Sept 22, 2020 UXRS Carrie Craver chat

01:36:42 Urvashi Godhia: Hello from Los Angeles
01:38:54 Maggie Iglesias Pena: Hello from IOWA
01:39:08 Narisa Spaulding: Carri's audio is getting a little warbly. Anyone else experiencing htat?
01:39:28 Maggie Iglesias Pena: Yea, audio is breaking
01:39:33 Narisa Spaulding: it's intermittent.
01:40:10 Narisa Spaulding: now do Hamliton!
01:40:35 Maggie Iglesias Pena: "I'm throwing away my shot!"
01:40:51 Maggie Iglesias Pena: Catchy song
01:43:31 Maggie Iglesias Pena: The new siri
01:43:39 Maggie Iglesias Pena: The human siti
01:43:43 Maggie Iglesias Pena: siri*
01:44:00 Kay Panchal: San Francisco! Hi.
01:44:01 William RED Davidson: From Plano, Tex
01:44:01 Signe Davidāne: Hi, I am joining from Riga, Latvia
01:44:03 UX Research and Strategy: Nashville, TN!
01:44:04 Robbie Frank: Brooklyn, NY
01:44:04 Jonathan Marcaly: Cincinnati, OH
01:44:06 Kelly Simpson: hello from Bostom
01:44:07 Beth Leber - Eureka! Insights: Hello from Oakland, CA
01:44:08 Rebecca Sweeton: Ann Arbor, Michigan, USA!
01:44:09 Solomon Israel: Dallas TX
01:44:09 Azadeh Forghani: Vancouver
01:44:10 Jesse van Oss: Chicago :)
01:44:10 Kelly Simpson: boston
01:44:11 Brendan Thatcher: Seattle
01:44:12 Viviana Fernandez Dieguez: Argentina
01:44:12 Margaret Davey: Boston!
01:44:12 Pooja Awasthi: Chicago, IL
01:44:12 Autumn Jones: Greetings from far north Dallas
01:44:13 Liza Pierce: Washington DC
01:44:14 Renata: Lisbon
01:44:14 Tyler Parker-Smith: /me waves from Leicester, UK
01:44:15 James Dunckley: Atlanta, GA
01:44:15 Sole Rodriguez: I live in Houston TX but I am originally Madrid Spain
01:44:15 Natallia: NYC
01:44:17 Vasiliki Adamidou: Good morning from Melbourne Australia :)
01:44:17 amyle: Hello from California.
01:44:18 Allison Herbert: Hi from Richmond, VA!
01:44:18 EB: Hi from London, UK
01:44:18 Sisi Kang: NRichland Hills, TX
01:44:19 Lori Walker: Orange County, CA USA
01:44:20 Robert Ortiz: San Diego

01:44:20   phil gordon: Hello from San Diego, CA
01:44:20   Asma Khalaf: It is 1 AM
01:44:25   ellen: Singapore
01:44:25   Robbie Frank: GO BLUE! :)
01:44:26   Andy Stevens: england
01:44:26   Scott Roy: Sachse TX
01:44:27   Anna Brunner: Princeton, NJ
01:44:28   Pedro Gutierrez: Phoenix, AZ
01:44:29   Tyler Parker-Smith: 11pm here
01:44:32   Ayman Abouelnasr: Toronto, Canada at 6pm
01:44:33   salma afzal: Hi, joining from UK, 11pm
01:44:34   Shereen Zangana: Montreal, QC!
01:44:41   Renata: 11 PM
01:44:42   Jennifer Martínez: hello from Buenos Aires
01:44:46   Andrew Franz: San Francisco
01:44:46   Kaveh Sheikhrezaei: Baton Rouge , Louisiana
01:44:52   Randy B.:   hello from PA
01:44:52   Sole Rodriguez: Yes is raining a lot
01:44:53   Ivelina Petrovici: Hello from D.C.
01:45:13   Alan Zausner: Greetings from a Very Frosty Rhinebeck, NY
01:45:16   Sole Rodriguez: I am not sure the name lol we are having too many this year
01:45:21   Kay Panchal: We need some of that rain here in the Bay Area
01:45:23   Cate: We're just north of Houston - rain all day long
01:45:35   Fiyin Adesina: Hello from Southern California!
01:46:04   Jim Brewer: Greetings from Austin Texas
01:46:05   Chianta: Hello from Dallas!
01:46:11   Itzel R.:   Hi, from Vancouver, Canada!
01:46:15   Ana Maria de Lara: hi from Curitiba - Brazil!
01:46:24   Bibi Tanjasiri: Hello from South Lake Tahoe :)
01:46:30   Amanda Ong: Singapore 6 AM
01:46:30   Signe Davidāne: it's 1 AM in Riga as well
01:46:31   Natalie Gedeon: Greetings from Bay Area, California
01:46:34   Kay Shaw: Dallas, Tx
01:46:36   Ernesto Sillas: San Diego, Cali
01:46:37   Ambar Saeed: Hi from DC!
01:46:40   Anna Vu: Phoenix, AZ
01:46:46   Liliana Vasquez: Hi from Austin, Texas!!
01:46:48   Jake Fagan: Hi from Seattle! My third one of these :-)
01:46:50   Dana Moran: Hello from Charlotte NC!
01:47:01   Karla Santiago: Orlando, FL but originally from Puerto Rico!
01:47:04   Ceylla Ikedah: Hello from Seattle!
01:47:09   Judy Chiang: Hello from California :D
01:47:12   Almandasari Putri A: Hello from Indonesia:)
01:47:12   Eric: Checking in from Burlington, Vermont

