Research Repository

Challenge

Product research findings lived in individual reports and were not very accessible to relevant stakeholders. Additionally, several departments were collecting valuable product research insights which lived across different knowledge management systems and did not have a coherent structure.

Role

Sole UX Researcher

Impact

- Mapped data flows, data owners and data consumers
- Partnered with colleagues to develop a code frame
- Developed a proof-of-concept to flesh out the needs of internal stakeholders and test vendor solutions

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Research Question

How might we craft a centralized digital location for product research that allows people who do research to upload data and people who consume research to access relevant insights.

Considerations

It is exciting to research potential solutions for a research repository, but it does not matter what solution is onboarded if there is not a strong foundation to support the technology. 90% of my time was spent on the foundational aspects of crafting a repository.

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Process

1. Interviews
2. Code frame
3. Data flow mapping
4. Jobs to Be Done (JTBD)
5. Service blueprinting
6. Proof-of-Concept (CoP)
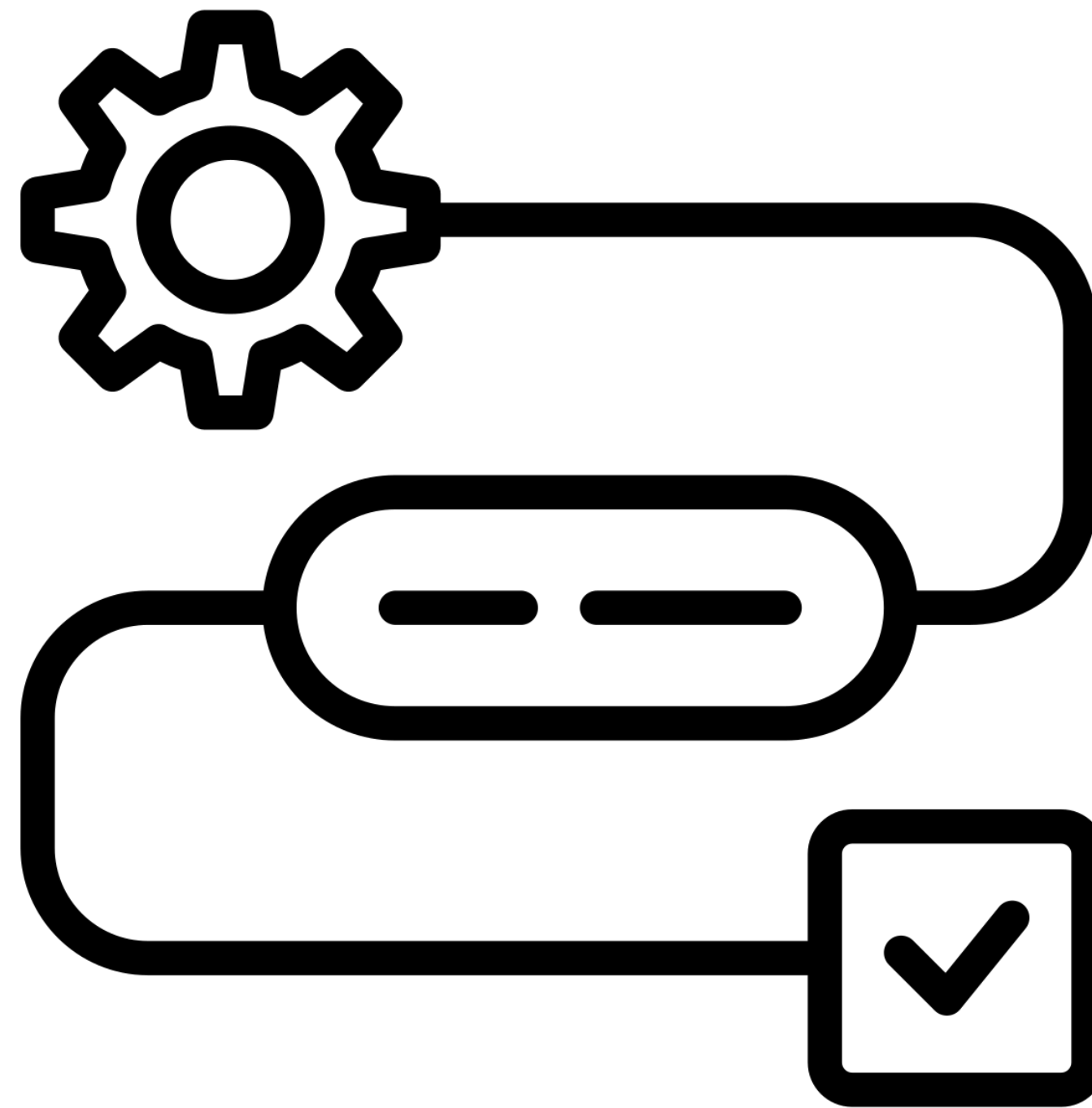
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Stakeholder Interviews

