📝 Notes

May 13, 2026

MX Research Test Plan Meeting

Invited abegailt.uxdesign@gmail.com amber.an.bo@gmail.com domcbradley@gmail.com gwladessamanca@gmail.com jemcilwork@gmail.com jonathan.reed@aenjoy.biz kainorjon@gmail.com marianapereirab@gmail.com Morgan Denner Member Experience Team o.ennywealth@gmail.com panubolu@gmail.com quinten.edward.williams@gmail.com techfleetnetwork@gmail.com lskwok@mailbox.org ~~adrian.cholico@gmail.com~~ ~~anamaria.tigan09@gmail.com~~ ~~dragos.danila@gmail.com~~ ~~miamkim.lee@gmail.com~~

Attachments MX Research Test Plan Meeting

Meeting records Transcript Recording

Summary

Sprint structure was clarified and manual research analysis workflows were prioritized for AI data preparation.

Sprint Structure Clarification
Participants confirmed the project utilizes 4 distinct 1-week sprints rather than 1 continuous 4-week sprint. This format supports rhythmic evaluation and testing.

Research Data Organization
The team organized research tables and affinity maps into structured templates. These templates improve data readability for AI processing while maintaining conceptual links.

Manual Analysis Approach
The group decided to perform manual analysis first to ensure contextual

accuracy before utilizing AI tools for implications. One major decision was to re-evaluate implications using specific organizational context.

Next steps

- [ ] [Morgan Denner] Update Template: Drop the analysis table/data into the template file.
- [ ] [Quinten Edward Wiliams] Bookmark Plugin: Bookmark the Resinote plugin for future research and analysis use.
- [ ] [Morgan Denner] Share Docs: Send the Techfleet narrative and programs Notion pages to Maria Gutin.
- [ ] [Maria Gutin] Repopulate Implications: Use ChatGPT with the provided Notion context to generate 1 or 2 concrete program management implications for the table.
- [ ] [Maria Gutin] Schedule Meeting: Send Quinten Edward Wiliams a friend request to coordinate the 2 PM Eastern time work session.
- [ ] [Morgan Denner] Post Recording: Post the meeting recording onto the board and link it on Discord for other attendees and helpers.

Details

- **Discussion on Sprint Length and Structure**: Maria Gutin and Morgan Denner clarified the structure of design sprints, confirming that the class was intended to use four one-week sprints, not a continuous four-week sprint (00:00:00). Morgan Denner emphasized that they would "never ever ever do a four-week sprint ever," and Maria Gutin agreed, stating they were referring to week-after-week sprints. Morgan Denner noted that the one-week format helps participants get into a rhythm, especially for evaluation and testing ideas (00:00:54).
- **Accessing and Sharing Design Files**: The team encountered a technical challenge when Lucy Kwok reported issues opening the Figma file in their browser and could not share their screen. Maria Gutin volunteered to share the screen and navigated to the CX strategy to find the prototype testing and

research analysis materials (00:01:46). Quinten Edward Wiliams guided the team to the research analysis section containing the survey and related tables (00:03:04).

- **Status of Research Analysis Tables**: Quinten Edward Wiliams confirmed that a significance table and a yellow and green research test plan table were copied onto the current page. They noted that the tables were kept separate due to a cell limit, but they are linked conceptually, as the significance table's research topic should allow an AI to track it to the research plan test plan table (00:04:06).
- **Update on Affinity Mapping**: The affinity map is almost complete, with Round Two already placed into a template so that each theme has its own section for AI tracking. Quinten Edward Wiliams explained that Round Three is currently being copied over, and the grey sticky notes represent interpretations of the colored sticky notes, which came directly from the survey results (00:05:27). These colored sticky notes are also present in the research test results table, linking the affinity map back to the research data (00:07:03).
- **Visualizing the Research Analysis Tables**: Quinten Edward Wiliams briefly shared their screen to orient the team, showing the green and yellow test plan table and the significance of results table side-by-side. They explained that the research question column links the two tables and described the affinity map process as a thematic analysis leading to further insights and questions (00:08:38). The immediate next steps include finishing the affinity map templates and the research setup table (00:10:06).
- **Rationale for Structuring Affinity Map for AI**: Maria Gutin asked why the themes were being copied from the original affinity map into a structured template, and Quinten Edward Wiliams explained that the original map clustered results but was not structured for AI (00:11:42). The movement of clusters into theme-specific boxes is intended to provide structured information to the AI, which does best with structured data, as the visual proximity in the original map is better understood by humans (00:13:07).
- **Using the Resinote Plugin for Analysis**: Quinten Edward Wiliams expressed concern about AI being unable to read connections made with lines if the file is exported as a CSV, but Morgan Denner confirmed that AI struggles to interpret visual elements like lines in PDFs or PNGs (00:19:30). Morgan Denner recommended using the Resinote plugin in Figma, which can generate a summary, sentiment analysis, or recommendations from highlighted sticky notes and titles (00:22:52).

