

# Research Ops: Systemizing Internal Research Needs

Hello!

1. Mute yourself
2. **To chat add:** your LinkedIn; a brief hello; why you are interested in today's topic; and your questions

**We'll cover:**

3. An overview of this role
4. Your questions (from chat)

# Agenda

**Intro to the topic:** Philip's perspective

**Who's in the room:** Quick overview of the Survey + our questions

## **Topics:**

- MVP for Research Ops: What does it look like, how do you get started
- Scaling UXR for consistency and frequency
- Self Service User Research
- Open Questions

## **Chat introductions:**

- Your Name, Role, Company (if comfortable), LinkedIn

## **Chat Crowdsourcing Topics:**

- Questions
- Challenges
- Great resource links

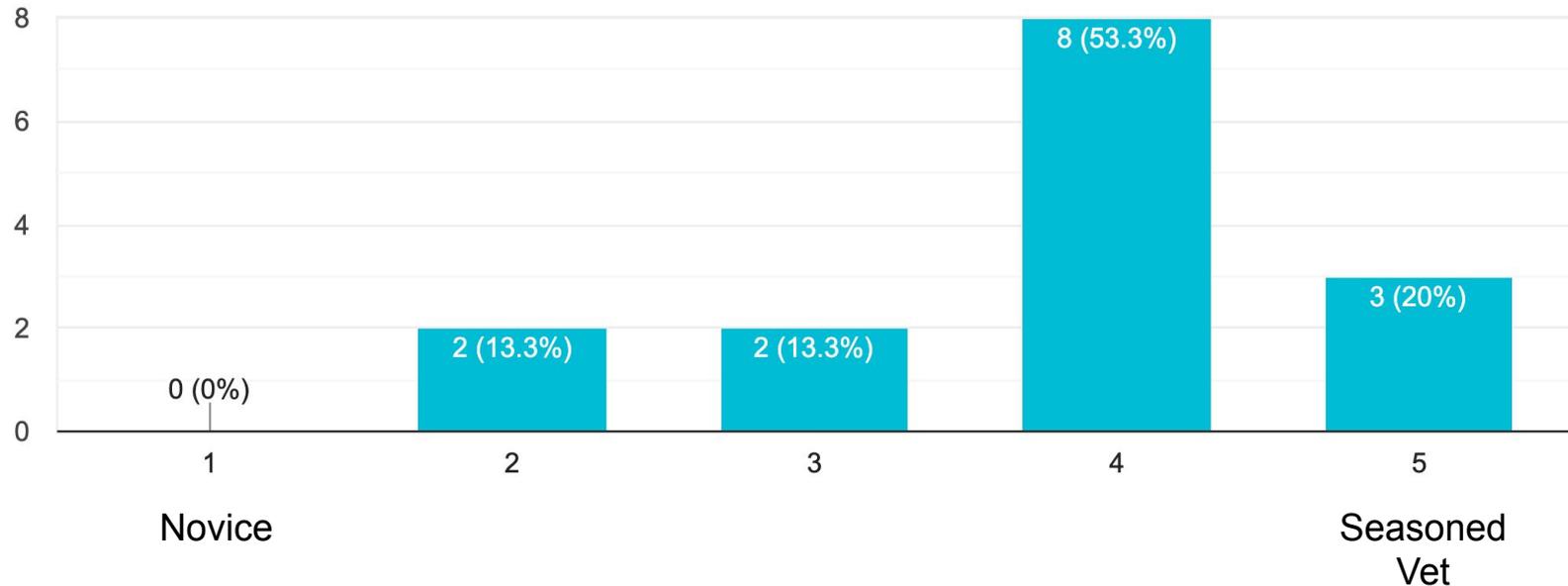
I (Kris Angell) will call on people in the chat.

NOTE: This will be recorded (both video + chat), and shared online.

