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Research Strategies for Success in Regulated Industries —





BUILD THE RIGHT THING BUILD IT RIGHT

But what if – getting feedback from your customers was hard? What if it was so hard that you weren't really sure you were building the right thing? Or building it right?



The Challenge

Your customer's expectations of the experience they have with your product are established based on their experience with any app or product regardless of the level of regulation considerations.

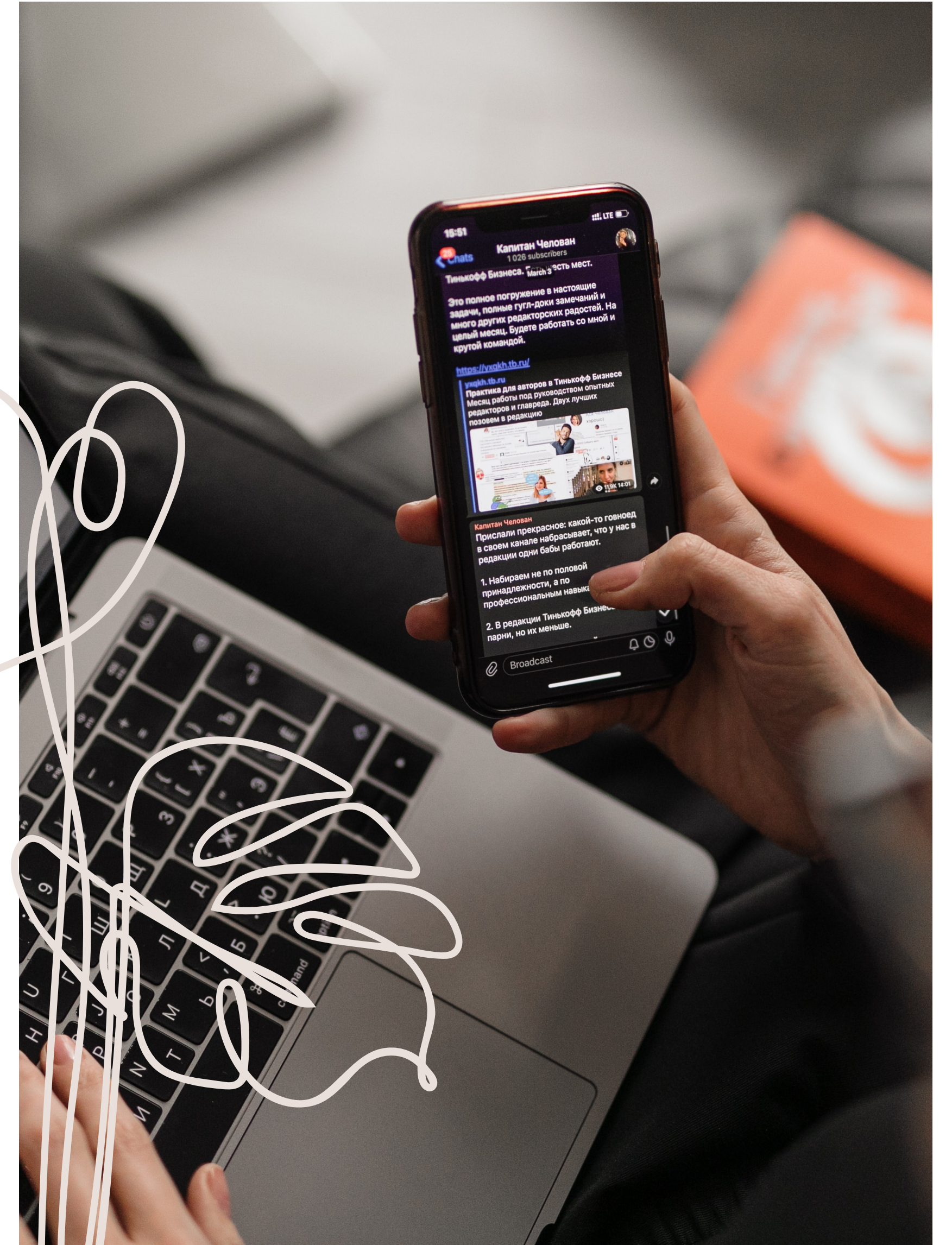


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The Strategy



1

Identify Constraints

2

Make Friends

3

Reach out

4

Move LEFT

5

Document



1

IDENTIFY CONSTRAINTS

Constraints should not be a barrier or a roadblock. They are the boundaries which help us to explore creative solutions leading to building the best products.