01:47:12   huitzu peng: Hi from Providence RI

01:47:16   Chauncey Wilson: Chauncey from Wayland MA near Bosston

01:47:23   Olivia Duprez: Hello from San Diego

01:47:33   jennifermcquilkin: Hello from Buffalo, NY

01:47:33   Wilker Amorim Gomes: Hello from Brazil

01:47:48   Elena McClinton: Hello from San Diego

01:47:54   Sole Rodriguez: READY

01:48:24   Jonathan Marcaly: Yes

01:51:30   Lorie Whitaker - Staff UXR: Eventbrite
https://ux-research-and-strategy.eventbrite.com/

01:51:52   Maggie Iglesias Pena: 🙌

01:51:57   William RED Davidson: yes

01:51:59   Maggie Iglesias Pena: yes

01:53:11   Lorie Whitaker - Staff UXR: If you want to share your LinkedIn info with everyone, use this spreadsheet:
https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_fIprIH-ndFOMudDICw2L0AJV3T6lU/edit?usp=sharing

01:54:23   Bai Pai: The spreadsheets needs access?

01:54:51   Didi Lau: Yes, it kicked me out.

01:54:54   Lorie Whitaker - Staff UXR:
https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_fIprIH-ndFOMudDICw2L0AJV3T6lU/edit?usp=sharing

01:55:01   Lorie Whitaker - Staff UXR: Try again! I fixed the access level

01:55:11   Bai Pai: thanks !!

01:57:20   Didi Lau: TY @Lori!

01:59:12   UX Research and Strategy: Want to sign up for our Slack channel? Fill in this form.
https://forms.gle/4pFyZJyreEdvPWoZ6

01:59:52   Chris Tang: Will the slides or recording be sent to registrants or available on your website afterwards?

02:01:23   UX Research and Strategy: Slides, chat an the video will be posted to our Website
https://www.uxresearchandstrategy.com/

02:01:23   Lorie Whitaker - Staff UXR: The recording will be available on our YouTube Channel. Subscribe to get the notifications when we post a new one!
https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ

02:01:56   Kay Panchal: Awesome, thanks

02:02:56   UX Research and Strategy: Think things in to existence!

02:04:27   UX Research and Strategy: We are also on Instagram
www.instagram.com/ux.research.and.strategy

02:04:48   Lorie Whitaker - Staff UXR: If you all have questions for Carri, please put them in the chat!

02:06:38   Solomon Israel: For Carri - what advise does she have for the stakeholder to ensure a good outcome of the first meeting with the dev team?

02:08:05   Sarah: Is there any tips how to take good note during stakeholder meeting?

02:08:37   Lorie Whitaker - Staff UXR: Great ones! Keep em coming!

02:09:10   amyle: What do to when stakeholder are not decision makers and the decision makers do not attend meetings?

02:09:35   William RED Davidson: Why not ask that question... who are you building for?

02:10:04   Harshini N: What if stakeholders requires something but do not provide the right level of detail or lack clarity?

02:11:03   Bai Pai: @Harshini +!

02:11:06   Harish Raghuraman: How do you push back when there is not enough metrics to warrant changes?

