



## **JOB DESCRIPTION**

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|------------|--------------------------------|
| Job Title: | Senior HCI Research Specialist |
| Division:  | BBC Digital                    |
| Team:      | Design Research                |
| Base:      | MediaCity, Salford             |
| Grade:     | 8D                             |

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## **WHO WE ARE**

The User Experience and Design (UX&D) team within BBC Design & Engineering (D&E) delivers the design for world-class interactive sites and services on the internet, mobile and interactive TV platforms. The team is responsible for the user experience of a wide range of products and services including: BBC iPlayer, News, Weather, bbc.co.uk Homepage, BBC Radio sites, BBC Mobile sites as well as iPhone and Android applications.

As part of the UX&D team you would have the unique opportunity to contribute whilst working in a multi-disciplinary team.

The BBC's focus is to be the most creative organisation in the world. To help us reach that goal we need experienced Usability professionals with talent and flair, a real understanding of working with disabled and non-disabled test participants, and a passion for interactive media.

## **PURPOSE OF THE JOB**

To act as a specialist in UX&D for assuring BBC digital products and services are usable by our audiences

To define and manage all aspects of the user testing process and ensure all significant findings are fed back to Creative Directors and other key stakeholders.

To act as an HCI specialist in UX&D who assures that BBC Digital products and services deliver a great user experience to all of our audience.

To define, manage and implement all aspects of research during the design life cycle.

To engage the User Experience Design team and other key stakeholders in the UCD process thus ensuring that user research is at the heart of design decision making.

## **MAIN DUTIES**

Work with the Product Managers, Creative Directors, UXA Designers, UXD Designers and Accessibility Specialists on a daily basis.

Manage all aspects of mixed ability user testing:

Manage all aspects of user research with both disabled and non-disabled audiences

### Planning and Reporting

- create a research plan for individual product areas
- provide quarterly budget reports tracking the spend against each activity within the plan

### Designing & Briefing

- work with the project team in designing the user research
- the creation of the research brief
- commission the research either internally or externally (from an agency)

### Recruitment & Resourcing (if not doing the research wholly externally)

- working with a recruitment agency to recruit the participants specified in the brief
- finding and booking a venue in which to conduct the tests

### Scripting

- create discussion guides for the research sessions; or liaise with the external agency in their creation of the guide (if research is wholly externally)

### Organisation

- organise note-takers (Designers and Business Analysts) to capture data
- organise stakeholders and production teams to view the research
- conduct the research, in the location booked, with the subjects recruited, according to the discussion guide created

### Reporting

- interpret qualitative and quantitative data from the user research
- analyse the data and write usability reports and presentations
- communicate all pertinent findings to key stakeholders

### Feedback/Results

- organise feedback sessions based on user research
- work with project teams to help define solutions to issues identified from user research
- ensure results from user research are considered in a project team's decision making process

### Archiving:

- work with the rest of the Usability and Accessibility Teams, as well as BBC R&D to ensure all research reports and assets are catalogued for future reference
- source any pertinent research papers or articles that could support the internal research and catalogue them appropriately

### In General:

- work to the BBC's policy on Health and Safety and best practice on engagement with users
  - (CRB checks, DPA etc.)
- be aware of personal financial authority limits and to ensure that this authority is exercised in accordance with BBC financial arrangements



- provide holiday/sickness cover for other BBC HCI Specialists, as and when needed
- maintain regular contact with other BBC HCI Specialists and share experience and research findings with them

Provide expertise backed-up with research findings on user behaviour to the design and product teams

Capture and share best-practice/user research findings in usability which could be applied more widely across BBC products. These will need to be documented and archived along with any related or otherwise interesting papers or articles

Work collaboratively with User Behaviour Researchers in BBC R&D, Accessibility Specialists in UX&D and Audience Researchers in BBC Marketing & Audiences on internal or collaborative projects

Investigate new research methodologies and ensure the team are kept up to date with advances within the field

Line Manage and support the development of direct reports within the team

## **REQUIRED KNOWLEDGE AND EXPERIENCE**

Ideally you must have:

Proven experience of providing advice to UX and production teams

Understanding of HCI expertise - this includes lab studies, expert evaluations, participatory design sessions, rapid prototyping, ethnographic research methods and persona development

Experience of employing HCI based methods and tools such as user modelling, task analysis, scenarios, use cases, wire frames, paper prototypes, labelling schemes, flow diagrams, site maps and comparative analyses

Experience of analysing the navigation structure and interaction design of user interfaces, creating interaction design diagrams and documentation and working with other disciplines

Proven experience in designing and conducting user research in a consumer-facing environment  
Achieved a Masters Degree in HCI (or 2 years minimum experience)

Excellent written, verbal communication and presentation skills - the ability to communicate the reasoning behind your preferred results, methods, and approaches (orally and in writing) with internal clients

The ability to perform well under pressure and work to tight deadlines.

## **COMPETENCIES**

### Analytical Thinking

- Gathering relevant information from a range of sources
- Sift information and selects what is significant
- Translate analysis into practical action plans
- Ability to simplify complex problems, processes or projects
- Can identify causal relationships and construct frameworks for problem solving and/or development
- Think clearly and decisively, particularly when faced with unexpected problems
- Maintain responsibility for own decisions

### Planning and Organising

- Ability to think ahead to establish an efficient and appropriate course of action for self and others.
- Prioritising and planning activities taking into account all the relevant issues such as deadlines, staffing and resource requirements.
- Excellent organising and administrative skills

### Influencing and Persuading

- Ability to present sound and well-reasoned cases to convince others

### Communication

- Effective communications style – keeping people informed through appropriate media
- Able to be persuasive and convince others of the merit to their business of collaboration and co-operation with your role in their project
- Able to express your ideas clearly and confidently
- Is approachable and sensitive to the needs of others
- Proactively shares knowledge and information

### Managing Relationships

- Able to build and maintain effective working relationships with a range of people
- Work co-operatively with others to be part of a team

### Collaboration

- Connect people, ideas, processes, and issues
- Share resources, knowledge ideas and skills across the organisation
- Build helpful productive relationships across the organisation