

Chat Transcript for Jim Kalback January 2024

00:12:42 Jessica Martínez: Hi! Jessica from Argentina
00:12:55 Lucretia: Will we have access to the recording after?
00:13:02 Domi UXRS: Reacted to "My name is Paul, and..." with 🙌
00:13:03 tiziana: Replying to "Will we have access ..."

yes
00:13:05 Nate UXRS: Reacted to "My name is Paul, and..." with 🙌
00:13:07 Myrto Monokandilou: yes
00:13:08 Lucretia: Reacted to "yes" with 👍
00:13:08 Erin Broemel: Reacted to "yes" with ❤️
00:13:17 Sharon Rylander: Reacted to "My name is Paul, and..." with 🙌
00:13:32 Domi UXRS: Replying to "Will we have access ..."

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!

00:13:42 Erin Broemel: Reacted to "This session will be..." with ❤️
00:13:48 Lucretia: Reacted to "This session will be..." with ❤️
00:14:05 Flavya Baisuck: My name is Flavya. I am studying UX Research
00:15:06 Jennifer Blatz: Connect with us! Use this link to join all of our social media channels:
<https://linktr.ee/uxrs>
00:15:07 Nate UXRS: 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>
00:15:52 Nate UXRS: Sign up for the UXRS Slack & introduce yourself:
<https://forms.gle/UiMSCzeFDBcEVVtQ8>
00:16:29 Jennifer Blatz: February Networking
<https://www.eventbrite.com/e/kickoff-your-2024-network-meet-new-ux-folks-tickets-787750893127>
00:16:44 Domi UXRS: Check out eventbrite for all upcoming events. Subscribe and don't miss a single
event.
<https://ux-research-and-strategy.eventbrite.com/>
00:17:58 Jennifer Blatz: Subscribe to our eventbrite page <https://ux-research-and-strategy.eventbrite.com/>
00:19:10 Jennifer Blatz: Get Jim's book
The Jobs To Be Done Playbook
https://www.amazon.com/Jobs-Be-Done-Playbook-Organization/dp/1933820683/ref=sr_1_1?crid=1U3HOCD882PZM&keywords=jim+kalbach&qid=1704851668&prefix=jim+kalbach%2Caps%2C104&sr=8-1
00:19:14 Meg Wyble: <3 the Mapping Experiences book, used it heavily for creating Journey Map
templates for my team!
00:19:24 Erin Broemel: Reacted to "<3 the Mapping Exper..." with ❤️
00:19:27 Jennifer Blatz: Jim's website
<https://www.jtbdt toolkit.com/>
00:19:28 Domi UXRS: Get Jim's Book: Mapping Experiences
https://www.amazon.com/Mapping-Experiences-Complete-Alignment-Blueprints/dp/1492076635/?_encoding=UTF8&pd_rd_w=7sTq8&content-id=amzn1.sym.cf86ec3a-68a6-43e9-8115-04171136930a&pf_rd_p=cf86ec3a-68a6-43e9-8115-04171136930a&pf_rd_r=145-5859069-9171329&pd_rd_wg=DUiHp&pd_rd_r=0d4bd372-06fc-4192-b991-335e323958dc&ref_=aufs_ap_sc_dsk
00:19:49 Domi UXRS: Reacted to "<3 the Mapping Exper..." with ❤️
00:20:03 Mrinalini Jeedigunta: Reacted to "<3 the Mapping Exper..." with ❤️

00:20:38 Domi UXRS: Share any questions you have for our speaker Jim, here in the chat!
00:21:19 Elisa Miller: Reacted to "<3 the Mapping Exper..." with ❤️
00:21:24 Pedro Vargas: Sorry guys, I'm late. Quick question: are we gonna have the recording after?
00:22:11 Nate UXRS: Replying to "Sorry guys, I'm late..."

Yes. We will make the recording of this event available after the event is done

00:22:21 Pedro Vargas: Reacted to "Yes. We will make th..." with 😊
00:22:25 Pedro Vargas: Replying to "Sorry guys, I'm late..."

Thanks Nate!

00:22:26 Domi UXRS: Replying to "Sorry guys, I'm late..."

Check our Youtube channel after the event for the recording :3

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!

00:22:41 Elisa Miller: If you have a question for Jim, I suggest that you start with the word: Question, which will make it easier for the moderator, since there will probably be some ongoing discussion...

00:22:57 Ri Zoldak: Reacted to "If you have a questi..." with 👍

00:22:59 Maria Cipollone: Have we ever been able to model this relationship? Or too qual?

00:23:04 Jennifer Blatz: Reacted to "If you have a questi..." with 👍

00:23:43 Jennifer Blatz: Replying to "Have we ever been ab..."

What do you mean by model? Can you clarify?

00:23:50 Pedro Vargas: Reacted to "If you have a questi..." with 👍

00:23:59 Kathryn Campbell: Reacted to "If you have a questi..." with 👍

00:24:32 Karina Mendoza: I'm having problems with my computer's audio. I do not hear anything. I'll reconnect.

00:25:10 Kristine: Wake me up!

00:25:11 Delaney Broberg: feel awake

00:25:11 Natalie Long: Wake me up

00:25:12 Archana Shah: Wake up in the morning

00:25:14 charanya: wake up

00:25:15 Danielle Shoshani: Kick start the day

00:25:15 Mrinalini Jeedigunta: Wakes me up

00:25:15 john shpati: Stay alert

00:25:16 Mahnaz: energy

00:25:16 ANA PAULA GARCIA Y COLOME: Make me happy

00:25:17 Nicole Bacchus: Help me relish the morning

00:25:17 Kathryn Campbell: Help me wake up, and sometimes warm up

00:25:17 Nitya Ravi: Waking up

00:25:18 Ri Zoldak: Making me feel prepared

00:25:18 Pedro Vargas: Meet my friends

00:25:19 Amber Gusa: Start my day

00:25:19 Tamara Lottering: Keeps me focused

00:25:19 Ian Kirk: Focus

00:25:19 Cat Licavoli at AJ&Smart: focus

00:25:19 Jazmin Harling-Gray: Give me energy

00:25:20 Gilia Angell: Morning ritual

00:25:20 Nadia Shamsedin: Give energy

00:25:20 Natalie Long: Dopamine hit
00:25:21 Mitali Desai: productivity
00:25:21 Michael Oliver | UX Researcher for Secure & Govern: Energize
00:25:21 Hiroo: Taste
00:25:22 Karen Quintanilla: Sweetness
00:25:22 Emily Lauter: Gets me started
00:25:22 Cate Bednarz: Something to do
00:25:23 Matt K: Comfort
00:25:23 Elizabeth Benefiel: taste and routine
00:25:23 Susan Austin: Wake up and feel good
00:25:24 Erin Broemel: Energy
00:25:24 Erik Ojakaar: Satisfy me
00:25:24 Ryan Adibi: Energizes me
00:25:24 Vesna Gronosky: Instant extraversion
00:25:26 Ian Kirk: Get's me focused
00:25:26 Nicolas Sternsdorff-Cisterna: Moment to pause while making it
00:25:28 Mahnaz: Smells great
00:25:31 Sandra Mendoza [Multiplica]: taste
00:25:31 Malia Zoghlin: Helps me kickstart my day
00:25:32 Nico Keyes: give me something enjoyable to do while catching up on emails / menial tasks
00:25:34 Pavithra Arvind: Makes me bright
00:25:35 Pete Simon: Starts the morning
00:25:35 Nate UXRS: Reacted to "Moment to pause whil..." with ❤️
00:25:36 Kunyi Mangalam: Keeps me being nice to people
00:25:37 Clara Shushunov: Dopamine boost
00:25:38 Munira: Signals that I am ready to start my day
00:25:40 Stephanie Choza Macre: Break
00:25:40 Nitya Ravi: Something good to look forward to in the morning
00:25:40 K fisher: Reason to drink ALOT of sugar :)
00:25:40 Alma iPhone: Morning time with family
00:25:40 Maria Cipollone: Solves breakfast problem
00:25:41 Alex Ruiz: Start of a routine.
00:25:41 Jaimie Corby: Acts of service love language - husband making it for me!
00:25:41 Emily Lauter: Gives me something to look forward to.
00:25:42 Denine: Gives me energy
00:25:42 Grace Montgomery: Morning ritual
00:25:43 Gretchen Kish: Warm cozy feeling
00:25:43 Mahnaz: Sth to do first in the morning
00:25:44 Nicole Bacchus: Impetus for a break
00:25:44 john shpati: 🤔
00:25:46 Stacey Zhou: Craving
00:25:48 Oswaldo Mendoza (Oz): Helps breakfast taste better.
00:25:48 Gilia Angell: Afternoon ritual too
00:25:50 Elena Velázquez: have a nice thing to start my day
00:25:51 Ri Zoldak: Reacted to "Signals that I am re..." with 👍
00:25:51 Archana Shah: Reacted to "🤔" with 😊
00:25:54 Jami Odell: Idea Sparking
00:25:55 Ri Zoldak: Reacted to "Keeps me being nice ..." with 😊
00:25:56 Kris Marich: Reacted to "🤔" with 😊

