

Win friends and influence people: how to scale insights enterprise-wide

Ruchi Solanki

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Agenda

11:00 am **Creating the blueprint**

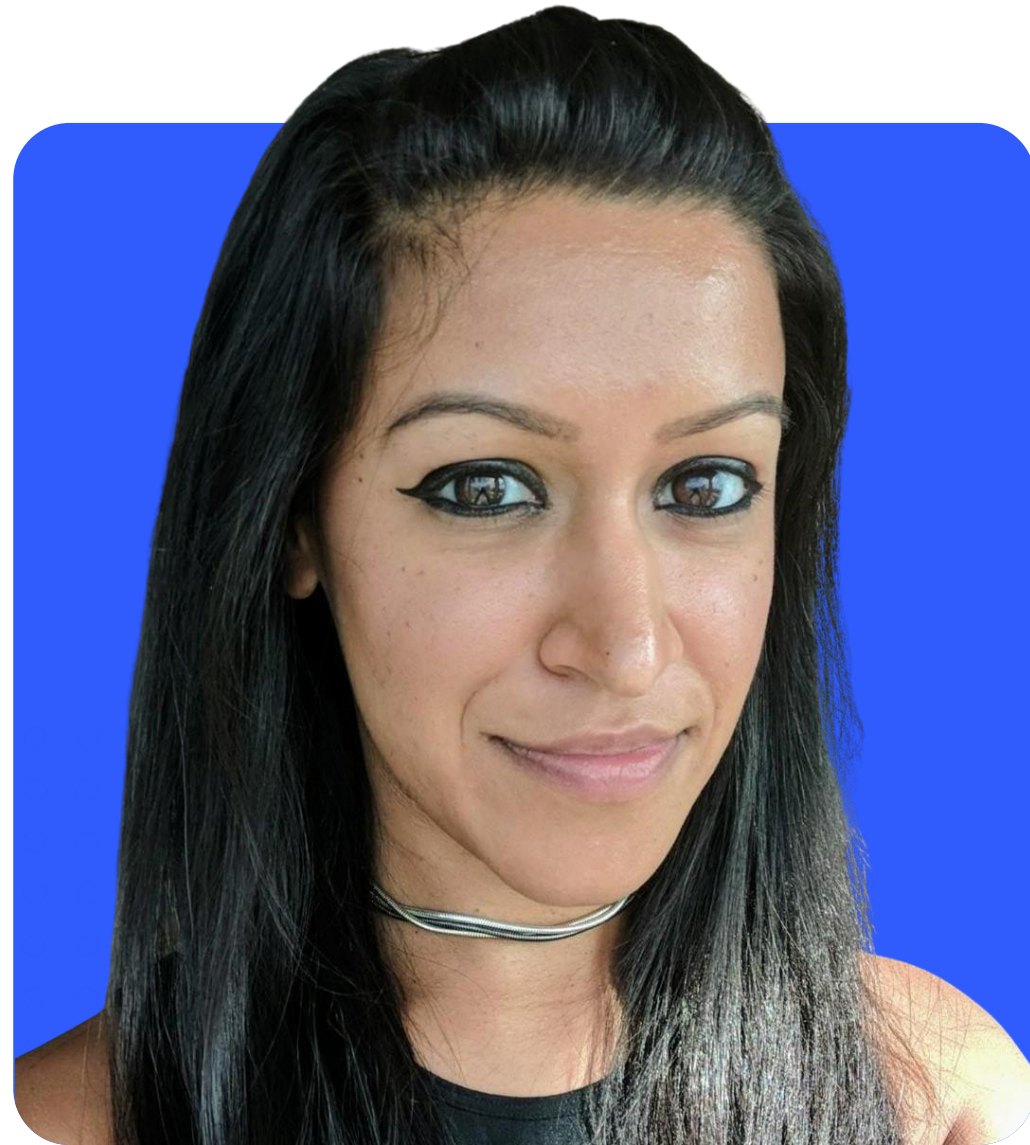
11:05 am **Laying the foundation**

11:15 am **Building the house**

11:25 am **Housewarming**

11:35 am **Q & A**





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Creating the blueprint



Start with the basics

Things you need to know — that no one will teach you



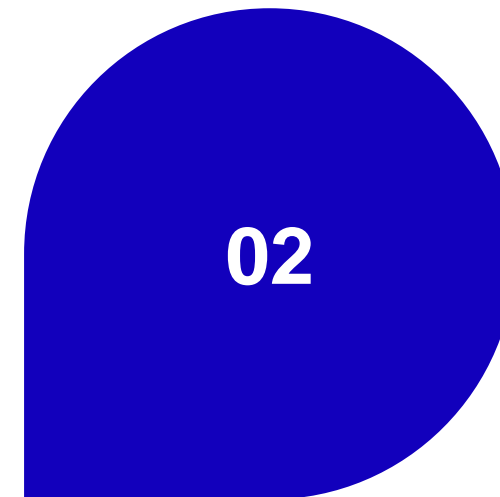
Laying the foundation



What does success look like?

