

The Politics Behind the Data

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Empathetic

Data driven

Voice of the
Customer

Unbiased

Source of reason



First project

How does Oracle communicate who we are?*

*This wasn't actually the question, but it was a big one!



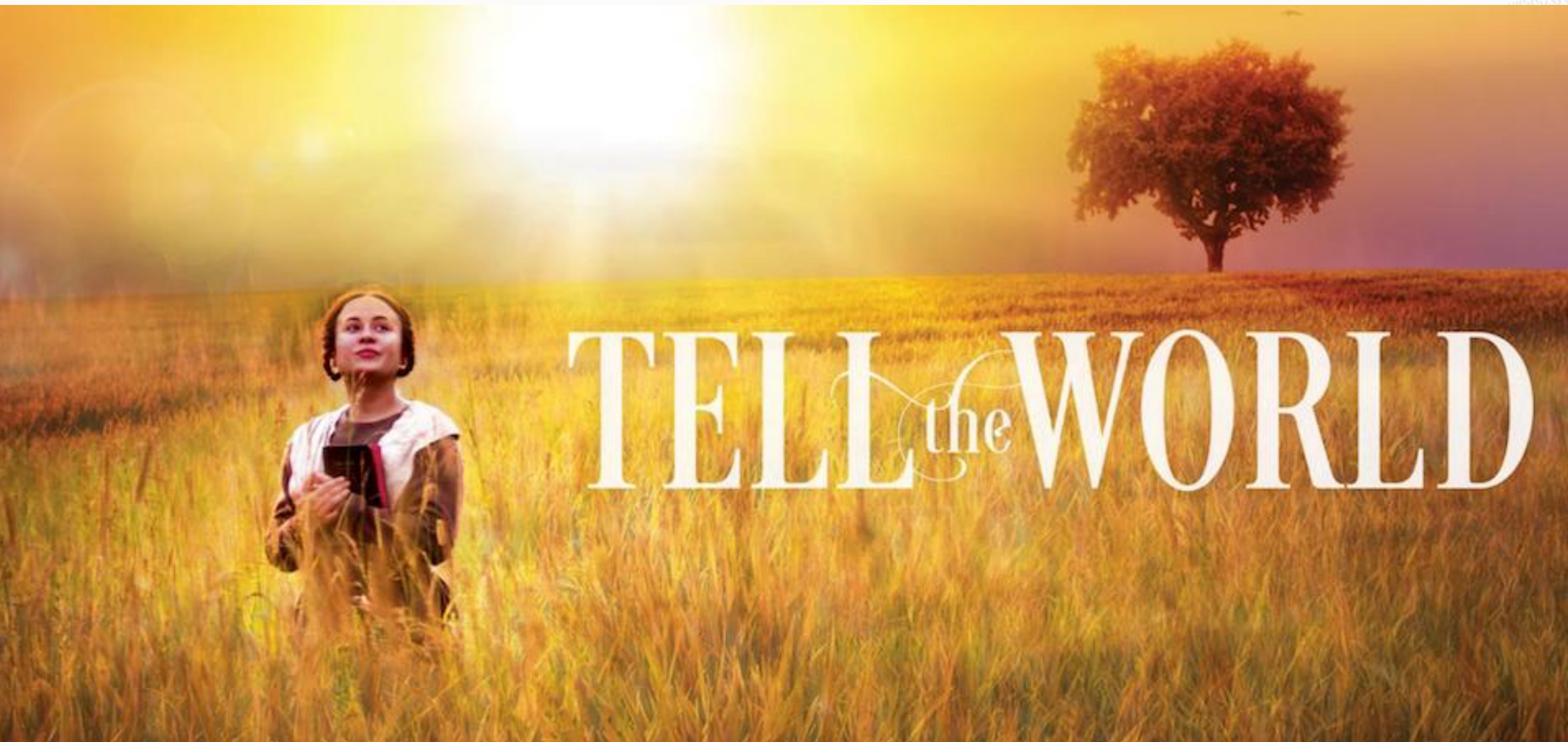
Card sort



Research



Different
audiences









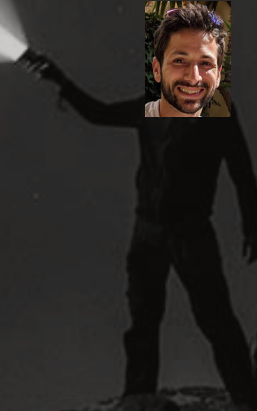
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Key takeaway #1

