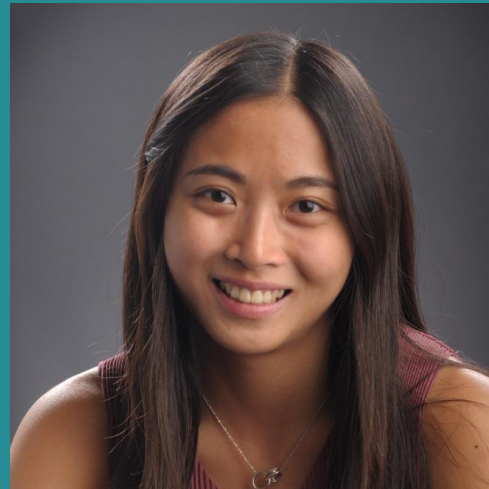


Hands-on: Set up scoring to drive leadership support for your projects



Jeremy Epstein,
Manager Research Team, BenchSci

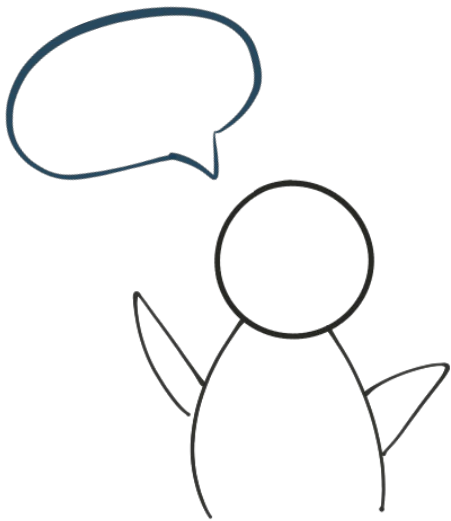


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Hands-on: Set up scoring to drive leadership support for your projects



Jeremy Epstein, Emily Lam, Marta Mazurkiewicz, Fariha Mosaddeque

BenchSci

Pistoia Alliance UXLS 2023

Stakeholders

- Who do you want to build support with?

Stakeholders -

Folks you hope to build support with

	Ex: Cross Functional Team	Ex: VP Product ("joe")
Role <i>(budget, influence, strategy, planning/product management)</i>	strategy, planning, project management	
Motivator <i>"(what spurs this individual to be invested in an idea or direction"</i>	Make a better project/product.	company goals in adoption, sales
Measurement <i>"how do they judge the success of something ex. sales, renewals, reduced costs, time etc...)"</i>	Love the details in a framework that lets them "what-if" solutions	Hard numbers measureable on trends: average daily use, likelihood of annual recurring revenue(ARR)
Concerns	Insuring that we don't gold plate a solution-clear way to do planning, priority, timing	don't embarass them or the team with numbers that suggest the team isn't executing

Measures

- What are you counting up to?

Measures

What you are counting up to?

Measure	Translates to
Example: % of users likely to see enough value on first engagement and able to reengage on their own at a later time	regular use > ARR

Participants

- Who is the end user of your product?

Participants -

end users of the product (you may have more than one)

"Persona" or Stereotype		
Easy/Difficult to reach/recruit?		
Frequency of use		
# of active users /volume of interactions		
Privacy & Analytics: Restrictions on passive monitoring		
Analytics, Volume		
How they influence Stakeholder metrics?		
What do they get from the product? What makes this worthwhile?		

Tasks

- What are you counting up to?

Tasks

What you are counting up to

Task	How frequent? How central?
Find the most recent paper you published	not frequent, but central- it's a test often given
Download the app, register, and sync all appointments for clinical trial	not frequent, but central- first task users must complete

Scoring

Rate Task: ' Find the most recent paper you published'

Score

How well did we support the user?

[0] = unable to complete without assistance

[0.5] = needs modest assistance, unlikely to complete second time

[1] = needs minor assistance, very likely to complete

Use both columns if unable to come to consensus/rated async. Otherwise just one entry

Path

Separate each action using " > "

- for Misfits, tag step with [M]
- for Questions, tag with [Q] and note the question asked
- for Assistance, tag with [A] and note the assistance given
- for Feature Requests, tag with [FR] and note the request
- for a Negative reaction, tag with [-] and note the remark
- for a Positive reaction, tag with [+] and note with the remark
- If a bug occurs, tag with [B]

Event Counts

# actions	# misfits	# questions	# assistance	# feature requests
10	1	0	3	2

Completed within 10 minutes?

