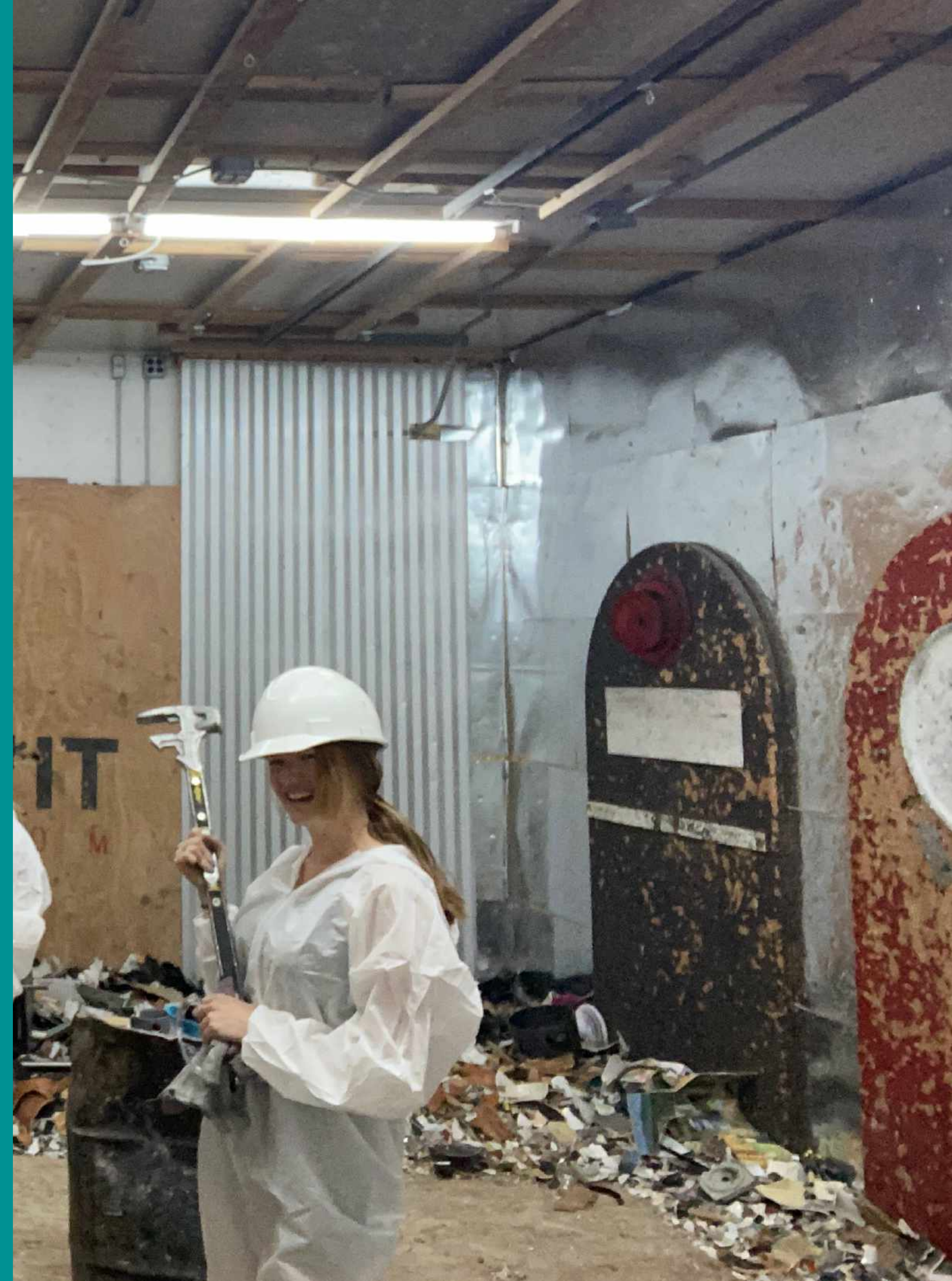


**Hi UX Research  
& Strategy friends!**





A light-colored dog, possibly a Weimaraner, is captured mid-jump over a hurdle. The dog is wearing a red collar. The background is a blurred outdoor setting with a fence. The entire image is overlaid with a semi-transparent teal color.

