

**training &
showcase**

UXR TRAINING

WITH JANELLE WARD

INFO BROCHURE

**19–20 April 2023
weXelerate, Vienna**



uxcon
vienna

UXR TRAINING WITH JANELLE WARD

OBJECTIVE

Are you a UX researcher hoping to accelerate the impact of UX research in your organization? This training is a 1,5-day course geared toward UX researchers, particularly those in low UXR maturity companies, who wish to grow the influence of their research practice.

The training will not be a “how to” when it comes to UX research methods. Rather, the focus is on **giving UX researchers the tools to better engage and evangelize non-research stakeholders**. Our ability to create an insights-ready mindset in our organizations is arguably the most essential thing we can do to set up a research practice for success.

Over one day and a half, we will dive into this issue from three perspectives: How to create impact at the organizational level, the product team level, and how to work together with our research peers to maximize our influence.

The training will consist of a mix of prepared lectures/materials (25%) and small/whole group discussions and activities (75%).

ABOUT JANELLE



Janelle has built UX research teams from scratch and upskilled existing UX research teams, for both B2B and B2C digital product companies. These teams produced insights that transformed decision making, prioritization and roadmap planning. She has 20 years' experience as a PhD-level researcher and leader, both as a professor in the academic world and in UX research leadership roles. Janelle has used her skills as a facilitator and research advocate to gain trust and consensus, from junior designers to corporate executives.

Janelle is currently Founder and Principal Consultant at Janelle Ward Insights, where she partners with companies to accelerate their insights-ready mindset and create research practices that supercharge their competitive advantage.

For more information please see janelleward.com.



UXR SHOWCASE WITH MIRJAM DE KLEPPER

In the half day remaining, Mirjam will provide practical insights into the research practice of advanced organizations.

ABOUT MIRJAM



Mirjam is User Research Lead at *Clue*, a period tracking app, trusted menstrual health resource, and a thought leader in femtech. Before that she was working at *mySugr*, a diabetes management app.

Her goals are

- Optimizing research processes to hit that sweet spot of “lean” yet “traceable”.
- Continuous experimentation on how to bring insights and empathy to all corners of the organisation.
- Fostering strong ReOps and a team culture that is focused on learning together (and having fun while doing so).

Mirjam is originally from the Netherlands, but Vienna is her chosen home.

Oh, and once upon a time she was an award-winning social impact entrepreneur, founder of “the knowledge and know-how hub for sharing (in) the city” and a TEDx speaker.



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WHO'S IT FOR?

Any UX researcher who:

- has at least some experience using UX research methods,
- is or has been employed as a UX researcher,
- is working at a company where the UX research practice is struggling to create the desired and expected impact,
- wants to excel at promoting an insights-ready mindset at all levels of the organization,
- wants to level up their leadership skills to become a strong mentor to research peers, whether in an IC or in a management role.

OUTCOMES YOU CAN EXPECT FROM THIS WORKSHOP

- A deeper understanding of why a company's mindset toward research insights is key to the integration and success of a UX research practice
- Concrete strategies for uncovering the mindset you're currently working with, from leadership at your organization all the way to your specific (product) team
- Practical tips on how to coach and mentor your research peers to reach these goals
- Contact with peers in a supportive environment where we discuss our challenges and make meaningful professional connections

DETAILS

what: 2-day UXR training

trainer: Janelle Ward & Mirjam de Klepper

date: 19. & 20.04 2023

venue: weXelerate, Vienna

costs: € 1.290 (excl. VAT) | lunch included

info & registration: hello@uxcon.at



UXR TRAINING WITH JANELLE WARD

OVERVIEW	Wednesday, 19 April 2023	Thursday, 20 April 2023
9:00 – 9:45	introduction & icebreaker	recap & "slept on it"-questions
9:45 – 10:30	org level: (small) group activity	researcher level: lecture & discussion
10:30 – 11:00	break	
11:00 – 12:00	org level: (small) group activity	researcher level: (small) group activity & wrap up
12:00 – 13:00	lunch	
13:00 – 14:30	product team level: lecture & discussion, start (small) group activity	UXR showcase: Insights into the research practice of advanced organizations. with Mirjam de Klepper
14:30 – 15:00	break	
15:00 – 16:30	product team level: finish (small) group activity	
16:30 – 17:00	wrap up & discussion	

