

Practicality with Principles

Implementing continuous discovery with an Agile product team

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Product team's
problem

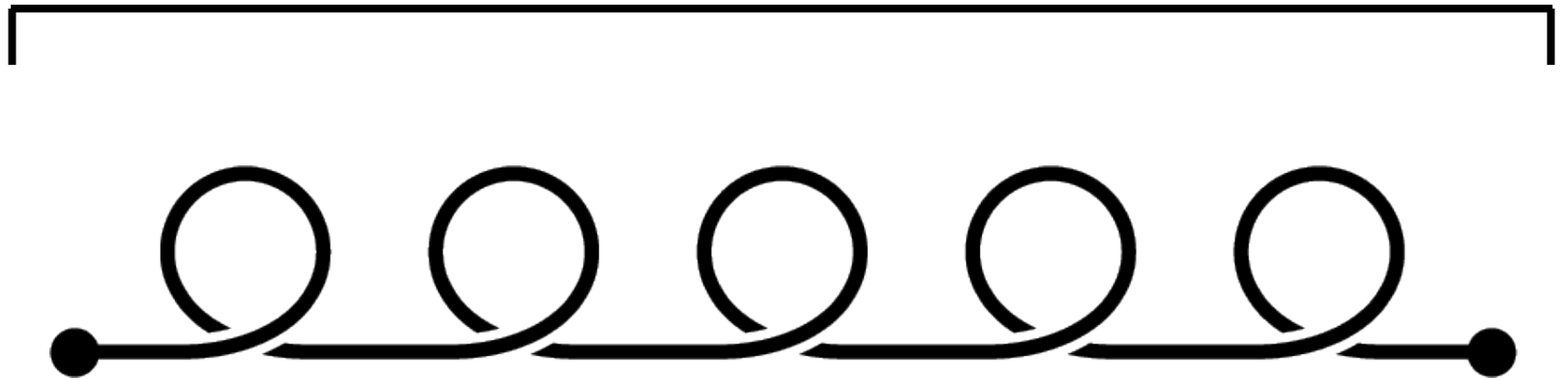
UX Research
team's problem

UX Research
team's process
doesn't fit their
timeframes