# **Adjusting UX Research for an Agile World**



# AGILE



# Pivoting is magical.



# Collaboration is king.





# BUT



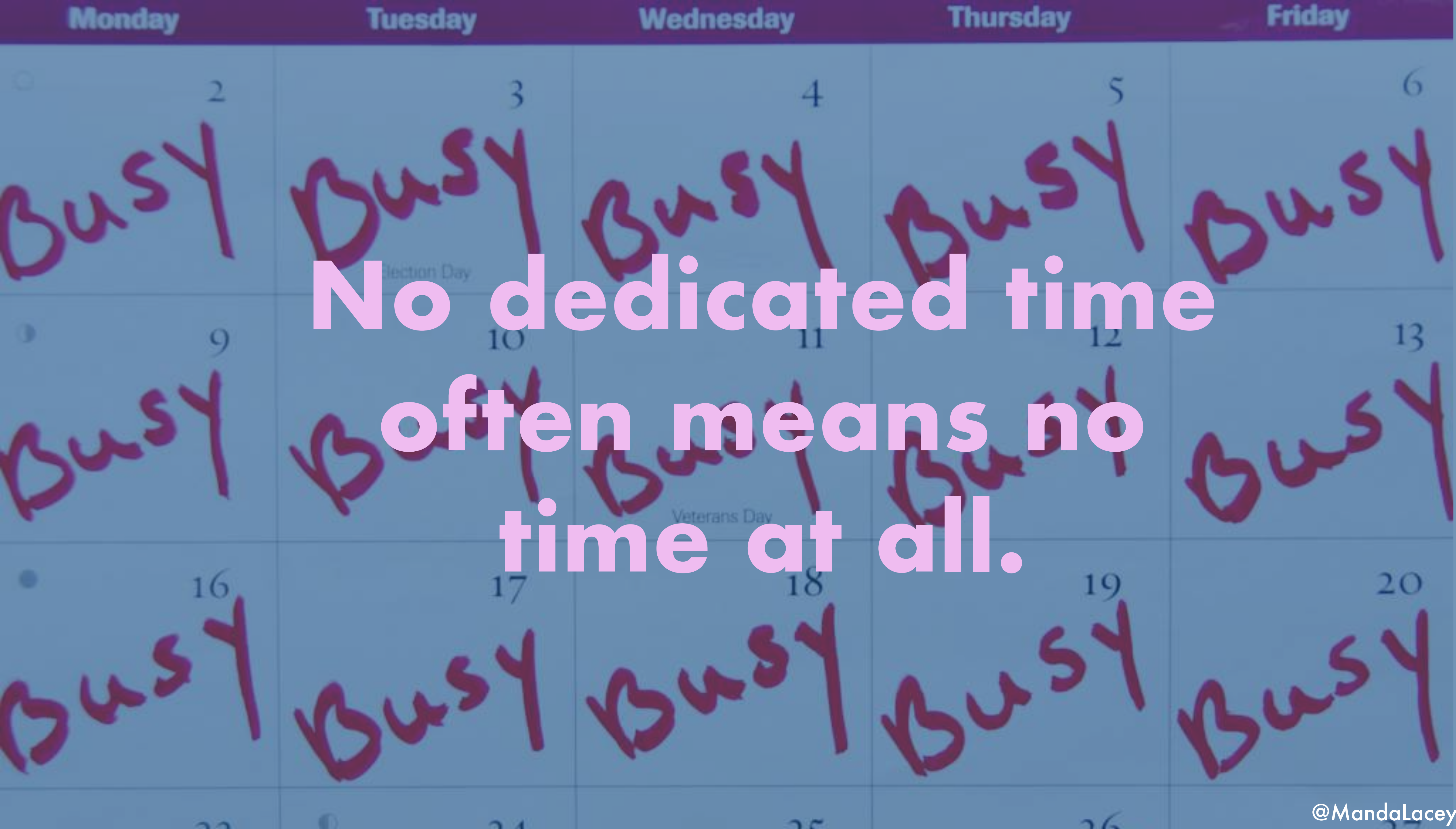
09 01 2007

@MandaLaceyS




You can't measure  
learning in lines of  
code.






No dedicated time  
often means no  
time at all.



A close-up photograph of a brown dog, possibly a Weimaraner, lying on a light-colored carpet. The dog is wearing a red lei made of fabric flowers around its neck. Its head is resting on the floor, and it is looking directly at the camera with a calm expression. To the right of the dog's head, there is a small, grey, stuffed mouse toy. The background is slightly out of focus, showing more of the carpet and a wooden baseboard.

**Let me tell  
you a  
secret.**



A close-up photograph of a brown dog, possibly a Weimaraner, lying on a light-colored carpet. The dog is wearing a red Santa hat with a black band and a small white tag. Its head is resting on the floor, and it is looking directly at the camera with a calm expression. To the right of the dog's head, there is a small, grey, plush mouse toy. The background is slightly out of focus, showing more of the carpet and the dog's body.

There's no such  
thing as the  
“right way”  
to do research  
in Agile.





Yep.

We're all  
**special**  
snowflakes.



A group photograph of the Japan national football team. Eleven players are posed on a green football field. Ten players are wearing blue home kits with white Adidas stripes and the Japanese crest. One player, the goalkeeper, is wearing an orange and yellow striped kit. The players are arranged in two rows: five are kneeling in the front and six are standing behind them. The background shows a large stadium filled with spectators and various banners, including one that says 'BRINGING ASIA TOGETHER' and another for 'AFC ASIAN CUP UAE 2019'. The text 'Team Makeup' is overlaid in large white letters in the center of the image.

