Chat Transcript from UXRS October Event with Meghan Rennie
Selecting UX Research Methods: How you learn is key to what you learn

00:28:25   LaTeisha: Will the recording be shared out?
00:28:27   elena: Hi from San Diego Ca. I just graduated and am looking to learn more so I can better my portfolio and get a job as a UX Researcher.
00:28:30   Adrienne Laksfoss: will a replay be available?
00:28:42   Anthony Lucas: Hello from Oakland, CA!
00:28:59   Lorie Whitaker - Staff UXR: The recording will be available here: https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ
00:29:19   Lorie Whitaker - Staff UXR: Any slides and other assets will be put up on our website - https://www.uxresearchandstrategy.com/
00:29:20   Michelle Le: I'm looking to transition from market research and analytics to user research. So this workshop looks incredibly helpful! Looking to learn as much as I can and meet some wonderful people.
https://www.linkedin.com/in/michelle-le/

00:29:20   LaTeisha: @Lorie - Thanks for confirming!
00:29:35   Lorie Whitaker - Staff UXR: Please stick your LinkedIN info here: https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_fIprIH-ndFOMudDICw2L0AJV3T6lU/edit?usp=sharing
00:29:41   UX Research and Strategy: https://www.uxresearchandstrategy.com/
00:29:56   UX Research and Strategy: Youtube
https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ
00:30:20   UX Research and Strategy: These topics are a lot of fun
00:31:20   Lacey Heriford: Mastermind. +1
00:31:29   UX Research and Strategy: Indi young event is going to be awesome.
00:31:49   Dan Kossoy: Hey all, interested in a career in research and here to learn more. Originally from Brazil but live in the DC area. https://www.linkedin.com/in/dlkossoy/
00:32:45   Lorie Whitaker - Staff UXR: If you'd like to share your LinkedIn info, use this sheet:
https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_fIprIH-ndFOMudDICw2L0AJV3T6lU/edit?usp=sharing
00:33:16   Fiyin Adesina: Hi everyone, I've loved being a part of these webinars over the past few months. I'm looking to pivot from survey research into UX research.
00:33:39   Lorie Whitaker - Staff UXR: If ya'll have questions for Meghan, please put them here in the chat!
00:33:55   UX Research and Strategy: A lot of wonderful people in that picture!
00:34:12   Preeti's iPhone: Thanks for the webinar.
00:34:13   Lacey Heriford: 💜💜💜
00:34:19   Melanie Levy: Hah! Comparative Literature and French, here. :D
00:34:24   Jonathan Marcaly: Shout out to liberal arts students!! Ya!
00:34:31   Janani Jay: History and linguistics represent!

00:34:36 Jerry: Psychology major!!

00:34:38 Lacey Heriford: Maybe we can form a support group, therapy ;)

00:34:38 Lizzy Palmer: :)

00:34:41 Jonathan Marcaly: Anthro!

00:34:45 Joe Sokohl: English major from VCU

00:34:57 Natalia Belchikov: Anthro major from BMC!

00:35:00 Preeti's iPhone: Anthropology Major

00:35:07 Stacie Stankos: "Extract clarity out of confusion." Love this.

00:35:11 Rosie O. (she/her): Anthro major :-)

00:35:21 UX Research and Strategy: Want to sign up for our Slack channel? Fill in this form.

https://forms.gle/4pFyZJyreEdvPWoZ6

00:35:49 natalie:is this recorded? sadly I need to watch later

00:36:01 Alethea Atkins: product design major

00:36:01 Kory Feath: Hello Everyone, looking forward to learning more about research methods and the decision making process.

00:36:05 Anthony Lucas: Yes, they'll post on their YouTube channel

00:36:05 UX Research and Strategy: yes, subscribe to youtube for first access

00:36:10 Kwaniie Chan:@Natalie Yes it is!

00:36:10 Lorie Whitaker - Staff UXR: Natalie, yes! Don't worry. We'll be posting it to our Youtube channel - https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ

00:36:11 Lauren Singer: Love the callback to previous meetings!!

00:36:29 natalie:yay thank you!!

00:38:35 UX Research and Strategy: you are NOT your audience. here here!!

00:38:51 niti's iPad: Hi everyone!

00:39:10 Lorie Whitaker - Staff UXR: Please post any questions for Meghan here in the chat!

00:39:55 Padmashree Shetye: What tools do you use for conducting UX research?

