

# SIS-CC USER RESEARCH WORKSHOP 2024

Unlocking insights through user research:  
A community approach?

SUMMARY REPORT  
MAY 2024



# 1 Introduction

To build user-centric products, it is crucial to understand the needs, preferences, and pain points of the target audience. The Community Strategic Level Group (SLG) met in June 2023, expressing a strong desire to invest in user research and further cultivate a UCD culture by establishing a User research Task Force (UTF).

The UTF was launched in November 2023, comprising of diverse individuals from our members, partners, and wider community, who collaborate to share knowledge, learn, and experiment together. The UTF aims to develop user-centred design workflows and products by establishing satisfying user journeys and delivering integrated continuous user feedback processes.

The main goals are to:

- Become a collaborative place to connect, share, learn and experiment together to build a common knowledge on user research and user-centred design approach.
- Establish happy user journeys for different user personas across .Stat Suite products by engaging with users, understand their needs, behaviours, pain points and find opportunities.
- Drive innovation by delivering an integrated continuous user feedback process to institutionalise these practices and shape product development priorities in future.

Members of the UTF have since collectively identified and engaged in several initiatives. One such initiative was the organisation of a User Research Workshop. Conducted in hybrid format, this workshop spanned two half-days on the 6th and 7th of May 2024. It assembled over 40 distinguished user research professionals from a broad spectrum of fields. The objective was to facilitate the exchange of user experience methodologies and insights, aiming to develop a cohesive strategy towards user-centred design.

## 2 Presentations and recordings

Bellow the list of presentations from day 1 and day 2 as well as the recordings. Please note that presentations and recordings have been made available to registered participants only with access to non-registered participants to be granted upon request – clicking on the presentation of interest will generate an access request, and once granted will give access to all presentations.

| Presentations  | Links   |
|--|---|
| <b>Day 1 – 6 May 2024 13h30 to 17h30</b>   |   |
| <b>Chair by Michael Thompson, OECD</b>   |   |
| 1. Framing UX Research: Considerations to Guide our Discussions by Michael Thompson, OECD  |    |
| 2. The Depths of the User Research Task Force by Laura Belli, OECD   |    |
| 3. User Navigating Insights: Our Journey to Improve UX by Francisco Conceição, Bank of Portugal                                  |    |
| 4. User Research at Eurostat by Julia Urhausen and George Kalmpourtzis, Eurostat   |    |
| 5. Lean User Research by Roberta Tassi, Oblo   |   |
| 6. The Social Data Challenge (SDC): A Citizen-Driven Initiative by Ana Magdalena Rodríguez Romero, ProSociedad                   |  |
| <b>Day 2 – 7 May 2024 09h30 to 13h00</b>   |   |
| <b>Chair by Céline Zana Rouquette, INSEE</b>   |   |
| 7. From Awareness to Action: Optimizing the Customer Journey with Surveys & Web Analytics by Pedro Souza, Statistics New Zealand |  |
| 8. AI-Enhanced UX: Boosting Efficiency and Innovation in User Experience Activities by Alexandre Dehon, ADiscover                |  |
| 9. Usability testing of the Eurostat data extraction tool: Improvement of user experience by Marc Belles Fabregat, Eurostat      |  |
| 10. Integrating UX Research (UX) into digital solutions: “Going from adversarial to co-design” by Sophie Saltré, OECD            |  |
| 11. Data for Public Service at RTVE by Paula Guisado, RTVE   |  |