02:11:06   Bai Pai: +1

02:11:54   Vasiliki Adamidou: How do you proceed if one or all answers to the Core questions is a no?

02:12:12   UX Research and Strategy: Are you following us on Twitter? https://twitter.com/ux_and

02:12:23   Natalie Long: QUESTION: Given our raised attention toward race and equity - what if they are a hero (today) to "soccer moms" or {rich white people who do X}, how might you suggest they expand their reach without making it more challenging to hone in on their target user? (I've been wrestling with this because the tactics/interface/design choices) might really need to vary in order to be more inclusive.

02:12:35   Laura Davis: These questions remind me of the Business model canvas. https://www.mural.co/templates/business-model-canvas

02:13:09   Alysha Jivani: Natalie - +1

02:13:28   Lorie Whitaker - Staff UXR: Great questions!

02:13:36   Vasiliki Adamidou: "Don't upset your users to get new users". how do the stakeholders react to that?

02:14:43   Harish Raghuraman: How do you steer from fire fighting mode, pre-determined solutioning to deliver quickly vs bringing them through the journey to build a cohesive solution which gets rid of the problem in the long run?

02:14:57   UX Research and Strategy: We have a LInkedIn presence as our non-profit group https://www.linkedin.com/company/ux-research-and-strategy-group/

02:15:23   Natalie Long: I want to be clear with my question - I'm really deep in my privilege journey and am exploring a career pivot. So honestly and truly and wondering how we achieve equity/inclusivity when in the other ear, we're always hearing how you have to really know your user inside and out. But our desire is for our users to be very different…. yet that truly complicates the marketing.

02:15:43   Melissa Kim: Assuming you move forward with the client despite some flags, at what points do you address clients' assumptions or biases (ex: I'm the user, users are unintelligent, etc) and nudge them towards the proper way of thinking?

02:16:10   Natalie Long: Finally - for example, if I really care about online learning/education - equity is really important! Seems like a meaty challenge to tackle - but who is doing it well?   How do we do it?

02:16:22   UX Research and Strategy: Activity YAY!!

02:16:23   Kellie: Will these slides / questions be shared later?

02:16:46   Laura Davis: Yay activity!

02:16:55   UX Research and Strategy: yes the slides, video and chat will be on our Website https://www.uxresearchandstrategy.com/

02:17:18   Jessica Fuller: The ticker might kill me.

02:17:45   Andrew Franz: +1 to Natalie Long's question… also, how would this first meeting be different if the "customer" is a non-profit organization, so profitability is not an issue?

02:17:46   Crystal Obaseki: @Jessica Lol
02:18:26   Natalie Long: @ andrew - guessing you really focus on the mission…. and earned revenue (if applicable) or how their donors thinking about the problem they're solving
02:18:32   Sole Rodriguez: Legal
02:18:33   LaDonna Cotton: Do you need a license for this? Food Inspection
02:18:42   Sole Rodriguez: Food inspection
02:18:42   Michael Selz: How much early warning do you think you'll need to give to potential buyers?
02:18:44   Carmen: allergies and liability

02:18:46   Chianta: Have you done research on food safety laws regarding this?
02:18:47   Natalie Long: LMK if you want to connect @andrew, I'm passion about social enterprise in my pivot as product manager
02:18:47   phil gordon: How will you handle food allergies?
02:18:47   Arielle Wiltshire-Scott: safety concerns in the midst of covid
02:18:50   Lori Walker: How does the app make money
02:18:53   Olivia Duprez: How do you handle allergies?
02:18:54   Linda Cruz: How would you expand past the local neighborhood?
02:18:55   Dana Moran: How do you determine price point?
02:18:58   Jacob Pavel: Will it bring in revenue?
02:19:02   Tyler Parker-Smith: how does this build beyond hyperlocal ideas? How are the legal food standards tested?
02:19:02   Jessica Fuller: This seems extra relevant with high risk individuals remaining at home to avoid Covid exposure.
02:19:05   Natalie Long: So NOT a COVID-19 friendly idea!
02:19:12   Arielle Wiltshire-Scott: what platform are you thinking of sharing the ideas?
02:19:12   Sole Rodriguez: Expiration dates.
02:19:16   Natalie Long: This org did exist but I'm blanking on the name
02:19:29   Arielle Wiltshire-Scott: who are you thinking of to create the platform itself?
02:19:29   Juan Pablo Espinal: Have we tested this product idea with potential users?
02:19:35   Jessica Fuller: @Natalie Long, lol contradictions in our comments :)
02:19:35   Marian Gravel: How will you keep neighbors safe? Food safety, privacy, safety from crime
02:19:55   phil gordon: How do you envision this network of people sustaining itself over time?
02:20:01   Patrick Keating: Tell how you have successfully handled the delivery.
02:20:04   Shaila Moreno: what ideas do you have to keep engagement up in this product ? (Since it depends on keeping multiple people using this product for it to be successful)
02:20:13   Kay Panchal: What prior research have you done in this space? (Could be a good question?)
02:20:14   Natalie Long: Where/how did they prototype this idea and how was it received?
02:20:28   Chianta: Thanks.
02:20:31   Patrick Keating: What kind of feedback have you received from buyers?
02:20:34   Alex Bilstein: How do you leverage success from an annual event to an ongoing service?
02:20:34   Jennifer Linnane: What is the size of the group you would be networking with? How will they opt in?
02:20:40   Tyler Parker-Smith: How does it monitise something that is local and usually informal?