# Team Makeup



# Cross-functional for all.



UX researcher

Back end dev

Front end dev

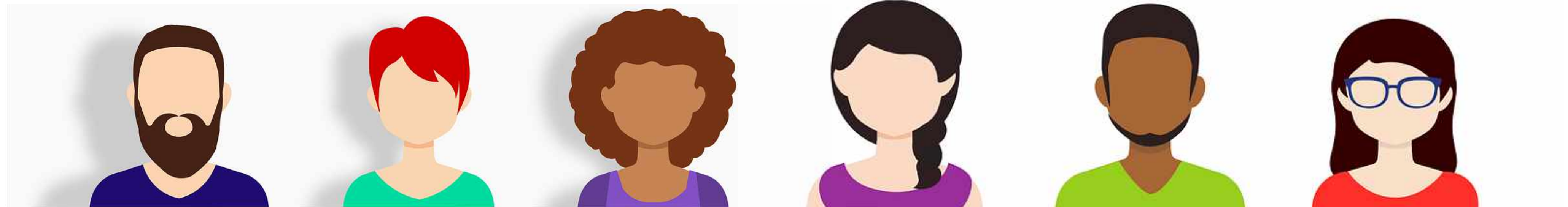
Back end dev

UX designer

QA tester



# Cross-functional for all.



UX researcher

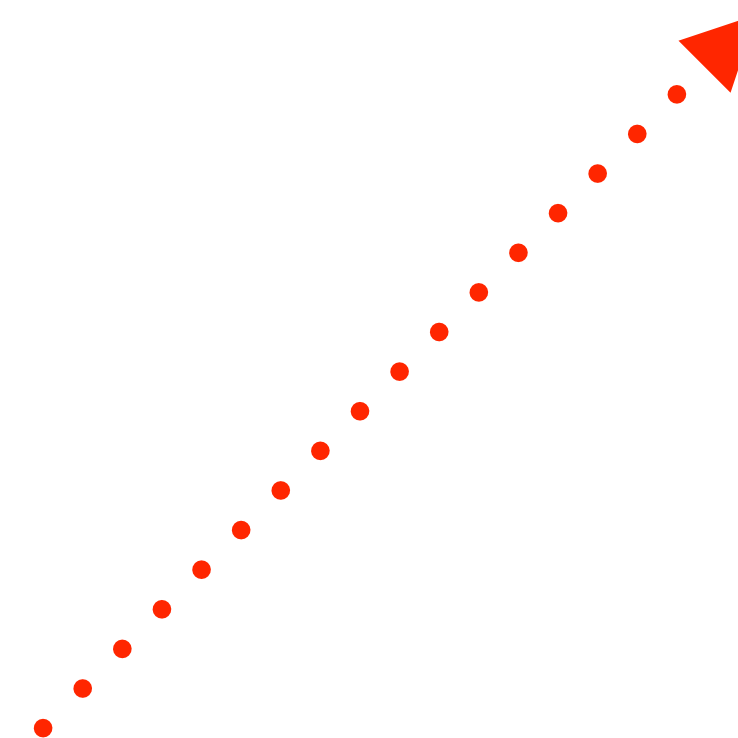
Back end dev

Front end dev

Back end dev

UX designer