00:25:56 Bill Wray: Reacted to "☺️" with 😊
00:25:57 Cate Bednarz: Take a break
00:25:59 Oswaldo Mendoza (Oz): Reacted to "☺️" with 😊
00:26:00 Kris Marich: Reacted to "☺️" with 🙌
00:26:04 Elisa Miller: I don't drink coffee, yet, I love the smell of coffee in the morning, reminds me of my Dad
00:26:09 Nate UXRS: Reacted to "I don't drink coffee..." with ❤️
00:26:12 Ri Zoldak: Reacted to "I don't drink coffee..." with ❤️
00:26:12 Cat Licavoli at AJ&Smart: evokes feel good vibes from the scent
00:26:13 Michael Oliver | UX Researcher for Secure & Govern: yoga
00:26:15 Archana Shah: Reacted to "I don't drink coffee..." with ❤️
00:26:15 Meg Wyble: Get enough sleep
00:26:16 Brittany Schiesel: Workout
00:26:16 Nico Keyes: cold shower
00:26:16 Delaney Broberg: exercise
00:26:17 Suzanne Currie: Ride a bike
00:26:17 Paul Mamac: Go for a run
00:26:17 Nitya Ravi: Work out
00:26:17 Karen Quintanilla: Go for a long walk
00:26:17 Erin Broemel: Exercise
00:26:18 Natalie Long: Brisk walk
00:26:18 Jennifer Blatz: Candy bar
00:26:18 Kayla Wren: exercise
00:26:18 Tamara Lottering: exercise
00:26:18 Mitali Desai: Being active
00:26:18 Jami Odell: Workout
00:26:18 Brian Rhea: Yoga
00:26:19 Jessica Martínez: Warm my body in winter
00:26:19 Sharon Rylander: workout
00:26:19 Stephanie Choza Macre: Gym
00:26:19 Malia Zoghlin: Exercise
00:26:19 Nicole Bacchus: exercise
00:26:19 Erik Ojakaar: tea
00:26:19 Cate Bednarz: Sleeping late
00:26:19 Tiffany Clark: Exercise
00:26:20 Clara Shushunov: tea
00:26:20 charanya: exercise
00:26:20 Erin McKeeby: Yerba mate
00:26:20 Natalie Long: exercise
00:26:20 Gilia Angell: Exercise
00:26:20 Maria Cipollone: Ugh. Kale smoothie\
00:26:20 Alex Ruiz: Gym
00:26:21 Erin Broemel: Stretching
00:26:21 K fisher: Cycling to work
00:26:21 Susan Austin: Energy drink
00:26:22 Nadia Shamsedin: Caffeine pills
00:26:22 Ryan Adibi: Music
00:26:22 Pavithra Arvind: walk
00:26:22 Ri Zoldak: Yoga

00:26:22 Amber Gusa: stretching
00:26:23 Kris Marich: Take a walk
00:26:23 Archana Shah: exercise
00:26:23 Stephanie Choza Macre: meditation
00:26:23 Nitya Ravi: walk
00:26:24 Kathryn Campbell: Exercise, listening to upbeat music
00:26:24 Cat Licavoli at AJ&Smart: walk
00:26:24 Kelvin Ward: exercise
00:26:25 Oswaldo Mendoza (Oz): Get a good night sleep.
00:26:25 Grace Montgomery: A cup of tea
00:26:26 Bill Wray: Huberman says light exposure before coffee
00:26:26 Dianne Juhl: walk
00:26:28 Cate Bednarz: breakfast
00:26:29 Stephanie Choza Macre: Dog walks
00:26:29 Alma iPhone: Cinnamon Tea
00:26:29 Mitali Desai: Water
00:26:29 ANA PAULA GARCIA Y COLOME: Shower
00:26:30 Jaimie Corby: Ice bath
00:26:32 Jazmin Harling-Gray: sleep enough
00:26:33 Esther Jeong: Chaga tea
00:26:33 Erik Ojakaar: Go back to sleep
00:26:34 Clara Gonzalez Sueyro: My kid
00:26:34 Cat Licavoli at AJ&Smart: meditation
00:26:35 Pierre Gagnier: meditation
00:26:39 Sharon Rylander: Glass of cold water in the face
00:26:41 Nitya Ravi: Puzzles/crosswords
00:26:42 Elisa Miller: Take the dog to daycare!
00:26:43 ANA PAULA GARCIA Y COLOME: Reacted to "meditation" with 💕
00:26:45 Cate Bednarz: music
00:26:47 ANA PAULA GARCIA Y COLOME: Reacted to "My kid" with 💕
00:26:49 Tamara Lottering: meditation
00:26:49 Cindy McCracken: exercise
00:26:49 Mitali Desai: Getting out of bed 😊
00:26:51 Marylee Bussard: Zipfizz
00:26:53 Cate Bednarz: Screaming children
00:26:56 Sa brina: Go to sleep night before
00:27:00 Pete Simon: add 👍
00:27:02 Sharon Rylander: Running after a 2yo child
00:27:02 Erik Ojakaar: cannibas
00:27:03 Gabriela Briesemeister: Reacted to "Screaming children" with 😊
00:27:11 Archana Shah: Reacted to "Screaming children" with 😊
00:27:14 Jake Rhodes, UXRS: Reacted to "Running after a 2yo ..." with ❤️
00:27:21 Mitali Desai: Reacted to "cannibas" with 🎉
00:27:29 Mitali Desai: Reacted to "Go to sleep night be..." with 😊
00:27:30 Erin Broemel: Reacted to "Running after a 2yo ..." with 👉
00:27:32 Mitali Desai: Reacted to "Screaming children" with 😊
00:27:37 Seyhan Kayhan Kilic: reading news online 😊
00:28:04 Stephanie Choza Macre: Reacted to "reading news online ..." with 😊
00:28:09 Stephanie Choza Macre: Reacted to "Go to sleep night be..." with 😊

00:28:12 Stephanie Choza Macre: Reacted to "Screaming children" with 😂
00:28:21 Stephanie Choza Macre: Reacted to "Take the dog to dayc..." with ❤️
00:28:43 Lucretia: Reacted to "Screaming children" with 😂
00:30:03 John Gusiff: definitely have found this to be true as part of JTBD prompt engineering!
00:30:26 Domi UXRS: Keep posting any questions you have for Jim in the chat :D
00:30:35 Nico Keyes: question - will this deck be shared out?
00:30:52 Jennifer Gaines: Reacted to "question - will this..." with +
00:31:12 tiziana: Reacted to "question - will this..." with +
00:31:22 Jennifer Blatz: Get the JTBD canvas <https://www.jtbdt toolkit.com/jtbd-canvas>
00:31:28 john shpati: Reacted to "Get the JTBD canvas ..." with ❤️
00:31:28 Erin McKeeby: Reacted to "question - will this..." with +
00:31:30 Jake Rhodes, UXRS: Reacted to "Get the JTBD canvas ..." with ❤️
00:31:30 Mrinalini Jeedigunta: Reacted to "Get the JTBD canvas ..." with ❤️
00:31:32 Oswaldo Mendoza (Oz): Reacted to "Get the JTBD canvas ..." with 🙌
00:31:35 Michael Oliver | UX Researcher for Secure & Govern: Reacted to "Get the JTBD canvas ..." with 🙌
00:31:39 Rosa Carbajal: Reacted to "Get the JTBD canvas ..." with 🙌
00:31:40 Jennifer Gaines: Reacted to "Get the JTBD canvas ..." with 👍
00:31:45 Stephanie Choza Macre: Reacted to "Get the JTBD canvas ..." with ❤️
00:31:55 Adriana Grande: Reacted to "Get the JTBD canvas ..." with ❤️
00:31:55 john shpati: Replying to "Get the JTBD canvas ..."

