

Building a UXR function from the ground up

Tips for scaling research in your
organization



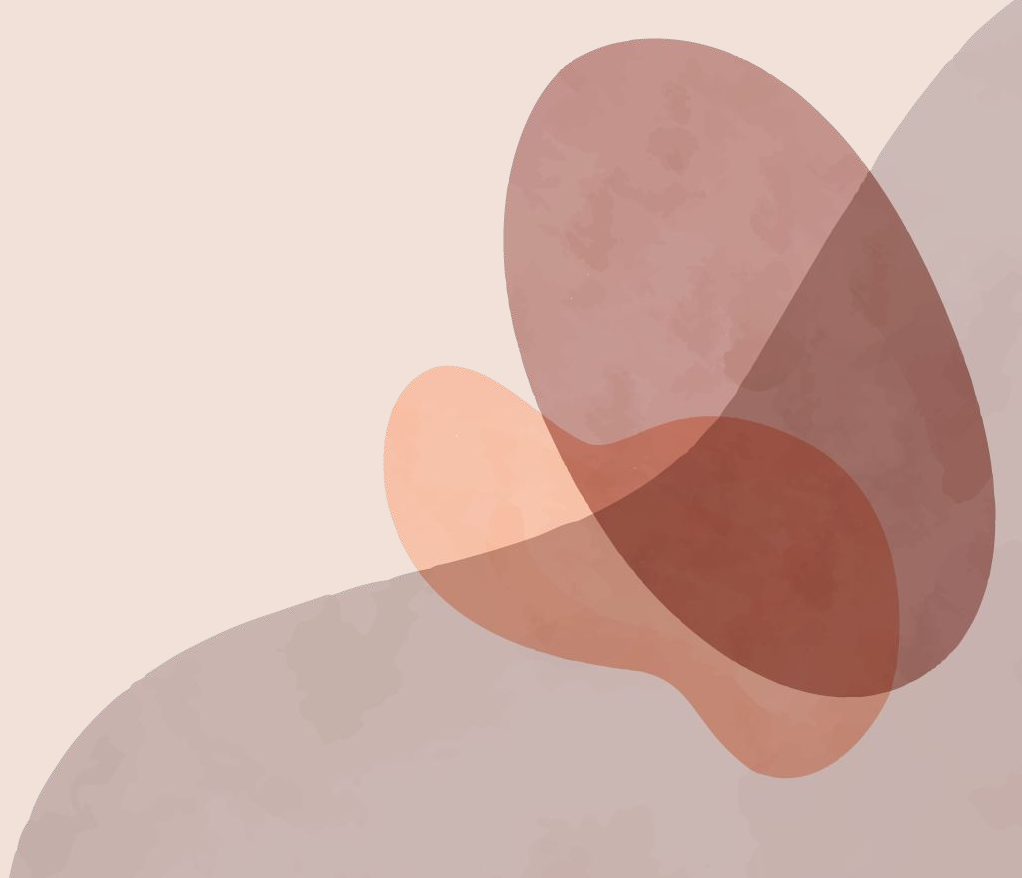
01

Start with internal
research

Meet with cross-functional stakeholders

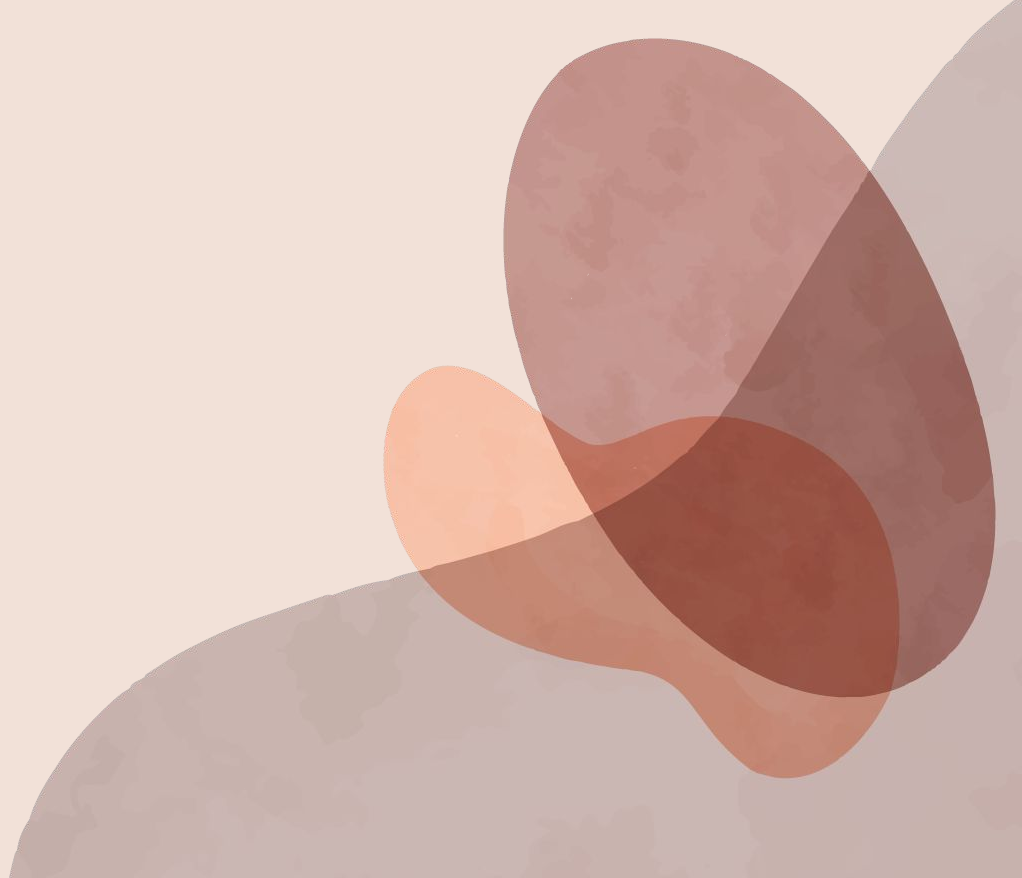
Learn and assess:

- Organizational constraints
- UXR literacy
- BIG problems to solve
- Research enthusiasts vs. resisters



Remember...

