Nikki Anderson Chat transcript April 2024

Chat Transcript Nikki Anderson 4-2024.txt
11:27:20 From Dr. Léa Herbert to Everyone:
        Super excited! Great to see some familiar faces
11:27:24 From Aaron Esau to Everyone:
        Hello from SLC, UT!
11:27:31 From Barbara (Abby) Clymer to Everyone:
        Hello from Colorado!
11:27:41 From Aline Godbout to Everyone:
        Hi from San Francisco
11:27:41 From anne's iPhone (2) to Everyone:
        From Cologne, Germany :)
11:27:41 From Kristina Eastham to Everyone:
        Hallo from Berlin, Germany
11:27:42 From Christina M to Everyone:
        Bay Area.
11:27:45 From Dr. Léa Herbert to Everyone:
        Hello everyone, joining from Orlando Florida!
11:27:48 From Veronika Pirak to Everyone:
        Hi from Munich, Germany
11:27:49 From Sam Kahn to Everyone:
        georgia
11:27:49 From Mina Djenkova to Everyone:
        Hello from Bulgaria 🐶
11:27:49 From Nikki Anderson to Everyone:
        Reacted to "Hallo from Berlin, G..." with ❤️
11:27:51 From Clara Olson to Everyone:
        Pittsburgh, PA
11:27:51 From Robert Pogran to Everyone:
        Hey from New York!
11:27:53 From Melanie Sorensen to Everyone:
        Minneapolis, MN
11:27:55 From Palak Shah to Everyone:
        Hi from Minnesota
11:27:58 From Pavithra Arvind to Everyone:
        Hello from Ontario, Canada
11:27:59 From T. Khabbaz to Everyone:
        USA, Pa :)
11:28:06 From Yannis Vasmatzidis to Everyone:
        Hello from New Jersey
11:28:06 From Nikki Anderson to Everyone:
        Replying to "Hallo from Berlin, G..."

        I'll be in Berlin in a month for UXR360!!
11:28:48 From Sean F to Everyone:
        Hello from Portland, OR!
11:28:55 From Cheryl Bogovich to Everyone:
        Hello from Philadelphia , PA USA

11:28:56 From Jake Rhodes to Everyone:

For those who are joining, tell us in the chat - what's your current experience in UX Research and/or Design?

11:28:57 From Yuliya Manyakina to Everyone:

Hi from Seattle!

11:29:06 From Sana Agarwal to Everyone:

Vancouver, Canada

11:30:12 From Sarah Bloomer [she/her] to Everyone:

Boston, MA

11:30:15 From Abbie McLeod to Everyone:

Wrestling with a 3 year old at the moment, will switch on shortly. Getting my steps in on my walking pad so it might look a bit weird!

11:30:19 From Nikki Anderson to Everyone:

Reacted to "Boston, MA" with ❤️

11:30:26 From Jake Rhodes to Everyone:

If you feel comfortable, turn on your video so we can see your smiling faces. Makes it a bit easier in this remote world!

11:30:27 From Abbie McLeod to Everyone:

Joining from near London.

11:30:33 From Lorenzo Effe to Everyone:

Pdx, OR

11:30:38 From Sean F to Everyone:

7 years in EdTech as a Senior UX Researcher. 6 years in military intelligence prior as a human intelligence collector, which is a fancy term for interviewer/debriefer/interrogator/analyst

11:30:40 From Nikki Anderson to Everyone:

`always appreciate faces if you feel comfortable!

11:30:45 From Jake Rhodes to Everyone:

While we're waiting for the events to start… connect with UXRS! Use this link to join all of our social media channels: https://linktr.ee/uxrs

11:31:17 From Maureen McLennon to Everyone:

Sausalito, CA!

11:31:19 From Lauren to Everyone:

Austin TX!

11:31:26 From Jazmin to Everyone:

Houston, TX

11:31:27 From Rossana to Everyone:

Los Angeles

11:31:31 From Jeff Sokolov to Everyone:

Lexington, out of Boston, MA

11:31:37 From Jennifer Hardy to Everyone:

SF Bay Area!

11:31:42 From Kim Ladin to Everyone:

Mountain view CA

11:31:49 From Kathy Jeep to Everyone:

Joining from South Carolina

11:32:26 From Jake Rhodes to Everyone:

For those who are joining, tell us in the chat - where are you joining us from?

11:32:42 From Uti to Everyone:

Atlanta, GA

11:32:50 From Sviatlana Fahmy to Everyone:

    Menlo Park/ Palo Alto, CA

11:32:50 From Brad.S.Posey@ey.com to Everyone:

    Nashville, TN

11:32:56 From Sarah Monson to Everyone:

    Minneapolis, MN

11:33:00 From Claudia Daudén to Everyone:

    Joining from Lancaster (United Kingdom) :)

11:33:05 From Jenna Swan to Everyone:

    Hello from NYC!

11:33:13 From Jake Rhodes to Everyone:

    Please fill out the post-event survey and let us know what you thought about today's event! https://forms.gle/1Zbr4awt23wiTd886

11:33:17 From Cate Bednarz to Everyone:

    Massachusetts

11:33:17 From André Fernandes to Everyone:

    Hello from Lisbon!

11:33:23 From Jake Rhodes to Everyone:

    While we're waiting for the events to start… connect with UXRS! Use this link to join all of our social media channels: https://linktr.ee/uxrs

11:34:23 From Jake Rhodes to Everyone:

    Sign up for the UXRS Slack & introduce yourself: https://forms.gle/UiMSCzeFDBcEVVtQ8

11:34:24 From Robert to Everyone:

    Hello from Amsterdam!

11:35:32 From Jen Blatz - UXRS to Everyone:

    If you have questions, please drop them here in the chat.

11:36:51 From Jen Blatz - UXRS to Everyone:

    I am here for Poncho!!

11:36:58 From Jake Rhodes to Everyone:

    Yay barking dogs!

11:36:59 From Fredy Romero to Everyone:

    Reacted to "Yay barking dogs!" with ✅

11:37:02 From Fredy Romero to Everyone:

    Removed a ✅ reaction from "Yay barking dogs!"

11:37:06 From Fredy Romero to Everyone:

    Reacted to "I am here for Poncho..." with ✅

11:37:10 From Aline Godbout to Everyone:

    Reacted to "I am here for Poncho..." with ✅

11:37:12 From Jake Rhodes to Everyone:

    Reacted to "I am here for Poncho..." with ✅

11:38:20 From Kinsey Katchka to Jen Blatz - UXRS(Direct Message):

    Hi Jen! 🌻

11:38:21 From Kim Ladin to Everyone:

    One decade? Hold my beer 😂

11:38:25 From joel rosado to Everyone:

    Jersey as in UK, first thought New Jersey

11:38:34 From Jen Blatz - UXRS to Kinsey Katchka(Direct Message):

    Hey Kinsey

11:38:35 From Jake Rhodes to Everyone:

Don't forget to post your questions here in chat

11:39:03 From Aaron Esau to Everyone:

sorry in advance. my wife brought me breakfast and I can't let it go cold, right?