Would love a FigJam template of this!

00:31:59 tiziana: Reacted to "Get the JTBD canvas ..." with ❤️
00:32:05 Shomir Chaudhuri (He/Him): Thank you
00:32:11 Brittany Schiesel: Reacted to "Would love a FigJam ..." with +
00:32:11 Giuseppe Burdo: Reacted to "Get the JTBD canvas ..." with ❤️
00:32:15 Giuseppe Burdo: Reacted to "Would love a FigJam ..." with +
00:32:18 Cate Bednarz: Reacted to "Would love a FigJam ..." with +
00:32:30 Stephanie Choza Macre: Reacted to "Would love a FigJam ..." with +
00:32:32 Susan M: Reacted to "question - will th..." with +
00:32:32 Jennifer Blatz: Replying to "Get the JTBD canvas ..."

Uhhh Jim works for Mural. He won't have a fig jam one. Lol

00:32:42 Ash: I just joined, can someone please share the links again?
00:32:45 Jake Rhodes, UXRS: pay attention to this slide - there's a schema at work that will help you with forming your prompts
00:32:47 Lauren Singer - UXRS: Reacted to "Uhhh Jim works for M..." with 😂
00:32:48 Kris Marich: Reacted to "Uhhh Jim works for M..." with 😂
00:32:49 john shpati: Reacted to "Uhhh Jim works for M..." with 😂
00:32:55 john shpati: Reacted to "Uhhh Jim works for M..." with 🦴
00:33:16 Roque Chavis: Reacted to "pay attention to thi..." with ❤️
00:33:28 Rafael Suriani: Reacted to "question - will this..." with +
00:33:37 Jennifer Blatz: Reacted to "pay attention to thi..." with ❤️
00:33:57 Domi UXRS: Replying to "I just joined, can s..."

Jim's books

The Jobs To Be Done Playbook

https://www.amazon.com/Be-Done-Playbook-Organization/dp/1933820683/ref=sr_1_1?crd=1U3HOCD882PZM&keywords=jim+kalbach&qid=1704851668&srefix=jim+kalbach%2Caps%2C104&sr=8-1

Mapping Experiences

https://www.amazon.com/Mapping-Experiences-Complete-Alignment-Blueprints/dp/1492076635/?_encoding=UTF8&pd_rd_w=7sTq8&content-id=amzn1.sym.cf86ec3a-68a6-43e9-8115-04171136930a&pf_rd_p=cf86ec3a-68a6-43e9-8115-04171136930a&pf_rd_r=145-5859069-9171329&pd_rd_wg=DUIHp&pd_rd_r=0d4bd372-06fc-4192-b991-335e323958dc&ref_=aufs_ap_sc_dsk

Jim's website

<https://www.jtbdtoolkit.com/>

Jim's deck:

Get the JTBD canvas <https://www.jtbdtoolkit.com/jtbd-canvas>

00:34:13 Ash: Reacted to "Jim's books"

The Job..." with 🙌

00:34:15 Brandon Murdock: Reacted to "pay attention to thi..." with ❤️

00:34:15 john shpati: Reacted to "pay attention to thi..." with ❤️

00:34:25 Martha Montelongo: Reacted to "Uhhh Jim works for M..." with 😊

00:34:26 john shpati: Reacted to "Jim's books"

The Job..." with 🙌

00:34:41 Jennifer Blatz: Connect with UXRS! Use this link to join all of our social media channels:

<https://linktr.ee/uxrs>

00:34:57 Dani Weisner: Reacted to "Connect with UXRS! U..." with ❤️

00:35:38 Aurelia Kare: Do we trust ChapGPT to come up with the right jobs?

00:35:38 Ariel Finno (she/her): Reacted to "question - will this..." with +

00:35:54 Jake Rhodes, UXRS: Reacted to "Do we trust ChapGPT ..." with ❤️

00:35:55 Stephanie Choza Macre: Reacted to "Do we trust ChapGPT ..." with 🗨️

00:35:57 Stephanie Choza Macre: Reacted to "Do we trust ChapGPT ..." with ❤️

00:36:08 Ariel Finno (she/her): Reacted to "Get the JTBD canvas ..." with ❤️

00:36:14 Ariel Finno (she/her): Reacted to "pay attention to thi..." with ❤️

00:36:18 Jake Rhodes, UXRS: This is a great question - how to treat the results from LLMs: Trust it as EVIDENCE or trust it as HYPOTHESIS?

00:36:22 Ariel Finno (she/her): Reacted to "Do we trust ChapGPT ..." with ❤️

00:36:24 Vesna Gronosky: Reacted to "Do we trust ChapGPT ..." with ❤️

00:36:30 Nitya Ravi: Reacted to "Do we trust ChapGPT ..." with +

00:36:31 Nitya Ravi: Reacted to "Do we trust ChapGPT ..." with ❤️

00:36:32 Kristi Leach: Reacted to "Jim's books"

The Job..." with 🙌

00:36:35 Jennifer Blatz: We have a video that covers chat GPT and other AI. Check it out:

<https://www.youtube.com/watch?v=C7jHMTERB9c>

00:36:53 Oswaldo Mendoza (Oz): Reacted to "We have a video tha..." with 🔥

00:36:54 Bill Wray: Reacted to "We have a video tha..." with 👍

00:36:55 Stephanie Choza Macre: Reacted to "We have a video tha..." with 🔥

00:36:56 Stephanie Choza Macre: Reacted to "We have a video tha..." with 👍

00:37:07 Owen O'Neil: Reacted to "This is a great ques..." with 👍

00:37:09 Erin McKeeby: Reacted to "We have a video tha..." with 🔥
00:37:11 Roque Chavis: Love a live demo!
00:37:13 tiziana: Reacted to "We have a video tha..." with 🔥
00:37:47 john shpati: Replying to "Get the JTBD canvas ..."

I see a Figma bookmark at the top 😊

00:37:50 Domi UXRS: Share any questions you have for our speaker Jim here in the chat!
00:38:01 Jen Blatz - UXRS: Reacted to "Share any questions ..." with 👍
00:38:03 Erin McKeeby: Reacted to "Love a live demo!" with 👍
00:38:30 Gem: What role does a researcher play in this process? Do we just validate the jobs that chatGPT came up with? But what if it's a new field, and the roles are still evolving and emerging, like AI?
00:38:45 Pedro Vargas: Reacted to "What role does a res..." with 👍
00:38:52 Flavya Baisuck: Reacted to "What role does a res..." with 👍
00:38:54 Nitya Ravi: Reacted to "What role does a res..." with 👍
00:38:55 Elena Velázquez: Reacted to "Uhhh Jim works for M..." with 😂
00:39:20 Elena Velázquez: Reacted to "What role does a res..." with 👍
00:39:40 Cat Licavoli at AJ&Smart: will a recording of this webinar go out to attendees? I may need to depart early
00:39:46 Jennifer Gaines: Reacted to "What role does a res..." with 👍
00:39:47 Kris Marich: Reacted to "This is a great ques..." with 🙌
00:39:50 Aurelia Kare: Reacted to "What role does a res..." with 👍
00:39:52 Jake Rhodes, UXRS: Replying to "What role does a res..."

that IS the question:

as a diverge exercise, this can help you generate hypothesis. But as a evidence - it can be limiting or sometimes wrong.

00:40:12 Nate UXRS: Replying to "will a recording of ..."

Yes it will. It will also be available on the UXRS Youtube channel eventually

00:40:48 Cat Licavoli at AJ&Smart: Replying to "will a recording of ..."

okay great thank you! I got mixed up on time zones when I booked this

00:40:57 Nate UXRS: Replying to "will a recording of ..."

