Croeso Welcome! 👋

Cyfarfod ymchwil defnyddwyr yng Nghymru
User Research in Wales Community meet-up 🏴

26th June 2025

User Research in Wales Community

#UserResearchInWales

Am y gymuned

About the community

#UserResearchInWales

- Croeso i'n 4ydd cyfarfod

- Ry'n ni'n sicrhau bod Cymru'n lle anhygoel i fod yn ymchwilydd defnyddiwr

- Mae ein cyfarfodydd yn ein bywiogi! Cyfrannwch gymaint mewn fford

- Welcome to our 4th in-person meet-up!

- We are making Wales an amazing place to be a user researchers

- Our meet-ups are here to energise us! Contribute as much as you can in the way that works for you

200 o aelodau
12 aelodau craidd
25 sesiwn
4 digwyddiad wyneb yn wyneb

200 members
12 core members
25 sessions
4 face to face events

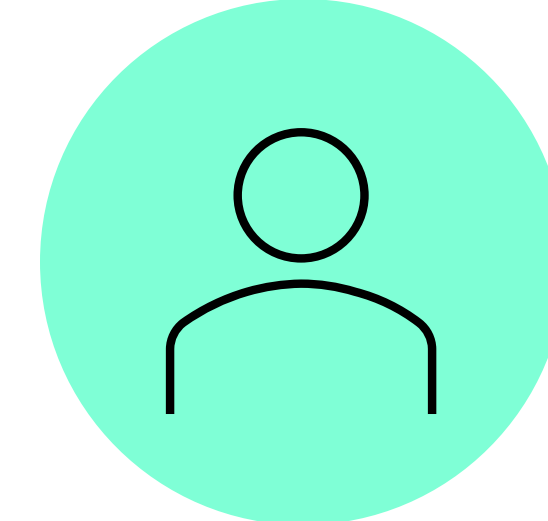# Ein haelodau craidd Our core members

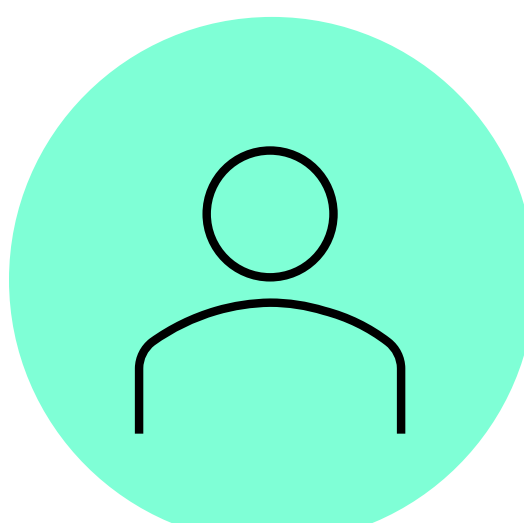**Gabi Mitchem-Evans**
CDPS

Tom Brame
CDPS

Gruff Weston
Iechyd Cyhoeddus Cymru
Public Health Wales

Fiona Johns
Cyngor Bro Morgannwg
Vale of Glamorgan Council

Pauline O'Hare
Gyrfa Cymru
Careers Wales

Charmine Smikle
Gofal Cymdeithasol Cymru
Social Care Wales

Promise Michael
CDPS

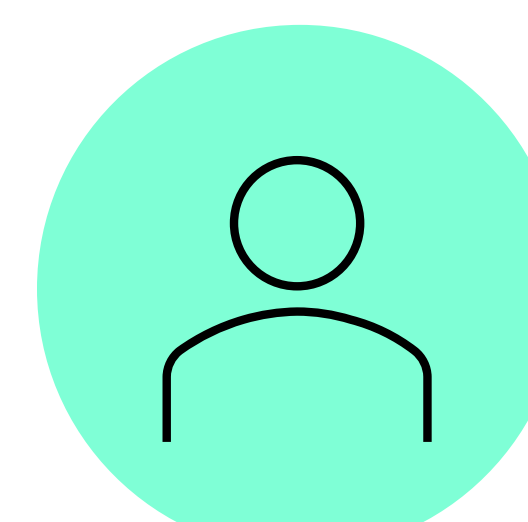**Kathryn Davies**
Prifysgol Caerdydd
Cardiff University

Sian Lloyd-Pugh
Y Llyfrgell Genedlaethol
National Library

Mel Gentle
CDPS

Andrew Arrowsmith
CDPS

Niren Basu
Iechyd a Gofal Digidol Cymru
Digital Health and Care Wales

Ry'n ni'n cael ein harwain gan aelodau ac yn bodoli i:

- **gysylltu** pobl sy'n gweithio mewn neu â diddordeb mewn ymchwil defnyddwyr i rannu arferion da a lleihau dyblygu.
- **hyrwyddo** ymchwil defnyddwyr i wella dylunio a darparu gwasanaethau cyhoeddus yng Nghymru.
- **datblygu** gwybodaeth a sgiliau ymchwil defnyddwyr o fewn gwasanaethau cyhoeddus yng Nghymru
- **trafod**, herio a gwella'r ffordd y mae ymchwil defnyddwyr yn cael ei wneud mewn gwasanaethau cyhoeddus yng Nghymru
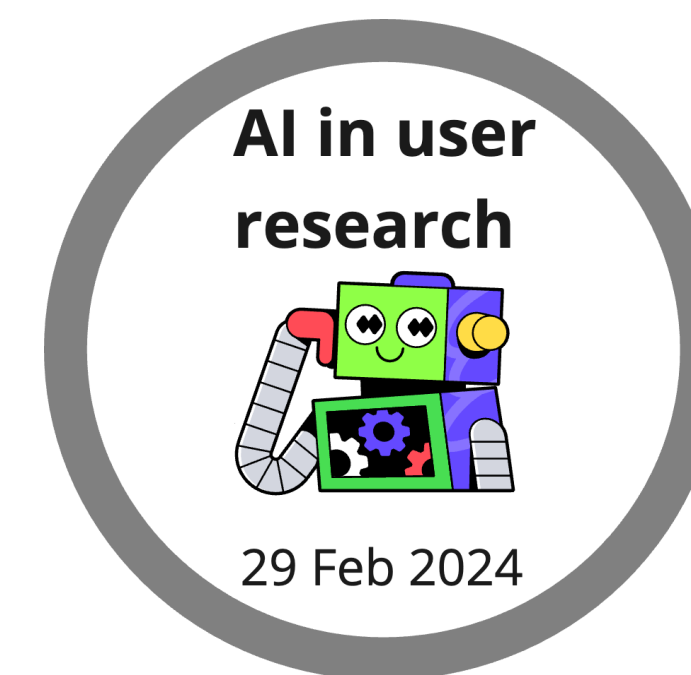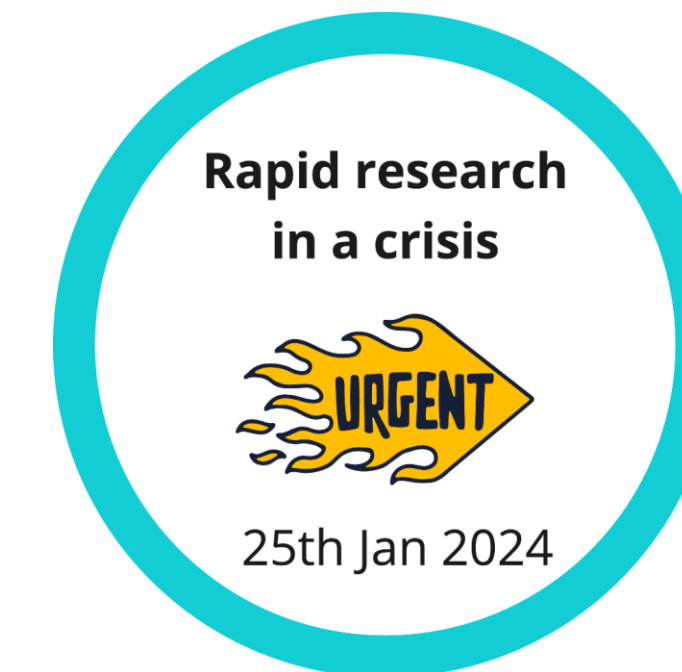
We are member-led and exist to:

- **connect** people across public services in Wales that are interested in or practicing user research to reduce duplication and support our practice

- **champion** the importance of user research for helping public services in Wales deliver and design better public services

- **develop** user research knowledge and skills within public services in Wales

- **discuss**, challenge and improve the way user research is carried out in public services in Wales

Beth sydd ei angen arnoch gan y gymuned Tell us what you need from the community

Ry'n ni'n dewis pynciau yn seiliedig ar anghenion ein haelodau, daliwch ati i ddweud wrthom fel y gallwn sicrhau eu bod yn ddefnyddiol!

