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live transfer. but we will well, so if you forget a resource.

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You're like Oh, I missed it we'll be posting the transcript from the chat there as well.

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So. I think I have rambled on, on and on, and on long enough.

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So again. Keep your cameras on to the Michelle That can see our reactions and our smiling faces, and our'm going to pass it over to you to Michelle.

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Thank you so much. i'm gonna go ahead and put the link to tonight's resources.

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In the chat I just did that i'm gonna be referring to a lot of these things, so it'll be helpful to have it handy, and i'm gonna go ahead and share my screen Now,

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We're gonna go and we're gonna try that again.

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I'm gonna go ahead and share my screen Now there we go not cooperating like it was 30 s ago.

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Okay, Can you guys see my screen? Okay, Yeah, thumbs up. Okay.

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Great Thank you so much. ux research and strategy for hosting me.

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Is Jen just mentioned. this has been a long time coming we've been talking about partnering on something since before the pandemic.

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So i'm thrilled to actually be here tonight. and to talk about one of my favorite topics.

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In user research. this is the same link that I just posted in the chat.

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If anyone wants to take a screenshot of it you're welcome to do that as well and freezing those of you that I haven't had the pleasure of

meeting yet again, my Name's michelle ronson and

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i'm a user research executive coach and educator.

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I teach design and user research to people around the world and I also conduct research.

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I've been working with stripes since August.

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I tend to have long term engagements where i'm actually doing research.

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So my hands are in the weeds, and all of my training and workshops. corporate trainings.

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Consumer workshops. the ask, like a pro series.

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All of that is based on my hands-on learning crawling through the trenches of some really remarkable organizations and conducting research around the world.

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Quickly my background. I come from the design side. I transitioned into research about about 10 years ago, when I founded Ronson consulting, and I rebranded my firm right before the pandemic to the name

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curiosity tank with the explicit purpose to focus more on educating and helping people upscale in the user research industry.

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In order to make more confident decisions and progress in their careers.

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I've taught thousands of people also super active on linkedin LinkedIn naming with the top voices award.

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The first user researcher. So yay for our industry we're really growing and gaining in awareness.

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A little contact setting for what we're gonna Talk about tonight. I do offer a user research series called Ask like a pro.

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And that research series is made up of 6 specific workshops that follow a very specific cadence.

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The spot patterns workshop focuses on analysis and specific analysis.

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And the analysis and synthesis specifically so what i've done here is extract a bunch of that information.

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It's actually a 5 h live workshop with 2 h of pre work.

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So we're gonna really try to skinny that down into 1 h.

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So what you are going to get here is really just a very top line of some of the very specific topics.

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That the team thought would be most interesting for you hence the resources. because i'm going to be flying through a lot of this and not able to go deeper in our time, frame allotted.

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So let's lay a little groundwork here in terms of what qualitative analysis is synthesis actually is, and what are some of the tools that we use?

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So just to you know again, establish that that framework, analysis, and synthesis is where we make sense of all of the information we collect, and we summarize it.

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We share it, and we act upon what we learned specifically analysis is taking apart the pieces of information in our artifacts and our observations, and breaking them down into smaller pieces. and synthesis is where

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we're combining those snippets of data as I like to call them, to create something from them to create themes, to create categories, to to look at the data in different ways from different lenses and analysis, and synthesis,

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are closely intertwined. you can't do synthesis without a analysis and analysis.

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Actually, the next step is synthesis so they're they're really closely related.

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There's 2 ways to gather information there's listening.

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And there's observing and the analysis and synthesis that we're doing is a combination of organizing and understanding what we heard and what we observed.

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So we listened to get out, meaning why motivation, beliefs and values?

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And we observe, to get at the how habits you're in actions to maximize our learnings.

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There's several activities that we can do within our research sessions, whether they're moderated or unmoderated, whether they're in person, or whether they're remote we can do some show me activities, we can do some share

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it activities. Some some draw exhibit fill sort plot, all sorts of activities.

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I love designing activities in my studies. It keeps it really creative for me and my participants and my stakeholders, and it also provides me with different formats of data and different artifacts to then analyze and

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synthesize and include my final leadouts. So the evidence that we collect could come from over a variety of different activities.

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It might be showing me your screen or your cell phone, or show me around your apartment, or you know what's in your spotify list, or it could be storytelling.

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It could be fill in the blanks. a bunch of activities that I just mentioned before.

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But I bring this up because the evidence that we collect is what we will then analyze and synthesize.

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And I spend a lot of time in that workshop series focused on note

taking strategies.

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I am a huge note taking strategy proponent and there's lots of different ways that we can take notes to right size.

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The information that we collect, organize those different artifacts and formats of artifacts to help us expedite our analysis and synthesis.

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We're going to spend too much time talking about that today, because we're really focused on what happens after that.

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But know that these things are really really closely intertwined as well.

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So your note taking strategies, relate directly to your analysis and synthesis and your note taking strategies have the ability, when done correctly, to significantly expedite your analysis and synthesis.

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So i'm going to give you an example of some note taking strategies that we talk about in program, and those include, perhaps maybe taking your notes in terms of the stage of the experience that you're looking at or perhaps according to participant or maybe

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it's participant and stage in the experience or maybe they're about heuristics, or maybe they're about different levels of detail quotes versus verbatim versus ahas.

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Right. So these frameworks can really provide us with an enormous amount of value.

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We just have to establish them upfront to make sure that all the note takers are using the same exact framework, and we're taking notes in the exact same way.

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So our data is equal, but we never take notes to find solutions.

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Instead, we let the insights emerge from the data itself.

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So here's some quick note taking method exactly i'm not sharing these tools in templates today, because it would just take too long

to you know.

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Walk through them and the ends and the outs of them, and how to use them, and when and things like that. but know that the rest of our conversation today is based on some sort of assumption that you have a solid note taking

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framework in place, And speaking of frameworks are a terrific way to help you think about.

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Not only how to take those notes, but then how to analyze and synthesize.

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And there is a link to this frameworks tool and the resources that I provided.

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So frameworks provide you with a very distinct perspective from which to look at your data and organize your data in a variety of ways.

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So the frameworks that you choose should relate directly to your product decision goals and the teams that you're supporting to help make those product decisions with confidence.

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So lots of different frameworks here. the sheet actually continues on the bottom.

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It's a little bit cut off but hopefully this will provide you with more inspiration, and we're gonna come back to these frameworks quite a few times today.

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So some best practices in terms of qualitative analysis and synthesis with your stakeholders. I always suggest that you do your analysis and synthesis with other people on the team for over a variety of

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reasons. and analysis in synthesis is going to be stronger.

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It's going to be more credible it's going to be more actionable if you have those other beautiful minds participating.

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Your engineer is gonna think very differently than your writer's

gonna think very differently than your designer is gonna think very differently than your Pm.

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And again. Our goal at the end of the day is to move our teams into action.

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So we want harness. all those beautiful minds and really learn from the things that they see, and the perspectives that they share, so that we can be in best position to actually move into action as quickly and efficiently as possible.

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So when you're planning those sessions and I I shared with you a sample stakeholder synthesis agenda as well.

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What you might what you wanna do first is make sure that your team is on board with your note taking strategy before your sessions begin right, and then you want to choose how to analyze your data before the sessions right you want to choose

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your format. You want to choose your frameworks. You want to choose your strategies and let them know if they need to take notes.

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Live or taking notes during the sessions, and we're taking notes from recordings, All of that should be really buttoned up before you ever say hello to a participant, and I also like to schedule the analysis and

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synthesis, and meeting time with my stakeholders.