- **Walkthrough of the Research Setup Table**: Morgan Denner suggested the team manually complete the first row of the research setup table to understand the process before applying AI (00:24:12). They used the assumption that experienced leaders have higher education and reviewed the results, noting that while all eight respondents had higher education, the result was not statistically significant with the current sample size (00:25:34) (00:29:03). Morgan Denner demonstrated how to determine if the assumption was true or undetermined and how to formulate new resulting questions for the backlog (00:30:57).
- **Importance of Manual Data Review**: Morgan Denner emphasized the importance of performing the analysis manually to gain "intimacy with the data" and be able to tell the story about the results, noting that AI can produce a result quickly but may lose the essential context (00:32:43). Maria Gutin and Lucy Kwok agreed that doing the work manually first is crucial for learning and understanding the logic (00:36:58).
- **Revising AI-Generated Implications**: The team discussed the need to potentially redo the implications in the research setup table because the existing AI-generated language was too dense and not concrete or actionable for product management (00:41:56). Morgan Denner suggested experimenting by feeding the AI the organization's context, such as the Techfleet narrative and program documents, along with a more specific prompt for concrete implications (00:43:37) (00:46:24).
- **Assignment for Revising Implications**: Maria Gutin volunteered to use their paid ChatGPT account to re-evaluate the two implication columns, provided Morgan Denner shares the necessary Notion pages for Techfleet narrative and programs (00:46:24). The request is to ask the AI for one or two "strong implications" for program management based on the provided organizational context (00:47:21). Quinten Edward Wiliams and Maria Gutin scheduled time to work on this task later in the day (00:48:24).

📖 Transcript

May 13, 2026

MX Research Test Plan Meeting - Transcript

00:00:00

Maria Gutin: that you uh uh take on, you know, for the sprint. Uh but that's but this is uh Morgan's uh plan so people next time they know what is enough for the
Morgan Denner: Hey,
Maria Gutin: spring.
Morgan Denner: I'm here.
Maria Gutin: Hi.
Morgan Denner: What are you you talking
Maria Gutin: Hi. Yeah. Yeah. I I'm telling people about how how different is the whole
Morgan Denner: about?
Maria Gutin: uh uh design sprint like like uh when when it's full uh you know when we're doing it for four weeks as opposed to one week uh what what additional benefits it brings
Morgan Denner: Oh,
Maria Gutin: for people you know um if you're doing it Yes.
Morgan Denner: are you talking about the class?
Maria Gutin: Yes.
Morgan Denner: No,
Maria Gutin: I'm I'm talking how
Morgan Denner: the class was the class is supposed to be one four onew week sprints.
Maria Gutin: Mhm.
Morgan Denner: So like you go four times. We could do that in this project too,
Maria Gutin: Yes.
Morgan Denner: but it's always a week. It's always one week at a time.

00:00:54

Maria Gutin: Yeah. I I don't know.

Morgan Denner: Sometimes people don't finish. But yeah,
Maria Gutin: I really No,
Morgan Denner: there's I would never ever ever do a four-week sprint ever. No
Maria Gutin: no, no, no. I No, no, no, no.
Morgan Denner: way.
Maria Gutin: I was not saying it on the opposite. I was saying that we were doing it week after week and that's why you know you
Morgan Denner: Yeah. Okay.
Maria Gutin: would understand it better right like the whole um like understand brainstorm and
Morgan Denner: Yeah.
Maria Gutin: so on and so forth um yeah yeah but yeah
Morgan Denner: Yeah, that's true. You get into like a rhythm.
Maria Gutin: Mhm.
Morgan Denner: It's a little different with regular sprints because you do all kinds of work.
Maria Gutin: Mhm.
Morgan Denner: It's not this like specifically evaluation testing of ideas, you know.
Maria Gutin: Mhm.
Morgan Denner: Yeah,
Maria Gutin: Yeah,
Morgan Denner: we can do it again next week. I think yeah,
Maria Gutin: I would love to.
Morgan Denner: I want to get to the point where you all can do this on your own in a

00:01:46

Maria Gutin: Yeah,
Morgan Denner: week.
Maria Gutin: that would be great.
Morgan Denner: Don't let me stop you from the meeting though. I just joined to be a part of it. I promise not to hog tie the agenda. What's the agenda?
Lucy Kwok: We didn't start yet. I think we might take a
Morgan Denner: Oh, okay. You're just talking good.
Lucy Kwok: look.
Morgan Denner: I feel less bad.
Lucy Kwok: I don't know if somebody else can share their screen because I'm having

trouble opening the Figma in my browser. I have to use the app and then I can't see what's happening in the meeting room and that frustrates
Maria Gutin: Okay, one second. Let me see if I will be able to Yeah. Okay, I will share the screen. Oh, it's not it's not about we're not in the I wanted to share this print.
Lucy Kwok: Oh no.
Maria Gutin: Uh uh but we need to anyway I I will share the oh the CX strategy and we'll u find the the way to get out of the CX strategy and go to um prototype testing right because this is what we're doing right analysis

00:03:04

Lucy Kwok: I think this was the next research.
Maria Gutin: is
Lucy Kwok: Yeah, the research analysis. I'm not sure.
Quinten Edward Wiliams: Yeah, this is the
Maria Gutin: yeah I'm looking looking yeah research analysis I found it I found it so if you
Quinten Edward Wiliams: survey.
Maria Gutin: will one second yeah if you'll follow me then you will be in the research analysis
Morgan Denner: you all analyzing the uh survey.
Maria Gutin: yeah but where is that Um you
Morgan Denner: Nice.
Maria Gutin: you shared it yesterday that table that helps is that the one that helps to do this uh the one that you gave to
Morgan Denner: I'm going to drop it into Yeah, I'm going to drop it into the template so that it's in the template.
Maria Gutin: AI.
Morgan Denner: It's in one
Maria Gutin: Okay. So uh do you need the
Quinten Edward Wiliams: uh the we've we copied the that table into this page.
Morgan Denner: place.
Maria Gutin: link?
Quinten Edward Wiliams: Um I'll make I'll make a comment over
Maria Gutin: Oh. Oh, it's here.
Quinten Edward Wiliams: here.