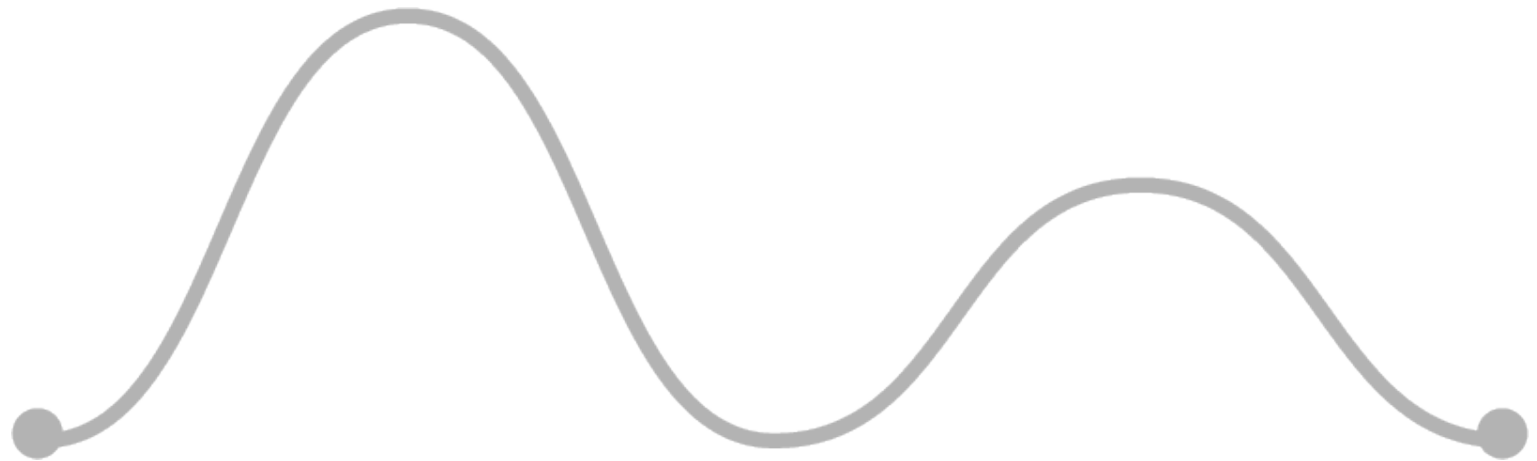
Product team's
process isn't
robust

project

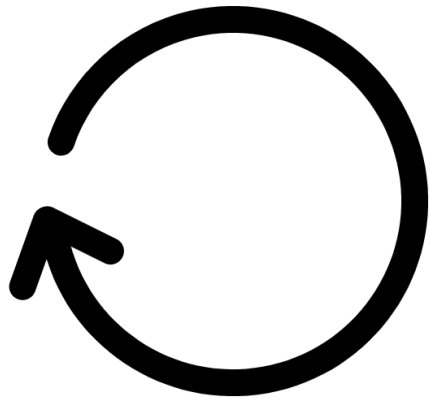
delivery



discovery



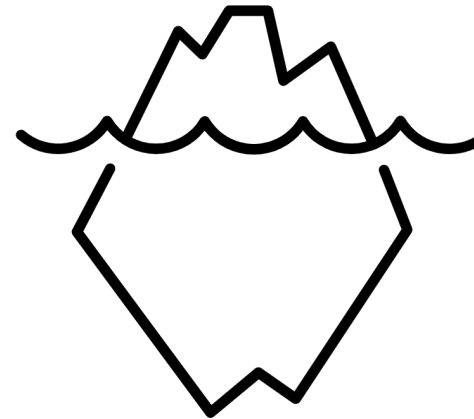
Product team values



iteration

over depth

UX Research team values

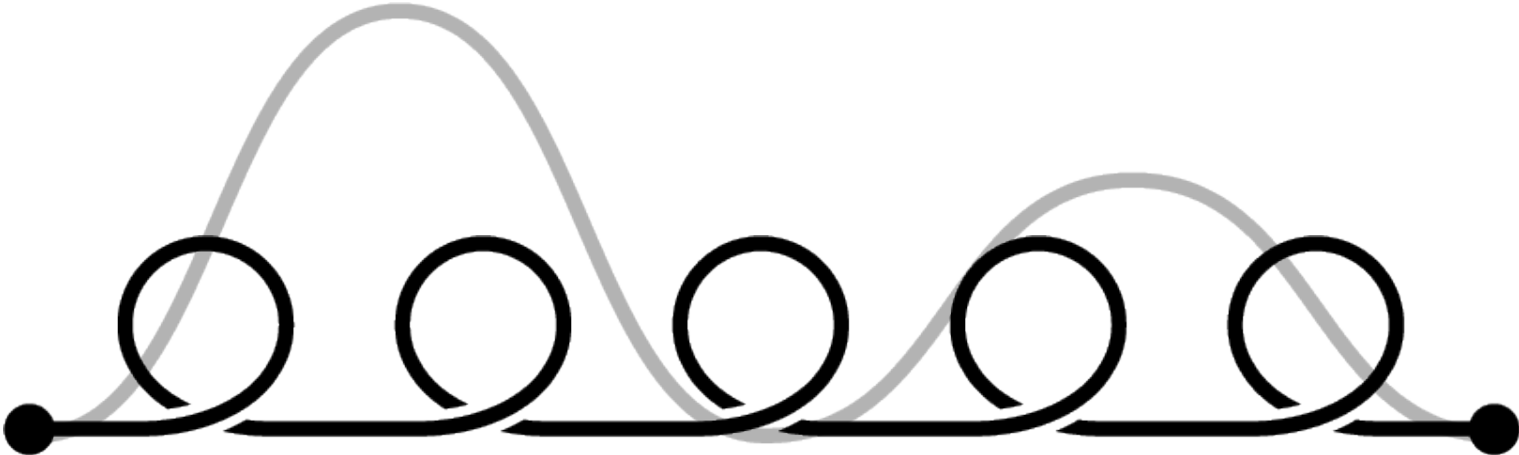


depth

over iteration

Cadences

discovery
and
delivery

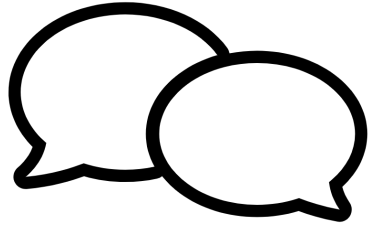


Example

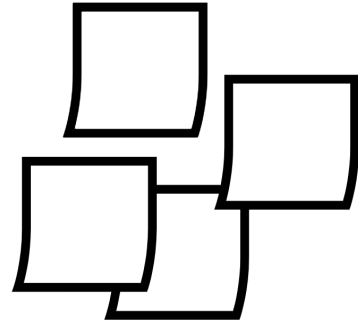
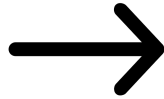


payments in
business banking

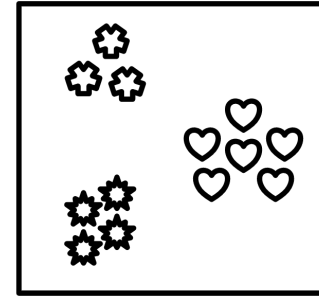
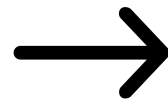
Analysis