For card sorting

For A/B testing

For eye-tracking and scroll heatmaps

00:40:19 Lorie Whitaker - Staff UXR: Card sorting - Optimal Sort is one of the best.

00:40:28 UX Research and Strategy: Card sorting: I like optimal sort

00:40:28 Lorie Whitaker - Staff UXR: Eye tracking - I used to use Tobii

00:40:49 UX Research and Strategy: Optimal sort is better than user zoom, imo

00:40:52 Lorie Whitaker - Staff UXR: But when doing eye tracking make sure you understand how the data is collected and how the numbers are crunched to get those heatmaps

00:40:53 Melanie Levy: +1 for card sorting with Optimal Sort

00:41:24 Brittany Adams: I would LOVE a session on topic sensitivity and ethics / laws1

00:41:29 Janani Jay: Thirding Optimal Sort

00:41:43 Lisa Ellis: +1 for Optimal sort for card sorting. Heatjar's not bad for heatmaps

00:41:50 UX Research and Strategy: Brittany, look up our Andy Vitale talk on our website. He covered ethics.

00:41:54   Lorie Whitaker - Staff UXR: For A/B testing - UXR doesn't usually do traditional A/B testing. You could do an in-between subjects study with different designs…but there's not a tool used for that

00:42:03   Janet S: Is that @Lizzy Palmer from the UK?

00:42:10   Lisa Ellis: Ssorry hotter, not heatjar

00:43:16   Lauren Singer: Storytelling in research is SO important

00:43:17   Lizzy Palmer: @janet S hey! I wish I was from the UK! But no, I am based in SF.

00:44:01   UX Research and Strategy: We have a LInkedIn presence as our non-profit group
https://www.linkedin.com/company/ux-research-and-strategy-group/

00:44:18   Mo G: Do you have a slack group?

00:44:36   Lorie Whitaker - Staff UXR: We do! Want to sign up for our Slack channel? Fill in this form.
https://forms.gle/4pFyZJyreEdvPWoZ6

00:44:48   Chris Tang: Will the slides be shared aside from the recording?

00:45:10   Marcela Musgrove: @Lorie Whitaker—I had heard A/B testing was used pretty often in usability testing by the big web sites

00:45:12   UX Research and Strategy: yes on our website: past events

00:45:14   Janet S: @Lizzy - funny - I'm based in SF too now, but lived was from the UK. Moved here 20 years ago!

00:45:52   Chris Tang: (Sorry if this was already mentioned)

00:46:15   Kellie: This matrix is really helpful to me.

00:46:15   Alina Bengert-Lombardi: Where will the slides be available at?

00:46:19   Lauren Singer: Yes! The slides will be shared on our website: uxresearchandstrategy.com

00:46:19   Lorie Whitaker - Staff UXR: Chris, not a prob! We will post them to our YouTube channel. https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ

00:46:22   Kwaniie Chan:This slide is so useful

00:46:28   UX Research and Strategy: Service storming slides are on our website

00:46:47   Kellie: I just joined so I just missed the unknown need/known solution explanation

00:46:55   Kellie: Oh, nvm.

00:47:09   Janani Jay: Generative > evaluative > market research

00:47:44   Linda Hwang: Question for Meghan: Which research methods are your personal must-have skills when you're hiring a researcher?

00:47:44   Lauren Singer: Yes - please add your questions to the chat :)

00:48:30   Anton: Will the recording be shared? I have a meeting in 10 minutes :(

00:48:48   Lorie Whitaker - Staff UXR: Anton yes! It'll be on our Youtube channel - subscribe for notifications

00:48:52   Eric Dunsker: Should it actually be a triple diamond? (Discover needs, Design it right, Implement it right)

00:48:56   Lorie Whitaker - Staff UXR:
https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ

00:49:00   Anton: Thanks Lorie :)

00:49:12   Shane Ngan: Build the right thing - how many of you in a digital development organisation have ever said to a client - the solution is not an app or website?

00:49:15   Nikhil J. Rath: Would it be possible to share example(s) to have a better understanding of discovery vs design?

00:49:46   Lorie Whitaker - Staff UXR: Shane - oh I have!!!

00:49:48   Jerry: Anyone familiar with SPSS?

00:49:57   Amelia Cole: I am familiar with SPSS

00:50:00   Autumn Jones: I am new to UX. Is it ever possible in these presentations to take an actual problem and walk it through the paces. I always feel like I am looking at outlines but can't apply them to anything.