# Who's in the room:

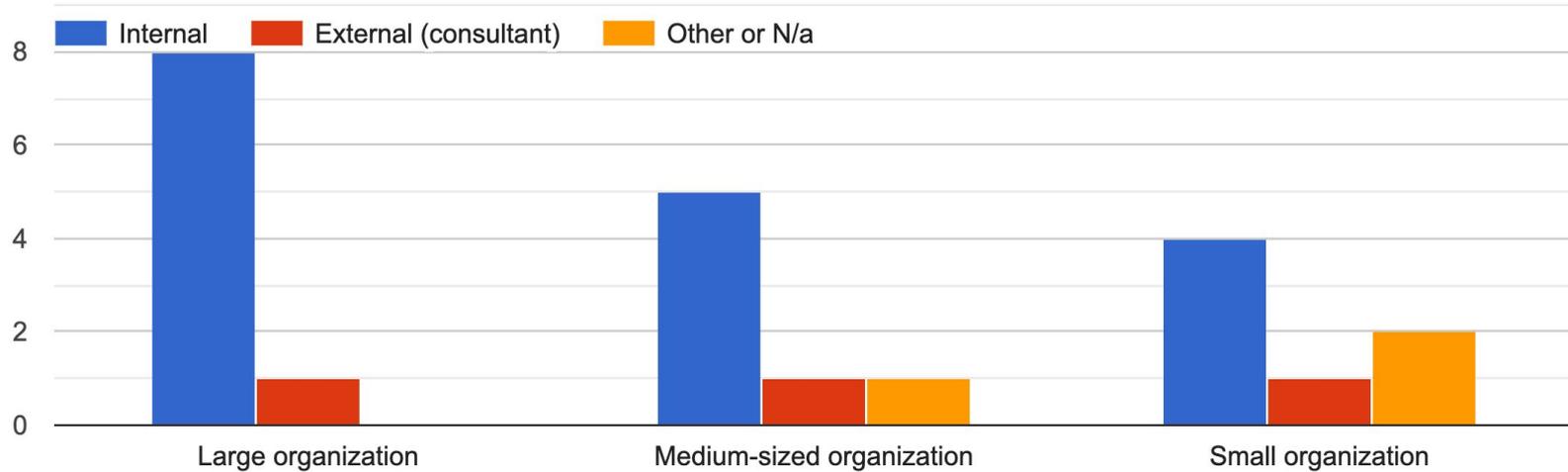
How experienced are you in managing research projects?

15 responses



# Who's in the room:

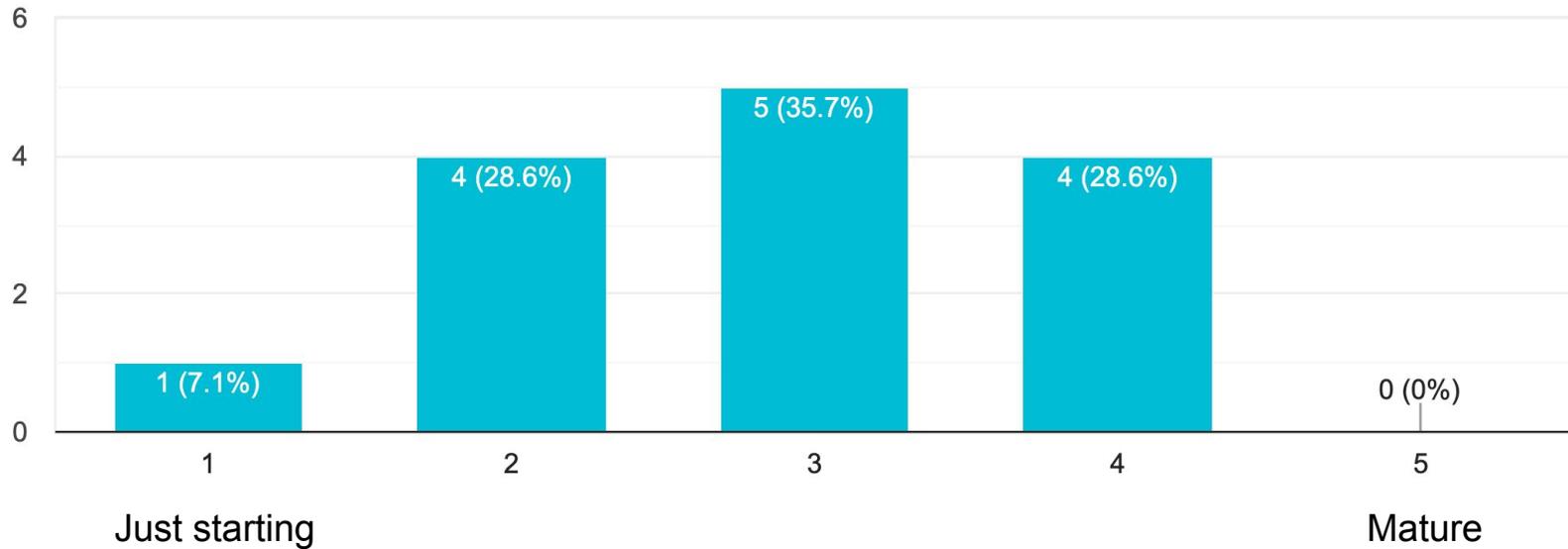
Please describe your role and the size of your organization.



# Who's in the room:

How advanced is research in your organization?