studies run

Indicator of coverage and decisions influenced by customer input

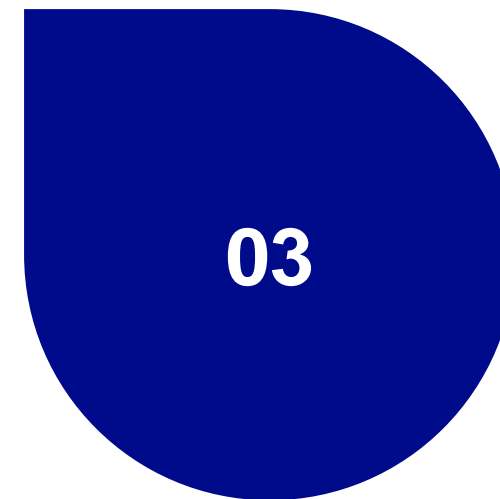


different methodologies

The right balance of proactive and reactive studies, a diverse set of methodologies to support unique needs

users interviewed

Capture of diverse perspectives as indicated by the quantity and quality of users and potential users interviewed



teams supported

UX, Product, SEO, Content Strategy, Research and Market Intelligence, Competitive Intelligence, Product Analytics, Engineering, etc.

***OKR: CSAT + UX-Lite**



What does success look like?



Future state of UXR

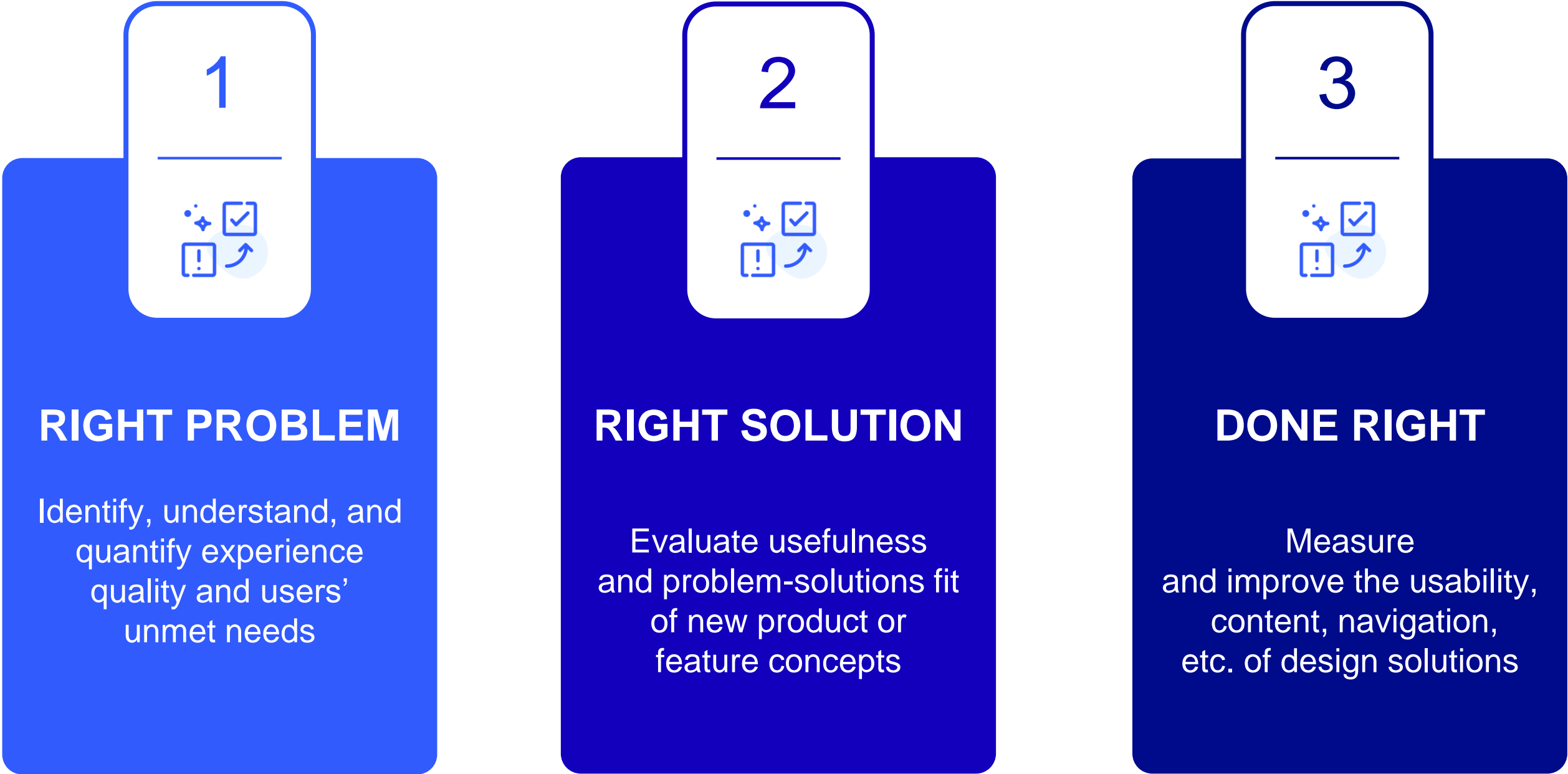
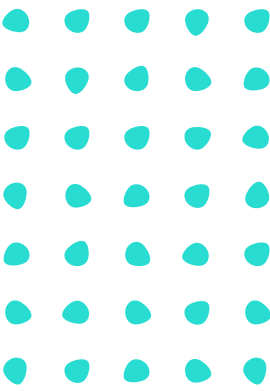
Current state of UXR