00:50:14   Padmashree Shetye: Question for Meghan: What would be the top four challenges UX researchers face in the current environment?

00:50:19   Jerry: great for between subjects design and descriptive statistics!

00:50:22   Nikhil J. Rath: Yes, some examples would be lovely

00:50:22   Eric Dunsker: Shane, sure - Fix the biz process before you create an app.

00:50:55   UX Research and Strategy: Padmashree. Can you clarify "Current environment?

00:50:56   Preeti's iPhone: I worked on SPSS

00:51:01   Kellie: @Autumn: I'm not new but your suggestion would still be super helpful.

00:51:17   IHamilton@belltechsolutions.ca: Is multi-method synonymous with mixed method?

00:51:31   Alysha Jivani: Question for Meghan: Can you walk through an example where you used multi-method research, and explain how you decided which methods to combine and what you learned?

00:52:45   Autumn Jones: Yes, can you give some examples?

00:52:57   Rowe: Solid presentation.

00:53:05   Ekpokpo Ejiro: can we get access to this slides afterwards?

00:53:06   Lauren Singer: Spoiler alert: She has some scenarios coming later in the presentation :)

00:53:13   Nikhil J. Rath: oh perfect

00:53:13   Amelia Cole: @IHamilton, I'm a mixed methods researcher — and it seems similar.

00:53:17   Padmashree Shetye: As a UX researcher challenges they may face but how they overcome them?

00:53:24   Alysha Jivani: awesome :) this is a great overview/crash course of ux research!

00:53:24   Lorie Whitaker - Staff UXR: The slides will be on our website!

00:53:28   Rowe: She could work on her, um … "um" … ums

00:53:36   michaelselz: Attitudes get a bad rap compared to behavior. It's important to know how the user rationalizes their behavior.

00:53:46   Amelia Cole: @IHamilton - Meghan was talking about convergent design.

00:53:46   UX Research and Strategy: We are also on Instagram www.instagram.com/ux.research.and.strategy

00:54:03   Janani Jay: No need to be rude Rowe

00:55:16   UX Research and Strategy: And Facebook

https://www.facebook.com/UX-Research-and-Strategy-107790134316377

00:55:47   Suhayr Abdul-Lateef: How do we do observational research during Covid-19?

00:55:49   Kory Feath: How do you convince a dev/design team that is attached to a certain methodology that a different methodology might be more effective?

00:56:20   Lauren Singer: @Suhayr - we recently had a talk about remote contextual inquiry. Check out the recording on youtube and our website for the slides!

00:56:31   Mike Christoff: Will this presentation be recorded?

00:56:39   Suhayr Abdul-Lateef: @Lauren- thanks!

00:56:53   UX Research and Strategy: yes the recording will be on our website and youtube

00:57:06   UX Research and Strategy: Youtube https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ

00:57:07   N: yay good to know. im staying up late in london timezone but so tired...

00:57:35   UX Research and Strategy: Slides, chat and link to recording will be on our website this week. Website https://www.uxresearchandstrategy.com/

00:58:30   UX Research and Strategy: People CANNOT predict the future!

00:58:44   UX Research and Strategy: "Tell you about a time when" is GOLD!

00:58:48   Lorie Whitaker - Staff UXR: It really is!

00:58:53   UX Research and Strategy: Tell me….

00:59:03   Shane Ngan: Yep i like that

00:59:21   William Key: "Past practice is the most probable predictor of pending performance". — Me

00:59:24   UX Research and Strategy: Make sure you are checking out eventbrite for future events: Eventbrite https://ux-research-and-strategy.eventbrite.com/

00:59:37   UX Research and Strategy: Nice William

00:59:58   Shane Ngan: Nice William

01:00:10   Ruchita: +1 William - retrospective storytelling

01:00:12   Alysha Jivani: "Tell me about the last time you… [insert the behavior you're trying to learn about]" is also a good alternative since it's concrete

01:00:14   UX Research and Strategy: In case you missed it. Put your LI profile and see others here. We want you to network tonight too.

01:00:15   UX Research and Strategy: LinkedIn URL Collector Spreadsheet https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_flprIH-ndFOMudDICw2L0AJV3T6lU/edit?usp=sharing

01:00:22   Jonathan Marcaly: In your experience, what's the best way to "practice" a research method if you haven't had a project that specifically needs it?