00:04:06

Quinten Edward Wiliams: I I said here is the table.
Lucy Kwok: It was new audience research analysis, wasn't
Quinten Edward Wiliams: Yeah.
Maria Gutin: So let
Quinten Edward Wiliams: And the uh the most recent comments in the the file goes to that
Maria Gutin: me
Quinten Edward Wiliams: table.
Maria Gutin: Mhm. Okay. So it's here. Oh, so it's in uh where where is this exact?
Quinten Edward Wiliams: Uh it's in this.
Maria Gutin: Oh, here. Uh oh, right
Quinten Edward Wiliams: Yeah, this is that's the table. And then the yellow and green table is right next to it.
Maria Gutin: here.
Quinten Edward Wiliams: Um so the uh the the analysis uh statistical significance table and the yellow and green research test plan table. um we didn't combine them because there too many cells in the table. So we thought that um since the significance table has the research topic, it should be able to if we put it through AI track it to the research plan test plan table. Um so it's there next to each other.

00:05:27

Maria Gutin: Okay. So, for the purposes of today's um analysis, should we copy this and then delete into um a research analysis? Uh uh work workshop. I don't know. What do you guys think?
Lucy Kwok: Did we finish the affinity mapping?
Quinten Edward Wiliams: Uh the affinity map is finished for now. Um we what we did with the affinity map was um the round two affinity map we we placed into the the affinity map template so that each theme has its own section in the template. Uh the reason for that would be so that AI can track the theme and a cluster of notes um that are supposed to be together. And then uh we're we're busy doing that with round three now pasting it into its own affinity map template. um then the difference. Um and so the

round two and the round three are linked essentially through uh the gray sticky notes.
Maria Gutin: Thank
Quinten Edward Wiliams: Um and the the gray sticky notes are interpretation
Maria Gutin: you.

00:07:03

Quinten Edward Wiliams: of the colored sticky notes which um are directly from the survey results. And then that should be able to link back to the research test table. Uh because those same sticky notes that are colored in the affinity map actually appear in the research test results table. So uh in that sense
Lucy Kwok: Thanks, Quinton.
Quinten Edward Wiliams: the the affinity map is just about done just copying over the things. So the the work would I think uh would be on the green table. Um Juliana captured the meeting last last Monday. Uh next steps finish the affinity map templates decide which statistically analyzed results and questions we want to continue investigating and uh finish research setup table. Not necessarily in that order.
Lucy Kwok: Maria. Yeah.
Maria Gutin: Yeah, I was um since we we were not sharing the screen, I was not 100% followed the what what was I was trying to but
Quinten Edward Wiliams: Um I'm sorry I didn't I didn't think of
Maria Gutin: Yeah.

00:08:38

Quinten Edward Wiliams: that. Um I can I can quickly share this
Maria Gutin: Can you quickly show Yeah. Because I you know
Quinten Edward Wiliams: just just to just to orientate you in the in the file then you can take over
Maria Gutin: I
Quinten Edward Wiliams: again. Um so the the green am I
Maria Gutin: Yeah.
Quinten Edward Wiliams: sharing? Yeah. So the the green and yellow test plan table
Maria Gutin: Yeah. Mhm.
Quinten Edward Wiliams: um and the significance of the results table next to each other,

they're not in one table because of a cell size limit, but these columns um the research question appear in both.
Maria Gutin: Mhm.
Quinten Edward Wiliams: So they linked as the first columns. So the round two affinity map has the results and the interpretation plus questions. So this is a thematic analysis and um and in that all these analysis ideas were taken into further analysis and affinity mapping with uh with more um insights out of them in terms of connection to ideas, immersion research questions and different types of questions.

00:10:06

Quinten Edward Wiliams: and themes which then are going into these um templates which are all connected in to back to the survey um test plan table.
Maria Gutin: Mhm. And so what is the plan for
Quinten Edward Wiliams: Uh, and here was the meeting note from uh,
Maria Gutin: today?
Quinten Edward Wiliams: Juliana. And, uh, she suggested we we thought about finish the affinity map templates. That's just copying. It's almost done. Um, I'd say do the finish the research setup table first and then uh then this is essentially like a backlog um exercise. So I' I'd say finish this affinity map template and then the research setup table.
Maria Gutin: Okay. And the amount.
Quinten Edward Wiliams: So with the so that's over here and that's almost done.
Maria Gutin: Mhm.
Quinten Edward Wiliams: So, what I did here was to copy the entire affinity map so that I don't uh miss anything. And then I've just been copying things over if they have a heading, just moving them over.

00:11:42

Quinten Edward Wiliams: All
Maria Gutin: Mhm.
Quinten Edward Wiliams: right.
Maria Gutin: So you you are copying and pasting right from uh from the themes that you identified into affinity map template.
Quinten Edward Wiliams: Yeah. So, the affinity map round three was over here. And so

what I what I did was I I copied that entire thing so as not to destroy that one into this area. And then I'm just moving things over if they're clustered together. And uh the the only reason for doing this is um so that AI can track what what needs what's together in a structured
Maria Gutin: So, so because I I didn't take part in this in all of this.
Quinten Edward Wiliams: way.
Maria Gutin: So the original affinity mapping you just mapped it by themes and then you want the AI to see what is the connection between the themes and that's the reason why you want to create a second definity mapping to show what the connections between the themes or what's the purpose
Quinten Edward Wiliams: Got got you. Yeah.