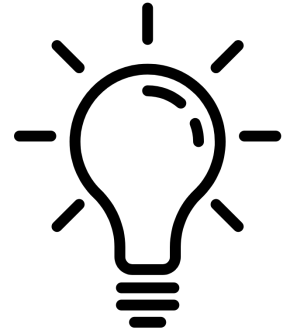
voice of the
customer



observations



themes



insights

Payment roles



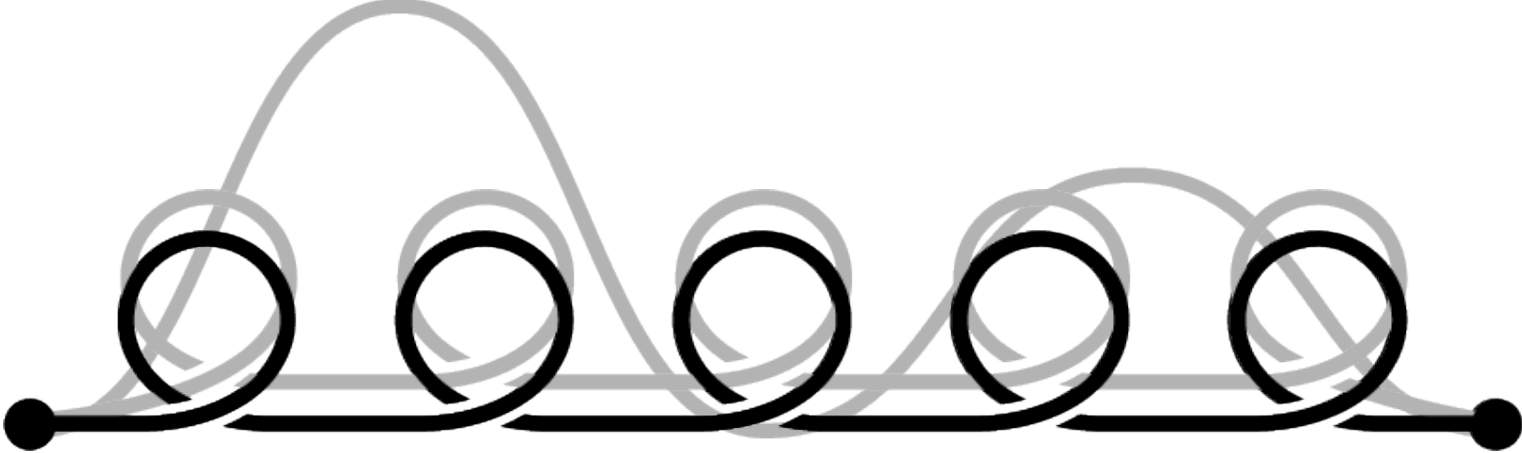
Payment
creator



Payment
authoriser

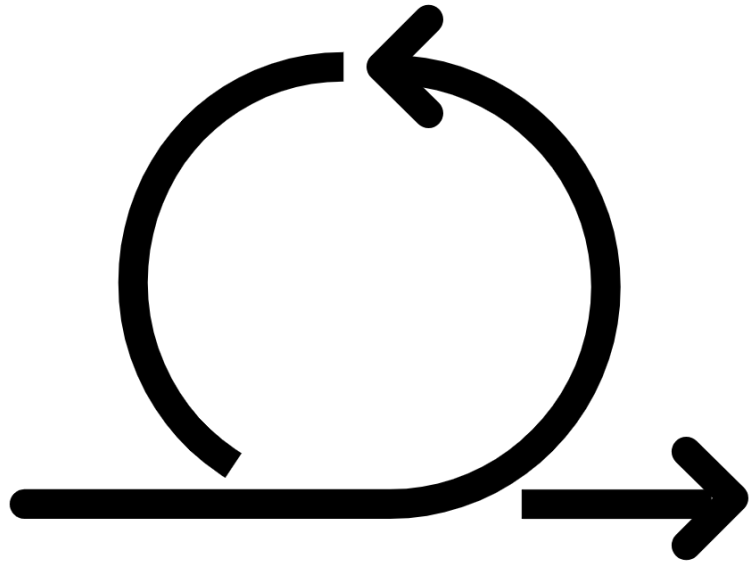
Continuous discovery

discovery
and
delivery

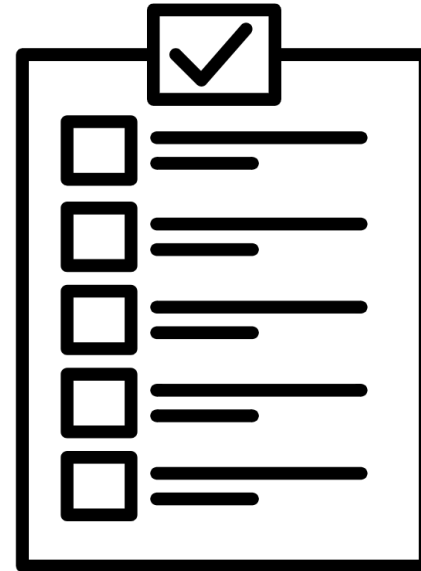


How can we make our research processes feasible?