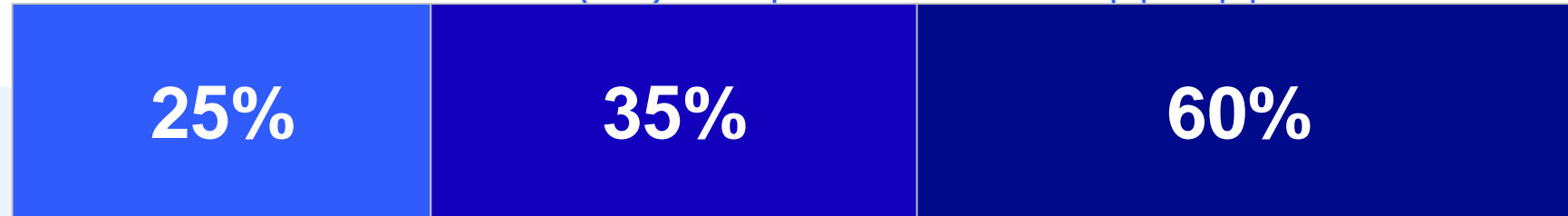
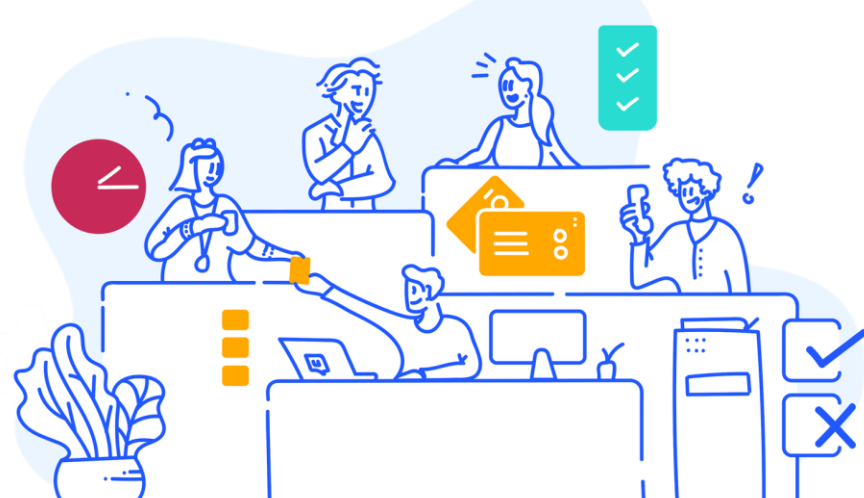
 Proactive  Reactive



Framing the methodologies



Framing the methodologies



Current state of UXR



Future state of UXR



■ Right Problem ■ Right Solution ■ Done Right



Framing the methodologies



- Ethnographic study
- Diary study
- User interview
- Internal stakeholder interview
- Requirements and constraint gathering

- Competitive analysis
- Journey mapping
- Write user stories
- Card sorting
- Concept testing
- Preference testing

- Usability testing
- Benchmark testing
- Heuristic evaluation
- User perception surveys
- Accessibility evaluation
- Tree testing



