

**“Improving your impact as a user researcher: Strategy, tactics and personal development” is a 2-day workshop aimed at experienced user researchers in digital teams who want to raise the quality bar of their work. Through a series of seven structured workshops and real-world case studies, delegates identify not just their own strengths and areas for improvement but also those of their team and their organisation.**

### Duration

This is a two-day workshop.

### Overview

It's relatively easy for junior user researchers to find skills-based tuition to learn how to do field visits, run usability tests, analyse data and so on. Although these skills are important, they are the minimum entry requirements to provide user research support to digital teams.

As an experienced user researcher, you do not simply provide a longer menu of technical and soft skills compared to your less experienced colleagues. At this more senior level, you must provide user research within a strategic and tactical framework. To help you improve your impact, this course goes way beyond superficial tips and tricks for running user research sessions. Instead, it shows you how to pinpoint your own strengths and areas of improvement in user research — as well as those of your team and your organisation, so you can deliver your research work more effectively.

This course also includes time for delegates to air the kinds of problems they encounter and struggle with as UX managers and leaders, so the rest of the class can discuss and help resolve them.

### Who is the course for?

This is a challenging course aimed at user researchers, design researchers and UX researchers who have a minimum of three years practical experience in the role. Delegates should have knowledge of a range of user research methods.

### How will I benefit?

After attending this course, you will be able to:

Choose the most appropriate user research methods for a project in Discovery, Alpha, Beta and Live.

Identify the skills you need to do user research.

Pinpoint your personal strengths in user research and the areas you need to develop.

Persuade stakeholders to allocate time and budget for user research.

Confidently stand your ground with project team members critical of user research.

Assess the UX maturity of a Scrum team and of your organisation.

Discover how to boost the UX maturity of your organisation.

Improve your expertise by harnessing self-reflection.

Develop a strategic plan for user research by predicting and planning for potential future scenarios.

## What will I learn?

### Workshop 1: The landscape of user research tools and techniques

Choose the most appropriate user research methods for a project in Discovery, Alpha, Beta and Live.

Organise 36 user research methods by quantitative / qualitative and behaviour / attitude.

Identify the most useful techniques by lifecycle stage.

### Workshop 2: What are the skills of a user researcher?

Identify the technical and soft skills that a user researcher needs in your organization.

What are user research competencies and how do we derive them?

Create and weight user research competencies for your own organisation.

Measure yourself against these competencies and identify areas for improvement.

### Workshop 3: Case study — Troubled team

Persuade stakeholders to allocate time and budget for user research.

Confidently stand your ground with project team members critical of user research.

You are a consultant in an organisation that specialises in user research strategy. Your client wants you to educate one of his agile teams on the value of user research.

Working as a team, your task is to collect data, analyse it, make your recommendations, and justify these recommendations.

### Workshop 4: Assessing the UX maturity of your team and organisation

Assess the UX maturity of a Scrum team and of your organization using the 8 levels of UX Maturity.

Learn the levels of UX Maturity with the UX Maturity Card Game.

Discover how to boost the UX maturity of your organisation.

Assess your own organisation on the UX maturity scale and generate ideas for moving your organisation to the next level of maturity.

### Workshop 5: Case study — Recalled

Improve your impact as a user researcher by boosting the UX maturity of your team.

Decide how consulting firm UX Systems should reboot an assignment with Newcastle Assurance.

### Workshop 6: Self-reflection and the POWERful portfolio

Introduction to the 'POWER' structure for describing a case study or portfolio entry.

Improve your expertise as a user researcher by harnessing self-reflection.

How a research journal will turn you into a stronger user researcher.

### Workshop 7: Postcards from the future

Predict what the future holds for user research and determine how best to position yourself in a rapidly changing environment.

## Summary and Wrap-Up

Brief review of the key topics.

Final opportunity for questions.

## What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. Workshops and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

## Who is the workshop leader?

David Travis is the Managing Director of Userfocus, an independent consultancy specialising in usability training and consultancy. David holds a BSc (Hons) degree and a PhD in Psychology. His professional affiliations include membership of the Usability Professionals Association and the Information Architecture Institute. David specialises in the design and evaluation of hardware and software systems aimed at non-technical users. He is an experienced trainer and has delivered seminars in user research for a range of private and public sector clients, including The Open University, HSBC (First Direct), the European Commission, UX Lisbon and Yahoo!

## What do delegates say about this seminar?

“Most valuable 2 days I've spent in my UX career.” – Iain Kerr, SLC.

“The training has given me exciting new ways to approach problems as a UX Consultant. Compelling stories, games and activities will all help with this.” – Alex Michie, Sopra Steria.

“Really enjoyed it. I now realise that with immature organisations it's more important for small, steady improvements and not trying to do things perfectly straight away.” – Paul Welsh, HMRC.

“The part of the course I found most useful was creating a portfolio, in particular how to use the case study approach.” – Diane Hammerton, SLC.

“I found the course really interesting — great that it was so interactive.” — Rosie Woodhead, HMRC.

“Very enjoyable — really made me think. Useful to share experiences of other user researchers”. — Maria Hesketh, HMRC.

“Fantastic. It clarified concepts I was vaguely aware of and gave answers to them, actions I could use.” – Rachel Gage, User Research Consultant.

“It was great to spend time reflecting on our role and practices / process and trying out tools and strategies like case studies and self-reflection on skills.” — Sara Woodman, HMRC.

## How do I book?

- Call [020 7917 9535](tel:02079179535)
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- Web [userfocus.co.uk/consultancy/requesttraining.html](http://userfocus.co.uk/consultancy/requesttraining.html)