

00:14:41 Jen Blatz - UXRS: Indi's Book - Time to Listen: <https://a.co/d/eY0VSzd>

00:14:53 Jen Blatz - UXRS: Get the book! It's so good and deep!

00:17:09 Bonita Squires (she/her): Where are these courses?

00:17:23 Jen Blatz - UXRS: Indi's Website: <https://indiyoung.com/>

00:18:14 Daniela Cabrera: I'd love to join the slack community of Indi, is this possible?

00:19:01 Jen Blatz - UXRS: Did you forget to submit your question in advance? that is OK. Drop them here in the chat.

00:23:19 Steve Miller: How do Thinking Styles differ from personas, and why are those differences important?

00:23:44 Linda Hwang: It seems like the process outlined in "Time to Listen" would be tricky to squeeze into an Agile timeframe. Are these therefore incompatible?

00:24:06 Gladys Foo: Is it necessary to comb through interview transcripts to synthesise insights for a mental model, or is note taking sufficient?

00:25:32 Lori Ketkar: I made a career pivot a few years back and struggle with getting new contracts or finding a job because of my "lack of UX design experience" (on paper). Do you have a training or book to help push through this obstacle?

00:27:02 Terri Lovins: What about people who don't remember well?

00:28:04 Rosa Carbajal: Is there a benefit to have people do diaries, to catch their impressions in the moment?

00:29:09 Marja Germans Gard: I'm curious about how you establish and maintain psychological safety for your participants within this framework? What are the guardrails that the interviewer should remain mindful of?

00:29:54 Nina Hido: Can you please give an example of a project where this interview style would be a good match?

00:30:53 Tiffany L: Is mental models research effective for creating new/disruptive mental models or innovation in general?

00:31:29 Fatima G Jhong - UXR Apprentice: What are best practices to prepare for an intro session? What should it not include?

00:32:44 elizabeth: Have you used intro sessions with Enterprise participants? Do you find it hard to get them to agree to both the intro and the actual interview?

00:32:45 Emily Ennis: Would you include intra-session kinds of info in a screener? Perhaps for those who screen in?

00:33:44 Lori Ketkar: What is your advice on helping a company understand the extreme value of the intro sessions when they are not willing to put a budget to this?

00:34:42 BHAVINI PATEL: Any tips on a better way to organize your data when it comes to this type of research?

00:35:02 Melissa Eggleston she/her: +1 to Marja's question!

00:36:30 Josephine Giaimo: Hello from Highland Park, NJ.

00:38:12 faye: Curious about how you feel this technique

aligns with / compares to talking therapy? (If at all)

00:38:36 Marja Germans Gard: Following up from my earlier question- many of these techniques have a psychotherapeutic feel to them- how do you communicate clearly to your participant the limits of your capabilities as an interviewer (and not a therapist)

00:39:18 Caylin Haldeman (she/her) | Resilia: How do you keep your own biases from leaning into particular topics and shaping the conversation without the guardrails of a discussion guide?

00:39:47 Terri Lovins: What about the person you're talking to not remembering? or not being a very reflective person?

00:43:03 Emily Ennis: How do you decompress after that 1 session? What do you do immediately to capture or note what happened, if anything?

00:45:05 elizabeth: How do you maintain a reasonable timeline if you limit your sessions to 1 a day?

00:45:53 Jen Blatz - UXRS: This is such a fantastic topic. Do you want to keep the conversation going after the event? Sign up for our Slack channel. Fill in this form. <https://forms.gle/GLTwTLZ6eYBUYU566>

00:45:53 Preeti Singh: I agree with doing one a day. I am new to UX and for my first project is my own project (building a product from scratch) and the "sessions" went on for more than an hour it was quite overwhelming, wasn't able to do more than one

00:46:44 Jen Blatz - UXRS: Barf on the butterfly! Lol

00:46:51 Elizabeth Chiu: Quote of the day, "barfing on the butterfly" 🤢

00:47:34 Bonita Squires (she/her): @Elizabeth Chiu, agreed! That's in my notes and will be shared at our team meeting tomorrow 😊

00:48:05 Neha Kalra: In my practice, I have always ensure to have one more person in the room (as data collector) and also work as second moderator for the questions if it get not covered in the session regardless the session is getting recording or not.