11:39:13 From Jen Blatz - UXRS to Everyone:

Reacted to "sorry in advance. my..." with ☝🏼

11:39:25 From Jenna Swan to Everyone:

Reacted to "I am here for Poncho..." with ✔️

11:39:29 From Jake Rhodes to Everyone:

Reacted to "sorry in advance. my..." with ☝🏼

11:39:35 From Jake Rhodes to Everyone:

Replying to "sorry in advance. my..."

Nope!

11:39:43 From Kinsey Katchka to Everyone:

Excellent points re impact and limitations

11:40:26 From Jake Rhodes to Everyone:

What challenges do people have with entrenched thinking or a closed mindset to customer data?

11:40:49 From Kinsey Katchka to Everyone:

Reacted to "What challenges do p..." with 👆🏼

11:41:16 From Kris Marich to Everyone:

Reacted to "One decade? Hold my ..." with 💯

11:41:25 From Sarah Bloomer [she/her] to Everyone:

Which companies only use quant data and don't value qual?

11:44:21 From Jake Rhodes to Everyone:

Any IO Psych researchers in the room?

11:44:30 From Brad.S.Posey@ey.com to Everyone:

Yes. In school right now.

11:44:32 From Maureen McLennon to Everyone:

wow I want to know more about IO!

11:44:35 From Nisha Balaraman to Everyone:

Keep posting any questions you have for Nikki in the chat!

11:45:08 From Lauren to Everyone:

Replying to "Any IO Psych researc..."

would love to get more into this.

11:45:11 From Kinsey Katchka to Everyone:

Replying to "Yes. In school right..."

I do organizational work, but background is anthropology. Same idea, though.

11:45:12 From Jake Rhodes to Everyone:

KPIs, OKRs, OMG!

11:45:24 From Ceyda Dundar to Everyone:

Reacted to "KPIs, OKRs, OMG!" with 😂

11:45:35 From Nikki Heidelberg (she/her) to Everyone:

Reacted to "KPIs, OKRs, OMG!" with 😂

11:45:49 From Kinsey Katchka to Everyone:

Replying to "Yes. In school right..."

(Ethnographic approach)

11:46:19 From Brad.S.Posey@ey.com to Everyone:
    Replying to "Yes. In school right..."

    I have a background in design, but getting an IO psych degree to enhance my research capabilities both internal and external. 🙂
11:46:22 From Brad.S.Posey@ey.com to Everyone:
    Reacted to "I do organizational ..." with ❤️
11:46:28 From Jen Blatz - UXRS to Everyone:
    🏴‍☠️
11:46:32 From Jen Blatz - UXRS to Everyone:
    Reacted to "KPIs, OKRs, OMG!" with 😂
11:46:58 From Alina to Everyone:
    Reacted to "🏴‍☠️" with 🙃
11:47:32 From Kinsey Katchka to Everyone:
    Reacted to "🏴‍☠️" with 😄
11:47:42 From Jen Blatz - UXRS to Everyone:
    How user research impacts the AARRR metrics
    https://userresearchacademy.substack.com/p/how-user-research-impacts-the-aarrr
11:47:46 From Raja Ayyad to Everyone:
    Reacted to "I do organizational ..." with 👆
11:48:07 From joel rosado to Everyone:
    100%
11:48:28 From Ri Zoldak (they/she) to Everyone:
    I struggle with explaining why people should talk to users all the time!
11:48:29 From Jen Blatz - UXRS to Everyone:
    Reacted to "🏴‍☠️" with 😅
11:48:54 From Kinsey Katchka to Everyone:
    Replying to "Yes. In school right..."

    @Brad.S.Posey@ey.com let's talk sometime, I just sent LI invite
11:48:58 From Shanti Smith to Everyone:
    I got here 10 mins late. We will be sent this recording right? Thanks!
11:49:08 From Brad.S.Posey@ey.com to Everyone:
    Reacted to "@Brad.S.Posey@ey.com..." with 👍
11:49:11 From Jen Blatz - UXRS to Everyone:
    Reacted to "I got here 10 mins l..." with 👍🏼
11:49:30 From Jeff Sokolov to Everyone:
    Flip it around and ask them what questions they might want to know from users about reaching their business metrics? And show how specific methods could address!
11:49:58 From Nisha Balaraman to Everyone:
    Connect with each other on our Slack channel! https://forms.gle/UiMSCzeFDBcEVVtQ8
11:50:30 From Jake Rhodes to Everyone:
    Nikki's bookImpact: A complete guide to creating a user research practice at your organization
11:50:34 From Nisha Balaraman to Everyone:
    Replying to "I got here 10 mins l..."

    This session will be recorded and posted on our Youtube channel after the event
    https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber
    Make sure to subscribe so you get notifications of when we have a new recording up!

11:50:39 From Jake Rhodes to Everyone:
    Replying to "Nikki's bookImpact:..."

https://www.amazon.com/Impact-complete-creating-research-organization/dp/1916988008/ref=sr_1_1?crid=13
2HL6HV56AX4&dib=eyJ2IjoiMSJ9.oIiqP4LbfWaZy5-Km8usOCEMpzZVOJnXqN5e08cnsO2zl-lIVf7k0JzHyFsd-
x6aqfvabpAReUkrobbAMZll-Sw-HA_V_bHNBuZAvHxG_3Q.iR9m14c6bPRF0HW1PrcZ7kQzivtI3wAP92w-yLY
opeM&dib_tag=se&keywords=nikki+anderson+impact&qid=1711415860&s=books&sprefix=nikki+anderson+%
2Cstripbooks%2C87&sr=1-1
11:51:17 From Brad.S.Posey@ey.com to Everyone:
    Replying to "Yes. In school right..."

    Would love to connect.
11:51:35 From Jake Rhodes to Everyone:
    More on customer impact https://www.userresearchacademy.com/impact
11:52:20 From Brad.S.Posey@ey.com to Everyone:
    Reacted to "https://www.amazon.c..." with 👍
11:53:03 From Jake Rhodes to Everyone:
    curious: how many of us get locked two or three levels below the KPI decisions - do we know what
they MEAN by their KPIs?
11:53:22 From Kinsey Katchka to Everyone:
    Reacted to "curious: how many o..." with 👆
11:53:23 From Sean F to Everyone:
    Measuring the direct individual impact of a UX researcher's work on business metrics can be
challenging, as research is often a collaborative effort that influences products and experiences through
cross-functional teams. What are some approaches that a UX researcher could take to try to measure their
individual impact beyond, say, management evaluations?
11:53:24 From Ri Zoldak (they/she) to Everyone:
    What do you do if your product stakeholders are only choosing to do a project because an executive
said "do X"? This happens on my teams A LOT, so when I ask follow up questions, there are no answers.
11:53:28 From Dr. Léa Herbert to Everyone:
    any advice for capturing success metrics when implementation is 2-3 months post research and the
research is more fast paced, as one project ends another is completed?
11:54:10 From Ri Zoldak (they/she) to Everyone:
    Replying to "What do you do if yo..."