02:20:40   Michael Selz: Take a non-accusing tone: what can you tell us about food laws that you think might be relevant here?

02:20:42   LaDonna Cotton: How will the food be presented and preserved

02:20:43   Solomon Israel: Can you walk me through in time how the cooker/seller goes about this? Same question for the buyer

02:20:46   Rob Daffin's iPhone: How could we create a stickier experience? what features would keep them engaged more during a session?

02:20:59   Helena Ottoson: tell me about your neighborhood.

02:21:08   Bobby Bishop: how would payment be done?

02:21:08   Natalie Long: Can you repeat question??? Linda???

02:21:10   Jeongmin Lee: Who do you envision as your main audience?

02:21:14   margaretfreeman: How often is the average user going to be using this app? It's not something you'd be browsing 24/7 most likely.

02:21:30   Kelly Laughter: Who do you picture as your primary user?

02:21:35   James Dunckley: What is the business model? Franchise?

02:21:36   Olivia Duprez: Are individuals paying to be part of this platform? How is the company going to make money from this?

02:21:40   Natalie Long: What is your bigger vision?   Is it about food waste/environment?   Is it about economic empowerment? What inspires you about this idea?

02:21:54   Bobby Bishop: distance?

02:21:56   Tyler Parker-Smith: Is it really solving a real problem? People save "excess" food usually not try and sell it.

02:22:00   Jannell Lee: Who are your competitors?

02:22:32   Rob Daffin's iPhone: what demographic is this aimed at?

02:22:40   Kelly Laughter: What payment options do you think your user would find easiest? How do you envision this working?

02:22:42   Vasiliki Adamidou: once people get familiar with the neighbors, how and why do you see them using this app? (assuming people will form relations and just arrange things with a visit or a phonecall?)

02:22:42   Pooja Awasthi: How will the neighbors be notified if an entry is made?

02:22:42   Eric: who, exactly, is your target audience?

02:22:56   Natalie Long: Who were you thinking about when you came up with this idea?

02:22:59   Eric: who is this meant to help?

02:23:08   Eric: how do you balance supply and demand?

02:23:09   jongho: would it be safe to feed my kids with food some stranger cooked?

02:23:09   Kay Panchal: No software background, but you'd want to get a sense of their tech-saviness.

02:23:09   Margaret Davey: How do you expect your customers will spread the word to others?

02:23:14   Lisa Magness: Integration with existing apps like Facebook marketplace would be better

02:23:18   Harshini N: How would like to expand the variety of home cooked meal services to cater to the vast majority of your client base?

02:23:22   doon: Have you explored ideas for collecting a taste map in the neighborhood?

02:23:24   Natalie Long: What quotes do you want to hear as testimonials if this were out there in the market?   Or the news headline?

02:23:47   Azadeh Forghani: How much do you know about your target users? concerns of parents, etc.

02:23:48   Narisa Spaulding: how might we foster meaningful connections within our community while protecting privacy of our members?

02:23:58   Melissa Kim: yes

02:24:03   Urvashi Godhia: yes

02:24:05   Melanie Levy: Oh yes

02:24:07   Melissa Kim: Its INSANE

02:24:08   Pedro Gutierrez: Yup

02:24:08   Teresa: yes

02:24:09   Sole Rodriguez: I try to start an app and it is hard

02:24:18   William RED Davidson: dog eat dog?