01:01:05   Janani Jay: How can we introduce the value of other forms of research analyses to product teams who are highly focused on market research like competitive analysis/AB testing?

01:01:40   Kwaniie Chan: Are there any direct resources we can go to for these qualitative data for companies around the world to use for our competitive analysis?

01:01:54   Dan Kossoy: @Jonathan You could set up a mock project to practice the method on (then get feedback from a mentor or fellow designer to see what you did well/what you could improve)

01:03:24   UX Research and Strategy: Want to sign up for our Slack channel? Fill in this form.
https://forms.gle/4pFyZJyreEdvPWoZ6

01:03:27   Dan Kossoy: I've also learned a lot from (ironically enough) asking them to tell me about a time when they used that certain method in their own jobs and digging in with follow up questions from there. Not "practice" but great for learning how they went about it and what successes/bumps came along the way

01:04:06   Mitali Desai: Yes @dan kossoy, I call it "workarounds" in my notes.

01:04:42   Dan Kossoy: 👍

01:05:15   John Milanski (Boulder, CO, USA):   e.g. Microsoft Desirability Toolkit

01:05:22   Alysha Jivani: @Dan - that's a great idea

01:06:20   Christian P: @Dan great answer

01:06:37   Gloria Alcayaga: Online education is very necessary today and will be for a long time. How the UX discipline can help improve the design of online classes

01:06:50   MORGAN Hopper: I think that desirability requires a higher N for it to be of use. What baseline do you have per condition

01:06:51   MORGAN Hopper: ?

01:06:57   Jonathan Marcaly: Thanks @Dan!

01:07:03   UX Research and Strategy: We will be posting the chat to our website.Zoom does not allow copy and paste. Sorry

01:08:37   John Milanski (Boulder, CO, USA):   Great starter book for surveys, People Aren't Robots (Pettit)

01:09:06   Shane Ngan: I like to create a survey after doing interviews - so most of survey is about quantifying stuff from the interviews - needs fewer open questions

01:09:29   JORGE ARCINIEGAS: What are good sources for finding secondary user research?

01:09:46   JORGE ARCINIEGAS: Secondary user research data that is

01:09:52   Itzel R.:   Q. Why the Co-Creation/Ideation method is not good for validating a solution? Could you elaborate what kind of bias can come with it?

01:09:59   Mitali Desai: Good point reg the cherry pick insights! Have almost been guilty of that!

01:10:22   Sidney's iPad: I've also found secondary research can lead to more secondary research and can turn into a rabbit hole if there's lots of studies...

01:11:25   Mounir Elogbani: Question: What do you think the best method to present a UX Research section in a UX/Product Design Project?

01:12:55   UX Research and Strategy: We are likely going cover cards sorts and tree testing in February for WIAD

01:14:18   Vanessa Carey: @jorge Google has some fantastic industry reports

01:14:31   Alysha Jivani: QUESTION: Can you elaborate on how concept validation is different from low-fi usability testing?

01:14:46   Vanessa Carey: Like "beauty", "automotive", "mobile shopping", etc.

01:15:03   Tenia Wahyuningrum:Question: What is the best UX research during pandemic? the researcher and participant can't meet via offline

01:15:06   Alysha Jivani: @Vanessa - great tip, thank you!

01:15:55   Lorie Whitaker - Staff UXR: Tenia, you should check out our meeting presented by Deb Gelman from Bottlerocket - she talks about doing research in these pandemic times

01:15:59   Vanessa Carey: Hey, my 2 year old LOVES canned green beans!

01:16:05   Vanessa Carey: :P

01:16:24   JORGE ARCINIEGAS: Thanks @Vanessa, I've been looking through those articles, but haven't seen full sets of qual/quant results to potentially run some analyses on

01:16:29   Tenia Wahyuningrum:Oh, Ok, thanks Lorie, I will check it

01:16:30   S T: Hello - will the recording and slides be available. Lots of great information and I am trying to keep up :-)!!!

01:16:53   Vanessa Carey: @jorge… maybe Mintel reports? You need a paid account though.

01:17:07   JORGE ARCINIEGAS: Thanks! Ill look into that :)

01:17:40   Suhayr Abdul-Lateef: You mentioned that you try to use 3 research methods. How do you determine where in the 2 diamonds to conduct research?

