

# Turning UX Strategy into a Team Sport

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# Summary



What is Discovery Research and why it is so important for any UX Strategy

The four dimensions of any research methodology

Introduction to Design Thinking

Product Vision kick-off workshop planning



# A UX Strategy Story



David | UX Designer



UX strategy



Proposal



Jane | CPO



Bad news



Only one new role



How does David  
discover what the  
unmet user needs are?

UX Research



How does David  
discover what the  
unmet user needs are?

Discovery Research



# There Is a UX Research Crisis

5%

## Full potential of UX Research

2,200 companies

24 industries

77 countries



## Senior UX Researcher

Most important new role for a  
UX Strategy



# Crash Course on Research Methodologies



**Attitudinal vs. Behavioural**



**Qualitative vs. Quantitative**



**Context of Use**



**Timing**



# Attitudinal vs. Behavioural

**What people say**



**What people do**





# Qualitative vs. Quantitative

**Direct  
Observation**



**Indirect Data  
with Instruments**

**Small numbers**



**Large numbers**



# Contextualized vs. De-contextualized

**Naturally using  
product during  
the study**



**Not using the  
product at all  
during the study**



# Beginning vs. Optimization

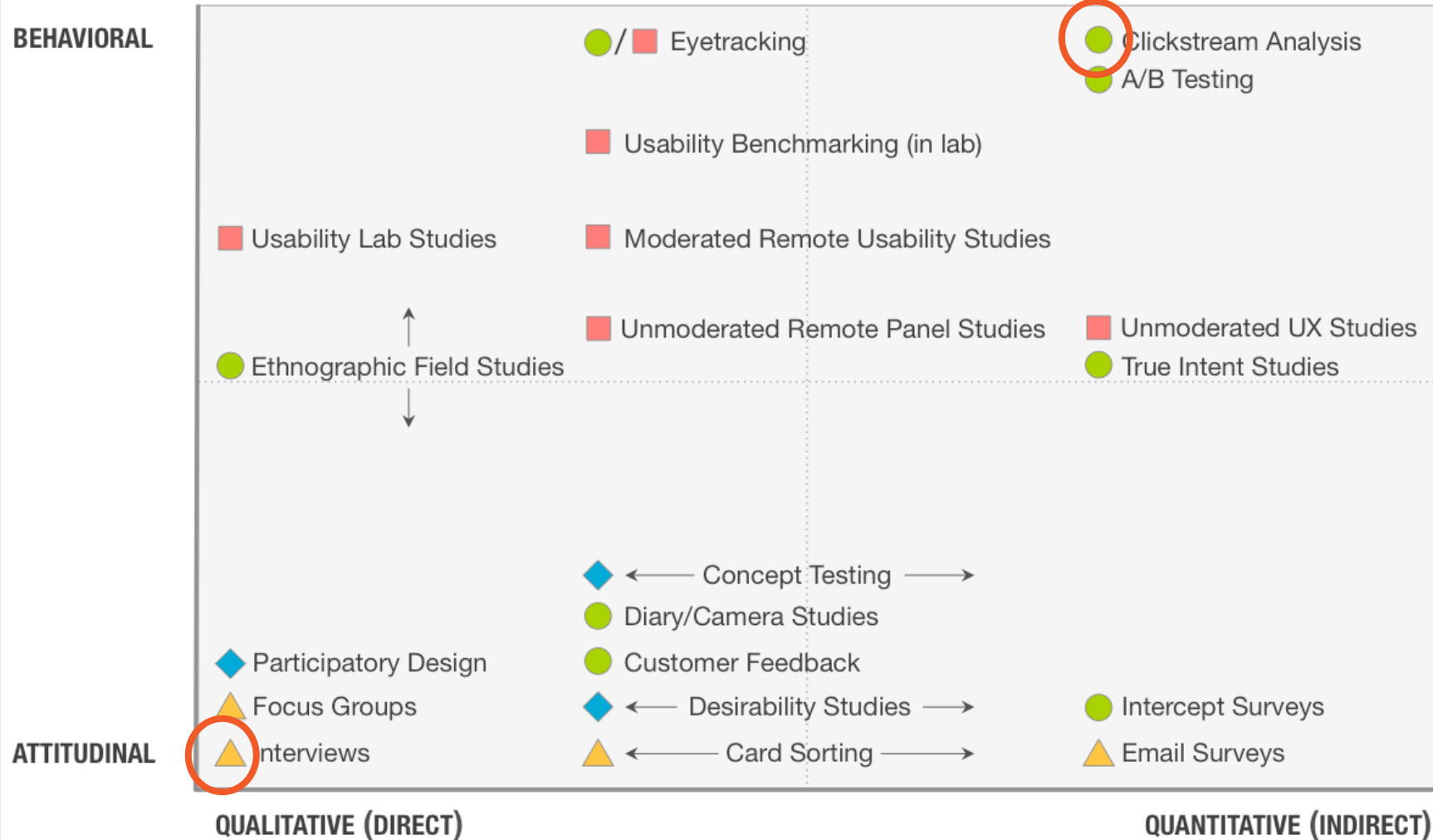
**Beginning of the  
product  
development**



