

UX RESEARCH PLAN

STAKEHOLDERS

Users who currently write down their accomplishments to reference later, users who suffer with impostor syndrome, low self esteem or depression.

BACKGROUND

In the technology industry, women and minorities are constantly fighting messages that they are less-than, and that they are not worthy of being in their position through sexist and racist microaggressions on a daily basis. The purpose of this small app is to remind them of the positivity and accomplishments they have achieved, and that they are indeed awesome humans. The app prompts users via text message for any accomplishments (no matter how big or small) they achieved throughout the day. The user would then get reminders at the end of the week and month about all of the things they accomplished in that time frame. The assumption here is that people (especially those who suffer with impostor syndrome, low self esteem or depression) aren't always aware of how awesome they are, or how great they are doing.

In my research, I would like to better understand if people are doing these kinds of things already, and how. Do people keep lists of accomplishments and refer back often? Do people wish they could feel more positive about their accomplishments? Would a service like this uplift one's spirits in the workplace and in their daily lives?

RESEARCH TOPICS

- Importance and prominence of tracking accomplishments
- The effectiveness of tracking accomplishments
- How people get recognized at work
- Impostor Syndrome

METHODOLOGY

The most appropriate research technique would be to first conduct a survey, gathering information on demographics, and questions related to the problem space. Then, I would follow up with people who took the survey and identified with the problem space in a customer interview, to dive deeper and better learn how they identify and approach the problem. A diary study could perhaps even function as a minimum viable product of the application itself – prompting users to track positive accomplishments at work throughout their day, for example.

PARTICIPANTS

Users who identify as struggling with impostor syndrome. Users between the ages of 18-30 who work in technology. Twitter users who expressed interest: @philipyongg, @DLee_0, @tokyojuju, @The42ndMatt

SCHEDULE

- Phase 1: Identify potential types of users, start working on survey
- Phase 2: Finalize survey, send survey to groups of potential users
- Phase 3: Schedule interviews with potential users who expressed interest
- Phase 4: Conduct interviews
- Phase 5: Begin analyzing and synthesizing results from survey and customer interviews
- Day 5: Create artifacts based on research: empathy map, personas and

UNKNOWNNS

It is unclear if a habit-forming app like this would “stick”. Would people find reminders annoying and stop using the app? Would being reminded of positive accomplishments be meaningful for people in the long run?

SURVEY QUESTIONS

- Age, Gender
- Occupation or Industry
- Do you track your accomplishments in your personal life? Is this something you do currently? If so, how?
- Do you track your accomplishments at work? (Considered a “work diary”) Is this something you do currently? If so, how?
- How do you track your progress in your persona life?
- How do you track your progress at work?
- How do you prepare when asking for a raise, promotion or at a performance review?
- Do you deal with Impostor Syndrome at work or in relation to your work?
- Do you struggle with being recognized for your accomplishments at work?
- When struggling with negative emotions, would being reminded of your accomplishment be a positive activity to engage in for you?
- How do you stay motivated at work?
- Do you journal or take notes on feelings of gratitude?
- How do you stay motivated in your personal life?
- Can I follow up with you?

HYPOTHESIS

Documenting progress at work and in a users personal life will lead to a happier and more positive life. Being able to look back on their small wins will keep them motivated. This process helps them measure progress, document challenges they face, and reflect on their progress, problem areas, and areas of growth.

Documenting progress at work can also act as a mechanism for promotions and raises, by showing managers their value in a quantitative way: what they have been able to accomplish.

Documenting progress and accomplishments in a users personal life (away from work) can help bring prospective and big picture thinking to their lives, in addition to developing a more positive energy and outlook on life (by focusing on positives via accomplishments rather than what has gone wrong).

Women and minorities may be among those who benefit the most of this technique: due to impostors syndrome, making less than white male counterparts (seen as less valuable), often being passed up for raises, etc.

REFLECTION

Survey results, I made an error in the way I designated ages. I repeated numbers (25-30, 30-40) when I should have made sure to use (31-40) to not repeat ages, leaving users having to choose and skew results.