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Far in advance. right? So i'm gonna get that on their calendars a couple of weeks in advance, and also really want to make sure that all of the data selected is is visible and accessible in one place because we want to make

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sure that we're going through that data equally and thoroughly. to make sure that we're not introducing any sort of bias right like selection bias lots of different considerations there in

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establishing a shared vocabulary is also going to be really important and set you up for success. I've included some links to some key terms that have to do with analysis and synthesis and also a link to

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the ux lexicon which is a living evolving glossary of Ux research terms.

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So feel free to check those out when you have a chance.

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As well. Now i'm gonna jump back to frameworks a little bit.

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So I mentioned. frameworks can be used in note taking and they can also be used in analysis and synthesis and choosing specific frameworks will really help you right size the information that you're actually collecting as well

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as expedite your analysis and synthesis portion of the process.

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So again, here is that same exact framework. See, I just like to call out.

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You know there are spectrums of frameworks that you can use.

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So, for example, in the upper left, we have high tech to low tech right, they're also opposites infrequent to frequent right fast or slow premium or mass market. right?

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So if you can think about your frameworks in advance you're gonna be in a much better position.

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Later on, and again our goals to move our teams into action with confidence and quickly.

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You always want your frameworks to relate specifically to your research goals as well.

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So maybe goal specific frameworks might include quick wins versus long term goals or top quiet priority versus low priority or short term goal versus long term goal right or a new theme, or recurring theme or first

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use versus recurring these first use would be a nux.

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A new user experience recurring use would be pucks previous user experience.



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Maybe you're organizing it according to knocks and Pucks.

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Here's that synthesis agenda you can expand it. contract according to

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How much time you and your stakeholders have. But this will give you a good format at least to facilitate those conversations.

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So what are we analyzing This is pretty important to wrap our heads around? Because people take notes in all different ways, and when they're taking notes in an analog format?

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It can look very differently right. Some people are taking notes on posting.

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Some are using index cards, some are organizing them into zip walk bags. right, some are doing a transcript, and then de-limiting the transcript, and then color coding.

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Those I love the different approaches here. not only do I think it's gorgeous.

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But you could see how many different ways we actually think about organizing our data.

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A lot of academics use really heavy binders and notebooks right, and no one's right, and no one's wrong.

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But you know, really getting on board with our team in terms of how we're going to do this consistently is pretty key.

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This is what my desk usually looks like the one on the left I'm.

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A post-it note girl, or at least I really was a posting up girl before Covid.

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Now i'm much more digital but lots of different ways, and again, we've got to be super on board, and the whole team's got to be taking notes consistently, so that we're we're not introducing

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any sort of bias, and that the the data collected can be equally and thoroughly evaluated.

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If you look at a lot of those nuances here like you see the image on the left.

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No, My assumption is that the post-. no color relates to maybe a participant.

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The vertical line maybe relates to whether they're a new user or a recurring user a knocks or a box like the tabs maybe relate.

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To let's just say tier of service that they're with and then there's many other like indicators in here.

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We could do all of this in Mero today, or in your early or one of those tools.

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But again, you got to be super super in line with your not takers to make sure that you're all taking notes consistently.

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Highlighting is another way to do. it. maybe you have a different highlight color, for maybe you're doing some empathy mapping, and blue is stink and purple.

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Is feel, and oranges say, and yellow is due, and so forth.

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Zip block bags I can't even imagine but I salute these people for this discipline and organization.

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I mean it's just it's a work of arts mind Mapping is something else to consider as well, and here you see it like a combination of the d limited transcripts with the markups and Then

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look at the one on the right right we've got you know the color of the post.

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It that's you know one third the with right there's a piece color that stands for something and there's they're organized according to a spectrum.

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I don't know what the spectrum is but it's just it's beautiful.

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Okay, So what we're taking notes on should be really well thought out before we begin, and how we take those notes.

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We just looked at a whole bunch of analog examples let's look at some digital examples, too. right?

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No there's off the shelf frameworks and spreadsheets that I've created, that other people have created.

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There's debrief grids they're simple grids there's rainbow spreadsheets there's custom spreadsheets.

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There's you know color coding for task success and there are thematic analysis tools that you can do in excel.

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I mean look at this type. i'm not like an excel formula Crazy person, but I mean this is it's just beautiful, right? I I don't know what it stands for.

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But I would I would love to get into the mind, of whoever created this, to understand the gradations of color and the groupings and things like that air table also offers some templates.

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One of my students. Randy, does all of his his chosen method.

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Would be your table templates. You can also customize table templates.

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Trello is another tool that you can use for analysis and synthesis.

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You can pull these cards in the data with those cards.

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Connect them, color, code, them, label them, duplicate them to really really fun, tool for analysis and synthesis.

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But all in all, humans are the best pattern recognition machines in the world. Right?

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We have this insane ability to pull out patterns and themes like nobody else on the planet, and our research plans guide us to find these patterns to help us achieve our research goals and it all ties back to the plan right it all

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ties back to the research, play it. We have the ability to recognize and then transform these patterns into concrete actionable steps.

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And that's what our teams are looking for from us right there's many ways to group the items.

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There's many ways to approach it there's many ways to create these patterns, and as individuals again, I think that everybody has a beautiful mind, Right?

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The more stakeholder diversity we have when we're doing our analysis and synthesis the more diverse patterns and things.

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We're going to be able to see because people see different patterns right?

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And this is another reason why we want this to be a group effort, right?

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We want it to be really collaborative, and then aligning on what we want to learn right, which should have been identified in your research plan, right helps us align on what data to look for what patterns to look for in that

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data. So synthesis helps us find meaning in the patterns that we observe those those different perspectives or frameworks force us to see the data in new ways. Right?

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Consider how your persona might look at the data. Consider how your mother might look at the data.

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We do a variety of activities where we're doing some sense making from different perspectives.

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One of them is, How would a small child interpret this?

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How how would your mother interpret this? How would your target persona interpret this?

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And by creating those different perspectives and lenses we're seeing things in new ways.

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Same thing with your developer versus your product manager versus your designer, and so forth.

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Right we want. Those perspectives will help us make us stronger.

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So analysis and synthesis is where we make sense of the information that we've gathered right in order to summarize, share, and act upon it.

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So analysis specifically is where we break apart the snippets of data, right?

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And and we explore it. Synthesis is where we combine it together to create the meeting. right?

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We sent this, or connect the information that relates to one another or doesn't relate to one another It's totally okay.

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If you're going through one of your frameworks and you find snippets of data that don't belong.

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That is totally fine. let's put it in a miscellaneous bucket for now, right?

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But the process itself is in strictly intertwined and allows us to get where we're looking to go, which is to make more informed product decisions.

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I'm gonna get some water feel free to throw some Oh, lots of questions in the chat, or those questions or introductions.

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I'm not sure we have a few questions but we might get to them as you go, Michelle.

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So let's hold off a little bit and see where the talk takes us

before we go to the questions.

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Great great Looks like another 100 or so people joined since I started.

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If if someone wouldn't mind, copying pasting that resources Lake for the people to access, that would be great, and we're gonna get into thematic analysis, the the the team thought it would be really helpful to show what this actually looks

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like, step by step, so they actually broke it down for you.

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So thematic analysis is a multi-step process.

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That's that's really quick and easy to understand and we use this to analyze disparate pieces of qualitative data. right?

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I I've used the word snippets a few times if I have a transcript, and my participant says, well, I typically brush my teeth in the kitchen in the morning.