**Need for  
optimizing the  
already released  
product**



# A LANDSCAPE OF USER RESEARCH METHODS



## KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Natural use of product
- ▲ De-contextualized / not using product
- Scripted (often lab-based) use of product
- ◆ Combination / hybrid



# Discovery Research

**Attitudinal**



**Behavioural**

**Qualitative**



**Quantitative**

**Contextualized**



**De-contextualized**

**Beginning**

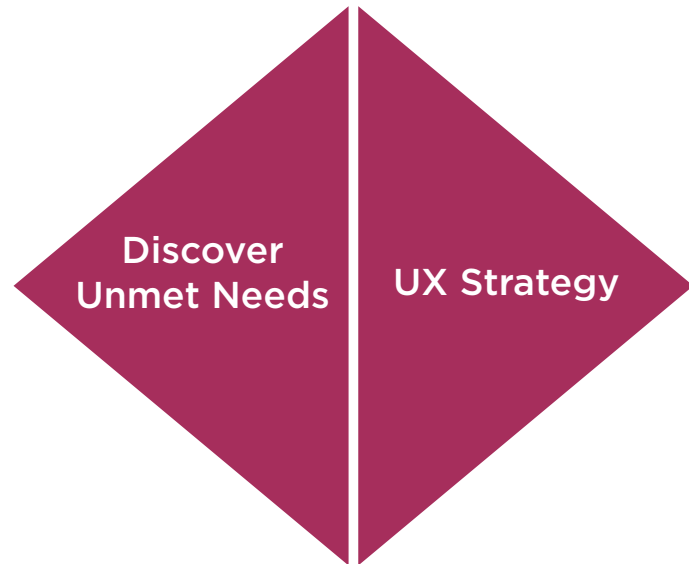


**Optimization**



# Discovery Research

Designing strategies right



Attitudinal



Behavioural

Qualitative



Quantitative

Contextualized



De-contextualized

Beginning



Optimization

Product or  
service agnostic



# Discovery Research

**What people say**



**What people do**

**Direct  
Observation**



**Indirect Data  
with Instruments**

**Naturally using  
product during  
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product at all  
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**Need for  
optimising the  
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◀ Divergence ▶ Convergence



# Discovery Research

Attitudinal



Behavioural

Qualitative



Quantitative

Contextualized



De-contextualized

Beginning



Optimization





# Design Thinking

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Here is a provocative idea

**Think of understanding unmet needs as your  
currency**



# David Connects the Dots



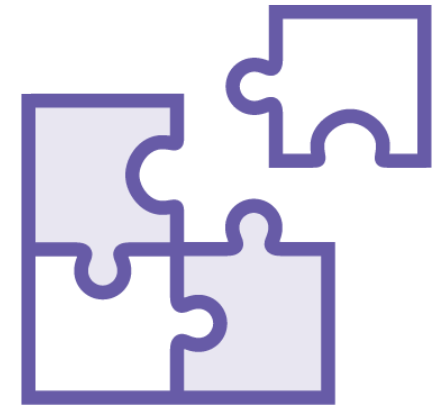
## Viability

Organization  
requirements and  
goals



## Feasibility

Technologies available  
to the organization



## Desirability

Organization  
beneficiaries' unmet  
needs



“Thinking like a designer can transform the way organizations develop products, services, processes, and strategy. This approach, which is known as design thinking, brings together what is desirable from a human point of view with what is technologically feasible and economically viable.”

