# Work/Career Short Answer Sheet

*Please fill out the first half while you get settled in. Also a good topic to discuss with your tablemate.*

*Starting questions, do these two at the **beginning of the workshop:***

**How would you describe the main kind of work you're doing right now?**_____

_____

_____

_____

*Another, very exciting question:*

**Are you currently working towards a specific goal or next-step as a researcher?** Yes / No / I'm not sure

**(if yes) What are you working towards right now?** _____

_____

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_____

*A final reflection: we hope you will have more clarity here **at the end of the workshop***

**What's the biggest challenge I face in doing the work of a researcher?** _____

_____

_____

**What do I want to explore next? What am I excited about?** _____

_____

_____

**What one specific step will I take next to move forward?** _____

_____

_____

**Optional— other thoughts/revelations/concerns to share?** _____

_____

_____

# Use scratch paper for these activities:

*Some tips for approaching the first two activities in the workshop. Your facilitator will prompt you through the details. It's going to be fast—optimize for getting data on the page so you can discuss, rather than building the "perfect" picture.*

## Team / Org Ecosystem: Activity #1

- We'll visualize the structure of our team within the larger org
- Don't worry about how it looks—try to get all the right pieces in place and figure out connections
- If you're in an agency/consultancy, think of a recent or representative project, and include your client's organization as an important constituent
- When you map out "front line" groups (sales, support, etc.), think about the types of user/customer information they have, and how it's used. Is it being leveraged appropriately?
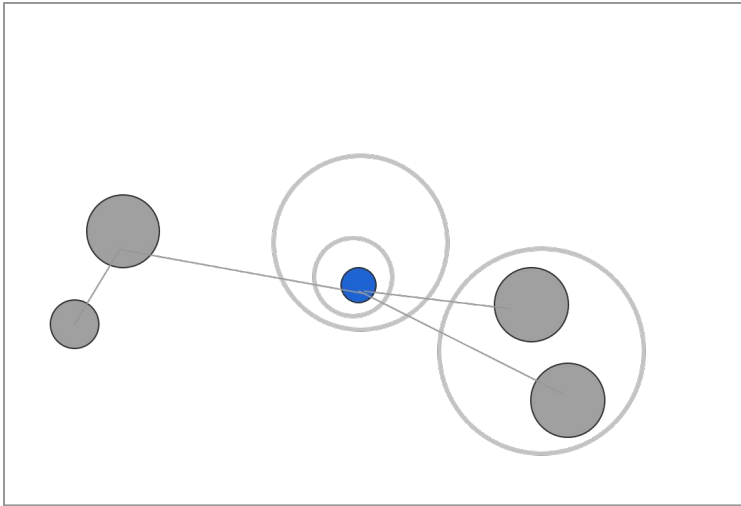


## Project Journey Map: Activity #2

- We'll use a basic journey map format: powerful tool for visualizing and reflecting on an experience
- Choose a project that's recently done or almost-complete so you can get a good picture. Detailed specifics of a recent project will be more useful than an old or "ideal" project
- As you map out the emotion line, consider, what factors in the project, your team, your personal life, made you feel that way?
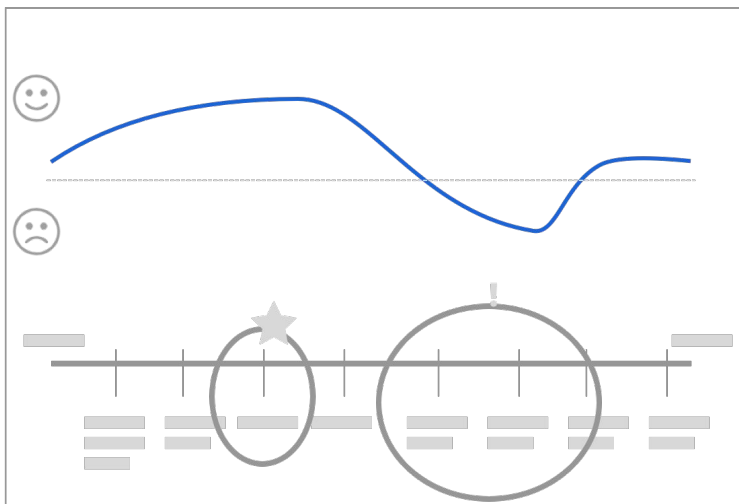
# Craft Skills: Worksheet #1

