



# RESEARCH DEMOCRATISATION

THE HOPES, DREAMS AND FALLACIES

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The Guild of Working Designers 2023

Myth Busting  
Session





**Explore the grey part together**

**A decision making framework**

**Case study / Field anecdotes**

# Hopes & Dreams

A black and white photograph of a sailboat on a calm sea with mountains in the background under a cloudy sky. The sailboat is positioned in the middle ground, slightly to the left of the center. The sea is dark and textured with small waves. The mountains in the background are hazy and range across the horizon. The sky is filled with soft, grey clouds, and a faint contrail is visible in the upper right quadrant.

**Increase research capacity**

**Time for strategic research**

**Build better products!**

# Hopes & Dreams

A black and white photograph of a sailboat on a calm sea with mountains in the background under a cloudy sky. The sailboat is positioned in the middle ground, slightly to the left of the center. The water is dark and textured with small waves. The mountains in the background are hazy and range across the horizon. The sky is filled with soft, diffused light, suggesting an overcast day.

~~Increase research capacity~~

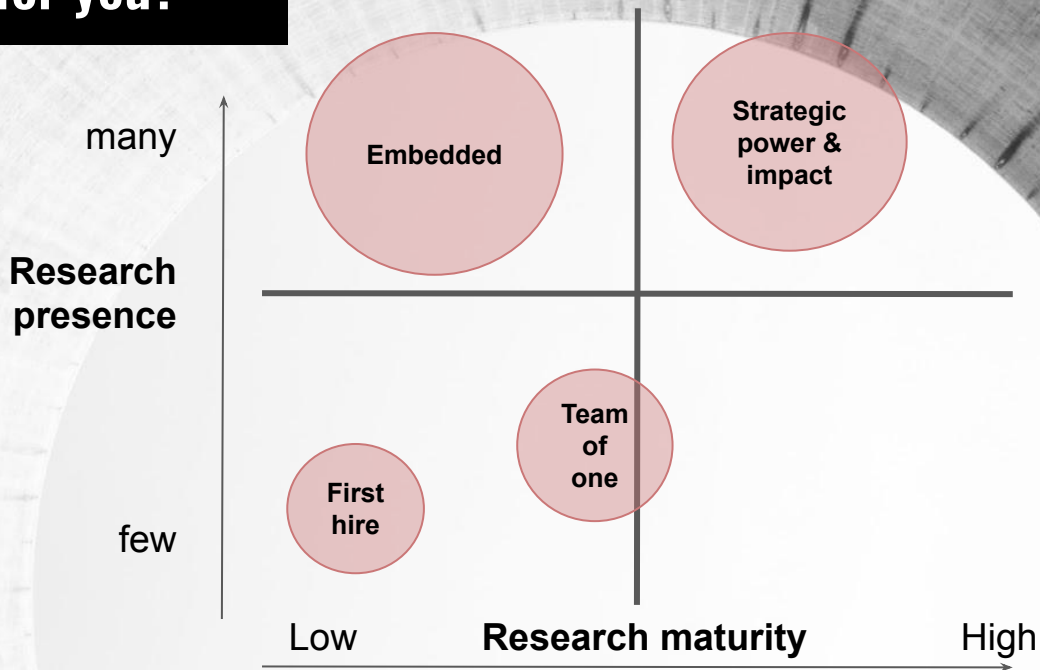
~~Time for strategic research~~

**Build better products!**

# Research democratisation framework

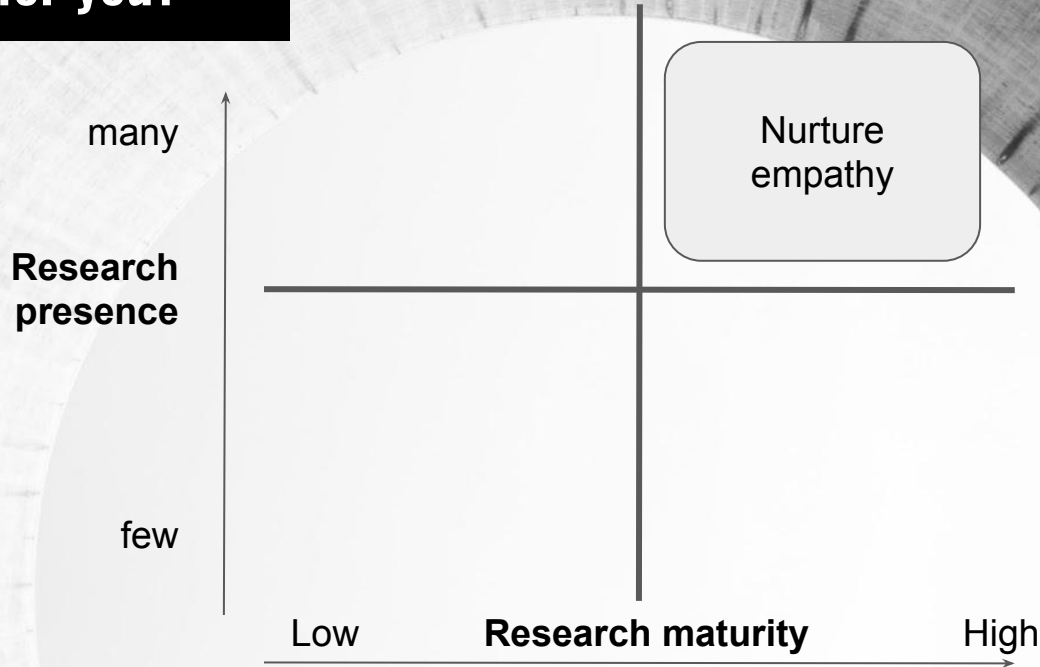
Is this a tool for you?

Where are you right now?



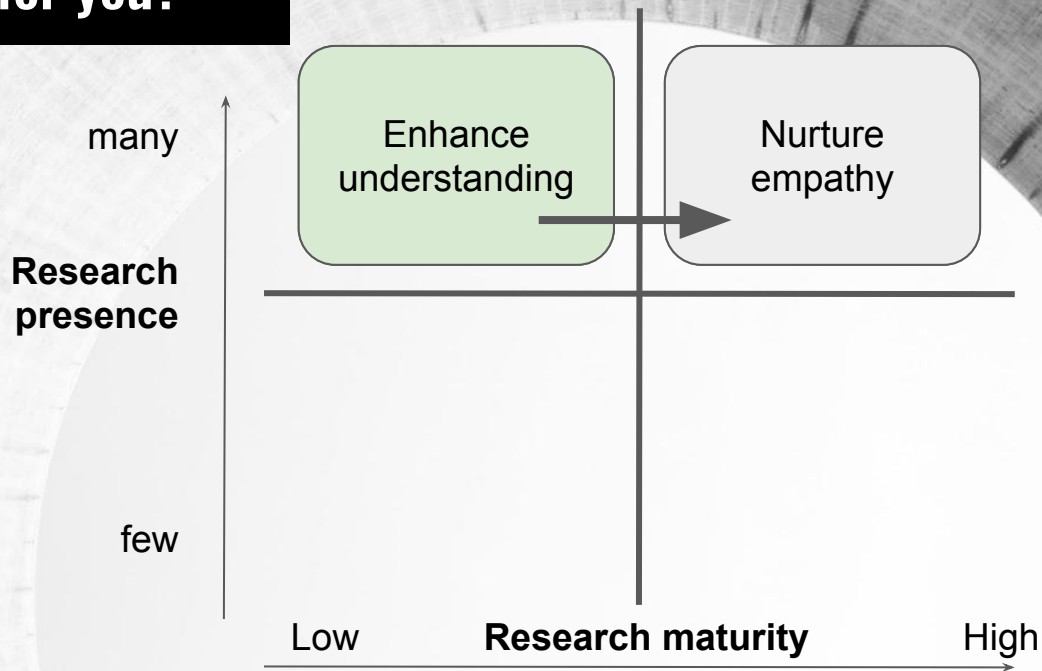
# Research democratisation framework

Is this a tool for you?



# Research democratisation framework

Is this a tool for you?





A black and white photograph of a feather, showing its intricate structure of barbs and rachis. The feather is oriented vertically, with the rachis running from the bottom left towards the top right. The background is a soft, out-of-focus light grey.