02:24:32   Tyler Parker-Smith: Startups require high chaos tolerance.

02:24:34   Natalie Long: Never enough - resources, money, time, etc.

02:24:35   Laura Davis: Can you be more specific about what "rough" means?

02:26:59   Kellie: I imissed her last sentence, anyone catch that?

02:27:14   Sole Rodriguez: Would you record the meeting?

02:27:25   Tyler Parker-Smith: It goes on youtube.

02:27:28   Lorie Whitaker - Staff UXR: We are recording it. The recording will be found on our YouTube channel or our website

02:27:30   Kay Panchal: They are going to share the recording, Sole

02:27:44   Didi Lau: Her connection is spotty. I'm having trouble following her.

02:27:45   Lorie Whitaker - Staff UXR: Youtube

https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ

Website

https://www.uxresearchandstrategy.com/

02:27:49   Sole Rodriguez: No the meeting with stakeholders, is it a good idea record it?

02:27:51   Teresa: It's being recorded. You can see the "recording" sign in the corner of the screen.

02:27:51   William RED Davidson: Biz Model Canvas, anyone?

02:28:40   Lorie Whitaker - Staff UXR: Ohh lol Yes Sole! That's a great idea!

02:28:50   Yitty Falk: +1 to @Sole's question, what are pros and cons of recording vs note taking?

02:29:00   Kay Panchal: I definitely record all my meetings with stakeholders

02:29:17   Kay Panchal: Go back and take more detailed notes, it's hard to focus and take notes at the same time

02:29:24   Jeongmin Lee: +1 - I've generally not recorded in order to encourage them to be honest. But I see an obvious advantage in recording for notetaking.

02:29:26   Lorie Whitaker - Staff UXR: I do the same. I work remotely, as does my whole company, so we record everything lol

02:29:28   Narisa Spaulding: UXRS YouTube channel:

https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ/videos

02:29:38   Narisa Spaulding: sub if u want the vid later :)

02:29:45   Lorie Whitaker - Staff UXR: It's easier to take notes later from the recording. The recording also ensures you don't misunderstand what they have ssaid

02:29:59   Pedro Gutierrez: What online collaborative tools do you use, if any, for your kick-off meetings?

02:31:07   Andrew Franz: @ Natalie Long - i shared my LinkedIn info on the Google Sheets document that Lorie gave us the link to…
02:31:13   Sole Rodriguez: You all gave me very interesting points. In one side people can get uncomfortable if their interview is recorded on the other is easy to get notes and analyze the interview
02:31:30   Lorie Whitaker - Staff UXR: Honestly, people tend to forget they are being recorded after the first few minutes ;)
02:31:38   Kay Panchal: Just ask permission before recording, especially if they are sharing info that is protected by NDA
02:31:39   Eric LaMontagne: can someone please share the slack channel sign-up again
02:31:57   Lorie Whitaker - Staff UXR: Want to sign up for our Slack channel? Fill in this form. https://forms.gle/4pFyZJyreEdvPWoZ6
02:32:03   Teresa: Thank you! It was an really informative meeting!
02:32:05   Lorie Whitaker - Staff UXR: +1 kay
02:32:07   Jeongmin Lee: Thank you Carri! GREAT talk!!!
02:32:07   Pedro Gutierrez: Thank you Carri!!
02:32:09   Jonathan Marcaly: Great Job!
02:32:09   Michael Selz: Thanks!
02:32:13   Jen Vetterli: Thank you!
02:32:13   Brendan Thatcher: Great job!
02:32:13   margaretfreeman: thank you!!
02:32:13   ESTHER KIM: Thank you
02:32:13   phil gordon: Thank you
02:32:14   Kristi Ince: Thank you Carrie
02:32:15   marchlinjoseph: thanks
02:32:15   Jessica Nordquist: Thank you!
02:32:16   erica.burroughs: YaY!
02:32:18   Olivia: Thank you so much
02:32:18   thomassantana: Thank you
02:32:18   Patrick Keating: clap!!clap!!clap!!clap!!clap!!clap!!zv
02:32:19   Ellen Smith: Thank You Carrie!
02:32:24   erica.burroughs: THANK YOU CLAP CLAP
02:32:26   James Dunckley: Thank you
02:32:26   Jake Fagan: thanks!
02:32:28   Renata: Thank you! It was great!
02:32:32   Natalie Long: Can we see the 3 positive questions again? (or however many there were)
02:32:34   Karla Santiago: Thank you!
02:32:50   Una Casey: Thanks Carrie, this is all super actionable!
02:34:14   Jessica Fuller: preach!
02:34:20   James Dunckley: Red flag!
02:34:33   Kay Panchal: 1:1 Stakeholder interviews, if possible! And budget allows
02:34:41   Nicole Eng: this has already happened to me, it rendered the whole stakeholder meeting moot
02:34:56   Narisa Spaulding: sometimes you get some interesting truth nuggets when you do 1:1 interviews then group by group then big group