00:13:07

Quinten Edward Wiliams: So the um the first affinity map clustered results together. So it was a different interp inter interpretation of results uh not necessarily based
Maria Gutin: Mhm. Mhm.
Quinten Edward Wiliams: on question but based on affinity um and out of that
Maria Gutin: Mhm.
Quinten Edward Wiliams: then we created interpretation. So a coding plus some kind of insight. Then what we did is we took all these insights and codings and we moved it down to this affinity area, mapping area and we recclustered things and out of that then created more insights and also questions to ask to the insights and um which is a way to just gather more areas to research into the questions that were answered. So, questions that we still had from the answers. Uh, and then because AI won't be able to understand this, it'll just be a lot of different stickies on one section. This big section, we are moving the clusters into these theme sections which are just together. And so it's a smaller amount of stickies a AI might get less confused about the theme.

00:14:48

Quinten Edward Wiliams: And so because the these
Maria Gutin: Why? Mhm.
Quinten Edward Wiliams: Yes.
Maria Gutin: Mhm. So why do you think that AI will get confused by a lot of information?

Quinten Edward Wiliams: Uh because AI does best when it's structured information. And so the affinity diagram in this in this form over here is useful for humans because we have we we we're able to structure this visually and we can see that things that are closer together mean to be closer together. They have an affinity whereas AI uh might not be able to have that insight. Maybe through visual analysis it could, but it's not guaranteed because AI sees all of these stickies as being connected in this large area over here. So by by moving the clusters into specific theme boxes, we're instructing AI that these clusters in this theme box in this section are different from these ones. So we're we're being quite specific about Yeah.
Maria Gutin: I see. I see. Okay. Okay.

00:16:05

Maria Gutin: Because I It wasn't Mhm.
Quinten Edward Wiliams: And then Yeah.
Maria Gutin: Mhm.
Quinten Edward Wiliams: And so the the logic remains very similar to the to the research test plan table and this survey answer significance table because everything is row based there. So the section is the row and AI can track the the research topic question uh what are the demographics of people that we don't serve in today in tech fat across all the dimensions of the table and then also on this one it's the same question so and then the same question as an answer is here's the answer. I'm not Oh, we have another table which we have to feed into the all the I think it's over here. Here's the table with all the questions. Um I'm looking for that specific question now. the demographic question. Um, I can't find it right now, but it's somewhere in here. So, all the answers are linked to the survey result uh results, significance, and the case plan.

00:17:45

Quinten Edward Wiliams: And all these answers are copied exactly like into these notes. these colored notes. And then so the AI should be able to to work through all of these notes and link everything, even our qualitative analysis back into this research table.
Maria Gutin: Mhm. Okay. Okay, I got it. So basically what we need to do is to copy the the rest of these sticky notes based on you know um on the theme right so that the AI will understand um that this is a separate uh thing.

Quinten Edward Wiliams: Yeah. Yeah. So,
Maria Gutin: Okay.
Quinten Edward Wiliams: uh doing the last one now and then could potentially move to the yellow the green table. We won't show what to do with this theme because it's a theme made with where people made connections. So between different I'm thinking to not sure if the AI will be able to read those connections but maybe so the Yes.
Maria Gutin: And what what sohm so why why why why the I would not Understand there's a particular one.

00:19:30

Quinten Edward Wiliams: uh the we have connections that have have been drawn with these lines between boxes and maybe the AI will capture it but if we I guess it depends on how we export it. So maybe if it's exported as a CSV,
Maria Gutin: Oh,
Quinten Edward Wiliams: it won't capture that connection. But if it's exported as a visual file like a PNG or a PDF, it might. But I'm not sure if the AI will understand this line
Maria Gutin: why not?
Quinten Edward Wiliams: uh
Maria Gutin: It's I think it's uh Yeah.
Morgan Denner: I don't think it will. I tried. I tried.
Maria Gutin: Oh,
Morgan Denner: It doesn't.
Quinten Edward Wiliams: because
Maria Gutin: it's not.
Morgan Denner: It definitely doesn't. You have to If it If you give it a PDF,
Maria Gutin: Why?
Morgan Denner: it only reads the text. If you give it a PNG,
Maria Gutin: Mhm.
Morgan Denner: it could potentially interpret the image based on what tool you're using, but you're going to have to ask the AI if it can do it.

00:20:37

Morgan Denner: And I think PNG might be best for like having it interpret visuals, but it's

not always possible.
Maria Gutin: H.
Quinten Edward Wiliams: Maybe maybe a solution it is to copy the the same information several
Morgan Denner: What are you all What are you all trying to do?
Maria Gutin: I
Quinten Edward Wiliams: times.
Maria Gutin: think
Morgan Denner: You're trying to feed this information to AI the
Quinten Edward Wiliams: Yeah.
Morgan Denner: map.
Quinten Edward Wiliams: To to help to help with the uh reports analysis at the
Morgan Denner: Yeah. Uhhuh. Yeah. So,
Quinten Edward Wiliams: end.
Morgan Denner: you're trying to feed the affinity map stuff to AI. Is that what you're trying to do?
Quinten Edward Wiliams: Yeah. Yeah.
Morgan Denner: I would just do each theme page. I wouldn't do that chart.
Quinten Edward Wiliams: Yeah.
Morgan Denner: I would do the theme pages as a PDF and include the title in the section so that when it exports, it exports the title and then it will like you could do that one. You can do that one giant one.

00:21:37

Morgan Denner: Uh I would suggest actually not doing that. I would do the separate ones.
Quinten Edward Wiliams: Okay.
Morgan Denner: The one to the right that has all the Yeah. the all the separate sections. I would download the separate sections as PDFs.
Quinten Edward Wiliams: Yeah.
Morgan Denner: Maybe even form takeaways first.
Quinten Edward Wiliams: And so with
Morgan Denner: Like do that bottom part,
Quinten Edward Wiliams: Yeah.
Morgan Denner: the blue part where it says takeaways.
Quinten Edward Wiliams: Yeah.