Themes quickly surfaced during conversations with a wide ranging set of stakeholders.

Not only were needs and desires shared by stakeholders, but how and why they collect data and how and why stakeholder who consume that data set the foundation for the data flow mapping.

Interviewee Needs and Desires

- Things should be looked at holistically
- Single source of truth/feedback transparency
- Support goal oriented conversations
- Visualize trends/themes
- Have feedback be more actionable
- Viewing interactions between audiences and products

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Code Frame

Product Research (me) was responsible for developing a code frame for tagging Technologist data, whereas, Marketing Insights was responsible for the Recruiter audience.

My process was to conduct thematic analysis across different data sources such as usability studies, customer support tickets, and verbatim Net Promoter Score (NPS) responses.

Technologist Code Frame

- **Communications** - Dice - positive
- **Communications**
- **Communications**
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- **Communications**
- **Communications**
- **Job Search**
- **Job Search** - filters - poor
- **Job Search**
- **Job Inventory**
- **Job Inventory**
- **Job Inventory**

- **Job Inventory**
- **Job Inventory**
- **Apply**
- **Apply**
- **Apply**
- **Apply**
- **Apply** - satisfied
- **Opp**
- **Opp**
- **Opp**
- **Opp**
- **UX** -
- **UX** -
- **UX** -
- **UX** -
- **UX** -

