

He's new to the job and joined the team halfway through the project. He isn't sure where to start or what questions to ask.

Think

Where do I start?
What do I focus on?
I wonder what they think of me?
Should I try to engage with the team?

Say

I'd like some clarity on this

Feel

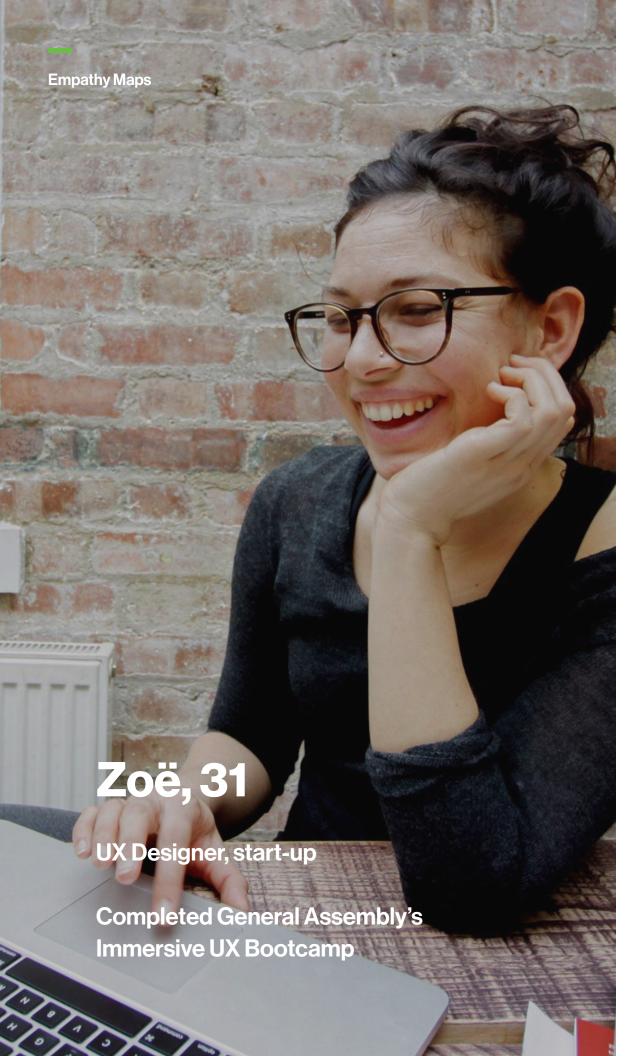
I'm insecure about my experience and doesn't want to bother anyone on the team to ask on where I should start

Do

I search Google and find many resources, but stumble upon many links and questions the validity of some of these sources. I ask the PM to get caught up on where the team is at, then get referred to a book to help with understanding the team's problem and process.

Idea: I don't know what I am doing and don't want to look incompetent. I don't want to make a bad impression. This book might help me learn what my process should be.

Result: Still feels unsure but after reading the book, is slightly more confident about the structure of his research process.



The team is small so she has to do both the research and design for the revamp of the company's current product. She's new to the field but has to dive right in.

Think

I guess I have to figure this out? How much time will this take? Let's see what is available on research methods for startups are on Medium.

Say

Can anyone point me to resources I can use? I can tell you why this matters

Feel

A sense of urgency and expectations to prove my worth to the company and convey the value of design and research to them.

Do

I post on Slack design channels to ask for help. Medium also refers me to academic sources that I don't have access to, so I just use the summary available as validation of my findings.

Idea: I've now looked at enough resources to have enough of an understanding to move on to the whiteboard and next step.

Result: Is able to convey enough information to others in the company from the desk research they were able to do online.

Oppurtunities

Clearer structure of search rationale, Curated information, direct professional and support immediately

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Have established criteria and deliverable to follow when sense making Showcase estimated time and resources for time constraints

Accessible feedback and process channel, loose rubric to follow insights

Available case studies to compare to, quick glance of important facts of problem space

Available case studies to compare to, quick glance of important facts of problem space.

Experience

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Frustrated of not finding the "right" source, the ambiguity of the scope causes lack of confidence, agitated but engaged with project.

Frustrated of not finding the "right" source, the ambiguity of the scope causes lack of confidence, agitated but engaged with project.

Frustrated of not finding the "right" source, the ambiguity of the scope causes lack of confidence, agitated but engaged with project.

