

MEENA

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@meena_ko #NCredible

TWIG + FISH

You can look at NUMBERS forever but you can't answer "WHAT HAPPENED?" unless and until you have **STORIES**

Share with vs. what is going on in your MIND

ORGANIZATIONS need them
.....
brings CLARITY + OBJECTIVES

PEOPLE share them
.....
detail EXPERIENCES and FEELINGS

RESEARCH

Let's explore a framework to design credible studies

SKETCHNOTES @mjbroadbent

#CanUX

canUX

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Designing (N)Credible Research Studies

- 1 ALIGN on
 - STUDY OBJECTIVES
 - > RESEARCH INPUTS
 - > RESEARCH OUTPUTS



credible!
follow the 'N' for much better studies

INVITE YOUR STAKEHOLDERS to plot their questions!

CREATE A RESEARCH ROADMAP

Exposes client to logic and details that impact research beyond budget and scale

Empower researchers to **PROMOTE THE VALUE** of research:

- ESTABLISH BOUNDARIES
- ADD RIGOR and RATIONALE
- BRING CLARITY TO STUDY DESIGN PROCESS
- ENABLE EVERYONE TO CONTRIBUTE AND SUCCEED

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MORE *check it out!* DETAIL ON THE (N) CREDIBLE FRAMEWORK