    It becomes a game of "why?" "Because." "Because why?"
11:54:50 From Shanti Smith to Everyone:
    Replying to "I got here 10 mins I…"
    Thank you @Nisha Balaraman
11:54:52 From Jake Rhodes to Everyone:
    Love this reframing: drop off (system view)= pain points (customer)
11:55:02 From Jen Blatz - UXRS to Everyone:
    Reacted to "Love this reframing:..." with 👍
11:55:41 From joel rosado to Everyone:
    Reacted to "Love this reframing:..." with ❤️
11:56:01 From Sarah Bloomer [she/her] to Everyone:
    Reacted to "Love this reframing:..." with 👍
11:56:33 From Jen Blatz - UXRS to Everyone:

We can do the research to understand the "why" more.

11:57:02 From Jake Rhodes to Everyone:

Keep posting any questions you have for Nikki in the chat

11:57:09 From Palak Shah to Everyone:

How can we effectively communicate the value of UXR projects to product-focused teams unaware of design or research focused on implementation who lack human-centered requirement gathering and direction?

11:58:30 From Sarah Bloomer [she/her] to Everyone:

@Palak Shah you might DO some research and start to demonstrate the value. Find a small, inexpensive method.

11:58:41 From Jake Rhodes to Everyone:

if customer needs or pain points aren't mentioned in the product question - reframing is going to be job 1

11:58:57 From Palak Shah to Everyone:

Reacted to "@Palak Shah you mi..." with ❤️

11:59:03 From Suzanne Currie to Everyone:

Reacted to "@Palak Shah you migh..." with ❤️

11:59:31 From Anupama Roy to Everyone:

How did you change the 1 star rating?

11:59:44 From Kinsey Katchka to Everyone:

Metrics for research seems like a crapshoot—if research insights are not taken into account, then the outcome doesn't reflect it's value. If it isn't clear that it wasn't taken into account, it could minimize its perceived value > diminish support.

11:59:54 From Abbie McLeod to Everyone:

Would love to understand how we can apply business metrics/'language' for pre-launch products/services. It's relatively straightforward where it's something already live we can look to improve - but how do we demonstrate success/impact when we're going from 0 to 1?

12:00:31 From Kinsey Katchka to Everyone:

Replying to "Metrics for research..."

That's my perception from the outside, anyway. Thoughts?

12:00:51 From Lauren to Everyone:

very curious about how NIkki got engagement in the survey and 1:1 on customers who are "churning out" = canceling their subscriptions from the meal kit example. Often getting people to speak to us once they cancel or leave us they are already a disengaged group so wondering how you did it to get the impact you wanted! :D

12:00:59 From André Fernandes to Everyone:

How do you make a DIRECT connection between research insights and business metrics, when you have a very big and complex product? I'm asking this because with such a product it is hard to say "hey, we discovered this, and this led to an % increase in conversion rate" - there are so many other factors at play. We can a correlation at most.

12:01:10 From Kristy Kelly to Jen Blatz - UXRS(Direct Message):

I had all kinds of issues signing into this meeting. Will we be getting a recording?

12:01:14 From Maureen McLennon to Everyone:

particularly important at UX immature orgs

12:01:24 From Gerard Oleksik to Everyone:

Do you have any guidance for lagging metrics, for example, someone who is conducting research on a product that may take many months / years to see the light of day? Not ideal, but can be a real situation in some companies.

12:01:25 From Sana Agarwal to Everyone:

Reacted to "very curious about h..." with ❤️

12:01:48 From André Fernandes to Everyone:

Reacted to "Do you have any guid..." with 👆

12:01:53 From isabel servan to Everyone:

Reacted to "What do you do if ..." with 👍

12:02:00 From Jen Blatz - UXRS to Kristy Kelly(Direct Message):

Yes I will be emailing a link in a couple of days once we get the video uploaded.

12:02:09 From Kristy Kelly to Jen Blatz - UXRS(Direct Message):

Thank you!!

12:02:15 From Jen Blatz - UXRS to Kristy Kelly(Direct Message):

Reacted to "Thank you!!" with 👍

12:02:53 From Dragana Trgovcevic to Everyone:

Reacted to "very curious about h..." with ❤️

12:02:53 From Jake Rhodes to Everyone:

Time to approve/accept research requestsTime to complete research requestDev rework reductionSupport reduction costsAnyone else tracking this kind of data?

12:03:15 From Jen Blatz - UXRS to Everyone:

Remember, the recording for Nikki's awesome talk will be uploaded to YouTube privately. As a person who got a ticket, you will have access to the recording for 30 days before the general public.

12:03:17 From Ri Zoldak (they/she) to Everyone:

Replying to "Metrics for research..."

I struggle with this too. I have almost exclusively focused on internal impact because it's the one that is within my sphere of control. If dev or product don't use my recommendations, there isn't much I can do about that, but it doesn't mean I didn't add value.

12:03:21 From Cheryl Bogovich to Everyone:

Replying to "Would love to unders..."

Benchmarking is a valid path. Look at similar prod/service to see if you can reverse engineer their path and the marketing team + UX can set some goals. Research will help you learn how to approach the target. You can also use research to dissect a bit how your "mirror" company faltered and avoid their pitfalls. It helps if the teams mindset is a learning one and not a win-immediately one.

12:03:21 From Yuliya Manyakina to Everyone:

Reacted to "very curious about h..." with 👆

12:03:29 From Jen Blatz - UXRS to Everyone:

Use this link to join all of our social media channels: https://linktr.ee/uxrs

12:03:33 From joel rosado to Everyone:

Replying to "Metrics for research..."

Uff, yes true, I suppose that's part of other ways of using soft power and influence to get other stakeholders to be part of research

12:04:22 From joel rosado to Everyone:

What might be the best way to efficiently benchmark and monitor internal metrics?

12:04:45 From Jake Rhodes to Everyone:

Keep the conversation going after the event! Sign up for the UXRS Slack & introduce yourself https://forms.gle/UiMSCzeFDBcEVVtQ8

12:05:10 From Ri Zoldak (they/she) to Everyone:

Replying to "Metrics for research..."

Exactly. Because Product isn't very mature in my current org, it can be hard to get them to reach out, so I measure impact by my ability to "train" Prod on the UXR process.

12:05:11 From Kinsey Katchka to Everyone:
    Replying to "Metrics for research..."

