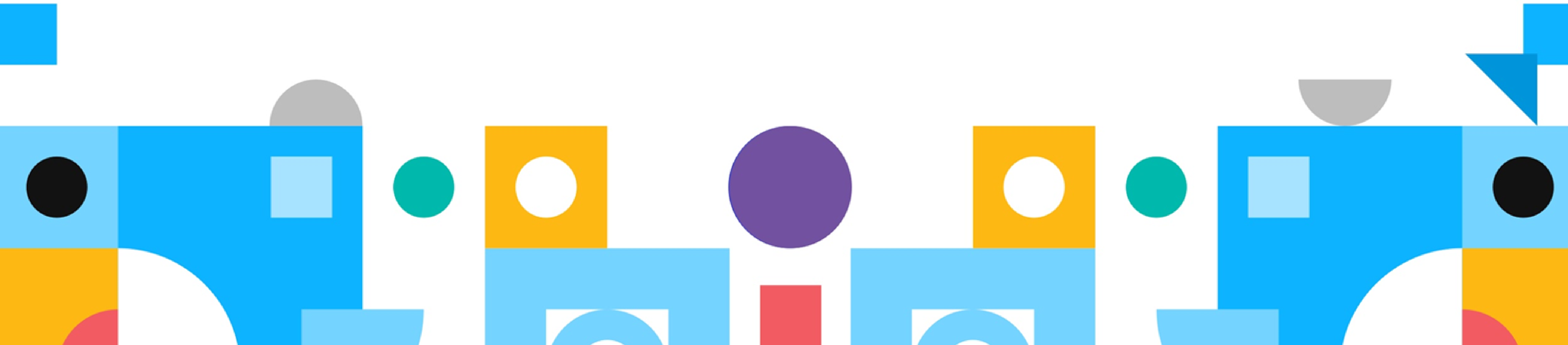




The Path To Become A UX Research Leader

1





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AVP UX Research Bilibili

In 20 minutes, I'll share:

01

Step Into the UX Research World

Starter kit for fresh graduates, new entry or mid-level professionals who want to get into the UX Research field.

02

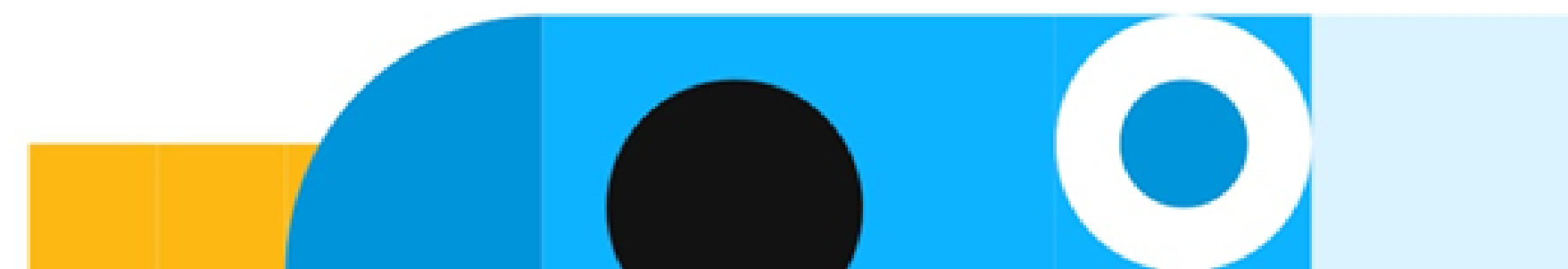
The Path to become a UXR Leader

All you need to know about what it takes to become a UX Research Leader.