Morgan Denner: Form that.
Quinten Edward Wiliams: Yeah.
Morgan Denner: and then give it to AI.
Maria Gutin: And
Quinten Edward Wiliams: Um and then with these
Maria Gutin: what?
Morgan Denner: I wouldn't even worry about that going to AI. I think it that's more trouble than it's
Quinten Edward Wiliams: okay
Morgan Denner: worth.
Quinten Edward Wiliams: yeah so then um these these takeaways would we push that through AI all all these stickies or do
Morgan Denner: Um, it's up to you all. That's a I think it's a plugin that you can use in I think it is an AI plugin.

00:22:52

Morgan Denner: I don't know if it's an AI plugin, but I think it is. There's a plugin that's Resinote. That's what it's called. If you highlight the title and the sticky notes and you go to the plugins and you try to find Resinote, it will like reso N O T
Quinten Edward Wiliams: resonate.
Morgan Denner: E. You have to copy the title too.
Quinten Edward Wiliams: R S O N O T. Okay.
Morgan Denner: Uh, hit the plus, Quinton. Hit the plus.
Quinten Edward Wiliams: Okay.
Morgan Denner: The plus control on the
Quinten Edward Wiliams: Okay.
Morgan Denner: Figma. Hit that icon to the right of the icon that you picked before on the menu.
Quinten Edward Wiliams: Yeah.
Morgan Denner: Yeah. Then go to plugins. Yeah. There it is. Just uh bookmark that.
Quinten Edward Wiliams: Great.
Morgan Denner: Bookmark that Quinton because you can use it a lot for the stuff you all do in research and analysis.
Quinten Edward Wiliams: Thanks.
Morgan Denner: It's a useful tool.
Quinten Edward Wiliams: There we go.

Morgan Denner: I don't know if it's AI based, but if you you got to run it if it it's probably loading.

00:24:12

Morgan Denner: If you run it, do it one section at a time. Then you can do think summary or sentiment analysis or recommendations or some there's like another option
Quinten Edward Wiliams: Oh wow. Okay,
Morgan Denner: too.
Quinten Edward Wiliams: great. That would save copying everything into a different AI.
Morgan Denner: It would Yeah, totally.
Quinten Edward Wiliams: Um and then with the the thing is loading still with the um so then that could be done some point um even today but then the the other one is the finished research setup table. Um so I've never actually gotten this far in this table.
Morgan Denner: Oh,
Quinten Edward Wiliams: Um so no first
Morgan Denner: really?
Quinten Edward Wiliams: time.
Morgan Denner: So, um,
Quinten Edward Wiliams: Um
Morgan Denner: maybe we can do the first one manually. I can do the I can do the first one manually with
Quinten Edward Wiliams: and then
Morgan Denner: you,
Quinten Edward Wiliams: Yeah.
Morgan Denner: the all of you, right now. and then you'll know how to do it in your brain and then you can orchestrate AI to do it.

00:25:34

Quinten Edward Wiliams: Okay.
Morgan Denner: Okay,
Quinten Edward Wiliams: Great. Thank
Morgan Denner: we'll do this real quick. So,
Quinten Edward Wiliams: you.

Morgan Denner: pick um I don't know whatever row has good has like real results.
Quinten Edward Wiliams: Uh should we do the one with the green?
Morgan Denner: Row number three. Okay.
Quinten Edward Wiliams: So
Morgan Denner: What was what are the demographics? All right. So go to the yellow table where where you had that.
Quinten Edward Wiliams: the yellow tables. Yeah. Uh so that was one,
Morgan Denner: Go to that row on the yellow table.
Quinten Edward Wiliams: two, three, four, five down.
Morgan Denner: Uh-huh.
Quinten Edward Wiliams: Uh,
Morgan Denner: And go to go to the very
Quinten Edward Wiliams: one, one, two,
Morgan Denner: beginning.
Quinten Edward Wiliams: three, four, five. I think it's this
Morgan Denner: Okay. Cool. So what are the demographics? Experience. We assume that experienced leaders tend to have forms of higher education.
Quinten Edward Wiliams: one.

00:26:21

Morgan Denner: If it's true, okay, then go go to the results. So you're looking back at the assumption. The assumption is the hypothesis. So you assumed coming into the research that experienced leaders have a form of education that's higher education.
Quinten Edward Wiliams: Could
Morgan Denner: Go to the results. Go to the green. The other
Quinten Edward Wiliams: some Could someone else could someone else take over the screen?
Morgan Denner: green.
Quinten Edward Wiliams: My uh computer's freezing with that other plugin going, so I can't move the screen at the
Morgan Denner: Oh yeah. Yeah. Yeah. Sure. Let
Quinten Edward Wiliams: moment.
Morgan Denner: me
Quinten Edward Wiliams: Yeah, it's totally frozen. So,
Morgan Denner: Oh,
Lucy Kwok: That happens a little.

Quinten Edward Wiliams: it's just going to take a minute.
Morgan Denner: no.
Lucy Kwok: I have that offer.
Quinten Edward Wiliams: I I'll my screen the rest of my screen's not like it's just this one browser window.
Morgan Denner: Yeah. I don't know why it does that. Was It said it was loading 37 things for you.