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Data Flow Mapping

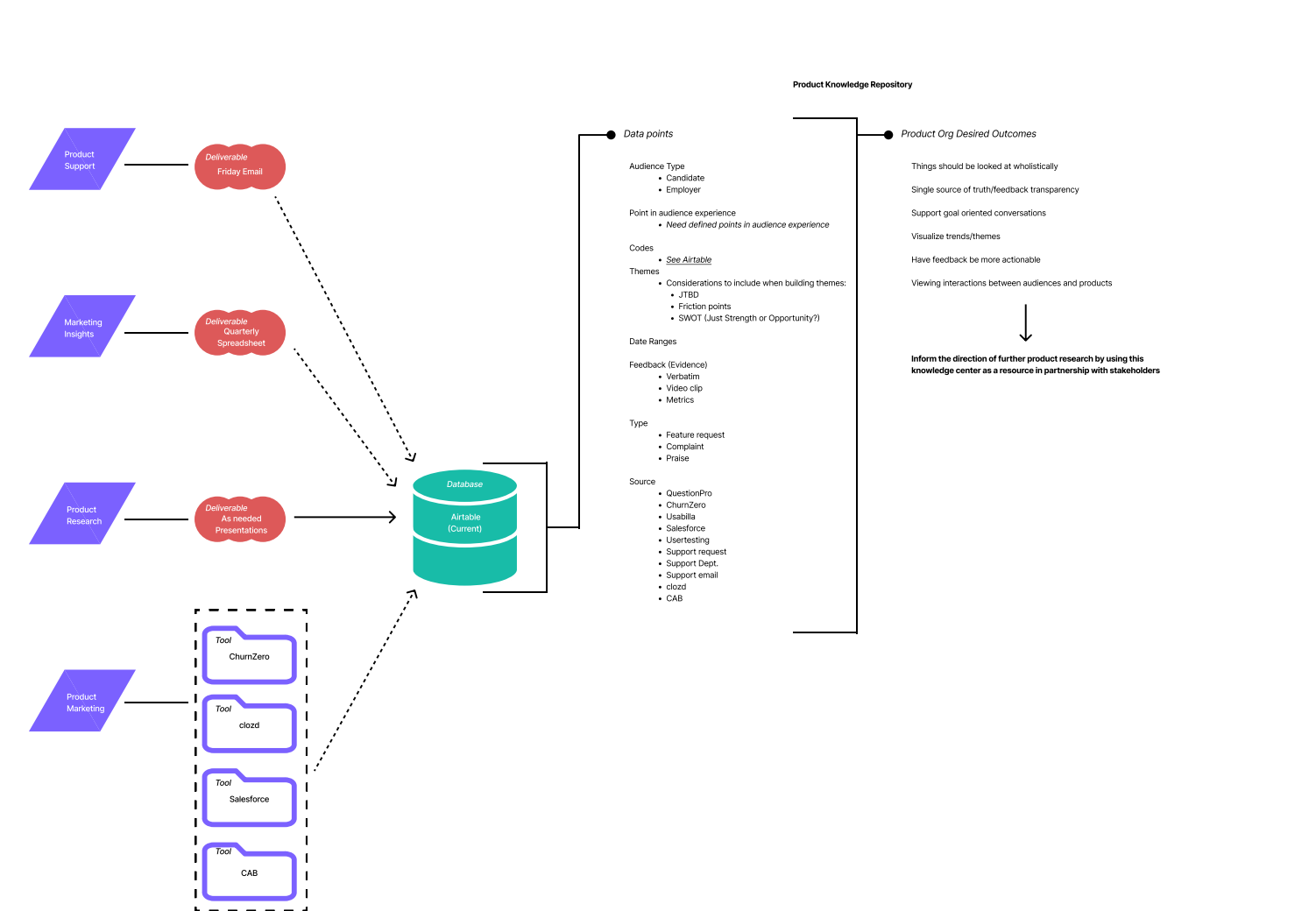