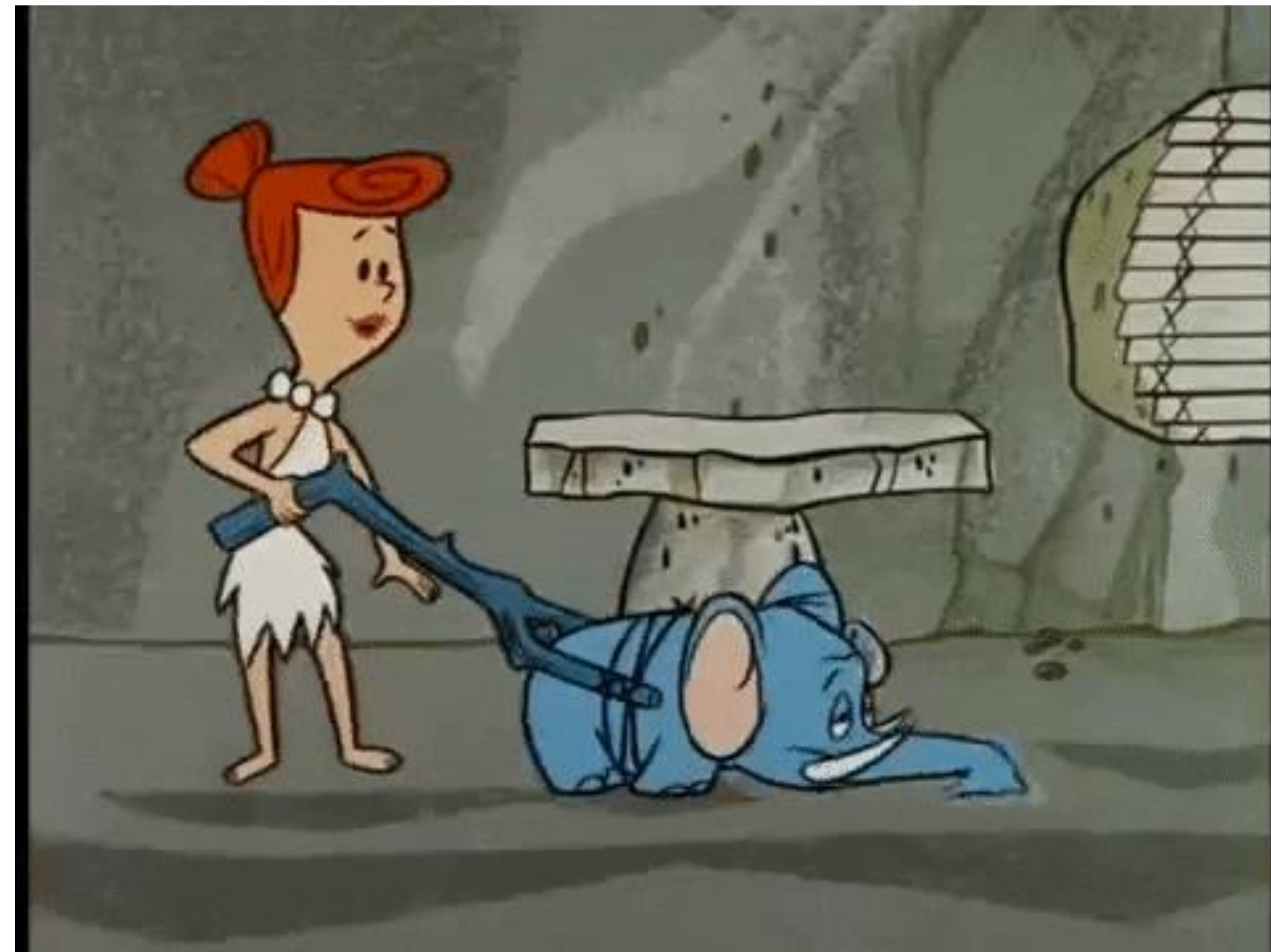
01

Step Into the UX Research World



The Origin of UX Research

One of the defining characteristics of human nature is that we make and use tools¹⁾.



¹⁾ Robert Schumacher *The Handbook of Global User Research*

UX Research

“User research is the systematic study of the goals, needs, and capabilities of users so as to specify design, construction, or improvement of tools to benefit how users work and live”.

