



Job Title: Design Researcher (HCI Specialist)
Division: BBC Design & Engineering
Team: User Experience & Design (UX&D)
Base: Broadcast Centre, London W12
Grade: Grade 7 (Continuing Contract)

Background

About the BBC User Experience & Design (UX&D) team

We design the BBC's amazing digital experiences, from apps to websites, from BBC News to CBeebies. We design the 'behind the scenes' employee experiences to help make these happen.

Our ace team of UX designers, architects and researchers collaborate closely with product, editorial and technical teams from across the BBC. Together we create elegant, delightful (not to mention award-winning) digital experiences on mobile, tablet, desktop and TV across many digital products. Our work on Internal Systems creates experiences that transform the way people work across the BBC; from the production and broadcasting of programmes and content; to financial and HR systems; to the software and hardware staff use day-to-day to get their job done.

By joining UX&D, you'll have an amazing opportunity to define how we create and improve services for employees that unlock creativity at the BBC. You'll get to shape the tools that help people across the BBC unleash their full creative potential. Working together with users and colleagues, you'll take a holistic, human-centred approach to the systems we use to make great things.

About you

You have proven experience of providing design research advice to user experience teams.

You've got a thorough understanding of design research expertise - this includes lab studies, expert evaluations, creating surveys, interpretations of both quantitative and qualitative data, participatory design sessions, rapid prototyping, ethnographic research methods and persona development.

You've got experience of employing design research based methods and tools such as mental modelling, task analysis, scenarios, use cases, wire frames, paper prototypes, labelling schemes, flow diagrams, site maps and comparative analysis.

You've got experience of analysing the navigation structure and interaction design of user interfaces, and providing that analysis to colleagues from a wide variety of disciplines.

You have proven experience in designing and conducting usability testing in a variety of situation from guerrilla research, to contextual, to lab-based.

Your written, verbal communication, and presentation skills are excellent. You can effectively communicate the reasoning behind your approach, methods, results and recommendations, both verbally and in documentation.

You can prioritise and plan your work so that you perform well under pressure and to meet multiple, tight deadlines.

You either have a Masters Degree in design research/HCI or the equivalent, and around 2 years experience working in the field.

Day-to-day responsibilities

In a typical day, you can expect to:

- **Planning and reporting** – creating research plans, tracking and reporting budgets against activity within the plans on a timely basis.
- **Design and briefing** – working with teams to define and design the research, create the research brief, and either conduct or commission as appropriate.
- **Ensure user participation** – identify and recruit participants for research. Build and manage user-panels as needed.
- **Design and facilitate research** – work with teams to scope and prepare any stimulus material, scripts and session plans for research activities.
- **Sharing** – coaching and training other members of the team to take part in research activities.
- **Reporting** – interpret qualitative and quantitative data from research, analyse data and extract actionable findings. Communicate findings to relevant stakeholders effectively using the appropriate materials
- **Feedback** – organise feedback sessions around research, working with teams to help define solutions to issues identified. Ensure the findings are considered in team decision-making process.
- **Archiving** – working with the UX&D team, ensure all findings, reports, presentations etc are catalogued for future reference.
- **Industry awareness and sharing** – Keep up with industry developments in best-practice and user research methods. Capture and share those that could be applied more widely across UX&D.

Competencies

In this role, you'll need to be able to:

Communicate

- Use a range of techniques to influence and adapt to situations
- Communicate opinions to your colleagues effectively
- Deliver difficult messages effectively

Think creatively and analytically

- Identify key info/data needed to support decision
- Spot patterns in data, and recognise reasons and implications
- Think clearly and decisively, particularly when faced with unexpected problems

Constantly learn

- Pursue and embrace development opportunities for yourself
- Be willing to accept new challenges to stretch your abilities
- Mentor/coach less experienced people

Manage relations and teamwork

- Quickly build rapport with others, build strong relationships
- Play an active part in team working
- Build bridges where they may not have existed before
- Treat people courteously

Strive for results

- Have a can-do attitude
- Take ownership & accountability for work and where this is unclear, seek clarity
- Deal with issues effectively

Be resilient and flexible

- Look for and embrace new ways of doing things
- Stay positive

Plan and organise

- Keep track of your own workload and make effective use of your time
- Keep appropriate people well informed of plans and progress
- Commit to realistic deadlines