QA tester





# Cross-functional for all.



UX researcher

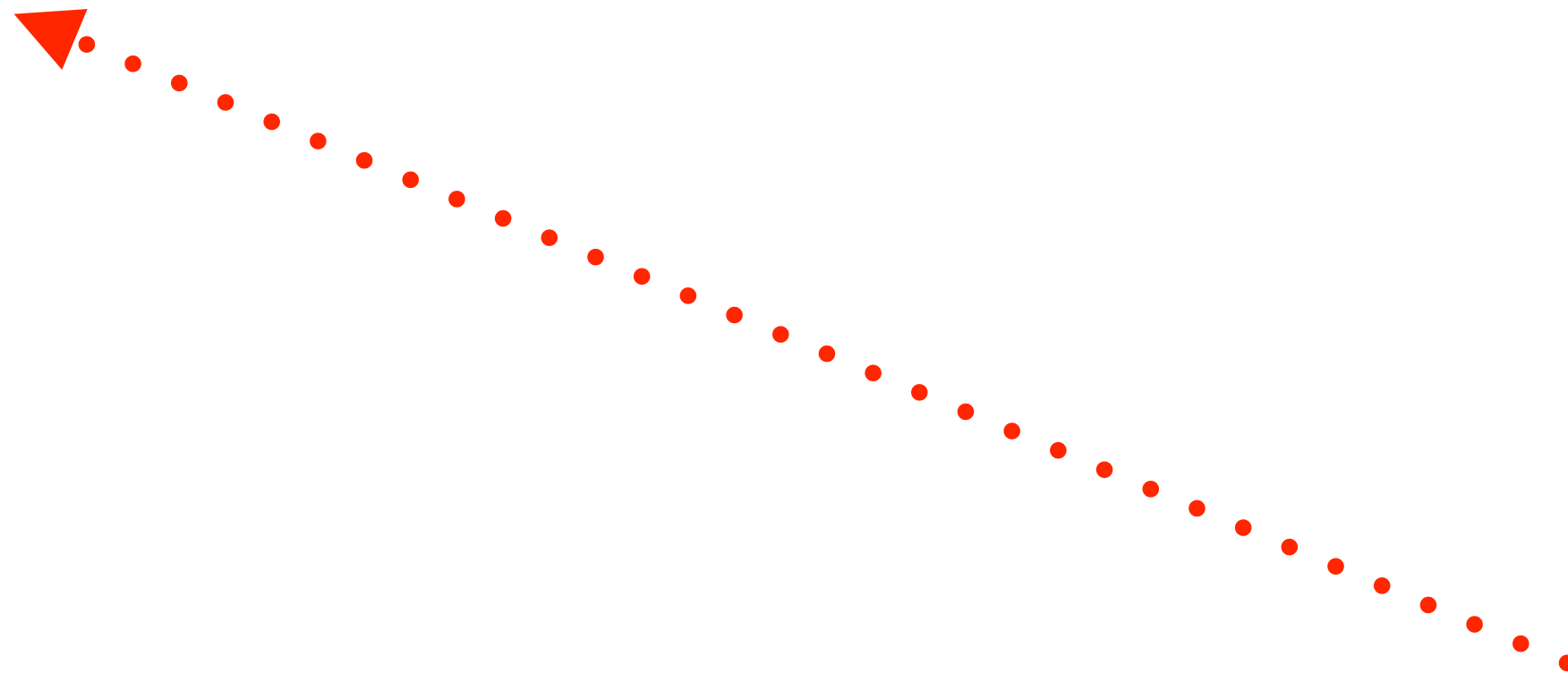
Back end dev

Front end dev

Back end dev

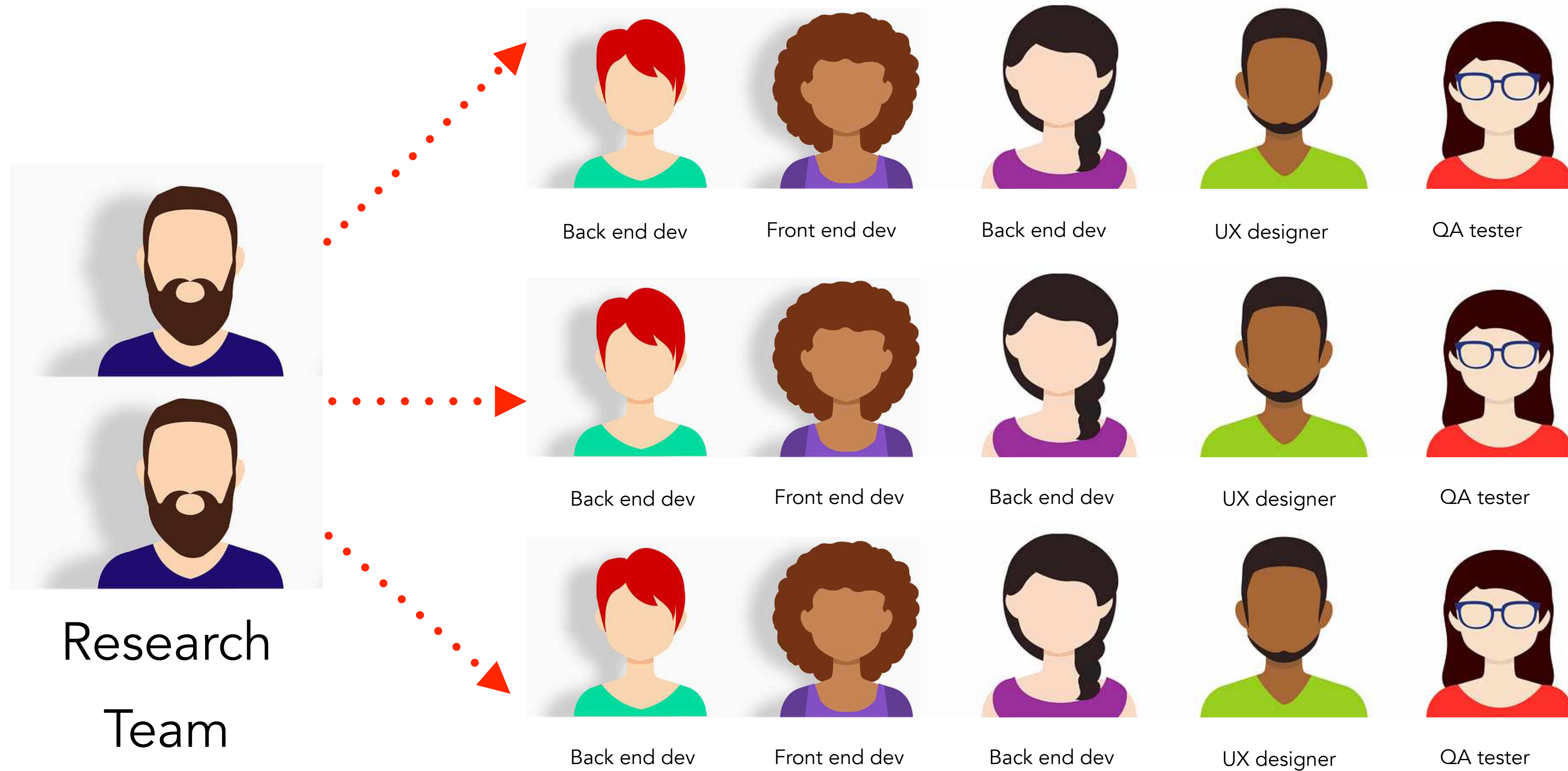
UX designer

QA tester



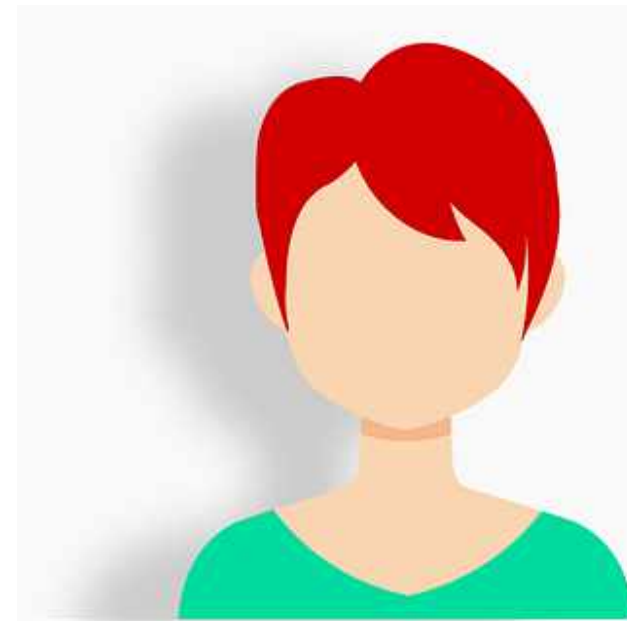


# Second best.





# It'll do. But...



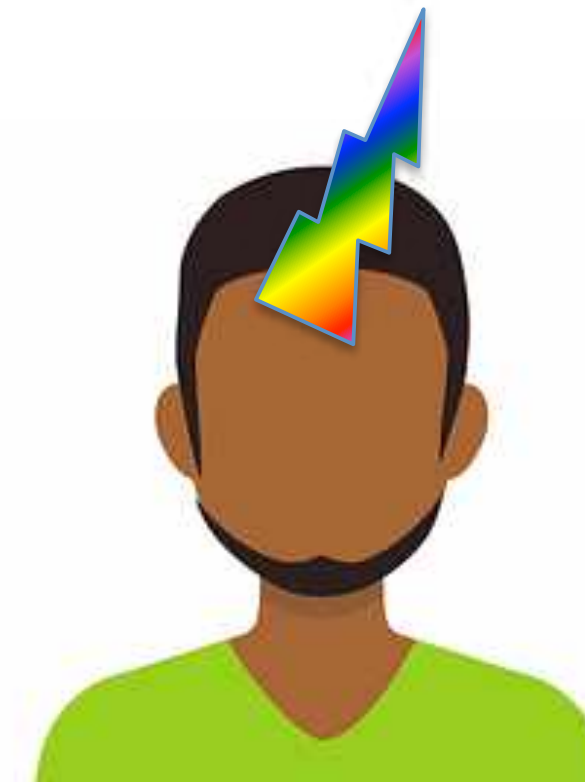