*One of the elements/constructs of User research is **User Experience**.*

User Experience

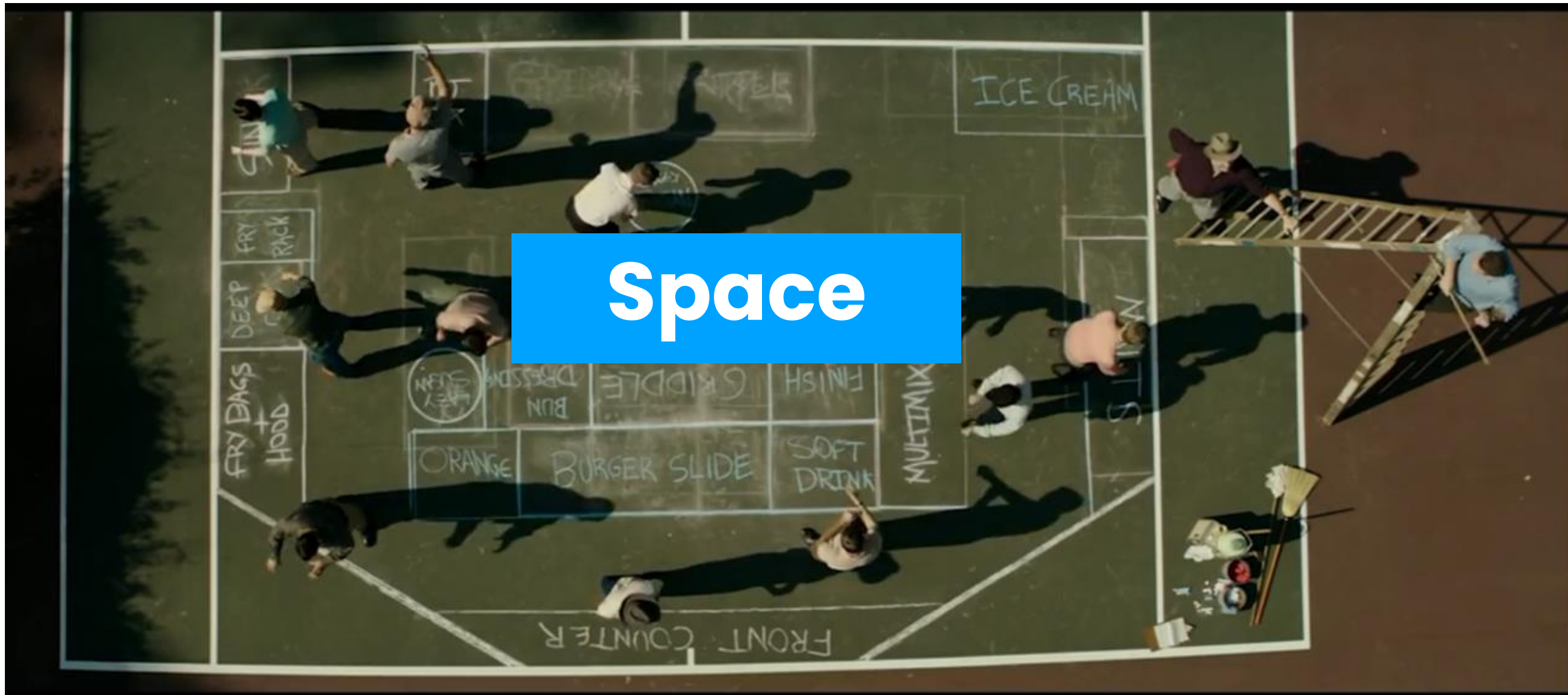
