😈 01.04.2021 - The Most Dangerous

Created by Gaia Boyd
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The Most Dangerous is a weekly meeting of UX Researchers with the purpose of creating common understanding across the Research team, with the intention of keeping everyone on the team working cohesively in service of progress towards team goals. It is secondarily time for feedback and collaboration on the specifics of research work done for various projects.

Attendees

UX Research (@Gaia Boyd @Darby Siscoe)

Agenda

- Updates from leadership on items affecting the team's work
- General company updates pertaining the LS employees
- Review progress made toward team goals in the last week
  - Discuss obstacles and opportunities
- Bring up research plans or reports for feedback and troubleshooting

Discussion

Updates from leadership & general company

- UserZoom Go Renewal went through

> 📄 email victoria to clarify our panel credits

☑

Team Work

Legal Team

- Card sort of legal issues and categories report is about halfway done

> 📄 Meeting with Alex to talk about replacing junk participants. Meeting with Alec and Rebecca to go over draft of report tomorrow.
>
> Need to take a big picture look at things and put together a proposal for going forward. This week.

☐

ID Protection Team

- What's next?
  - Interstitial surveys on the website: what did people come to do, and do they feel successful?
  - Usability testing the current experience: moderated. Need stable testing environment.
- Questions and Prioritization follow up?

> 📄 Draft for interstitial surveys of the product experience. Gaia to talk to David about approaching the topic with Cam/Keri. Let's use the plan for the survey to make the case for resources. Clarify with David about website/product focus.
>
> Darby got access to data--App Figures. Shows reviews of IDShield from app stores. See download numbers. Complaints are all over the place, and inconsistent. The log in complaints are already being addressed. Seems people are just using the desktop app because it has more functionality than mobile. Get into the app, mobile and desktop, make a list of user tasks. Note features. Use that for contextualizing the reviews, too.
>
> Ask Bryan what his goals are now.

Action Items

> ℹ Tasks the team will complete by a set date.

☐

Competitive Analysis

- Provider Directory page is complete
- Integrations page is almost complete
- What pages will be reviewed by our teams next?
  - Go back and revise/polish as we go
- May complete legal services for one or more competitor

> 🗒 Check on:
>
> - Home and Shopping pages for David's work.
> - Requests for Service page with Rebecca/Legal
> - Accounts and Managing Subscriptions pages for Kat/front end.
> - Integrations page for Bryan
>
> This week re-read/revise: Home page, Requests for Service, Managing Accounts
>
> Need to think about presentations/lunch and learns. Agenda for next week.

- [ ] Gaia and Darby to review pages above

Accounts & Checkout Projects

- Checkout V3 is in the works
  - Discussion with Arnold?

> 🗒 Encouraging Kat to take Todd's feedback with a grain of salt. Keep track of it, and make note to test it in the usability test. Overall, they are positive about the direction of the designs.
>
> Julie scheduled a walkthrough of the designs on the 12th. Hawk wants to get Arnold's feedback and agreement beforehand because Network execs will be there. Same wireframes that Todd has been seeing. Would like to have the usability test launched this week, including updated copy from Rich and Todd.

Feedback and Troubleshooting

- Meetup group event title: "Let UX Research Make your Redesign More Successful"

> 🗒

Ideas

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