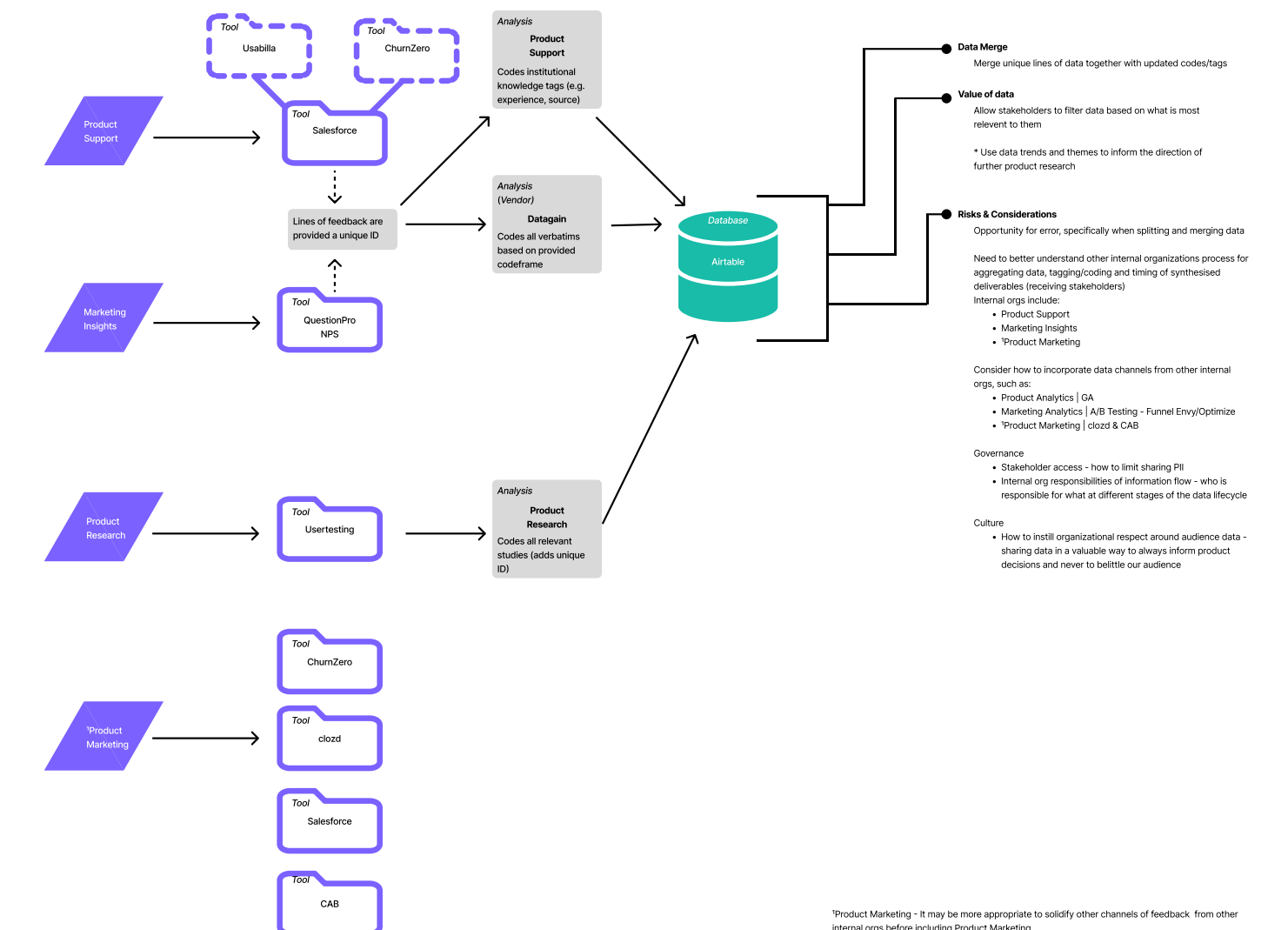Internal Team | Tool (Primary) | Tool (Secondary) | Task | Database | Deliverable | Flow | Flow Redundancies