ISO

—

Privacy

—

Technology

—

Accessibility

—

SOP





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IDENTIFY CONSTRAINTS



ISO

ISO 9241 is the international Standard for Human Centered Design and Ergonomics. The ISO standards are National or International and while they are not regulations they are frequently referenced in laws and legal rulings. They are the ultimate best practice for design.



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Assumptions we make and existing constraints about development languages, platforms, hardware, software that must be used for your project by your company.



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Although not as rigorous as academic research, designing for humans requires the same level of care and ethical considerations. As researchers we are responsible to protect our participant's personal information and to safe guard their well being.



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SOP

Every company large or small, public or private has a set of Standard Operating Procedures. These instructions detail how the company conducts their business. Some SOP's are highly detailed and others not so much. Either way, you need to know what your SOP constraints are.

Make friends in the legal and compliance department. These partners can help advocate on your behalf and on behalf of the customer. When companies put customers first – we know the net effect of this is advocacy, loyalty, cross selling and increased revenue.

MakeFriends





THINK
OUTSIDE
THE BOX

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How BIG and URGENT is your problem?

What type of ACCESS and ABILITY do you have to
RECRUIT participants?

How much EXPERIENCE do you have with this
METHODOLOGY?

What is your BUDGET?

What is your team's CAPACITY?

Pro Tip: Under most regulations, Vendors and 3rd parties are bound to the same requirements that in house teams are. So ask the right questions and be prepared to research to protect your organization.

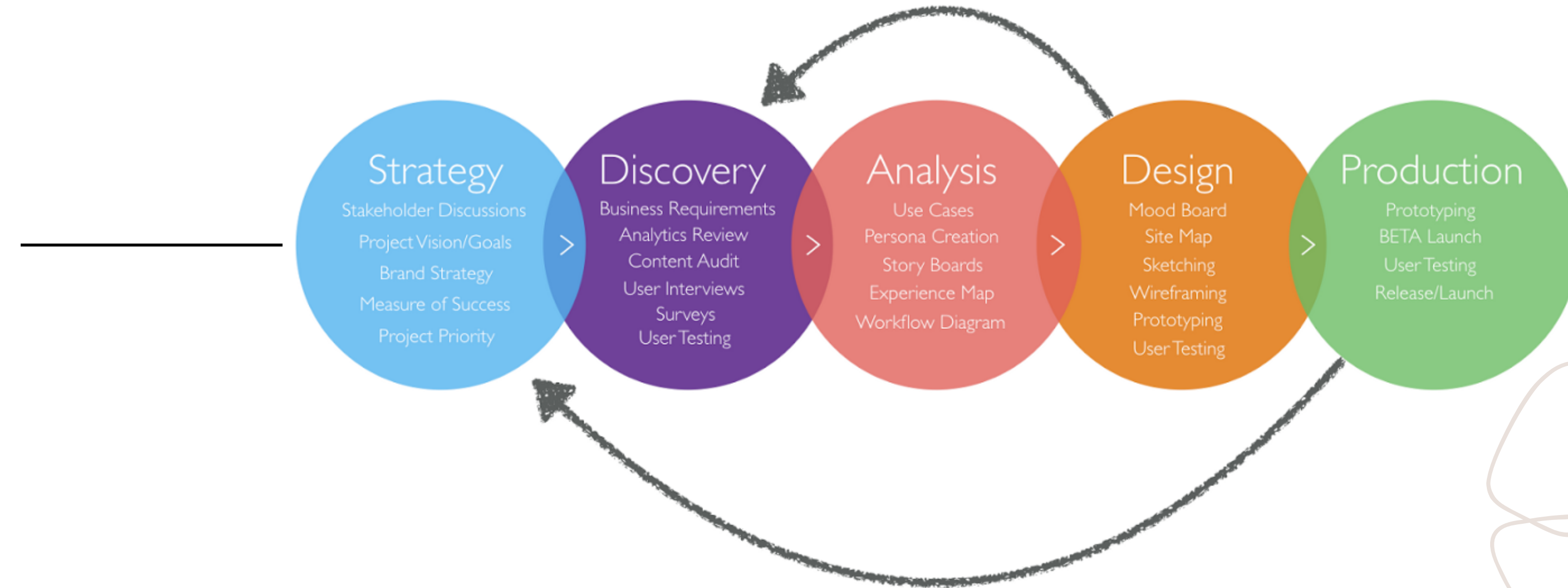
ReachOut

4

PRODUCT DESIGN LIFECYCLE

MoveLeft

In an ideal world, User Experience Research would be a key player in the entire lifecycle of product development.