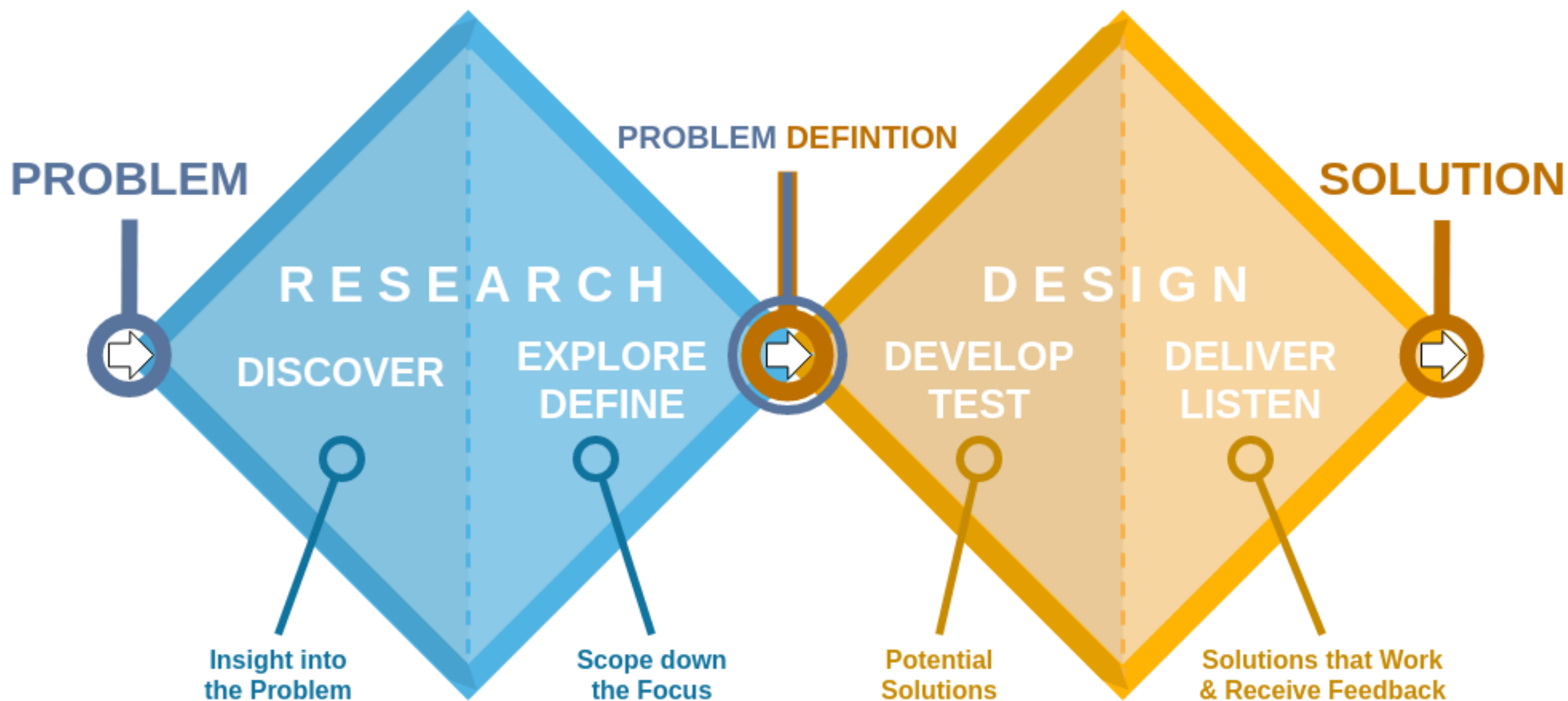
Understand how decisions are made

1

DESIGN THE RIGHT THING

2

DESIGN THINGS RIGHT

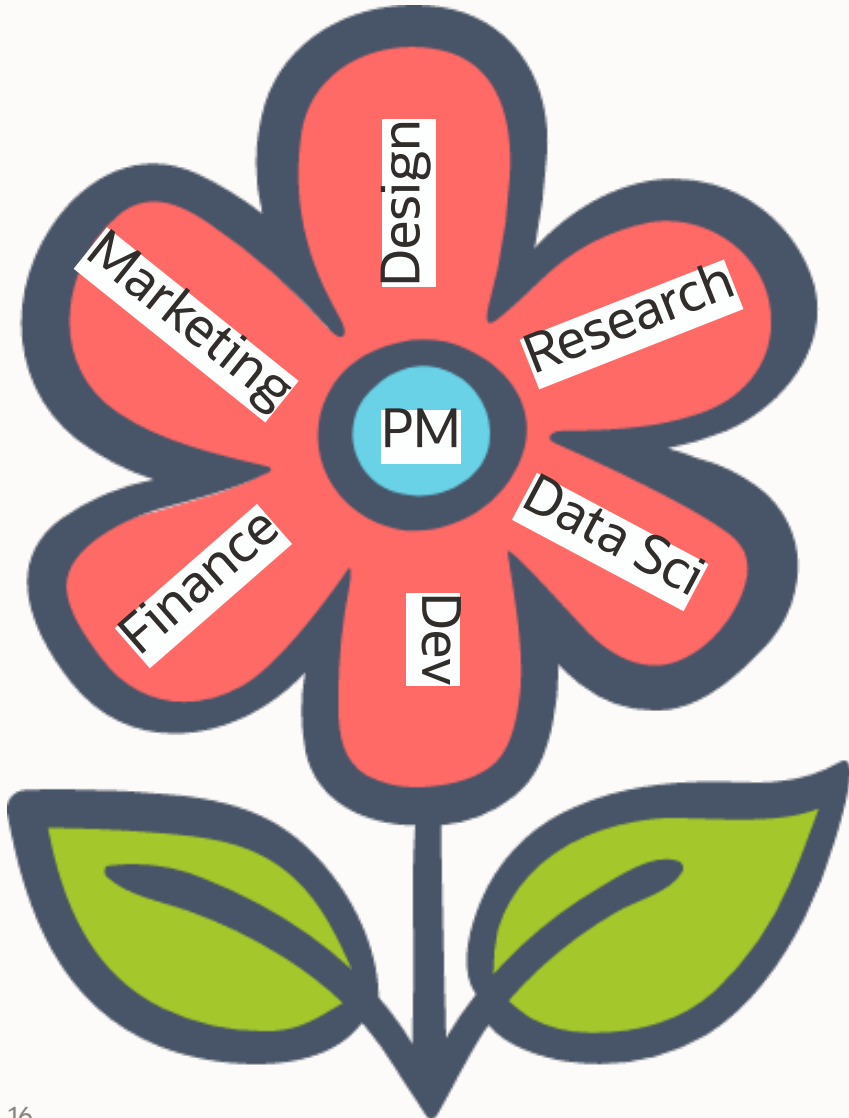




To find out the process – do your (internal) research!



