How Does Anthropology Relate To User Experience Research?

Users are people!
People use software designed by other people!

Research Intake
What is the business problem? (Needs Assessment)
- What is the business problem? (really)
- Who are all of the stakeholders?
- What are the business constraints or flexibilities?
- What is the risk profile?
- What do we already know?

Organizational Prioritization
How does a product team request align with the goals of the larger organization?
- Are there competing demands that are better aligned?
- Does new request fit org goals?

Understanding User Goals
Create P.O.V. statements.
- Who are our users?
- What are they trying to do?
- How do they want to feel?

Stakeholder Management
How receptive are the stakeholders to research or design thinking approaches?
- The intake process explicates this understanding
- Reframe your explanations according to your audience

Research Plan
What is the research problem? (Related but differs from business problem)
- Define
- Plan
- Gather
- Analyze
- Apply

Managing Up, Across, & Out
Your specialization and position may not afford you a mentor.
- Create & host research workshops
- Team competence may be variable
- Teaching is learning
- Multivariate problems are challenging to identify and explain
- Communicate clearly, adapting your message according to its direction and specific recipient

Structure, Transparency, Connection, & Confidence
Adaptability is key, but there needs to be a comparative ideal as compromises are made.
- Demonstrate a structured, but adaptive approach
- Invite participation in the process
- Frequent touch points increase receptivity
- Confidence from cross-functional teams grows slowly; be patient