Back end dev



Front end dev



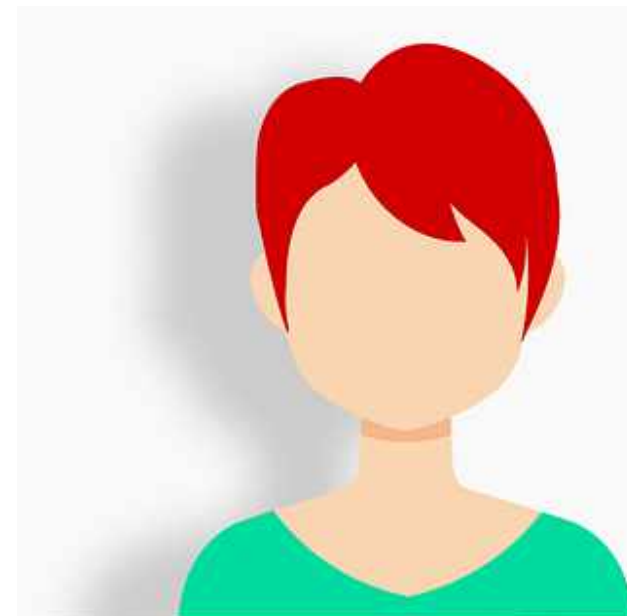
Back end dev



UXICORN



QA tester



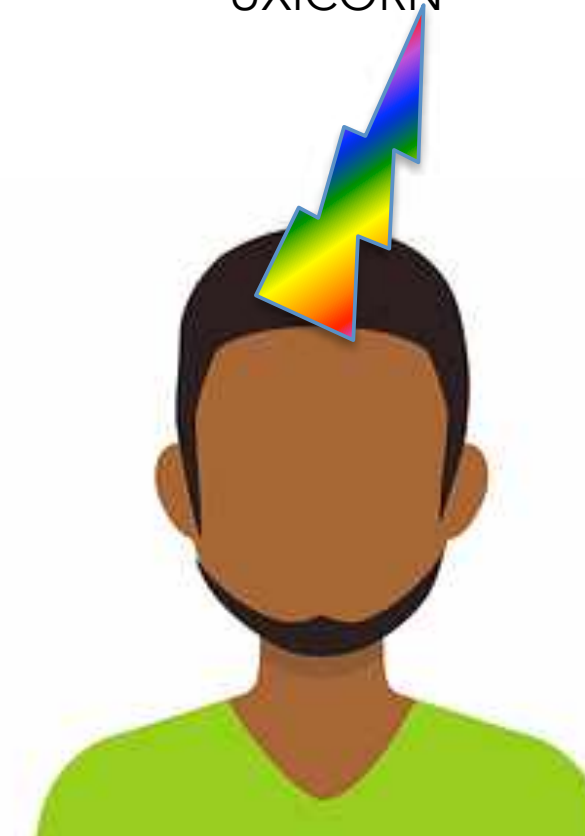
Back end dev



Front end dev



Back end dev



UXICORN



QA tester

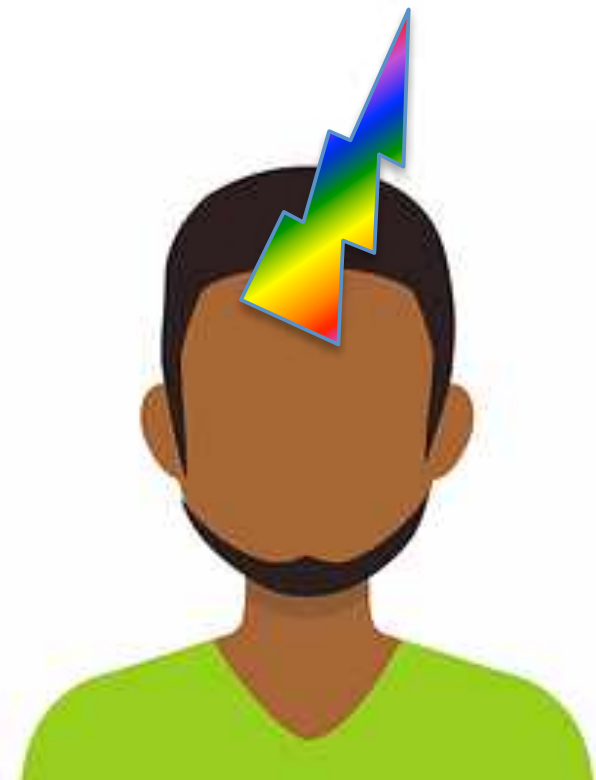




How much do you love this thing I made?



