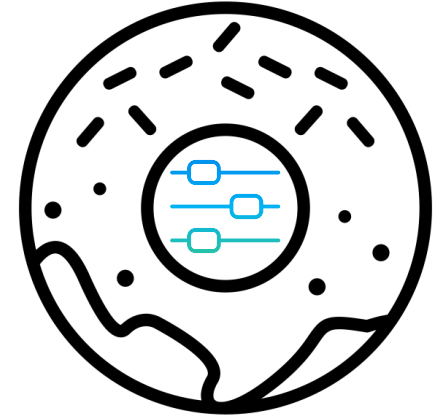
Types of User Research



Explore



Generate

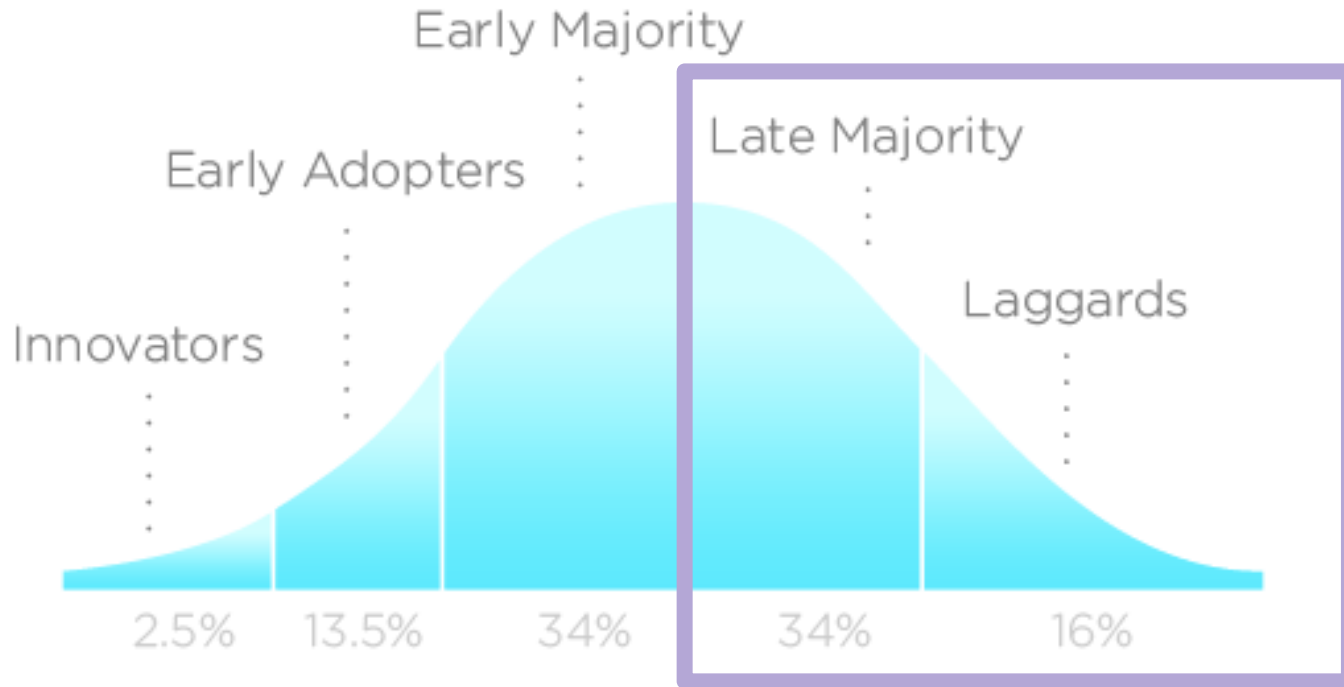


Evaluate





- 🍩 Can you tell me about a time recently when you were involved in **making a decision** about software for your organization?
- 🍩 What was that software? What is it used for? Why was it chosen? What was **your role**?
- 🍩 What operational or **mission critical** functions do you run in a browser?