Recording day 1-1



Recording day 1-2



Recording day 2

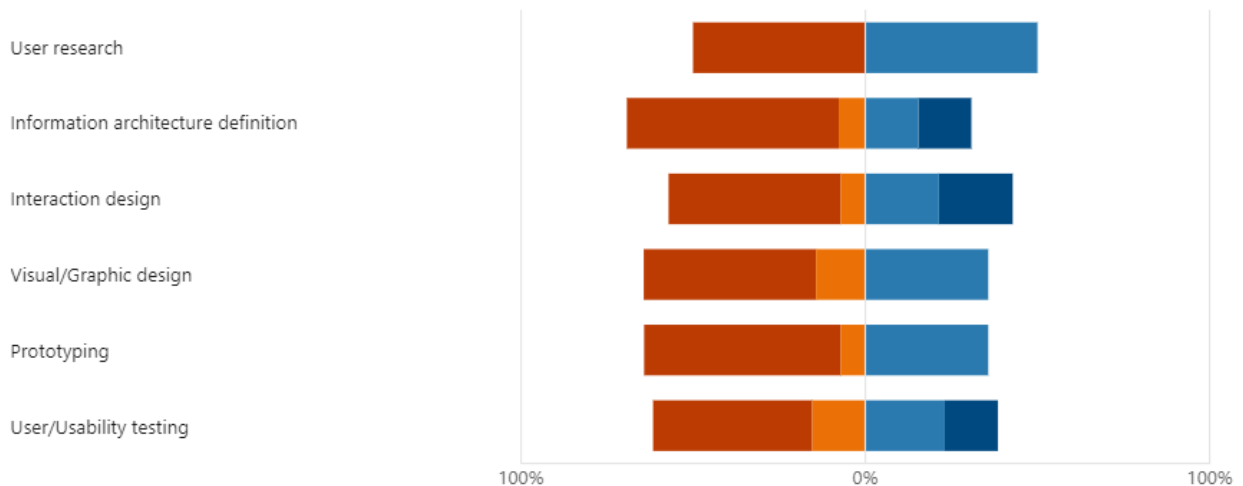
### 3 Participants questionnaire results

At the end of day 1, participants were invited to complete a short questionnaire *What would it take to develop a community approach to user research?* with the objective to know more about their UX practices, their UX tools and research approaches as well as their interest in being part of this user research community of experts. One response was provided per organisation.

#### Questions and answers

1. Select the response that best describes the coverage you have for each UX activity within your organisation. "Internal" indicates internal staff. "External" implies outsourced/consultants.

■ Internal 
 ■ External 
 ■ Mixed 
 ■ Not at all or Not sure

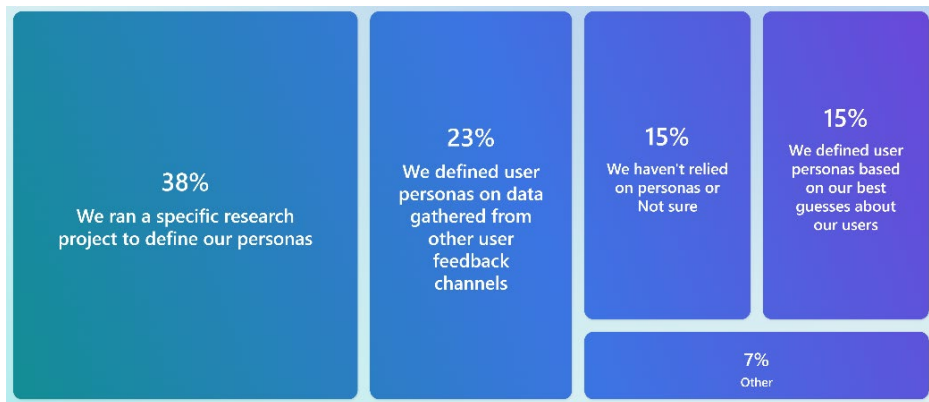


| Organisation                     | Information architecture definition |                                     | Visual/Graphic design  |          | User/Usability testing |                        |
|----------------------------------|-------------------------------------|-------------------------------------|------------------------|----------|------------------------|------------------------|
|                                  | User research                       | Information architecture definition | Interaction design     | design   | Prototyping            | testing                |
| Statistics Slovenia              | Mixed                               | Not at all or Not sure              | Internal               | Internal | Mixed                  | Internal               |
| ProSociedad                      | Internal                            | External                            | External               | External | Mixed                  | Mixed                  |
| NBB                              | Mixed                               | Not at all or Not sure              | Not at all or Not sure | Internal | Internal               | Not at all or Not sure |
| Eurostat                         | Internal                            | Internal                            | Internal               | Internal | Internal               | Internal               |
| FAO                              | Internal                            | Mixed                               | Not at all or Not sure | Mixed    | Internal               | Not at all or Not sure |
| Croatian national bank           | Internal                            | Internal                            | Internal               | Mixed    | Internal               | Internal               |
| Statistics Canada                | Mixed                               | Internal                            | Mixed                  | Internal | Internal               | Internal               |
| Bank of Portugal                 | Internal                            | Internal                            | Mixed                  | Mixed    | Mixed                  | External               |
| Swiss Federal Statistical Office | Mixed                               | Internal                            | Not at all or Not sure | Mixed    | Mixed                  | External               |
| INSEE (France)                   | Mixed                               | Internal                            | Internal               | Mixed    | Mixed                  | Mixed                  |
| Stats NZ                         | Mixed                               | Internal                            | Internal               | Internal | Internal               | Internal               |
| UK Data Service                  | Internal                            | Internal                            | Internal               | Internal | Internal               | Not at all or Not sure |
| OECD DK1                         | Mixed                               | Not at all or Not sure              | Mixed                  | External | External               | Mixed                  |
| OECD SDD                         | Internal                            | Mixed                               | Internal               | Internal | Internal               | Internal               |