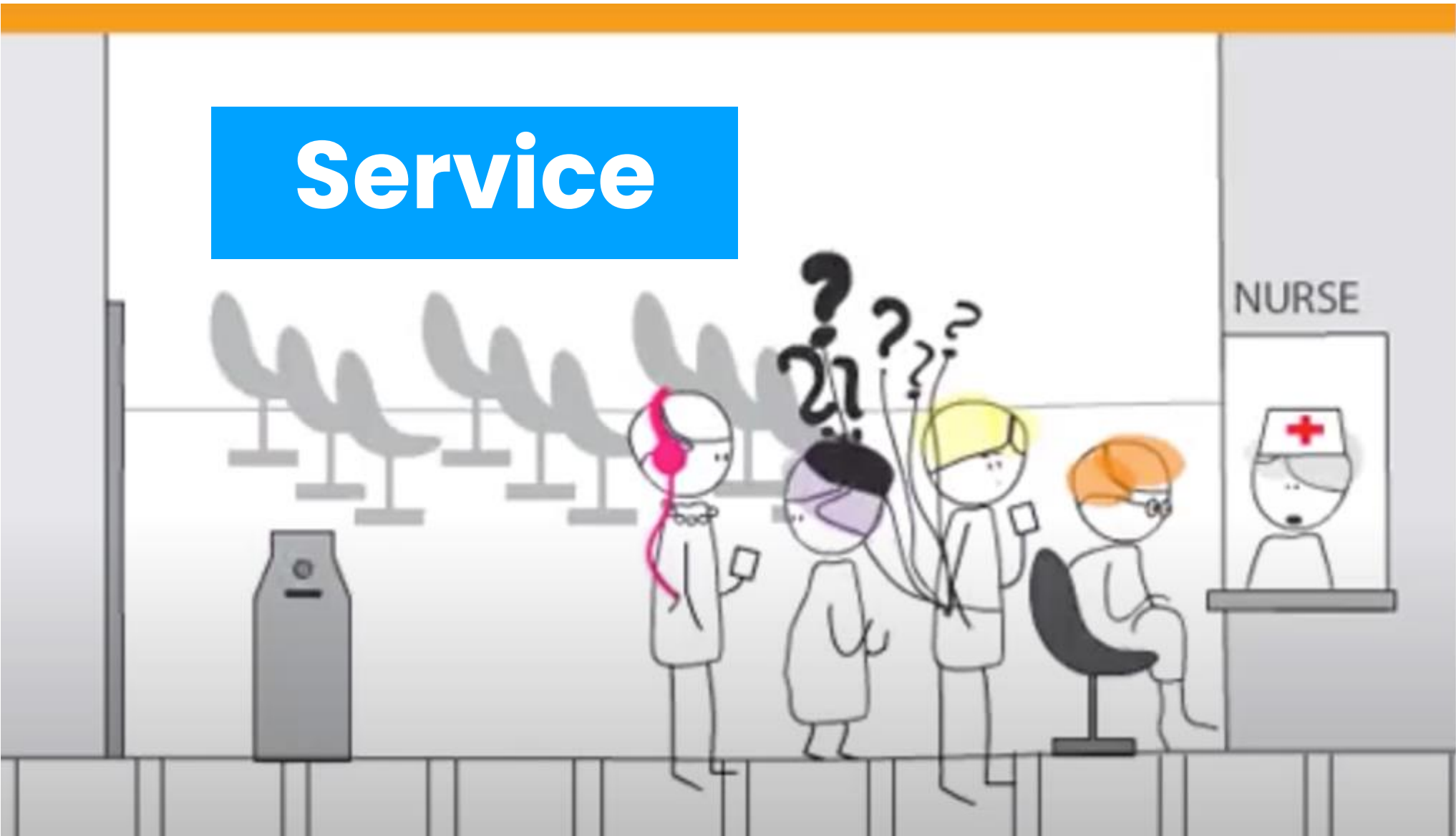
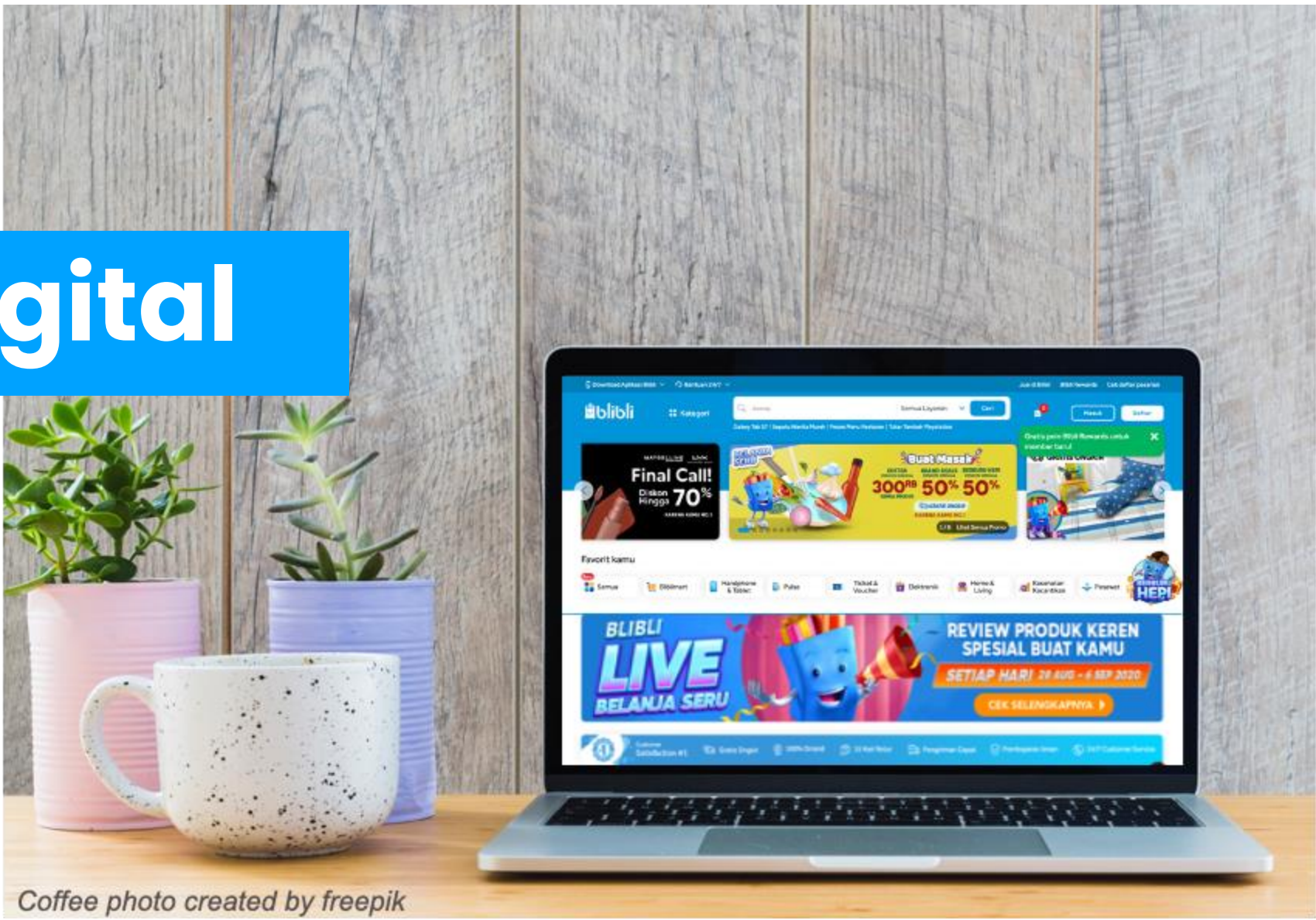
Digital

