

01:53:53 Bruna Castro: Daniel, terra maravilhosa, seja bem vindo
01:54:00 Gabriela Mendes Ribeiro: Hello from São Paulo, Brazil :)
01:54:09 Malari Barber: Follow us on our LinkedIn presence as our non-profit group
<https://www.linkedin.com/company/ux-research-and-strategy-group/>
01:54:20 Malari Barber: Are you following us on Twitter?
https://twitter.com/ux_and
01:54:31 Malari Barber: Want to keep the conversation going? Sign up for our Slack channel! Fill in this form.
<https://forms.gle/4pFyZJyreEdvPWoz6>
01:54:40 Malari Barber: Join us at our free July event "How to Land a UX Job: Panel Discussion with UX Hiring Managers"-- Get your ticket now on Eventbrite
<https://www.eventbrite.com/e/how-to-land-a-ux-job-panel-discussion-with-ux-hiring-managers-tickets-158609399985>
01:54:41 Michelle Narita: Oi Bruna o/
01:55:22 Malari Barber: Join our Slack channel for limited time early access to tickets. Only 25 seats per workshop.
<https://forms.gle/4pFyZJyreEdvPWoz6>
01:55:58 Jen Blatz - UXRS: Where's our smiling faces tonight? Ha ha ha
01:56:11 Bruna Castro: :)
01:56:35 Malari Barber: LinkedIn Collector Form
<https://forms.gle/vxKCv5JRBMqkKpTP7>
01:57:30 Malari Barber: What did you think of today's event? Complete the survey now! Help us improve the UXRS events
<https://forms.gle/ERSn6UPGazAU9pWM9>
01:57:57 Malari Barber: We have a Code of Conduct make sure you are following our respectful guidelines
https://www.uxresearchandstrategy.com/uploads/1/2/6/7/126713167/uxrs_code_of_conduct.pdf
01:58:53 fayolaama: Hey everyone! Joining from right outside Philly, PA. Looking forward to the session today!
01:59:33 Bruna Castro: OMG!
01:59:36 Mike C: Hey...Joining from Vancouver Canada
02:00:25 Chauncey: Chauncey Wilson joining from Wayland, MA (20 miles from Boston)
02:00:54 Bruna Castro: I won't even share my LinkedIn after hearing Michaela's resume
02:00:58 Bruna Castro: :D
02:01:05 Lorie Whitaker: Hi Chauncey!
02:01:07 Marcela Musgrove: yes
02:01:08 Melissa De Yoe: yes
02:01:26 Dana Akins-Adeyemi: @chauncey. I moved from North Attleboro Ma. Welcome!
02:01:40 Maile Malin: That's the worst part of presenting in Zoom - no audience visibility :P
02:02:15 Nicole Wallace: I think you need to have the actual Zoom application installed to get the proper presenter mode
02:02:54 Jen Blatz - UXRS: Reminder, please stay on mute and put your questions in the chat
02:03:49 iPhone: Yes we can hear you
02:03:52 Beth Sherman: Hi from NC, @Chauncey. Miss my Boston peeps.
02:04:31 Marcela Musgrove: @Beth I was also in Boston for a while before coming back to NC!
02:04:58 Beth Sherman: Didn't know that @Marcela. Small world.
02:05:10 Malari Barber: Share your answer here:
<https://survey.alchemer.com/s3/6403723/Job-Function>
02:05:31 Gwendolyn Elder: UX Designer

02:05:47 Lauren - UX Research and Strategy: Click the link or use the QR code to enter your answer!

02:05:48 Laura Faulkner PhD she/they: Head of UX & Market Research

02:05:49 fayolaama: Content Strategy/Designer and UX Researcher

02:05:56 Chris Tang: What if we do more than one function?

02:06:03 Cindy: other

02:06:10 Maria Luíza Viegas: ux designer

02:06:28 Urvashi Godhia: Market Research and Consumer Insights

02:06:40 Chris Tang: Thanks @Cindy!

02:06:41 Mitali Desai: Ux/service design

02:06:47 Bruna Castro: Service designer

02:06:57 Dana Akins-Adeyemi: What are the Others?