00:48:26 Alice Tzou: How to get the market research recruitment companies to do USER experience recruitment?

00:50:53 Maya Peng: Question: Would you pls elaborate on the difference between UX research participants recruitment and Marketing research?

00:51:16 Anna: Question: Could you say something about taking notes from IDI? Show we put down as much as possible or maybe we'd better write just short notes, even mental shortcuts, sometimes in different words?

00:52:05 Neha Kalra: Great question!

00:52:20 Steve Miller: question for Indi: business stakeholders often bias toward fixed numbers and fixed deadlines... how do you have that conversation about flexibility when you see things aren't going quite the right way... also , how do you recognize things aren't going the right way.

00:53:02 Josephine Giaimo: Convincing doesn't work. Convincing is just two people resisting each other. Quote me.

00:53:27 Stephanie Trudeau: As someone who has been trained as a therapist and qualitative researcher there are a great deal parallels between basic counseling skills that we teach grad students and deep, empathetic listening. I love seeing all the talk

around transferable skills!!

00:53:55 Bonita Squires (she/her): Annual report

00:54:40 abbey ripstra: getting buy in

00:54:42 abbey ripstra: ?

00:55:09 Jillian Hudson: I've been running a series of discussion group meeting on "Leveling Up with UX Strategy" that covers this topic. The last meeting is on Thursday if you're interested in attending.

00:55:12 Jillian Hudson: <https://lu.ma/3zatm566>

00:55:54 Renato Oliveira: The book "Articulating Design Decisions" talks a little about this.

00:55:59 Josephine Giaimo: Listening is an underrated skill. A lot of us think we listen, but we don't.

00:56:18 Neha Kalra: Relationship includes Collaboration, And explaining in simple words what would happen if we don't involve research as people tend to pay more attention when they see "losing" vs. gain. How do we communicate that the impact matter. That is how I have been setting the stage of getting the UX voice out. Love the way Indi is explaining. Right on the target!

00:56:31 Ruben Sun: What are your "tells" that your clients have the right mindset for conducting meaningful design and research? Boy I'd love to read a logitudinal account of evolving shifting design and research maturity over time.

00:56:49 Josephine Giaimo: What time does the meeting on Thursday start, Jillian?

00:56:59 Jillian Hudson: 7pm ET

00:57:21 Josephine Giaimo: @Neha +1

00:58:29 Melissa Laurie: I would love to hear more about safety in the context of this approach. (Loving this!!)

01:00:19 Angie Burr: Wouldn't you want to talk to existing customers if the goal is to understand expectations/churn/retention?

01:03:48 Melissa Eggleston she/her: I think even if you are very skilled at this you can get it wrong, unfortunately

01:04:05 Neha Kalra: @ Melissa +1

01:04:08 John Milanski: Q: A UX Designer told me recently that all designers are a little ADHD. True or not, are UX Researchers of a particular personality type, that is, can it really be taught?

01:04:09 Marja Germans Gard: +1 To Melissa

01:04:20 Timothy Arrington: There can be cultural differences with tone as well...one cultures "excited" could be another's "angry"

01:04:45 Kaveh: @jillian, what time zone is it? thanks

01:04:47 Melissa Eggleston she/her: Tim - yes!

01:05:23 jules hare: How do you handle it if their 'interior' reveals something you find offense? How are you able to continue such listening sessions?