Here's the link for that:

https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber

00:41:03 Cat Licavoli at AJ&Smart: Reacted to "Here's the link for ..." with 👍
00:41:05 K fisher: Reacted to "Here's the link for ..." with ❤️
00:41:14 john shpati: Will these prompts be available after the demo?
00:41:23 Jake Rhodes, UXRS: Who would like to see a prompt engineering workshop tailored for UX Research? Thumb this up if you are interested in this...!
00:41:30 Jennifer Gaines: Reacted to "Who would like to se..." with 👍
00:41:31 Esther Jeong: Reacted to "Who would like to se..." with 👍
00:41:31 Ian Kirk: Reacted to "Who would like to se..." with 👍
00:41:31 Rafael Suriani: Reacted to "Who would like to se..." with 👍
00:41:33 Jen Blatz - UXRS: Reacted to "Who would like to se..." with 👍
00:41:33 Clara Shushunov: Reacted to "Who would like to se..." with 👍
00:41:34 Archana Shah: Reacted to "Who would like to se..." with 👍
00:41:34 Meg Wyble: Reacted to "Who would like to se..." with 👍

00:41:34 Kathryn Campbell: Reacted to "Who would like to se..." with 👍

00:41:34 Aurelia Kare: Reacted to "Who would like to se..." with 👍

00:41:35 Brittany Schiesel: Reacted to "Who would like to se..." with 👍

00:41:35 Ian Kirk: Reacted to "Who would like to se..." with 👍

00:41:35 john shpati: Reacted to "Who would like to se..." with 👍

00:41:36 Gina Donlin: Reacted to "Who would like to se..." with 👍

00:41:37 Marja Germans Gard: Reacted to "Who would like to se..." with 👍

00:41:39 Roque Chavis: Reacted to "Who would like to se..." with 👍

00:41:40 Oswaldo Mendoza (Oz): Reacted to "Who would like to se..." with 👍

00:41:40 john shpati: Reacted to "Who would like to se..." with 👍

00:41:41 john shpati: Reacted to "Who would like to se..." with 👍

00:41:42 Nitya Ravi: Reacted to "Who would like to se..." with 👍

00:41:43 Mandy Wong: Reacted to "Who would like to se..." with 👍

00:41:45 Christina Waldroupe-Ramirez: Reacted to "Who would like to se..." with 👍

00:41:45 Clara Gonzalez Sueyro: Reacted to "Who would like to se..." with 👍

00:41:45 Melanie Zhang: Reacted to "Who would like to se..." with 👍

00:41:46 Kat: Reacted to "Who would like to se..." with 👍

00:41:47 Jeff Sokolov: Reacted to "Who would like to se..." with 👍

00:41:49 Bill Wray: Reacted to "What role does a res..." with 👍

00:41:49 Nathalie Frensley: Reacted to "Who would like to se..." with 👍

00:41:50 Melissa M (she/her): Reacted to "Who would like to se..." with 👍

00:41:52 Flavya Baisuck: Reacted to "Who would like to se..." with 👍

00:41:53 Yan: Reacted to "Who would like to se..." with 👍

00:41:54 Ian Wyosnick: Reacted to "Who would like to se..." with 👍

00:41:59 K fisher: Reacted to "Who would like to se..." with 👍

00:42:03 Gem: Reacted to "Who would like to se..." with 👍

00:42:03 Mrinalini Jeedigunta: Reacted to "Who would like to se..." with 👍

00:42:05 Paul Mamac: Reacted to "Who would like to se..." with 👍

00:42:11 Aurelia Kare: "Not replacing my human judgement"

Does leadership agree?

00:42:13 Stephanie Choza Macre: Reacted to "Who would like to se..." with 👍

00:42:14 Ryan Taber: Reacted to "Who would like to se..." with 👍

00:42:16 Ash: Reacted to "Who would like to se..." with 👍

00:42:18 Cat Licavoli at AJ&Smart: what helps determine what role to focus on?

00:42:30 Jen Blatz - UXRS: Keep this link handy. We want to know what you thought of tonight's event:

<https://forms.gle/dNVRsoue9qCMAkUw6>

00:42:32 Kat Martineau: Reacted to "Who would like to se..." with 👍

00:42:34 Kristi Leach: There's something to be said for not using so much mental energy generating the wording. I definitely find it easier to edit than generate.

00:42:49 Brandon Comstock: Reacted to "Who would like to se..." with 👍

00:42:55 Domi UXRS: I do that too! haha

00:42:56 Vesna Gronosky: Reacted to "There's something to..." with 👍

00:43:00 Meggan Low: Reacted to "Who would like to se..." with 👍

00:43:01 KellyS: Reacted to "There's something to..." with 👍

00:43:05 Kat: Reacted to "Who would like to se..." with 👍

00:43:05 Maria Cipollone: I thank it too. "Computers as social actors". Form of social telepresence

00:43:14 Nadia Shamsedin: Reacted to "There's something to..." with 👍

00:43:20 Lucretia: Reacted to "There's something to..." with 👍

00:43:35 Lucretia: Reacted to "Who would like to se..." with 👍
00:43:49 Domi UXRS: Reacted to "Who would like to se..." with 👍
00:43:53 Domi UXRS: Reacted to "Who would like to se..." with 👍
00:43:54 Domi UXRS: Reacted to "Who would like to se..." with 👍
00:44:18 Leticia Molina: Reacted to "There's something to..." with 👍
00:44:29 Malia Zoghlin: Reacted to "Who would like to se..." with 👍
00:45:11 Terez (ter-ees): Reacted to "Who would like to se..." with 👍
00:45:12 Roque Chavis: Typo!
00:45:12 Esther Jeong: Hoe -> *home typo
00:45:19 Pedro Vargas: Reacted to "Hoe -> *home typo" with 😊
00:45:22 Rafael Suriani: Reacted to "Hoe -> *home typo" with 😊
00:45:25 Jake Rhodes, UXRS: LLMs are forgiving but notice the [[]] he's using as a delimiter - super helpful in getting results
00:45:39 Kristi Leach: Usually there's some body of knowledge about these things, though, just not in "jobs" format. Curious about the workflow of reconciling knowledge from the organization's body of research with outputs from AI.
00:45:51 Kristi Leach: Or reconciling the data from the study with AI outputs.
00:46:09 Shomir Chaudhuri (He/Him): Good way to test hypotheses too
00:46:24 Nico Keyes: question - why exclude visit open houses?
00:46:30 Jake Rhodes, UXRS: Replying to "Usually there's some..."

you can ask the LLM to compare what your ORG has learned with what it thinks. you can ask it to 1) compare/contrast, 2) reflect on it's analysis and give you a critique of it's performance

00:46:31 Ariel Finno (she/her): Reacted to "LLMs are forgiving b..." with ❤️
00:46:34 Michael Oliver | UX Researcher for Secure & Govern: (Random Prompt tip) One of the best prompt techniques I have used is
"act as a professional JOB PERFORMER and tell me ..."

00:46:51 Jen Blatz - UXRS: Question: Do you find it helpful to understand the industry to make "better" calls when you get back results? What if you do not know the industry that well?
00:46:54 Pedro Vargas: Reacted to "(Random Prompt tip) ..." with 🙄
00:46:57 Roque Chavis: Reacted to "(Random Prompt tip) ..." with 🔥
00:47:01 Enz Baur: Reacted to "We have a video tha..." with 👍
00:47:05 Ariel Finno (she/her): Reacted to "(Random Prompt tip) ..." with ❤️
00:47:06 Natalie Long: Visiting homes feels like the next step in the journey - not the narrow scope of 'search for a property'
00:47:08 Brian Rhea: Yes! ChatGPT is incredible at getting up-to-speed on a new market!
00:47:10 Ian Wyosnick: Reacted to "(Random Prompt tip) ..." with 🔥
00:47:15 Meg Wyble: Reacted to "(Random Prompt tip) ..." with 👍
00:47:55 Kristi Leach: Replying to "Usually there's some..."

I'm SO not allowed to put our company's research findings into ChatGPT. Plus it's a sprawling Confluence site (and, lately, Dovetail).

00:48:16 Nick Lamela: Will this recording be available to us after the talk?
00:48:26 Jen Blatz - UXRS: Question: Are you writing a book about JTBD and AI? Or do you think the industry is changing too much for a book on this?
00:48:48 Nate UXRS: Replying to "Will this recording ..."

yes absolutely

00:48:50 Ri Zoldak: Replying to "Usually there's some..."

Same for us. It's the rule about who owns the content of a search prompt

00:48:59 Ash: Replying to "Will this recording ..."

someone linked the YouTube channel on where this will be later earlier in this chat

00:49:04 Domi UXRS: Replying to "Will this recording ..."

Check out 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!

00:49:07 John Gusiff: I am starting to test out if it can help determine potential Job Clusters for segmentation

00:49:11 Nick Lamela: Reacted to "Check out our Youtub..." with ❤️

00:49:47 john shpati: Reacted to "Check out our Youtub..." with ❤️

00:50:03 Kathryn Campbell: Reacted to "I am starting to tes..." with 👍

00:50:08 Munira: Reacted to "Good way to test hyp..." with 🎉

00:50:39 Jen Blatz - UXRS: The video will be available on Vimeo for about a month after this event first. Those who have a ticket to this event will have early access to that video recording on Vimeo. You will be sent a unique link to the recording once we post it to Vimeo. We send this link to the SAME email you used to sign up for this event.