02:35:14 Kay Panchal: Yes, agree Narisa. Diads and Triads make sense when they work on the same team.

02:35:21 Kay Panchal: Same department

02:35:36 Una Casey: I loved Natalie's question around race and equity and would love to hear Carrie's thoughts.

02:35:47 Andrew Franz: me too

02:36:07 Kay Panchal: I missed that question, what was it?

02:37:14 erica.burroughs: When do you address accessibility questions?

02:37:21 Narisa Spaulding: keep race and gender and demographic out of personas? ask about emerging markets or opportunities?

02:37:44 Lorie Whitaker - Staff UXR: OMG I have!!! LOL It's couched as 'prefer luxury goods'

02:37:53 Urvashi Godhia: +Psychographic segmentation with a sustainable marketing strategy

02:37:55 Yitty Falk: behavioral personas?

02:37:56 Lorie Whitaker - Staff UXR: And all the personas have photos of white people lol

02:38:11 Solomon Israel: LOL - I have - the gentlemen was designing gear for fly fishing (back in the 90s)

02:38:11 Nicole Eng: who are under 30 but make over $1million a year

02:38:13 Narisa Spaulding: <table flip>

02:38:33 Melissa Kim: Assuming you move forward with the stakeholders/client despite some red/yellow flags, at what points do you address clients' assumptions or biases (ex: I'm the user, users are unintelligent, etc) and nudge them towards the proper way of thinking?

02:38:52 Lorie Whitaker - Staff UXR: It's the unconscious bias that creeps in….education level alone could influence the race question. sadly

02:38:55 Kay Panchal: I'm working on a persona project now and we've been purposeful to be inclusive because yes, Lori - mainly white names with white photos!

02:38:56 Melissa Kim: +1on behavioral personas!

02:39:16 Fiyin Adesina: +1 on behavioral

02:39:43 Kris Courtney: Regarding inclusiveness - This would be a great time for UXR to bring different perspectives.

02:39:46 Katie Jelicich: Another way to bring in the race & equity challenge - consider a way to avoid negative (potentially unintended) consequences to those groups, rather than trying to get stakeholders to shift their target user at the very beginning. Or, show them there's an unmet market they're overlooking, and why they should serve those types of people - and be their hero!

02:39:57 Azadeh Forghani: how do you convince them to understand their users when they have wrong assumptions (not based on research) about their users?

02:40:05 Una Casey: +1 Katie

02:40:09 Narisa Spaulding: or like if there's a feature in the product that excludes a neighborhood or access in some way. Like if its promoted only in certain areas. Or doesn't consider things like childcare needs / tech needs / hours of operation. Things we KNOW exclude some communities

02:40:45 Teresa: Great point, Katie. You don't have to say "rich, white people" specifically to convey the product is for them.

02:41:06 Jessica Fuller: 2 things people hate:
The way things are.
Change.

02:41:18 Lorie Whitaker - Staff UXR: +1 Jessica!

02:41:22   Lauren Singer - UXRS: Omg Jessica that is SO true

02:41:30   Jessica Fuller: I use it in meetings ALL THE TIME

02:41:48   Cate: Gotta drop. Thank you so much for this!

02:41:51   Yitty Falk: @Jessica love that

02:41:52   Alysha Jivani: lol @ Jessica

02:42:27   Alysha Jivani: @ katie - for sure! that's a great way to open up the conversation in a positive way and make it more actionable

02:42:33   Abdulrasheed Dan-Abu: The talk is really great, especially for me. I am just learning the ropes in preparation for a career change.

02:42:47   Itzel R.:   Why aren't we allowed to copy text from the chat? I'd love to copy paste the questions to make my own notes.

