

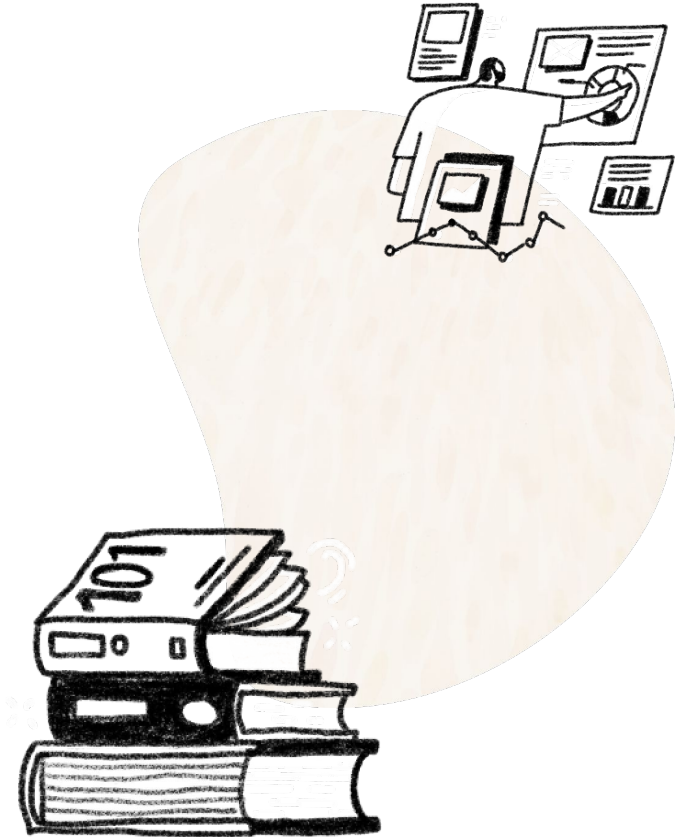
Turning Insights into Impact

Session 4



Agenda

- Recap: What is the Data Telling Us
- Business sense and research
- Making actionable recommendations
- Sharing learnings with your team
- Tracking outcomes



Recap: What is the Data Telling Us

- Data, learnings and insights are each different things that build upon one another
- Thematic data analysis includes:
 1. Grouping data according to themes
 2. Connecting the dots to form learnings
 3. Surfacing insights and recommendations
- Contextualize your data by looking back at the questions and intended impact you started your project with
- You can leverage AI tools to pull learnings from large data sets and/or to continuously discover and house your insights



Business Sense and Research

Gathering buy-in from stakeholders is important for landing impact, here's what you should know beforehand:

1. UXR isn't meant to be done in a vacuum, it is meant to be integrated into product development
2. Most companies who invest in UXR are interested in building lucrative products - understand how your product makes money
3. Key metrics and organizational goals should be integral to how to structure your research strategy



Business Sense and Research

1. **UXR isn't meant to be done in a vacuum, it is meant to be integrated into product development**

True collaboration in product is bidirectional – the point is not just to share it, but also to understand from your partners how research could help them in their roles too.

Also focus on bringing UXR to the meetings and spaces where product decisions (like design crit and roadmapping) are being made and continuously inject insights into the conversation. This **builds a culture of evidence-based design.**



Business Sense and Research

2. **Most companies who invest in UXR are interested in building lucrative products – understand how your product makes money**

Revenue is not a bad word when it comes to human centered design, it's a metric. We leverage what we know about our users and our organizational goals to align the products we build to both of these.

As product strategists, it is our shared responsibility to ensure what we build is both sustainable and valuable.



Business Sense and Research

3. **Key metrics and organizational goals should be integral to how to structure your research strategy**

Leveraging teams' priorities to design research is the best way to set your insights up for impact.

Share timely, aligned and actionable recommendations by targeting the themes that are top of mind for your leadership.



Actionable Recommendations

Recommendations are next steps to get your team from the baseline (where you are now) closer to your objectives (where you want to be), based on the evidence you have

- They are not the solution to every problem ever, so don't be afraid to be specific to the gaps you intended to fill with this current project
- They shouldn't be created in silos so make sure to leverage your cross-functional thought partners
- They don't have to be perfect or fully formed before sharing – the key to efficient improvement is sharing ideas early and often with your stakeholders and iterating together (think low-fidelity!)



Sharing Learnings w/ Your Team



Choose a share out style that aligns with how your stakeholders prefer to engage

Mix it up – do readouts, 1:1s, workshops. Think of your insights as a campaign rather than a single presentation

Share in places where your team is already working, using formats that are evergreen & lightweight

ALWAYS tie your learnings back to the original objectives and intentions of the project



Build a Knowledge-base

Research usually takes some time to be actionable; be proactive by building a body of knowledge across projects and make it accessible to your product partners

- A good research repository is the first step to encouraging your team to leverage insights continuously
- Individual projects work well to answer specific questions and connecting the dots across projects help to surface evergreen themes



Track your Progress



It's your responsibility to keep track of the impact of your work!

- Your scoping document contains your baseline metrics and intended impact; check in quarterly with your cross-functional partners to understand how your insights are impacting their work.

- Share your research track record to build stakeholder buy-in and engagement.



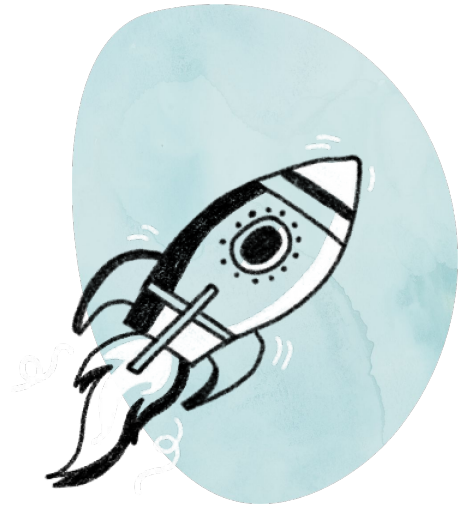
Let's set some goals together! 🍀

- What is an example of impact you'd like to accomplish in your role this year?
- Who are your collaborators in this effort?



Resources

- [Connect Research to Revenue](#)
The first step to creating a connection between revenue and research is recognizing that research is critical to revenue generation.
- [Research Readout Templates](#)
Learn how to effectively communicate your user research findings, and get inspired with this list of free templates and examples.



LET'S CONNECT

Contact information



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THANK YOU!