00:50:40 Brian Rhea: Speaking of Job Stories ... Jim's recent article about Stories is incredible, highly recommend!

<https://jtbdtoolkit.medium.com/job-stories-revisited-13ad0b54eb3c>

00:50:59 Jen Blatz - UXRS: Reacted to "Speaking of Job Stor..." with 👍

00:51:00 Leticia Molina: Reacted to "The video will be av..." with ❤️

00:51:05 Cat Licavoli at AJ&Smart: Reacted to "Speaking of Job Stor..." with 👍

00:51:16 john shpati: Reacted to "The video will be av..." with ❤️

00:51:16 Rafael Suriani: Reacted to "Speaking of Job Stor..." with 👍

00:51:17 Nico Keyes: Reacted to "The video will be av..." with 🎉

00:51:21 Rafael Suriani: Reacted to "The video will be av..." with ❤️

00:51:25 Ariel Finno (she/her): Reacted to "The video will be av..." with ❤️

00:51:28 Ash: Reacted to "The video will be av..." with ❤️

00:51:30 Ariel Finno (she/her): Reacted to "Speaking of Job Stor..." with 👍

00:51:38 Kristine: Reacted to "Who would like to se..." with 👍

00:51:39 Adriana Grande: Reacted to "The video will be av..." with ❤️

00:51:44 Kristine: Reacted to "Who would like to se..." with 👍

00:51:45 Mitali Desai: Reacted to "Who would like to se..." with 👍

00:51:46 Kristine: Reacted to "Who would like to se..." with 👍

00:51:47 Martha Montelongo: Reacted to "Speaking of Job Stor..." with 👍

00:51:59 Lucretia: Reacted to "(Random Prompt tip) ..." with 👍

00:52:36 Jen Blatz - UXRS: Video Jim is talking about

<https://jtbdtoolkit.medium.com/revolutionizing-jtbd-research-evan-shore-on-ai-1b5d5324cb97>

00:52:44 Brian Rhea: 🙌🙌 HEY!! Thanks 😊

00:52:52 Michael Oliver | UX Researcher for Secure & Govern: Reacted to "🙌🙌 HEY!! Tha..." with 😊

00:52:56 Stephanie Choza Macre: Reacted to "Video Jim is talking..." with 🙌

00:53:01 Rafael Suriani: Reacted to "Video Jim is talking..." with 🙌

00:53:10 Anita English: Reacted to "The video will be av..." with ❤️

00:53:31 Flavya Baisuck: Reacted to "Video Jim is talking..." with 🙏

00:53:50 Jen Blatz - UXRS: Reacted to "👏👏 HEY!! Tha..." with 👍

00:54:23 Jen Blatz - UXRS: <https://jobstobedone.substack.com/>

00:54:43 Shomir Chaudhuri (He/Him): That doesn't sound great for researchers

00:54:47 Melanie Levy: Reacted to "That doesn't sound g..." with +

00:54:51 Bill Wray: Reacted to "That doesn't sound g..." with +

00:54:51 K fisher: Reacted to "That doesn't sound g..." with +

00:54:53 Vesna Gronosky: Reacted to "That doesn't sound g..." with +

00:54:53 Aurelia Kare: Reacted to "That doesn't sound g..." with 👍

00:54:56 Stephanie Choza Macre: Reacted to "That doesn't sound g..." with +

00:54:56 Eric Atkinson: Reacted to "That doesn't sound g..." with +

00:55:02 Eric Atkinson: Reacted to "That doesn't sound g..." with 👉

00:55:10 Kristi Leach: Or valid

00:55:13 Domi UXRS: Keep posting any questions you have for Jim in the chat c:

00:55:22 Martha Montelongo: Reacted to "That doesn't sound g..." with 👍

00:55:31 Martha Montelongo: Reacted to "Or valid" with 🙄

00:55:33 John Gusiff: danger! danger! never stop talking with customers

00:55:41 Adriana Grande: or it was not recognized as an important insight

00:55:44 Martha Montelongo: Reacted to "danger! danger! neve..." with 🚀

00:55:46 Dana Akins-Adeyemi: AI Doesn't read emotions

00:55:48 Ian Kirk: Reacted to "danger! danger! neve..." with 🚀

00:55:53 Tamara Lottering: In what ways do you use AI for analysis today after conducting qualitative research?

00:55:56 Vesna Gronosky: Reacted to "danger! danger! neve..." with 🚀

00:55:58 Cat Licavoli at AJ&Smart: Reacted to "Video Jim is talking..." with 🙏

00:56:00 Dianne Juhl: Reacted to "AI Doesn't read emot..." with 👍

00:56:02 Kris Marich: Reacted to "AI Doesn't read emot..." with 🏆

00:56:03 Vesna Gronosky: Reacted to "Or valid" with 🙄

00:56:03 Marja Germans Gard: Reacted to "danger! danger! neve..." with 🚀

00:56:06 John Leach: There is a lot of emotion involved in the home buying experience which AI will not be able to provide.

00:56:14 Bill Wray: Reacted to "In what ways do you ..." with 👍

00:56:17 Nicole Bacchus: Replying to "AI Doesn't read emot..."

Actually.....can't it pick up sentiment?

00:56:19 Melanie Levy: Replying to "AI Doesn't read emot..."

Or facial expressions

00:56:20 Dianne Juhl: Reacted to "There is a lot of em..." with 👍

00:56:22 Martha Montelongo: Reacted to "In what ways do you ..." with 👍

00:56:23 Aurelia Kare: Reacted to "In what ways do you ..." with 👉

00:56:27 Nate UXRS: Reacted to "There is a lot of em..." with 👍

00:56:28 Martha Montelongo: Reacted to "There is a lot of em..." with 👍

00:56:28 Rafael Suriani: Reacted to "In what ways do you ..." with 👉

00:56:29 Jeff Sokolov: Reacted to "There is a lot of em..." with 👍

00:56:29 Anna Hughes: I have found with the tools I've tried so far that I spend so much time going back and validating what the AI has generated that I might as well has processed the video/transcript myself.

00:56:34 Cindy McCracken: Reacted to "Who would like to se..." with 👍

00:56:47 Aurelia Kare: Reacted to "There is a lot of em..." with 🏆

00:56:49 Melanie Levy: Reacted to "I have found with th..." with 👉
00:56:51 tiziana: Reacted to "There is a lot of em..." with 🙌
00:56:53 Erin Broemel: Reacted to "I have found with th..." with 👉
00:56:54 Brian Rhea: Thanks so much for the mention, Jim!! Really kind of you 😊 Anyone who checks out <http://joblens.ai> from this call, reach out to me and I'd love to chat!
00:57:09 Kristi Leach: Replying to "I have found with th..."

This is why I'm wondering about the workflow of reconciling the AI suggestions with the data or with insights from previous studies

00:57:19 Ian Wyosnick: Reacted to "Thanks so much for t..." with 🔥
00:57:19 Cindy McCracken: Reacted to "There's something to..." with 🙌
00:57:30 Anna Hughes: Reacted to "This is why I'm wond..." with 🙌
00:57:35 tiziana: Reacted to "Thanks so much for t..." with 🔥
00:57:39 Amber Gusa: Reacted to "There is a lot of em..." with 🙌
00:57:42 Ash: Reacted to "Thanks so much for t..." with 🔥
00:57:52 Bill Wray: Replying to "AI Doesn't read emot..."

<https://medicalxpress.com/news/2023-12-ai-reliably-emotions-based-facial.html>

00:58:06 Cat Licavoli at AJ&Smart: I love this tool to see what people are thinking and searching for the most

<https://answerthepublic.com/>

00:58:14 Tamara Lottering: In what ways does AI help you scale research?
00:58:15 Aurelia Kare: Agree w/ Anna, would love to learn more about the workflow...
00:58:24 Michele Y. Washington: Reacted to "AI Doesn't read emot..." with 🙌
00:58:33 john shpati: @Jim Kalbach will you be posting your ChatGPT Prompts?
00:58:34 Meg Wyble: Nope!
00:58:35 Erik Ojakaar: never
00:58:38 Adriana Grande: nope!
00:58:45 Cat Licavoli at AJ&Smart: Reacted to "In what ways does AI..." with 🙌
00:58:52 Nick Lamela: Reacted to "I love this tool to ..." with ❤️
00:59:00 Mitali Desai: Never, but decision makers for hiring or funding the roles don't get this
00:59:09 Cat Licavoli at AJ&Smart: Replying to "In what ways does AI..."

and make it more sustainable for teams and projects

00:59:18 Aurelia Kare: This is a great slide
00:59:20 Raunak Mahtani: Do you have any practical suggestions on how to validate and "check the work" of what's produced by ChatGPT (or other AI tool) while doing this type of secondary source work?
00:59:27 Cat Licavoli at AJ&Smart: Reacted to "Agree w/ Anna, would..." with 🙌
00:59:33 tiziana: Replying to "AI Doesn't read emot..."