1. *Circle each skill you've used in the last ~3 months on real project work; add a star to any skills you could teach & explain to others*
2. *Add numbers, "1, 2, 3" next to the three skills you think are <u>the most important</u> for your work right now*
3. *Add letters, "A, B, C" next to three skills you think would be most helpful / desirable for advancing as a researcher*

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**develop actionable research questions**

| | |
|---|---|
| 101. Build customer / user group / advisory council | 105. Interview stakeholders |
| 102. Collaborate with front-line (sales, support, consulting) | 106. Participate in product roadmap planning |
| 103. Develop research questions from team needs | 107. Run design discovery workshops |
| 104. Establish relationships with x-functional counterparts | 108. Run lean/hypothesis mapping workshops |

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**devise & socialize plan for finding answers**

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|---|---|
| 201. Define participant segments / develop screener | 208. Set up product beta testing |
| 202. Develop study plan from research questions | 209. Set up quantitative analyses |
| 203. Establish rolling/cadenced user studies | 210. Set up rapid-iterative-testing cycles |
| 204. Plan research-driven design project | 211. Socialize project status/progress |
| 205. Run stakeholder kickoff/assumption workshops | 212. Survey / questionnaire development |
| 206. Set up card sorting / IA testing | 213. Train others to conduct evaluative research |
| 207. Set up live product A/B testing | 214. Work with outside vendor/providers |

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**adapt plan to real world and execute ("research")**

| | |
|---|---|
| 301. Conduct exploratory / unstructured research | 308. Run field/observation research sessions |
| 302. Conduct IA testing (e.g., card sorts, tree tests) | 309. Run longitudinal: diary studies / experience sampling |
| 303. Conduct product heuristic analyses | 310. Run surveys and questionnaires |
| 304. Conduct product usability testing | 311. Run user interview session [general] |
| 305. Conduct prototype / concept testing | 312. Set up unmoderated user/usability testing |
| 306. Conduct remote usability testing | 313. Take notes, record audio & video |
| 307. Recruit, schedule, coordinate participants | |

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**debrief & review nature of collected data ("analysis")**

| | |
|---|---|
| 401. Run session topline debrief meetings | 405. Conduct affinity mapping workshops |
| 402. Manage & organize raw research data | 406. Open-ended qualitative data analysis |
| 403. Externalize research data (e.g., data walls) | 407. Open-ended quantitative data analysis |
| 404. Analyze / evaluate usability video | |

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**derive answers, actionable meaning from results ("synthesis")**

| | |
|---|---|
| 501. Combine qualitative with product analytics | 506. Develop mental models |
| 502. Create frameworks / concepts to explain insights | 507. Develop quantitative models / clustering |
| 503. Develop behavioral archetypes (e.g., personas) | 508. Develop service blueprints |
| 504. Run sensemaking / synthesis workshops | 509. Develop usability study reports |
| 505. Develop journey maps | 510. Develop use-centered archetypes (e.g., JTBDs) |

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**ensure coherent action & follow-through**

| | |
|---|---|
| 601. Deliver written report | 606. Model user needs for wider org. |
| 602. Facilitate design sprints | 607. Present findings organization-wide |
| 603. Align research to development cycles | 608. Present/share study findings |
| 604. Catalog / centralize research insights | 609. Track issues/defects in bug tracking system |
| 605. Develop product/design strategy/approach | 610. Evangelize the value of research practice |

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Other / write-ins: _____

# Human Skills: Worksheet #2

*These speak to a broad range of avenues you can pursue for growth and advancement. Do your best to rate each 1–5.*

### Business & strategy insight—How well do I understand what our organization is trying to do? How we go about that?

| 1: it's not clear to me | 2: it's a bit fuzzy | 3: I'm roughly aware | 4: I have a solid picture | 5: I understand deeply |
|---|---|---|---|---|

### Adjacent disciplines & delivery—How well do I understand how our delivery disciplines fit together? Where research fits?

| 1: it's not clear to me | 2: it's a bit fuzzy | 3: I'm roughly aware | 4: I have a solid picture | 5: I understand deeply |
|---|---|---|---|---|

