



Intro: Read me

This slide deck will serve as an introduction to the STAC Focus Group Session on Wednesday, March 16th.

To prepare for this Focus Group Session, we ask that STAC members **please**:

- ▶ **Review** this PDF ahead of time to frame our short meeting and answer any major questions about the topic we will be covering.
- ▶ **Email** Regan Bosch (regan.bosch@csra.com) if you are unable to attend this meeting in person. The nature of this session is collaborative and interactive, so we need to prepare accordingly to accommodate any virtual participants. Virtual participants will be using a unique visual brainstorming tool and we will distribute further instructions for use directly to applicable participants.

We look forward to working with you on a collaborative set of User Experience exercises.

Sincerely,
The Chesapeake Decisions Research Team

Chesapeake Decisions

Small Group Discussion

Introductions



Who We Are

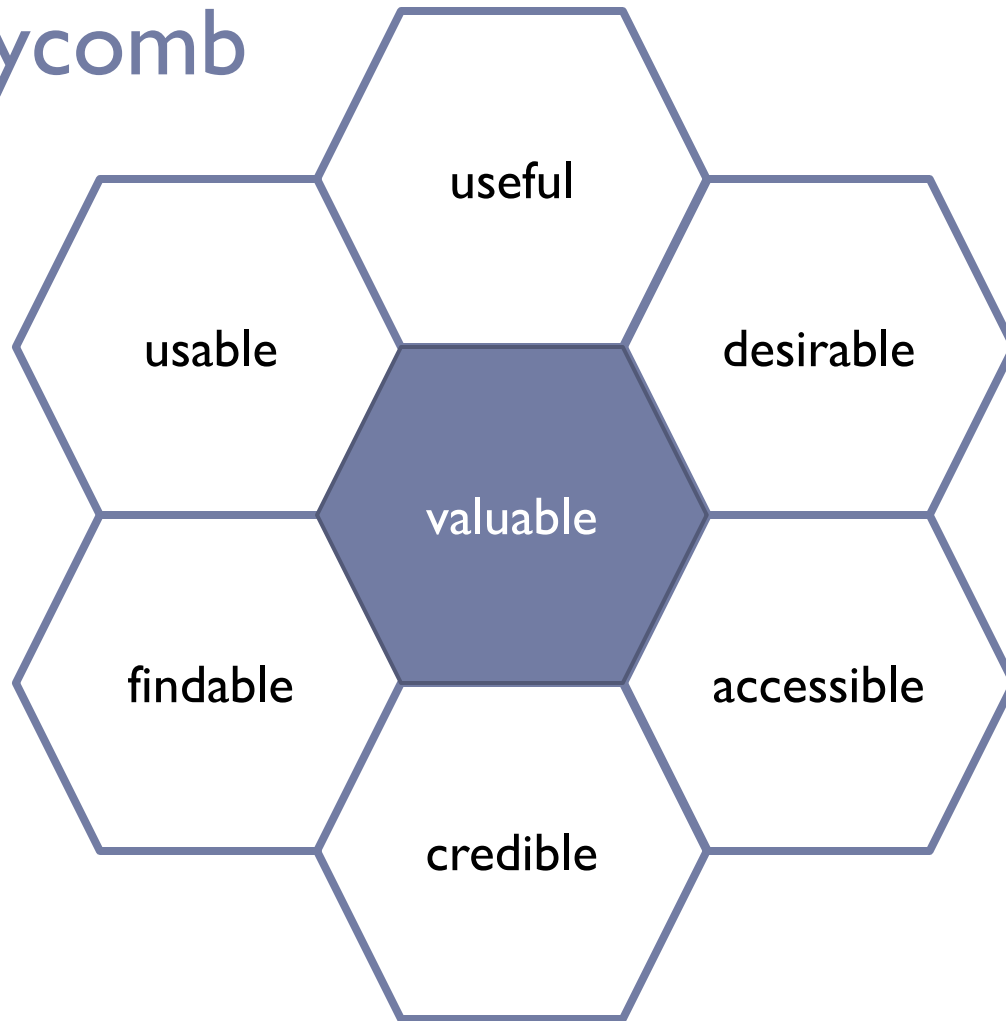
- ▶ We are UX Strategists, which means we conduct research to define user and business needs, in order to design the most valuable solution for all parties

UX
User Experience

Related fields:

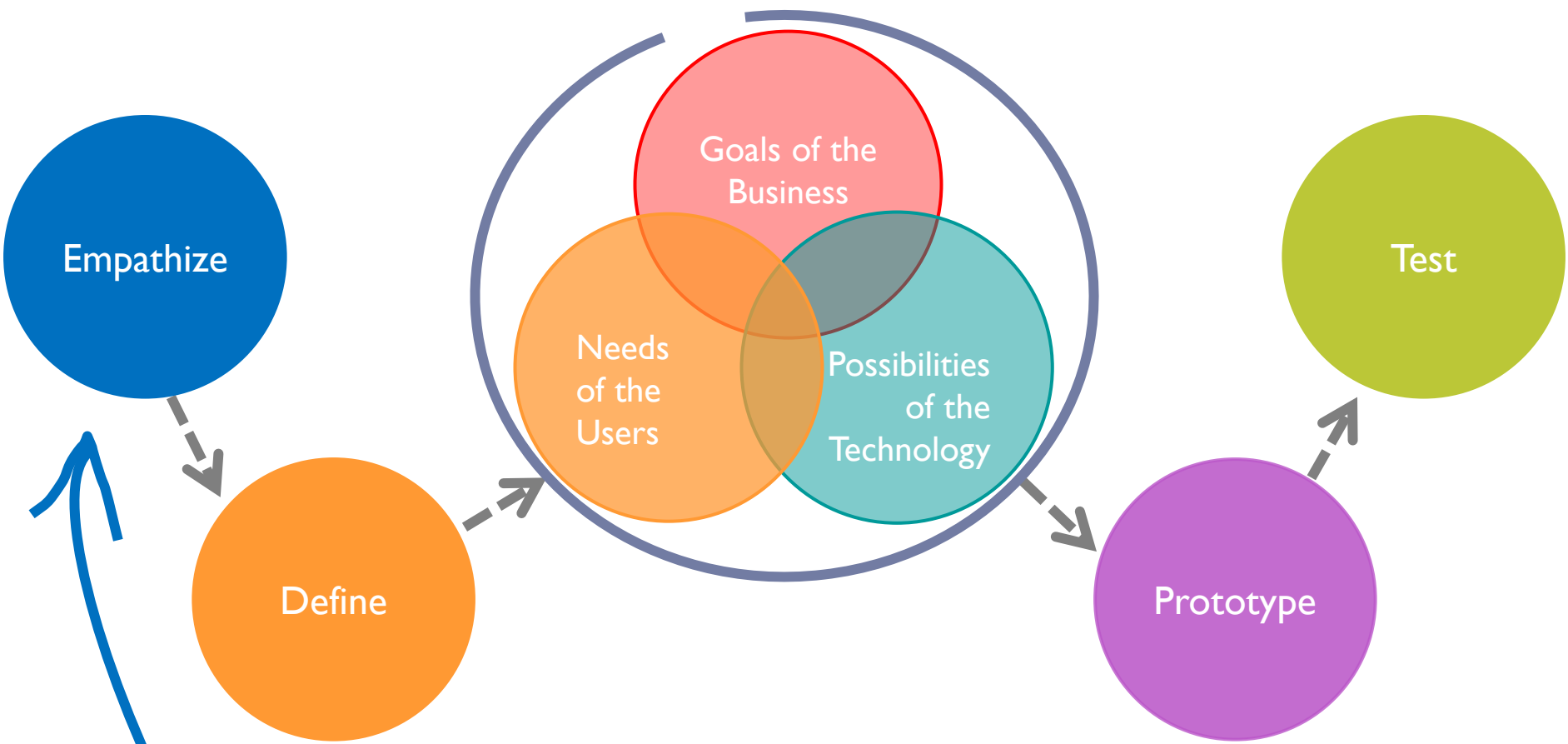
Psychology
Behavioral Science
Design
Technology
Business Strategy
Brand Strategy
Marketing

The User Experience Honeycomb



Our Work with The Chesapeake Bay Program

- ▶ We have been tasked by the Chesapeake Stat team to research the opportunity to improve decision-making as it relates to the Watershed Agreement and Adaptive Management.
- ▶ We do not yet know what form our solution will take, which pain points we will target first, and specifically how we will solve those pain points; but we are getting closer.
- ▶ During our session with the STAC, we will honor the feedback we have already received from the focus group sessions and further hone our direction.



WE ARE HERE:
Conducting Focus Groups, Phone Interviews, Surveys, and Background Research to define our users and their needs

The UX Design Process

Empathize

Background

Interviews

Focus Groups

All Groups:
2 hours, in-person

Management Board

- Examining Themes: Pointed cultural and process reflection
 - Brainstormed possible solutions
- AM Status Check: Articulated sentiments around implementation
 - Defined pain points/complexities, brainstormed possible solutions

*GITs 1-6

- Past Decision Process Map: Identified tools & info needed, pain points
- AM Process Map: Identified tools & info needed, pain points
 - Brainstormed possible solutions to pain points

*STAR, Coordinators/Staffers

- Task Map: Brainstormed list of frequent tasks associated with their role
 - Categorized tasks, identified tools & info needed, pain points
- AM Process Map: (above)

*Local Leaders

- Task Map: (above)

*plus: Flexible Thinking Warm-up - Personality Type Worksheet - AM Elevator Pitch

next: **Phone Interviews:** Members of CAC, LGAC

Goals for This Session

Work through a set of exercises that employ User Research methodology to:

- ▶ Generate additional user needs, themes, and ideas
- ▶ Further refine and color the data received from other focus groups
- ▶ Gain a better understanding of the larger themes and how they relate to existing focus group data