01:05:37 jules hare: offensive, I mean

01:06:14 Jillian Hudson: @Kaveh USA East Coast UTC-5

01:06:18 Josephine Giaimo: What Indi seems to be describing seems to me to be the process of turning yourself into a well-calibrated instrument of sorts. Some of us have developed this capacity in a number of ways, in my case, I became certified in a

type of energetic, hands-on healing over a four year period, and participated in a number of transformational training sessions.

01:07:23 Joyce Sueko: Any good examples on doing research on continuous discovery?

01:07:49 Neha Kalra: Moderating skills in my opinion comes with getting exposed to different studies. And we have to make sure we are not running into vicinity of confirmation biases as a researcher as it will surely happen. That is why it is important to observe others who moderate or when they take their approach designing the study.

01:08:16 Meng Li: I find "sensing" people is much easier in person than in a virtual session. Any suggestions on applying "sensor" in a virtual environment?

01:10:32 Neha Kalra: @Meng Li +1

01:11:23 Sally Collins: Thank you so much for this session! Need to drop, but appreciate the reminder of the importance of building relationships and trust with stakeholders.

01:15:41 Leanne Dickason: These courses look amazing thank you.

01:18:16 faye: Gtg but thank you for this!

01:19:01 Aaron Esau: I have to bounce early. Have a great evening all! Enjoy the networking! Thanks Indi for the inspiration and insights!

01:20:20 Judit Antos: thank you for this session! I am a beginner UX Researcher but I value/ see the importance of what Indi teaches. The book is on my Christmas wish list.

01:22:45 Jen Blatz - UXRS: Tell us what you thought of today's event:
<https://forms.gle/4btbLf9qSJJrANCa>

01:22:56 Gladys Foo: Is a task in a mental model the emotional reaction/inner thinking we synthesised? How do we approach and cater for unique tasks which can't be grouped?

01:23:41 Jen Blatz - UXRS: We will post the recording and photos from tonight's event: Check out the UXRS website for links to past events—including videos, slides, chat transcript, and more!
<https://www.uxresearchandstrategy.com/past-events.html>

01:23:58 Caylin Haldeman (she/her) | Resilia: Thank you!!

01:23:58 Chateauvert, Christina (she, her): Amazing experience. Thank you for sharing your insights and expertise!

01:24:01 Erin McCaffrey: Thank you!

01:24:05 Elizabeth Barna: Thank you so much!

01:24:10 Christy: Thanks!!

01:24:10 Jen Blatz - UXRS: Indi's Website: <https://indiyoung.com/>

Indi's Book - Time to Listen: <https://a.co/d/eY0VSzd>

01:24:10 Ruben Sun: This was great!

01:24:11 Hana Lee: Thank you so much, Indi! and UXRS!

01:24:12 Giselle Stidston: Great session, thank you!

01:24:15 Neha Kalra: Thank you so much!

01:24:15 Ruben Sun: Thanks!

01:24:19 kevin inciong: I appreciate y'all!

01:24:20 Steve Miller: Thanks Indi.

01:24:21 abbey ripstra: Thank you! This was great!