02:07:03 Malari Barber: Share your answer here:
<https://survey.alchemer.com/s3/6399234/Market-Research>

02:07:07 Jessica H: Aww, what are the Others? :D

02:07:22 Dana Akins-Adeyemi: 10% of people came from other....

02:07:31 Melissa De Yoe: focus groups

02:07:32 Veronica Wojnas: Omg Bruna another service designer!!! Do you find you get to do a lot of multi-channel, true service design? I end up doing UX design as the services get collapsed into digital interfaces

02:07:56 Dana Akins-Adeyemi: I'm a Design/Design Thinking Educator

02:07:58 fayolaama: Quantitative research

02:08:11 Bruna Castro: Veronica, I do multiple jobs all the time, it is a mix of research, Product designer and also service

02:08:15 Chad Serrant (he/him): Software Engineer

02:08:44 Urvashi Godhia: Qualitative and Quantitative Research(Primary and Secondary Research)

02:09:07 Dana Akins-Adeyemi: She is using a nice app

02:09:15 Dana Akins-Adeyemi: Wonder if it is free...

02:09:17 Malari Barber: We're also on Instagram
www.instagram.com/ux.research.and.strategy

02:09:24 Lauren - UX Research and Strategy: This is cool! Real time results in a deck!

02:09:26 Malari Barber: Are you following us on Twitter?
https://twitter.com/ux_and

02:09:28 Adelaida: yeah i didn't know Alchemer has that cool option

02:09:28 Sunny Allana: What is this app?

02:09:29 Bruna Castro: Veronica, I have a sense that service design is still something new on this side of the planet (Brazil)

02:09:36 Malari Barber: Sign up for our Slack channel! Fill in this form.
<https://forms.gle/4pFyZJyreEdvPWoz6>

02:09:53 Dana Akins-Adeyemi: Is alchemer free?

02:10:00 Malari Barber: Connect with us on LinkedIn! (personal page)
<https://www.linkedin.com/in/ux-research-strategy/>

02:10:25 Adelaida: I'm not sure. We pay for it at work but maybe it has a free option

02:11:25 Kelly: Is there a universal mute button?

02:11:26 Daniel Neves: lol

02:11:28 Daniel Neves: hahaha

02:11:34 Diego Ferreyra: Imao

02:11:44 Veronica Wojnas: Bruna, that sounds similar to me! I think service design is due for the same kind of profile and integration into businesses as UX design has had over the last few decade or so :) I think it's also fairly new to North America (I'm from Canada)- much better established in Europe I think!

02:11:47 Lauren - UX Research and Strategy: Please stay on mute :)

02:11:48 Jessica H: I'm hearing the echo from the speaker and the person running the meeting not being on mute

02:11:52 Melissa De Yoe: smh

02:11:53 JR Pagdanganan: You should be able to mute incoming participants

02:11:55 Cindy: The meeting host ought to be able to mute everyone except the speaker

02:11:59 Nicole Wallace: I will never understand why Zoom doesn't have a built in "mute all" function

02:12:31 Gandalf Winterwhisk: Zoom needs to research deeper into muting trends

02:12:32 Bruna Castro: Veronica, lets go to slack, I think there is a link somewhere where we can join

02:12:32 Lorie Whitaker: Sorry about that. There was a lag in zoom...we can't mute everyone - we couldn't unmute ya'll for the networking

02:15:52 Bruna Castro: Veronica, but did a little research past week and realised things in Europe are doing good when it comes to service design, I am surprised to hear things are the not that good in north america

02:16:09 Karina Mata: Are we going to get the presentations?

02:16:34 Dana Akins-Adeyemi: Service Design is starting to catch on in US but has quite a way to go

02:16:48 Jen Blatz - UXRS: Chat, recording and slides will be available on our rwebsite

02:17:01 Bruna Castro: Dana, really? Well, we tend to think things are always doing great in America lol

02:17:02 Sukhman Sidhu: Can you share the link at the end of the event where you'll upload the recording? Thank you.

02:17:45 Veronica Wojnas: Hey Bruna, I'm on Slack (Veronica Wojnas). Dana's totally describing my experience though...it's not so much that there aren't jobs for it, but more that service designers may end up doing UX things that are not really service design from my experience :) Of course, it's also hard because all of these pieces are connected - hard to tell where one ends and another begins!