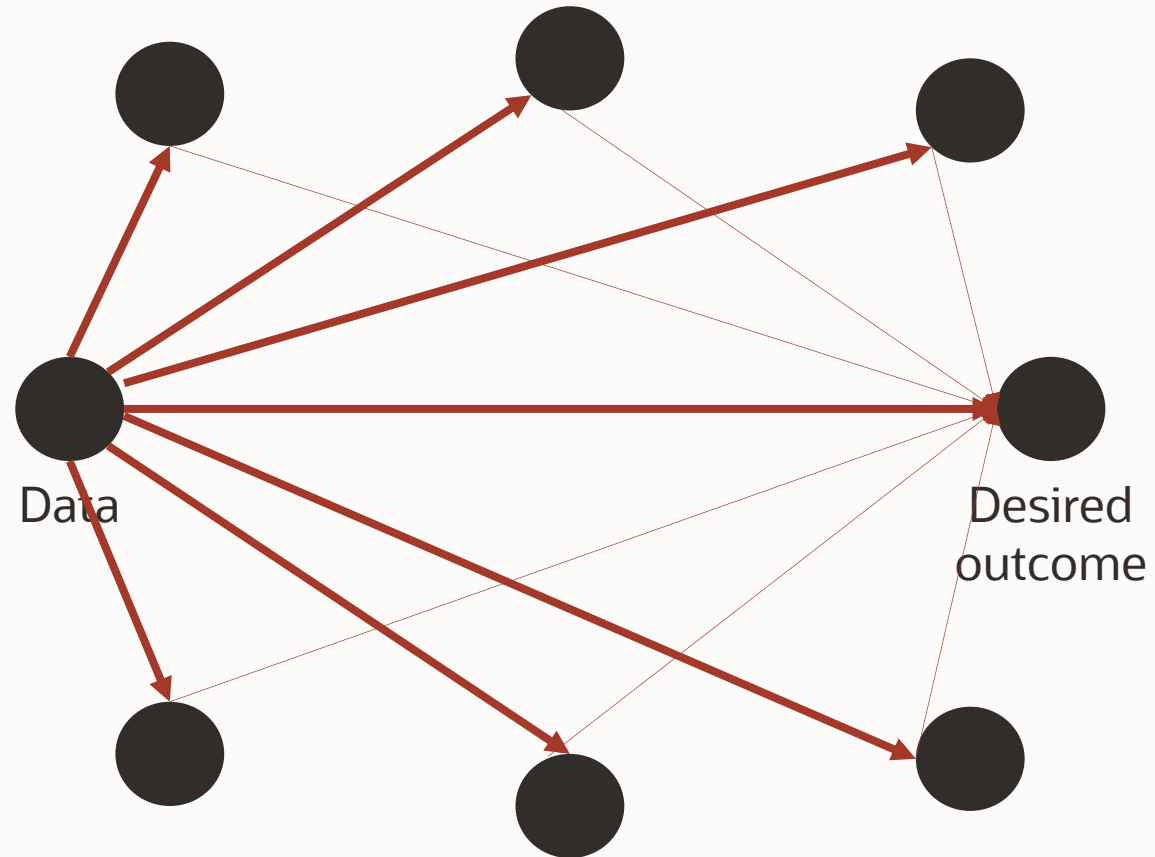
Understand relationships



Understand what defines success for each practice and how it relates to your business



We must connect the dots





Techniques to change a process

Integrate into the team – understand their perspectives and needs

