

ACTIVITY 1

INTENT AND IMPACT

- Is there a POV? If not, define one; or refine the POV if there is one.
- Describe what your UXR POV aims to achieve and enable in your team or organization?
- What tangible impact on user experience or business goals do you intend to achieve with your UXR POV?

Go beyond traditional security and think about humans.

New target user.

Measure impact user effort scores and how it translates to business value

Minimise friction due to browser similar functionalities

Last pass as your planner, educator, ,...

Humanise Lastpass. Synod security

ACTIVITY 2

CHALLENGE IDENTIFICATION

- Identify key hurdles preventing you from reaching the desired UXR POV state you described.
- What needs to evolve or be introduced to bridge the gap between current state and your intentions?

Analysis paralysis

User Insights didn't bring real impact

Sharing Generative insights in bite format

Didn't get buyin to run foundational research

Keeping stakeholders engaged while still working on analysis

Building trust and confidence on qualitative insights

Hard to inspire different teams with one report , teams might have different maturity levels.

ACTIVITY 3 <A>

APPROACHES AND STRATEGIES

Identify multiple approaches and combine them into focused strategies that address specific experience challenges or business goals.

-Analysis paralysis

Strategy to combat analysis paralysis.

New or multiple perspectives/people/articles/tools

-User Insights didn't bring real impact

Having stakeholders define impact during consultation.

ACTIVITY 3

APPROACHES AND STRATEGIES

Identify multiple approaches and combine them into focused strategies that address specific experience challenges or business goals.

Sharing Generative insights in bite format

- consider alternative formats (i.e Marianne's Gods) that aligns with stakeholders interests
- know your audience!
- single narrative that connects the "bites"

Didn't get buyin to run foundational research

- anticipate expected impact relative to business goals
- have some data to back it up (show how you're going to move the needle with evidence)

ACTIVITY 3 <C>

APPROACHES AND STRATEGIES

Identify multiple approaches and combine them into focused strategies that address specific experience challenges or business goals.

Keeping stakeholders engaged while still working on analysis

Building trust and confidence

Hard to inspire different teams with one report , teams might have different maturity levels.

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Sneak peak and watch parties

Interim analysis

Validate qualitative wait with quantitative study

Leverage storytelling

Mix workshops with playbacks

ACTIVITY 3 <D>

APPROACHES AND STRATEGIES

Identify multiple approaches and combine them into focused strategies that address specific experience challenges or business goals.



ACTIVITY 4 <A>

CARD CREATION

Turn your intent and challenges into actionable guidance. Brainstorm strategies and build “Cards” in the table below to overcome these challenges and move closer to the intended impact.

[illegible]

ACTIVITY 4

Sharing Generative insights in bite format

- consider alternative formats (i.e Marianne's Gods) that aligns with stakeholders interests
- know your audience!
- single narrative that connects the "bites"

Didn't get buyin to run foundational research

- anticipate expected impact relative to business goals
- have some data to back it up (show how you're going to move the needle with evidence)

CARD CREATION

Turn your intent and challenges into actionable guidance. Brainstorm strategies and build "Cards" in the table below to overcome these challenges and move closer to the intended impact.

ISSUE	TYPE	BEST PRACTICES
e.g., Stakeholder Bias	Best Practice, Be Ready, Other (please specify)	Brief description
Sharing Insights (POV level)	Best practice	• breaking up information into smaller more manageable pieces • consider alternative formats to present information (i.e Marianne's Gods) that aligns with stakeholders interests • to be able to present information in a relevant way, it may be important to know your audience to get a better sense of what resonates with them



		presenting insights through a single narrative that connects the “bites” cohesively
Stakeholder Buy In (Foundation)		- Anticipate expected impact relative to business goals. - Propose metrics - provide initial data to back it up (show how you’re going to move the needle with evidence)

ACTIVITY 4 <C>



ACTIVITY 4 <D>

CARD CREATION

Turn your intent and challenges into actionable guidance. Brainstorm strategies and build “Cards” in the table below to overcome these challenges and move closer to the intended impact.

[illegible]

ACTIVITY 5

UXR POV FRAMEWORK MAPPING

Position your *Cards* and *Plays* within the UXR POV Framework to identify where your efforts are focused and where you may have gaps.

Discuss: Where is your strength concentrated? Where do you need to build more?

Pyramid Level	CARDS <Best Practices>	PLAYS <Strategies>
UXR POV	Try different approaches with different teams to socialize (e.g. workshops), daily rituals(e.g sprints/standups). Find your champions and let them be your voice. Packaging insights when sharing them with stakeholders - breaking up information into smaller more manageable pieces consider alternative formats to present information (i.e Marianne's Gods) that aligns with stakeholders interests to be able to present information in a relevant way, it may be important to know your audience to get a better sense of what resonates with them presenting insights through a single narrative that connects the "bites" cohesively	Lifecycle of insight or impact (?). Keep the momentum/ stakeholder engagement (Organise an activity where stakeholders can have access to some of the data/video recording; Report the results of an initial analysis; make stakeholders part of the UXR process, elevate low maturity teams to the right level to accept and relate to the findings/insights)...but what if you're in a time crunch



INSIGHT GENERATION	Stems from the issue of getting insights to resonate with stakeholders - trying different approaches with different teams to socialize (e.g. workshops), daily rituals(e.g sprints/standups). Find your champions who believe in your work and let them be your voice and your advocate Strategy to combat analysis paralysis. New or multiple perspectives/people/articles/tool	Storytelling to influence/understand (Give people strong reasons to act upon findings because they relate to the story and character, When stating something controversial show build up to insight-if not start with stating the action. Multiple perspectives, Lifecycle of insight or impact. Try different approaches with different teams to socialize (e.g. workshops), daily rituals (e.g sprints/standups). Doing so creates empathy
DATA COLLECTION		
FOUNDATION	Buy-in to get the research project going - Anticipate expected impact relative to business goals. Propose metrics - provide initial data to back it up (show how you're going to move the needle with evidence) Illustrate full understanding of your user base by answering the "what", "how", and "why" using qualitative and quantitative data.	