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The NCredible Framework Workshop
ALIGNING ORGANIZATIONAL LEARNING OPPORTUNITIES

WORKSHOP DESCRIPTION

prepared by
twig+fish research practice

workshop description

It is inevitable that in the process of developing a product or service, the development team will encounter questions. The team will wonder who the people are that they serve, what's important to them, and what challenges they face. The team will also wonder if their offering is meaningful, and if it works as intended. While these questions may seem simple to address, they are vulnerable to organizational constraints. Answering these questions involves organizing and rationalizing the proper resources and methods. Without alignment from the team on what exactly needs to be learned, there will be significant waste and inefficiency introduced to the development process.

twig+fish have developed an alignment methodology and framework, which they teach in a full-day workshop. The so-called NCredible Framework is a simple 2x2 matrix that reveals four quadrants of learning opportunities. Attendees learn about the origins of the framework, how it addresses common challenges teams have around understanding people and product, and how to better leverage research resources to address unknowns.

The workshop is designed for researchers, designers, developers, and consumers of research outcomes.

The fun, interactive workshop consists of a heavily-facilitated discussion on how to best address teams' questions. The ensuing debate and discussion reveals why someone intends to ask a question, and the agenda they have for its response. Ultimately, teams better understand why they need to learn something, and what service that learning will provide their offering development.

The NCredible Framework looks at teams' unknowns from two perspectives: what is the agenda behind the question and what service will this learning provide? The resulting quadrants are four learning scopes: Discovery, Exploratory, Definition, and Validation. Attendees learn the differences between the quadrants, and the details needed to credibly design learning approaches for each.

Attendees feel a sense of relief at the end of the workshop: the NCredible Framework gives teams a way to communicate the often-nebulous reality of addressing unknowns.

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attendees

This workshop is for any person who is in the business of product, service, or offering research, design and development. This can include:

- UX Professionals (researchers, designers, strategists)
- Product Owners (managers, developers, designers)
- Marketing Professionals
- Innovation Specialists

Attendees Will Learn…
- Ways to bring awareness to assumptions, agendas, and incomplete questions in the pursuit of addressing an unknown.
- To integrate research into other organizational processes by creating a learning roadmap.
- How to reflect to reveal organizational research habits and patterns that no longer service their organization.
- How to be transparent about the actual work and effort that is required to address research questions.
- How to design studies that will credibly address their research questions, while adapting to the constraints of the business.

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previous workshops

twig+fish have presented the NCredible Framework Workshop at a variety of public-facing events including professional conferences. They also use the NCredible Framework in their own work as Experience Researchers.

2019
EPIC, Providence, RI (November)
User Research London, London, UK (June)
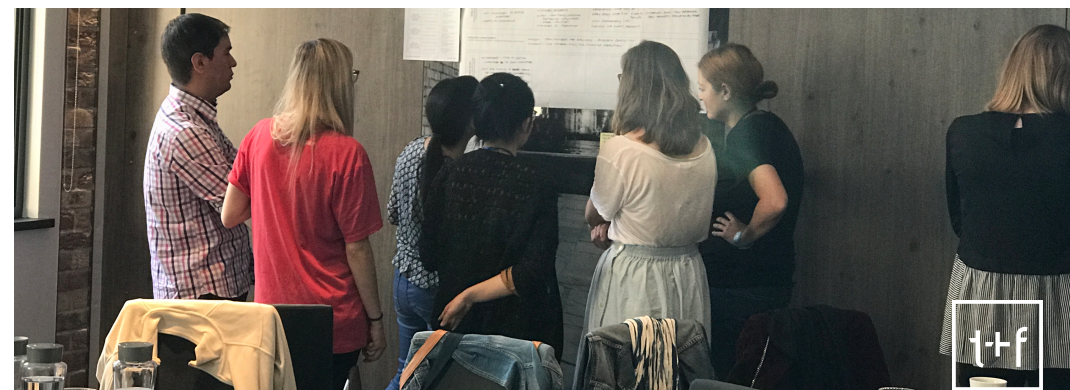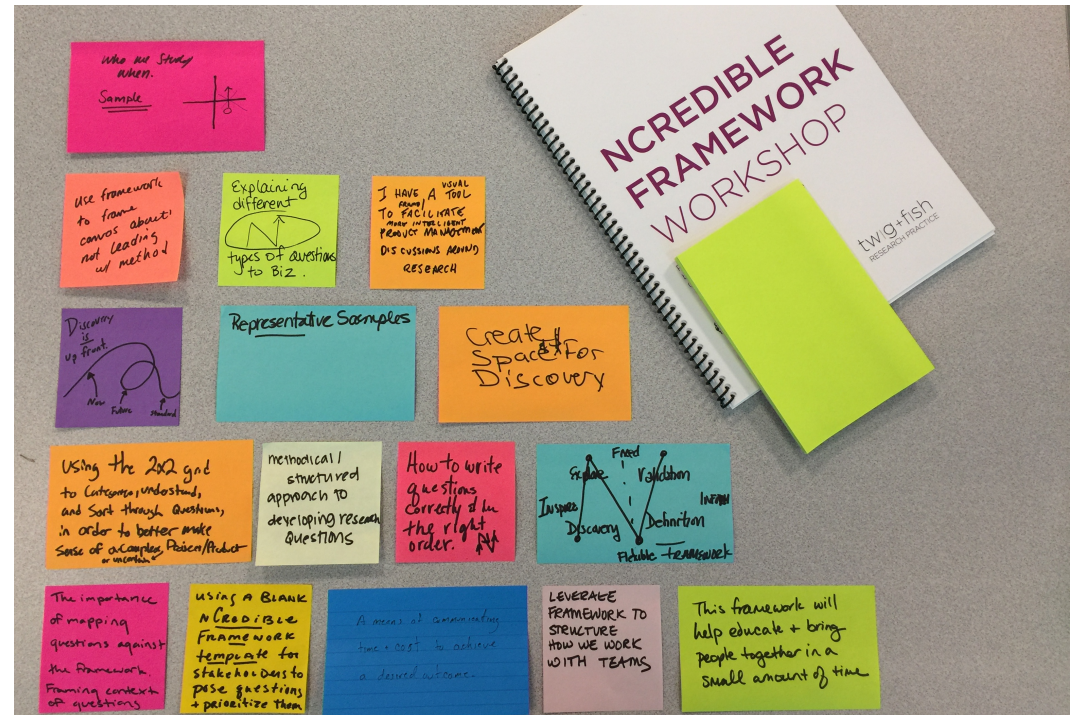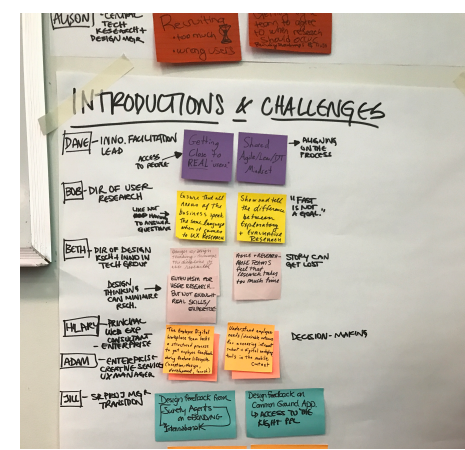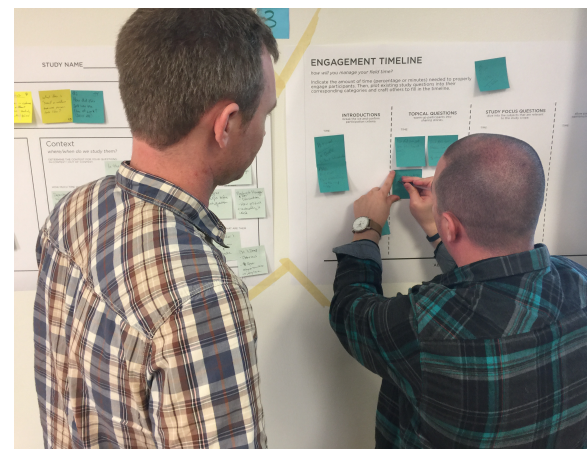UX Insight, Utrecht Netherlands (April)