Demonstrate by doing – show the value of your work

Relate the value of your work back to the teams individual and business success goals (KPIs)



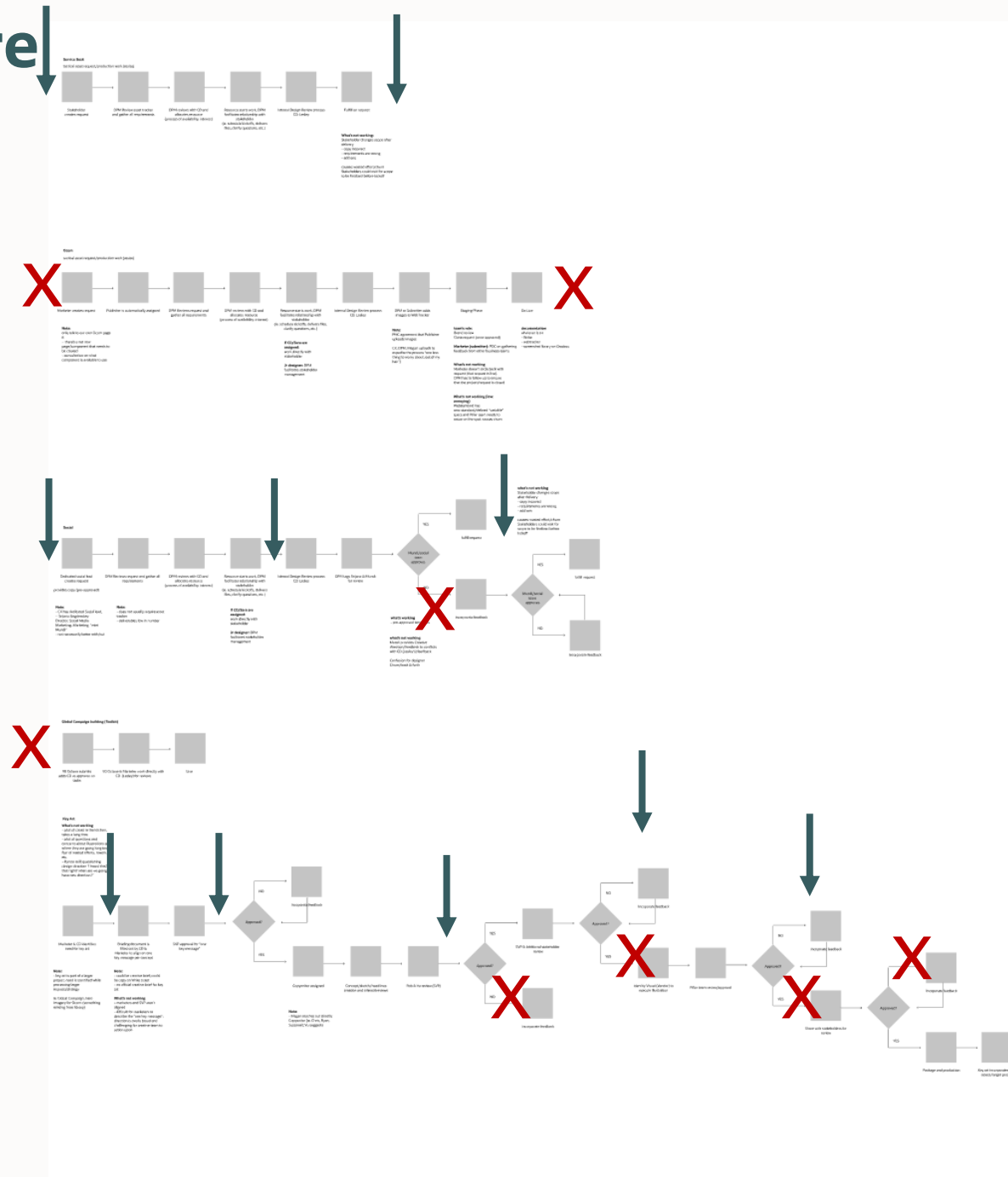
Strategies to avoid when revamping a process