02:17:46 Dana Akins-Adeyemi: Netherlands, etc are big on it

02:18:31 Malari Barber: The recording for today's event will be posted on Youtube. Subscribe to get notifications when a new video is posted!
<https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ>

02:18:53 Bruna Castro: Veronica you pointed it very well, the question is, where does it start and where it ends? True is, I rally don't know

02:20:44 Dana Akins-Adeyemi: @Bruna and Veronica. <https://www.amazon.com/This-Service-Design-Thinking-Basics/dp/1118156307>

02:21:44 Bruna Castro: Dana, I love this book! Let me show u another one I am reading

02:22:12 Bruna Castro: <https://www.amazon.com.br/Good-Services-Decoding-Mystery-Service/dp/9063695438>

02:22:53 Lauren - UX Research and Strategy: Any questions for Michaela so far? Add them to the chat!

02:24:38 Dana Akins-Adeyemi: Sales and Marketing

02:25:10 Dana Akins-Adeyemi: Thanks Bruna!

02:25:18 Dana Akins-Adeyemi: For book

02:27:16 Kelly Simpson: @Veronica and @Dana, so what are the big differences in UX design vs service design? Why do you say that Netherlands are big on it but US has quite a way to go.....?

02:27:21 Bruna Castro: No questions so far ,Michael's content is very good

02:27:42 Bruna Castro: *michaelas

02:28:00 Lauren - UX Research and Strategy: 👍

02:28:18 Urvashi Godhia: I do find Michaela's information very helpful

02:28:32 Veronica Wojnas: A question for Michaela: I find market researchers I've worked with often focus on quantitative research (especially surveys). I think in UX research, there are often concerns about self-reporting and the user experience of filling out surveys themselves. What's your happy place (or is there any) on the quant-qual research spectrum?

02:29:32 Bruna Castro: Girl, my print screen button is on fire! Michaels doing great

02:29:33 Dana Akins-Adeyemi: @Kelly. Service includes include mapping the whole customer and biz process. Not just user. It can include back office efficiency of the business that the customer does not see..

02:30:26 Dolores : Question: While considering the business model approach of view "users" as customers and non customers, what are some aspects of research should be focused on to support the business's goals?

02:30:28 Jen Blatz - UXRS: Chat: How does service design relate to market research?

02:30:31 Dana Akins-Adeyemi: @kelly. Service Design is much more broader than user experience..

02:30:41 NICOLE ENG: Is it possible to turn on the closed captioning for this meeting?

02:31:17 Rachel Gamage: Q - How do you separate the needs of content creator/backend users from the "customer" users?

02:31:17 Bruna Castro: @Dana, good explanation

02:31:31 Urvashi Godhia: I would still like to see a detailed example on one of her practical live case studies relevant to quantitative research at corporate and industrial workplaces, with the help of the tools like Nielsen software and any other that would be helpful for this purpose.

02:31:41 Kelly Simpson: Got it, that makes sense! Thanks! That said...yes, US has a long way to go.....

02:32:07 Veronica Wojnas: @Kelly to add to Dana's point, service design is kind of similar to general customer experience design (with the addition of the processes on the back end, like she mentioned). But where UX is often concentrated on the digital realm, service design/CX design consider the other channels available to the user or that they encounter as part of the process.

02:32:38 Janet S: This is the best expression of the interrelationship between Market Research and UX Research that I have heard to date. Bravo Michaela for the clarity provided by context!

02:33:00 João Victor Uliana Felix: Let's connect with each other :)

<https://www.linkedin.com/in/joaouliana>

02:33:02 naoko iwamoto: +1 to Janet

02:33:09 Erica Burroughs: That's a good point!

02:33:24 Jeremy Rook: I think that's a key point from Michaela - if all you know is surveys, you'll just do surveys. I found myself fighting against that a little bit in my company. What are some good tactics to open people up to alternate methodologies?

02:34:18 Galaxy S20 FE de Alessandra: <https://www.linkedin.com/in/alessandragomiero78>

02:35:28 Nicole Wallace: @ Jeremy I usually approach it like "If you want to use a survey here, this is what you're going to get. But... here's what we can accomplish with method x, y, z...."