    @Ri Zoldak (they/she) Sounds like a good reason to establish your own measures, and keep it within scope of what you can control.

12:05:12 From Maureen McLennon to Everyone:
    # of issues fixed -- what if there are too many cooks in the kitchen / internal blockers to making changes?

12:05:42 From Nisha Balaraman to Everyone:
    Don't forget to check out Nikki's book here! Impact: A complete guide to creating a user research practice at your organization
    Amazon

https://www.amazon.com/Impact-complete-creating-research-organization/dp/1916988008/ref=sr_1_1?crid=132HL6HV56AX4&dib=eyJ2IjoiMSJ9.oIiqP4LbfWaZy5-Km8usOCEMpzZVOJnXqN5e08cnsO2zI-IIVf7k0JzHyFsd-x6aqfvabpAReUkrobbAMZII-Sw-HA_V_bHNBuZAvHxG_3Q.iR9m14c6bPRF0HW1PrcZ7kQzivtI3wAP92w-yLYopeM&dib_tag=se&keywords=nikki+anderson+impact&qid=1711415860&s=books&sprefix=nikki+anderson+%2Cstripbooks%2C87&sr=1-1

12:05:46 From Maureen McLennon to Everyone:
    what if we don't have a roadmap? lol

12:06:16 From Ri Zoldak (they/she) to Everyone:
    Replying to "Metrics for research..."

    @Kinsey Katchka Literally why I'm in this session right now. 😂

12:06:26 From Sara Kott to Everyone:
    Connecting the KPIs to Research goals is great - but how are you tangibly tracking those KPIs? You need an external group, like a product team, to provide that data, correct? Is there any way to show impact of research without being dependent on other teams to provide that data?

12:06:40 From Kinsey Katchka to Everyone:
    Reacted to "Exactly. Because Pro..." with 👍🏻

12:06:49 From Raja Ayyad to Everyone:
    Are you sharing the slide deck?

12:06:51 From Kris Marich to Everyone:
    Replying to "Metrics for research..."

    I once tracked all the recommendations not taken and then compared that to the outcomes of those project metrics - did not taking my recommendation result in a failure?

12:06:58 From Kinsey Katchka to Everyone:
    Reacted to "@Kinsey Katchka Lite..." with 💛

12:07:15 From Kinsey Katchka to Everyone:
    Reacted to "I once tracked all t..." with 👍🏻

12:07:17 From Ri Zoldak (they/she) to Everyone:
    Replying to "Metrics for research..."

    @Kris Marich oooohhh I like that!

12:07:47 From Lauren to Everyone:
    Reacted to "what if we don't hav..." with 👆

12:08:04 From Marta Ayres to Everyone:

    What is generative research session? How does it differ from usability testing?

12:08:31 From Ri Zoldak (they/she) to Everyone:

    Replying to "What is generative r..."

    @Marta Ayres Generative is when you don't know what you don't know, so you ask more open-ended questions to get to know your users

12:08:52 From Ri Zoldak (they/she) to Everyone:

    Replying to "What is generative r..."

    Generally it's done at the before the start of a project, or immediately after the project starts.

12:08:59 From Aaron Esau to Everyone:

    It's not as easy to track impact like running a SQL query for "how any customer accounts in Q1 vs Q2" lol. I think in a lot of ways you have to track progress live. Tally Mark Tracking vs Retroactive Tracking.

12:09:10 From Sara Kott to Everyone:

    Replying to "What is generative r..."

    Generative research is ideation - it's not evaluating a solution (i.e. usability) but generating ideas about future solutions

12:09:26 From Ri Zoldak (they/she) to Everyone:

    Reacted to "Generative research ..." with 👍

12:09:30 From Raja Ayyad to Everyone:

    Replying to "What is generative r..."

    Exploratory or discovery research

12:09:39 From isabel servan to Everyone:

    Reacted to "I once tracked all..." with 👍

12:09:46 From Jake Rhodes to Everyone:

    Share any questions you have for our speaker here in the chat!

12:10:03 From Marta Ayres to Everyone:

    Replying to "What is generative r..."

    Oh, discovery research then. Ok, thanks

12:10:05 From Kinsey Katchka to Everyone:

    I love the idea of quotes as evidence of impact.

12:10:12 From Raja Ayyad to Everyone:

    Replying to "What is generative r..."

    Yup

12:10:19 From Raja Ayyad to Everyone:

    Reacted to "Oh, discovery resear..." with 👍

12:10:25 From Marta Ayres to Everyone:

    Reacted to "Yup" with 👍

12:10:54 From Sean F to Everyone:

    Replying to "What is generative..."

    Generative research typically happens earlier in the product development lifecycle when you're looking for new problems to solve. Usability testing is typically done later in the product development lifecycle when you have decided on a solution to a problem and are now evaluating and refining that solution with users.

12:11:09 From Kinsey Katchka to Everyone:
    Replying to "I love the idea of q..."

    …though it's more evidence than a metric that can be quantified.
12:11:12 From Palak Shah to Everyone:
    Reacted to "Would love to unde..." with ❤️
12:11:14 From Palak Shah to Everyone:
    Removed a ❤️ from "Would love to unde..."
12:11:18 From Palak Shah to Everyone:
    Reacted to "I once tracked all..." with ❤️
12:12:47 From Sara Kott to Everyone:
    Reacted to "…though it's more ev..." with 💯
12:12:49 From Cheryl Bogovich to Everyone:
    Replying to "I love the idea of q..."

    I've found it effective to use the methods we use on users with your stakeholders/peers. Send out a survey (Tools like Teams allows internal surveys). Run a rose/thorn/bud or a retrospective session. Connect with others you worked with on the project and self-promote each other — copy those managers!
12:13:14 From isabel servan to Everyone:
    Reacted to "very curious about..." with ❤️
12:13:51 From Maureen McLennon to Everyone:
    @nikki can you speak to how spending time on impact benefits the business? vs answering questions through research directly
12:14:14 From Maureen McLennon to Everyone:
    Reacted to "I once tracked all..." with ❤️
12:14:28 From Adelais Reichmann to Everyone:
    Which tool was used here? Is this excel?
12:14:28 From Kris Marich to Everyone:
    Reacted to "@nikki can you speak..." with 👆
12:14:39 From Yannis Vasmatzidis to Everyone:
    Shouldn't tracking impact be the job of Research Ops in large organizations?
12:14:49 From Sarah Bloomer [she/her] to Everyone:
    Looks like Airtable
12:14:54 From Dr. Léa Herbert to Everyone:
    Can you elaborate on impact level/scale?
12:15:04 From Adelais Reichmann to Everyone:
    Hat auf "Looks like Airtable" mit 😮 reagiert
12:15:13 From Adelais Reichmann to Everyone:
    Antworten an "Looks like Airtable"

    Thank you!
12:15:27 From Sarah Bloomer [she/her] to Everyone:
    Reacted to "Thank you!" with 👍
12:15:27 From Eleni Leona Haloftis to Everyone:
    Is this tracking sheet available for download or purchase?
12:15:36 From Kinsey Katchka to Everyone:
    Reacted to "Is this tracking she..." with 👆
12:15:39 From Aaron Esau to Everyone:
    Reacted to "Is this tracking she..." with 👆

12:15:40 From Bianca Frazer - BHA Contractor to Everyone:
     Reacted to "Is this tracking she..." with 👇

12:15:43 From Zoom user to Everyone:
     Reacted to "Is this tracking she…" with 👍

12:15:46 From Sarah Bloomer [she/her] to Everyone:
     Replying to "Is this tracking she..."