Service

Space

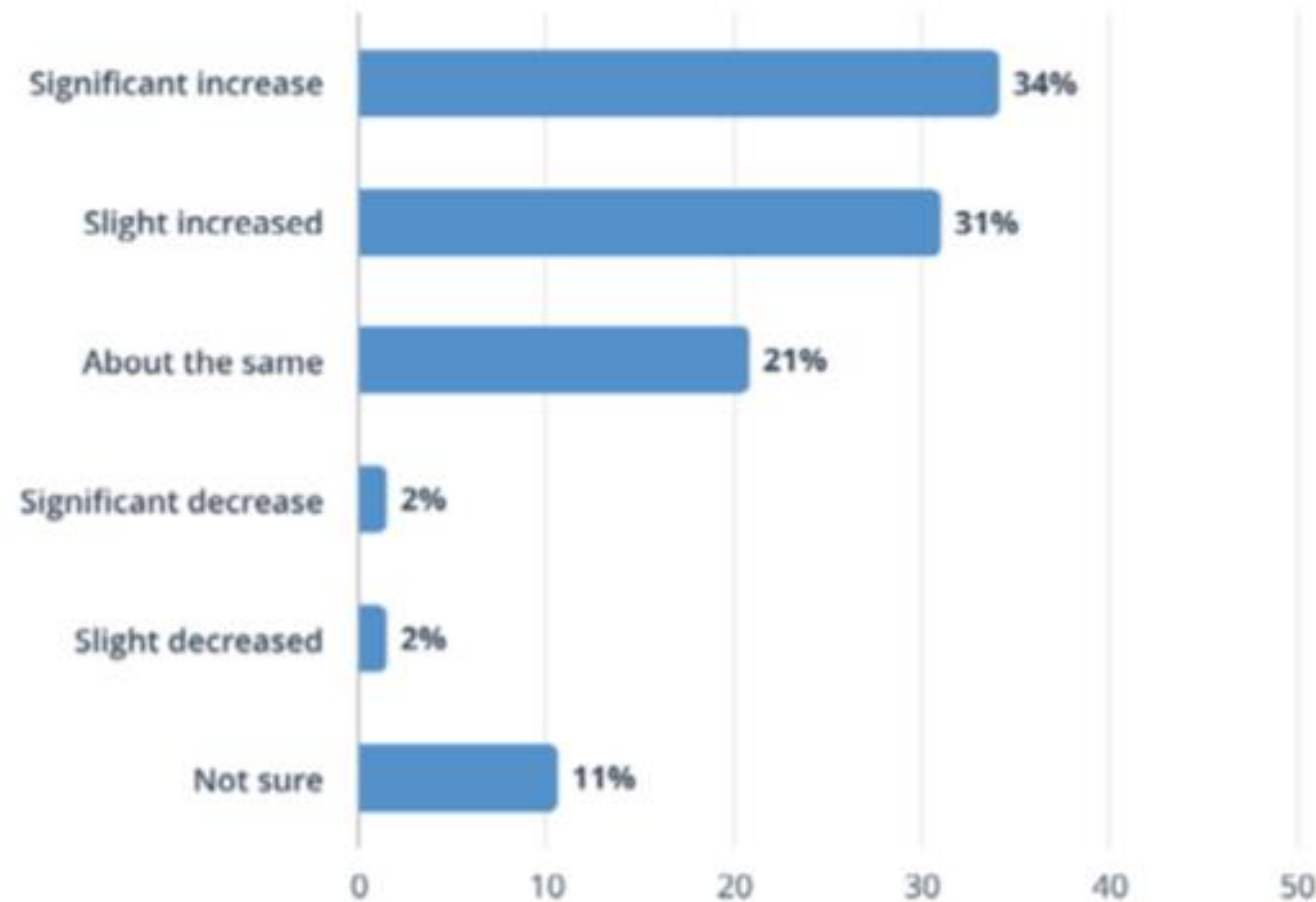
Physical Product

Form



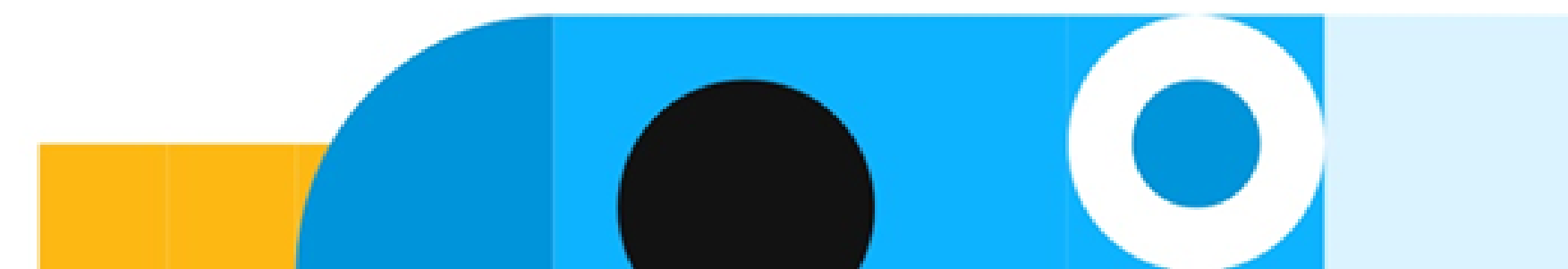
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User Research Trend



"How has the demand for UX Research changed in the last 12 months?"

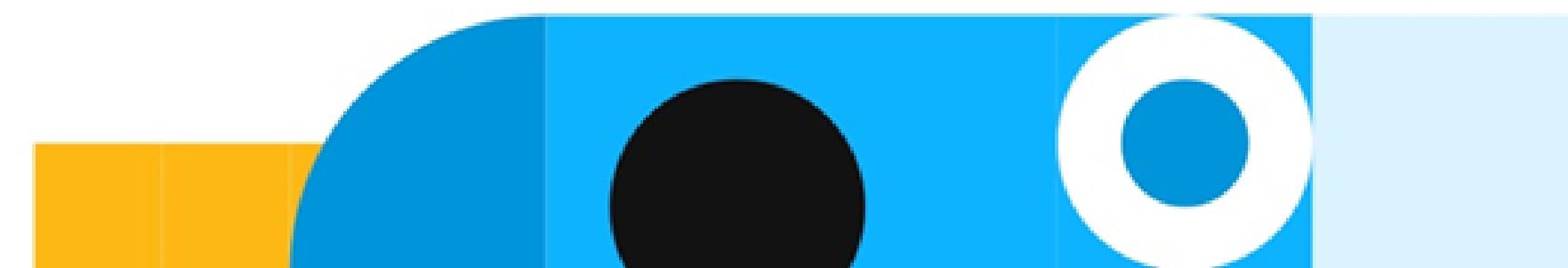
Research was conducted by The UX Insights Company, via User Zoom, towards 222 participants from global enterprise-level companies with a range of major industries.