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But in the bathroom at night what I might want to do is de limit that tax and and and reduce the size of that text.

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So I have fewer pieces of data to handle so there's, 2 sets there right, and I want to make those into 2 separate chunks or snippets, brushes teeth in kitchen for breakfast brushes

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teeth in bathroom at night. Okay, so by simply reducing the amount of information.

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I'm greatly reducing. the amount of information i'm going to analyze and synthesize, and then we it once we delete the text.

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Then we explore the themes, similarities, and differences in relationships to one another.

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We always want the data to be interpreted for multiple points of view.

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Then we code that data to help us answer our research questions and

find the meaning within It's super flexible.

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It can be done remotely, it can be done collaboratively.

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It could be done in person and it's it's just. It's really flexible and and I think it's probably sort of the the baseline barrier to to enter enter in terms of analysis and

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synthesis. I love this quote: right analysis involves constant moving back and forth between the entire data set and the coded extracts. Right?

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We're looking really closely at that snippet and Then we're coming back up to look at the base picture.

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We're looking really closely at the next snippet and then coming back up right.

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So this this process of really taking that close look and zoom back, close look and zoom back, and we're doing that over and over and over again.

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So this is what theatic analysis looks like, step by step.

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Okay. So in my cohorts. We collect feedback on every single workshop.

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We do that for a variety of reasons. But one of the biggest reasons is so.

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We have data to analyze at the end of the cohort.

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In this spot Patterns class. So i'm going to walk you through an example of one of the activities that they do.

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This is an original export of open, primarily open ended survey data collected through

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So Gizmo, which is now called alcohol right it's really ugly.

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It's a spreadsheet I don't need most of this information.

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So the first thing i'm gonna do is i'm gonna scrub that data, and i'm gonna format it.

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The real data. Okay, So I I remove the names. I removed the What else did I do? The language?

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I remove the time date I removed the you know device. the location, all of the stuff that wasn't particularly important.

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Then I organized the data, on each tab so each question how its own responses.

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Let's just say there were 7 questions right so where you see Q.

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One. Those are all the responses for Q. One where you see.

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Q. 2. Those are all the responses, and so forth. The first tab is all the raw data, the second, third, 4, fifth, 6, and seventh tabs are organized in formatting.

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Know what the teams do, or sorry what the individuals do is.

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Then go in. We become familiar with the data, identify, label, and define themes.

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So we have in in column a row column. B.

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We have a big circle, and that's where they identify and label the themes.

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Okay, and then we have a big section on top and that's where they're defining what these themes mean to them right?

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And it could be just a short phrase or sentence.

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Let me show you what this looks like in the next iteration.

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So what we have here is someone manually writing in what that theme was.

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So this person wrote in themes that had to do with coaching content advice.

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Happy camper and video. course nobody's right or wrong It's just about how you see the themes emerge right now.

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Someone else created drop-down menus. This is the same data.

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Okay their themes. we're upscaling exploring foundations career change, formal, personal reconnection format.

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So not only are the core themes different, but their approach to thematic analysis was different.

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They created these little dropdown menus. So they read through all the data, probably made a note somewhere of what the core themes were then programmed.

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These dropdown menus in the rat on the right hand side.

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You'll see someone who did it in a different way she used

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These are would be called emojis a moto cons What's the word?

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I'm looking for here. I canography let's just sum it up with.

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Iconography and then program those into dropdown menus.

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Right now. other people will also use a combination. right maybe someone's using manual icons and someone else is creating a sub theme within there.

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Okay, you could do this in a variety of different ways.

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You can also do this with colors who are thinking about task analysis and task success.

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How great would it be to do it in color? Right then you could see it a first glance where all the reds were, where all the greens were and everything in between.

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So this is a very, very simple fly-through over how to do a thematic content.

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Analysis in a spreadsheet and many different approaches.

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So content. Analysis is systematic coding right we're coding the text and other artifacts we're breaking them down into manageable snippets, or organizing them by keywords or

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phrases. we're creating themes or buckets right and then, once coded, those become coded categories to then summarize right, it works really well to identify intentions focus trends describe

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attitudes and behaviors, understand perspectives of different segments, reveal similarities, differences in other patterns, including outliers and analyze open-ended responses.

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No, as I mentioned, there's different types of content analysis and different approaches within them.

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What I just showed you was content analysis, in a spreadsheet in 4 different ways to do it in a spreadsheet Google sheets or excel here's some other ways that people approach content and thematic analysis and thematic

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analysis can be appropriate when exact precision is not required.

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I want to be very specific about this. When the mad, when precision is not required, when precision is required, we want to take a different approach.

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So alternative approaches to content analysis might be to look at the data in terms of frequency or counts.

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Okay, are all the snippets or things equal is one theme particularly loud, but it didn't show up as frequently right is one theme particularly quiet, but shows up over and over and over again.

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Which themes are most important, great. Here we would look at how many times something like a key word came up.

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You could do a keyword search right? You could also look at the frequency of these instances as well.

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No, not all. themes are equal. Not all feedback is relevant to our research goals.

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But all feedback should be treated equally when we're reducing our content into snippets.

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We wanna pay attention to these things, but we can turn qualitative data into quantitative data.

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We have enough of it. So 3 of mine previous students created tutorials

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And there's a there's a link to a fuel your curiosity newsletter that shows you each of their approaches to theatic analysis.

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3 different tools. So Randy takes you through a thematic analysis in an air table.

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May Ocean. It takes you through the himatic analysis in Dubtail, in Moreo, and Sam takes you through a phonetic analysis.

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Things fellow. Does anybody hear a background noise,

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Yeah, I do. but I I i'm not sure if it's coming from you for me.

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I Don't think it's me but all alone. Well, I hope it isn't, too.

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Bothersome there, it just went away like that.

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But anyway, I encourage you guys to go in. These are really quick.

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There may be 2 to 3 min tutorials each, but they really demonstrate not only people's different beautiful minds, but 3 different ways to

approach a very similar task right, and also maybe you will inspire you to try a

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new approach. Now, affinity mapping is something that I think most of us are familiar with.

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At this point affinity mapping. is where we're looking for affinities or relationships between our data, and it's often to do with clustering.

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And this is another type of thematic analysis, and we use Mero for specific exercises in the spot patterns.

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Class right? The data has already been snaperated into snippets with couple of this snippets onto individual post-it notes, and then we look for the themes and the and the patterns in in in those areas right Now, affinity diagrams

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gather an organized data based on natural relationships, or effectively.

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This is an example of raw data from Catherine in my past cohort.

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Right. I just think this is gorgeous. This is an example of her synthesis, right?

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But we can go further with this. We can go much further with this, and we can combine those with frameworks.

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So let's think about taking affinity, mapping to the next step, 2 by 2 frameworks earlier I just mentioned frameworks right could be on a spectrum, but by 2 by 2 frameworks we're talking about an

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Xy access. Okay, it allows us to consider and compare the data across relevant spectrums.

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Okay. So again, let's take a look at that frameworks tool.

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So maybe our relevant spectrum for our current study is high cost, low cost and positives and negatives.

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Maybe it's impact high impact or low, impact versus high effort and low effort. right? When we look at them across spectrums, we can begin to plot the data in even more meaningful ways that our businesses and our stakeholders

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can act upon. So here are some examples of frameworks.

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Right again. it's opposing characteristics on a spectrum.

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You can use just one access, or you can use 2 accesses access.

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I, that should be a word. So we plot on a single spectrum across, you know an x-axis which would be left to right.

