

User Researcher Job Scorecard

Mission.

To take responsibility for user research working embedded within a multi-disciplinary team. To be responsible for planning and carrying out a range of different user research activities. To objectively present user research findings to clients of all levels of seniority and to internal team members. To develop a culture of evidence-led digital practice within the agency.

Values.

Generosity - Ambition - Curiosity

Competencies.

- **Self-organising** - you take responsibility for your own schedule and workload. You know what's expected of you each week and can confidently discuss competing priorities on your time.
- **Teamwork** - you achieve your goals working with your colleagues and clients - you avoid being the hero and you're never a team of one. You understand the reasons for our baseline standards and you stick to them.
- **Integrity** - you set clear commitments and expectations and you do what it takes to meet those commitments.
- **Resilience and tenacity** - you handle the difficult situations. When faced with a challenge, you step up to solve it and do not wait for others to work it out for you.
- **Sensitivity to others** - you are polite and considerate to client and colleagues and understand that we're all working toward the same goal.
- **Strong opinions, lightly held** - you speak up, but you'll listen to critique with open ears.
- **Leadership** - you act as a role model to your project team members and direct reports. You live by best practice and point out when others do not meet your high standards. You anticipate inevitable change and difficulties in your projects and plan proactively to manage change.
- **Decisiveness** - you make well-informed, effective, and timely decisions, sometimes with incomplete data based on good judgement. You perceive the impact and implications of decisions against the bigger picture of both project and the technical team and its standards.
- **Organisational awareness** - you work hard to understand the complex web of people, personalities and relationships inside the organisations we work with in order to effectively guide them through the projects you deliver.

Impact outcomes.

1. You develop and advocate appropriate research strategies for client projects.

- a. You develop an evidence-based understanding of user needs for a service.
- b. You regularly continually test and recommend improvements to client services and platforms.

2. You plan, design, prepare and run user research activities to support the design, development and continuous improvement of digital services.

- a. You undertaken high quality discovery activities, such as contextual discovery, experience mapping and diary studies
- b. You work as part of project teams to develop early stage concepts and deliver prototype testing.
- c. You fully manage usability and accessibility testing programmes from recruiting participants, designing test tasks, and preparing discussion guides, to test moderation, analysis and presenting results.

3. You design, execute and analyse quantitative research for digital services

- a. You specify, analyse and interpret multiple quantitative data sources to build the best possible understanding of the performance of a service.
- b. You are able to take a pragmatic approach to potentially incomplete or conflicting data sources in your work.
- c. You analyse research data and synthesise findings so that research is shareable and traceable.

4. You effectively communicate user research findings to the team, clients and the wider organisation, so that they share a strong and empathetic understanding of their users.

- a. You work closely with designers and developers to turn user research findings into stories and actions that lead to valuable product and service features for clients.
- b. You define user centred KPIs, to create a rich picture of user behaviour to tell the full story of how and why people use clients' services.

5. You show a passion for the growth and improvement of yourself and the wider team.

- a. You foster a culture of team involvement in user research, team analysis, design rationale and decision making based on user needs.

- b. You contribute to the user research community across Deeson and our sister businesses, for example by presenting at meetups and writing for blog and newsletters.

Objective outcomes.

1. You meet your billable target.

- a. You look forward in Forecast to ensure your planned work is correct and allows you to meet this goal.
- b. You alert your Chapter Lead in advance if you are unable to meet this target.
- c. You prioritise client work up to this target before engaging in other discretionary activities.
- d. You log all work done accurately in Harvest with an appropriate comment.

2. The agency meets the client satisfaction target.

- a. You manage client relationships and expectations so we avoid any unexpected client issues.
- b. You build rapport with clients and make efforts to build strong working relationships.
- c. You challenge the client's preconceptions and assumptions so that we are adding value through our work.
- d. You hold yourself and your teams accountable to a high quality level.
- e. You deliver to agreed deadlines and budgets.