2. *If in the context of your projects, does your organisation conducts other UX activities not listed above? Please describe:*

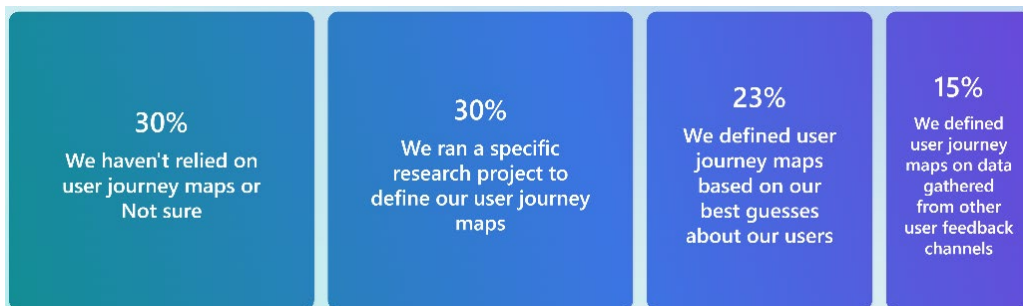
- User development and capacity building.
- Not sure about the Interaction and User/Usability as I am not part of that team, perhaps we could have done it.
- Validation of hypothesis based on prototype.
- Interviews - Focus Groups - Online Surveys - Persona Development - Journey Mapping - Card Sorting

3. *Which below best describes how you defined user personas for your products?*

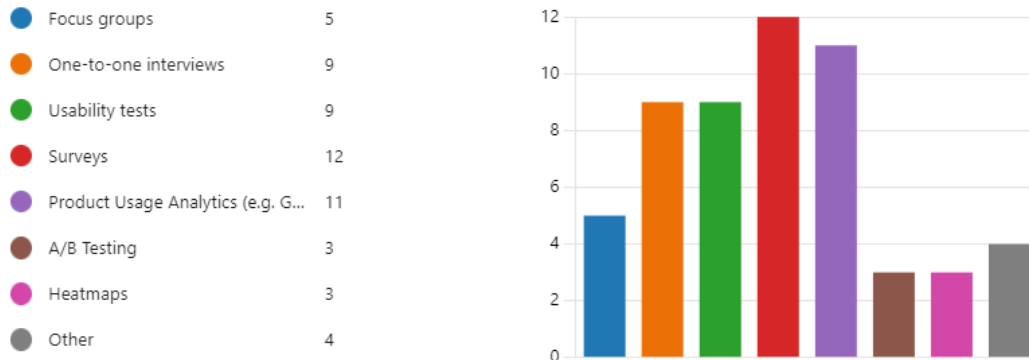


Other: We reused one off research projects in the past

4. *Which below best describes how you defined user journey maps for your products?*



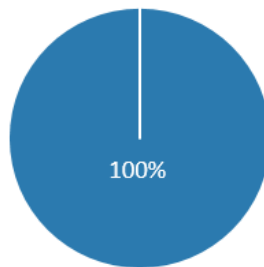
5. Do you rely on any of these user research methodologies or user inputs?