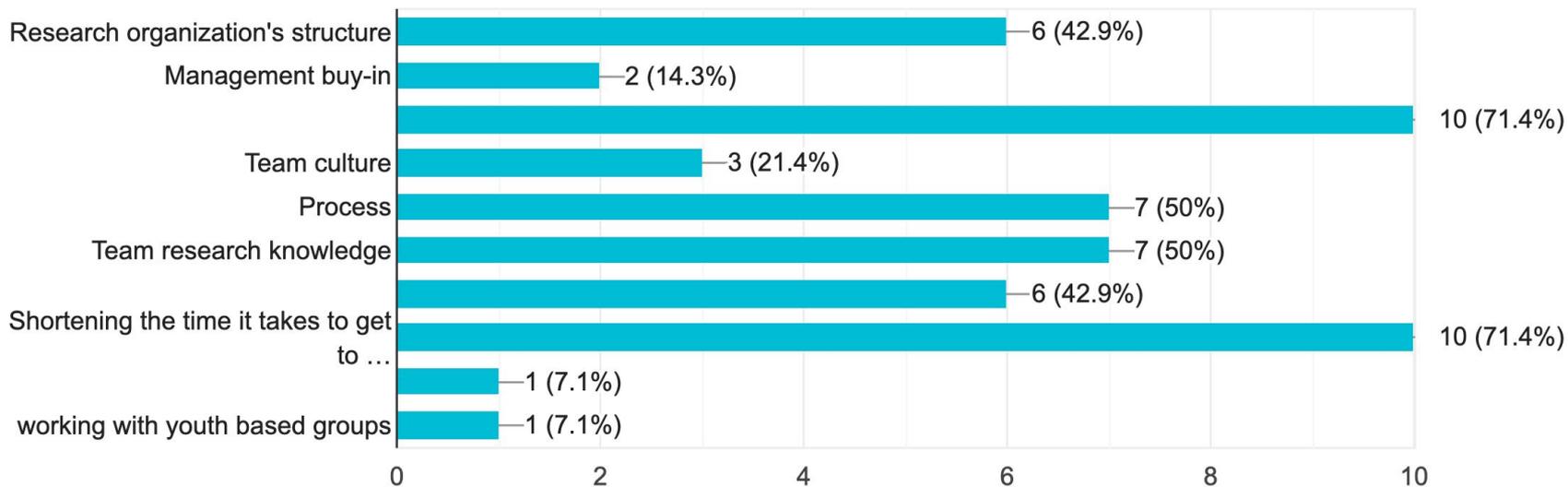
14 responses



# Our organizational research challenges:

What challenges exist for research in your organization?

14 responses



# MVP for Research Ops

What does it look like?

How do you get started?

**People's needs from the survey:**

- Creating a scalable self service research program for designers to be able to conduct smaller research initiatives
- Provide a reusable recipe to launch my own program
- Give me ideas for a self-service usability testing program I can start implementing tomorrow
- Go over an MVP for such a self-service program

**People's Big Questions from the survey:**

- What type of research should researchers prioritize & focus on?
- What type should others (PMs, designers, etc) help run?

# Scaling UXR

## Consistency + Frequency

### People's needs from the survey:

- Scaling UXR for consistency and frequency
- Practical tips on how to scale UXR from people who have successfully achieved this in their companies
- Allow me to organize/setup/run (at least one of many) weekly peer group of equally paired, same-paced/level, UXRers who are addressing this topic below as stated in My BIG Questions.
- Help me plan an expansion of skills I offer my organization

### People's Big Questions from the survey:

- Realistically, how self-service can it be?
- What parts of the process can be easily passed over to the designer/pm?
- What should we share from our expertise but most important what should we keep to ourselves?
- What's the barrier between allowing others to do research but not giving away our main responsibilities?
- How to show the value of our role by doing this?
- What are the pitfalls: low quality data, results misinterpreted, etc

# Self Service User Research

What we've tried

Best practices

**People's needs from the survey:**

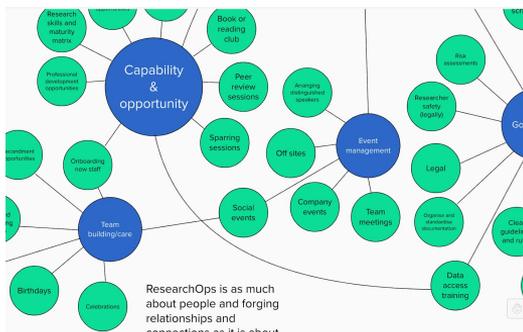
- Hear about others' experiences & successful strategies
- To see what methods other researchers has tried to decentralize usability testings (or any validation type of research)
- Self service User Research - which method and tool and why?
- Train the basics on how to build and run a successful self service research program

**People's Big Questions from the survey:**

- How best to organize our data and setup the right structure for our Research Repository?
- THEN, how to be able to easily analyze and surface recommendations for all teams?
- What are some of the must-haves versus nice-to-haves for this to work?
- Any pre-training that's required?
- How do you ensure validity of research that is conducted (do you even need to?)

# Open Questions

# Resources



<https://app.mural.co/t/researchopscommunity7839/m/researchopscommunity7839/1539419866773/d21dd2cce77e9e502dcdb46c4abfa7ad8a0aff88>



Medium Research Ops Community

<https://medium.com/researchops-community>

“A framework for #WhatisResearchOps”

<https://medium.com/researchops-community/a-framework-for-what-is-researchops-e862315ab70d>

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Research Ops Community

<http://researchops.community/>