01:17:41   Lorie Whitaker - Staff UXR: ST yes it will be available on our YouTube channel

01:18:07   Alysha Jivani: @ S T - I believe they said both slide and video will be made available on uxresearchandstrategy.com + the youtube channel

01:18:11   gaurav chadha: will the presentation also be available online? thanks

01:18:28   Lorie Whitaker - Staff UXR: Gaurav, the video will be on our YouTube channel and the slides on our website

01:18:38   Lacey Heriford: +1….. YES

01:18:39   Lorie Whitaker - Staff UXR: Youtube https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ

Website
https://www.uxresearchandstrategy.com/

01:18:39   Wendy Vivero:Which method do you use to explore the value of a solution

01:18:39   S T: @Alysha - thank you. Missed the beginning! Appreciate it.

01:18:49   Alysha Jivani: no worries :)

01:18:51   Lorie Whitaker - Staff UXR: YES! Pintrest did that to me so much I messaged them to take me off of them. lol

01:19:17   Masih Sadri: Here usability testing has been mentioned as a quantitive method. Is it right?

01:19:29   Mindy Wang: Question: should the participants for research process in the beginning and the validation process be the exact same participants?

01:19:35   Cindy: I'd love to see scenarios

01:19:47   Nikhil J. Rath: Yes, scenarios would be great

01:19:48   Itzel R.:   Yes, to scenarios

01:19:49   Vinoadharen Nair Das: I also missed that part. Did Lauren count usability as quant or qual? Did anyone write that down?

01:19:58   Lorie Whitaker - Staff UXR: Usability should be qual

01:19:58   Marlon Allen: Yes Please continue

01:20:01   Andrea Warschun: Yesss, met too, scenarios, please

01:20:33   Cindy Merrill: Her Usability Testing slide said "Behavioral, quantitative", which may be a typo

01:20:33   Arika Lawrence: @Vinoadharen she counted as quant

01:20:46   Seetha: Could you elaborate some examples of desirability study would be used on participants?

01:21:06   Vinoadharen Nair Das: Thank you Cindy and Arika!! :) That's what I thought I saw

01:21:11   Nikhil J. Rath: yes, I was wondering if usability should be considered qualitative as well

01:21:52   Lorie Whitaker - Staff UXR: Yeah I think that must have been a typo… usability testing isn't done with enough users to make it quantitative

01:22:15   Lorie Whitaker - Staff UXR: Now you can do benchmarking studies that use some elements of usability testing and you do them with a LOT of people, but still that's not quite the same as quantitative methods

01:22:16   S T: @website — THANK YOU!

01:23:06   Cindy: What if you have a b2b web app

01:23:20   Vanessa Carey: +1 @cindy

01:23:29   Nikhil J. Rath: when you don't have the funds for all these 3 phases, what do you consider? What should be prioritized?

01:23:58   Fiyin Adesina: +1 to Nikhil

01:24:01   Yitty Falk: +1 to @cindy - how does B2B affect research?

01:24:10   Melanie Levy: @Nikhil - most companies don't, to be honest

01:24:21   Lorie Whitaker - Staff UXR: Tbh B2B - you still have customers. They are just from businesses instead of regular consumers

01:24:21   Nikhil J. Rath: Exactly why my query :)

01:24:24   Joe Sokohl: @cindy It's still people in those businesses doing stuff, right? so the tasks and even the scenarios might change, but the methods are still valid.

01:24:32   Lorie Whitaker - Staff UXR: +1 to joe

01:25:18   Kwaniie Chan: +1

01:26:26   Nikhil J. Rath: I think most these scenarios have an ideal scenario / approach to these problems.

Would it be possible to also add in what method should be prioritized to get a better perspective?

01:26:37   Vanessa Carey: Is there a place to put questions for Q&A?

01:26:44   Lorie Whitaker - Staff UXR: Right here in the chat Vanessa!

01:26:56   Vanessa Carey: 👌

01:27:14   Cindy: It seems though that I can only tap from our current users since there is a lot of industry knowledge to use the app

01:27:16   Adrienne Yang: thanks for the great talk. I will check out the youtube video

01:27:34   Kory Feath: If the team wants to know which design option is 'the best', should it be answered by behavioral or preferential data? Both?

01:28:48   Yitty Falk: Same issue here @cindy. There is no way to do "on the fly research/recruiting", since the audience is so limited. I wonder how others have solved this problem?