Current Data Flows

Desired Product Research Use

Potential Data Flow: Goals of Improving Efficiency & Effectiveness

Current Data Flows

Usabilla — ChurnZero — QuestionPro (Pulled manually)

Product Support → Salesforce → Analysis → Excel → Synthesis → Friday Email

Marketing Insights → QuestionPro NPS → Analysis (Vendor) → Excel → Synthesis → Monthly Spreadsheet / Quarterly PP

ChurnZero NPS

Product Research → Usertesting → Airtable → As needed Presentations

Primary Focus / Secondary Focus

Product Marketing → ChurnZero / clozd / Salesforce

ARP?

Desired Product Research Use

Product Support → Deliverable Friday Email

Marketing Insights → Deliverable Quarterly Spreadsheet

Product Research → Deliverable As needed Presentations

Database Airtable (Current)

Tool: ChurnZero / clozd / Salesforce / CAB

Product Marketing

Product Knowledge Repository

Data points — Product Org Desired Outcomes

Audience Type
- Candidate
- Employer

Point in audience experience
- Need defined points in audience experience

Codes:
- See Airtable

Themes
- Considerations to include when building themes:
  - JTBD
  - Friction points
  - SWOT (Just Strength or Opportunity?)

Date Ranges

Feedback (Evidence)
- Verbatim
- Video clip
- Metrics

Type
- Feature request
- Complaint
- Praise

Source
- QuestionPro
- ChurnZero
- Usabilla
- Salesforce
- Usertesting
- Support request
- Support Dept.
- Support email
- clozd
- CAB

Things should be looked at wholistically
Single source of truth/feedback transparency
Support goal oriented conversations
Visualize trends/themes
Have feedback be more actionable
Viewing interactions between audiences and products

Inform the direction of further product research by using this knowledge center as a resource in partnership with stakeholders

Potential Data Flow: Goals of Improving Efficiency & Effectiveness

Product Support → Salesforce

Usabilla / ChurnZero

Analysis: Product Support — Codes institutional knowledge tags (e.g. experience, source)

Lines of feedback are provided a unique ID

Marketing Insights → QuestionPro NPS

Analysis (Vendor): Datagain — Codes all verbatims based on provided codeframe

Product Research → Usertesting

Analysis (Vendor): Product Research — Codes all relevant studies (adds unique ID)

Database: Airtable

Product Marketing → ChurnZero / clozd / Salesforce / CAB

Data Merge
Merge unique lines of data together with updated codes/tags

Value of data
Allow stakeholders to filter data based on what is most relevant to them

