UXR Handoff | Baddies in Tech

What we set out to do

1. What were your team's prioritized goals and deliverables for this phase?
   - UXR Team has focused on benchmarking current state BIT website and finding ways to improve user experience
2. Outline any key decision metrics, framework, and process utilized to guide your work
   - A stakeholder interview and Persona Workshop helped create a work framework for UXR to prioritize a research approach to benchmark first, find improvements and offer suggestions for improvements
3. Outline any key changes to deliverables, reasons, and outcomes
   - Budget constraints affected our usability testing and abilities for conducting other studies significantly
   - Skills gap affected our ability to implement scoring of certain benchmarks such as SUM, SEQ, SUS, TOT etc.

What we did

1. What key deliverables did your team complete throughout the phase?

   Some of our deliverables were:

   - Personas
   - User Journeys & User flows
   - Heuristic Evaluation
   - Competitive Audit
   - Accessibility Audit
   - Discoveries for IA (Information Architecture)
   - Usability Testing for current state and proposed designs

2. What is your team in progress of completing?
   - Card sort study (external with BIT Members) This activity was not completed due to technical platform and access issues and has been in progress

- ○ Some analytics
3. What did your team not work on, but would if given more time?
    - ○ Scoring of certain benchmarks
    - ○ Analytics benchmarking before new design launch

Next Steps

1. What were some things your team immediately did in weeks 0-1 that were beneficial?
    - Team formation
    - Setting the ground rules for work
    - Getting to to know each member and their diverse skills set
    - Discovering other teams and setting ways to communicate
    - Establish regular team meetings
2. What would you suggest the next team do as immediate first steps?
    - All of the above steps
    - In addition:
        - ○ Check in with any members who worked on the phase 1 for knowledge transfer
        - ○ Establish a baseline for to do's from BIT Backlog and plan all sprints
        - ○ Audit Notion space for BIT and understand what work has been completed previously
3. What key deliverables should be prioritized from the backlog?
    - Analytics benchmarking for current state website
    - Card sort (external) (if needed)
    - Shift focus on Member Portal and Job Board
    - Shift focus on MVP2 and MMP
    - Shift focus on "Content Strategy" and work closely with writing team
4. Recommendations on function team structure for the next phase
    - Try to plan bulk of sprint work from the beginning, then add smaller tasks as they arise to backlog
    - Ensure all members document their work on Notion and upload all of their documents here to create one point of referencing for future teams/phases

General Reflections and Recommendations

1. What were some blockers that your team faced and how might the next team avoid such things?

- Better organization/communication during moderated test - moderators being in direct contact with testers to handle scheduling (CC on emails, consider using Calendly and/or Google calendar for scheduling/rescheduling)
- Communication (not enough of it) when there are questions or concerns about aspects of the project. Don't be afraid to voice your concerns with group members, it ensures everyone is aligned and heard, especially when working collectively on a task.
- Free research tools tend to be limited in functionality.
  - Research tools to use

2. Looking back, are there changes you would have made to the way things were done with your team, collaborating with other teams, etc?
   - Teams tend to work within their silos and collaboration is usually left as an afterthought.

3. What are the questions your team still has that the next team will likely be asking themselves as well?
   - Will recruiters, hiring managers, or HR professionals need to be interviewed and/or used as testers for the employer portal?
   - Will UXD and UXW make changes based on Phase 1 latest UXR usability test results and do those teams want another prototyper user test before adding other features to be tested?

4. What recommendations do you have for the team taking on your work from here?

5. What are some words of advice you have to help the next team unblock themselves if they feel stuck during cross-team collaboration?