00:27:18

Quinten Edward Wiliams: I should probably just Yeah, I don't know what's going on there.
Morgan Denner: All right, I'm gonna follow you, Bria, in here. All right, cool. So, uh, I'll share my screen on here. Can you see it?
Maria Gutin: Yes.
Lucy Kwok: Yeah.
Morgan Denner: Okay, so the summary four people had a college degree and four people had a graduate degree. So the results show the conclusion that we can make from this is that uh the people
Lucy Kwok: Need to go one rod
Morgan Denner: I I would say the sorry you don't you don't want to make a a statement about the population entirely until you can look at statistical significance and say like what's the real number? So, I'm going to look at the real number in in a second, but you can you have to phrase it in such a way with results to say the respondents were all educated with higher education. That doesn't mean that the world population of managers is educated. That does not mean that. That just means the eight people that you talk to were educated.

00:29:03

Morgan Denner: All of them. All of them had a degree. So then you'd have to look at the statistical significance and say what would the real number be? Um the real number would be anywhere between 63% and 100% would have uh higher education according to the math. And that result that we received is not statistically significant. So we can't believe we can't believe it. Um it does we are not able to make the conclusion that all

managers are higher educationbased because the math doesn't prove it and don't have enough sample size. So the conclusion that we can draw anecdotally not mathematically but anecdotally is managers have higher education but it's uncertain um whether the majority is I mean if we were to like go off of the confidence intervals which is the range of like what the real number would be of the total population of the people in the world that are managers the billions of people it would be a number between 60 and 100%. According to the math, the larger the sample size, the more that might change over time.

00:30:57

Morgan Denner: But anyway, you could you can make a conclusion statement. That's how you make a conclusion statement. Uh was the assumption true or false or undetermined? I would say the assumption turned out to be true. have they me they had higher education but we don't know how common that would Yeah. And then what are some of the new resulting questions? These are just questions that you can think of that you need to add to your backlog. A question that we can add to our backlog is how um how often do managers get education before becoming a manager. I'm just throwing out questions that I could potentially add to the backlog. I'm not going to prioritize them yet. You're going to do that in a later step. You just add add questions that you could add to your backlog. And then how could you measure success in the future? It's a bonus field. You don't necessarily need to answer this question, but you just enter information about KPIs.

00:32:43

Morgan Denner: Uh so level of education and professional members in techfleet. That's a KPI that we could use for that. And that's how you do it. You can do it manually. It's it's kind of nice to do it manually because you can like actually be really intimate with the data. If you turn it over to AI, you lose that intimacy with the context and the data. You have to work harder to like tell the story about the results. And so I I will always try to get like really deeply into the raw results because I need to be able to tell the story. Doesn't really matter that AI can produce the thing in five minutes. I'm on the hook to deliver the change. So, I'm gonna need to get into the weeds. And I don't always do this with AI because of that. If you're going to lose sight of the story data, then I would say don't use

AI for this. The math the math helps you to like look at the data in context.

00:34:02

Morgan Denner: And this is great to use for AI because it's a precursor to the conclusion forming. All right. Hopefully that helped. That's how you do it.
Quinten Edward Wiliams: Thanks very much.
Maria Gutin: Um,
Quinten Edward Wiliams: Yeah.
Maria Gutin: yeah.
Morgan Denner: So,
Maria Gutin: I
Morgan Denner: I would just get into the weeds. That's what I would do.
Maria Gutin: I
Morgan Denner: I would get into the weeds and just start like forming this conclusion stuff. What would you say,
Maria Gutin: I I'm just curious why is that an important questions to to know uh how often
Morgan Denner: Maria?
Maria Gutin: do managers get education before becoming a manager?
Morgan Denner: Let's say that was important.
Maria Gutin: Why?
Morgan Denner: I'm just giving an example like I think that that's an important thing from a programming standpoint that could potentially have implications for um that what I would also do when you
Maria Gutin: Oh,
Morgan Denner: fill those questions out for the future, I would go back to the implications and say if the assumption was true then it meant that we were um we were doing these things potentially that

00:34:59

Maria Gutin: Mhm.
Morgan Denner: we should be um using domain structure in our programming and we should include data frameworks. I don't know if this came from AI. This seems like AI

language. Uh I don't know what the hell this means, but this is where the implications come in that are very very helpful.
Maria Gutin: H.
Morgan Denner: If you can say as a team, if the assumption turned out to be true, which it did turn out to be true, here's what's next for us. And then you can make questions based on what's next.
Maria Gutin: Mhm.
Morgan Denner: know the dangers of using AI. Don't lose Don't lose sight of the data as a
Maria Gutin: So when you were interpreting I mean like uh this so you looked at
Morgan Denner: researcher.
Maria Gutin: the original um research topic right uh and then did you look at the implications of the yellow table or you just uh looked at
Morgan Denner: It didn't
Maria Gutin: you didn't yes I I just saw this um so it's it's not important at this point right you're only looking

00:36:07

Morgan Denner: It is important for forming questions for your backlog. Like this this column right here,
Maria Gutin: Uh I see.
Morgan Denner: it's important for this column right
Maria Gutin: Uhhuh.
Morgan Denner: here.
Maria Gutin: So this is for the questions for the backlog. Then you need to look at the yellow table,
Morgan Denner: The questions for the backlog,
Maria Gutin: right?
Morgan Denner: you're going to need to look at the implications if it's true or false.
Maria Gutin: Mhm.
Morgan Denner: There are other columns that you have to look at the other part parts of the other table.
Maria Gutin: Mhm.
Morgan Denner: You're usually looking at the assumption. To make the conclusion, you got to make the assumption. You got to look at the assumption. The conclusion and the validation of the assumption.