01:29:01   Lorie Whitaker - Staff UXR: Cindy, sounds like you are dealing with technical users. In that case, I'd ask my sales/support for help finding them

01:29:37   Cindy: I've done that so far within our current customers and then done remote contextual inquiry

01:30:02   Vanessa Carey: Question for Q&A: What's the best way to understand a user's mental models (their groupings/information architecture, their jargon)? (Especially when it's overshadowed by internal stakeholders wanting to use their own terminology and groupings

01:30:05   Lorie Whitaker - Staff UXR: @cindy that's great! You could also use LInkedIn to see if you can filter for people who do the thing you need them to do and then reach out to them.

01:30:07   Yitty Falk: @Lorie great idea!

01:30:11   Cindy: just launched a survey monkey survey via an appcue to collect info on a new topic I'm working on designing

01:30:41   Lorie Whitaker - Staff UXR: Oh that's a great idea Cindy!

01:30:43   gaurav chadha: @lorie Whitaker Thanks a lot>! this is really awesome and so greatful! :)

01:30:52   Lorie Whitaker - Staff UXR: You're welcome Gaurav!

01:31:02   Cindy: @lorie - that's a possibility. I'd probably be recruiting users who use our competitor products - lol

01:31:05   Alysha Jivani: @Cindy - depending on which stage you are in your research, could you do research with users in an analogous space?

01:31:49   MORGAN Hopper: It would be SUPER helpful to go over the time you think it would take to run each scenario

01:32:07   Cindy: @alysha not sure I understand what you mean

01:32:27   Apurva Singhal: Are there any strategies for overcoming language barriers in UX Research?

01:32:32   Vanessa Carey: @Lorie - do you give them an incentive, like a gift card?

01:32:32   Lacey Heriford: 👏🟫👏🟫👏🟫👏🟫

01:32:38   MORGAN Hopper: Thank you!!!

01:32:42   Ali: Excellent presentation thank you

01:32:43   Andrea Warschun: Thanks to you!!!

01:32:43   Arika Lawrence: Thank you!!

01:32:44   Janani Jay: @Vanessa I've worked with discourse analysis/semiotics at that stage of discovery, but I'd be curious to hear about other methods too

01:32:45   Alissa Marr: Amazing! Thank you!

01:32:45   margaretfreeman: that was awesome!!! thank you!

01:32:46   Joe Sokohl: so great 👏👏👏

01:32:46   Kelly Simpson: 👏🟧👏🟧👏🟧👏🟧👏🟧

01:32:47   JJ Tso: Thank you!!!!

01:32:49   Lisa Link: Thank you!!!

01:32:50   Kelli: Thanks!

01:32:52   Rosie O. (she/her):   Thank you Meghan!
01:32:52   Sabrina Montiel: Thank you !!
01:32:53   Terri Lovins: thank you!
01:32:53   Vanessa Carey: 🙌🙌🙌
01:32:54   Yitty Falk: thank you!
01:32:54   Chidinma Kalu: Is there a slide show
01:32:54   Christian P: Thank you!
01:32:55   Victoria Bigsby: Thank you!!!! 💖💖💖💖
01:32:55   Lorie Whitaker - Staff UXR: Vanessa - yes we do, we just don't pay our employees lol
01:32:55   Shane Ngan: Some times when the bosses have a "great" idea you just have to lowfi wireframe it and concept test it
01:32:56   kwheeler: Thank you, Meghan!
01:32:56   Mounir Elogbani: Thank you so much
01:32:56   Stacie Stankos: Amazing deck!
01:32:56   Tenia Wahyuningrum:Thank You
01:32:56   Redona Dida: thank you! was amazing!
01:32:57   Tina Barton: Fantastic!! Thank you!
01:32:57   Gloria Alcayaga: Great presentation!
01:32:57   Amelia Cole: Thank you!
01:32:58   Aga Szymanska: Thanks so much!
01:32:58   Julia Wilson: That was very helpful
01:32:58   michaelselz: Great job!
01:32:59   Natalia Belchikov: Thank you!
01:33:00   Juiying Lin: Thank you
01:33:02   Angélica: 👏 👏 👏 👏
01:33:02   Wendy Vivero:Thanks!! great presentation
01:33:03   Enz Baur: That was great!! thank you so much
01:33:04   Nikhil J. Rath: Thank you!!
01:33:05   Thanh Tran: So informative. Great presentation!
01:33:05   Lacey Heriford: Thank you for sharing with us!! 👋🟫
01:33:06   bita: Very helpful!
01:33:07   Fiyin Adesina: Incredible! Thanks so much!
01:33:09   karina Nieto: Super usefull!!! Thanks so much!!!
01:33:09   Chidinma Kalu: Thanks this really great.
01:33:11   Rafaela Dinis: Thank you for your time! Amazing!
01:33:12   Storyblocks: Thank you :)
01:33:14   Juiying Lin: Great presentation and examples
01:33:15   Jaya: Thank you
01:33:16   Seetha: This was a fantastic presentation
01:33:18   Omara: Thank you, Meghan!!! Great presentation!
01:33:21   Deana Kaminski: 👋
01:33:22   Padmashree Shetye: Thanks Meghan, it was a great presentation
01:33:25   niti's iPad: Thank you!