# Please no.



UXICORN





**Setup and logistics**

WEEK 3: Design

WEEK 4: Design

WEEK 5: Design

WEEK 6: Dev

WEEK 7: Dev

Infrastructure Recs: - Laravel + Backbone

Finalize API Goals

Initialize Database

Normalize Database

Create Fixtures for testing

Create Fixtures for testing

Admin Dashboard B/E Framework

Database API <Continuous>

Engineering

B/E Sorting (for All Dashboard Views) w/ pagination

B/E Filter (for all views)

B/E CRUD for all DB Tables

Exporting

CRON

Automated (Send) email B/E

ADMIN API

Suggest



# Make research a part of the schedule.

Mon 9/18	Tue 9/19	Wed 9/20	Thu 9/21	Fri 9/22
9 - Stand up	9 - Stand up	9 - Stand up	9 - Stand up	9 - Stand up
9:30 – 11:30 Sprint Planning	10 – 11 📅 Catch up =		9:30 – 3:30p Sprintly Testing	10 – 11 Design Jam
		11:30 – 1p Lunch with Ro		
1p – 3:30p Sprint planning	1p – 2p Participant reach out	1:30p – 3p Sketch		1p – 2:30p Review findings
			3:30p – 4:30p Team Debrief	



# And hold it sacred.

[illegible]

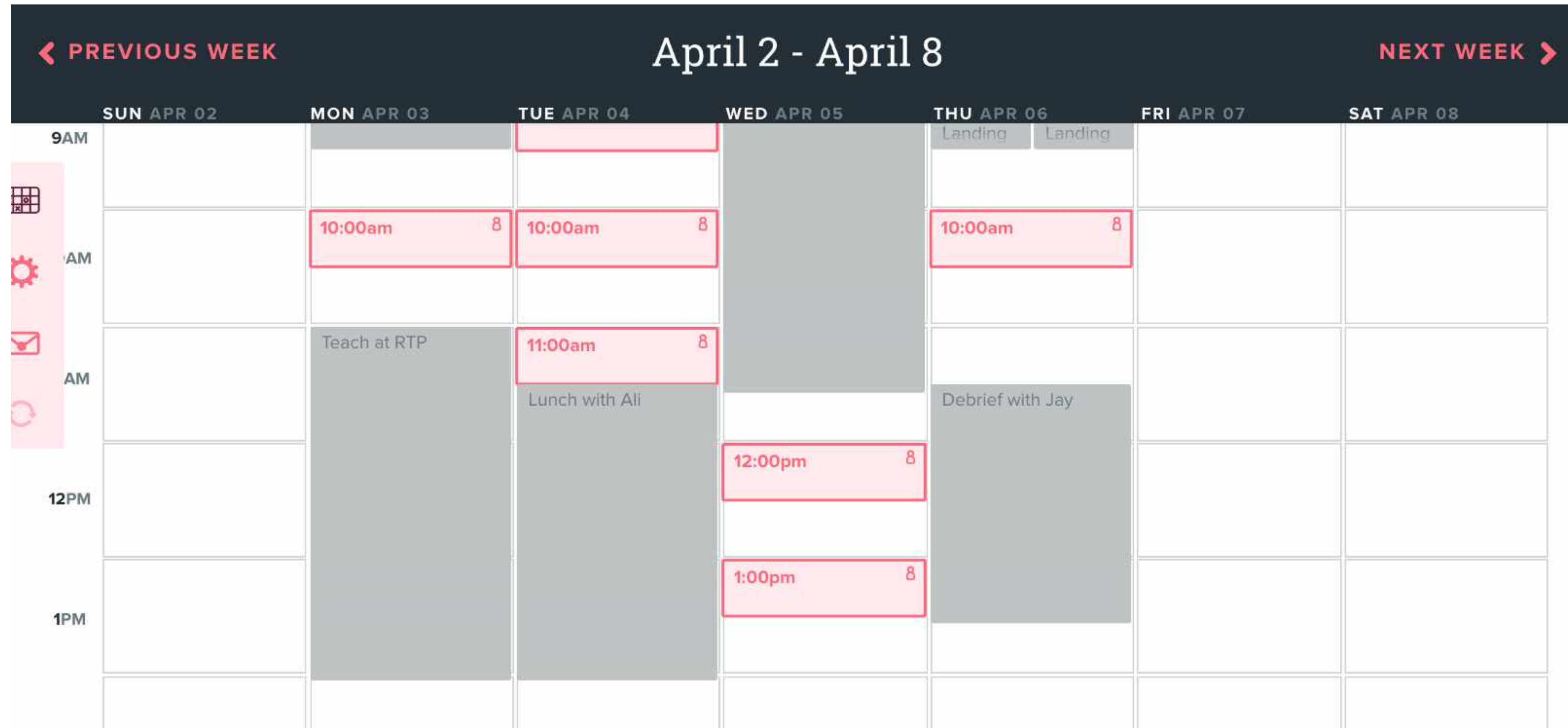


**But. Don't lose sight of the big picture.**





# Allow self-scheduling.





# Make your own panel.

[illegible]



# Research Planning





**Write  
specific  
hypotheses  
to narrow  
scope.**





**If we** [do, build, provide x thing],

**then** [these people]

**will** [some desirable outcome].

**We'll know when** [actionable metrics].



# PROTIP

The more specific your hypothesis, the easier it will be to **plan research** AND come to conclusions.





**Use  
Franken-  
methods**

•



**Balance  
flexibility  
and rigor.**







**When in  
doubt,  
recycle.**



**Share the load.**







**Offer  
compelling  
incentives**



# Data Analysis and Integration



**Include  
everyone  
in sessions  
and  
analysis.**

A	B	C	D	E	F	G
	P1	P2	P3	P4	P5	P6
User is annoyed by the slow login process						
Uses the "Calculate" button						
Says something positive about the calculator feature unprompted						
Asks for help with finding the "Management" page						
Expected the process of adding a new contact to be much quicker						
Discovered the voice feature						
Understands the meaning of submitting a lead request						
Surprised (in a bad way) by the results page of the lead search						
The user experiences flow						
Double-clicks icons (rather than single-clicks)						
Confused by the last paragraph in the Lead page						
Says that the Reports page has a clean look						
Keep clicking the "visit now" text in the home page						
Attempted submitting a lead request without filling in 2 mandatory fields						
Thinks the product is relatively slow						
Didn't notice the message bar						
Complains about font size						



# Reminder

If you set a specific, targeted hypothesis, analyzation is easier.