Relief

Feeling

Intimidated, insecure, confused, overwhelmed, judged, under time pressure, worried about experience level

Skeptical of validity, Under pressure, unsure if they are equipped for this role

Skeptical of validity, Under pressure, unsure if they are equipped for this role Under pressure, unsure if they are equipped for this role

Anxious and insecure, feel unpre-

Less worried, more confident, optimistic

Thinking

Where do I start? I wonder what other projects are similar to this? What sources should I look at?

What constraints are there? What might they want from me today? I only have till end of day to

deliver my findings

What does this mean? What type of methods are these? Is this the right order to present these in? Should I google what this means? I should also look for a medium post that might explain this. Will this post help me? I really don't know what I am doing

I think this should be enough to present? Will they be satisfied? Maybe they can point me in the right direction after today? I'll take a quick break and email my mentor.

I hope my findings are somewhat clear? I wonder if my slides will be judged? How short should my presentation be? I wonder what the response will be?

That seemed to go better than expected, but got valuable feedback. Was less intimidating than expected. and now I know what to consider for next time. I should definitely go back to that blog I found, and the few books my mentor recommended.

Doing

Identify Stakeholders, asses tools, examines team dynamic, and looks at inspiration sources.



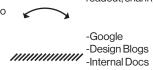
Searches through internal and external sources. Bookmarks a few sources.



Struggling with how to apply sources that have been given to them. Analyzing the sources, while checking the time before the presentation to PM



They reach out to PM/Senior, request feedback, PM makes suggestions, Also reaches out to mentor to get some advice.



Putting deck together, delivering readout, sharing findings

-Design Blogs

-Medium



Follows up with mentor, asks for more resources to gain deeper understanding of methods and curation. Reflects with PM about the deliverable



-Google











-Google

-Design Blogs

-Internal Docs











-Google -Design Blogs -Internal Docs -Medium



Planning

Research

Sense Making

-Choosing Methods

Validation

-Contact PM

-Reachout to mentor(s)

Implementation

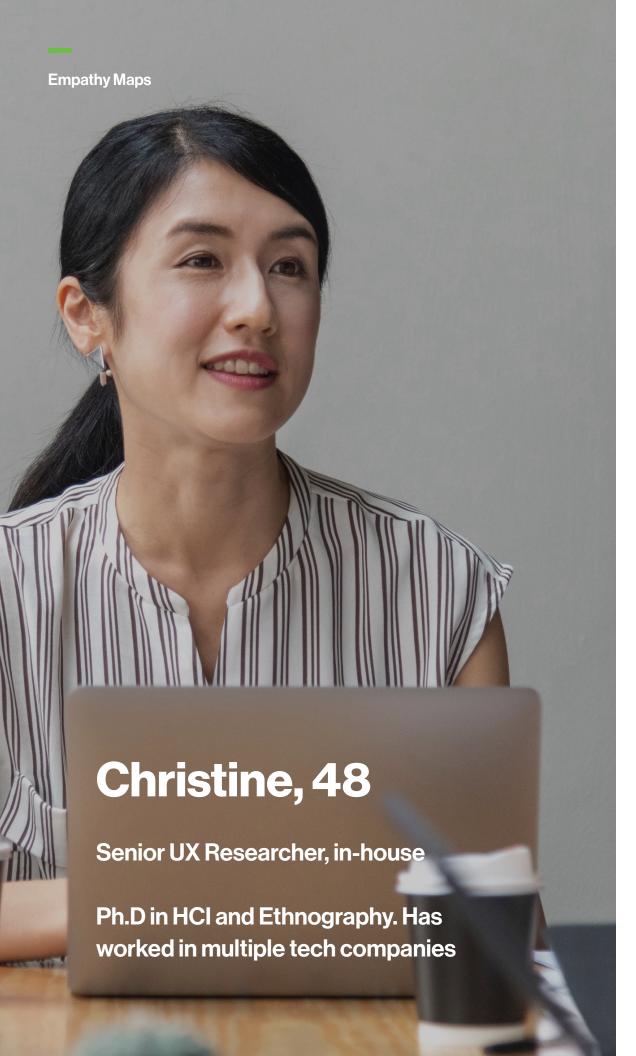
Reflection

UX Designer Journey Map | In house designer

/ Phases: Planning, Research, Sense Making, Validation, Implementation, Reflection / Sources: Directed Storytelling Interview, Cognitive Walkthrough, Empathy Maps



/ On going non linear / Non linear, but time based



She's been tasked to look at an emerging technology space, and suspects that there might not be sufficient public knowledge on this matter yet.

Think

I should probably go to the stakeholders to learn more soon. What experts in the field can I talk to? Are there any academic papers available on this topic?