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And you could do a variety of these or you can combine them and use an Xy access.

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I've included my tool on liquor scale response anchors.

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These are also really great prompts to do this type of spectrum analysis.

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Right. Maybe you want to analyze the data according to ex acceptability or familiarity, or consideration, or importance or agreement or probability. right?

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There's a variety of ways to do. this we want to choose the frameworks that are most pertinent to our business goals, and the business decisions we need to.

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Make. So here are some examples. I think I just mentioned actually high effort versus low effort.

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What about the combining that with realistic versus aspirational or high cost and low cost, and combining that with expected or unexpected?

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Okay in terms of prioritization. The impact versus effort is a huge one.

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And again, you're gonna need your stakeholders input on this,

because you're gonna need to know and understand how much effort might be involved to do X versus y and what that impact or opportunity might be this shouldn't be done

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by one person. This should be a really collaborative effort.

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Other 2 by 2 frameworks, would be product versus market product, fit versus market fit, or new versus current product current versus New Market.

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Another one might be importance versus urgency. All of these will help you.

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Help your teams move faster from insights into action. in a credible way that's based in business knowledge and business language.

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Another example from The cohort is the prioritization matrix and the swat analysis.

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We actually do the prioritization matrix in the Swat analysis on user research skills, hard skills and soft skills.

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Okay, but you could do this on. you know anything. you wanna choose your frameworks.

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That relate to your research goals. so these 2, by 2 frameworks will further ensure your result.

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Yield that actually will in meaningful product decisions are made in context.

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Okay, So here's some additional analysis and synthesis methods.

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I'm gonna do. a quick time check and we're great mind. Mapping is something else that you might want to consider either alone or with your team.

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It's super fascinating to have your core team, create their own mind maps, and then compare them search log analysis is a terrific way to understand more about a problem.

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Space or an opportunity, space, or a definition or key term, right?

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You can also look up, say, user research, How many times was the term user research googled in San Francisco from 2,013 to 2,014 buy women.

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I mean you can. You can go so deep and and get so brainy and nerdy with this stuff like this is an entire black hole.

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You can get lost in lots of quant people spend a lot of time here, but it's great to substantiate. Perhaps other information right.

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Red like green light, is another approach to thinking about how to organize your information in a different way. Right?

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Does it fit our brand? Does it have consumer appeal?

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Does it give us a competitive advantage Is It easy to implement right by thinking in these different business ways?

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We're putting our data and we're looking at our data and more concrete objective formats that will help us make those decisions with more confidence.

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Spectrum analysis. This is pretty much the version of a liquor scale, right where you're looking at information or data across a spectrum.

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Another way to really maybe understand your customers pain points better, or their segmentation, or where their segmentation may break or overlap.

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Also a really visual way to share this information great i'm gonna end with data triangulation.

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Okay, triangulating data is where we compare different data sets from different sources.

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Right and love this quote, but apparently our einstein never said, but not everything that can be counted counts, and everything that counts who i'm the single word, and not everything that counts can be counted this really

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ties back to that earlier sentiment that all data should be treated equally.

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But not all data matters. Not all data is going to relate to our research goals.

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And if I'm doing that study about where people are brushing their teeth, and I pick up information about when they shower not necessarily relevant to the study, I'm doing for crest toothpaste Okay, So right?

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Sizing that data and being really confident about you know what fits in and what data should be collected and analyzed, is really helpful, and decision making requires many, many different inputs.

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Right. We have our own intuition. we have world events.

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We have our competitors in their landscape. We have resources right.

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We also have qualitative email, quantitative data and lots of other things like anticipated and unanticipated costs, benefits. maybe policy changes.

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Right. So all of this should be taken into consideration when we're helping our teams make those decisions right?

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We want to use our common sense to weigh all of these right?

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Our input is one source of input or 2 or 3 but it's within a context of in the ecosystem.

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That should also be considered. So what data can you triangulate?

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What other sources will help you strengthen your questions, your insights right.

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We use triangulation techniques at all stages of the design process.

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Huge time saver, right, huge resource, safer. and it will really



help us clarify and strengthen the scope and solidify the 5 names.

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2 of my favorite places to triangulate the data and 2 of my favorite people inside an organization or the customer service team, and particularly the person who's assigned to the area of the product.

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That i'm working on, and the sales team right both of these people are service facing people.

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They're talking to customers and prospects every single day.

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They have an enormous wealth of knowledge and a shared goal. Right?

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Your customer service person wants to reduce the number of tickets and reduce the amount of complaints your salesperson wants to make the product more attractive in order to close more sales, but they have these other beautiful

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brains that are helping them think in different ways. Find out who those people are, and make them your besties right?

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Another one. Is your data analysis? right? This is a quant person with a beautiful brain that can tell you where something happened.

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Where did they drop off in the flow? How many people hit those Faqs right?

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In what order, How many session times does it take for the average person to create a new account?

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Where are they dropping off in the flow right? How long are those session times?

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These people just have beautiful, beautiful minds. Wrap yourselves around and introduce yourself, and work together.

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Other sources of data that you can use to triangulate would be secondary and desk for product reviews, stakeholder interviews, competitive analysis, heuristic evaluations, expert reviews, but those customer facing

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people, your Cx teams, your sales, teams, and your data.

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Now set data, analytic analytics. can't talk Today they have a wealth of knowledge, right?

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So both both primary and secondary means. Here all of this will help you increase the validity of your findings.

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Provide a clear picture of the problem, increase confidence, and create.

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You know data ways to look at the problem differently and understand it and provide unique answers and results.

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Right, and what I do in my decks is i'm triangulating the data and I am reinforcing where it is substantiated.

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This point is substantiated in the fact that we had X amount of jury tickets filed in the month of May, 2,022, and link to all of those Jira tickets right?

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This finding right here or this insight is also substantiated in this study.

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Right by Xyz researcher, who completed a study looking at something similar, but also found a different theme, right or a similar thing, I should say right cons is that it can be extremely time consuming right?

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And your own looking at more data, you're looking at a collection which requires some greater planning and organization.

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And you're not always gonna know what data to triangulate until you complete that first cut.

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Of that analysis and synthesis but if you're using a note taking framework.

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You'll be able to do it, in real time. you'll be able to identify in real time during that session what you might want to triangulate and you can contact your Pm.

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You can contact support, you can contact your salesperson or your analysts.

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And say, Do we have any data that supports this? right?

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So get them thinking, get them working right, Build those collaboration skills.

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So so to to help identify these things simultaneously.

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Now insights into action. Right? This is our goal at the end of the day, right?

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Our ultimate goal is to move our teams and partners from insights into action.

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I it's nails on a blackboard to me when people confuse a finding in an insight, so just wanna take a moment here to clarify.

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Findings are required in order to identify it. Insight your findings are those snippets of information that you observed that you heard, or that you saw or witnessed during your sessions.

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They include the artifacts, the behaviors, the attitudes right, the quotes, the screenshots, the fill in the blanks. Right?

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You report on findings that relate to your research goals directly, and findings always come before insights.

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Always you can't have an insight without first collecting your findings.

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Now, once we've collected the findings we analyze and synthesize the data to uncover insights which are interpretations of those findings, right?

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These terms should not be used interchangeably.

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I could tell immediately how savvy you are by how you use your key terms, which is one of the reasons in the impetus for creating the

ux lexicon right?

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So insights often answer the question, What does this mean, or why does this matter right?

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It may conflict with something earlier, right or something outside of the study, but they provide a fresh perspective.