A low-angle, rear-view shot of a person's legs as they run on a paved road. The runner is wearing black shorts, white socks with black stripes, and black running shoes. A single yellow line runs down the center of the road, receding into the distance. The sky is filled with large, dramatic clouds, and the sun is low on the horizon, creating a warm, golden light. The overall mood is one of determination and perseverance.

**1) Stay the  
course.**



**2) PIVOT!**  
**PIVOT!**  
**PIVOT!**





A landscape photograph featuring a dirt path that leads from the bottom left towards the center of the frame. The path is flanked by a vibrant green field. In the middle ground, a single, leafy tree stands prominently. The background shows a range of mountains under a sky filled with large, dark, and dramatic clouds, with some light breaking through on the right side.

**Sometimes the  
next path is  
really clear.**

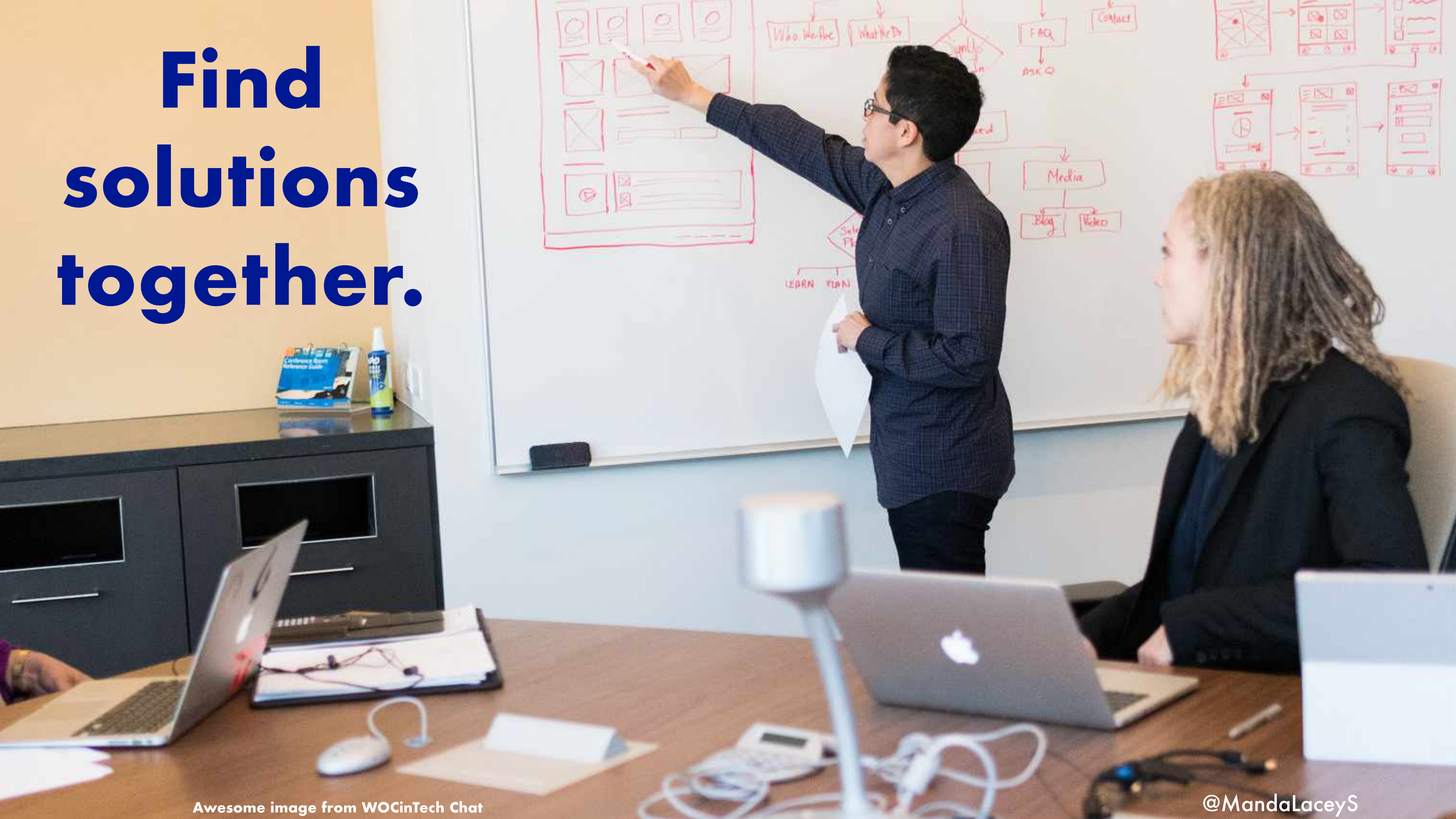


A photograph of a dirt road with a large, deep pothole. The road is surrounded by green grass and trees. The sky is blue. The text "Sometimes...not." is overlaid in white.