- Change takes time
- Lead with empathy
- Clear up misconceptions



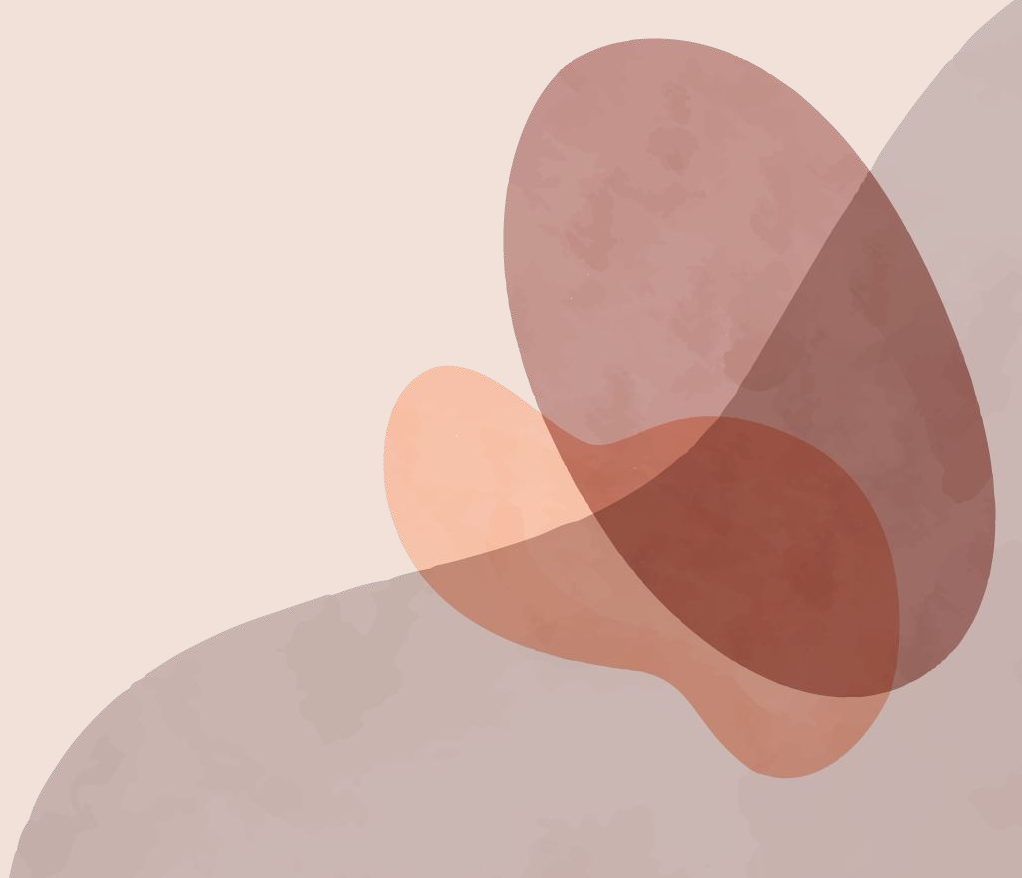


O2

Use the 8 Pillars
of User Research

The Eight Pillars of UXR

1. Environment
2. Scope
3. Recruitment
4. Knowledge Management
5. People
6. Organizational Context
7. Governance
8. Tools & Infrastructure



Prioritize problems to solve

- Contextualize internal findings into 8 pillars framework
- Immediate needs vs. long-tail objectives