Say

I need some time to go into the field and talk to people I hope to learn from your expertise

Feel

Concerned because there are not a lot of resources online that are easily accessible and available. I'm confident I can find someone who is an expert in the field to learn from.

Do

Conducts literature review by looking at databases online to see what has already been done. Email and reaches out to experts in the area to conduct some informational interviews.

Idea: I wish I had more time to do this research. I'm learning so much from talking to people who know about this technology, and just being out in the field.

Result: Develops a deeper understanding of the topic space because of the conversations she's had with experts.

Suggested sources that are both curated internally and externally.

N/A

Suggested sources that are both curated internally and externally.

Suggested sources that are both curated internally and externally.

Experience

Confidence while identifying stakeholders, and begins to refine search for information

Some confidence in plan development, still unsure about the information they uncovered is relevant to the field component

Comfortable, Eager, Slight pressure from time, slight ambiguity.

Diverse audience feedback, time pressure to read out dense report, slight difficulty implementing feedback into new slides and conveying to broad audience.

Establishes a work mentorship,. They also experience some humility in the process as the designer makes kind suggestions on how to communicate it better next time.

Satisfaction of being able to deliver research with a story, and empathizing with the audience.

Feeling

Curious, inquisitive, slightly unsure about this new field. Eager to get started.

Comfortable, Eager, Slight pressure from time, slight ambiguity.

Confident in research readout due to experience, and is standard practice.

Self doubt, frustrated, confused, misunderstood, apprehensive, insecure, slightly hopeful.

Less worried, more confident, wise and helpful, optimistic

Fulfilled, understood, empathetic, humble

Thinking

There seems to be no info on this, where should I start? Which method will be a good one one to start with? Maybe the method from the last project will help?

Maybe I should reach out to this expert? Do I know anyone? Maybe i can look at old docs? I should check internal some additional outside sources to see what I can shape. This should be enough, I will feel it out when Lam in field.

How should I frame this? What findings should I include? Who's my audience today?

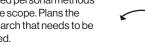
Did I not understand my audience as well as I should have? Were my slides to dense? I've incorporated the feedback and reduced the density, the team seemed to have responded well and they are moving on with the project. There seems to be still one team member from the design team who doesn't find my findings reasonable, maybe i should meet with them in person.

It seems as though they are interested in seeing what I did. I hope I can assist them in some way.

The readouts have been going well, and it was not my data that was wrong, just that the way I was illustrating the narrative around the data. It's also helpful that the other teams have been me recommending books, and I also have been recommending some of my essentials to

Doing

Identify Stakeholders, uses established personal methods to analyze scope. Plans the field research that needs to be conducted.



"desk research", Also uses google scholar and internal databases. Then begins field research



after being in the field. -Does readout -Send to other internal team members

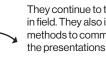
Assembles research deck



Receiving feedback from readout, and implements feedbac from the team. Sends out the revision, and hears back quickly and team decides to move on with project. Soon after hears from an individual team member and still is confused, so they by offering and in person session with them.



Follows up with designer who reached out, to establish a meeting to clear up findings. They suggest that they go in field together. They agree and have go into the field for the next project.



They continue to take the designer in field. They also implementing new methods to communicate that make the presentations engaging.