01:24:21 Victoria Lee: Great session! Thank you!
01:24:26 Leanne Dickason: Thank you Indi, very
interesting
01:24:27 Daniela Cabrera: yes please :)
01:24:28 Mike Rodriguez: Where can we download your
brain? ;-)
01:24:34 Cal Dobrzynski: Thank you!
01:24:39 Angie Burr: thank you!
01:24:41 Neha Kalra: @ Mike+1
01:24:41 Leanne Dickason: 😊
01:24:45 Kristin Ashton: Yes to the slack workspace. I want
to start working.
01:24:45 Joyce Sueko: How can a get the recording of this
sesh?
01:24:46 Kristin Ashton: Thank you
01:24:51 Caronne Carruthers-Taylor: What about trauma-
informed design principles & practices?
01:24:55 Malcolm Jackson: Thank you
01:24:55 BHAVINI PATEL: Yes please... p.bhavi@gmail.com
01:24:56 Tiffany L: Super helpful session! Thank you!
01:25:01 chelsea effendi: Thank you!
01:25:02 Kristin S: Thank you for your insights!
01:25:05 Christine Lieu: Yes, please lieu@systemscope.com
01:25:06 Daniel Z: ty!
01:25:06 Christine Monod: Thank you so much Indie!!!
👏👏👏
01:25:09 Caronne Carruthers-Taylor: Thank you Indi
01:25:10 Mary A: Thank you! 🙌
01:25:11 Jen Blatz - UXRS: We would love to hear your
feedback! Tell us what you thought of today's event: <https://forms.gle/4btbLf9qSjQrANCaA>
01:25:13 Joyce Sueko: Thanks Indi
01:25:15 Michaela Stockey-Bridge: I'd love to be added
to the slack channel please michaela.stockey-bridge@go1.com
01:25:16 BHAVINI PATEL: Thank you so much for this!! So
refreshing and meaningful
01:25:17 Kaveh: Rkaveh@gmail.com please add me
01:25:17 Nicole Montemurro - UXRS: We would love to
hear your feedback! Tell us what you thought of today's event:
<https://forms.gle/4btbLf9qSjQrANCaA>
01:25:19 Jinna Hagerty: Yes please for Slack!
jinnahagerty@gmail.com
01:25:19 Kristin Ashton: kashton@grad.ucla.edu
01:25:20 Samara Seepersad (she/her): Yes, please to the
slack channel smrseepersad@gmail.com
01:25:21 Marian Gravel: Thank you!
01:25:24 Qnar Getevonyan: Thank you
01:25:29 Grace W: Yes, Please mia1544115441@gmail.com
01:25:30 Nelida Benavides: Thank you so much!
01:25:33 Neha Kalra: nehakalra15@gmail.com - Yes, Please
01:25:38 Angie Burr: Slack channel please!
angieburrdesign@gmail.com
01:25:40 Mary A: I am not on insta, so you're way ahead.

01:25:42 Michaela Stockey-Bridge: Thanks so much!
01:25:45 Ann Chou: please slack. annkchou@gmail.com
01:25:46 Hana Lee: re: Slack channel: plz add
ch2001sea@gmail.com
01:25:47 Gladys Foo: Yes please for Slack!
togladysfoo@gmail.com
01:25:48 abbey ripstra: Add me to the slack channel too
please! abbey.ripstra@gmail.com
01:25:53 Rebecca Davis: Yes, please add me to the Slack
channel! rebeccadavis706@gmail.com
01:25:58 abbey ripstra: Thank you very much!!
01:26:03 elizabeth: Thank you!
01:26:03 Naomi Civins: Thank you so much! Please add me -
naomi.eve@gmail.com
01:26:05 Mary A: Thank you UX Reasearch!
01:26:05 Joyce Sueko: Is there a link for slack?
01:26:26 Christine Monod: Yes please add me to the
slack channel christinemonod22@gmail.com
01:26:27 Jen Blatz - UXRS: Sign up for the UXRS Slack &
introduce yourself: <https://forms.gle/rJWFYnyB6Ms3wp2m8>
01:44:38 Timothy Arrington: [https://www.linkedin.com/in/
tim-arrington-design](https://www.linkedin.com/in/tim-arrington-design)
01:44:50 Sarah Alghamdi: Connect with me! [https://
www.linkedin.com/in/sarah-m-al-ghamdi/](https://www.linkedin.com/in/sarah-m-al-ghamdi/)
01:45:00 Josephine Giaimo: josephinegiaimo@gmail.com
01:45:08 denise benkert: Connect with me: [www.linkedin.com/
in/benkertdenise/](http://www.linkedin.com/in/benkertdenise/)
01:45:27 Amyris Fernandez: To connect: [https://
www.linkedin.com/in/amyrisf/](https://www.linkedin.com/in/amyrisf/)
01:45:27 Amy Yow: Thanks! I need to jump! Indi was
great!
01:45:31 Timothy Arrington: Hey Elizabeth could you post
your LinkedIn one more time
01:45:55 Josephine Giaimo: [Https://www.linkedin.com/in/
josephinegiaimo/](https://www.linkedin.com/in/josephinegiaimo/)
01:46:41 Ann Chou: to connect: [https://
www.linkedin.com/in/annkchou/](https://www.linkedin.com/in/annkchou/)
01:47:05 kevin inciong: adplist.org
01:47:20 Josephine Giaimo: Kaveh, feel free to email me
at josephinegiaimo@gmail.com.
01:47:50 Josephine Giaimo: I have heard mixed things
about adplist.org.
01:47:57 chelsea effendi: Good morning from Indonesia!
I'm Chelsea, a researcher from Somia Customer Experience. Connect
with me [linkedin.com/in/avemariachelchia](https://www.linkedin.com/in/avemariachelchia) 😊
01:48:30 Josephine Giaimo: Feel free to join my UXPA NJ
chapter for free on Meetup.com.
01:48:37 denise benkert: Especially as an engineer!
01:48:41 Josephine Giaimo: We have free monthly events
most months.
01:48:51 Pushpalatha PN: [linkedin.com/in/pushpalatha-p-
n-4b931aa1](https://www.linkedin.com/in/pushpalatha-p-n-4b931aa1)
01:49:09 denise benkert: As engineer, consider applying to
Amazon as an engineer then transition to UXR later