Baseline unmoderated usability metric

Qualitative

- Open-ended questions
- Verbal response
- Written response

Quantitative

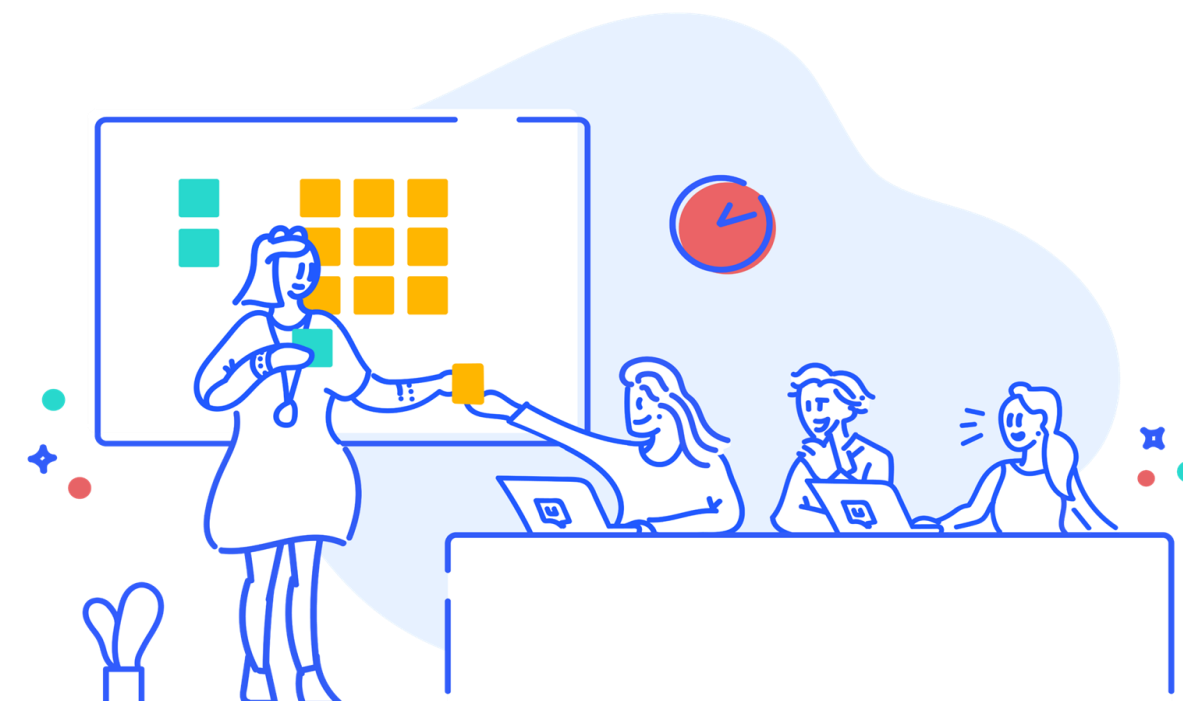
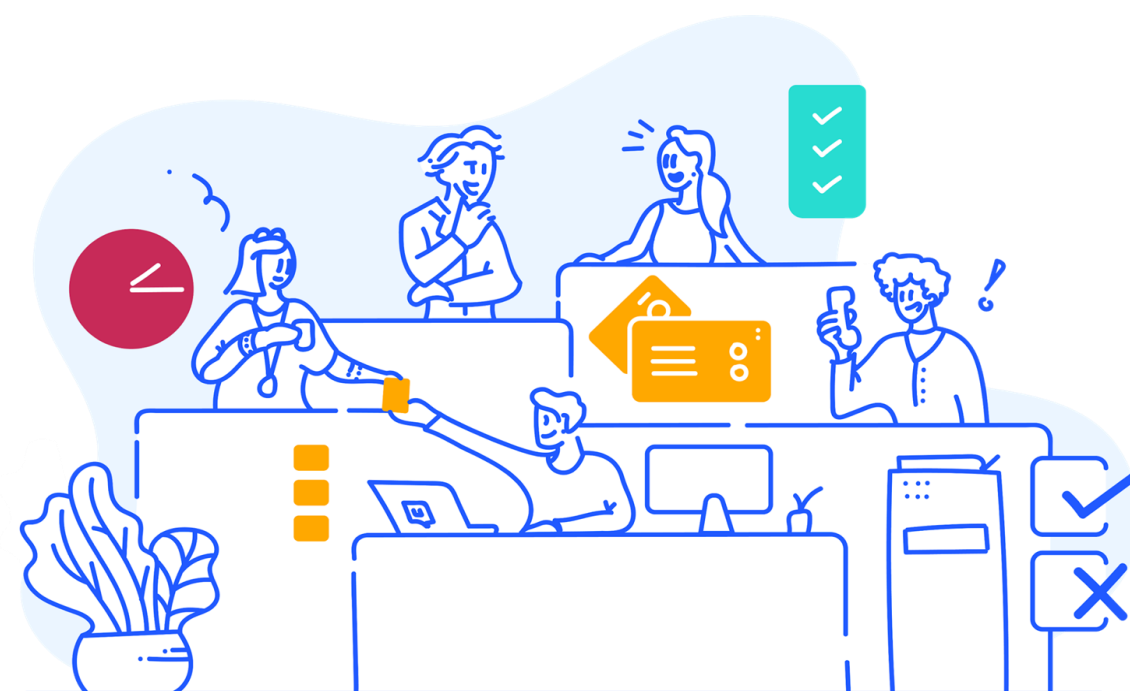
- CSAT
- SUS
- NPS
- SEQ
- ToT

