

Development and implementation: User experience; User research URCH

Description

The identification of users' behaviours, needs and motivations through ethnography, observation techniques, task analysis, and other methodologies that incorporate both the social and technological context. Taking an approach that incorporates significant involvement of users in research to generate deep understanding and uncover new opportunities for systems, products and services. The quantification of different user populations and their needs, identifying target users and segments in order to maximise the chances of design success for systems, products and services. The inclusion of a range of users in research activities to capture the diversity of users of the organisation's systems, products and services and the imperative to make these usable and accessible for everyone.

Level 6

Champions user-centred design and secures organisational commitment to the significant involvement of users in research to achieve a deep understanding of their current and future needs. Develops organisational policies, standards, and guidelines to ensure research continually informs the development of systems, interactions, products and services to optimise utility and usability for users and enable them to achieve their required outcomes. Develops or sources organisational resources and capabilities to facilitate adoption and exploitation of user research, including specialist user-centred facilities and user communities. Collaborates with internal and external partners to facilitate effective user research.

Level 5

Determines the approaches to be used for encouraging user engagement in generative research in order to find opportunities for innovation in, and enhancement of, systems, products and services. Leads the collection and analysis of data related to people's behaviours, needs, and opinions. Synthesises findings, develops insights and presents findings to inform decision making and drive actions. Plans and drives the user research activities providing expert advice and guidance to support adoption of agreed approaches. Contributes to the development of organisational methods and standards for user research.

Level 4

Executes generative research in order to find opportunities for innovation in, and enhancement of, systems, products and services. Collects and analyses data related to people's behaviours, needs, and opinions. Supports synthesis of findings and the creation of insights, reports and presentations to inform decision making and drive actions. Contributes to selection of the user research approaches for projects and initiatives and plans own user research activities. Supports adoption of agreed approaches. Contributes to the development of organisational methods and standards for user research. Facilitates input from users and stakeholders. Provides constructive challenge and enables effective prioritisation of requirements.

Level 3

Applies standard methods in support of user research initiatives. Involves wider team in research activities. Engages effectively with users and customer representatives to generate high quality research. Documents and shares the outcomes of user research.