Maria Gutin: Mhm.
Morgan Denner: These two things here require you to look at the yellow table to look at the assumption. See what I'm saying?
Maria Gutin: um the conclusion and the uh and this this
Morgan Denner: whether the assumption was
Maria Gutin: this so this uh for this you need to look at the yellow table

00:36:58

Morgan Denner: false. Yeah, you only have to look at the assumption in the yellow table for these two columns.
Maria Gutin: right
Morgan Denner: And then for the research questions that you want to ask in the future, you have to look at the implications in the yellow table.
Maria Gutin: Okay.
Morgan Denner: So, what do you think? Do you all want to fill this out yourselves? I think it's great practice. I don't think that there's ever I think there's a lot of benefit to it if you do it yourself.
Maria Gutin: Yeah.
Lucy Kwok: Yeah, I believe we're going to do
Maria Gutin: that can we can I have access to this recording because it will help me to you know because I was not part of
Morgan Denner: Sure.
Maria Gutin: it uh to to get the context uh I want to listen to it one more
Morgan Denner: Yeah, sure.
Maria Gutin: time thank you yeah I
Morgan Denner: I'll share it out.
Maria Gutin: would love to do this um to look at all these implications and Um, and I uh see the the real benefit when you when you're doing it yourself.

00:38:11

Maria Gutin: You can test yourself with the AI, right? Uh afterwards, but if you do it through the AI, you're not learning. Basically, you need to you need to I mean maybe later when you

Morgan Denner: Yeah.
Maria Gutin: completely understand what you're doing, then you can use AI, right? Uh but at the beginning,
Morgan Denner: Yeah.
Maria Gutin: it's better to try to do it on your own to uh see the logic.
Morgan Denner: Yeah, totally.
Maria Gutin: Um
Morgan Denner: And I'm like, if I'm communicating and collaborating with other people, I'm going to do a worse job of that if I have AI do the work for me in this case because I'm not going to be able to tell the story.
Maria Gutin: Mhm.
Morgan Denner: I'm not going to be able to do my job as a researcher if I if AI just did my job. And then what am I going to do? I'm going to be like, "Oh, okay. Ask AI because I don't know the details. I didn't do it. AI did. I don't want to lose that agency."

00:39:13

Quinten Edward Wiliams: a AI reading reports generated by by AI.
Morgan Denner: Yeah. Right. You could fill this table out and then review it and analyze it and like at that point it's different for me as a person. My learning style is I will got to do it to actually have it sync in. So I want to do it but then once it's done AI can do whatever you want it to do with the data. Fill a backlog. Give me the next steps of what you think should be done in terms of whatever blah blah blah blah blah. But the important part is you have intimacy with the data as a person. If you're on the if you're accountable for the outcome of this, you should be the one doing it. The the green
Quinten Edward Wiliams: the um the I agree the uh
Morgan Denner: part.
Quinten Edward Wiliams: the the implications there are many implications but the results is
Morgan Denner: Yep.
Quinten Edward Wiliams: also is also interpretive.
Morgan Denner: It's very intuitive.
Quinten Edward Wiliams: Um so one has a lot of urgency in the in reporting the

00:40:19

Morgan Denner: Yeah.
Quinten Edward Wiliams: result.
Morgan Denner: Yep.
Quinten Edward Wiliams: Um also have information from the the sprints and from
Morgan Denner: Definitely.
Quinten Edward Wiliams: the sorry from the design sprint and from the strategy meetings. All of those things can help color an interpretation of these in uh assumptions and implications. with the answer.
Morgan Denner: Yeah.
Quinten Edward Wiliams: So, yeah.
Lucy Kwok: I was trying to trace where that text that looked very AI came from and the only place I can find is the survey results table and I checked on other pages as well. So I wonder if we did we copy paste from that table back into the assumptions table. How did that happen?
Quinten Edward Wiliams: So this um we we reverse engineered this uh results this research setup table Because earlier in the phase we had a lot we had two or three or four large research test plan tables that were unfinished. And then um and then the survey was created out of those tables but also with new questions and created more organically.

00:41:56

Quinten Edward Wiliams: than following the the table word by word. So we had assumptions and we had questions and we had um results but we didn't have all the assumptions and we didn't have most of the implications. So uh we we reverse engineered everything to be able to have a research test pan which was tricky and uh that's where the AI use came in. Um now
Morgan Denner: I would um consider redoing the implications if
Quinten Edward Wiliams: within
Morgan Denner: it's true and false. Um because that language is so dense it it doesn't really give you any type of like really concrete here's what our next step would be as a team. Do you see what I'm saying? If if we were to say uh okay so people have higher education if this turns out to be true then for techfleet programming that means that the the people that come into the community are already educated they're going to want something beyond just education because they've already been educated and if that

turns out to be false then I'm curious how they became managers like What are the requirements of the what were the requirements that got them to be managers and what implications does that have for our training?

00:43:37

Morgan Denner: See what I'm saying? Like that this these two things require an incredible amount of judgment calls that I've learned I've only learned this by doing it. If you if you have AI blast out the implications without context of the org, it won't it will do stuff like this. It will have like really great things that sound awesome, but they don't really mean anything in terms of focus on clarity and relevance.
Maria Gutin: Shut
Morgan Denner: Okay, that's not concrete. That's not concrete at all from a pro product management, program management standpoint.
Maria Gutin: up.
Morgan Denner: I want to know what strategies I need to be directing so my brain can come up with that quickly because I have all the context in the world about it. That's why I would suggest you all redo these these implications because they have some pretty large effects on the questions that you would ask in a backlog after you're done the research. Maybe maybe you can experiment with the AI. If AI had the context of the org, like if AI had tech narrative in the three-year strategy in the program overview, maybe it would do a better job.