# **Story from the field**

**Democratisation experiment in Bergen / NO**

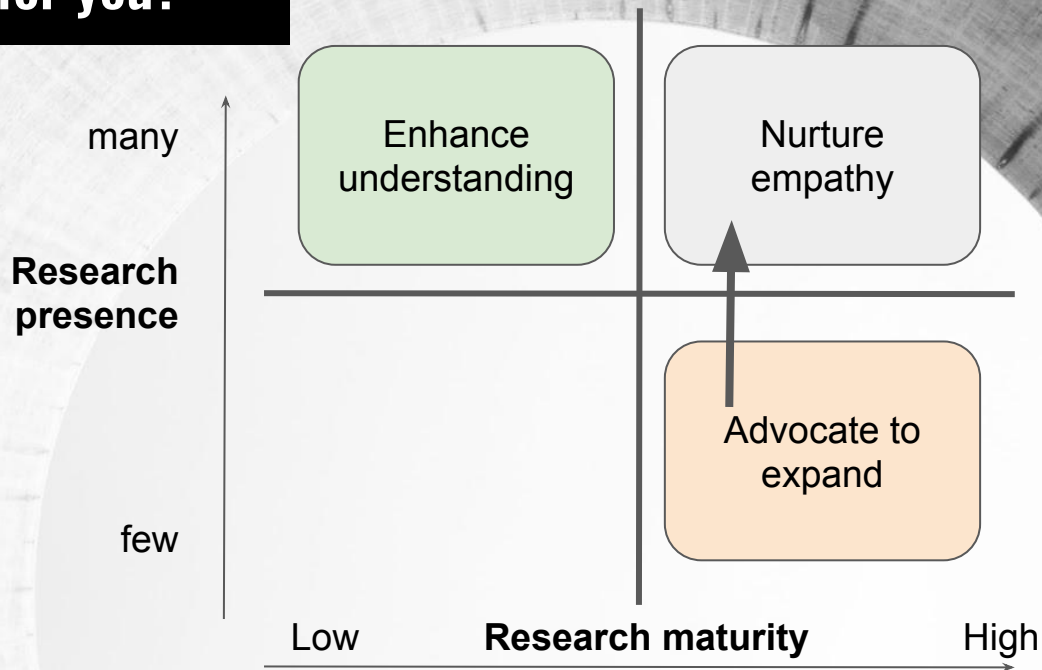
**1 week**

**40+ staff members**

**100+ participants**

# Research democratisation framework

Is this a tool for you?



## Story from the field

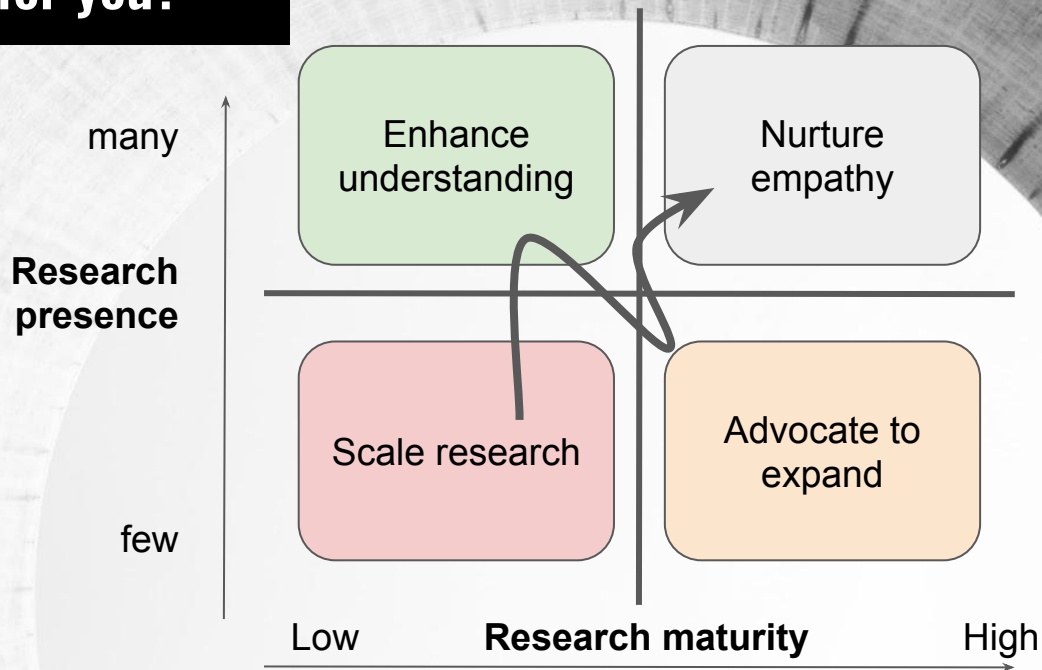
When I was a product designer on a small agile team, democratizing research was the only way I was able to actually *\*do\** any research.

