ARTICLE SUBMISSION PROCESS

Perspectives aim to further our understanding of user research, collaboration and leverage of UR for business impact through a body of knowledge of *case studies and thought leadership*.

At URI, we strive to bring fresh and insightful perspectives on the practice of research in a way that does justice to the diversity of user research in India and is engaging for readers on the portal.

CATEGORY

Your submission should be less than 1000 words overall (<5 minutes reading time) and should be in one of the following formats:

1. **Case Studies:** Key user research projects undertaken that trace from problem to solution and its outcome or impact of research on product/ business. The case study needs to focus on the problem breakdown, insights generated from the research, how it was translated into a solution and its impact. Case studies are invaluable learning source that needs to be consumable for researchers and stakeholders in the ecosystem.
2. **Thought Leadership Article:** Articles with crystallised learnings and experiences offering a commentary on the current state of user research in India and its potential future directions.
   a. **Organisational Perspectives:** Articles documenting learnings and best practices for collaborating with cross-functional teams to prioritise and execute user research in your organisation.

Please email your article and iterations to: perspectives.uri@gmail.com

THOUGHT LEADERSHIP: CONTENT GUIDELINES

1. Focus on the application of user research in your organisational context or scenario - how you dealt with the challenges, how you defined success, best practices for smooth collaboration etc
2. Ensure that your contribution has key takeaways that other industry professionals can utilise in their respective organisations
3. Wherever possible, bring the research process alive with pictures, visualisations, graphs and other research artefacts
4. Discuss the organisational impact that was achieved through the research and any retrospective learnings about how you would approach similar research in the future
5. Ensure that you credit all the relevant collaborators who were instrumental in developing the learnings/outcomes you discuss in your submitted article. **Important:** Please ensure you have all the necessary permissions/ approvals/ consent of relevant parties that are quoted/ referenced.
6. Please share your latest picture (close up & semi-formal/ formal) with your name, designation/ title, and organisation.

CASE STUDY: CONTENT GUIDELINES

Case studies need to be created with the perspective of knowledge sharing, learning and driving research value to non-research stakeholders.
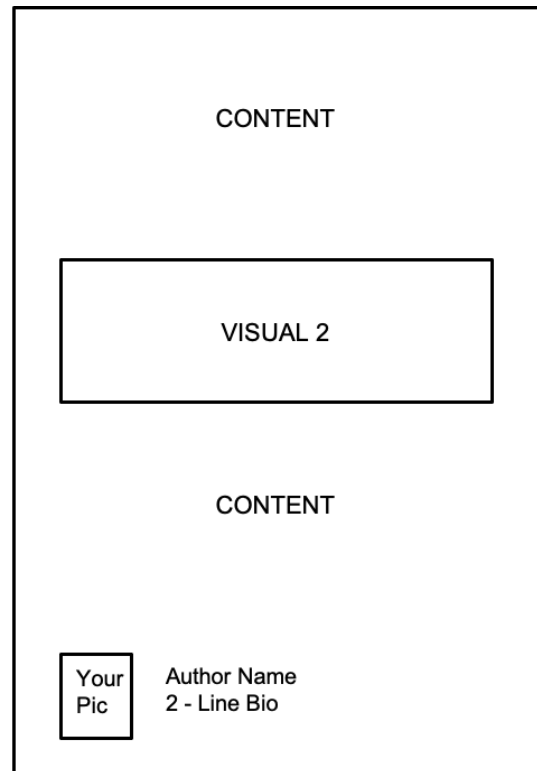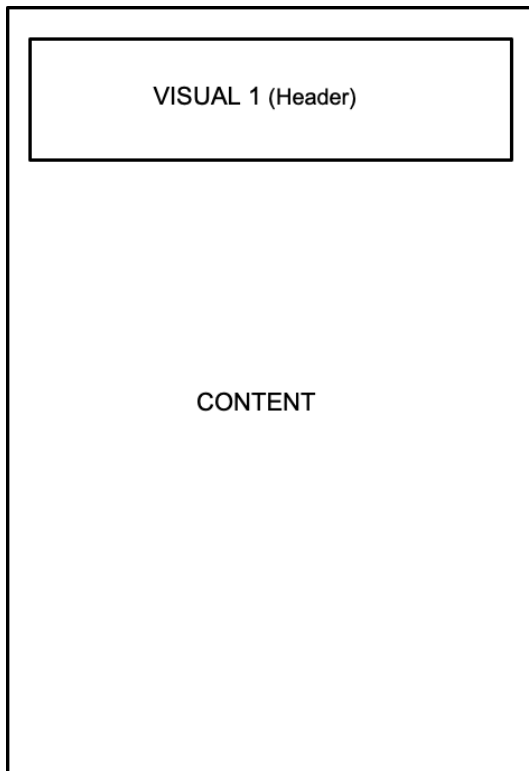**Note:** Please double-check that your credit includes all the relevant collaborators who were part of the case study and in developing the learnings/outcomes that you mention in your submitted case study. **Important:** Please ensure you have all the necessary permissions/ approvals/ consent of relevant parties or organisation/s for the case study.