Developing feasible processes



ritualisation



standardisation

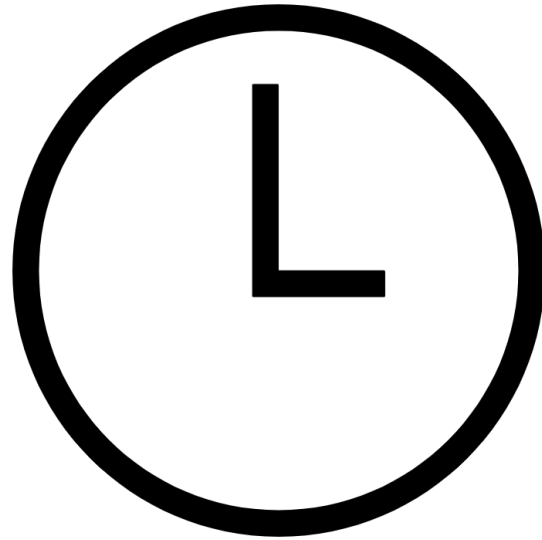
Developing feasible processes

→ No one-size-fits-all rules

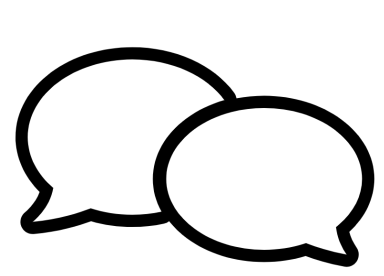
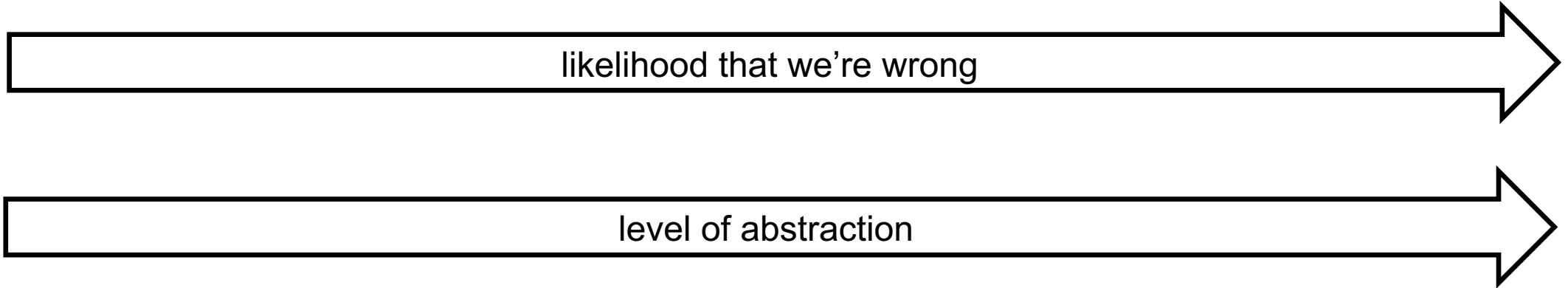
→ Deconstruction of process is key

How can we make our research
outcomes valid?

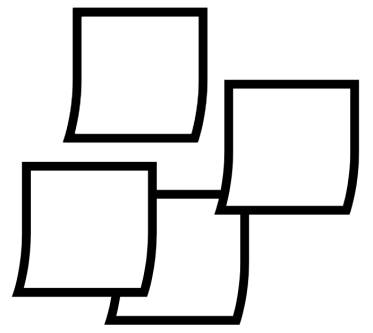
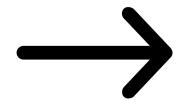
Problem



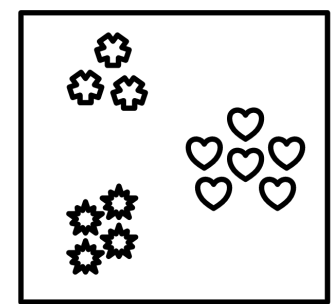
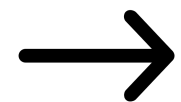
analysis doesn't
fit anymore



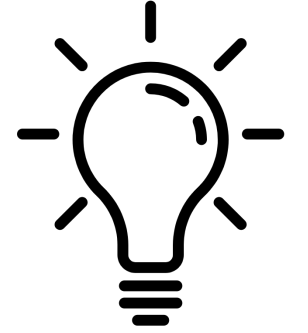
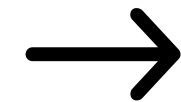
voice of the customer