01:51:12 Josephine Giaimo: I also recommend Jared Spool's free presentations on Mondays, 2 pm EST, on a wide variety of UX topics.

01:51:15 Pushpalatha PN: @Neha could you please provide linkedin Id

01:51:42 Josephine Giaimo: Some of the questions being asked here have been answered in his past videoed presentations, which are accessible for free, once you apply to and join his free community.

01:52:02 denise benkert: Yes! Position them as the SME

01:52:13 Melissa Laurie: Hi all would love to connect!
<https://www.linkedin.com/in/melissa-laurie-pdx/>

01:52:18 Josephine Giaimo: There's a difference between role power, and vision power.

01:52:39 Josephine Giaimo: Of course, it's helpful if you have a sponsor who has role power and gives you "air cover."

01:53:23 denise benkert: Often managers will propose "top performers" - important but try to round out with less skilled too

01:53:34 Josephine Giaimo: Those of you who are relatively new to the field of UX would certainly benefit from Jared's free workshops, I suspect.

01:54:06 Josephine Giaimo: You don't convince busy people.

01:54:24 Josephine Giaimo: Convincing doesn't work. Convincing is just two people resisting each other.

01:54:39 Samara Seepersad (she/her): Do you have a link to look more at Jared's free workshops?

01:54:52 Josephine Giaimo: Find a problem to work on that helps your stakeholders to succeed.

01:56:28 Kaveh: @Neha do you mind sharing your LinkedIn? thanks

01:56:32 Josephine Giaimo: Google Jared Spool.

01:57:11 Samara Seepersad (she/her): Thanks!

01:57:14 denise benkert: He has a lot on YouTube too

02:00:18 Pushpalatha PN: @Neha could you please provide your linkedin id.... I would like to connect with you

02:00:38 Josephine Giaimo: Jake, sometimes you just have to break in!

02:01:11 Jen Blatz - UXRS: Tell us what you thought of today's event:
<https://forms.gle/4btbLf9qSJJQrANCaA>

02:01:31 Josephine Giaimo: @Denise, yes, he does. But the free workshops are much better, because they are live, in context, and specific. And the Q&A is really the icing on the cake, about 1/2 hour of Q&A at each session.

02:02:02 Josephine Giaimo: Note to self: In general, most organizations spend proportionately too much money on design and not enough on research.