Attitudinal

- Previous experience
- Expectations
- Overall impression

Behavioral

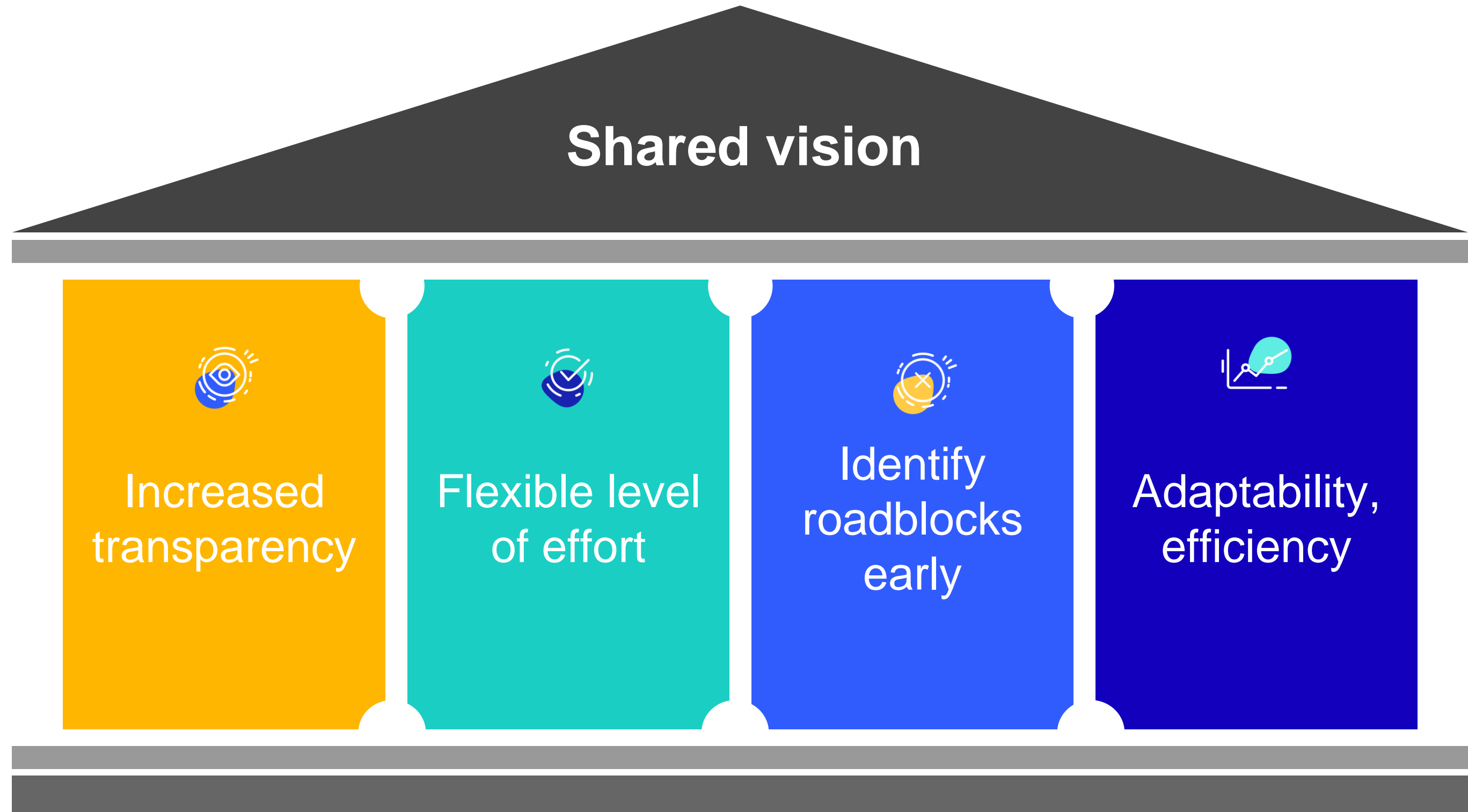
- Task completion
- Task success
- Error rate
- Sentiment





Building the house

Purpose of the 'Learning Plan'



Purpose of the 'Learning Plan'

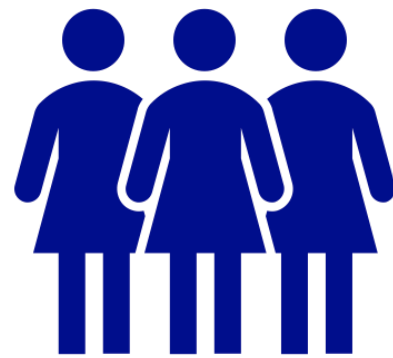
What **UXR** will do



Once
a quarter



30-60 min.