observations

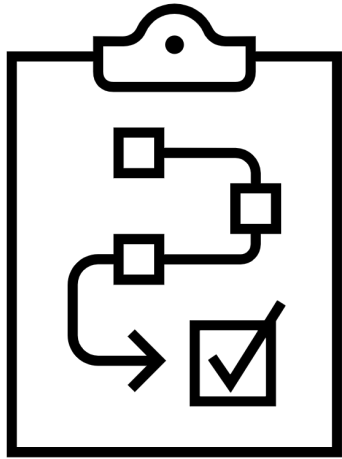


themes



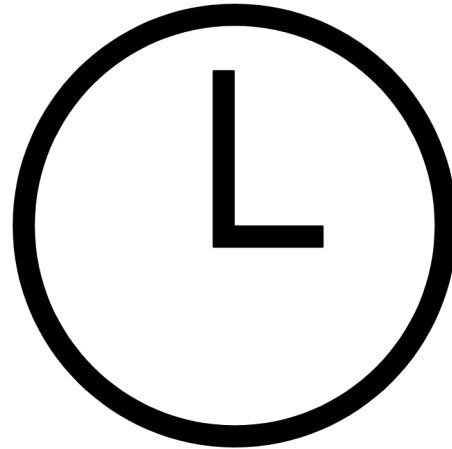
insights

Traditional approach



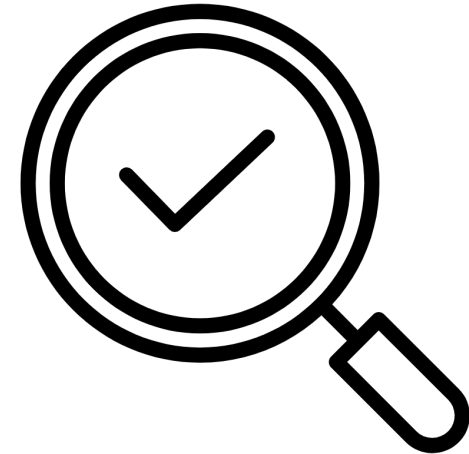
robust plan

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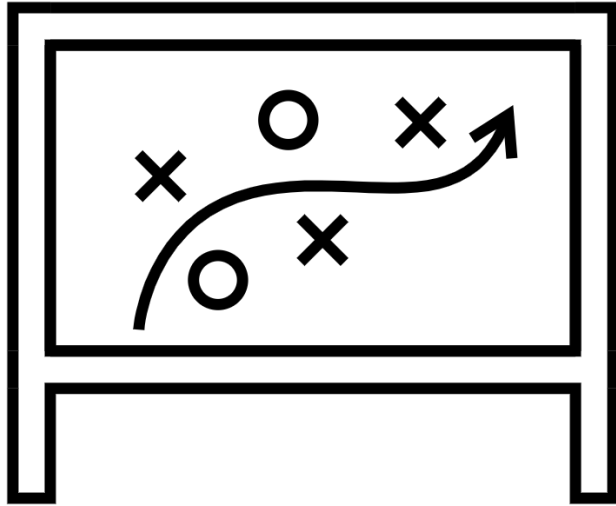
time to think