02:36:11 Malari Barber: LinkedIn Collector Form
<https://forms.gle/vxKCv5JRBMqkKpTP7>

02:36:23 Stephanie Kim: When all teams use different methods of data collection and there are no clear best practices/templates or central repositories - are there any tools to help with creating consistency and help with visibility of different teams research?

02:36:30 Galaxy S20 FE de Alessandra: Will you send this presentation to us?

02:36:45 Jeremy Rook: @Nicole yes! I have definitely had some success with this tactic. I have a few teams in the company I work at that are a little more thorny on these things... just trying to stretch for any other tactics that might be out there.

02:38:53 Kwaniie Chan: Will these slides also be available to us with the recording?
02:39:21 Dolores : To clarify, what aspects of market research are most useful for UX researchers to go beyond designing the optimal user experience to meeting overall business goals
02:39:58 Kelly Simpson: Thank YOU!!! That clarification totally helps!!!
02:40:35 Kwaniie Chan: Wow
02:42:58 Mitali Desai: Is Market Sizing part of market research??
02:43:51 Bobby Bishop: Are research suppliers allies in other departments?
02:44:40 Nicole Wallace: @Jeremy, can you get the "thorny" ones to share why they are so married to surveys? Sometimes people have tunnel vision on what they know and there may be an opportunity to counter misconceptions and shed some light on new methods if you are able to identify where they are so staunch on the existing one(s)
02:44:47 Diego Ferreyra: Maslow's hammer?
02:45:11 Bobby Bishop: if all you have is a hammer, everything looks like a nail
02:45:19 Dana Akins-Adeyemi: These slides are great!!!
02:45:32 Mitali Desai: Very useful slides.
02:45:32 Diego Ferreyra: oh
02:45:37 Content Go Global: "If all you have is a hammer, it's tempting to treat everything as a nail" (or something like that)
02:45:46 Jeremy Rook: @Nicole that's a great idea. I can think of a few stakeholders who are particularly opposed to more qualitative methodologies having their minds changed by a coupling of a survey with an alternate method. It's a process!
02:45:48 Janet S: Agreed @Dana - really excellent, well thought through telling of a somewhat complicated story!!
02:45:52 Adelaida: guys I'm curious about the term "mixed methods of research" if a researcher applies quan and qual it becomes a mixed method? I'm in a Jr rol btw
02:46:20 Bruna Castro: Adelaida, yes
02:46:23 Veronica Wojnas: Wowwww Michaela "if you are driven by methodology over actionable business insights your research won't be used" - I really feel that this describes the frustration of some UX research teams on feeling divorced from impact! Mind blown tbh
02:46:28 Dana Akins-Adeyemi: Service Blueprinting is Service Design
02:46:53 Dana Akins-Adeyemi: Is an approach to Service Design
02:47:12 Adelaida: obrigada Bruna :)
02:47:22 Dana Akins-Adeyemi: @Bruna and Veronica...see above
02:47:30 Jen Blatz - UXRS: What are your questions for Michaela? Post them NOW.
02:47:46 Stephanie Kim: Thank you that was amazing!
02:47:49 Jen Blatz - UXRS: Some great books here. Woot!
02:47:58 Siyan Zhao: a really good talk!
02:47:59 azablocki: Thank you Makela!!!
02:48:00 Content Go Global: Thanks, that was awesome!
02:48:02 Bellamy West: That was so informative! Thank you!
02:48:03 Kwaniie Chan: Woo that was awesome!
02:48:04 João Victor Uliana Felix: 🙌🙌🙌🙌🙌🙌
02:48:04 Mitali Desai: How does Bias work in processing some of the market research?
02:48:05 james lung: !!
02:48:06 Thomas Santana: bravo!
02:48:07 Faith Eno: THANK YOU THAT WAS AN AMAZING PRESENTATION!
02:48:07 Urvashi Godhia: Thank you!
02:48:09 Kwaniie Chan: Thanks Michaela!
02:48:12 LaDonna Moore: Thank you
02:48:12 Darren Reid: She is amazing
02:48:12 Gwendolyn Elder: Excellent info and insights!
02:48:14 Shah Buyuk: Great talk!