### Evangelism & diplomacy—How well do I evangelize value of research? Know with whom & where is the influence?

| 1: it's not clear to me | 2: it's a bit fuzzy | 3: I'm roughly aware | 4: I have a solid picture | 5: I understand deeply |
|---|---|---|---|---|

### Service conceptual understanding—How well do I understand underlying scope & structure of our service / product?

| 1: it's not clear to me | 2: it's a bit fuzzy | 3: I'm roughly aware | 4: I have a solid picture | 5: I understand deeply |
|---|---|---|---|---|

### Stakeholder management / communication—How well do I keep all parties informed, at the right level?

| 1: I don't do this at all | 2: I can do this in a pinch | 3: I'm fairly capable here | 4: I'm well-versed in this | 5: I'm basically an expert |
|---|---|---|---|---|

### Project management / ownership—How well can I manage our work so we make [outcomes] happen as expected?

| 1: I don't do this at all | 2: I can do this in a pinch | 3: I'm fairly capable here | 4: I'm well-versed in this | 5: I'm basically an expert |
|---|---|---|---|---|

### Research process management—How well can I design/adapt research approaches to fit our project/situational needs?

| 1: I don't do this at all | 2: I can do this in a pinch | 3: I'm fairly capable here | 4: I'm well-versed in this | 5: I'm basically an expert |
|---|---|---|---|---|

### Research operations prowess—How well do I prepare, enable, support, extend our research efforts at a larger scale?

| 1: I don't do this at all | 2: I can do this in a pinch | 3: I'm fairly capable here | 4: I'm well-versed in this | 5: I'm basically an expert |
|---|---|---|---|---|

### Technical research prowess—How well do I actually plan, execute, understand, and package research?

| 1: I don't do this at all | 2: I can do this in a pinch | 3: I'm fairly capable here | 4: I'm well-versed in this | 5: I'm basically an expert |
|---|---|---|---|---|

### Persuasion & storytelling—How well do I reframe the world with our work? Tell the stories that drive real action?

| 1: I don't do this at all | 2: I can do this in a pinch | 3: I'm fairly capable here | 4: I'm well-versed in this | 5: I'm basically an expert |
|---|---|---|---|---|

### Interpersonal relationships—How well-connected am I to cross-functional team members in the organization?

| 1: I know nobody | 2: I have a few connects | 3: I've some good allies | 4: I feel well-engaged | 5: I know&trust *everyone* |
|---|---|---|---|---|

### Professional relationships—How well-connected am I to our larger professional community?

| 1: I know nobody | 2: I have a few connects | 3: I've some good allies | 4: I feel well-engaged | 5: I know&trust *everyone* |
|---|---|---|---|---|

### Mindful work & reflection—How well do I separate my work & my worth? How honestly do I assess myself?

| 1: I don't do this at all | 2: I can do this in a pinch | 3: I'm fairly capable here | 4: I'm well-versed in this | 5: I'm basically an expert |
|---|---|---|---|---|

# Career Map: Worksheet #3

- *Think of the Y-axis as your growth in "doing the work" (Craft), and the X-axis as your growth in working together with other people (Human)*
- *Your facilitator will prompt you through filling out your past-to-current state of the map*
- *Don't worry if you feel stuck in the lower left for now—which way will you move forward? Why?*

*You'll chart your journey along this map. Don't worry if it's only on the lower left for now: project your path forward.*

**process & execution orientation / IC-strategist focus**

*Strategist, UX Architect, Engagement Lead, and more…*

senior

**project & delivery orientation / player-coach or lead focus**

construct higher-order mixed-method or long-term studies; synthesize & produce strategic deliverables

mid-level

identify & adapt study to fit research Q's; tailor deliverables to partner needs

junior

run & report on assigned research methods

program & people orientation / manager-focus

entry-level

execute on focused / assigned tasks

**Growth in your craft, effectiveness, sphere of influence**

constricted scope of interaction with larger team

coordinate research with stakeholders and teammates

assess partner needs, develop good research questions

collaboratively develop higher-order strategy, plan for long-term research Q's & outcomes

*Research Manager, UX Manager, Director, VP, and more…*

**Growth in working with humans, collaboration, sphere of of influence**