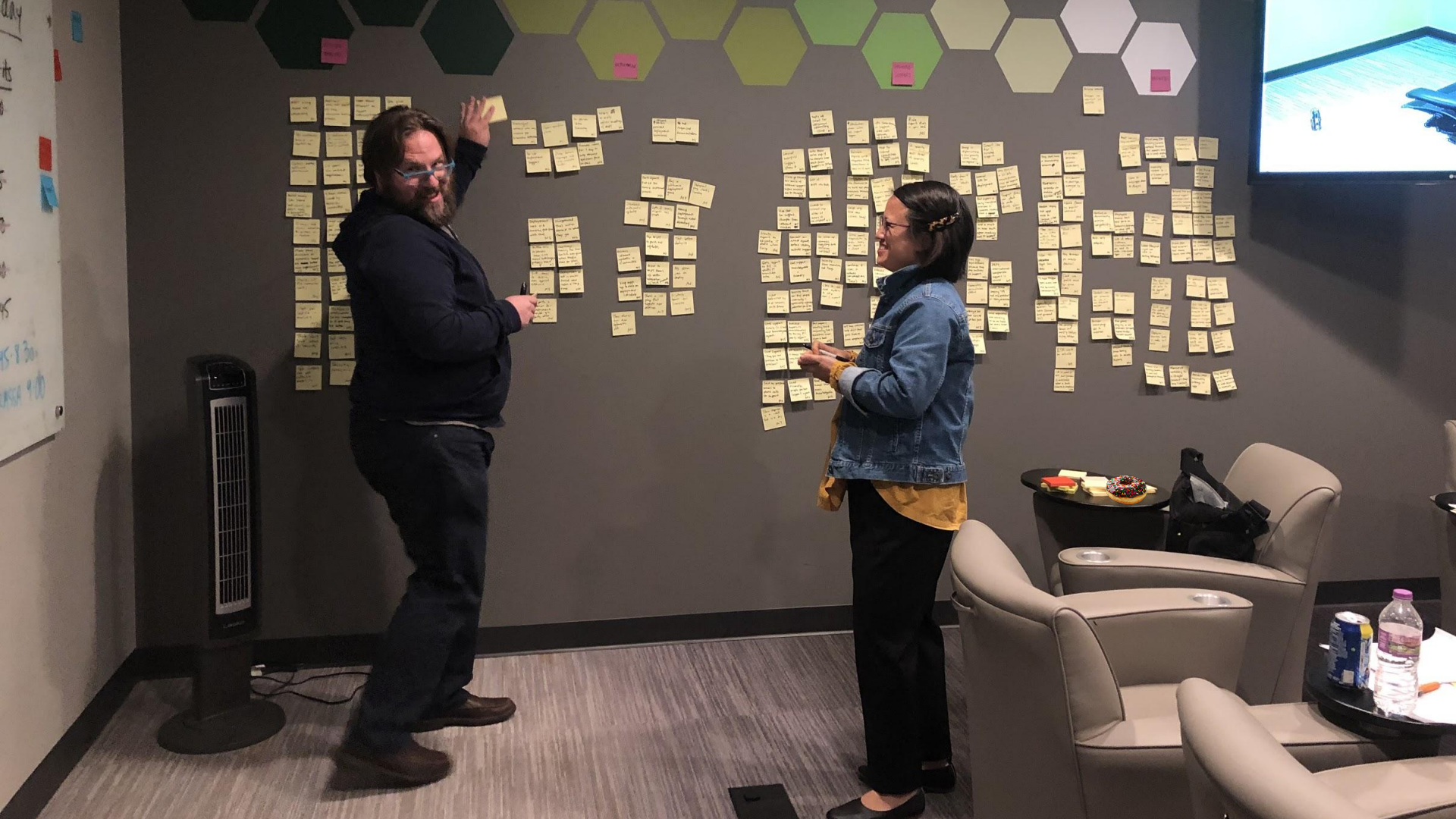
INNOVATION ADOPTION LIFECYCLE

*The New
Beginning*

*The Neutral
Zone*

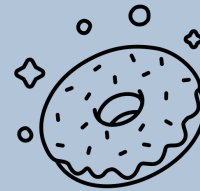


*Ending,
Losing, Letting Go*



*The New
Beginning*

*The Neutral
Zone*



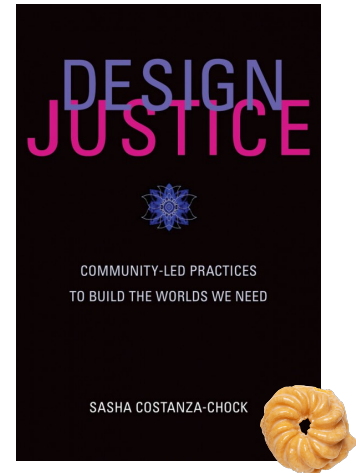
*Ending,
Losing, Letting Go*

Donut graphs



“The **cult of the new and shiny** drowns out the quiet call of the well-established, and **no one wants to solve the bugs in the old thing** that already does what the new thing is supposed to do.”