I don't think AI is more reliable than humans. We think we can guess from facial expression, but we often are wrong

00:59:37 Kayla Wren: As we start to leverage ChatGPT to streamline research prep and data analysis, increasingly our value as researchers will come from our ability to understand our organization's business and strategic objectives, determine and effectively communicate the most impactful insights and recommendations, and navigate the organizational politics of product development. Researcher soft skills like storytelling, managing difficult conversations, and influencing stakeholders will become the key differentiators.
00:59:52 Jen Blatz - UXRS: Reacted to "I don't think AI is ..." with 🙌

00:59:52 Elizabeth Riddle: Reacted to "As we start to lever..." with 👍
00:59:54 Ian Wyosnick: Reacted to "As we start to lever..." with 🙌
00:59:58 Anna Hughes: Reacted to "As we start to lever..." with 🙌
00:59:58 Cat Licavoli at AJ&Smart: Reacted to "As we start to lever..." with 👍
01:00:02 Nico Keyes: Replying to "Do you have any prac..."

I imagine you would treat it all as hypotheses and investigate w/ your qualitative interviews

01:00:02 Natalie Long: Reacted to "As we start to lever..." with 🙌
01:00:05 Kathryn Campbell: Reacted to "As we start to lever..." with 👍
01:00:06 Meg Wyble: Reacted to "As we start to lever..." with 👍
01:00:06 Erik Ojakaar: Reacted to "As we start to lever..." with 👍
01:00:07 Dianne Juhl: Reacted to "As we start to lever..." with 🙌
01:00:07 Stacey Zhou: Reacted to "As we start to lever..." with 🙌
01:00:08 Jessica Martínez: Reacted to "As we start to lever..." with 🙌
01:00:10 Anna Hughes: Reacted to "Do you have any prac..." with 👍
01:00:14 Bill Wray: Reacted to "As we start to lever..." with 🙌
01:00:14 Dana Akins-Adeyemi: Africans wear shoes!
01:00:16 Jake Rhodes, UXRS: I think the risk is that business owners will treat LLM results as evidence - not hypotheses. One job a researcher does that an LLM doesn't (unless asked) is guard against bias
01:00:17 Kris Marich: Reacted to "As we start to lever..." with 🙌
01:00:17 Jen Blatz - UXRS: Reacted to "As we start to lever..." with 👍
01:00:22 Anna Hughes: Reacted to "Africans wear shoes!" with ❤️
01:00:22 Rafael Suriani: Reacted to "As we start to lever..." with 🙌
01:00:24 Giuseppe Burdo: Reacted to "Africans wear shoes!" with 😂
01:00:24 Vesna Gronosky: I'm leery of an analysis-only focus. A skilled interviewer makes a huge difference
01:00:27 Leticia Molina: Reacted to "Africans wear shoes!" with ❤️
01:00:35 Adriana Grande: It is what machine translation did for linguists, but it hasn't taken their jobs in decades!
01:00:35 Leticia Molina: Reacted to "Africans wear shoes!" with 😂
01:00:39 Nate UXRS: Reacted to "Africans wear shoes!" with ❤️
01:00:42 Dianne Juhl: Reacted to "Africans wear shoes!" with 👍
01:00:43 Kris Marich: Reacted to "Africans wear shoes!" with ❤️
01:00:45 John Gusiff: not simply a researcher, starting to teach Product Marketers and Content Marketers on how to leverage Customer JTBD research, using ChatGPT, to perform their various job functions... teach a B2B class around this
01:00:45 Elizabeth Riddle: Reacted to "As we start to lever..." with 🙌
01:00:56 Jen Blatz - UXRS: Jim's website
<https://www.jtbdt toolkit.com/>
01:00:56 Erin Broemel: Reacted to "It is what machine t..." with 👍
01:00:59 Brian Rhea: Replying to "In what ways do you ..."

There are some effective ways to provide the AI with the transcript of your interview and then chatting with the AI to ask it for examples within the text.

Specifically, you could define for the AI what you mean by an "Aspirational Job" and then ask it for quotes where the interviewee is expressing an aspiration.

Defining your terms and then asking for examples is extremely helpful.

Hope that helps.

01:01:10 Raunak Mahtani: Replying to "Do you have any prac..."

Yes, that would be needed, of course! I meant even before doing interviews. Or say if AI is partially synthesizing raw interview data, how might one check the work of analysis?

01:01:10 Aurelia Kare: Reacted to "I think the risk is ..." with 100

01:01:15 Marja Germans Gard: Reacted to "Do you have any prac..." with 👍

01:01:27 Ben Bailes: Just the right level of zoom for what I needed right now. Thank you so much!!!

01:01:41 Eric Atkinson: Reacted to "Africans wear shoes!" with 🖐️

01:01:47 Marja Germans Gard: Reacted to "I think the risk is ..." with 100

01:01:47 Eric Atkinson: Reacted to "Africans wear shoes!" with 100

01:01:52 Amber Gusa: Reacted to "Just the right level..." with 100

01:01:55 Domi UXRS: Tell us what you thought of today's event:

<https://forms.gle/dNVRsoue9qCMAkUw6>

01:01:55 Cat Licavoli at AJ&Smart: Reacted to "Just the right level..." with 100

01:01:58 Jen Blatz - UXRS: Reacted to "Just the right level..." with 100

01:02:06 Brian Rhea: Reacted to "As we start to lever..." with 100

01:02:09 Eric Atkinson: Reacted to "Africans wear shoes!" with 🖐️

01:02:50 Pedro Vargas: Will we have access to the presentation? Or at least to the prompts?

01:02:58 Anna Hughes: Reacted to "Will we have access ..." with 100

01:03:01 Tiana Higham: Reacted to "Will we have access ..." with 100

01:03:04 Jennifer Gaines: Reacted to "Will we have access ..." with 100

01:03:04 Kristi Leach: That's more deductive than inductive, fwiw

01:03:07 Kathlyne Taylor: Reacted to "Will we have access ..." with 100

01:03:07 john shpati: Reacted to "Will we have access ..." with 100

01:03:19 Susan M: Replying to "As we start to lev..."

UR is not the only discipline that provides this value; maybe not even the primary one (just to play the devil's advocate here)

01:03:31 Carmela Lopriore: Reacted to "Will we have access ..." with 100

01:03:36 Grace Montgomery: Reacted to "As we start to lever..." with 👍

01:03:41 Shomir Chaudhuri (He/Him): Reacted to "As we start to lever..." with 👍

01:03:41 Shomir Chaudhuri (He/Him): Reacted to "As we start to lever..." with 100

01:03:48 Ian Kirk: Reacted to "As we start to lever..." with 100

01:03:54 Aurelia Kare: Reacted to "As we start to lever..." with 100

01:03:57 Nate UXRS: Replying to "Will we have access ..."

Attendees will be sent a link to the recording of this event first.

01:04:09 Anna Hughes: Replying to "As we start to lever..."

I totally agree, Susan. The value comes from a wide range of stakeholders and the various lenses that they bring to the project and what the outcomes mean

01:04:12 Michael Oliver | UX Researcher for Secure & Govern: Would "Assumptive jobs"?

01:04:13 Owen O'Neil: It's an assumption

01:04:16 Nico Keyes: so it's almost like your very first interview

01:04:17 Melanie Levy: Reacted to "I think the risk is ..." with 100

01:04:20 Michael Oliver | UX Researcher for Secure & Govern: Reacted to "It's an assumption" with



01:04:23 Zoe Murray: Reacted to "As we start to lev..." with 👍
01:04:28 Owen O'Neil: Reacted to "Would "Assumptive j..." with 👍
01:04:38 Raunak Mahtani: Reacted to "That's more deductiv..." with 🍑
01:05:04 Michael Oliver | UX Researcher for Secure & Govern: Replying to "Would "Assumptive j..."