02:48:17 Jing: Not sure why can't connect with you on linkedin
02:48:18 naoko iwamoto: Really good session, thank you!
02:48:18 Erica Burroughs: Thank you
02:48:20 Vivian Lu: Thank you!
02:48:20 Anne Sabino: thank you!!
02:48:21 Ula Manschot: Amazing! Thank you Michaela
02:48:23 Jing: Thank you!
02:48:25 Justin Lancaster: I have almost most of those books, nice library!
02:48:26 Adelaida: thank you so much! it was insightful!
02:48:27 Sylvia Perez: Brilliant presentation, Michaela!
02:48:29 Cristina Briceño: Very valuable information. Thanks for sharing!!
02:48:31 Valeria Ruiz: Can you put the slide of the books please
02:48:33 Kelly Simpson: Excellent presentation! Thanks you so much!
02:48:34 laurie.l@drinkworks.com: Excellent!!! Thank you very much!
02:48:38 Jing: Missed the earlier part for about 15min, will you be able to share the slides?

02:48:46 Galaxy S20 FE de Alessandra: Great presentation! Well done Michaela!! 🙌
02:48:48 Bjarne Allan Gamborg Jensen: nice deep research
02:48:58 fayolaama: Thx! Very insightful!
02:49:01 Mitali Desai: Question - is Market Sizing part of what you would do or is it for the product manager to do?
02:49:03 Shawntel C: Will a recording of this session be provided to us?
02:49:14 Christian Knebel: Thank you Michaela! The presentation was full of helpful knowledge and your slides were fantastic.
02:49:16 Febrni: The slides are brilliant but the explanation that Michaela give is diamonds in the rough, Super Lit! Thank you Michaela! Thank you UXRS!
02:49:28 Mitali Desai: Ferbni - agree!!
02:49:55 Instructora - Ana Torres: Amazing info
02:49:56 Nicole Wallace: @Jeremy, good luck! :)
02:49:59 Jen Blatz - UXRS: Talking about methods is like talking about the solution.
WAIT!!! Ha ha
02:50:03 Jeremy Rook: @nicole thank you!!
02:50:17 Janice Yang: I'm still feeling a little confused about what are the main differences between market and user research?
02:50:55 naoko iwamoto: Totally agree - going back to the core problem before jumping on the methodologies
02:51:36 Nicole Wallace: Haha "humans over tools" Love it!
02:51:44 Stephanie Kim: Ha ha I work at a startup so humans are scarce
02:52:12 Adelaida: @stephanie 100% feel you w that lol
02:52:21 Anne Sabino: When there is UX research and market research in separated areas, what would you define if a research should go to UX or mkt research?
02:52:53 Anne Sabino: how*
02:53:28 João Guedes: Can you give some examples of how you turn a business's problems into initial research?
02:53:36 Kelly Simpson: I have to drop off but thank you!!!!
02:54:03 Dana Akins-Adeyemi: People who have insight and know when, who, what, strategy and not just a cookbook tools approach
02:54:13 Dana Akins-Adeyemi: Must know how to think
02:55:00 Carrie Heffner: Yes Dana! I've been thinking lately how methods are often just a formalized way to help people think critically.
02:55:14 Stephanie Kim: Yeah I shouldn't have used the word "tools" I also asked around best practices or templates for gathering data
02:55:45 Helene Oliveira: Thank you so much! Awesome explanation!