No

Notes

Participant	Date	Video	Rater 1	Rater 2	Rater 3	Combined	Completed within 10 minutes?	# actions	# misfits	# questions	# assistance	# feature requests	Notes
Ellie	2023-04-25		1.0 MM	1.0 EL	N/A	1.0	No	10	1	0	3	2	Finds the question interesting, feels that the answer is in the question. Feels that the best way is using immunohistochemistry based on what the question suggests ;
Otis	2023-04-25		1.0 MM	1.0 EL	1.0 JE	1.0	No	5	0	0	0	1	Searches TP53 > [FR] I wish there was a filter there > goes

Norming

Participant	Date	Recording	Task 1 3 / 10						
			Jim	Joe	Jill	Jen	Jeff	0	Team
Ellie	2023-04-25			0		0	0		0
Otis	2023-04-25			0.5		0.5	0.5		0.5
Imogen	2023-04-26			0.5	0.5	0.5			0.5
Mayte	2023-04-27		0.5	0			0.5		0
Ana	2023-04-28			0	0				0
Khrystyna	2023-04-29			0.5		0.5			0.5
Shin	2023-04-30			0.5			0.5		0.5
Nia	2023-05-01			1			1		1
Robert	2023-05-02			0	0.5		0.5		0
Jun	2023-05-03		0.5	0				0	0
			Average				0.3		
			Median				0.3		

Task 2 6.5 / 10						
Jim	Joe	Jill	Jen	Jeff	0	Team
	1		1	1		1
	1		0.5	0.5		0.5
	1	0.5	0.5			0.5
1	0.5			0.5		0.5
	0	0				0
	0.5		0.5			0.5
	0.5			0.5		0.5
	1			1		1
	1	1		1		1
1	1				1	1
Average						0.7
Median						0.5

Task 3 4 / 10						
Jim	Joe	Jill	Jen	Jeff	0	Team
	0.5		0.5	0.5		0.5
	1		1	1		1
	0	0	0			0
0.5	0.5			0.5		0.5
	0	0				0
	0		0			0
	0.5			0.5		0.5
	1			1		1
	0	0		0.5		0
1	0.5				1	0.5
Average						0.4
Median						0.5

Final score

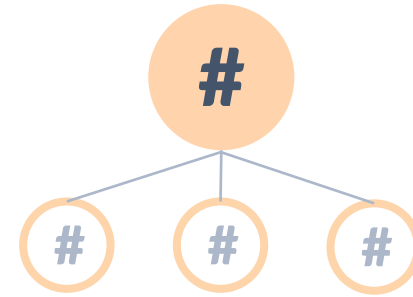
"Trialguide"
4
/10 self serve

	T1	T2	T3
Probability of data found: Chance a scientist finds data they need	0,9	0,7	0,7
Weighting how frequent is this relative to other tested tasks?	1	0,7	0,5
Usability/ Friction: For every 10 scientists, how many will be able to use our UI?	5	5	7

Reporting

Give the **team** the details to understand the scores and develop a mitigation plan

- Overall and task scores
- Main reasons
- Frequency counts
- Evidence



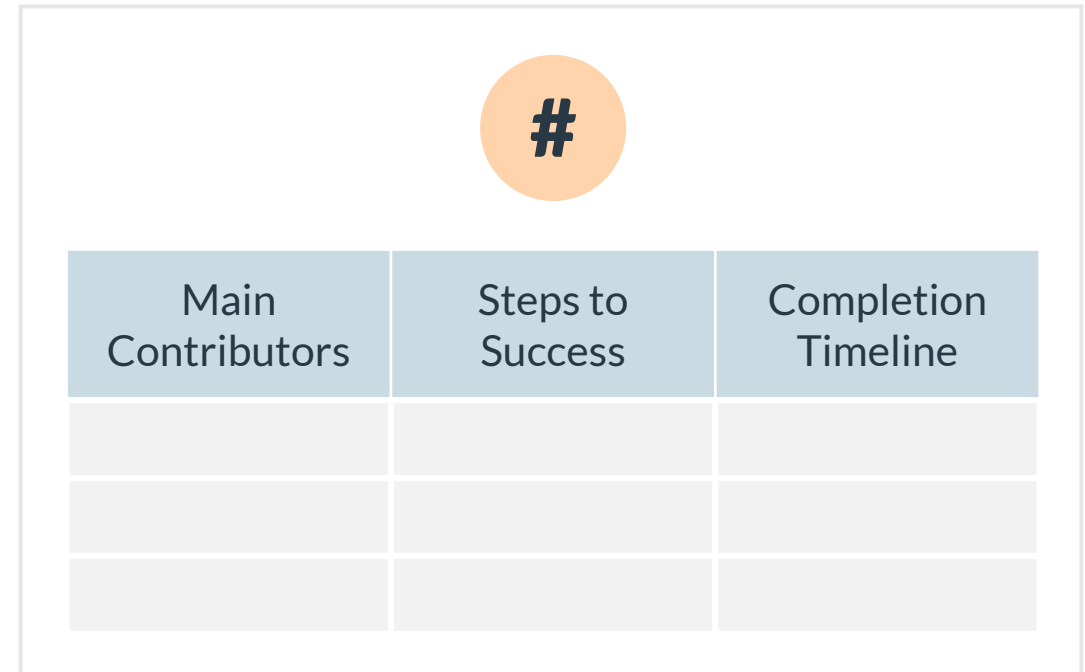
Main reasons:

#	
#	
#	

Reporting

For **leadership**, be concise and focus on the big picture

- Overall score
- 3 main contributors for the score
- Steps to success
- Timeline



Main Contributors	Steps to Success	Completion Timeline

Thank you! 😊

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