My team was able to help me conduct studies, synthesize notes, and formulate an action plan forward based on the feedback we got from users.

When they were part of the process, they took more ownership of implementing the feedback and we all could talk about user pain points and frustrations more holistically.

# Research democratisation framework

Is this a tool for you?





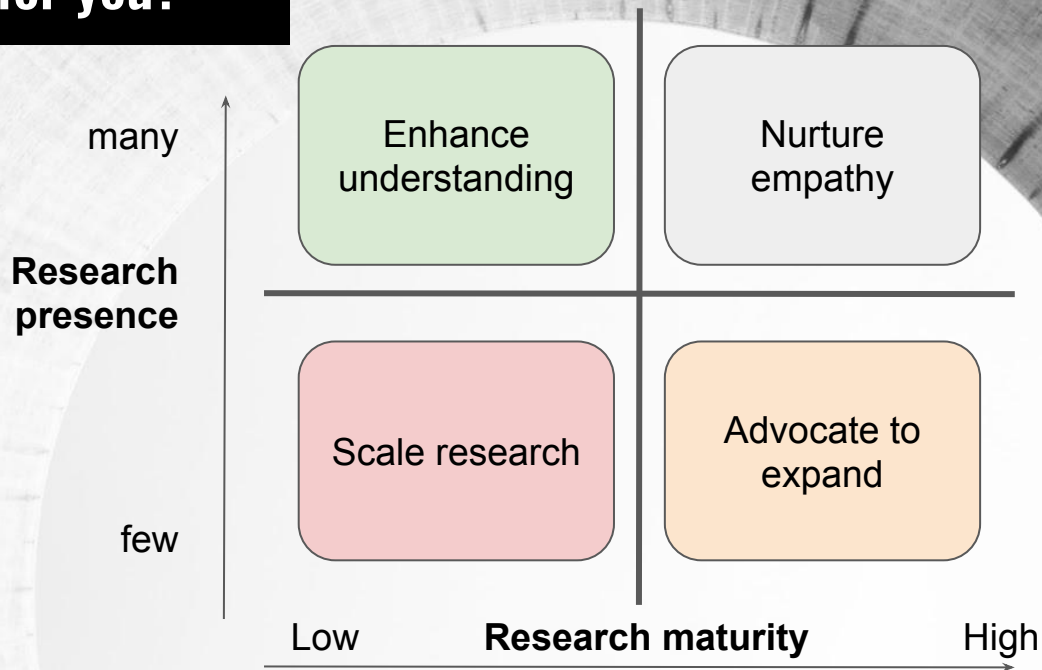
## **Story from the field**

**The words of my CPO are "we need to empower people to make good decisions".**

**Unfortunately, I feel that's far too tall of an order for me to fill as a research team of one.**

# Research democratisation framework

Is this a tool for you?



# **Pitfalls to watch out for**



**Research in silo's**

**Admin overload**

**Professional development**

**When to say...**

*none*



# Expert opinions

## Leisa Reichelt (Atlassian)



Five dysfunctions of 'democratised' research

"Teams are incentivised to move quickly and ship, care less about reliable and valid research"

## Jared Spool (UIE)



Tell us what you really think: Jared Spool on democratizing research

"To me, this democratizing trend is a statement of arrogance," .... "It has the air of 'letting the peons do the work that I do.'"