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They provide a hidden truth, an unarticulated awa moment yes, that's it right.

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They speak to our audience, and they're memorable moving from finding to insights, is a far more advanced practitioner.

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Skill set, and it takes years to really hone these skills. and you're not always going to have insights, and that's totally okay, right.

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Not every study is going to yield insights. I could teach a whole class on insights and findings.

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Here is a quick insights checklist. You probably have an insight if you can answer.

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Yes, to at least I would say there's 7 things here at least 5 of them.

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If you can't answer yes, to 5 of these questions what you're looking at is a finding findings are cool critical.

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But I really would like to camera home. The difference an insight in a finding.

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So insights are super sought after because they provide the biggest impact impacting the product or service we're working on is our ultimate goal. right?

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That's why we do what we do so how do we help make actual informed product decisions.

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Mary, you're analysis approach and frameworks I should actually

correct this slide to say, Mary, your note taking frameworks analysis to the product design to be made.

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Okay, are you looking to identify benefits? cost risks and mitigations?

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Are you looking for a Go forward? No, go forward. Are you looking for a who, What?

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Where, When? Why are you looking for an Mvp. What are we looking for?

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Right and use the data and organize the data in the frameworks that make the most sense.

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And remember, the people who need to consume and act upon our research are our users too.

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I always think of my studies as having at least 2 segments of people of the people, that we're designing, for which might be customers or prospects.

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And then we have the people that need to consume our data or stakeholders.

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Those are the people that need to act on it. They need to act on the learnings in order for us to be successful.

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So think about the ux that you're providing your stakeholders.

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Yep. think about how to present your data in business terms and formats that are going to be meaningful in relevant to them.

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Think about how to organize your data by function, by priority and confidence level.

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And do this in collaboration with your stakeholders, because the more bought in they are to your data.

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Your recommendations, your output, the more likely they are to access the learnings and manage your own expectations.

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This stuff totally takes practice and it's super fun and it's super geeky, and you're gonna find new ways and new frameworks to practice over time, and usually the same frameworks aren't going to be

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appropriate for more than one study so it's creative to even come up with the right frameworks.

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That would be most meaningful and relevant to your city.

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So I leave you with one thought and that's to do the best you can until you know better.

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And then, when you know better you'll do better and I hope that This inspired you to think about alternative analysis approaches, and to try things some different ways, different tools, different formats, different platforms, different perspectives, Thank you very much

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great. Thank you so much, Michelle. just give her virtual replacement, or you know, go to your reactions and hit applause.

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Now is your chance getting lots of love in the chat as well?

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Now is your chance to start to put your questions in the chat.

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We have a few already there, Michelle so i'm gonna go with some of the questions that are team pulled first one.

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How do you collaborate with stakeholders or other ux researchers to do synthesis or analysis asynchronously?

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So that process is gonna start for me in the planning stage. And in the research plan i'm going to identify who on the team is going to play?

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What role? and who has what experience So that will be identified very early on in the process?

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And let's just say for the purposes of like the current study.

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I'm working on I do most of my collaboration directly with my Pm.

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My product manager, and it's it's 2 of us and

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We work very, very closely together, and in that planning process

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We've worked together a bunch so we're very comfortable with how we work together, and know what to expect

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But I will, you know, suggest a not taking framework and a specific template that i'll create

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Usually what happens is after the first 2 or 3 sessions we'll have.

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We can do this via slack, now because we know each other pretty well. we'll just kind of banter about some big, broad themes that we think are coming up and we're also going to talk about things that haven't

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come up right i'm gonna look at my assumptions and my hypotheses, and i'm going to extract some like broad themes that I'm seeing and ask her to do the same.

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So oftentimes there's overlap and oftentimes we see different things, but it's also equally as important to identify what we're not seeing or what we're not hearing and then as we move

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through the analysis and synthesis phase, it often depends on what that final artifact will be.

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Am I producing, you know, a 10 page, single space top line report, or am I producing like a mini museum or a multiple page presentation deck with highlight reels and key quotes.

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Then that will organize inform some of that too other times i'm having a full on workshop with you know 5 or 6 members of the team.

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In those cases it's super important that they're familiar with the base data.

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First, because you can't you can't analyze and synthesize data that

you're not from?

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Is that answer your question? I think so so at all. Point Michelle.

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You mentioned themes being quiet and loud, Could you elaborate a little bit about what that means? Yeah.

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So just finished the study for a healthcare provider in the cohort.

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The last presentation was actually yesterday, and there were very specific themes that the researchers were looking for, based on their research goals and their assumptions and hypotheses that were developing collaboration with the

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stakeholders. There were other themes that bubbled up to the top that we weren't looking for or didn't tie to our research goals.

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One of them was. It was about This particular study that was presented yesterday was about finding care right.

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It was about finding doctors and finding locations on desktop and mobile for for this provider 2 themes came up that were totally unexpected and quiet, but consistent.

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One was that it's not just about finding care it's about finding the right care.

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Right now. So if you're looking for urgent care it's about finding urgent care now, because it's freaking urgent right. if it's about finding in oncology specialists for your mother who only

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speaks Spanish, and is, you know, limited in mobility.

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That is an entirely different journey that requires different thought processes.

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Different considerations, different tools insurance information and knowledge copay distance right? So there's There's a very big spectrum that that exists, and we didn't we weren't looking for so finding the right care was a

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really quiet theme, but turned out to be very loud. and a good example.

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Yeah, thanks for that. So there's a question here you talked about.

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Scrubbing is the analysis included in that scrubbing.

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I scrubbed the data to remove information that wasn't, pertinent to what I would be in analyzing and synthesizing.

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So I think that was in relationship to me exporting the feedback after each workshop, and in the export.

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There's a lot of of data that's included with that.

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So, for example, the names of the people that provided the feedback irrelevant to me.

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The time, the device, their longitude, their latitude.

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Perhaps the the question sets we're we're I don't know.

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Maybe 2 sentences long. Please describe your key takeaway about this.

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This is this or that. done that I would del limit that text so that I could just see the header.

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I know what the question is great, but i'm I wanna reduce the cognitive load of what i'm actually looking at.

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I'm gonna take out things like I think and and I per you know per

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When this happened. it made me feel excited right i'm gonna take out when this happened, I feel, and i'm gonna leave in excited.

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I'm gonna reduce the amount of information to down down to its bare bits.

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Now I i'm always tracking where that information is coming from, because I kept my raw data.

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So when i'm looking to create, my highlight real or i'm looking to, you know, get a key quote I always have that source static to go back to.

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But in my analysis and synthesis stage it's just it's not as noisy.

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Okay, thanks for that. So what's your point of view michelle on reusing data from different like other previous research?

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Assuming the research was done. Well, and it's credible I think it's you know, has the potential to reduce a tremendous amount of rework.

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Better and inform your research goals. help you right? size the right questions to ask, or how to recruit or not to recruit, or what questions not to ask, or tools and information or platforms used or report out

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formats tons to learn from other researchers. In fact, that was one of the biggest takeaways.

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You know our wrap-up call yesterday was how much the researchers learned from the other researchers, not only in how they think, but in how they approach their work.

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And their ability to triangulate the data from study to study.

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So I think that assuming it's done Well, right there's a big assumption there, huge upside.

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Yeah, Okay, So is content analysis different from somatic analysis So that's an interesting question.

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When we're talking about content content doesn't have to be words. Content can be patterns content can be sounds content can be imagery right?

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No thematic analysis is where we're looking for themes we can also look for themes in those other things.