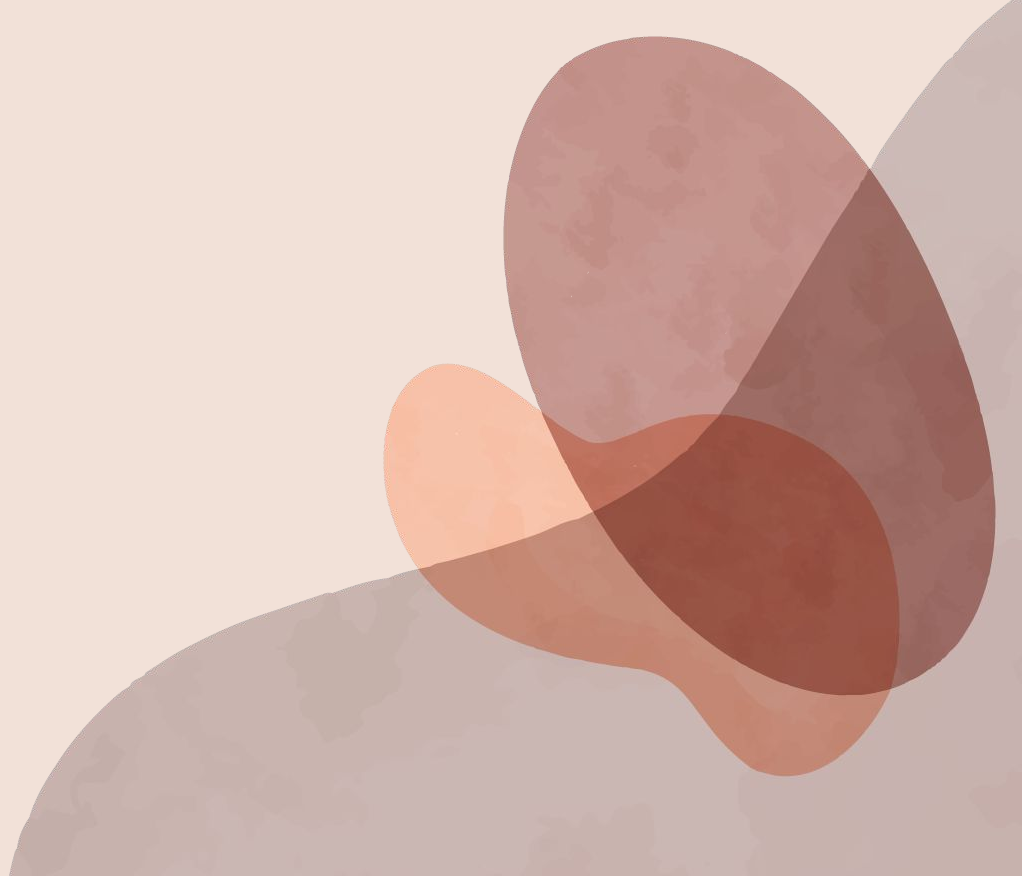


O3

Set Achievable Goals

“Atomic” Scaling of Research

- Assign yourself micro-goals
- Attack easy wins first
- Select easily achievable research



Pick a small, achievable research project

- Right *team*. Right *timeline*. Right *impact*.
- Usability testing is a gateway drug
- Educate and collaborate
- Socialize to increase UXR visibility





O4

Assemble Your
Research Allies

User Advocates - Assemble!