Try to convince a team of their needs without explaining why

Set sail on your own



Research goes here↓

[illegible]

			Holiday														Holiday					
	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 14	Wk 15	Wk 16	Wk 17	Wk 18	Wk 19	Wk 20	Wk 21	Wk 22
	2/1	2/8	2/15	2/22	3/1	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	6/28
PHASE 1: Discovery and Strategy																						
Align on project brief + schedule																						
Confirm stakeholders and participants/levels																						
Research and Discovery																						
Conduct research interviews/surveys																						
Prep for workshop																						
Workshop																						
Develop strategy framework																						
Develop creative brief																						
Concept testing																						
Design kick off and concepting																						
Prep/planning for concept testing																						
Round 1: Concept review of 3-4 distinct concepts																						
Design refinements and testing stimulus prep																						
Round 2: Share refinement to selected concepts																						
Refine concepts/Finalize stimulus prep																						
Concept testing																						
Testing report/findings																						
Refinements + design extension to selected/final concept																						
Round 3: Review final concept, including 5-6 initial deliverables																						
PHASE 2B: Naming/Name testing (ESTIMATED)																						
Testing of existing community naming																						
Develop naming strategy and architecture																						
Naming ideation (2-3 rounds)																						
Legal review/TM as needed																						
Finalize naming system																						
PHASE 2C: Content Strategy for Developer Relations																						