02:56:00 Dana Akins-Adeyemi: *methods
02:56:33 Galaxy S20 FE de Alessandra: Michaela, what's your opinion about atomic research format as a deliverable of research?
02:58:55 Janet S: Love Michaela's mission - I've been on the same mission for years now too!!! We are all part of one research family - I did my first user experience test as a qualitative researcher 35 years ago in bathroom cleaners!!!
02:58:58 Dana Akins-Adeyemi: Marketing terms historically translate to Design and Development...UX is not new but somewhat a spin on what has always been done
02:59:21 Dana Akins-Adeyemi: re Human Centered design
02:59:25 Siyan Zhao: is there any good recommendations on marketing research textbook (int there is one in her book recommendation list)?
02:59:26 Malari Barber: What did you think of today's event? Complete the survey now! Help us improve the UXRS events
<https://forms.gle/ERSn6UPGazAU9pWM9>
02:59:54 Sipra Bihani: +1 Siyan
03:00:07 Justin Lancaster: I think UX People (I'm a Principal UX Designer so I can pick on us)
03:00:21 Bjarne Allan Gamborg Jensen: Msc. in Cand.IT eBusiness with UX-focus, add:
<https://www.linkedin.com/in/bjarnegamborg>
03:01:08 Mike C: <https://www.linkedin.com/in/mctmp/>
03:01:36 Jeremy Rook: I can attest to what Michaela is saying right now. Myself and someone from our marketing group started meeting last year to start to coordinate and make sure we are pulling in the same direction
03:02:10 Jing: <https://www.linkedin.com/in/jing-xing-b492064/>
03:02:15 Dana Akins-Adeyemi: UX research was used in physical products before digital ever entered the picture. Similar to how a lot of the research was done in Marketing for those physical products before digital products
03:02:15 Mari Raucci: <https://www.linkedin.com/in/mariane-malty-raucci-63b2b9109>
03:02:33 Janet S: Michele Ronsen and I have learned so much from each other as we discuss and work together to develop the UX Lexicon, housed on the CuriosityTank.com website. Clarifying the meaning of terminology across both the market & UX research fields!
03:02:37 Stephanie Kim: Love this - yes totally sounds like what I need to do is step up and be the coordinator for SE's, CX, product etc
03:02:39 Darren Reid: <https://www.linkedin.com/in/darrenreid3>
03:02:41 Gabriela Mendes Ribeiro: <https://www.linkedin.com/in/ribeirongabriela/>
03:02:51 Justin Lancaster: Whoops. I think us UXers sometimes forget about where purchasing / sales / etc.. fits in the user's journey. We tend to hyper focus on goals, motivations, and emotions user go through while using our products...
03:03:15 Malari Barber: Please enter your LinkedIn information here:
<https://forms.gle/vxKCv5JRBMqkKpTP7>
03:03:32 Kristyn Berry: +1 to what Dana said on physical products, I come from human factors engineering and we mostly focused on physical medical devices
03:03:34 Rachel Gamage: We need a dedicated team for research repository like you need a dedicated team to manage the design system.
03:03:45 Jen Blatz - UXRS: Tag your favorite quotes on social media and let us know what you thought.
03:04:03 Jen Blatz - UXRS: Like us on Facebook!
<https://www.facebook.com/UX-Research-and-Strategy-107790134316377>
03:04:18 Jen Blatz - UXRS: Are you following us on Twitter?
https://twitter.com/ux_and
03:04:27 Jen Blatz - UXRS: We're also on Instagram
www.instagram.com/ux.research.and.strategy
03:04:52 Siyan Zhao: +1 Rachel

03:05:12 naoko iwamoto: There are 3rd party market research firms like IDC and Forrester providing market sizing data too.
03:06:12 Américo Alves: But PM's also do some market sizing or quantification with more lean frameworks such as a Petal Graph.
03:07:10 Nicole Wallace: I'd love to see a word cloud on alternative terms for "users". I've heard "partners" and I appreciate that one
03:07:11 Janet S: MRs call prototypes or MVPs, concepts in general!
03:08:40 Justin Lancaster: I think us UXers sometimes forget about how marketing feeds into purchasing / sales / etc.. and how this fits in the overall user's journey.

We tend to hyper-focus on users goals and emotions user's while using our product's UI... and the workflows and interaction design details...

How do we get better about factoring marketing insights into our decisions - at the end of the day it's all part of the user experience, right? How can we be better at using market research?

03:09:22 Christian Knebel: ^Great question Justin
03:09:35 Veronica Wojnas: What's the site/course that was referenced? I missed the name

03:09:40 Justin Lancaster: I think that this talk was kinda the answer, lol
03:09:43 Dana Akins-Adeyemi: @Justin. Ecosystem mapping can help
03:09:47 Malari Barber: What did you think of today's event? Complete the survey now! Help us improve the UXRS events

<https://forms.gle/ERSn6UPGazAU9pWM9>

03:09:56 Thomas Santana: Thank you
03:10:04 Mike C: Thanks Michaela...very well done!
03:10:08 Américo Alves: Nope. They are just different dimensions of product development. Concept is one thing, prototypes are another thing. For instance, concept is descriptive while ptype are interactive. Require different ways of testing.