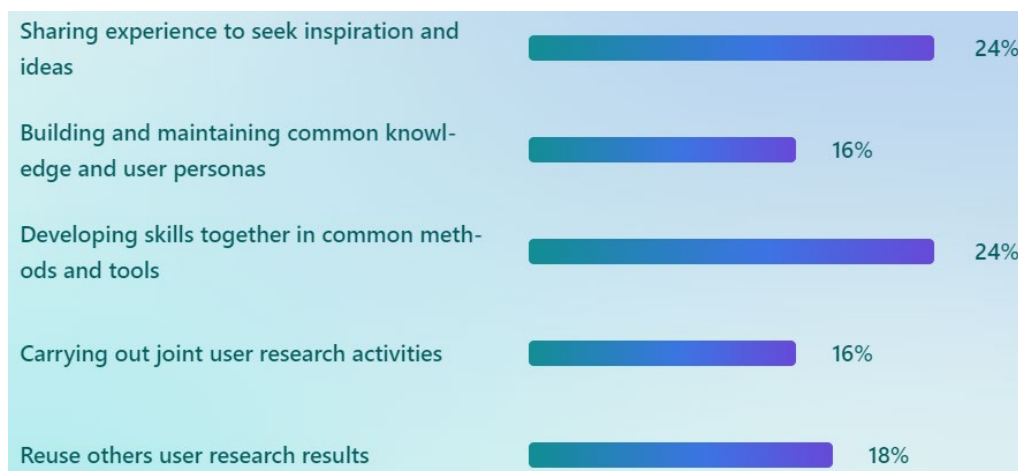
Others: Workshops, rapid prototyping, co-design workshops, tree testing - card sorting.

6. Are you (or someone in your organisation) interested in being part of this user research community of experts?

All organisations said YES.



7. How do you see yourself in this community?



8. *Could you develop one idea of joint UX or user research initiative that you think would benefit from a community approach?*

- Database of databases with an IA solution that helps you navigate datasets and find the best match for your needs.
- How to establish and anchor UX and user research in our organisations (i.e., how to make sure this work is well known by all actors in an organisation).
- Dashboard design challenge obliging participants to use data from multiple organisations to create data viz and dashboards. Prizes to winners.
- Sharing the "Search terms approach for a given organisation's data platform" to the community.
- A) study of data journalists needs B) what AI can contribute to data accessibility c) or to UX research (e.g. make sense of all the logs...) d) ideation and platform benchmarking sessions e) building together a community of expert users (NGOs, data journalists etc.).
- Positioning, design, content of elements to reach goals. Development of future innovative tools, processes (e.g. topic of use of ai). Exchange of perspectives, experiences. Anything that needs a lot of money and time can be achieved better in a community approach. Exchange and enhance skills. Effective problem solving. Maybe also to have a neutral perspective!

## 4 Main take aways and next steps

The discussions and insights presented by the speakers have significantly underscored the importance of nurturing a user-centred design ethos across our organisations. Moreover, the engaging dialogue by the participants underscored the importance for collaborative efforts in user research activities. These interactions not only enriched our conversation but also identified actionable insights for potential collaboration.

Survey responses showed that participating organisations are actively engaged in a variety of user experience (UX) activities, reflecting a collective commitment to understanding better user needs, soliciting feedback, and making informed design choices to improve product delivery. There is a unanimous interest among those organisations presence in joining a specialised community focused on user research (UTF), highlighting the value seen in collaborative knowledge sharing.

Our collective goal should be to leverage each other's experiences, openly share knowledge, methodologies, and outcomes—both successful and otherwise—and adapt these within a unified framework. This approach not only facilitates mutual learning but also significantly enhances our collective capacity-building efforts.

We introduced the concept of organising a co-design workshop with users, which necessitates identifying relevant user segments, engaging them effectively, and understanding their interactions and needs. Building a cohesive community of users will allow us to incorporate diverse perspectives and achieve consensus through collaborative dialogue. Furthermore, examining user personas and segmentation across different contexts will aid in identifying common needs and optimising user journeys.

Acknowledging the existence of users who are currently underserved, we propose bridging this gap through a targeted data awareness campaign, potentially as part of a broader statistical literacy initiative or through a collaborative effort. Additionally, the idea of forming partnerships or associations to extend our data's reach was discussed, alongside the potential for engaging data journalists and exploring international collaboration opportunities.