01:33:47   bita: Can you describe what 'Heuristic' is? What is this process. I've heard of many different definitions of this. Thanks!

01:33:51   Chris Tang: Excellent encapsulation!

01:33:58   Chidinma Kalu: One question is what is the best method for evaluating the desirability of a project that is incredibly secretive?

01:34:00   Cindy: Thank you :)

01:35:08   Madhuri: https://www.nngroup.com/articles/ten-usability-heuristics/

01:35:15   Lorie Whitaker - Staff UXR: +1 Madhuri

01:35:16   Shane Ngan: I'm going to show off becuase I'm doing face to face interviews next week - I'm in NZ

01:35:24   Lorie Whitaker - Staff UXR: Nice Shane!!!

01:35:36   Sidney Rhoads: as a ux team of one, how do you get/recruit for quantitative data that's significant and still able to go through it

01:35:41   Sidney Rhoads: ?

01:35:56   Cindy: haha - totally, I'm also the sole ux/ui team

01:35:57   Nikhil J. Rath: Thanks for asking this query Lorie :)

01:36:07   Abigail Arthur-Chillman: Thank you so much! This has been a great session. Love the topics. Great seeing how other UXRs plan and describe methods. Very insightful.

01:36:10   Nikhil J. Rath: Lauren*

01:36:58   UX Research and Strategy: Keep the conversation going our Slack channel. Fill in this form.
https://forms.gle/4pFyZJyreEdvPWoZ6

01:37:21   Cindy: I'm super glad there is a Slack channel for this group :)

01:37:49   MORGAN Hopper: Can you talk about timing overall for running the scenarios you outlined?

01:39:18   Janani Jay: +1 to Morgan's question, I always get that from product/leadership

01:39:29   Randall Bapst:Thanks for another great session!

01:39:43   UX Research and Strategy: Thank you all for your great questions.

01:39:56   Shane Ngan: When I did research with homeless last year - I advice from the people that work with homeless. Same with Deaf and Women who had escaped domestic abuse - get advice from experts

01:40:03   Lacey Heriford: 💪🏽

01:40:04   gaurav chadha: what could be some of your favourite resources -books or websites etc? thanks

01:40:29   Lacey Heriford: : D

01:40:36   Randall Bapst:lots of resources on my site UXStars.com including links to where people can get UX experience via volunteering

01:40:59   Lacey Heriford: I love that she's so careful about her answers. A great Research subject. :)

01:41:19   Jessica Merz: How long is a sprint to you?

01:41:29   Jessica Merz: In my last job it was a month. In my current job it's 2 weeks.

01:42:01   Pollie Barden: Thank you!

01:42:30   Lorie Whitaker - Staff UXR: In my current job is a month. It can vary really