Sasha Costanza-Chock, *Design Justice: Community-Led Practices to Design the Worlds We Need* (2020)

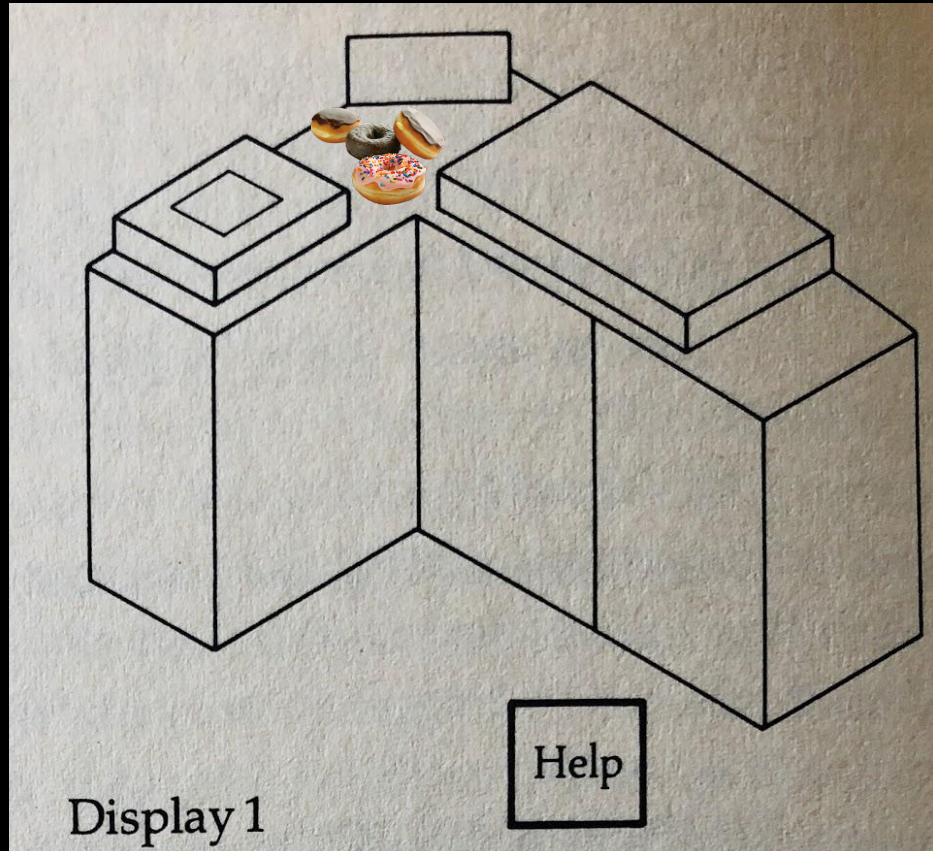


old bugs



innovation





Lucy A. Suchman

PLANS AND SITUATED ACTIONS

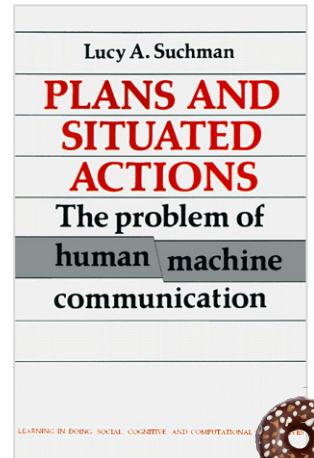
The problem of
human machine
communication

LEARNING BY DOING: SOCIAL, COGNITIVE, AND COMPUTATIONAL



“...for the first time the term ‘interaction’ — in a sense **previously reserved for describing a uniquely interpersonal activity** — seems appropriately to characterize what goes on between people and certain machines as well.”

Lucy A. Suchman, *Plans and Situated Actions: The Problem of Human Machine Communication* (1987)





*Business
Development*

Marketing

*Program
Management*

UX

FUNCTIONS

*Data
Science*

Engineering

*Product
Management*

QA

*Release
Management*

Accessibility

Performance

*Subscription
Platform*

Add-ons

Growth

Search

PRODUCTS

Support

Onboarding

Platform

Services

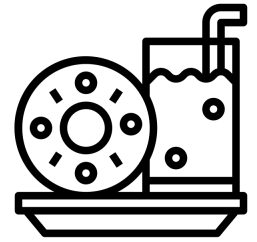
Enterprise

Payments

*Privacy
& Security*

*Special
Projects*

*The New
Beginning*



*The Neutral
Zone*

*Ending,
Losing, Letting Go*

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1 of 6 3/28/20, 2:19 PM

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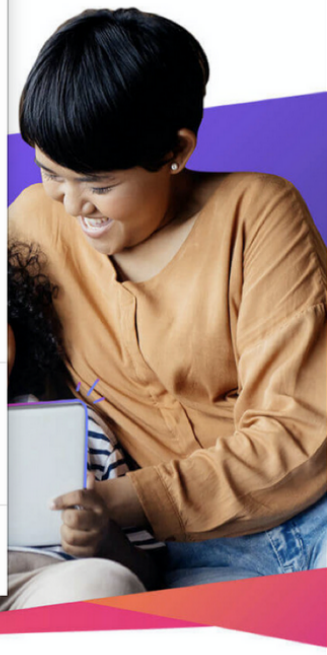
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Thank you.

 [@happy_stomach](https://twitter.com/happy_stomach)