     Yes...look at Airtable.com (I think)

12:16:01 From Sarah Bloomer [she/her] to Everyone:
     Replying to "Is this tracking she..."

     But you mean Nikki's set up, right?

12:16:27 From Jake Rhodes to Everyone:
     Want more?Nikki's bookImpact: A complete guide to creating a user research practice at your organizationAmazonhttps://www.amazon.com/Impact-complete-creating-research-organization/dp/1916988008/ref=sr_1_1?crid=132HL6HV56AX4&dib=eyJ2IjoiMSJ9.oIiqP4LbfWaZy5-Km8usOCEMpzZVOJnXqN5e08cnsO2zI-lIVf7k0JzHyFsd-x6aqfvabpAReUkrobbAMZII-Sw-HA_V_bHNBuZAvHxG_3Q.iR9m14c6bPRF0HW1PrcZ7kQzivtI3wAP92w-yLYopeM&dib_tag=se&keywords=nikki+anderson+impact&qid=1711415860&s=books&sprefix=nikki+anderson+%2Cstripbooks%2C87&sr=1-1https://www.userresearchacademy.com/impact

12:16:29 From Eleni Leona Haloftis to Everyone:
     Replying to "Is this tracking she..."

     yeah, looks like she just linked it

12:16:32 From Nisha Balaraman to Everyone:
     Tell us what you thought of today's event:
     https://forms.gle/1Zbr4awt23wiTd886

12:16:34 From Sarah Bloomer [she/her] to Everyone:
     Reacted to "yeah, looks like she..." with 🎉

12:16:44 From joel rosado to Everyone:
     I'm in awe of your time management

12:16:51 From Kinsey Katchka to Everyone:
     Reacted to "I'm in awe of your t..." with 👍

12:16:55 From Sean F to Everyone:
     Reacted to "Are you sharing th..." with 👍

12:17:05 From Sara Kott to Everyone:
     Im still not seeing the types of quantitative metrics clients are requesting (from my agency) - as in "this research contributed an x% increase in conversion"

12:17:14 From Edgar Sanchez to Everyone:
     This is me,
     https://www.linkedin.com/in/ux-researcher-neuromarketing-sanchez/

12:17:14 From Perri McCammon to Everyone:
     Would love to know more on translating your roadmap into a portfolio/ case studies!

12:17:18 From Sarah Monson to Everyone:
     Anyone on the call working in civic tech? Would love to connect and chat about how to apply this framework for doing UXR in state gov.

12:17:26 From Jake Rhodes to Everyone:
     Tell us what you thought of today's event:https://forms.gle/1Zbr4awt23wiTd886

12:17:35 From Maureen McLennon to Everyone:
     A lot of knowledge in a short time!

12:17:36 From Yuliya Manyakina to Everyone:

Reacted to "Anyone on the call w..." with ❤️

12:17:40 From Raja Ayyad to Everyone:

Thanks Nikki!

12:17:50 From Kinsey Katchka to Jen Blatz - UXRS(Direct Message):

How to get a copy of the transcript?

12:17:55 From Bianca Frazer - BHA Contractor to Everyone:

Reacted to "Anyone on the call w..." with ❤️

12:17:56 From Jorge Raphael to Everyone:

Thank you Nikki! You rock!

12:17:58 From Ceyda Dundar to Everyone:

How can we reach the links provided on the presentation?

12:18:05 From Kinsey Katchka to Everyone:

Reacted to "How can we reach the..." with 👆

12:18:07 From Yuliya Manyakina to Everyone:

Replying to "Anyone on the call w..."

Currently in between jobs but this is my domain! Would love to connect with you
https://www.linkedin.com/in/yuliyamanyakina/

12:18:12 From Sarah Bloomer [she/her] to Everyone:

Reacted to "How can we reach the..." with 👆

12:18:14 From Raja Ayyad to Everyone:

Reacted to "How can we reach the..." with 👆

12:18:29 From francesca davis to Everyone:

Reacted to "How can we reach the..." with 👆

12:18:36 From Jake Rhodes to Everyone:

Lots of good stuff - if you want to rewatch it will be posted on YouTube

12:18:39 From Mina Djenkova to Everyone:

I am waiting for the delivery of the book, and I am extremely excited to read it.😄

12:18:50 From francesca davis to Everyone:

Removed a 👆 reaction from "How can we reach the..."

12:18:51 From Dr. Léa Herbert to Everyone:

Replying to "Is this tracking she..."

@Eleni Leona Haloftis where is it linked?

12:18:52 From anne's iPhone (2) to Everyone:

I love your book so much…it is now the must read for all our juniors and seniors @leefs. Thank you for that @Nikki Anderson

12:19:01 From Kinsey Katchka to Everyone:

Reacted to "@Eleni Leona Halofti..." with 👆

12:19:04 From Brynn to Everyone:

Reacted to "Anyone on the call w..." with ❤️

12:19:09 From Rose Iorillo to Everyone:

"What keeps you up at night?" Is my favorite way to ask this

12:19:18 From Jake Rhodes to Everyone:

Connect with UXRS! Use this link to join all of our social media channels: https://linktr.ee/uxrs

12:19:22 From Dr. Léa Herbert to Everyone:

Reacted to "Connect with UXRS! U..." with 👍

12:19:36 From Raja Ayyad to Everyone:

Reacted to ""What keeps you up a..." with ❤️

12:19:41 From Ceyda Dundar to Everyone:

Replying to "Is this tracking she..."

Where is it linked?

12:19:41 From joel rosado to Everyone:

Reacted to "Lots of good stuff -..." with ❤️

12:20:11 From tiziana to Everyone:

Reacted to "Anyone on the call w..." with ❤️

12:20:27 From Nisha Balaraman to Everyone:

Please fill out the post-event survey and let us know what you thought about today's event!
https://forms.gle/1Zbr4awt23wiTd886

12:21:03 From tiziana to Everyone:

Replying to "Anyone on the call w..."