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Okay, think about when you go into home depot. I just did this.

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A couple of weeks ago, with my 8 year old and i'm at like the doorbell area.

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It picks her all the different doorbell sounds you have So there's there's doorbells that are like spooky. and then there are store bells that are happy.

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And then there's store bells. that are like so you can do analysis on those things, too, so I don't use the terms in a cut and dry way.

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But I would like to inspire you to think about content as not always having to be literal.

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Doesn't always have to be words right if you think about Netflix.

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Okay, think about how you sort for Netflix. piece of content. Right? Are you sorting by age appropriateness?

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Are you sorting by genre like documentaries versus family friendly versus How to videos versus new releases right?

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Think about content in that way, too, and how you can analyze it.

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No one that way. Okay. Another follow up on the the

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Sorry thematic analysis. One person asked, Is it easier to conduct thematic analysis directly after note taking?

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Or do you tackle content analysis later, after note taking and a few dialing diagrams, for example.

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I think it's gonna depend. Well, first of all you have to finish your finishing note taking for first right you wanna collect all of your findings.

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But if you're using a framework you can be doing them simultaneously, right, so picture if you will, that we're doing that study for crest toothpaste and we're looking at how people brush

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their teeth where they brush their teeth what kind of toothbrushes they use, or don't use what they like about it where they buy it, sir.

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Maybe the frameworks that we're using are new information versus recurring information like what are we hearing for the first time versus what's new?

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Okay, So it'd be easy to identify that information in real time, right?

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Or maybe we're looking for information because our number one hypothesis.

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This is really bad example is that people who live in urban areas have different behaviors when it comes to oral care than people who live in suburban areas.

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So maybe we also want to organize that content according to urban and suburban.

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Okay, So if we can think ahead and be strategic we can be right sizing that information as it's being documented alright great.

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So can you think of shares with us some pros and cons, perhaps of sharing the raw data with the stakeholders.

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Yeah, I don't really share real data with stakeholders, because I find that there's so much noise in there, and it's so much like the cognitive. load it's just overwhelming it's not

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helpful there's no benefit to that but they often ask for it.

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I think, cause they just want it. I think it's more of like a

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It just feels good, to have it. but I don't think they look at it from more than 30 s before they still like shit.

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This is like I don't need this this is overwhelming So you find that you will provide it if they ask i'm gonna i'm gonna scrub it i'm

gonna remove all the p I i'm gonna

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remove all the personally identifiable information from it.

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But yeah, I mean it's their data they paid for the study.

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Yeah, but I I don't nobody does anything with it it's like yeah, it's like taking a kid to costco.

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It's just like Oh, I love it so you mentioned personal information.

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How do you decide what kinds of data to collect or not to collect when you're thinking about privacy?

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That's a great we could probably do an entire event on that

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Let's think about let's let's cut this down into like a bite size chunk.

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There's there's certain things that will won't we want to remove it.

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All costs right like name, and let's say we're doing a study for a financial institution, and we're asking people to log into their account, and and show.

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Me how you would set up or switch from paper bills to online bills.

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Right, and in that process i'm actually looking at their account right? So anything that could be damaging to them anything that could be traced back to them.

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Certainly their names from any sort of highlight reels or key, quotes.

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I'm gonna come up with a pretty consistent system I usually use P.

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One p. 2, P. 3 for participant, one participant, 2 participant, 3

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Any sort of healthcare data or anything related to Hipaa.

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Compliance driver's license high weight social security number, I mean, I typically am not doing studies where I'm collecting that level of information.

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But you you have an ethical responsibility to protect our participants, and we take it very, very, very strongly, or required to sure.

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Yeah, yeah, makes sense. So when it comes to identifying themes when you're doing thematic analysis, how many notes do you need 3 4?

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You you can group them as a theme is there like a general rule.

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I wouldn't say it's the quantity of notes but you for evaluative studies.

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We're typically looking to speak with at least 4 people in each segment in order to 4 to 5 people in each segment.

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You can. should be able to identify 80% of the problems or the opportunities for evaluative research.

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I mean for generative research. we typically want to talk to 8 to 10 people per segment.

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Because it it takes we're not we're not as sure about what we're looking for.

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Yet right? that's a great example if you want to let the data emerge right, whereas in a valuable research, we we have a good idea of what we're evaluating, you know we're trying to find

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out like you know. how easier difficult is it to do x or y or

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Is this Do our customers or prospects interpret this as intended.

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You know we're we're looking for something more specific more defined.

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So I wouldn't say it's like you need one page of notes, or or 5 pages of notes.

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It's it's more about the segmentation and then, the relationship between how many people in your segments in the type of study that you're doing that being said if you don't find patterns in the first

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8 to, you know. First of all, in the first 3 to 4 people you're speaking with, regardless of study.

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One of 2 things is probably happened you're either asking the wrong questions, or you're asking the wrong people you should be able to identify some themes within the first 3 or 4 people you speak with even in generative research it might

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be looser great generative maybe 5 or 6 Max, but if you're not seeing themes you know halfway through, even like an inkling of a theme, you're probably asking the wrong people or you're

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asking the wrong questions, and what would me? What would make those questions?

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The wrong questions. so i maybe you're testing the wrong hypothesis here's an example working for a real estate tech company, and they're the hypothesis.

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One of the hypotheses that we built the entire study and prototype, and everything around was that people want to be able to find new homes.

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More quickly. They want to be able to understand what's available to them in their buying range, schedule and open house, attend it, meet with a mortgage broker like quickly.

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They want. Speed was important. This was a transactional activity.

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That people wanted to do faster, and that was the underlying impetus to develop this new experience that I was testing.

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And within the first 3 or 4 people we didn't see any of that, and i'll never forget this like I I wouldn't forget like the couch that I was sitting on like I couldn't I literally I couldn't

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sleep I was nauseous. never happened to be before and I'm.

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Banging my head like How could this is never have what's going on.

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What's different about this study, and I poured through my plan.

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I rent my plan a 100 times, and then it occurred to me that maybe we didn't have the right hypothesis.

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That transaction was as important, and speed really was important so went to the stakeholders the next day, and I said, we're not seeing any themes, I'm really concerned about this.

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The only thing I can think of is that we have pinned this entire experience on this one assumption.

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And what if that assumption isn't correct you know i'd like you know, to deviate from the discussion guide and ask a few pre questions to get at this?

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And they were like, Sure, and one of my first questions was when you're looking at the app.

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Where are you like? Describe your environment, then, people said they're on the bus.

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They're waiting in line they're on zoom calls they're killing time.

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They're browsing it's kind of like shopping on Etsy right?

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So, as I dove into these, it became much clearer that this wasn't a transactional experience for the people that we were speaking with.

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This was a shopping experience. They didn't want it any faster.

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They actually enjoyed the process. I like looking at bathroom designs.

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I have a very small bathroom and i'm looking for ways to improve.



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How I could, you know, increase the efficiency of it.

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So I like looking at all these houses you know or i'm looking for inspiration to blow blah blah blah, or I've always wanted to move to this area I know I can't because I have a kid in

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school, but i'd like to keep tabs on that interesting i'm gonna wrap up with one more question show, cause I don't want to keep all of us all night.

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And we do have some networking afterwards. you want them to stay

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But before we go into the networking could you talk a little bit about the timing about like the time frames for these different frameworks that you talked about in these different analysis methods?

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Like, How long does it do they take? And I know it depends right.