* Use data trends and themes to inform the direction of further product research

Risks & Considerations
Opportunity for error, specifically when splitting and merging data

Need to better understand other internal organizations process for aggregating data, tagging/coding and timing of synthesised deliverables (receiving stakeholders)
Internal orgs include:
- Product Support
- Marketing Insights
- *Product Marketing

Consider how to incorporate data channels from other internal orgs, such as:
- Product Analytics | GA
- Marketing Analytics | A/B Testing – Funnel Envy/Optimize
- *Product Marketing | clozd & CAB

Governance
- Stakeholder access – how to limit sharing PII
- Internal org responsibilities of information flow – who is responsible for what at different stages of the data lifecycle

Culture
- How to instill organizational respect around audience data – sharing data in a valuable way to always inform product decisions and never to belittle our audience
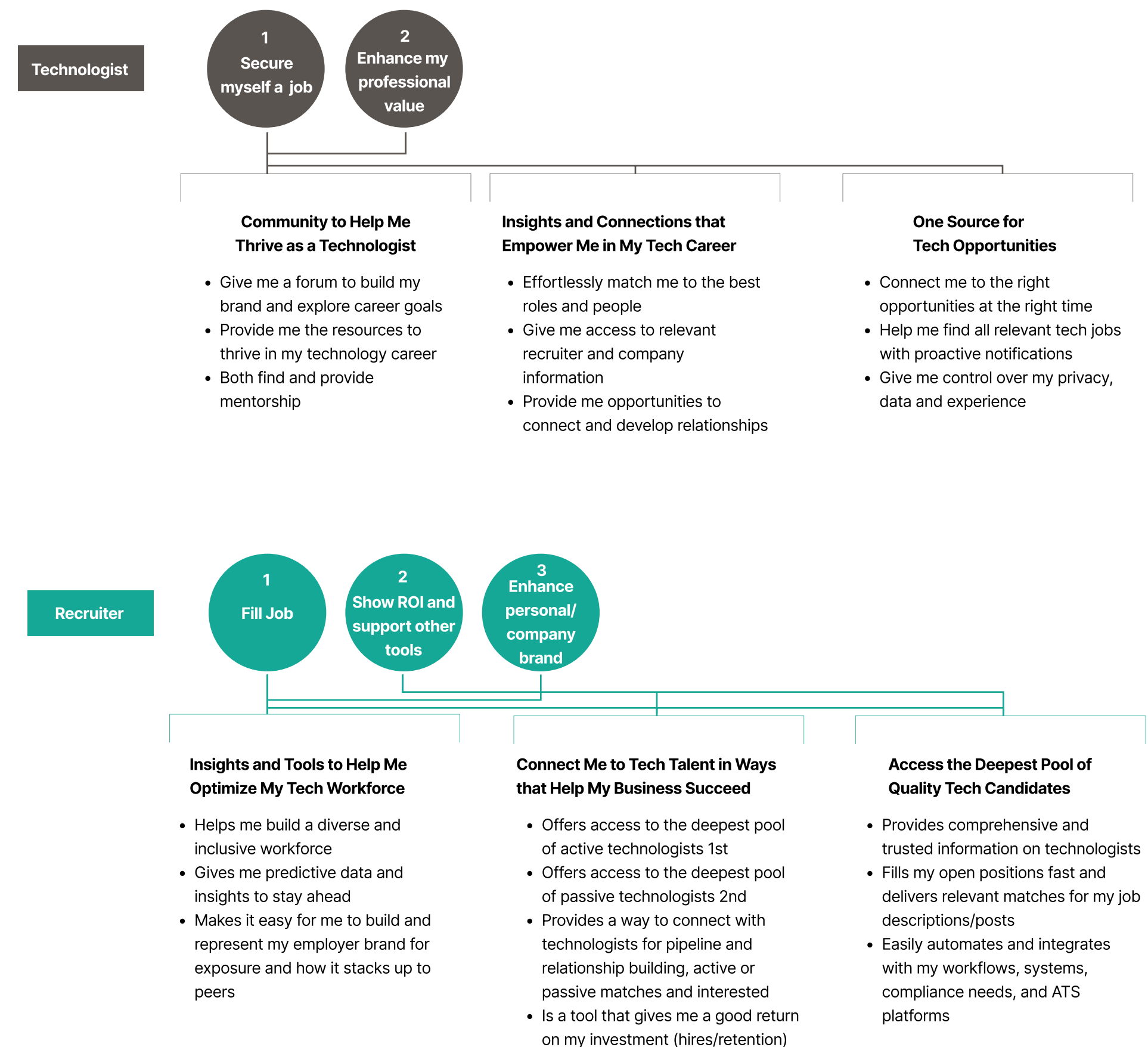
*Product Marketing - It may be more appropriate to solidify other channels of feedback from other internal orgs before including Product Marketing