How to become a UX Researcher

Educational Background

- Undergraduate/postgraduate degree
- Often from Social Science (psychology, anthropology, sociology), Behavioral Science
- Human Centered Design, Computer Science
- Marketing and Communication science
- Other related background with interest in human behavior & technology



How to become a UX Researcher

Hard Skills

- **Design Thinking Process**
- **Statistics**
- **Analysis & Synthesis**
- **Project Management**
- **Building Report & Presentation**
- **Facilitating Workshop**

Soft Skills

- **High curiosity**
- **Eager to learn**
- **Empathy**
- **Critical Thinking**
- **Independent but also collaborative**

Think about Changing Career?

S.T.A.R METHOD

1. STOP

2. THINK & ASSESS

3. ACT

4. RE-EVALUATE

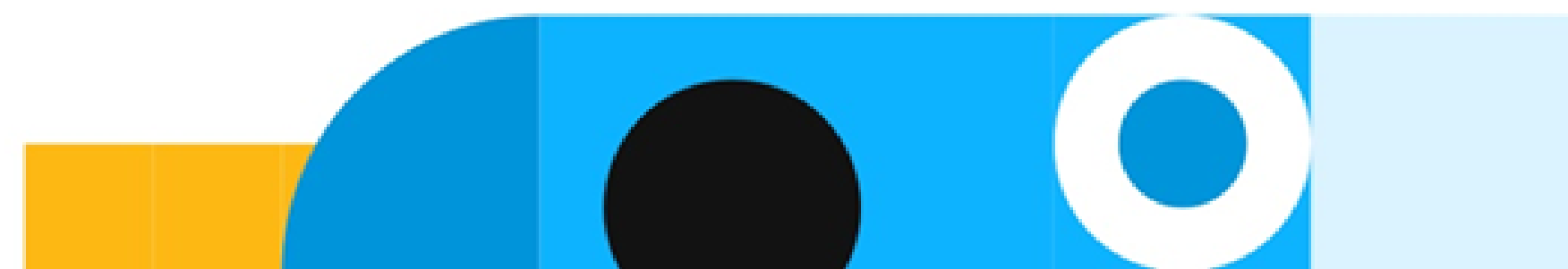




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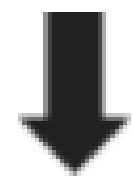
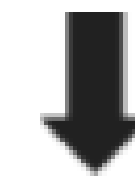
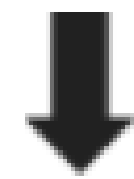
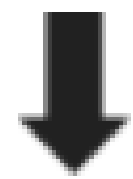
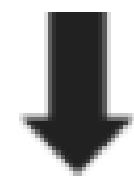
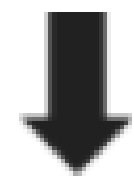
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The Path to become a UX Research Leader



Role of Leaders

UX Goals → to become a great UX : “helping company to shape products with a great user experience”



