

# Questions Workshop

A team workshop for surfacing  
research opportunities

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using Twig + Fish's Ncredible Framework<sup>©</sup> and inspiration from GOV.UK's Service Manual

# Sections

1. Purpose
2. Timing
3. Overview
4. Outcomes
5. Workshop method: Detailed instructions

# Purpose

- To identify unknowns and gaps in a team's knowledge
- To steer a team's focus away from what is most urgent and obvious
- To translate those unknowns and gaps into research project opportunities (so they may be assessed alongside research activities that have already been identified)
- To align the team around shared knowledge and priorities

Note: The team may wish to focus on current work (as opposed to work that hasn't been prioritized, resourced, or kicked off) or the team may wish to use this as a blue sky session to surface opportunities to better understand user needs, behaviors, etc.

# Timing

The workshops can be used any time a team needs to identify research opportunities, including:

- Prior to using the Research Assessment Matrix
- To refine or create the research backlog and roadmap
- When product organization priorities have been updated
- To align a team around what method to use or which approach
- To align a new team
- To kick off a new UX project

# Overview

The Questions Workshop is completed in 2-parts

1. Ideation: A team including UXRs and Designers generate and discuss unknowns and gaps in knowledge that could be addressed by UX research (might also include stakeholders/partners)
2. Definition: A smaller more specialized group with a background in research re-organizes the questions into potential research projects

# Workshop 1

## Ideation

- Individuals write their Research Questions
  - Pre-work to write at least 3 questions
  - First exercise is build/develop those questions further to have a set of Research Questions
- Group plots the Research Questions on a Miro Board
  - Each person adds their questions to a board, plotted based on whether the question is about “people” or “product”
  - Discuss each question as a group, and add more questions as they emerge
  - Aim to group the questions into broad themes

# Workshop 2

## Definition

- Research experts reorganize the Questions into distinct themes, in order to reveal potential projects
  - Within each theme, sort the questions based on the best way to source an answer e.g., Quantitative data / Qualitative data
- Add the projects to the Assessment Matrix

# Outcomes

After running both workshops, you and your team will have a list of potential research project opportunities that will fill gaps in your team's current collective knowledge.

You may also identify gaps where the information exists somewhere but has not been synthesized by the team.

You can use the outputs of the workshop to start filling out the Research Assessment Matrix, bringing you one step closer to determining team priorities and resourcing.



# **Questions Workshop:**

## **Detailed instructions**

# Workshop 1

## Ideation

Duration: 60 minutes

Attendees:

- UX/Research Manager
- All Researchers
- All Designers

# Workshop 1

## Ideation

Instructions to send to your team:

In our workshop we are going to start from scratch and generate a new research backlog by identifying gaps in our knowledge.

Your pre-work is to generate Questions:

- Write at least 3 quantitative or qualitative style questions, where the answers will help drive decision making for the Discover project.

Note: Questions don't have to be "perfect" or fully formed, if you can't think of a question you can write it as a statement instead. Do not focus on artifacts or methods, only questions.

What should your focus be?

<Write this based on what you want your team to focus on in terms of the project, product or persona etc. This will keep your team from going too broad>

Think about:

- What questions do you have about our users?
- What questions do you have about our customers?
- What assumptions have you made that you wish to challenge?
- What anecdotal knowledge has been shared that you wish to explore further?
- What high level concerns do you have about the usability of the proposed solutions?
- What concerns do you have about the ideas and concepts being explored?

Note: You will have 5 mins during the workshop to finish out this exercise.