02:42:53   Natalie Long: @Katie - I wish I could add on. Since I'm not employed (yet) outside home, I'm thinking about our charter schools distance learning platform (Seesaw). We of course get the privileged families to participate somewhat actively, but we don't hear from our Latinx families.   I can guess about many of the reasons why…. but if this were my real life challenge as a PM, how would I solve it?   I would start with interviewing these users …… but how do we think about marketing - it's now so obvious and obnoxious when we see ads that look like Benetton.   Users see it through it now with all the tokenism going on.   It's so hard to be authentic to a multi-racial, multi-ethic heritage, etc.   Else you end up with global corporate branding that is "washed", not trusted, etc.

02:42:55   Jonathan Marcaly: You mentioned that sometimes you need to nudge a stakeholder several times create a shift. What are the best ways to nudge more than once?

02:43:17   Lauren Singer - UXRS: Hi Itzel - we will post the chat transcript on our website after the event!

02:43:46   Alida Hines: great meeting! thanks for the knowledge!

02:43:50   Lorie Whitaker - Staff UXR: Itzel I'm not sure. I'm cohost and can't copy it! But we will post the chat on our website as well

02:44:01   John Sarmiento: Have you noticed any changes in your stakeholders' attitudes and priorities (e.g., about their consumers/users)? Are they based on anecdotes or proactive research? How do you respond to their evolving needs and perceptions?

02:44:22   Pedro Gutierrez: How do you go about communicating with "dry" personality stakeholders or those who may seem uncomfortable with the format of a kick-off meeting?

02:44:22   John Sarmiento: … in time of COVID

02:44:32   Itzel R.:   Ok, thanks Lauren. I just wanted to copy paste the questions right now instead of typing them again for my note taking.

02:44:47   Narisa Spaulding: Miro icebreaker games and breakout rooms :)

02:45:14   Kay Panchal: exactly!

02:45:55   Lorie Whitaker - Staff UXR: Itzel I hear you! :) But don't worry, they will be in the chat transcript

02:45:56   Fiyin Adesina: Yeah +1 to the transcript of the chat here. So many great questions and answers from folks e.g. Narisa and Katie

02:46:30   Marian Gravel: Thank you! I have to drop off now.

02:46:42   Natalie Long: I would guess it's all about the Theory of Change, Impact model, etc.

02:46:47   Katie Jelicich: They may not need to make a profit, but they probably still have a budget for the project!

02:46:54   Fiyin Adesina: Yeah you're right Natalie

02:47:02   Narisa Spaulding: Thank you so much Carri! Such good tips, much actionable.

02:47:31   Ceylla Ikedah: Thank you Carri and UX Research and Strategy!

02:49:18   Nicole: Thank you for a helpful presentation!

02:49:20   Lorie Whitaker - Staff UXR: Thanks everyone! Great questions!

02:49:36   Andrew Franz: suggestion for @ Itzel (copy/paste/notes) : just type the initials of the person who wrote the question, along with the time stamp… hopefully the time stamps will also appear in the transcript (maybe different time zone?) and the minute marker will help you find the original comment or question to copy and add to your notes … ?

02:50:44   Jeongmin Lee: Thank you!!!

02:50:50   Itzel R.:   Thank you for your suggestion Andrew!

02:50:51   Jessica Nordquist: Thanks!

02:50:54   Natalie Long: Any beginners here found awesome, FREE, online trainings like this since I can't afford a boot camp and have to 'hack' my UX upskilling work

02:50:57   Katie Jelicich: Thanks, Carri! Great tips to keep in mind and your slides were awesome (easy to follow, easy to read over Zoom, & with a fun spin) - I also love your bookcase in the background :)

02:51:00   Vasiliki Adamidou: Thanks everyone :)

02:51:04   LaDonna Cotton: Thanks

02:51:04   Patrick Keating: cool stuff :-)

02:51:05   Almandasari Putri A: Thankyouu

02:51:08   Renata: Thank you!

02:51:13   Fiyin Adesina: Thank you!!!!!!!

02:51:14   margaretfreeman: Thank you!

02:51:15   anita: Wonderful session! Thanks

02:51:19   Carri Craver @ccgirl on Twitter (carri@hey.com: Thanks! What a great audience!

02:51:35   Lauren Singer - UXRS: Thank you, Carri!!!

02:51:47   Alysha Jivani: I have to drop off, unfortunately, but thank you UXRS organizers and Carri for an interesting and informative session! :) These were really helpful tips!!

02:52:04   Teresa: Thank you so much! I'll be hopping off

02:52:32   Shaila Moreno: I have to go sorry !