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But like, Could you give us some idea of like how long the analysis takes That's is largely going to depend on how much data we have, and what level of confidence that we're looking for anywhere from one to 3 weeks would say I

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typically don't go past 3 weeks there were some comments in the chat about not feeling comfortable taking notes in a live environment.

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In a in a live session i'm quickly just gonna put my linkedin in here.

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He's connect with me yeah here it is I find it incredibly difficult to take notes while moderating research sessions.

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I'll think a follow-up or probing questions on the fly, and if i'm too focused on note taking, I can't do that.

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I I strongly recommend that you no i'm not talking to the person that wrote that comment. but that any practitioner really develops solid interviewing skills where they can easily, consistently, reliably capture the information They need in

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a life setting before ever try it. Any sort of live note taking, you know, focus on building that foundational skill. First, you're gonna need that re throughout your entire career as a researcher.

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You can practice no taking strategies from recordings. You can also practice no taking strategies in real time by helping other researchers.

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So tons of ways to do this. Do not clutter your mind with trying to do it all at once.

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The number. One thing you can do is to build your your foundations, build your confidence to collect that information reliably.

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With confidence, you know, in a culturally relevant manner, for sure.

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Great I do have one more question for you, because I really think this is good.

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How do you kind of work through the the plan with your stakeholders and keep them in engaged and get them excited and get them, You know, not to feel like you're wasting their time? like you do the research?

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And come back to us. How do you? How do you get them on board, and participating in the in the plan and the analysis as well?

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I teach a whole class on this called plan

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What works for me really well is is 2 things. One is flattery, you know.

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You know way more about the product, the market, the the the opportunities, the challenges, the adjacencies.

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Then I will that's not my job at this point and I need you to succeed.

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This research will be more successful with your button and all of your earthly knowledge.

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About this topic. I want to make sure it's successful for you and what success looks like for you to your Pm.

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Is going to be different than my dad is going to be different than my my content strategist is gonna be different from my designer.

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So I really wanna appeal to You know their beautiful minds.

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I want to harness that I want to learn from us a we're reducing the rework B.

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So I can make sure it's as efficient and effective you know as possible.

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Second. Most of my clients are using Google docs and when I'm building my plan.

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I built in prompts in my plan. I never spend more than 2 h.

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In the first plan. By the way, the 2 h draft for sure bang it out.

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It's not gonna be super pretty but i'm gonna build my questions in that document, and i'll say here's a first draft of the plan. I Understand?

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The research goals to be 1, 2, or 3 Bobby, Are these in the right order?

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Tag highlight you know Sarah is there is there a better way to word this, or how do I describe this segmentation in a clearer way to someone who's not you know as familiar comment tag like I'm

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literally pulling them. in the document i'm asking them the questions in the document, and they're gonna stay there until it's resolved.

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So sometimes i'll i'll offer to meet with them and walk through my questions.

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Other times i'm just gonna share the doc other times i'll copy and paste the questions in the in the slack channel.

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I'm gonna do whatever it's gonna be culturally relevant. But i'm basically getting them in my document from day one good old apprentice and a printee approach.

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Yeah, let let me help you. right? Our success is intrinsic to one another.

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I cannot be successful, or let me rephrase that I won't be nearly as successful condoning conducting a study in a vacuum, then I will be in collaboration.

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The number. One difference between my most successful studies. and those that aren't are the level of stakeholder collaboration and engagement throughout the process, because it builds that credibility.

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It builds that trust. it builds that buy it, and it builds that interest in the outcome.

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Yeah, I love it. well again. Thank you so much, Michelle.

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I learned a ton tonight. I don't know about everybody else i'm sure you did, too.

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But a huge applause, and thank you yeah no problem.

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Raise their hands. you're welcome I i'm gonna i'm going to record this.

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Oh, start the recording again, because people like this part. this is where we have.

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You raise your hand and an orderly cue and ask questions of everyone's here, and anyone is free to answer not just Jen.

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I'm Sure we've heard enough of her croaky voice this evening.

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So Who's got some questions for anybody here

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Raise your hand if you've got one alright Sarah?

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I see you. Why, don't you come off of mute and ask your question.

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So as a career after grad school i'm trying to break into ux research, and i'm realizing I need to repackage my like experiences, cause some of them are more uxy but i'm i'm like having a hard time with it,

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because I don't no necessarily what like how to do it and also where that line is from, like very you know what counts as user experience research, and what doesn't or at I don't know I mean I tested products.

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And you know, and things like that. but I'm not sure yeah I can think of one resource, Sarah.

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Our we just had a meet up with was that last week 2 weeks ago.

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And it talked about how to package your resume.

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And I know that Amy did a deep dive into what?

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To include in an academia to ux research transitioning type of resume.

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That is on our Youtube, channel I don't have the link the leg handy, right Now you're right.

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That was very helpful, and that made me aware of what I didn't know Okay, So i'm trying to execute that actually right now.

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And in that execution i'm still like Oh, okay, how do I do this?

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Anybody have any feedback, anybody else? Transition from Macadia?

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Do you have a specific question, or I guess you'd probably need somebody to kind of go one on one with your resume and give you tips on what they would recommend.

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I have something to ask like i'm in the it depends where you're applying, of.

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Course, but if you're applying more to corporate areas something that I've seen with a lot of the academia applicants, it's that sometimes there's not enough information around like their knowledge with you know

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insights. I mean research through insights like what does it mean for the business?

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Because oftentimes we see that it's very clear in a parent that they know the research methods, but sometimes it's not very apparent.

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Trans. the translation, like the actual carry on what it means for the business world.

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So that's something like I see that it's missing.

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So I I will recommend to make that a little bit more apparent if it's not.

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But yeah, that's something that i've seen in with applicants Yeah, I'd like to second that I think.

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You know i've been in the business world for a long time, and and the one thing I was thinking through the presentation is this is all great for a research perspective.

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But an a clot, you know a type, a personality.

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Ceo is going to look at that for the first 2 min.

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Their eyes are going to glaze over, and they they the the whole.

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I think concept of ux research right now, especially in corporate is kind of a I think it's still very trendy.

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It's like understanding that a gym membership is awesome. but they

don't know what to do to translate that from going into.

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They just think you go into the gym and you come out looking amazing.

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There's a lot of work you have to put in to do that.

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Oh, and and they just they want the result of that. And so they see that, like, Hey, Look at all these other unicorn companies that are awesome.

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They have ux research. Therefore I want ux research. And so you do have to, you know, planted to be dealing with those types of mindsets

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Perfect. Thank you. Yeah, that was good advice.

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Alright. Danielle looks like you have a question.

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Hi Yeah, that was really well said, because right now so i'm Review X.

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And i'm transitioning from graph design I have a business, and i'm just trying to bring a more ux into the per clients that I have and totally type a like i've I was working on a proposal

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for this guy because he, he said literally, just give me something that I can say yes to That's it that's kind of all we want.

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So I worked on this proposal my question is since i'm so new like I can think of all these things that I want to do for them.

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Invite it all down and i'm kind of like trying to cram it into a 6 month window.

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And then i'm just wondering what are you guys normally do.

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Do you come in, consult and leave, or do you come in, consult switch, part time, and then do another proposal, and then another couple, or like, How does it go?

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Do you wait for them to come to you with the problem or question, or is it like in your like?

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Does anybody have any freelance experience working with the client versus like being on staff?

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I I work at consulting it's not necessarily freelance, but so I guess i'm not sure if it's Okay, I will say the pence.

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Because but then something that I a new concept that I got into when it comes to business is managing up.