# Workshop 1

## Ideation

### Part 1: Individual work

Manager Introduction: Set context, reinforce the focus, and discuss outcomes.	10 min
<p>Generate Questions, Individually:</p> <ul style="list-style-type: none"><li>• Write at least 3 quantitative or qualitative style questions, where the answers will help drive decision making for our projects.<ul style="list-style-type: none"><li>• Example: Do users understand why they need to complete their profile before adding items to their list?</li></ul></li></ul> <p>Note: Questions don't have to be "perfect" or fully formed. If you can't think of a question you can write it as a statement instead.</p> <p><u>Think about:</u></p> <ul style="list-style-type: none"><li>• What questions do you have about our users?</li><li>• What questions do you have about our customers?</li><li>• What assumptions have you made that you wish to challenge?</li><li>• What anecdotal knowledge has been shared that you wish to explore further?</li><li>• What high level concerns do you have about the usability of the proposed solutions?</li><li>• What concerns do you have about the ideas and concepts being explored?</li></ul>	5 min

# Workshop 1

## Ideation

### Part 2: Group work

<p>Share and Rewrite, Together:</p> <ul style="list-style-type: none"><li>● You will take turns adding your questions to the board</li><li>● Plot them on the Miro board based on where you think they fall</li><li>● One question at a time we will ask ourselves as a group "Why is the answer to this question important?"<ul style="list-style-type: none"><li>● We will add more questions based on these discussions</li></ul></li><li>Or</li><li>● We will rewrite the questions to make them more specific, measurable and actionable</li><li>● We will aim to capture some of the discussion, with a focus on adding questions ABOUT the questions (e.g., Has the recruiting team looked at this before?)</li></ul>	<p>6 x 5 mins [30 min]</p>
<p>Group Questions by Theme</p> <ul style="list-style-type: none"><li>● Within each area, we will try to group the questions by theme</li><li>● Ask ourselves "Are there any questions we could add to this theme?"</li><li>● Each theme will begin to form a project, or project area</li></ul>	<p>15 min</p>

# Workshop 1

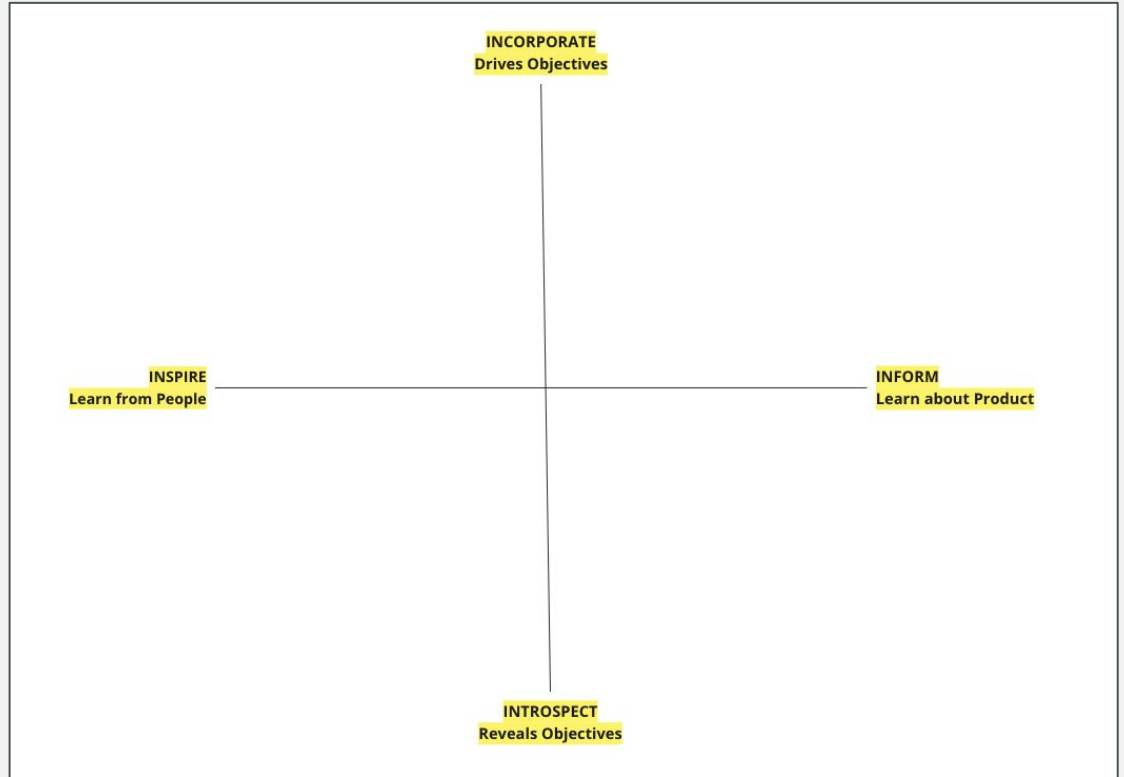
## Ideation

Plot questions based on whether they:

- Drive objectives or reveal objectives

Plot questions based on whether you will:

- Learn about people or learn about product

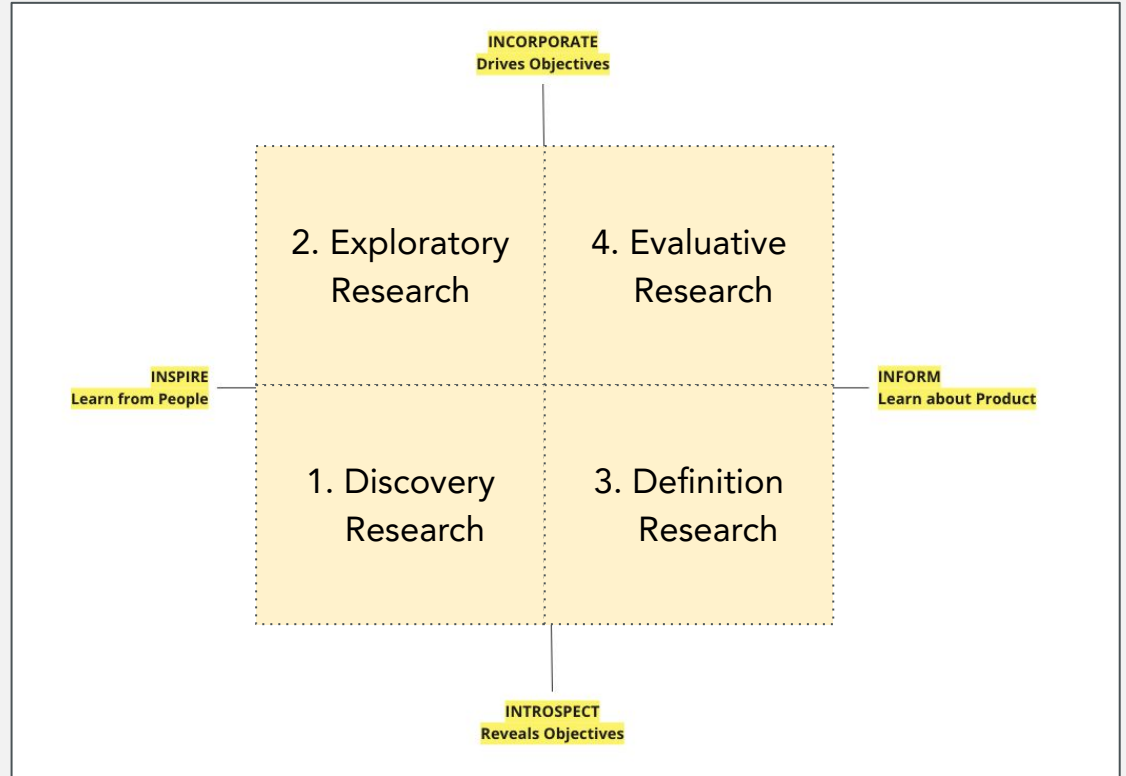


# Workshop 1

## Ideation

Research study types required are revealed:

1. Discovery: Reveals topics, themes and descriptions
2. Exploratory: Reveals realities and aspirations
3. Definition: Reveals ideas and solutions
4. Evaluative: Provides answers and decisions



# Workshop 2

## Definition

Duration: 90+ minutes

Attendees:

- UX/Research Manager
- All Researchers



# Workshop 2

## Definition

<p>Reorganize the Questions from the team, into projects</p> <p>Within each Theme/Project, we will sort the questions based on the best way to source an answer:</p> <ul style="list-style-type: none"><li>● Quantitative data</li><li>● Qualitative data</li><li>● Strategic data or decisions (PM input)</li></ul>	90 min
Add the projects to the Assessment Matrix	Time varies (depends on number of projects)