I volunteer in that space. Feel free to reach out. https://www.linkedin.com/in/tizianadagostino

12:21:18 From Sarah Bloomer [she/her] to Everyone:

Reacted to "Anyone on the call w..." with ❤️

12:21:29 From Maureen McLennon to Everyone:

Reacted to "I volunteer in tha..." with ❤️

12:21:34 From Jake Rhodes to Everyone:

Nikki's bookImpact: A complete guide to creating a user research practice at your organizationAmazonhttps://www.amazon.com/Impact-complete-creating-research-organization/dp/1916988008/ref=sr_1_1?crid=132HL6HV56AX4&dib=eyJ2IjoiMSJ9.oIiqP4LbfWaZy5-Km8usOCEMpzZVOJnXqN5e08cnsO2zI-lIVf7k0JzHyFsd-x6aqfvabpAReUkrobbAMZII-Sw-HA_V_bHNBuZAvHxG_3Q.iR9m14c6bPRF0HW1PrcZ7kQzivtI3wAP92w-yLYopeM&dib_tag=se&keywords=nikki+anderson+impact&qid=1711415860&s=books&sprefix=nikki+anderson+%2Cstripbooks%2C87&sr=1-1https://www.userresearchacademy.com/impactUser Research Academy websitehttps://www.userresearchacademy.com/

12:21:52 From Maureen McLennon to Everyone:

Reacted to "Anyone on the call..." with ❤️

12:22:02 From Uti to Everyone:

Can you please share your approach to JTBD (Jobs to be Done) in user research?

12:22:03 From Clara Olson to Everyone:

Replying to "Anyone on the call w..."

I work for a gov contractor!

12:22:07 From joel rosado to Everyone:

Think about Sales teams, did they alone make the sale? I think safe to say no, there's solutions engineering, product, support, etc..

12:22:49 From Aaron Esau to Everyone:

I have to bail for another meeting. I'd love to connect with you all (if we're not connected already). I love chatting about process improvement.
https://www.linkedin.com/in/cohesiveteamsneedaaron/

12:22:57 From Jen Blatz - UXRS to Everyone:

Reacted to "I have to bail for a..." with 👍🏼

12:23:00 From Maureen McLennon to Everyone:

Replying to "Anyone on the call..."

Love this! I'm currently working on an enterprise software but thinking about civic tech for my next role. Would love to connect with this group.

12:23:01 From Clara Olson to Everyone:

Replying to "Anyone on the call w..."

I find that the business metrics might be the thing that changes the most for civic tech work. I support a CMS API, and we are looking at AAARRRP instead of the traditional "pirate metrics" in our context.

12:23:02 From Kinsey Katchka to Everyone:

I can't wait to do something along the lines of your table. I've done applied qualitative research for 20 years working towards systemic change, but have struggled to find a way to demonstrate the different registers of systems I operate in that have made my research effective. With this kind of chart, I can break it down and show how my approach to research is effective. Thank you!!!!

12:23:35 From Kinsey Katchka to Everyone:

Replying to "I can't wait to do s..."

Difficult to convey impact in complex systems and change over time.

12:23:43 From Mina Djenkova to Everyone:

Reacted to "Lots of good stuff -..." with ❤️

12:23:45 From Clara Olson to Everyone:

Replying to "Anyone on the call w..."

AAARRRP is for DevEx: https://www.leggetter.co.uk/aaarrrp/

12:24:16 From Ceyda Dundar to Everyone:

How can we reach the links provided on the presentation?

12:24:23 From Maureen McLennon to Everyone:

What about a captive audience - i.e. Enterprise software, civic tech?

12:24:25 From Dr. Léa Herbert to Everyone:

Reacted to "What about a captive..." with ✅

12:24:30 From Kinsey Katchka to Everyone:

When putting metrics in resume, is it understood that the work may have been done as part of a team?

12:24:35 From Maureen McLennon to Everyone:

Reacted to "What about a capti..." with ✅

12:24:36 From Yuliya Manyakina to Everyone:

Reacted to "What about a captive..." with ✅

12:24:36 From Dr. Léa Herbert to Everyone:

Reacted to "How can we reach the..." with ✅

12:24:46 From Eleni Leona Haloftis to Everyone:

Reacted to "How can we reach the..." with 💯

12:25:07 From Nikki Anderson to Everyone:

Tim Herbig

12:25:12 From Brynn to Everyone:

Reacted to "I volunteer in that ..." with ❤️

12:25:48 From Jake Rhodes to Everyone:

Replying to "When putting metrics..."

I wouldn't assume that it's understood. Moreover, it's important to demonstrate your awarness of your contribution with others on the team. Spelling out organizational context you are working in is also a benefit on it's own,.

12:26:00 From Raja Ayyad to Everyone:

What you were hoping to achieve

12:26:40 From Ceyda Dundar to Jen Blatz - UXRS(Direct Message):

How can we reach the links provided on the presentation? Thank you.

12:27:05 From Kristin White to Everyone:

As a lone-UXR in a low maturity UX company (B2B SaaS), where do I start? I'm completely blocked by the C-suite in getting access to our end users. They are being really weird about me talking to our clients and their employees.

12:27:24 From Sarah Monson to Everyone:

Reacted to "AAARRRP is for DevEx..." with ❤️

12:27:39 From Clara Olson to Everyone:

Do you have recommendations for tracking metrics when your target audience or customer base is /small/.

I support a program that has less than 100 eligible participants – but conversion rate is poor. It's hard to know whether we are actually moving a needle if we get 2-3 organizations signed up

12:27:40 From Soleil M to Everyone:

Reacted to "As a lone-UXR in a l..." with ➕

12:27:42 From Jake Rhodes to Everyone:

Replying to "As a lone-UXR in a l..."

can you elaborate? ru saying they won't let you speak with customers?

12:27:49 From Kristin White to Everyone:

Replying to "As a lone-UXR in a l..."

correct

12:27:50 From Jake Rhodes to Everyone:

Please fill out the post-event survey and let us know what you thought about today's event! https://forms.gle/1Zbr4awt23wiTd886

12:27:55 From Kinsey Katchka to Everyone:

Replying to "As a lone-UXR in a l..."

Dang—why bother hiring someone if you're not going to let them do the job?

12:27:58 From Dr. Léa Herbert to Everyone:

Reacted to "How can we reach the..." with 💯

12:28:13 From Kris Marich to Everyone:

Reacted to "Dang—why bother hiri..." with 💯

12:28:14 From Kristin White to Everyone:

Replying to "As a lone-UXR in a l..."

Ya… I've been doing a LOT of wireframes.

12:28:21 From Ri Zoldak (they/she) to Everyone:

Replying to "As a lone-UXR in a l..."

I have encountered this so many times. I try to get access by doing a "focus group" with the people who WOULD have access to end users. Once they understand how you operate and ask questions, they tend to let go of their fear a little.