- Create change by building relationships
- Bust down silos and foster collaboration
- Break out of the research echo chamber



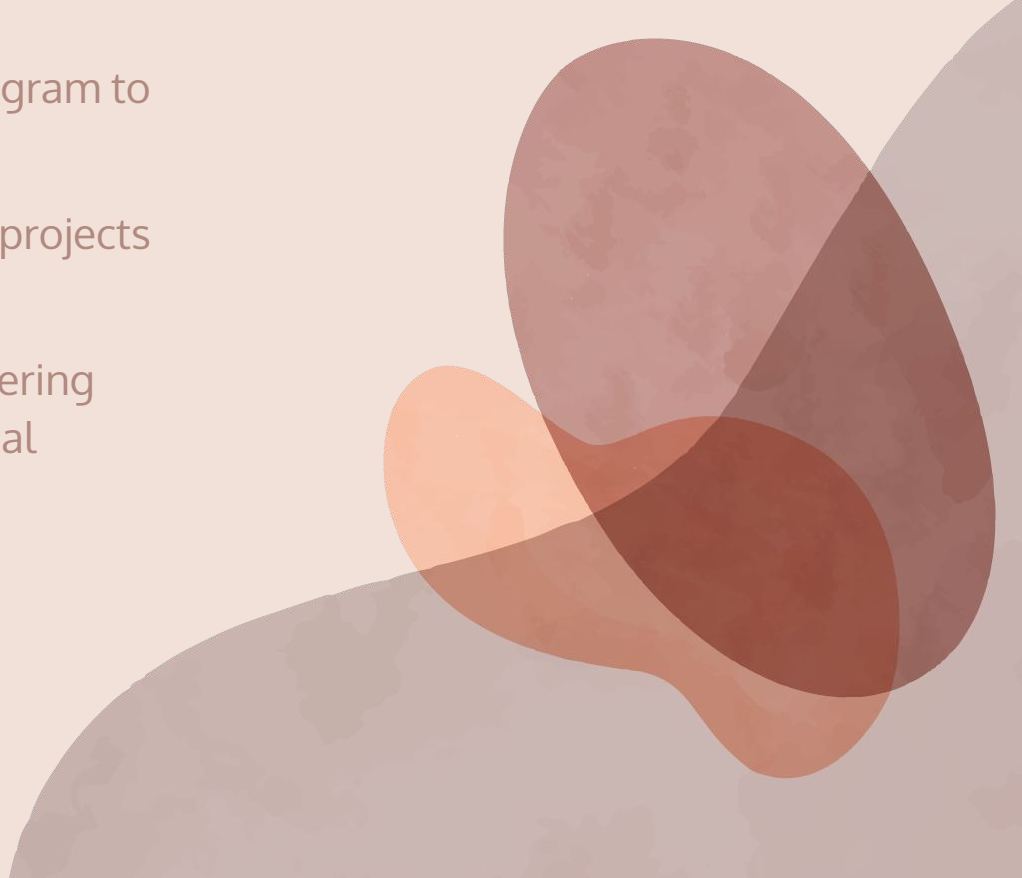


05

Democratize...with
guardrails

It's Our Research

- Create a democratized research program to up-level UXR skills
- Delegate smaller, less complicated projects to non-researchers
- **Benefits:** effective method for delivering insights broadly to achieve additional research buy-in