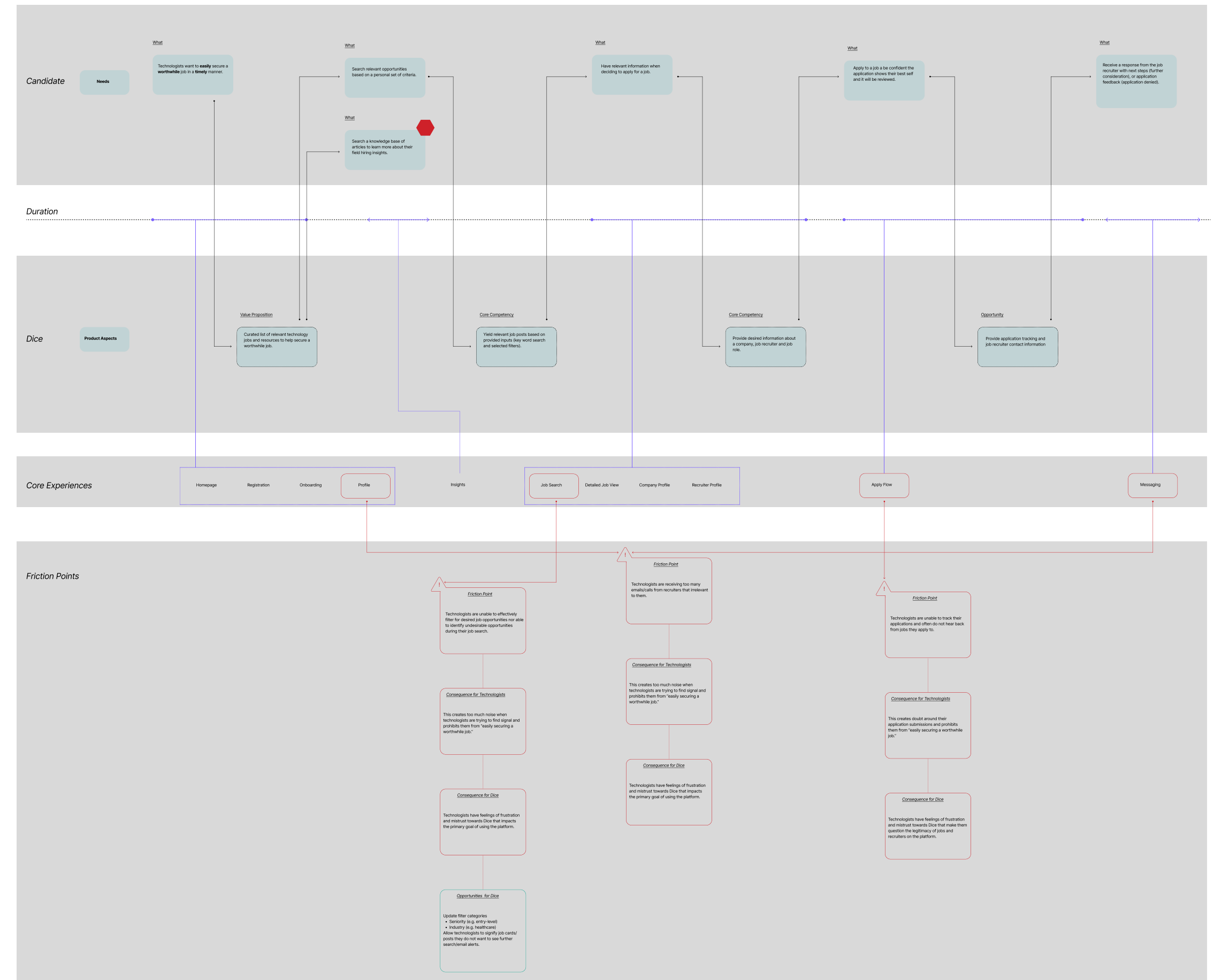# Research Repository

Jobs To Be Done

JTBD had been crafted in partnership between Product Research and Product Marketing throughout conversations and general feedback from Technologists and Recruiters. This was the basis to inform the creation of core experiences and how data would be eventually tagged at the highest level.

Technologist

1 Secure myself a job

2 Enhance my professional value

Community to Help Me Thrive as a Technologist

- Give me a forum to build my brand and explore career goals
- Provide me the resources to thrive in my technology career
- Both find and provide mentorship

Insights and Connections that Empower Me in My Tech Career

- Effortlessly match me to the best roles and people
- Give me access to relevant recruiter and company information
- Provide me opportunities to connect and develop relationships

One Source for Tech Opportunities

- Connect me to the right opportunities at the right time
- Help me find all relevant tech jobs with proactive notifications
- Give me control over my privacy, data and experience

Recruiter

1 Fill Job

2 Show ROI and support other tools

3 Enhance personal/company brand

Insights and Tools to Help Me Optimize My Tech Workforce

- Helps me build a diverse and inclusive workforce
- Gives me predictive data and insights to stay ahead
- Makes it easy for me to build and represent my employer brand for exposure and how it stacks up to peers

Connect Me to Tech Talent in Ways that Help My Business Succeed

- Offers access to the deepest pool of active technologists 1st
- Offers access to the deepest pool of passive technologists 2nd
- Provides a way to connect with technologists for pipeline and relationship building, active or passive matches and interested
- Is a tool that gives me a good return on my investment (hires/retention)

Access the Deepest Pool of Quality Tech Candidates

- Provides comprehensive and trusted information on technologists
- Fills my open positions fast and delivers relevant matches for my job descriptions/posts
- Easily automates and integrates with my workflows, systems, compliance needs, and ATS platforms

Research Repository

Service Blueprint

By mapping out the goals of Dice's audience and how the organization delivers value, Product Research was able to visualize how the repository's taxonomy could be most effectively structured. This was important because previous efforts to build a taxonomy system for feedback were approached from how internal teams were structured. Team structures are very fluid, the needs of our audience stay largely consistent regardless of new team dynamics or product offerings.
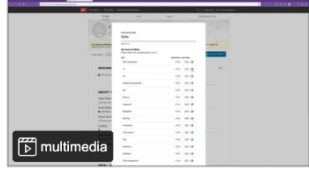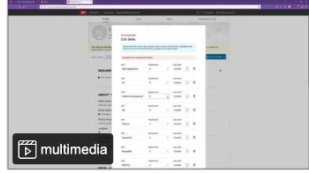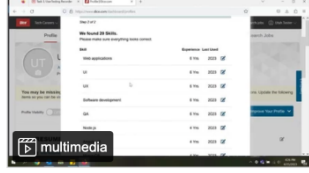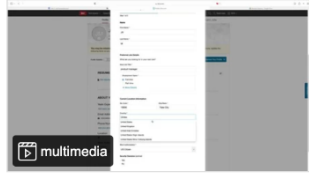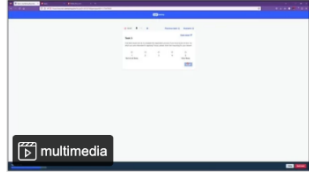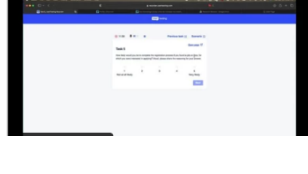
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Proof-of-Concept

I developed a proof-of-concept using the company's existing knowledge management tool (Confluence). The deliverable was used in an actual research readout and was the culmination of stakeholder feedback on the previous artifacts in this case study.

The data was organized in an Atomic Research model, and was the format for the vendor we were strongly considering to pursue.