02:52:35   Andy: OMG, had to leave the house and take this remotely, can you please kick my other call off this: Andy Manea Thank you!!!

02:53:17   Sole Rodriguez: I was not ask yet

02:53:29   Tyler Parker-Smith: nothing get

02:53:42   Judy Chiang: Thank you, see u next time. Sorry can't stay

03:03:41   Wendy: has the meeting started or ending? I can't hear anything

03:05:59   Asma Khalaf: Great

03:06:16   Asma Khalaf: First time to meet new pp

03:06:33   Melissa Kim: Not enough time for breakout rooms!!! It was too fun

03:06:57   Jessica Fuller: @Melissa, I agree. Nice to meet 1:1

03:07:02   Kimberly Richards: I missed the link to the spreadsheet - can someone re share

03:07:13   Pedro Gutierrez: https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_fIprIH-ndFOMudDICw2L0AJV3T6lU/edit#gid=0

03:22:16   Jessica Wahlberg: I don't see ir

03:22:19   Jessica Wahlberg: it*

03:22:21   Laura Williams: I'm not able to see it

03:22:27   Camille: i dont see it
03:22:29   Lorie Whitaker - Staff UXR:
https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_fIprIH-ndFOMudDICw2L0AJV3T6lU/edit?usp=sharing
03:22:31   Tyler Parker-Smith:
https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_fIprIH-ndFOMudDICw2L0AJV3T6lU/edit#gid=0
03:22:43   Carri Craver @ccgirl on Twitter (carri@hey.com: So cool!
03:23:07   Bobby Bishop: its a great idea, less spam in chat
03:26:34   Carri Craver @ccgirl on Twitter (carri@hey.com: https://www.healthwildcatters.com/
03:26:44   Chidinma Kalu: Thanks Carri
03:27:23   Carri Craver @ccgirl on Twitter (carri@hey.com: I'd check out health care accelerators to find some companies working in healthcare.
03:27:59   Tyler Parker-Smith: that's a close to home story, my mum died from breast cancer, and my sister had it.
03:28:38   Lizzy Palmer: <3
03:29:05   Wendy: Will the recording be sent to our emails? I missed the presentation
03:29:24   Harshini N: Yes it will be good to get the recording of the session
03:29:29   Lorie Whitaker - Staff UXR: Hey Wendy! We'll send out an email with a link to the video and slides
03:29:40   Harshini N: Thanks Lorie!
03:29:42   Lisa D.:   check out madpow & himss they both have health care conferences that involve research & design.
03:29:51   Lorie Whitaker - Staff UXR: You can also find the video and slides here:
03:29:52   Lorie Whitaker - Staff UXR: Youtube
https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ

Website
https://www.uxresearchandstrategy.com/
03:30:51   Bobby Bishop: human factors is a big thing in healthcare
03:34:29   Melissa Kim: By public transit you mean not micromobility either?
03:35:04   Kimberly Richards: I can talk to experience in Australia as lots of my network work in that space.
03:36:04   Gwen Jewiss: I hope that the recording will be made available after this event, Please!
03:36:28   Tyler Parker-Smith: Professor Agnis Stibe
03:36:58   Kellie: I would love to! - other Kellie
03:37:04   Nicole Eng: Thank you Tyler, Thank you Kimberly
03:37:04   Kimberly Richards: I'm on the spreadsheet too:)
03:37:30   Nicole Eng: Micromobility as a tactic within the overall strategy is also very interesting to me
03:39:26   Carri Craver @ccgirl on Twitter (carri@hey.com: I liked the breakouts.
03:39:37   Andrew Franz: me too!
03:39:40   UX Research and Strategy: Kevin Liang
03:39:52   Ranny (Ronny) Michael: He's great!!
03:39:54   Tyler Parker-Smith: Nicole this might be of some interest

https://www.youtube.com/watch?v=B4UB4UvSnGE&ab_channel=CoronaWhy

03:42:23   Lorie Whitaker - Staff UXR: Eventbrite
https://ux-research-and-strategy.eventbrite.com/
03:42:59   Lior Bar: Thank you, great event!
03:43:09   Lori Walker: crap I have to learn slack
03:43:18   Irene Chong: Thank you
03:43:20   Lorie Whitaker - Staff UXR: Thanks everyone!
03:43:22   Chris Tang: Thank you all!
03:43:23   Jannell Lee: Thank you!!