**Our exploration ends here...**

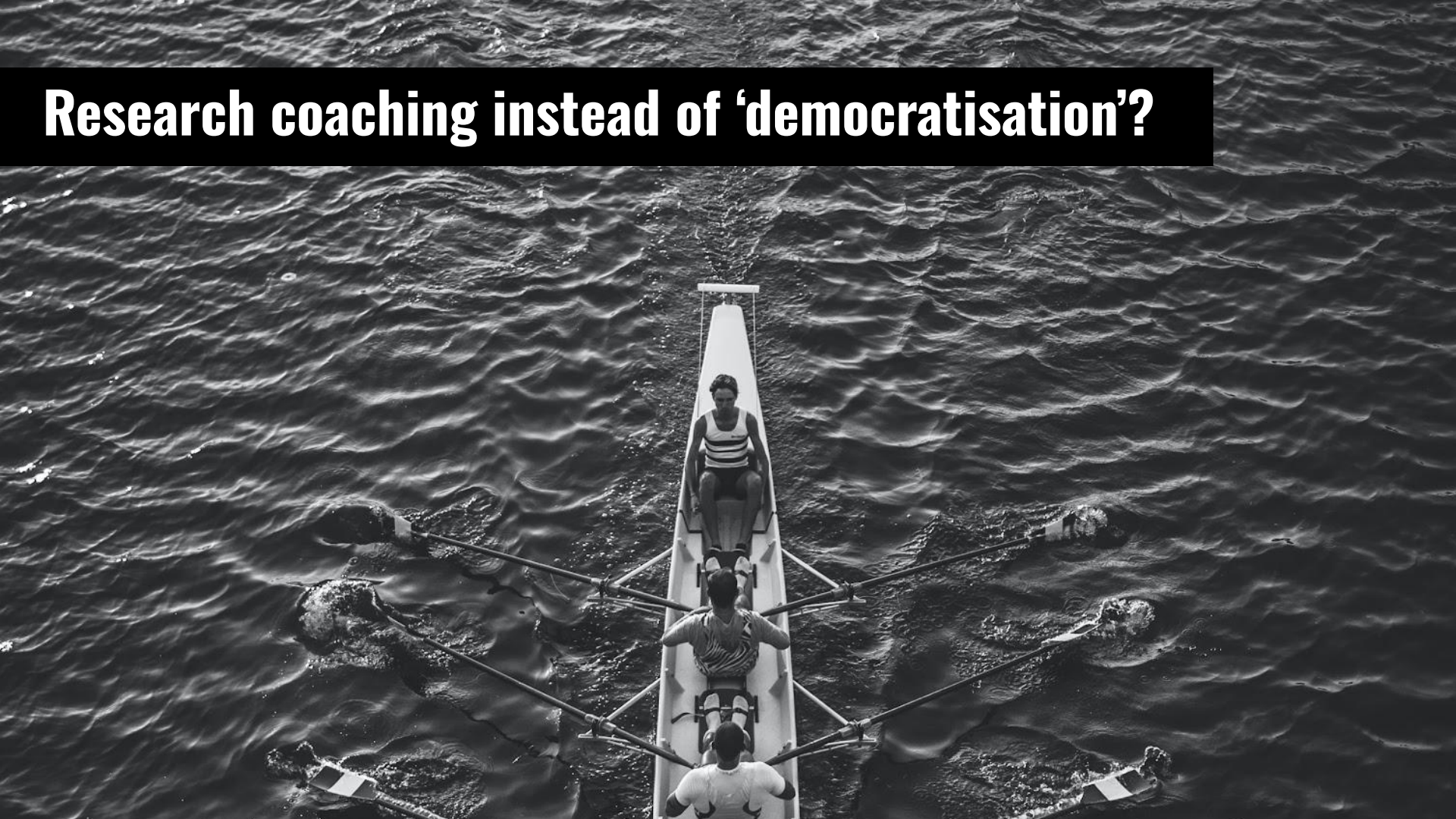
**What did we discover in the grey?**

**Push research maturity**

**Increase presence**

**Creative and inspiring**

# Research coaching instead of 'democratisation'?



**Thank you!**

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