12:28:26 From Ri Zoldak (they/she) to Everyone:

Reacted to "Dang—why bother hiri..." with 💯

12:28:28 From Rose Iorillo to Everyone:

Replying to "As a lone-UXR in a l..."

I highly recommend getting account management and customer support on your side - they're an indirect source, but they're talking to customers all day. Or even sales, especially strategic sales!

12:28:35 From Jake Rhodes to Everyone:
        Reacted to "Dang—why bother hiri..." with 💯
12:28:39 From Soleil M to Everyone:
        Replying to "As a lone-UXR in a l..."

        This is actually quite a common issue in B2B - there are concerns around how UX conversations interfere with sales mechanisms
12:28:41 From Cheryl Bogovich to Everyone:
        Reacted to "I highly recommend g..." with 👋
12:28:42 From Ri Zoldak (they/she) to Everyone:
        Reacted to "I highly recommend g..." with ➕
12:28:59 From joel rosado to Everyone:
        General question, but why do you think UXR and UXD teams are being cut disproportionately in the current market?
12:29:17 From Kristin White to Everyone:
        Reacted to "I highly recommend g..." with 👍
12:29:23 From Rose Iorillo to Everyone:
        Replying to "As a lone-UXR in a l..."

        Kristin, I'm happy to chat about this if you want to connect: https://www.linkedin.com/in/riorillo/
12:29:35 From Kristin White to Everyone:
        Reacted to "Dang—why bother hiri..." with 🥹
12:29:48 From Hilary Barr to Everyone:
        Curious for Nikki's thoughts on the introduction of AI in UXR
12:30:01 From Sara Kott to Everyone:
        Reacted to "Curious for Nikki's ..." with 💙
12:30:07 From isabel servan to Everyone:
        Reacted to "How can we reach t..." with 👆🏻
12:30:11 From Mina Djenkova to Everyone:
        Sorry, but I have to read a bedtime fairy tale to my son 👶. 🖼️Let's connect on LinkedIn https://www.linkedin.com/in/mina-djenkova/
12:30:13 From Jake Rhodes to Everyone:
        Replying to "As a lone-UXR in a l..."

        OP - you can take a sneaky approach and show competitive research - bring the rants/raves (video) of customers talking about the competition to help you justify carrying that approach forward with your curstomers.
12:30:25 From Lorenzo Effe to Everyone:
        Reacted to "Curious for Nikki..." with 💙
12:30:27 From Dr. Léa Herbert to Everyone:
        have to leave soon. Would love to connect -
https://www.linkedin.com/in/lea-h-ph-d-lmhc-ncc-34459b95/
12:30:54 From Maureen McLennon to Everyone:
        help > lecturing!
12:31:00 From Dr. Léa Herbert to Everyone:

Reacted to "help > lecturing!" with ❤️
12:31:03 From Ri Zoldak (they/she) to Everyone:
Reacted to "help > lecturing!" with ❤️
12:31:18 From Jorge Raphael to Everyone:
Reacted to "help > lecturing!" with ❤️
12:31:19 From Sean F to Everyone:
Reacted to "Sorry, but I have ..." with ❤️
12:31:27 From Rose Iorillo to Everyone:
I read an article that said "No one else feels like they have to 'earn a seat at the table' - why does UX?"
And that was life changing to me
12:31:32 From Jake Rhodes to Everyone:
Replying to "As a lone-UXR in a l..."

OP -aslo, it's often the case that your customers WANT you to succeed. Getting one sales person to
agree to help you recruit and gather customer feedback is a toe in the door.
12:31:45 From Rose Iorillo to Everyone:
Reacted to "OP -aslo, it's often..." with ➕
12:32:02 From Raja Ayyad to Everyone:
Replying to "I read an article th..."

Interesting, which article?
12:32:04 From Lauren to Everyone:
Reacted to "I highly recommend g..." with ➕
12:32:10 From Kinsey Katchka to Everyone:
Reacted to "I wouldn't assume th..." with 👍🏼
12:32:22 From Robert Pogran to Everyone:
Love to connect on research - www.linkedin.com/in/robert-pogran
12:32:28 From Rose Iorillo to Everyone:
Replying to "I read an article th..."

I wish I remembered! Honestly it might have been a LinkedIn post. Sorry 🙁
12:32:40 From Raja Ayyad to Everyone:
Reacted to "I wish I remembered!..." with 👍
12:32:46 From Maureen McLennon to Everyone:
https://medium.com/nice-work-from-active-voice/hey-designers-theyre-gaslighting-you-e02e5a4d9cff
12:32:52 From Dr. Léa Herbert to Everyone:
Reacted to "I read an article th..." with 👍
12:32:58 From Kinsey Katchka to Everyone:
Replying to "As a lone-UXR in a l..."

@Kristin White It may be that they don't know what you do or the value…Nikki
12:33:04 From Clara Olson to Everyone:
Replying to "Anyone on the call w..."

Also happy to connect: https://www.linkedin.com/in/clarajoyolson/
12:33:11 From Maureen McLennon to Everyone:
Replying to "I read an article ..."

https://medium.com/nice-work-from-active-voice/hey-designers-theyre-gaslighting-you-e02e5a4d9cff

12:33:26 From Maureen McLennon to Everyone:
    Replying to "I read an article ..."

    Might not be the same but along the lines. V helpful
12:33:32 From Rose Iorillo to Everyone:
    Reacted to "Might not be the sam..." with 🙌
12:33:48 From Jake Rhodes to Everyone:
    Before you go - tell us what you thought of today's event:https://forms.gle/1Zbr4awt23wiTd886
12:33:48 From Raja Ayyad to Everyone:
    Reacted to "Might not be the sam..." with 👍
12:33:53 From Kinsey Katchka to Everyone:
    Replying to "As a lone-UXR in a l..."

