

Building A Culture for Policy Within UX Research

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We build & scale global research programs to strengthen the impact of our world-class research team.



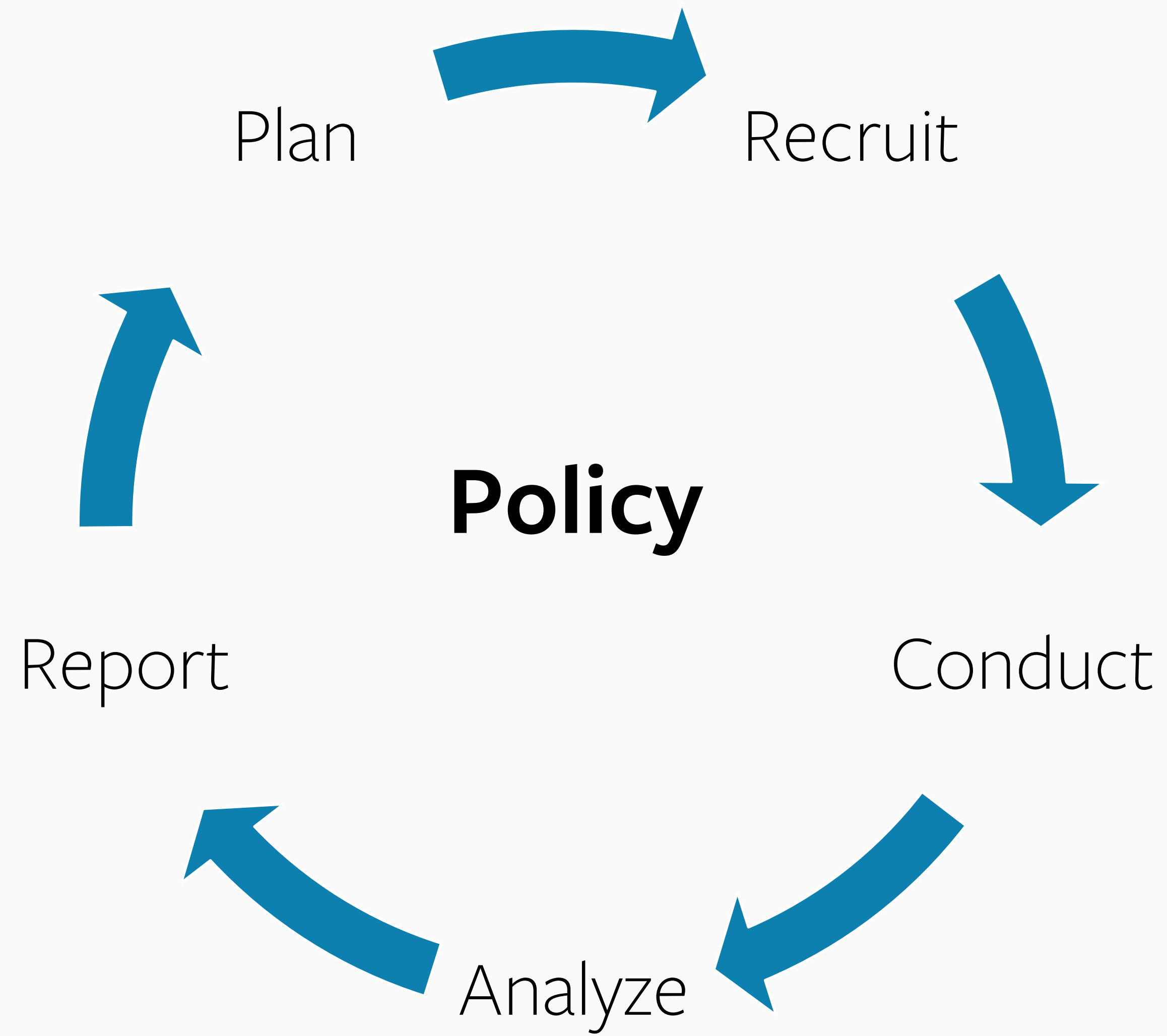
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- **Manage knowledge**
 - **Connect**
 - **Operationalize tools at scale**
 - **Problem solve**

Our UX Research Policies provide **support** and **structure** to ensure that **HOW** we're conducting research complies with our legal responsibilities to users.

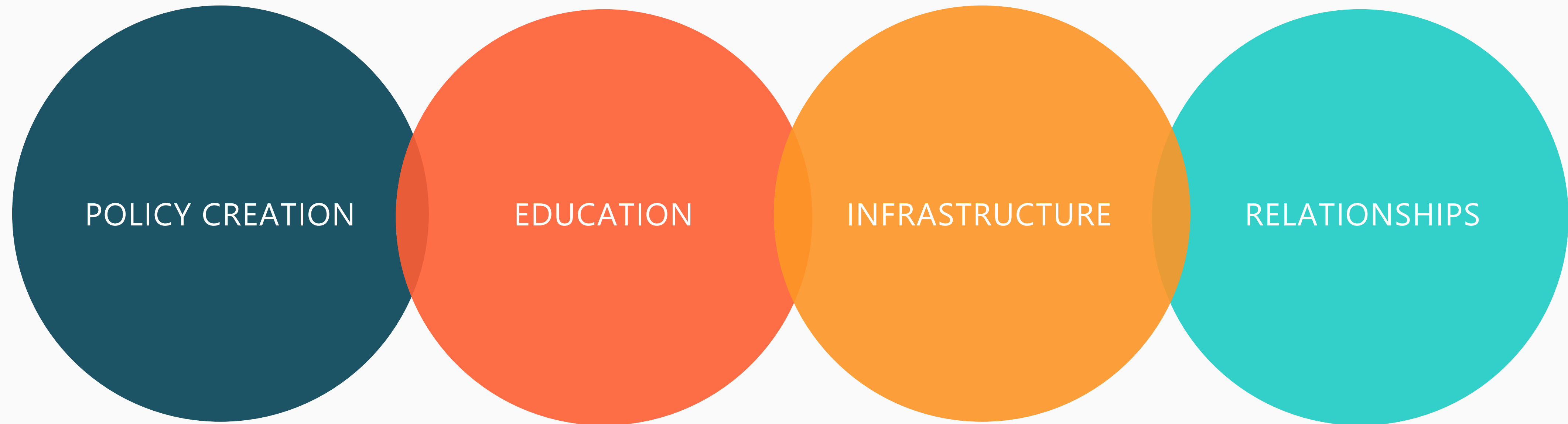
Why?



Nothing is someone else's problem



UXR Policy Program





Invitations for research



Sharing research findings

**Sensitive research
questions**



**Working with 3rd
party vendors**





This work is highly collaborative,
and spans many teams within &
outside of research:

- Operations
- Researchers
- Leadership
- Marketing
- Comms
 - Legal
- Privacy
- Policy

Gaining buy-in

1

We want to be good research citizens and ensure people have a positive experience when participating in research.

2

We advocate for the people who use our products and these policies are how we proactively protect them.

3

We want to be best in class in how we execute research.

- It's our responsibility to be compliant and protect our users.
- Bake research policies into all aspects of the study lifecycle and build structure & systems to support.
- Research policy should be embedded into company culture to instill ownership from everyone in the organization.

Thanks!
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