6-8
stakeholders

What **PARTNERS** will do



Define
questions



Review
roadmap



Collaborate



Documentation is key

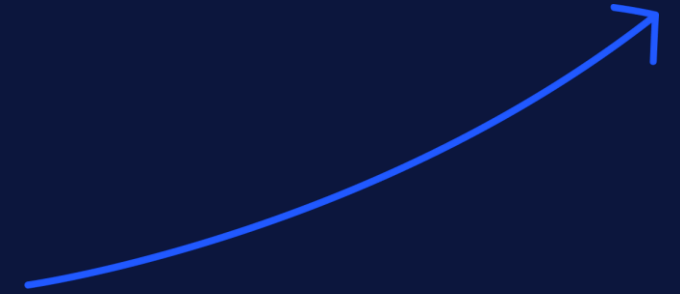
Q1:	Initiative	Goal	Methodology	Assigned To	KPI(s)	Progress	Start Date	# Days Expected
	Add incremental value to entice and delight consumers	Improve the YMM page with clarifying copy	Usability Test	Shanice / Bruce				
		YMM removal	Usability Test	Shanice / Bruce				
		Combine EV pages (SLP and editorial) for SEO. understand user needs for content and Google results	Interviews					
		Specs Page content on style page (make sure that user details are captured properly)	Usability Test					

Initiative	Milestone Descriptor	Assigned To	Progress	Start	No. Days	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T
Recall Goal: Build and monetize this	Concept	Annette	100%	9/26/2018	4																												
	A/B Test	Travis	25%	10/3/2018	7																												

Date	Impact metric or description	Research or initiative study/source	Researcher(s)	Research type	Level of support	Impact type	Impact level/scale	Area/team	Relevant links
Jan 6, 2023	Time to research decreased from 10 days to 5 days	Time to research initiative	Nikki Anderson	Internal rese...	N/A	Optimizing process	Product team	All product teams	
Jan 23, 2023	Overall stakeholder satisfaction survey metric increased from 60% to 80%	Q4 stakeholder satisfaction survey	Nikki Anderson	Survey	N/A	Stakeholder engagement with users/r...	Product team	Growth, Acquisition	
Feb 2, 2023	Persona was used as a way to prioritize Q2 projects across all product teams and was cited as a reason for prioritization for projects	Pesona study	Nikki Anderson	Deliverable	High	Influencing product strategy	Cross-department...	All product teams	Link to Persona study
Feb 17, 2023	Daily usage of X feature increased from 5% to 20% after research on how to improve the onboarding experience and subsequent design changes	Onboarding process research study	Nikki Anderson	Qualitative u...	Medium	Product change/iteration	Product team	Onboarding team	Link to study
Feb 28, 2023	Presentation of how to engage better with users at UXInsights conference, made many connections within the community	Conference talk	Nikki Anderson	Community	N/A	Community	Community		Link to talk
Mar 2, 2023	Reduction in bugs within the holistic experience by 20%	Holistic heuristic evaluation study	Nikki Anderson	Heuristic eval...	High	Product change/iteration	Cross-department...		
March 6, 2023	Identified top three reasons for churn in customers	Churn study	Nikki Anderson	Survey	High	Further research	Product team	Growth and retention teams	