    Nikki's suggestion to ask them how you can support them—they may not know. It could open up a
dialogue about different ways so you can find something they are comfortable with.
12:34:10 From Dr. Léa Herbert to Everyone:
    Anyone on the call working in edu tech? Would love to connect and chat about how to apply this
framework for doing UXR in enterpise.
12:34:10 From Eleni Leona Haloftis to Everyone:
    thank youu
12:34:14 From Abbie McLeod to Everyone:
    Thanks Nikki!
12:34:15 From Enz Baur to Everyone:
    thank you
12:34:17 From Pavithra Arvind to Everyone:
    Thank you Nikki!!
12:34:19 From Sarah Bloomer [she/her] to Everyone:
    Thank you for a great talk, Nikki. Cheers!
12:34:21 From isabel servan to Everyone:
    Happy to connect https://www.linkedin.com/in/iservan/
12:34:22 From Jacqueline Staiger to Everyone:
    Thank you very much
12:34:23 From Clara Olson to Everyone:
    Another book I recommend: Articulating Design Decisions,
https://www.amazon.com/Articulating-Design-Decisions-Communicate-Stakeholders/dp/1491921560

    It also highlights the value of using metrics to define the problem up front to drive stakeholder alignment
on choices
12:34:24 From Alina to Everyone:
    Thank you!
12:34:25 From Mina Djenkova to Everyone:
    Thank you Nikki
12:34:26 From Sean F to Everyone:
    Thank you, Nikki!
12:34:29 From Rachel Sleeter to Everyone:
    Such great info! Thanks so much
12:34:29 From Nikki Anderson to Everyone:
    Thank you everyone!!
12:34:29 From tiziana to Everyone:

thank you for such a great event
12:34:31 From Clara Olson to Everyone:
Thanks Nikki!
12:34:31 From Jen Blatz - UXRS to Everyone:
Tell us what you thought of today's event:
https://forms.gle/1Zbr4awt23wiTd886
12:34:32 From Jake Rhodes to Everyone:
Tell us what you thought of today's event:https://forms.gle/1Zbr4awt23wiTd886
12:34:32 From Jennifer Gaines to Everyone:
Thank you Nikki!
12:34:33 From Lauren to Everyone:
THANK YOU
12:34:34 From Brad.S.Posey@ey.com to Everyone:
Thanks Nikki!!
12:34:35 From Bianca Frazer - BHA Contractor to Everyone:
Thank you!
12:34:35 From Emmaline Eliseev to Everyone:
Thank you, Nikki!
12:34:37 From Cheryl Bogovich to Everyone:
Thank you very much. Insightful and actionable 🙂
12:34:39 From Lauren to Everyone:
this was awesome
12:34:42 From Hilary Barr to Everyone:
Thank you so much Nikki! That was awesome
12:34:44 From Raja Ayyad to Everyone:
Thanks Nikki!!!
12:34:44 From André Fernandes to Everyone:
Thank you, Nikki! Very insightful!
12:34:46 From Anupama Roy to Everyone:
Thanks Nikki
12:34:47 From Jake Rhodes to Everyone:
Please fill out the post-event survey and let us know what you thought about today's event!
https://forms.gle/1Zbr4awt23wiTd886
12:34:49 From Victoria Apostol-Marius to Everyone:
Thank you, Nikki!
12:34:53 From Jake Rhodes to Everyone:
Sign up for the UXRS Slack & introduce yourself: https://forms.gle/UiMSCzeFDBcEVVtQ8
12:34:56 From Maureen McLennon to Everyone:
can we create a group for folks with a 'captive audience' i.e employees, civic products?
12:35:13 From Kinsey Katchka to Everyone:
Would love to connect, seems like we all share interests   kedin.com/in/kinsey-katchka/
12:35:21 From Pavithra Arvind to Everyone:
Thank you everyone!
12:35:31 From Anupama Roy to Everyone:
https://www.linkedin.com/in/anupamaroy/
12:36:13 From Clara Olson to Everyone:
What was the timeline for getting the recording again?
12:36:20 From Clara Olson to Everyone:
Reacted to "can we create a grou..." with ➕

12:36:35 From Molly Fuller to Everyone:

    https://www.linkedin.com/in/mollymfuller/ here's mine for all!

12:36:38 From Dr. Léa Herbert to Everyone:

    https://www.linkedin.com/in/lea-h-ph-d-lmhc-ncc-34459b95/

12:36:58 From Maureen McLennon to Everyone:

    Replying to "Connecting the KPI..."

    +1

13:06:19 From Robert to Everyone:

    https://www.linkedin.com/in/rschueler/

13:06:26 From Kinsey Katchka to Everyone:

    @Robert Sorry to cut you off in breakout!

13:06:27 From Jen Blatz - UXRS to Everyone:

    Tell us what you thought of today's event:

    https://forms.gle/1Zbr4awt23wiTd886

13:06:37 From André Fernandes to Everyone:

    https://www.linkedin.com/in/andrepinto759/

13:09:29 From Edgar Sanchez to Everyone:

    https://www.linkedin.com/in/ux-researcher-neuromarketing-sanchez/

13:10:19 From Kinsey Katchka to Everyone:

    I would like to connect with people who do consulting, both agency and independent consultants. I'm moving into consulting but don't have a road map, and curious about how you got started and how you work with clients.

    Pls be in touch! https://www.linkedin.com/in/kinsey-katchka/

13:10:44 From André Fernandes to Everyone:

    Answering the "So what" part.

13:11:10 From joel rosado to Everyone:

    💯

13:11:13 From André Fernandes to Everyone:

    Agree!

13:11:18 From Edgar Sanchez to Everyone:

    Replying to "I would like to conn..."

    Same, be in touch!

13:16:37 From Clara Olson to Everyone:

    I reacted cause I thought it was going to be a different question half-way through 😅

13:18:56 From Jen Blatz - UXRS to Everyone:

    Reacted to "I reacted cause I th..." with 😜

13:19:41 From Clara Olson to Everyone:

    Mine is a new Question, so we can wait if people have more thoughts on this one

13:19:57 From Jen Blatz - UXRS to Everyone:

    Reacted to "Mine is a new Questi..." with 👍🏼

13:21:34 From Sean F to Everyone:

    @Kinsey Katchka Your question brushes up against measruing the UX maturity of an org. I'd love to learn more about what you're goal is and how you are considering measuring success.

13:21:34 From Sean F to Everyone:

    [This is an encrypted message]

13:22:56 From Kinsey Katchka to Everyone:

Reacted to "@Kinsey Katchka Your..." with 👍

13:23:06 From Kinsey Katchka to Everyone:
Replying to "@Kinsey Katchka Your..."

Send me a note on LI, let's talk soon

13:23:10 From Kinsey Katchka to Everyone:
Replying to "@Kinsey Katchka Your..."

https://www.linkedin.com/in/kinsey-katchka/

13:24:19 From Sean F to Everyone:
Reacted to "Send me a note on ..." with 👍

13:26:07 From Kinsey Katchka to Everyone:
@Anupama Roy A challenge I have had in the past is that other internal stakeholders aren't interested in being involved—when there is an organizational legacy of silos, some people are perfectly comfortable with that.

13:26:33 From Brad.S.Posey@ey.com to Everyone:
Reacted to "@Anupama Roy A chal..." with 👍

13:26:48 From Kristin White to Everyone:
Replying to "@Anupama Roy A chal..."

That's if your company is willing to do a workshop with you… my company doesn't want to give me their time.

13:29:11 From Kinsey Katchka to Everyone:
I'm envisioning a Mad Libs style template for an executive summary: The purpose of this study is _____. This is important to users because _____. This is how it is important to you.

13:29:21 From Robert to Everyone:
Thanks everyone!

13:29:21 From Jenna Swan to Everyone:
Thanks all!