-Choosing methods



-Field Research -Google Scholar -JSTOR -Internal Database























Planning

Research

Delivery

Powerpoint

-Google Slides

-Google Docs -Microsoft Word

Implement and Reflection

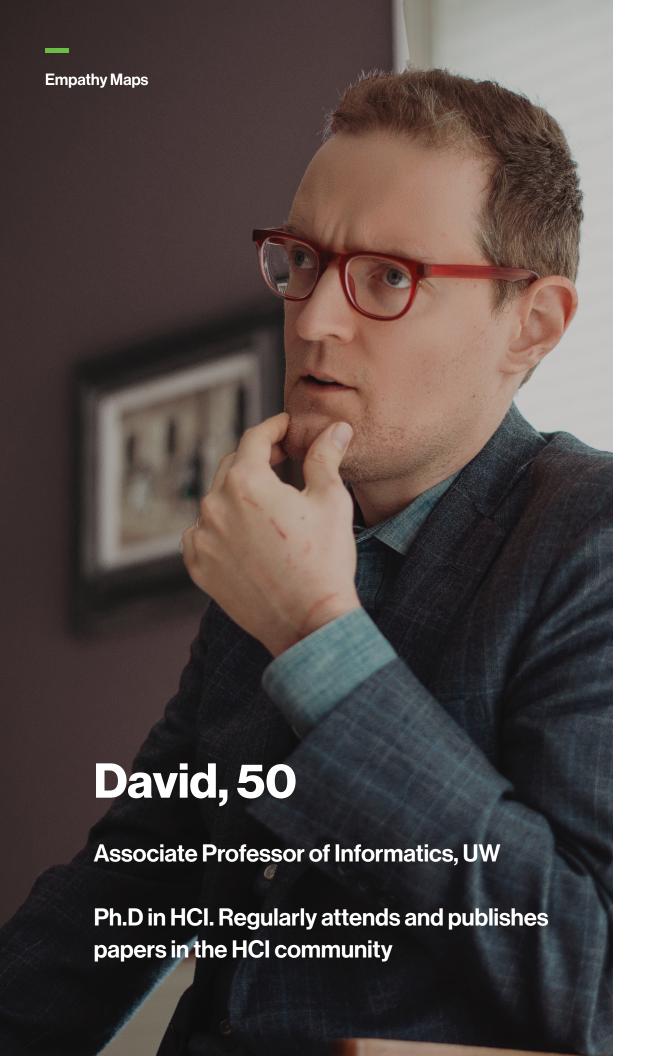
Mentorship

Reflection

Sr. UX Researcher Journey Map In house

/ Phases: Planning, Research, Sense Making, Validation, Implementation, Reflection / Sources: Directed Storytelling Interview, Cognitive Walkthrough, Empathy Maps

/ On going non linear / Non linear, but time based



He's been invited by a company to provide some consulting and research advice in his area of expertise.

Think	Say
What do they want to know? How can I learn about their working styles and beliefs? How can help them in a way that is meaningful to them?	I want to know how my research can be of use to you
Feel	Do
Confident I can empathize and learn what the industry needs so they too can see the value in my expertise and work. I'm humbled and fulfilled by the request for his advice.	I visit the business to learn more about the business needs and goals. I generate pertinent and tailored insights to audience

Result: Motivated to continue collaborating with industry and contributing to public HCI knowledge.

Idea: My expertise and research can be applied and adapted to better resonate and

align with the company values.

Comfortability in own expertise, Engagement, Industry knowledge, Effectiveness of lecture. Comfortability in own expertise, Engagement, Industry knowledge, Effectiveness of lecture. Comfortability in own expertise, Engagement, Industry knowledge, Effectiveness of lecture. Comfortability in own expertise, Engagement, Industry knowledge, Effectiveness of lecture. Comfortability in own expertise, Engagement, Industry knowledge, Effectiveness of lecture.

Feeling

Flattered for being contacted, Unsure of company's intention, Confident in their expertise Inquisitive, Engaged, Excited, Zealous

Challenged, Eager, Helpful

Intuned, Helpful

Enlightened, Connected, Optimistic

Fulfilled, Empathetic, Determined, Enlightened

Thinking

I wonder how my work will be of use to them? Why are they reaching out to me? Should I agree to come? Will they agree with my conditions? I wonder what are they currently working on? What do they value? What are the processes and methods? What is relevant to them?

I wonder how I can revise my work to reflect theirs? Should I be less academic? Maybe this is what they need to know? Definitely don't tell them what to do, but suggest insights?

I hope this is effective. Maybe I should talk about their foals and how my experience can help

What are your reaction with my presentation? Were my insights helpful? Maybe you could follow up with me for additional questions?

That was insightful but how can I use this for my work? How can I help other companies? Maybe this is a way to have discourse about academia and industry?

Doing

Corresponding with company's representative via email, Responding with conditions, Setting up date

- -Google -Design Blogs
- -Design Blogs -Internal Docs -Medium



- Building rapport, Understanding company values by listening and observing
- -Google -Design Blogs
- -Internal Docs
 -Medium



Extracting insights from observations and discussions, Aligning expertise knowledge to match audience needs

-Choosing Methods



Preparing research presentation that aligns with audience's methods, Giving presentation



Debriefing in person, Establishing direct channels of communication with team (Research & Development, Product Manager)



Maintaining relation with industry, Being referred to another team to further industry relationship, Gathering insights to implement in future work

-Google





-Google





Initial Contact

In Person

????

Sense Making

Deliver

Feedback

Reflection

Professor of Informatics
Journey Map | HCI Academic

/ **Phases:** Planning, Research, Sense Making, Validation, Implementation, Reflection / **Sources:** Directed Storytelling Interview, Cognitive Walkthrough, Empathy Maps



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