Understanding the process allows you to identify when you're needed

Next-level research is not answering the questions that you're asked

Next-level research is identifying when you are needed, *independent* of the ask

Key takeaway #2

Do solid work

How to do solid work

Be sound, be confident

Key takeaway #3

Scale and adapt to your audience

Empathetic

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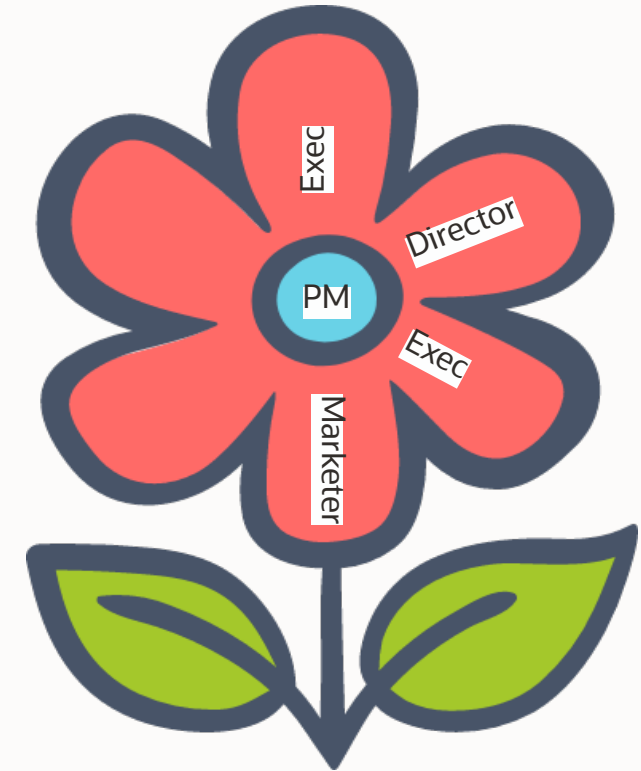
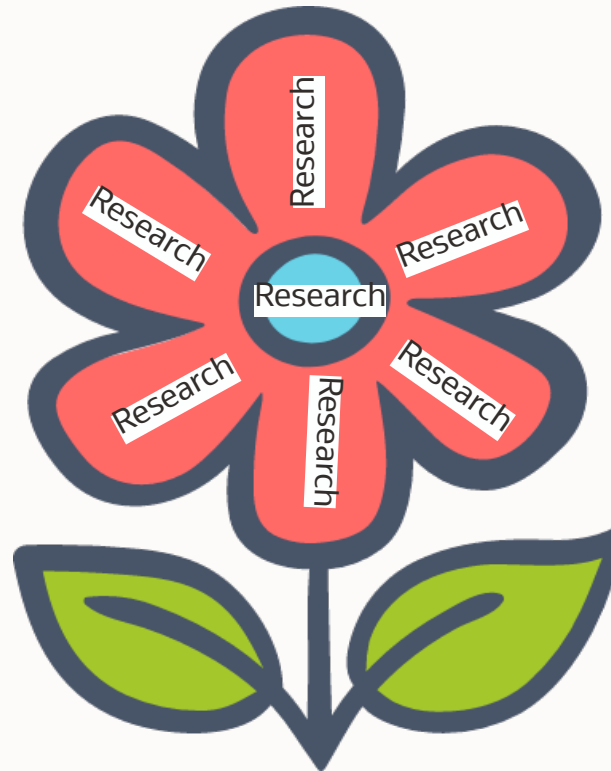
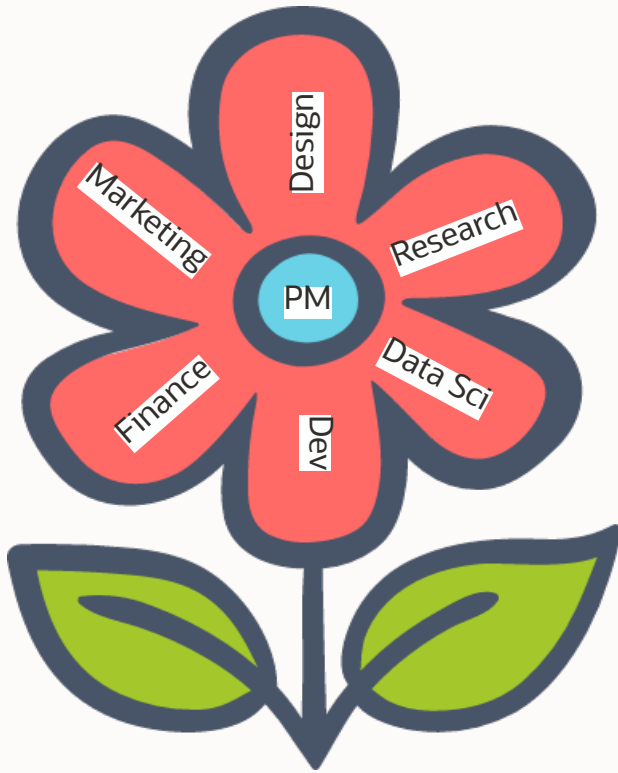
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Every group and relationship is different