4

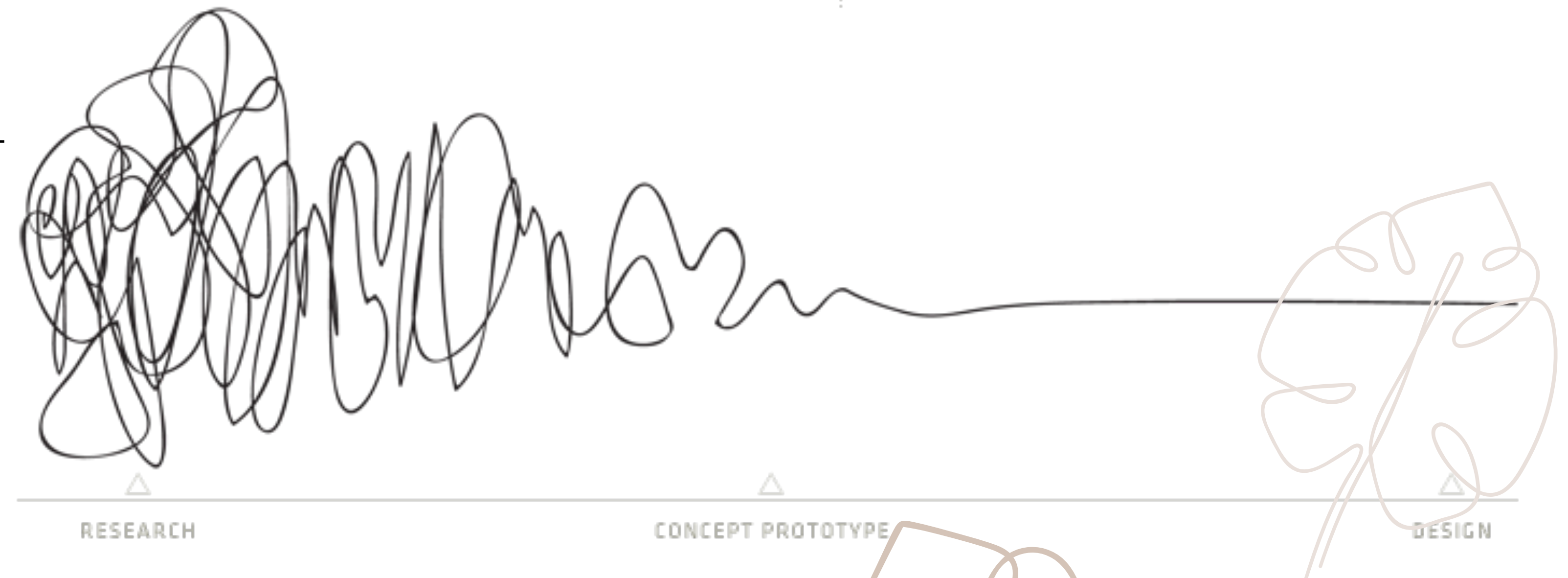
PRODUCT DESIGN LIFECYCLE

UNCERTAINTY / PATTERNS / INSIGHTS

CLARITY / FOCUS

Move Left

But in reality the product lifecycle can sometimes look like this:



<https://uxdesign.cc/product-design-playbook-103d3a5cf2e3>

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DOCUMENT

Even the most well established research practices are under scrutiny and can be audited in highly regulated fields. This is a best practice weather you are a designer, developer, scrum master or product owner.

“The consequences of digital ADA non-compliance can be costly. Entities may be fined up to \$75,000 for an initial ADA violation and \$150,000 for subsequent violations.”

<https://www.governing.com>

Research in regulated industries presents unique challenges and these best practices are valid regardless of what industry you are in.

“88% of banks, insurers, investment managers are concerned they’ll lose revenue to innovators in the coming year. On average, up to 24% of revenue is thought to be at risk.”

<https://www.pwc.com>

The game will be won by the companies that focus on challenging themselves and their teams to balance innovation and compliance while putting the customer needs front and center.

Summary



Thank You