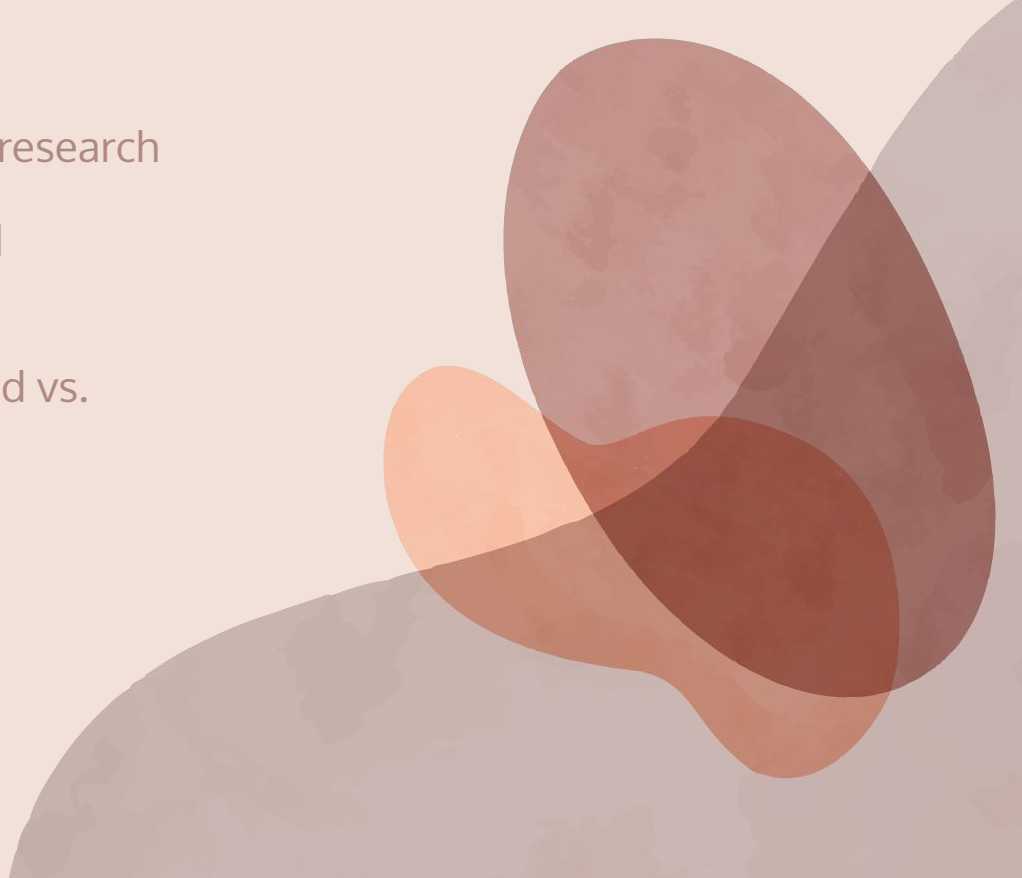




06

Establish a UXR
Strategy

- Research Strategy - doing the *right* research
- Collect stakeholder hypotheses and questions
- Prioritize UXR needs; assess UXR-led vs. democratized research



- Prioritize UXR needs; assess UXR-led vs. democratized research



UXR PRIORITIZATION MATRIX



RISK

Likelihood of negative business consequences is high if research is not done - or done well



IMPACT

Strong potential to influence critical business decisions



COMPLEXITY

Requires advanced research skills or methodology



VISIBILITY

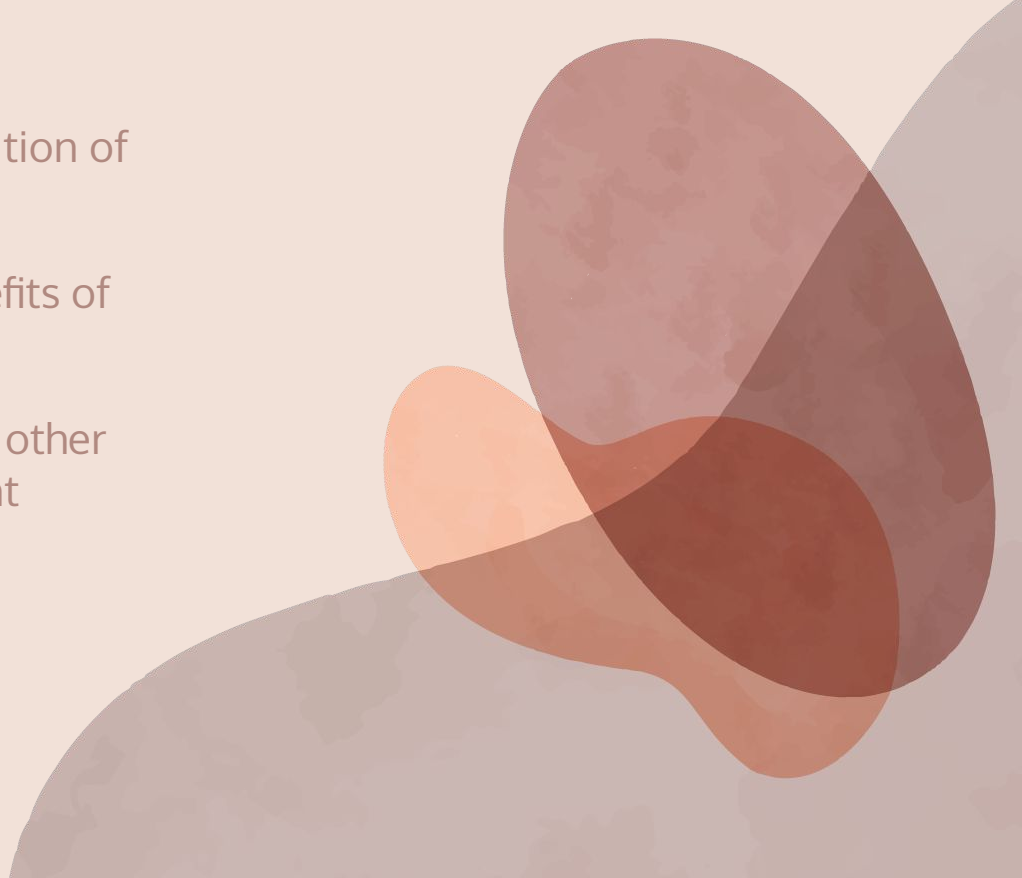
Executives and other leadership are invested in the insights