01:43:09   Lorie Whitaker - Staff UXR: If anyone is looking to beef up their UX research portfolio, check out this video: Vimeo UX Research Portfolio
https://vimeo.com/ondemand/uxrportfolio
01:43:18   Amber Gusa: Sprints are 2 weeks for use too
01:43:23   Lorie Whitaker - Staff UXR: Getting ready for interviews? Check this one out: Vimeo Master your UX Interview
https://vimeo.com/ondemand/masteryouruxinterview
01:43:39   Nikhil J. Rath: Thanks Lorie, I was looking to build my portfolio :) This should help!
01:43:42   Lorie Whitaker - Staff UXR: Make sure you follow us on Facebook too! Facebook
https://www.facebook.com/UX-Research-and-Strategy-107790134316377
01:43:57   Lorie Whitaker - Staff UXR: Check out our upcoming events here: Eventbrite
https://ux-research-and-strategy.eventbrite.com/
01:44:04   Kelli: any advice for ux design students interested in specializing research?
01:45:00   Lorie Whitaker - Staff UXR: Kelli, learn about psychology! How people perceive the world is very important. See if you can take a few courses in ux research or read some books on the subject. Check out those resources from Randall's website and volunteer to do a ux research project!
01:45:02   UX Research and Strategy: Do you want to know hoot do observation remotely? Deb Gelman just did a talk about that. Check it out:
https://www.youtube.com/watch?v=J1X-6_GQtTU&feature=youtu.be
01:45:40   JORGE ARCINIEGAS: Do companies like Capital One look for Quantitative UX researchers specifically or is it generally more broad?
01:45:57   Yitty Falk: How can one research how a solution affects efficiency? (for b2b or internal applications)
01:47:00   UX Research and Strategy: Surveys done well are REALLY tough!!
01:47:18   Seetha: I agree
01:47:34   Lorie Whitaker - Staff UXR: Yitty, you'd need to be able to measure something first, before the change. Time on task or some other measure you decide that will inform on efficiency. I'd conduct a benchmarking study to measure that. Then I'd conduct that study again once the change has been made (you can do it with a prototype if it's functional enough)
01:47:49   Nikhil J. Rath: Collaboration is definitely a key, especially in UX where you have to work in sync with designers, developers, product managers, data scientists.
01:48:06   Danny Phan: Is the job market for UX researchers getting bigger these days and how competitive it is?
01:48:09   Fanny Ruiz: Could you recommend a place where to study more about research?
01:49:16   K Tabler: Thank you!
01:49:25   Kory Feath: I have to run, thanks for the informative talk and answering important questions!
01:49:35   Dan Kossoy: Thanks all
01:49:43   Vanessa Carey: Will these slides be emailed out tonight?
01:49:44   Lacey Heriford: 💜 Diverse Teams

01:50:01   Lorie Whitaker - Staff UXR: Fanny, I'd look at Bentley, Uni of Washington, Standford, and other similar universities
01:50:08   Gwen Jewiss: This is a really insightful talk!
Thank you so much!
01:50:13   Lorie Whitaker - Staff UXR: Vanessa we will post the slides, once we get them, on our website
01:50:47   Teaghan Ingwell: Same Lauren!
01:50:50   Fanny Ruiz: Thanks Lorie!
01:51:05   Jessica Merz: That's funny... I went from being a product designer in to being a UX researcher, too. It was just so much more fun to talk with users and translate their needs to designers/product managers/developers. I've seen a lot of folks go the opposite direction, too.
01:51:14   Janani Jay: Dr. Gyles Morrison from the UK is doing some amazing training offerings around Clinical UX
01:51:25   bita: Grad School is prohibitive, especially now. Bentley costs 50 grand!! Not doable for a lot of people!
01:51:27   Jonathan Marcaly: Could you tell us about a time when you had to use a improvised method or a method in a unique way? When someone asks you that question, what are they really looking for?
01:51:30   Mike Christoff: yhanks
01:51:48   Fiyin Adesina: Thank you!!
01:52:00   Nikhil J. Rath: There are some affordable certifications on coursera as well to get a foundational understanding of UX Research
01:52:06   Lorie Whitaker - Staff UXR: Jonathan, they are looking to see if you know methods, know when to use them and when not to use them and what you will get when you do use them
01:52:28   Jonathan Marcaly: Thanks @Lorie!
01:52:29   Lorie Whitaker - Staff UXR: Becareful of certificate programs - you often get what you pay for.
01:52:38   Jessica Merz: Yes, thank you!
01:52:40   Libby VanWhy: Thank you!!
01:52:43   Ali: Thank you!
01:52:49   Vanessa Carey: Thank you Meghan!
01:52:52   JORGE ARCINIEGAS: Is the Nielson norman cert worth it?
01:52:55   Seetha: Yes, university of Michigan and UC San Diego are very good with UX Research in Coursera
01:52:56   Lorie Whitaker - Staff UXR: If you have job experience, a cert program can be useful, but if you want to break into ux research, a cert program often doesn't go deep enough
01:52:58   Courtney: Thank you!