I've used assumptive jobs as a way to get stakeholders bought into the system as well. A wedge in the door to open with more research

01:05:05 Gem: It's like mixed methods lol
01:05:10 Brian Rhea: I've found that using ChatGPT to prep for customer interviews in a new market lets me go into the first interview with as much context as what used to take five interviews.
01:05:17 Nitya Ravi: Are we leaving enough room in this process to discover something completely new?
01:05:22 Nate UXRS: Reacted to "I've found that usin..." with 👍
01:05:24 Pete Simon: Reacted to "I've found that usin..." with 👍
01:05:24 Amber Gusa: Reacted to "I've found that usin..." with ❤️
01:05:26 Cat Licavoli at AJ&Smart: could you tell chat gtp to challenge the outputs it generates using a specific list of experts, methods, principles, articles etc of the best know benchmarks you know?
01:05:28 Nico Keyes: Reacted to "I've found that usin..." with 👍
01:05:30 Erin Broemel: Reacted to "I've found that usin..." with 👍
01:05:31 Kayla Wren: Reacted to "I think the risk i..." with 🙌
01:05:31 Aurelia Kare: Reacted to "could you tell chat ..." with 🍑
01:05:37 Raunak Mahtani: Reacted to "Are we leaving enoug..." with 🍑
01:05:38 Michael Oliver | UX Researcher for Secure & Govern: Reacted to "I've found that usin..." with 👍
01:05:40 Nate UXRS: Reacted to "Are we leaving enoug..." with 🙌
01:05:41 Aurelia Kare: Reacted to "Are we leaving enoug..." with 🙌
01:05:41 Adriana Grande: Reacted to "Are we leaving enoug..." with 🍑
01:05:42 Kristi Leach: Reacted to "Are we leaving enoug..." with 🙌
01:05:44 Amber Gusa: Reacted to "could you tell chat ..." with 🍑
01:05:44 Nico Keyes: Replying to "Are we leaving enoug..."

yes - in the interviews!

01:05:45 Bill Wray: Reacted to "Do you have any prac..." with 🙌
01:05:47 Anna Hughes: Replying to "I've found that usin..."

How are you using ChatGPT in this context?

01:05:51 John Gusiff: love that analogy, that's what I have found to be true, your domain expertise critical to filtering out the good stuff from the bad stuff with GenAI
01:05:54 Cindy McCracken: Reacted to "I've found that usin..." with 👍
01:06:03 Nico Keyes: Reacted to "could you tell chat ..." with 🍑
01:06:08 Mitali Desai: Haha here we go
01:06:24 Nate UXRS: Reacted to "love that analogy, t..." with 👍
01:06:43 Nico Keyes: hahah ChatGPT is just another member of your collaborative, diverse, multi disciplinary team. Here for it.
01:06:46 Michael Oliver | UX Researcher for Secure & Govern: That's my problem right now lol
01:06:49 Marja Germans Gard: Reacted to "As we start to lever..." with 🙌
01:06:57 Kris Marich: Reacted to "That's my problem ri..." with 😂
01:07:03 Martha Montelongo: Reacted to "hahah ChatGPT is jus..." with 🙄
01:07:03 Anna Hughes: Reacted to "Are we leaving enoug..." with 🙌

01:07:03 Jen Blatz - UXRS: Please fill out the post-event survey and let us know what you thought about tonight's event!
<https://forms.gle/dNVRsoue9qCMAkUw6>

01:07:06 Brian Rhea: Reacted to "That's my problem ri..." with 🤔

01:07:08 Erin Broemel: Reacted to "I've found that usin..." with 👉

01:07:09 Cat Licavoli at AJ&Smart: Reacted to "hahah ChatGPT is jus..." with 👍

01:07:12 Anna Hughes: Reacted to "could you tell chat ..." with 👉

01:07:15 Jen Blatz - UXRS: Connect with UXRS! Use this link to join all of our social media channels:
<https://linktr.ee/uxrs>

01:07:23 Anna Hughes: Reacted to "I've used assumptive..." with 👍

01:07:23 Bill Wray: Reacted to "How are you using Ch..." with 👍

01:07:24 Marja Germans Gard: Reacted to "Are we leaving enoug..." with 🏆

01:07:25 Bill Wray: Reacted to "I've found that usin..." with 👍

01:07:55 Ian Kirk: Reacted to "How are you using Ch..." with 👍

01:08:05 Ian Wyosnick: Reacted to "I've found that usin..." with 👍

01:08:09 Aurelia Kare: Or an evolving field...

01:08:10 Ian Wyosnick: Reacted to "Are we leaving enoug..." with 👉

01:08:11 Sharon Rylander: Reacted to "I've found that usin..." with 👍

01:08:12 Cat Licavoli at AJ&Smart: is there a great article link to 1 or 2 use case examples where CHat GTP and JTBD framework was used to showcase this process and outputs?

01:08:13 John Gusiff: or, you've formulated Biases due to being somewhere for a long time, and ChatGPT will challenge those biases?

01:08:24 Kristi Leach: If the assumptive jobs or outcomes come from the unspecified training data with all its bias and unknowns. and we don't build the hypotheses or assumptive jobs from the bottom up with the perceptions of real people, and then we work deductively from those assumptive jobs...just thinking about A) What that misses and B) how your workflow can avoid missing it

01:08:38 Cindy McCracken: Replying to "Are we leaving enoug..."

Thinking you could interview first without sharing the AI-generated jobs to give lots of opportunities for them to share what they do. Then maybe share the generated jobs to get comment on them They might bring up jobs the interviewee didn't think to mention, or, since they've been thinking about it, they can comment on the generated ones.

01:08:48 Heather Brown, Researcher (She/Her): Reacted to "is there a great art..." with 👉

01:08:59 Lucretia: Agree this is helpful for getting bird's eye view/context so when you talk with interviewees, you're not trying to figure out what's going on the first few interviews.

01:09:01 Grace Montgomery: Reacted to "Are we leaving enoug..." with 🙌

01:09:06 Pavithra Arvind: Reacted to "Are we leaving enoug..." with 👍

01:09:07 Raunak Mahtani: Reacted to "Thinking you could i..." with 👍

01:09:10 Nitya Ravi: Reacted to "Thinking you could i..." with 👍

01:09:15 Kris Marich: Reacted to "Agree this is helpfu..." with 🙌

01:09:16 Cat Licavoli at AJ&Smart: Replying to "or, you've formulate..."

you could even tell CHat gtp to challenge the outputs and expand beyond it with a slick prompt. I dont have that best prompt but it would be great to see one

01:09:18 Brian Rhea: Replying to "Agree this is helpfu..."

100%

01:09:19 Nico Keyes: Replying to "Are we leaving enoug..."

exactly!

01:09:22 Brittany Schiesel: Similar to above how do you mitigate bias?
01:09:25 Brian Rhea: Reacted to "Agree this is helpfu..." with 🙌
01:09:55 Nico Keyes: Reacted to "or, you've formulate..." with 👍
01:10:46 Nitya Ravi: Reacted to "Similar to above how..." with +
01:10:50 Raunak Mahtani: Reacted to "Similar to above how..." with +
01:10:53 Nico Keyes: recruit a diverse group of participants that reflect your target customers
01:11:03 Anna Hughes: Reacted to "recruit a diverse gr..." with 100
01:11:10 Michael Oliver | UX Researcher for Secure & Govern: You could also use a different LLM to compare results. Anthropic's Claude is very comparable to chatGPT
01:11:11 Enz Baur: What's LOM?
01:11:12 Erin Broemel: Reacted to "recruit a diverse gr..." with 100
01:11:28 Brian Rhea: Replying to "What's LOM?"

LLM: Large Language Model

The model underneath ChatGPT

01:11:29 Kris Marich: Reacted to "You could also use ..." with 100
01:11:34 Cat Licavoli at AJ&Smart: I see the need and value of a Chatgpt tool that challenges biases, initial outputs and expands beyond it to increase the perspective, bigger picture and find and connect more dots.

