



ROYAL OPERA HOUSE

JOB DESCRIPTION

Title: UX Research Associate

Reports to: Head of Digital Products

Main Purpose of the Job

Working to given priorities and timelines, to plan and run user research activities to reveal user motivations and behaviours

To communicate evidence-based recommendations to stakeholders which give voice to customer needs and reflect user centred design

To support the team in delivering digital products which users love

To manage own learning and contribute to a culture of data driven continuous improvement

Main Responsibilities

Working to the priorities set by the Head of Digital Products:

Learning Curve

- Undertake and complete a learning cycle to become fully proficient in the range of methodologies, tools and in house systems relevant to the role
- Develop a good understanding of the current portfolio of digital products and the business priorities for the digital products team
- Become familiar with agile working methods, and working within a multi-disciplinary team
- Work with the team to understand the current and longer term goals of the digital roadmap
- Undertake any learning as required to become fully compliant with GDPR, and any other compliance needs of the role
- With further experience, begin to contribute to team planning and strategic priorities

UX research and data gathering

- Plan, prepare for, and run user research activities to support the design, development and continuous improvement of ROH digital services
- Choose appropriate research tools and methodologies to suit different projects and questions (including contextual discovery, experience mapping, diary studies, early stage concept and prototype testing, lab based and contextual usability and accessibility testing)

- Design and run contextual and discovery research to develop a deep understanding of the needs of all users of a service
- Design and analyse user surveys to generate high quality quantitative data
- Manage the usability and accessibility testing process from recruiting participants, designing test tasks, and preparing discussion guides, to test moderation, analysis and presenting results

Research Findings and Actionable Analysis

- Develop recommendations based on quantitative and qualitative evidence
- Work closely with designers and developers to turn user experience research findings into stories and actions that lead to valuable product and service features
- Communicate UX research findings effectively to the team and the wider organisation, so that they share a strong and empathetic understanding of their users (including presentations at show and tells, designing and maintaining research outputs on the team wall, formal reports)
- Champion the voice of the customer, ensuring that the experience across all touchpoints is well understood, documented and communicated
- Work closely with analytics colleagues to define user centred KPIs, to create a rich picture of user behaviour to tell the full story of how and why people use our services
- Develop team library of research and outcomes which documents each UX research project

Teamwork and Advocacy

- Work collaboratively in cross-functional agile teams and uphold a strong team ethic
- Collaborate with teams across the business to inspire design thinking and customer empathy in an agile, fast paced, iterative environment
- Act as an advocate for user centred research and design across the organisation
- Act as a persuasive advocate for evidence based user needs both within the team and across the wider organization

Continuous Improvement

- Contribute to a culture of innovation, user centric design thinking, and data driven continuous improvement
- Promote and foster a culture of information sharing, collaborative working and cross-team working
- Keep in touch with user habits, preferences and behaviours across the scope of services offered by the ROH
- Keep in touch with industry developments, news and innovations
- Manage own learning and continuous development relevant to the role

Key Performance Indicators

- Fulfilment of a learning plan and full proficiency with a range of tools, methodologies and systems relevant to the role
- Ensure all research projects and follow up analyses meet the project brief and are delivered to agreed timelines
- Ensure high quality deliverables
- Ensure GDPR compliance across all activities
- Maintain positive stakeholder relations and manage expectations effectively

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

UX Research and Analysis

- An understanding of qualitative and quantitative research methods, appreciating their limitations and when to apply them appropriately
- Some experience facilitating and running research, in a digital, marketing, academic or other capacity
- Experience analysing outcomes and data to produce actionable findings
- An interest in understanding user needs and how to improve the user experience
- Some knowledge and experience of user centred design practices for web, service or software development, or ability to learn
- A relevant qualification or equivalent in HCI/Usability/Cognitive Psychology/Market Research or related field, or sufficient experience in order to be able to validate the tools and methodologies for each assignment
- Experience of presenting research findings in a range of formats and contexts
- The ability to use data to challenge existing assumptions and current practice where the evidence supports the need for change

Workload Management

- Good track record in delivering accurate, high quality work to deadlines and to required standards
- Excellent verbal and written communication skills for briefings, presentations and report writing
- Consistent performance under pressure

Teamwork

- The ability to work effectively with multi-disciplinary teams
- Some experience of working in an Agile development environment or the ability to learn about and work effectively with Agile working methods
- The ability to communicate clearly and effectively with stakeholders at different levels
- Ability to convey complex information in a compelling way to create understanding

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous development relevant to the role

This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.