Innovation remains a key focus, with the proposal to organise a UX-AI innovation workshop and explore opportunities for AI technique coaching through co-funding mechanisms.



## Strategic initiatives for the UTF

- **Enhancing user engagement:** Implement tools and practices focused on genuine user interactions, including an update of the .Stat Suite user personas. Our initiatives align with the necessity for a coordinated approach and a shared list of user communities to enhance co-design efforts. We also anticipate onboarding a UX expert, courtesy of FAO contributions.
- **Framing collaborative efforts:** The UTF will outline a comprehensive proposal for collaboration, detailing workstreams and initiatives identified during our discussions. These include:
  - **Sharing sessions** on user personas and journeys, encompassing user segmentation insights.
  - Creation of a **common user Community list**.
  - Organising a **co-design workshop** with users.
  - **UX-AI coaching/workshop** to foster innovation.
  - Launching a **common data awareness campaign** to widen reach.
  - **Understanding data journalist needs** by adopting a vertical approach to meet specific requirements.
  - Developing an **integrated database navigator** to facilitate user access to existing databases.

Through these structured actions, we aim to harness the collective expertise within our Community, fostering innovation and enhancing user experiences across our respective organisations.

## 5 List of participants

| Name                           | Affiliation                                    |
|--------------------------------|--|
| Alexandre DEHON                | ADiscover                                      |
| Francisco CONCEIÇÃO            | Bank of Portugal                               |
| Lígia Maria NUNES              | Bank of Portugal                               |
| Tiago SANTOS                   | Bank of Portugal                               |
| Javier JAREÑO MORAGO           | Bank of Spain                                  |
| George KALMPOURTZIS            | Eurostat                                       |
| Marc BELLES                    | Eurostat                                       |
| Aymen CHAREF                   | FAO  |
| Fadhila NAJEH                  | FAO  |
| Luc WARDE                      | FAO  |
| Oluwakayode ANIDI              | FAO  |
| Stefano DICANDIA               | FAO  |
| Maria Del Carmen LARIOS LOZANO | INEGI Mexico                                   |
| Céline ROUQUETTE               | INSEE France                                   |
| Vincent LAPÈGUE                | INSEE France                                   |
| Frederik VAN HECKE             | National Belgium Bank                          |
| Jens VAN RYSSELBERGHE          | National Belgium Bank                          |
| Petra MELLAERTS                | National Belgium Bank                          |
| Roberta TASSI                  | Oblo   |
| Eric ANVAR                     | OECD   |
| Jean-Baptiste NONIN            | OECD   |
| Jens DOSSÉ                     | OECD   |
| Jonathan CHALLENGER            | OECD   |
| Laura BELLI                    | OECD   |
| Laura BELLI                    | OECD   |
| Michael THOMPSON               | OECD   |
| Sandrine PHELIPOT-SOUFLIS      | OECD   |
| Sophie SALTRÉ                  | OECD   |
| Zach OH                        | OECD   |
| Ana Magdalena RODRÍGUEZ ROMERO | ProSociedad                                    |
| Paula GUISADO                  | RTVE Spain                                     |
| Dominik BASELJ                 | Statistical Office of the Republic of Slovenia |
| Christian MASSICOTTE           | Statistics Canada                              |
| Stephane CRETE                 | Statistics Canada                              |
| Steve ARMSTRONG                | Statistics Canada                              |
| Yan PACHEBAT                   | Statistics Canada                              |
| Anna BORISSOVA                 | Statistics Estonia                             |
| Gerli ÕUNAPUU                  | Statistics Estonia                             |

|                  |                                  |
|------------------|----------------------------------|
| Helena ÕUNAPUU   | Statistics Estonia               |
| Maulana FARIS    | Statistics Indonesia             |
| Alethea YOUNG    | Statistics New Zealand           |
| Pedro SOUZA      | Statistics New Zealand           |
| Sara DANESI      | Statistics New Zealand           |
| Frode LARSEN     | Statistics Norway                |
| Lise LARSEN      | Statistics Norway                |
| Fabienne MAST    | Swiss Federal Statistical Office |
| Pedram GHANFILI  | Swiss Federal Statistical Office |
| David RAWNSLEY   | UK Data Service                  |
| Daniele OLIVOTTI | UNICEF                           |