

Marcus, 22

UX Designer, in-house

Graduated from an undergraduate design program in Seattle

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.

<p>Think</p> <p>Where do I start? What do I focus on? I wonder what they think of me? Should I try to engage with the team?</p>	<p>Say</p> <p>I'd like some clarity on this</p>
<p>Feel</p> <p>I'm insecure about my experience and doesn't want to bother anyone on the team to ask on where I should start</p>	<p>Do</p> <p>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.</p>

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 .



Zoë, 31

UX Designer, start-up

























Completed General Assembly's Immersive UX Bootcamp

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.

<p>Think</p> <p>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.</p>	<p>Say</p> <p>Can anyone point me to resources I can use? I can tell you why this matters</p>
<p>Feel</p> <p>A sense of urgency and expectations to prove my worth to the company and convey the value of design and research to them.</p>	<p>Do</p> <p>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.</p>

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 profes- sional and support immediately	Clearer structure of search rationale, Curated information, direct professional and support immediately	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	Clearer structure of search rationale, Curated information, direct professional and support immediately	Clearer structure of search rationale, Curated information, direct professional and support immediately	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- pared.	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	<div>Identify Stakeholders, asses tools, examines team dynamic, and looks at inspiration sources.</div> <div>-Google -Design Blogs -Internal Docs -Medium</div> <div>       </div>	<div>Searches through internal and external sources. Bookmarks a few sources.</div> <div>-Google -Design Blogs -Internal Docs -Medium</div> <div>   </div>	<div>Struggling with how to apply sources that have been given to them. Analyzing the sources, while checking the time before the presentation to PM</div> <div>-Choosing Methods</div> <div>   </div>	<div>They reach out to PM/Senior, request feedback, PM makes suggestions, Also reaches out to mentor to get some advice.</div> <div>-Contact PM -Reachout to mentor(s)</div> <div>  </div>	<div>Putting deck together, delivering readout, sharing findings</div> <div>-Google -Design Blogs -Internal Docs -Medium</div> <div>  </div>	<div>Follows up with mentor, asks for more resources to gain deeper understanding of methods and curation. Reflects with PM about the deliverable</div> <div>-Google -Design Blogs -Internal Docs -Medium</div> <div>  </div>
	Planning	Research	Sense Making	Validation	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**



Christine, 48

Senior UX Researcher, in-house







Ph.D in HCI and Ethnography. Has worked in multiple tech companies

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.

<p>Think</p> <p>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?</p>	<p>Say</p> <p>I need some time to go into the field and talk to people I hope to learn from your expertise</p>
<p>Feel</p> <p>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.</p>	<p>Do</p> <p>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.</p>

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.

Oppurtunities	N/A	Suggested sources that are both curat- ed 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 develop- ment, still unsure about the informa- tion they uncovered is relevant to the field component	Comfortable, Eager, Slight pres- sure 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 humil- ity 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 empathiz- ing 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 meth- od 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 I am 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 reason- able, maybe i should meet with them in person.	It seems as though they are interest- ed 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 recom- mending some of my essentials to them.
Doing	<div>Identify Stakeholders, uses established personal methods to analyze scope. Plans the field research that needs to be conducted.</div> <div>-Choosing methods</div> <div></div> <div>Planning</div>	<div>"desk research" , Also uses google scholar and internal databases. Then begins field research.</div> <div>-Field Research -Google Scholar -JSTOR -Internal Database</div> <div></div> <div>Research</div>	<div>Assembles research deck after being in the field.</div> <div>-Does readout -Send to other internal team members</div> <div>-Powerpoint -Google Slides -Google Docs -Microsoft Word</div> <div></div> <div>Delivery</div>	<div>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.</div> <div></div> <div>Implement and Reflection</div>	<div>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.</div> <div></div> <div>Mentorship</div>	<div>They continue to take the designer in field. They also implementing new methods to communicate that make the presentations engaging.</div> <div></div> <div>Reflection</div>

Sr. UX Researcher

Journey Map | In house

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David, 50
Associate Professor of Informatics, UW
Ph.D in HCI. Regularly attends and publishes papers in the HCI community

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

Think 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?	Say I want to know how my research can be of use to you
Feel 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.	Do I visit the business to learn more about the business needs and goals. I generate pertinent and tailored insights to audience

Idea: My expertise and research can be applied and adapted to better resonate and align with the company values .



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

Oppurtunities	Blog post about experience with survey, Chatbot	N/A	Accessible feedback and process channel, loose rubric to follow insights	N/A	N/A	N/A
Experience	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.	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	<div>Corresponding with company's representative via email, Responding with conditions, Setting up date</div> <div>-Google -Design Blogs -Internal Docs -Medium</div> <div></div> <div>Initial Contact</div>	<div>Building rapport, Understanding company values by listening and observing</div> <div>-Google -Design Blogs -Internal Docs -Medium</div> <div></div> <div>In Person</div>	<div>Extracting insights from observations and discussions, Aligning expertise knowledge to match audience needs</div> <div>-Choosing Methods</div> <div></div> <div>Sense Making</div>	<div>Preparing research presentation that aligns with audience's methods, Giving presentation</div> <div></div> <div></div> <div>Deliver</div>	<div>Debriefing in person, Establishing direct channels of communication with team (Research & Development, Product Manager)</div> <div>-Google</div> <div></div> <div>Feedback</div>	<div>Maintaining relation with industry, Being referred to another team to further industry relationship, Gathering insights to implement in future work</div> <div>-Google -Design Blogs -Internal Docs -Medium</div> <div></div> <div>Reflection</div>

Professor of Informatics

Journey Map | HCI Academic

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