2018
UX India, Bangalore, India (October)
Talk UX Boston, MA (October)
Decipher, Ann Arbor, Michigan (September)
User Research London, London, UK (June)

2017
CanUX, Ottawa, Canada (November)
Better by Design, Madison, WI (August)
UXPA International, Toronto, Canada (June)
Triangle UXPA, Raleigh, NC (January)

2016
Revolve, Charleston, SC (October)

about twig+fish

twig+fish is a team of two qualitative strategic researchers, Meena Kothandaraman and Zarla Ludin. Their goal is to extend empathic practices across organizations through the process of human-centered research.

Beyond their ability to craft credible and creative observational research studies, they also examine internal team dynamics, attitudes, and knowledge realities that may influence the adoption of human-centered practices.

twig+fish flex research engagements to meet each client's needs and constraints. Through workshops, coaching, observational techniques, and custom study designs, they help teams align around inspirational and informative research findings.

Meena has over 25 years of experience consulting strategically with organizations regarding their product development and customer experience practices. She is also a professor at Bentley University's Human Factors in Information Design graduate program.

Zarla is an applied anthropologist with over 10 years experience collaborating with teams to understand people's motivations and behaviors. She examines organizational realties and brings clarity to complex human dynamics.

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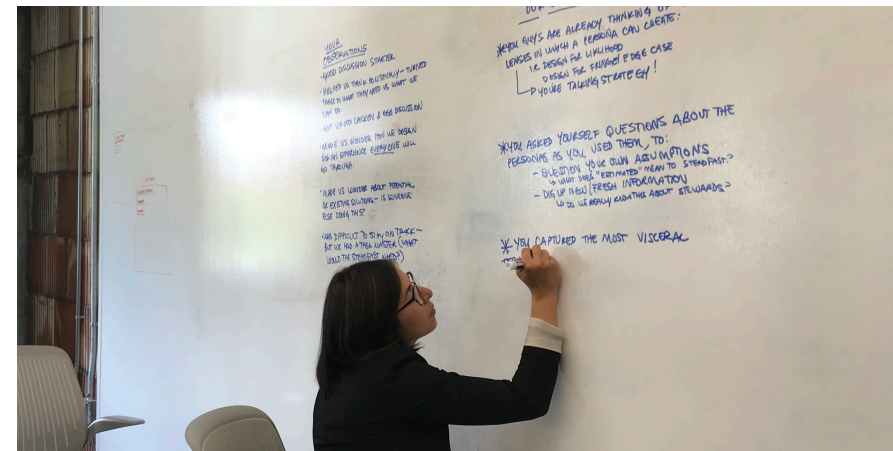
let's do this.

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