07

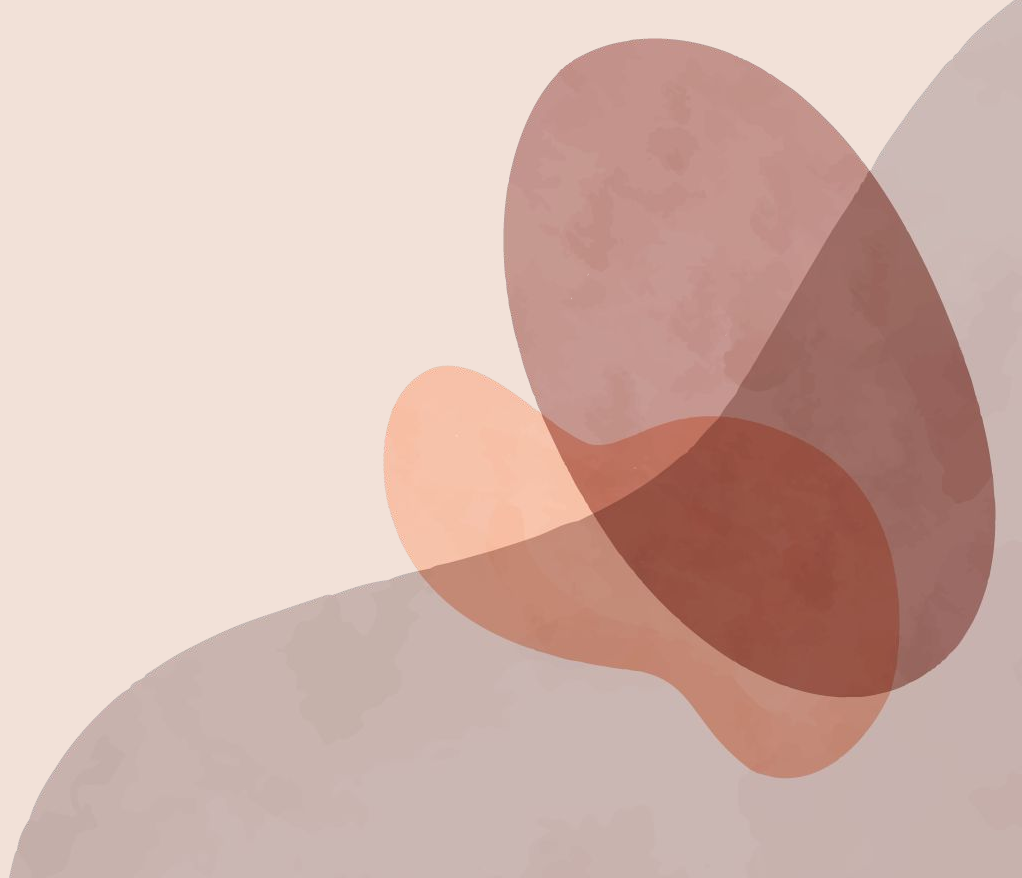
(Road)Show Off

- **Educate:** Establish a common definition of user research
- **Evangelize:** Communicate the benefits of UXR
- **Impact:** Show how UXR has helped other teams within the org make confident product decisions



Final Thoughts

- Have patience
- Focus on what you can influence
- Set healthy boundaries
- Practice self-care





Q&A

Resources

[The Eight Pillars of User Research](#)

[32 UX Research Statistics to Win Over Stakeholders](#)

[Chris Geison's research strategy framework](#)

[IBM's Assumptions & Questions framework](#)