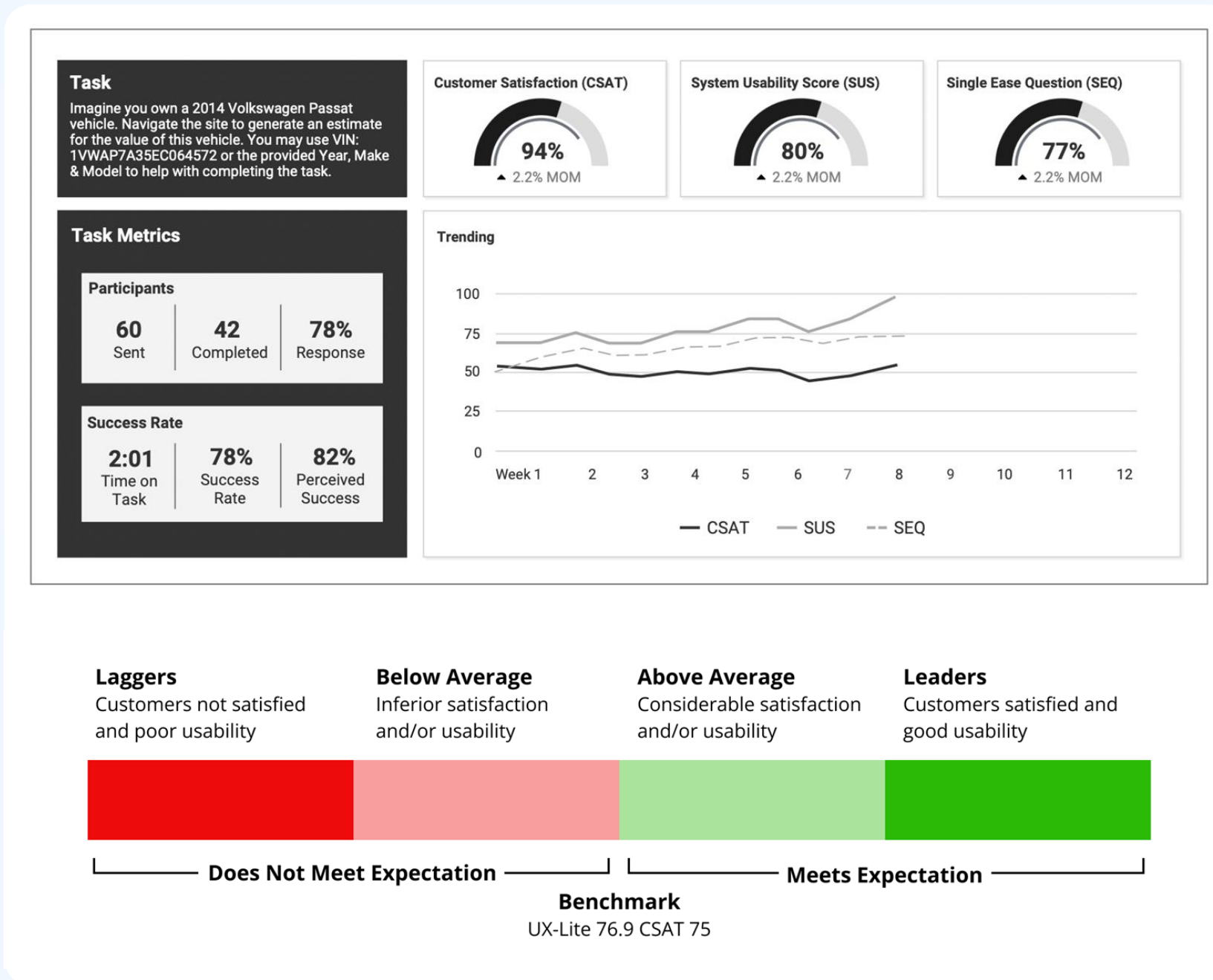


Housewarming



Data visualization makes all the difference

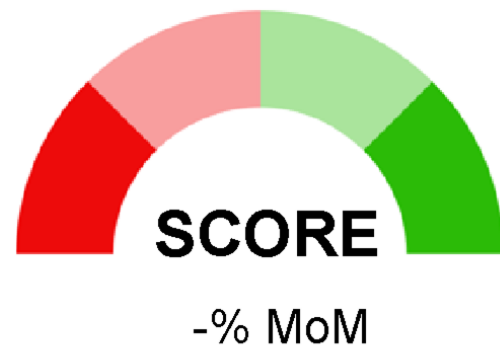
- **KISS** : Keep It Stupid Simple
- Use the *right* graphs
- **Collaborate** with Designers (or others)
- **Color** can enhance story, but balance
- **Accessibility** should be incorporated
- **Be direct** and clear with words
- **Keep learning!**