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Essentially I just gave up trying to persuade I'm: i'm become a facilitator of those decisions.

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So I I know they they're like you did the research but give me something to active.

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So usually my deliverable decks are like 10% storytelling like 30%.

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It's like, you know, chunking like visualizing what it means, and how it impacts the product.

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And then like the other 20% it's like recommendations and then the other time it's us discussing and talking about what are the next steps? what are they they what they can expect from me?

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It's more like, let imagine like a big broad scale synthesis.

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So I think I just spend this time sometimes in analyzing, but more synthesizing with them until they get the process, and once they are luxuriating on the user, research, then they want more.

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So you just kind of have to cook them. So those decks are oftentimes more action base, and what it means for their product rather than storytelling sometimes.

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But but then again, it depends on the stakeholder.

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But right now the type of person i'm thinking of is someone who just



wants action and wants to move forward.

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So that's managing up just facilitating those conversations and the command in But yeah, yes, I'd find out, too, if they already have some kind of a tool to give them.

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The what like a Google analytics, or or a hot jar, or something like that, cause a lot of them probably already know what their problem is, and they want you to solve that.

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And so if they already know the what then you can dive into the the Y, and then just focus on answering that even if you know there's probably some other reason you can just answer that for him.

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Thank you guys. Yeah, This particular person just wants increased sales.

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So I don't know if they do know what

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Yeah, without having the context around there, there could be a lot of ways that could be approached.

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Honestly, you know that's what every company seems to want to increase in sales.

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But there's a lot of ways to approach how to do that. yeah. You might need to break it down into benchmarks like what the sales means to you, and then break it into benchmarks like It could

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be engagement. Does that bring the sales? you know it could be it could be that the problem is that people don't know how it is.

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The products. So you just need to kind of find. What does it mean when it comes to sales?

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, and then if you were a consultant would you then take each one of those problems and treat it as a separate project. That's the defense.

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Yeah. So i'm happy to schedule at one of one excellent, Thank you.

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Thanks, Karen. Agnes, you have a question. I do.

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You know, in the first question you asked, If people are researchers, designers, or they do strategy, how do you do? strategy without research, like how are they separate?

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Is one question that's something. i've been struggling with the other thing. a recurring question I have in interviews is, tell me about a strategic research.

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So it seems like they are into twin. but they are also like separate roles, and that's something I could not resolve.

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Yeah, that's a good question. I have one perspective in that when we formed this group ux research and strategy.

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I reached out to Laurie and lauren and I said, I want to form beat up group for ux research.

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Then they're like, Well, yeah, okay, cool but strategy as well, because strategy there's a strategy that goes into research and research informs strategy.

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So they are complementary. They are handed hand. But you bet a strategy can be done without research, and it happens all the time.

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Is it a good one? don't know but you get a lot of like feature driven, you know I want this like the salespeople.

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Say, put this in here or we wanna we wanna just look at Microsoft word, and how that ribbon has just bloated right like put these features in these features in that's The strategy.

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Is it a formed on research maybe maybe not so I think there's a There's a lot of product strategy that is not informed on research. I've been there at companies where that is the case or they've reject

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the research and move forward with the strategy that they have in mind anyways.

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So it definitely can happen Alright anthony when people ask you

about strategic research, I think what they're generally asking you is, tell me about research.

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You've done that's informed what what we should build not how we should build it.

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Okay, that is anytime you're up at that level of defining what should go on the product roadmap, or what what the product should be.

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That's strategic you're getting ahead of the pm so that they're not just coming to you with the here's a feature.

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We're gonna build right? yes, So it can be informing the roadmap. It can be informing features whether to move forward with them or not.

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I think. is that what you're saying? anthony Yeah, It could be informing It could be looking at the problem space in And for me, Who should we be building for, or what should we be building?

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Where should we be taking our product or our business? for growth?

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Okay, that makes a lot of sense. Thank you. Thanks.

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Maureen, looks like you have your hand up. Yeah, just to

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Second, when what Anthony was saying, we at my current company.

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We recently had 2 meeting brand new Ux strategist positions.

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That I don't know exactly how it metaphor itself but we had 2 ux managers who didn't want to be man managers anymore.

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They were like ux designer managers. and they are now the ux strategists and i'm working closely with them. And one of the questions I have for my manager was, okay.

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What's the difference between what I do the Ux as the sole ux researcher at the time, and what the ux strategists do, And just like what Anthony was saying is, is they're helping with the

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roadmap, helping identify gaps helping identify cases where, if the company has questions and we don't know the answers to, and then the ideal goal is that they would loop me and the research team in to get answers

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to those and that's that's kind of the way we're separating out the the research, and then the strategy let alone the design piece, cause there was definitely some questions when the strategist positions for first created we all were we're like

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We'll wait a minute. How is that distinct from what we're doing like, What do we do?

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How do we not step on each other's toes so That's kind of how we but ideally you were closely together like a strategist works closely together with the researcher.

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Yeah. and in fact, our Our collective manager, asked me to have a buy weekly meeting with the the 2 strategists to talk about these things that they come up with.

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They identify gaps and figure out ways They could solve problems to help the roadmap move forward and the way business needs to move forward, and then they'll work with me to identify.

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Okay, we need we have all these questions. What kind of research should we do to take answers to these?

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But it's still early days. it's only been 6 months that we have these new strategist positions so.

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But it's working out so far so good it's just we're very understaffed, Thank you.

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Yeah. Yeah. yeah. it was very much thanks for read Karen.

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Looks like you. Oh, you should. Yes, yes, I I want to ask to the

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I also think that it really research and strategy really depends at the maturity level where your product is at because that's gonna shape the type of methodology that the researcher is gonna recommend.

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So if it's an early product usually what i've seen it's the people go for more like

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You service more qualitative methods that's where They're gonna be conducting pilot test prototypes.

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That's when it's early on but when the maturity levels a little bit bigger that that's when you get into more like substituted message with quality, with quantitative research so that started is always existing

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throughout the whole product of life. But it really depends on how much stuff you're gonna get into depending on its maturity.

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So. So I think just something that I wanted to ask. So thank you for Yeah.

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Anyone else have any questions last call

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Alright, Sarah, one more question. one more. Is there any like office hour like, do we?

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Or should I just put my linkedin info to ask for like like a one on one like one on ones with some of the more experience industry, people, or like?

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Is there awesome way to do that, I know there's like ux coffee hours.

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But those seem to be pretty booked yeah I don't know of any specific you and that's something we've been actually requested.

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But just haven't had the capacity to meet We do have a ux research and strategy slack community, and maybe if you reach out to somebody there, they might might wanna connect with you and have some one on one

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conversations There's loads of people who put their link in contact information in the chat, and we'll be posting the chat on the website as well after the event.

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But as far as us having any formal Co. like coffee.

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You know hours or coffee chat or whatnot we don't have anything structured at this point. Okay, cool. Thanks.

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I thought I would just ask, sure, Yeah. if you sign up for the slack channel and and get on there.

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There'll be plenty of people that want to bring jam with you.

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So no problem,

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Alright, and you anybody else have any last minute burning questions.

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I just wanna say, ux people tend to be good people who have each other.

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That's true good peeps for sure alright well, yes, exactly. exactly.

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See all the love, all the hearts I love it Well, thank you so much for hanging on till the last hurdle through happy hour, and appreciate you all attending this this evening.

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Event, or whatever, , we'll see you 34 h of ux starts in a few hours.

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There's an opportunity to see a lot. of speakers there, or we'll see you at the next event which is July networking all right.