Not sure what that exact best as of today prompt would be but my brain works that way...always stretching beyond the curve in a field and my limitations and reaching to a whole set of unknown dots with more who, what, when, where whys etc

01:11:35 Erik Ojakaar: Interesting point
01:11:36 Bill Wray: Reacted to "LLM: Large Language ..." with 👍
01:11:38 John Gusiff: agree we are just as biased or perhaps more so in certain cases
01:11:44 Stephanie Choza Macre: Reacted to "Are we leaving enoug..." with 100
01:11:57 Marja Germans Gard: Reacted to "Thinking you could i..." with 👍
01:11:58 Enz Baur: Reacted to "LLM: Large Language ..." with 👍
01:12:15 Courtenay A Hendricks: Thank you for the JTBD talk!
01:12:20 Brian Rhea: 100 100 100 Claude by Anthropic
01:12:20 Patrick Little: claude.ai! Great
01:12:31 Anita English: TBH I used Google's Bard AI earlier today to ask it to SWOT my company
01:12:34 Patrick Little: Claude is nice I find for research papers
01:12:34 Amber Gusa: I like Claude better and Chat GPT4
01:12:42 Brian Rhea: Claude's better at uploading a transcript and chatting with the document
01:12:48 Anna Hughes: Reacted to "TBH I used Google's ..." with 😊
01:12:58 Kristi Leach: But we aren't all using our biases in place of an actual data set. Workflow + a strong understanding of when to use deductive vs inductive seem super important. Playing fast and loose with that seems like the fast road to being replaced entirely by AI.
01:13:04 Patrick Little: I don't pay for GPT 4 and Claude lets me upload PDF, CSV, etc.
01:13:12 Paul Mamac: ChatGPT is dumb in that it doesn't "think", so as the researcher you must do the thinking. Most people forget that part.
01:13:15 Nico Keyes: agreed. you are the arbitrator, the architect, the ultimate decision maker.
01:13:15 Raunak Mahtani: I wonder if there's a way to have an index of sorts to check what level of knowledge an AI model would have about a particular problem space - as a way to establish a ball park confidence level

01:13:15 Anita English: Reacted to "I don't pay for GPT ..." with 🙄

01:13:16 Cate Bednarz: I've been using perplexity but not for work

01:13:39 Ellis Gregory: Thanks Jim! This discussion and walkthrough of your process is validating my approach to JTBD.

01:13:41 Cat Licavoli at AJ&Smart: Reacted to "TBH I used Google's ..." with 😊

01:13:43 Nico Keyes: Reacted to "I wonder if there's ..." with 💡

01:13:54 Seyhan Kayhan Kilic: AI also reduces the need for users in the feedback loop. This is what PMs especially work in sales-based company think that. I came across that. In this case, AI would not just assist PMs in understanding existing user data but would also predict or simulate user responses and preferences, possibly without direct user engagement. This suggests a future where product development could rely heavily on AI-generated insights about user needs, without needing to interact with actual users. What do you think?

01:13:54 Stephanie Choza Macre: Reacted to "I wonder if there's ..." with 💡

01:13:56 Anita English: Reacted to "I wonder if there's ..." with 💡

01:14:17 Domi UXRS: Please fill out the post-event survey and let us know what you thought about tonight's event!
<https://forms.gle/dNVRsoue9qCMAkUw6>

01:15:00 Adriana Grande: Thanks Jim

01:15:03 Nico Keyes: (you get to focus on more elevated tasks, strategy, etc!)

01:15:04 Lucretia: thanks

01:15:05 Vesna Gronosky: Thank you!

01:15:07 KellyS: Awesome, thanks so much!

01:15:09 Domi UXRS: Want to keep the conversation going after the event? Sign up for our Slack channel. Fill in this form.
<https://forms.gle/UiMSCzeFDBcEVVtQ8>

01:15:10 ANA PAULA GARCIA Y COLOME: Thanks!

01:15:13 Paul Mamac: Thanks Jim!

01:15:13 Jessie Metivier: Thank you!

01:15:14 Hamed Yeung: Thank you!

01:15:14 Mrinalini Jeedigunta: Thanks Jim!

01:15:17 Danielle Shoshani: Wonderful presentation, thanks!

01:15:18 Ash: as a suggestion for videos, will you be sharing screenshots of the chat?

01:15:20 K fisher: Thank you for your time

01:15:20 charanya: thank you!

01:15:23 Nico Keyes: Thanks so much Jim!!! Big fan of your book

01:15:24 Raunak Mahtani: Thanks so much for your time and insights, Jim!

01:15:24 Ursula Wright: Thank you, Jim. You offered a lot of food for thought!

01:15:28 Ian Kirk: Thanks so much!! Super interesting.

01:15:29 Nitya Ravi: Thank you!

01:15:30 Cindy McCracken: Thank you!!

01:15:30 Ash: some people's comments and inputs have been incredibly helpful as well

01:15:32 Meg Wyble: Thank you Jim! Loved Mapping Experiences, have used it heavily! look forward to reading the jtbd book :)

01:15:32 Tina Severson: Thank you!

01:15:32 Cat Licavoli at AJ&Smart: even better than I was hoping!! THANK YOU!!

01:15:36 Enz Baur: thank you 🙌

01:15:44 Aurelia Kare: Thanks for this!

01:15:49 Erin Broemel: Thank you! Excellent presentation, as always!!

01:15:54 Jen Blatz - UXRS: Please fill out the post-event survey and let us know what you thought about tonight's event!

<https://forms.gle/dNVRsoue9qCMAkUw6>

01:15:55 Clara Gonzalez Sueyro: thanks

01:16:10 tiziana: thank you !!!!

01:16:29 tiziana: great talk

01:16:33 Ash: I was wondering why so many people are leaving....this is a 2hr workshop?? lol

01:16:36 Amber Gusa: Thank you! This was awesome!!

01:16:39 Jen Blatz - UXRS: Tell us what you thought of today's event:

<https://forms.gle/dNVRsoue9qCMAkUw6>

01:16:49 Nate UXRS: Replying to "I was wondering why ..."

The second hour is for networking

01:16:50 tiziana: I have to run

01:16:58 Aurelia Kare: Share screen?

01:17:06 Ash: come backkkk..... so many people just don't wanna socialize I guess lmao

01:18:03 Jen Blatz - UXRS: Topic 1:

How, if at all, are you using AI?

01:18:08 Anita English: Reacted to "Topic 1:

How, if at ..." with 👍

02:02:50 Seyhan Kayhan Kilic: Thanks Everyone. So a great presentation and meeting with you. Can't wait for the next one :)

02:02:50 Nick Lamela: Reacted to "I met a few new frie..." with 👍

02:03:44 Aurelia Kare: Is that another survey?

02:03:57 Nick Lamela: Need to drop thanks for everything!

02:05:06 Aurelia Kare: From the same tool?

02:06:05 Adriana Grande: like children with similar dna but not the same

02:06:17 Lauren Mason Carris: Reacted to "like children with s..." with 🏆

02:06:19 Sharon Rylander: Reacted to "like children with s..." with 🏆

02:06:25 Nate UXRS: Reacted to "like children with s..." with 🏆

02:06:28 Domi UXRS: Reacted to "like children with s..." with 🏆

02:06:42 Lauren Mason Carris: Replying to "From the same tool?"

Sometimes! (Not so wild that it's inaccurate, but... it's still nascent technology)

02:07:25 Lauren Mason Carris: Otter.ai is one of my fav transcription tools

02:07:38 Lauren Mason Carris: Replying to "Otter.ai is one of m..."

Excellent summaries, extracts "action items"

02:08:14 Sharon Rylander: Reacted to "Otter.ai is one of m..." with 👍

02:09:09 Kanika Sachdeva: Could you please give the name of software here?

02:09:15 John Gusiff: How LLMs work by the Chief Product Officer at Spotify

<https://www.youtube.com/watch?v=2eWuYf-aZE4&t=4549s>

02:09:48 Lauren Mason Carris: <https://otter.ai/>

02:12:02 Kanika Sachdeva: Thank you for the session! Need to drop.

02:14:37 Stephanie Choza Macre: I have drop, thank you for the great conversation and learnings.

02:16:16 Lauren Mason Carris: This has been awesome! Thanks!

02:16:27 Lucretia: This was great, thank you!

02:16:32 Adriana Grande: Replying to "This has been awesom..."

thanks Lauren!

02:16:40 Lauren Mason Carris: Reacted to "thanks Lauren!" with ❤️

02:16:54 Sharon Rylander: Count me in!
02:17:19 Nico Keyes: lovely meeting everyone and great topic!
02:17:31 Jen Blatz - UXRS: Slack: <https://forms.gle/UiMSCzeFDBcEVVtQ8>
02:17:35 Adriana Grande: Thanks everyone!
02:17:38 Aurelia Kare: Thanks so much!!!