02:02:19 Jen Blatz - UXRS: Jared Spools Monday stuff is Leaders of Awesomeness

02:02:23 Jen Blatz - UXRS: I think...

02:02:30 Jen Blatz - UXRS: Or Leaders of Awesome/

02:02:54 Neha Kalra: @Kaveh @ Pushpalatha: <https://www.linkedin.com/in/n-k-37944a1b/>

02:03:03 elizabeth: <https://www.linkedin.com/in/eliglynn/>

02:03:13 denise benkert: Do we have a running linked contact list somewhere?

02:03:59 Melissa Laurie: I would love to connect with others that have spent some of their lives in healthcare. Will reach out on LinkedIn.

02:04:20 Emily Dahl: Always happy to chat healthcare

02:04:38 Jen Blatz - UXRS: <https://www.linkedin.com/in/indiyong/>

02:05:13 Jen Blatz - UXRS: Sign up for the UXRS Slack & introduce yourself <https://forms.gle/rJWFYnyB6Ms3wp2m8>

02:05:15 Kristin Ashton: Do we know the link for Indi's slack work group?

02:05:37 Josephine Giaimo: I didn't hear the question.

02:05:47 Josephine Giaimo: Maze?

02:06:09 Elizabeth Chiu: An explosion of spaghetti

02:06:51 Melissa Laurie: <https://www.userinterviews.com/blog/ux-research-tools-map-2021>

02:06:53 Josephine Giaimo: User Interviews is a company.

02:07:00 Melissa Laurie: from 2021

02:07:09 denise benkert: <https://www.userinterviews.com/ux-research-tools-map-2022>

02:07:34 Melissa Laurie: harry potter

02:07:42 Melissa Laurie: GTG

02:09:25 Chris Tang: learners.com

02:09:26 denise benkert: There is one tomorrow but they charge \$35 (sketchy I think)

02:09:39 Josephine Giaimo: There are loads of groups, yes.

02:09:43 denise benkert: Downtown Orlando UX

02:09:48 denise benkert: DOUX

02:09:51 Josephine Giaimo: UXPA Triangle, UXPA Boston, UXPA NJ, etc.

02:09:54 denise benkert: VERY strong group

02:10:15 denise benkert: Go to eventbrite & meetup and search UXR

02:10:17 denise benkert: UX

02:10:39 denise benkert: I think I'm in it...hold on

02:11:30 denise benkert: A few good ones that have SLACK channels:

02:11:31 Josephine Giaimo: <https://www.meetup.com/User-Experience-Professionals-Association-UXPA-NJ-chapter/>

02:11:36 denise benkert: UX Mastry

02:11:44 Josephine Giaimo: Yes, UXPA Austin is very active, too.

02:11:46 denise benkert: *mastery

02:11:54 denise benkert: Designed.org

02:12:05 denise benkert: DeltaCX

02:12:10 denise benkert: MixedMethods

02:12:20 denise benkert: ResearchOps

02:12:52 denise benkert: BetterUXCommunity

02:13:02 Josephine Giaimo: Miro
02:13:11 denise benkert: UX Rescue
02:13:15 Josephine Giaimo: I thought they changed their
name to Mural.
02:13:44 denise benkert: Mural and micro are two different
tools
02:13:55 Samara Seepersad (she/her): Thank you for having
us!
02:13:56 denise benkert: *miro
02:14:01 Josephine Giaimo: Yes, and I heard that Miro
changed their name to Mural.
02:14:04 Olga Ego: Thanks to everyone!
02:14:07 Josephine Giaimo: @Denise
02:14:19 Chris Tang: Thank you for a great year UXRS!!
02:14:21 kevin inciong: Thank you I appreciate it!
02:14:43 Josephine Giaimo: Thank you.
02:14:54 denise benkert: YES!!!! (And next is the Orlando
group but they're less international with speakers/guests)
02:15:08 denise benkert: Mira and Mural are different tools