**IDEO**



With a Design Thinking approach, you allow people who aren't trained as designers to use creative tools to address a vast range of challenges



# Product Vision Workshop

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Workshop are  
beneficial

Great way to bring  
together teams from  
different disciplines

Bonding with your  
peers

Discussing something  
that requires  
everyone's input





# The 3 Steps for Creating an Experience Vision



They are research-based



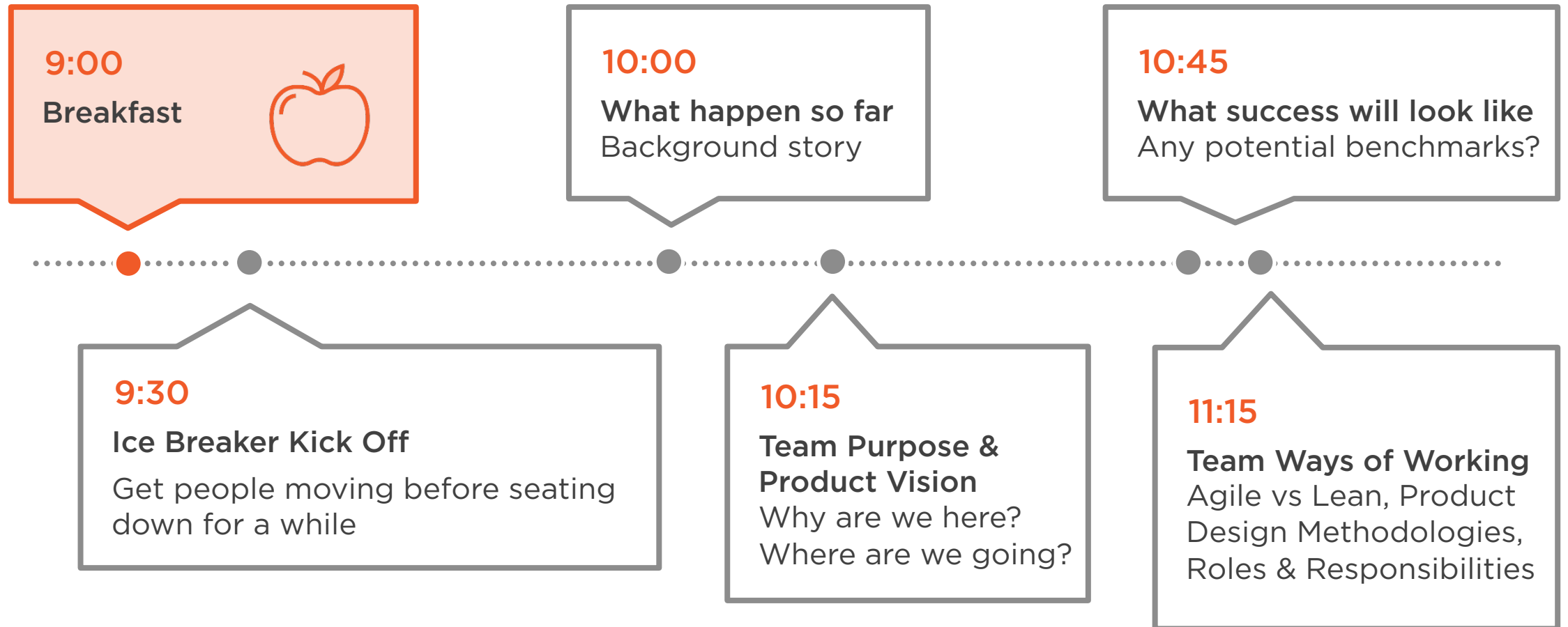
They focus on the users' experience



They are shared across the entire team



# David's Vison Workshop Agenda



# David's Vision Workshop Agenda

**1:00**

## **Ice Breaker**

Get back their focus

**2:15**

## **Product Identity**

Do we need to create a brand?

**2:45**

## **Tech Overview & Data**

Potential technology for new product

**1:15**

## **Empathy Map**

Putting the customer at the core of everything

**2:30**

## **Coffee Break**



**3:15**

## **What is a Minimal Viable Product?**



# David's Vison Workshop Agenda

**4:00**

**Backlog Formation**  
Sprint 0 here we come

**5:00**

**Social Event**  
More team bonding opportunities