00:44:54

Morgan Denner: I've seen that before.
Quinten Edward Wiliams: Yeah,
Morgan Denner: I'm just giving you thoughts,
Quinten Edward Wiliams: that makes sense.
Morgan Denner: but we can't do anything with that data. It sounds great. It looks great. It's like very dense, but it's not actionable.
Quinten Edward Wiliams: Um I think one of the one of the tricky things of of doing doing the implications table um beyond reverse engineering it even if while we were doing it from the as a first step uh was around a strong direction for questions implications. Um, so yeah,

Morgan Denner: Mhm.
Quinten Edward Wiliams: so if it's on a strategic level or if it's more on a granular level of specific um course outcomes or interests. So yeah, I'm not sure how because I I can think that might be another it might happen again in a way. Not knowing what level to focus implications on,
Morgan Denner: Yeah.
Quinten Edward Wiliams: what what theme. So maybe create a theme for the table and um say we want to research this area through these questions.

00:46:24

Quinten Edward Wiliams: I'm not sure.
Morgan Denner: I'm curious, Quinton, do you have access to an AI tool that you pay for or something? Is anybody on the
Quinten Edward Wiliams: I I I don't but I can have.
Morgan Denner: call?
Maria Gutin: I I Mhm.
Quinten Edward Wiliams: It's I just don't. Yeah.
Morgan Denner: If I give you the notion pages for Techfleet narrative and techfleet
Maria Gutin: I'm
Morgan Denner: programs, I'm very curious if you give the table again to AI and tell it to populate and tell you tell it to use the context. Give it a give it a more specific prompt to say I want you to tell me concrete implications for our product management if it's true or if it's false. Like give it more direction and give it the context of the ORC. I wonder what it would do. I wonder what it would populate.
Maria Gutin: I I have uh CH GPT that I pay for. So I mean I'm I want to switch to Claude next month but but but for now I I I'm still with

00:47:21

Morgan Denner: Okay.
Maria Gutin: Chad GPT.
Morgan Denner: Yeah, you can use chat.
Maria Gutin: Uhhuh.
Morgan Denner: Let me let me get you the notion pages. I would Maria,

Quinten Edward Wiliams: Cool.
Morgan Denner: can you do that today?
Maria Gutin: Yeah. Yeah.
Morgan Denner: I'm very curious.
Maria Gutin: Absolutely. Yeah. I will do it today.
Morgan Denner: Okay. just for the two implication columns, you know,
Maria Gutin: Mhm.
Morgan Denner: like and maybe even say like just give me the top implication. You don't need to give me 17 implications for each one. Just give me one concrete program management implication based on the context of our
Maria Gutin: Mhm. I see.
Morgan Denner: organization.
Maria Gutin: Uhhuh. So give give him these two documents that you are going to share.
Morgan Denner: Yeah.
Maria Gutin: then uh show him this table and tell that instead of all this for the implication right we want uh one or two strong implications right based on what we shared with the AI
Morgan Denner: Yeah, that's right.
Maria Gutin: Yeah.

00:48:24

Quinten Edward Wiliams: for for program management.
Morgan Denner: Yeah, for specifically say program management.
Maria Gutin: Mhm.
Morgan Denner: All right, I got to run. I will send you the docs uh sometime later today. My internet's being
Maria Gutin: Okay. So,
Quinten Edward Wiliams: Thanks.
Maria Gutin: uh if anybody wants to work with me on this, you know,
Morgan Denner: wonky.
Maria Gutin: uh then um I I am usually free from 2:00 p.m. Eastern time if it works for anybody on this call.
Lucy Kwok: Uh, I'm not free today.
Maria Gutin: Yeah, every day I'm free after two. Um, I mean for now, but then I hope that in the future I will be free entirely, but um up until now it's from 2 2 p.m.
Quinten Edward Wiliams: Yeah, I could work an hour on on that at that time there.

Maria Gutin: Yeah. Okay. So, uh I I can send you a friend request and uh we can uh meet
Quinten Edward Wiliams: Yeah,
Maria Gutin: later today
Lucy Kwok: Yeah,
Quinten Edward Wiliams: cool.
Lucy Kwok: it would be easier to set up that way.

00:49:34

Maria Gutin: and
Lucy Kwok: So, if you'd like me to try to set something up with you, then could I add
Maria Gutin: yeah, we can I can uh send you a friend request as well and um yeah, we can do something.
Quinten Edward Wiliams: Yeah,
Maria Gutin: Uh I mean
Quinten Edward Wiliams: just get another meeting on the board. We're good ad
Maria Gutin: Okay.
Quinten Edward Wiliams: hoc.
Maria Gutin: Mhm. Mhm. Okay. And uh if it's possible to get this recording as well, that would be great. Uh with all with everything that Quentin explained. Um um I mean even even if uh Morgan you can put it um in uh right on the board you know so for other people also who who can come you know so they can listen they can listen to the
Morgan Denner: Yeah, sure. Happy
Maria Gutin: recording and maybe they will be able uh we can also can link this to on the discord so people
Morgan Denner: to.
Maria Gutin: can join maybe also if they want to help with the um with writing all of is uh Yeah.
Morgan Denner: Yeah,
Maria Gutin: All right. Sounds good. Yeah.
Morgan Denner: sounds good.
Maria Gutin: All right. Thank you everyone.
Quinten Edward Wiliams: Thanks.
Lucy Kwok: Thank you everyone.
Quinten Edward Wiliams: Thanks. Yeah.
Morgan Denner: Great
Quinten Edward Wiliams: Thank you.

Lucy Kwok: I
Maria Gutin: Thank you.
Quinten Edward Wiliams: Thanks everyone.
Maria Gutin: Bye.
Quinten Edward Wiliams: Bye.

Transcription ended after 00:51:02