=

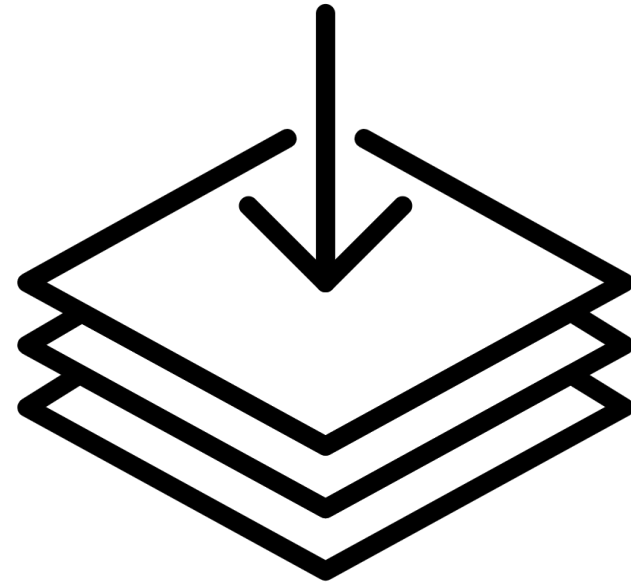


valid insights

Developing depth

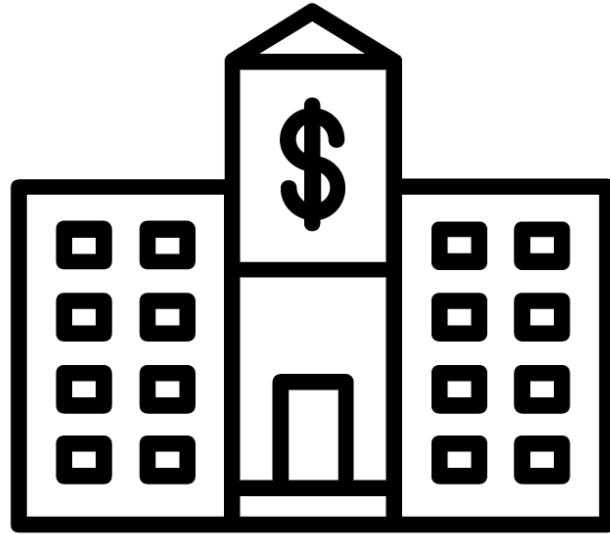


explicating our
thinking



pushing our
thinking

Example



payments in
business banking

Payment roles



Payment
creator



Payment
authoriser

Developing a theory

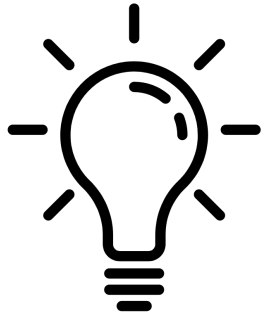
What does accountability mean?



Responsibility for the overall process

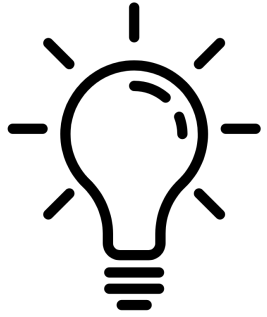


Authorisers are aware of the overall process

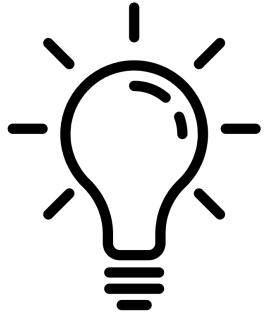


Theory: Authorisers think holistically about the payment process

- They notice if payments go missing
- They think about workload
- They take stock of the work

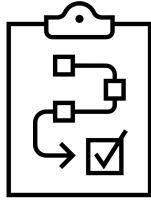


~~Theory: Authorisers think
holistically about the
payment process~~



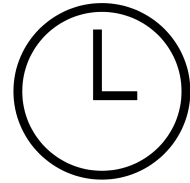
New theory: Payment
creators take responsibility
for payments

Traditional approach



robust plan

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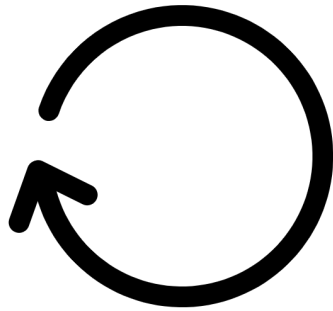
time to think

=



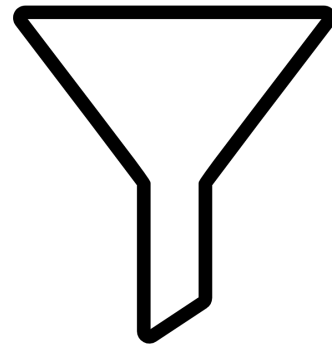
valid insights

Our new approach



iterative testing

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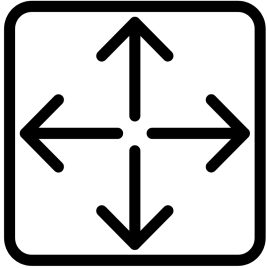
progressive refinement

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valid insights

Our values



designing our research practices to fit the product team and their iterative mindset



challenging our own thinking, our ideas and the assumptions our practices are based on

Thank you!

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