03:10:09 Anne Sabino: <https://www.linkedin.com/in/anne-sabino-07805857>

03:10:09 Kwaniie Chan: Thank you so much!

03:10:12 Tamara Reyes: Thank you so much!

03:10:14 Malari Barber: Join us at our free July event "How to Land a UX Job: Panel Discussion with UX Hiring Managers"-- Get your ticket now on Eventbrite
<https://www.eventbrite.com/e/how-to-land-a-ux-job-panel-discussion-with-ux-hiring-managers-tickets-158609399985>

03:10:15 Jing: Thank you!!

03:10:16 Amy Wilkins: Thank you!

03:10:16 Stephanie Kim: Thank you!

03:10:24 Instructora - Ana Torres: What a pro!! Thank you so much Michaela

03:10:27 Gandalf Winterwhisk: That was wonderful

03:10:29 Content Go Global: Thank you!

03:10:35 Galaxy S20 FE de Alessandra: Thank you!!☺

03:10:36 Janet S: Thanks Michaela and UXRS. QRCA (the community of qualitative researchers) is hosting a "Flex your UX Qualitative Research Summit" on 10th September so keep an eye out for it!!!

03:10:37 Shah Buyuk: Thanks UXRS for organizing this, and thanks Michaela for the talk!

03:10:40 Gwendolyn Elder: Great talk, thank you for sharing!!

03:10:42 Dana Akins-Adeyemi: Totally agree...Same with Development!

03:10:45 Aboli Barve: Thank you!!!

03:10:47 james lung: Thank you!

03:10:47 Shawntel C: Thank you!

03:10:47 Malari Barber: Want to keep the conversation going? Sign up for our Slack channel! Fill in this form.
<https://forms.gle/4pFyZJyreEdvPWoz6>

03:10:55 Bobby Bishop: Good puppy

03:10:57 Gwendolyn Elder: Looking forward to sharing the recording with our team.

03:11:07 Lee: Awesome! Thanks! 🙌🙌🙌🙌

03:11:18 Mari Raucci: That was amazing, Michaela. Thank you!

03:48:29 Lorie Whitaker: You can sign up for emails on our homepage - just scroll down <https://www.uxresearchandstrategy.com/>

03:49:53 Justin Lancaster: I think that's why it's so important to have UXStrategy experts in the mix - In my experience it's very difficult to break down the respective silos. Unless someone is specifically focused on facilitating tighter collaboration btw disciplines.

03:50:07 Lauren - UX Research and Strategy: YES Justin! ^^^

03:50:25 Justin Lancaster: It's all User Experience at the end of the day.

03:50:39 Jen Blatz - UXRS: Good call @justin

03:52:07 Justin Lancaster: Also, Product Managers are typically making the "UX Strategy" decisions at a lot of organizations - How do we stop this? lol

03:52:29 Justin Lancaster: At least in my experience

03:52:52 Dana Akins-Adeyemi: @Justin...Interesting

03:53:06 Justin Lancaster: Anyone else see that?

03:53:48 james lung: RIP blockbuster

03:53:57 NICOLE ENG: powerful

03:53:58 Dana Akins-Adeyemi: Q: Please answer Justin's question

03:53:59 Justin Lancaster: I'm referring specifically to engineering led tech companies

03:54:46 Bobby Bishop: pm = product czar?

03:57:38 Bobby Bishop: just build what I tell you to

04:00:13 Alice Tzou: Love to connect with folks in Toronto/Canada. My name is Alice, and here is my LinkedIn profile - <https://www.linkedin.com/in/alicetzou/>

04:01:05 Malari Barber: What did you think of today's event? Complete the survey now! Help us improve the UXRS events
<https://forms.gle/ERSn6UPGazAU9pWM9>

04:03:17 Lauren - UX Research and Strategy: Thank you all for joining and for having a great conversation! Appreciate the engagement either verbally or through the chat!! Hope to see you all at the next one!

04:03:30 Bobby Bishop: io psych can be interesting

04:05:02 Alice Tzou: Thank you so much!

04:05:03 robert charnley: Thank you!!

04:05:10 Christian Knebel: Thank you!