1. **Defining the project objective & research objective** - Project objectives generally are linked to business/ product objectives and goals. Crisply define the project objective in 2/3 lines and provide context to the business and product charter. For example, increasing customer ratings by x % point is a Q1 goal for a product stream - the goal of the research is to understand why users are currently giving ratings and ways to increase rating use on the app.

2. **Problem breakdown -** The objective and context should be followed by the problem breakdown carried out by the researcher and stakeholders. This section/ paragraph should focus on the understanding and prioritisation of the problem statement.

3. **Methodology** - Emphasise reasons for choosing specific methodologies -Try and keep this section short and to the point but feel free to hyperlink articles on the method. New methodology or innovative processes can be expanded upon if created for the study which other researchers can learn from.

4. **Insights -** Actionability of the insights - clearly articulate top (2-3) insights and actionality of it from the research.
Taking the same case study of objective example previously: The top insights could be:

a.) Customers are unable to understand how to provide adequate ratings of the app due to a subjective understanding of terms and lack of range of rating options (e.g. exceptional, very good).
b.) Customers are accustomed to ordinal rating scales like 5 stars and the use of a similar system will reduce cognitive load and potentially increase rating feature usage.

5. **Outcomes -** Articulate outcome/s or actionability of insights based on the objective that was taken forward by the team and the reasons for it. Outcome is different from impact so please ensure there is a clear differentiation in articulation.
   For the same example: Within the next six months, the UI of the ratings were redesigned for better comprehension and the old rating system was replaced by the five-point star rating system.

6. **Impact of research -** Product or business metrics that showed impact based on the project outcomes and actionable insights. For example, the redesigned five-star rating adoption went up from 3.5% on all orders to 12.7% within 3 months. The qualitative comments improved and increased by 5% of ratings.
   a. **Value and other impact of research** - Any other forms of impact that are not related to the metrics but impact on the product charter/ vertical, or impact of future products, roadmap or shift in strategy. Value to the more significant organisation/ business, teams or leadership by way of increasing stakeholder knowledge or shift in mindset, prioritisation of research.

What would contributions look like?

We seek contributions that focus on documenting what has previously been undocumented in the Indian context, challenge existing conventions and aspire for thought leadership around future directions for research in organisations. As a common attribute, we prefer all contributions to demonstrate learning outcomes from past experiences collaborating cross-functionally to make research more impactful. The vision is for "perspectives" to represent a body of knowledge from stakeholders in the user research ecosystem that enables collaboration across teams and research's impact on business across sectors in India. Each submitted article as per content and format guidelines will appear on the website as the below structure:

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WHAT CAN BE AVOIDED:

1. **User Research Methodology or Process:** This is focused on off-theme areas and is specific to UR professionals. UR methods can be mentioned in the process of achieving outcome/ impact/ learning but not in detail. Avoid method/ technical descriptions or detailed points of the user research process.
2. **Vocabulary:** Technical terms may not be understood by a wider audience so keep the language comprehensible and familiar with common tech vocabulary.
3. **Market Research & Marketing Outputs:** Avoid market research outputs in your article that contributed to a business's Ads, Marketing or branding efforts. Please ensure you don't confuse market research objectives, outputs and approach with User/ UX research scope.
4. **Product/ Design/ Business/ Engineering intervention:** The article emphasis cannot be on product/ design/ business/ tech/ engineering interventions or outputs that contributed to the case study/ learning/ impact that you intend to showcase. The emphasis is on user research contribution in impact/ learning and the remaining content guidelines we have elaborated in this document.

SUBMISSION PROCESS

The submission process for articles is as follows:

Step 1: Select the category [Thought leadership or case study] in the Google form. Share a summary of the article to help the team better understand the purpose, relevance and intended learnings of the article for the community.

Step 2: Once your statement is acknowledged and you receive a confirmation from the URI team, you will have up to 15 days to complete the article and share it with the team

Step 3. After your submission is received by the URI team, it will be peer-reviewed by members of the URI community to ensure that it adheres to the guidelines and feedback will be shared (if any). This process could take up to 1 - 2 weeks to ensure that the submission is consistent with the spirit of the community.

Step 4. After peer review and feedback is incorporated with the revised article, the final article is published on the URI website with due credits to the author of the submitted article.

APPENDIX

SAMPLES: Themes you can write about

BUSINESS & UR COLLABORATION
1. How has user research been employed to evaluate business opportunities/build an understanding of a new opportunity space or multiple spaces by using an evaluation framework
2. Any experiences in using research to inform go-to-market strategies; or to chart a roadmap to achieving key business goals for the organisation
3. How research has been used by you/your organisation to create a significant competitive advantage for your product in the market by identifying and tapping into customer needs.
4. How to sufficiently capture/identify the ROI of user research in building a product and the challenges in doing so?

PRODUCT & UR COLLABORATION
1. Conversations with product/business that conclude in a strong User Research Proposal / Problem Statement with a more considerable buy-in?
2. Elaborate on the scoping process of a research exercise, the stakeholders involved and critical decision criteria.
3. How can User Researchers work with products to prioritise a study from multiple options?
4. How should a UR approach and ask to validate a solution? (Assuming there has been no existing research)
5. How can User Researchers contribute to the Product Roadmap?
6. How can user researchers contribute to decision-making between multiple options with a high degree of certainty? Is that possible?
7. How and UR and Product collaborate to Triangulate insights?

DESIGN & UR COLLABORATION
8. How does UR contribute to Design Principles?
9. How do UR and Design collaborate for solutions? What role should UR play?
10. How do we collaborate better to ensure that a product is ready for testing?

11. How does design strategically leverage UR?
12. How can designers understand the role of UR better to create equitable collaboration?

ENGINEERING & UR COLLABORATION
13. Why do engineering teams in companies lack UR in their collaboration periphery?
14. How does UR collaborate with the engineering team in the product development lifecycle? How can engineering teams leverage UR?
15. What are the opportunities for engineering teams to collaborate with UR in AI and LLM?

MISCELLANEOUS
1. Ensuring that the team is exploring the right research problems at the right time to maximise the impact
2. How teams are structured cross-functionally to enable research outcomes to be evaluated and implemented efficiently
3. Creating and maintaining a user-first team culture in the organisation and ensuring that research is an enabler rather than a blocker for decision-making

References:
1. Call for case study entries: http://2023.epicpeople.org/cfp/
2. How to write a UXR case study for a Portfolio? https://dscout.com/people-nerds/user-research-case-studies
3. Portfolio and case studies examples: https://mikeyux.com/about https://mikeyux.com/work/case-study-2
4. MIT Case studies: https://mitsloan.mit.edu/ideas-made-to-matter
5. Meta UR case study: https://design.facebook.com/stories/instagram-lite-a-global-collaboration-between-research-and-design/