**Sometimes...not.**



# Find solutions together.





**Find  
simple  
ways to  
keep  
everyone  
in the  
loop.**

**Amanda Stockwell** <stockwellstrategy@gma 10:21 AM (5 minutes ago) ☆  
to me ▾

Hey everyone,

Recapping our usability research recap from yesterday. We ran combined usability tests/interviews with 5 Officer Alans. We focused discussions on the new interaction for adding payees. Our key hypotheses were that moving "add payee" to the manage section would make it easier to find and that allowing people to select from a list of their existing contracts, rather than typing in from scratch every time, would make adding payees faster and easier and reduce errors.

## Key takeaways

- All 5 of the participants were able to easily find the interface to add payees and successfully completed the task.
- Users really liked the dropdown and loved not having to type in all information from scratch, but seemed concerned about the situations in which you add a payee that matches contract details but has additional specific PO information.

### Do Next

- Prioritize moving "add payee" to manage section. It's a quick win.
- Experiment with ways to make it easier to add specific PO information to contracts. We'll brainstorm during Thursday's design jam.

Thanks everyone!

[illegible]

@MandaLaceyS



# Remember to add takeaways to the backlog.

The screenshot displays the JIRA interface for the 'Teams in Space' project. The main view is 'All sprints', showing a Kanban board with four columns: '12 To Do', '4 In Progress', '1 Code Review', and '7 Done'. Issues are grouped into two categories: 'TIS Developer Love' (3 issues) and 'Everything Else' (21 issues). Each issue card includes a title, description, and a 'SeeSpaceEZ Plus' button. A sidebar on the right shows details for issue TIS-67, including a screenshot and sub-tasks.

**Issue Details for TIS-67:**

Issue Key	Summary	Status	Actions
TIS-127	Check Java version	OPEN	[Edit] [Close]

**Development:**

Branch	Commits	Pull Request	Builds
1 branch	7 commits	1 pull request   OPEN	3 builds

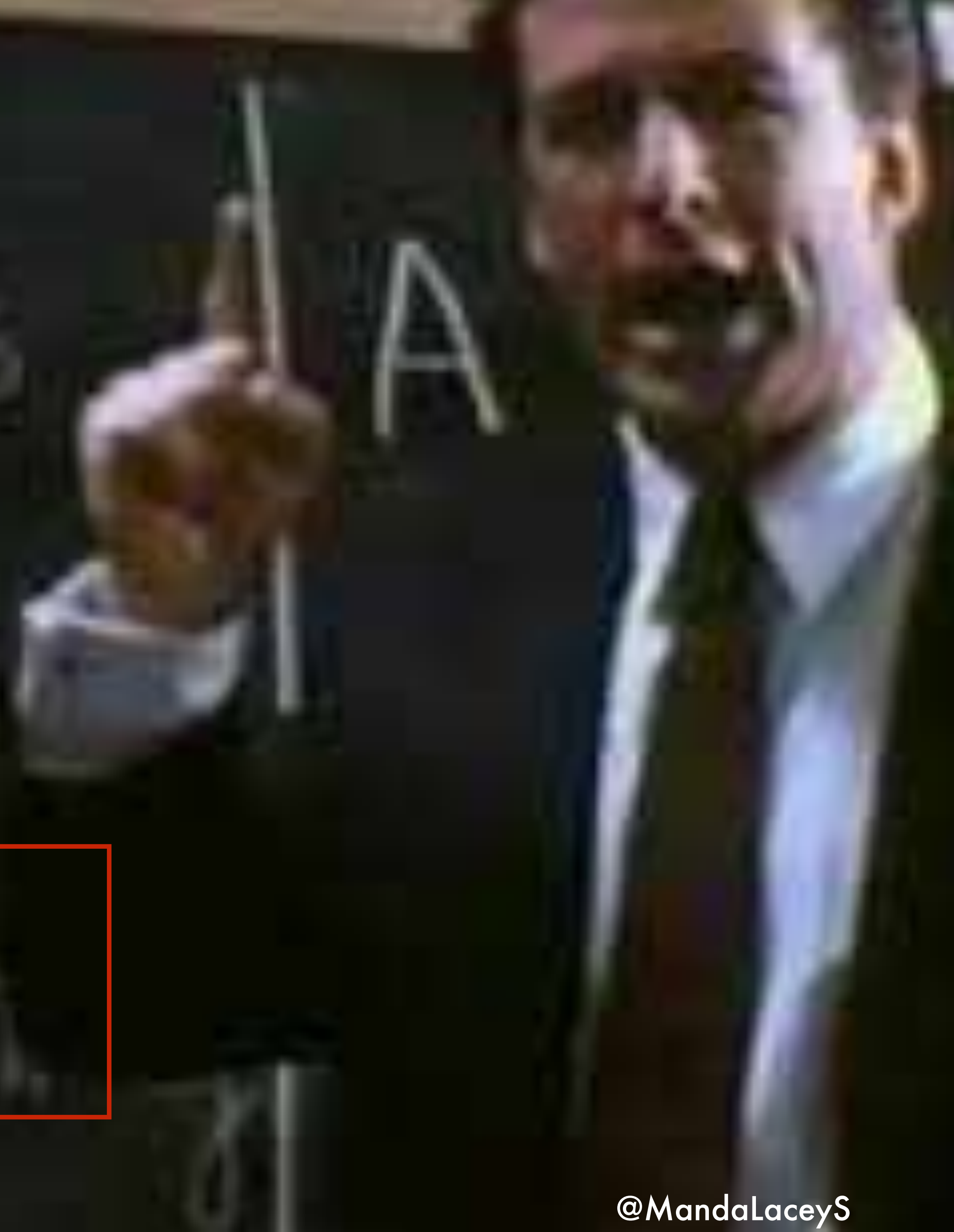
**Deployed to Staging and Production**



A always

B be

L learn





# Thank you!



**@MandaLaceyS**  
**stockwellstrategy.com**





**G'night!**