UX Leadership opportunity

Capable UX team

Adequate UX Resources and budget

UX-Focused cross-functional team

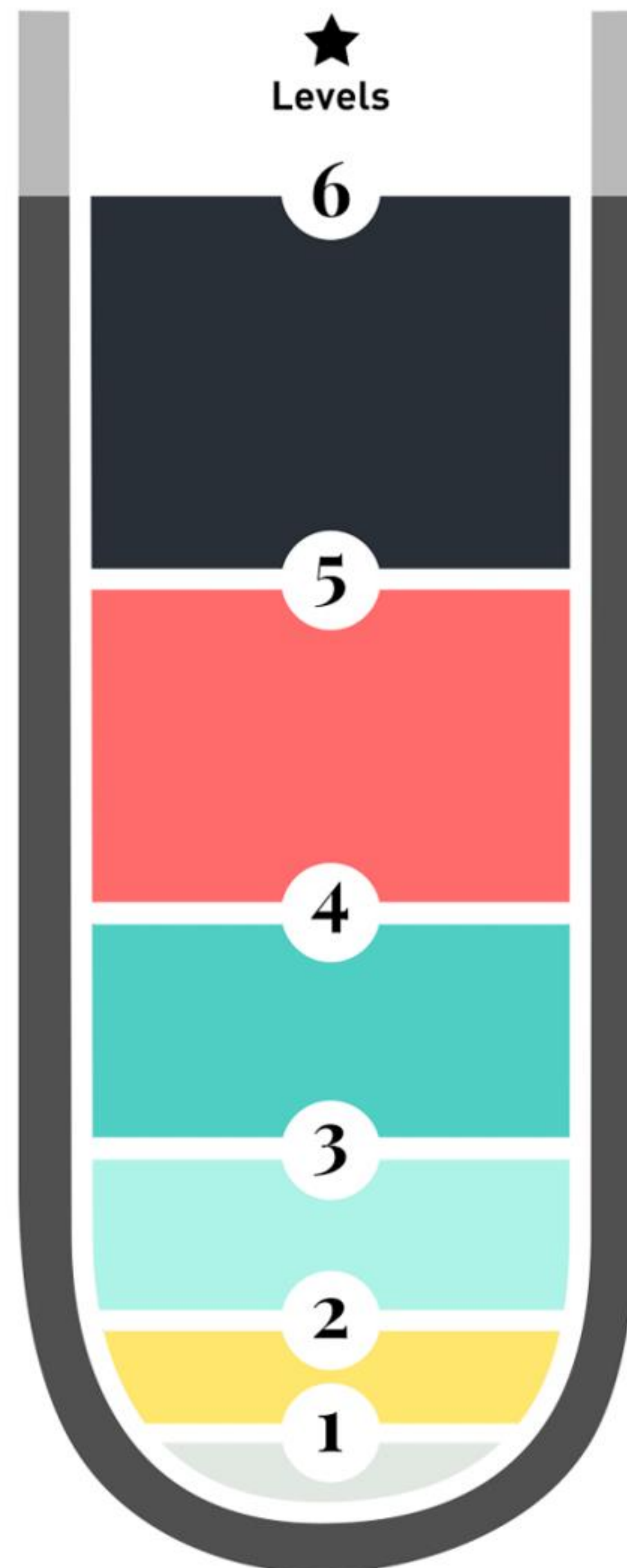
Development process which includes UX (not only coding & QA)

Project schedule that predicts and supports iteration

Executive support/ buy-in

Six pillars supporting great UX”

The model above was based on Nielsen Norman Group



UX maturity

REBBLS
USER EXPERIENCE MATURITY
MODEL



User-centered - 3 years ahead

Corporate strategy is driven by UX and has turned into a belief system.

Embedded - the present

Experience has broken through to the non-digital realm and a true omnichannel strategy is applied.

Committed - 4 years behind

UX strategy is applied across the organization for digital experiences.

Invested - 7 years behind

UX is important to build a better product.

Interested - 15 years behind

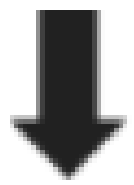
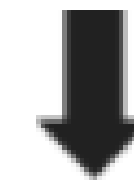
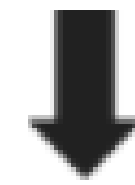
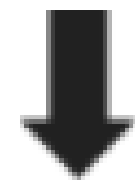
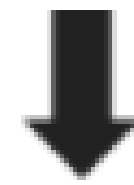
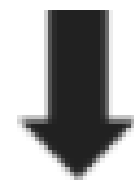
Selected few within the organization in what design can do.

Oblivious - Light years behind

The organization is hostile toward:

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Management VS Leadership

Managers

- Have people who work for them
- Have process to maintain
- Count value
- Assign tasks
- Maximize efficiency
- General (the same approach applied to all employees)

Leaders

- Have people who follow them
- Have a vision to fulfill
- Create value
- Define purpose
- Nurture skills and develop talent
- Tend to be more personalized (have more personal approach)



7 Things You Need to Know if You Aspire to be a Leader



1. Know your vision



2. Find out the Career Path



3. Collect information about expectation / requirements



**4. Know type of leadership
you aspire to be &
identify your potential**



5. Improve yourself!



**6. Demonstrate your capability
as potential leader**



**7. Be prepared
and follow the process**

Summary

- **UX Research demand has increased** in the last 12 months since more company over the world see that User Experience has become a competitive differentiator.
- If you want to become a UX Researcher, you must **sharpen the UX Research's hard and soft skills**.
- If you want to switch career and become a UX Researcher, **asses the decision** using STAR method (Stop – Think & Assess – Act – Reevaluate).
- If you aspire to be a UXR leader, there's **7 things you need to know** (Vision – Career path – Expectation/requirement – Type of leadership/your potential – Practice – Demonstrate – Follow & enjoy the process)

Thank you!



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