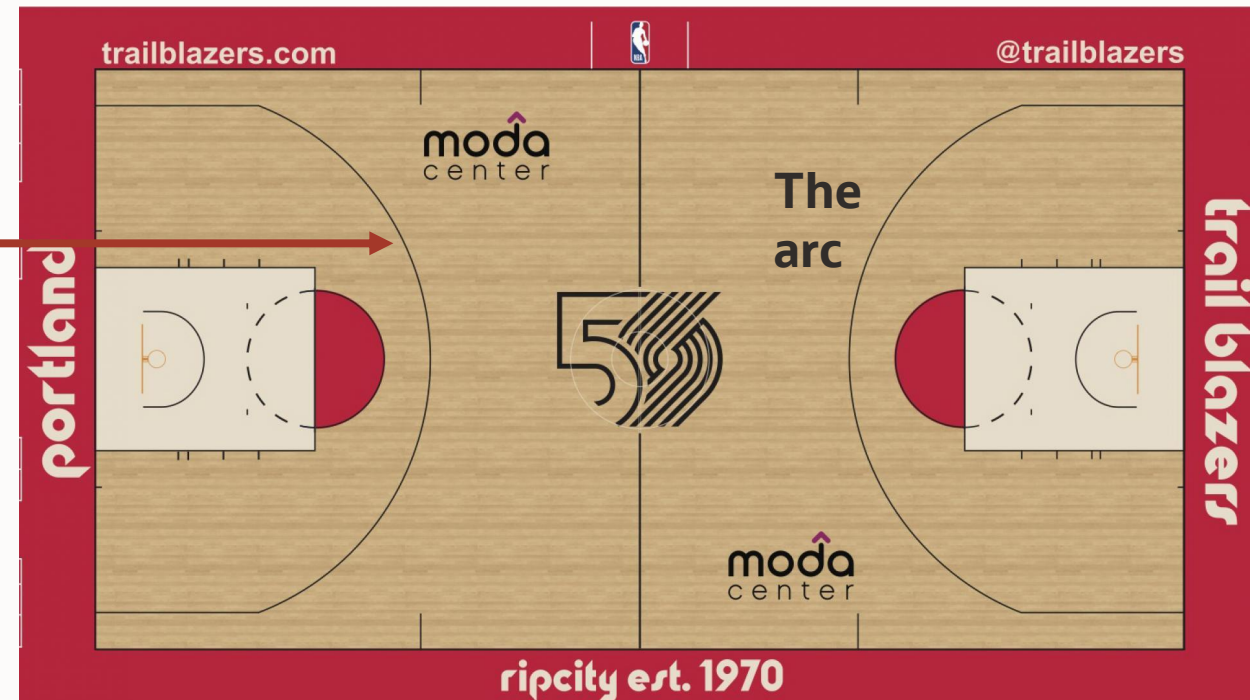


**Ask yourself: What does my
audience need to take away
from this report?**



Not all presentations or recommendations need to be the same across all audiences

- Damian Lillard (Dame) is a professional basketball player for the Portland Trail Blazers
- Shooting from beyond the arc (this line seen here) earns the team three points; anything inside the line is two points
- When playing basketball, you can take shots two ways – catch and shoot (when someone passes you the ball) or off the dribble (when you make space yourself), which is more difficult to do
- Damian was 6 for 8, where the league average is 34%, and he did it on the difficult shots – incredibly impressive!



Not all presentations or recommendations need to be the same across all audiences



Variables you can change from the same data to adapt to your audience

Context

Tone

Details

Delivery

Relevance to partners

Say what you need to say



3/6 were unable to
discover the button



This is a problem

Key takeaway #4

Empathize with your stakeholders



You may get pushback

Can you really know that
with 8 people?

Analytics says people DO
click on this

When I used to work in X we
did this kind of thing with
these kinds of studies

I'm not sure this is true

Group first mentality

Generally, we all have the same business goals that we align to

Nobody is out to get you, but disagreements will happen

Understand your partners perspectives



Approach in mindset

Fixed Mindset

There's one way to do things

Growth Mindset

See the same problem as a challenge
and opportunity to learn more

Techniques I like to use to stay empathetic

Predict questions

Call out the flaws and biases
of your own work

*“That’s a great question, I’ll
circle back with you offline”*

Stay flexible

Keep everything in the big
picture of how it helps others
or partners with other data

Celebrate failures!



Establish trust – be sought after as the person that your role fills

Time

Quality work

Relationship building

Demonstration of impact



Be kind

Key takeaway #4

Apply these principles in life and beyond

Everywhere you go, politics and biases influence decisions



Standards across industries

1. Understand key needs of those you're working with
2. Understand how decisions are made
3. Influence with solid, foundational work
4. Establish trust
5. Adapt to your audience
6. Be kind

Thank you

Tyler Mangum