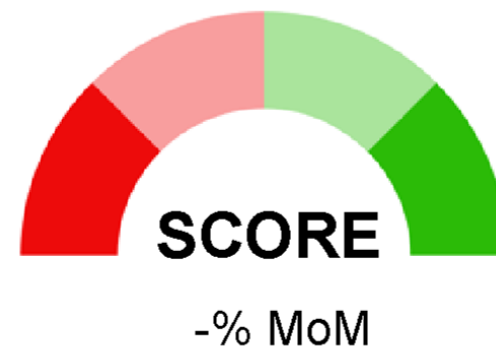
Remember your target audience level



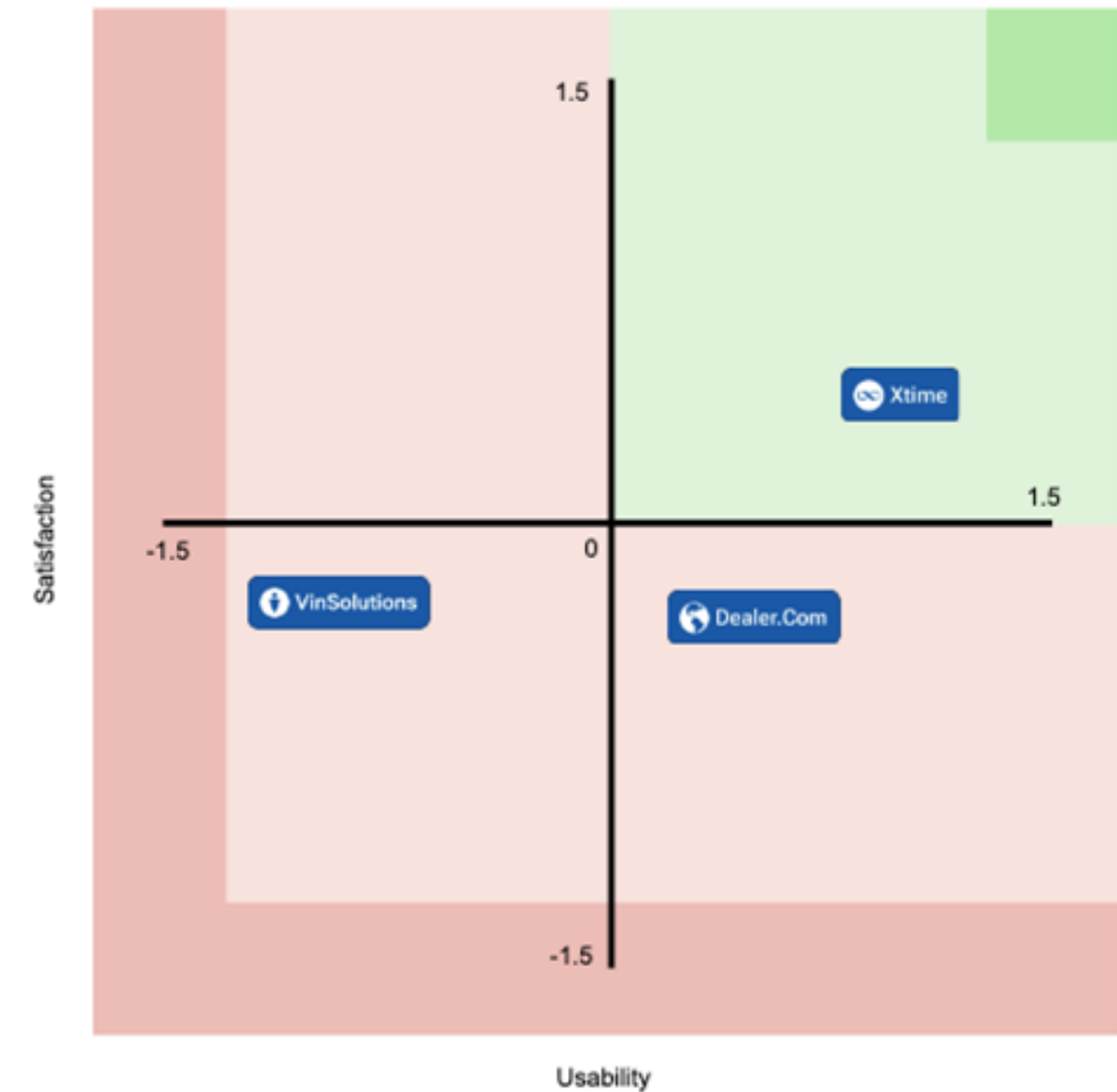
Satisfaction



Usability



Usability And Product Satisfaction Scores For CAPTG Products



Research	Valuation	Shopping
Find expert and/or consumer reviews on vehicles SUS: 00 CSAT: 00	Estimate the value of my current vehicle SUS: 00 CSAT: 00	Filter for a specific vehicle SUS: 00 CSAT: 00
Research vehicles I am interested in SUS: 00 CSAT: 00	Get an instant cash offer SUS: 00 CSAT: 00	Compare vehicles SUS: 00 CSAT: 00
Research the Fair Market Range for a specific vehicle SUS: 00 CSAT: 00	Understanding pricing of a vehicle I am interested in buying	Set alert / notification (save search) SUS: 00 CSAT: 00
Compare vehicles SUS: 00 CSAT: 00		Save listings to favorites SUS: 00 CSAT: 00
View vehicle photos and videos SUS: 00 CSAT: 00		Search by budget / payment (My Wallet) SUS: 00 CSAT: 00



How to scale insights enterprise-wide

Start with the basics

Build relationships first before you measure UX

Know who your target audience is

Remember to speak *their* language

Keep it simple

No need to reinvent the wheel

Democratize the research

You don't have to do it alone

There is no one right way to measure

Use what you already have

Documentation is key



This is a marathon, not a sprint!



User Testing

THIS
The Human Insight Summit

Thank you!

Questions?