We choose topics based on our member's needs, please keep telling us so we can make sure they're useful!

Launch!
20th April 2023

Inclusive recruitment
WANTED FEEDBACK
25th May 2023

Career development
WORK IN PROGRESS
29 June 2023

Discovery
27 July 2023

Rapid research in a crisis
URGENT
25th Jan 2024

Advocating for UCD
31st Aug 2023

Face-to-face #1
26 Oct 2023

Participant panels
25th July 2024

Welsh language User Research event
25th April 2024

Co-design
28 Nov 2024

AI in user research
29 Feb 2024

Problem solving clinic #1
27th June 2024

Heddiw
About today

#UserResearchInWales

Cytundeb grŵp Group agreement

- Ry'n ni eisiau clywed wrthoch chi gyd, ni waeth beth yw eich profiad neu allu gydag ymchwil defnyddwyr!

- Byddwch yn **agored**, dyma le i rannu a dysgu o brofiadau eich gilydd heb farn

- Mae'n **ofod diogel** – ry'n ni yma i gefnogi ein gilydd - peidiwch â rhannu straeon personol unrhyw un y tu allan i'r gymuned (heb eu caniatâd)

- **Cydweithio** a rhwydweithio, mae heddiw yn ymwneud â nodi cyfleoedd i gydweithio a lleihau dyblygu o fewn ein hymchwil

- We want to hear from you **all**, no matter your experience or ability with user research!

- Be **open**, this a space to **share** and learn from each other's experiences without judgement

- This is a **safe space** - we are here to support each other - please do not share anyone's personal stories beyond the community (without their permission)

- **Collaborate** and network, today is about identifying opportunities to work together and reduce duplication in our research

Rydym yma i:

- rannu a dathlu'r ffaith bod ymchwil defnyddiwr yn digwydd o fewn sector cyhoeddus Cymru
- ddysgu sgiliau ymchwil creadigol newydd a chyfleoedd i'w defnyddio
- rwydweithio gyda ymchwilwyr eraill yng Nghymru
- cyfle i gymdeithasu :)

We are here to:

- share and celebrate user research happening in the Welsh public sector
- learn new creative research methods and find opportunities to apply them
- network with other researchers in Wales
- socialise afterwards 😄

Trefn y dydd Running order

10-10.30am	Cyrraedd, coffi a sgwrs
10.30-10.45am	Croeso a chyflwyniad
10.45-12.00pm	Gweithgaredd 1: Sgyrsiau cyflym
12.00-12.30pm	Gweithgaredd 2: Rhwydweithio
12.30-1.15pm	*Cinio*
1.15-2.00pm	Sgwrs: Ymchwil creadigol a dulliau gweithio wyneb yn wyneb
2.00-3.30pm	Gweithgaredd 3: Dyluniwch methodoleg ymchwil gan ddefnyddio'r Cardiau Anrhefn
3.30-4pm	Cyfle i adlewyrchu
4pm-onward	Cyfle i gymdeithasu

10-10.30am	Arrive, coffee and chat
10.30-10.45am	Welcome and intro
10.45-12.00pm	Activity 1: Lightning talks and questions
12.00-12.30pm	Activity 2: Networking
12.30-1.15pm	*Lunch*
1.15-2.00pm	Talk: Creative research and in-person methods
2.00-3.30pm	Activity 3: Design a creative research methodology using chaos cards
3.30-4pm	Check-out
4pm-onward	Post-event social

Defnyddiwch ein hashnod i'n tagio mewn unrhyw luniau neu negeseuon am y digwyddiad

Use our hashtag to tag us in pictures or posts about the event

#UserResearchInWales

Gweithgareddau
Activities

#UserResearchInWales

Gweithgaredd 1: Sgyrsiau cyflym ⚡

⏰ **10:45 – 12:00 (1 hour 15)**

☐ Byddwn yn clywed sgyrsiau cyflym gan aelodau ar draws y gymuned

☐ Bydd pob unigolyn yn cyflwyno eu prosiect (2-3 munud)

☐ **Dywedwch wrthym am beth ydych chi'n gweithio arno, beth yw'r ymchwil, a'r hyn rydych chi am ei ddysgu**

☐ Gofynnwch gwestiynau ar y diwedd

Activity 1: Lightning talks ⚡

- We will hear lightning talks from members across the community

- Each person presents their project at a time (2-3 mins each)

- **Tell us about what you're working on, what the research is, what you want to learn**

- Ask questions at the end of their talk

Gweithgaredd 2: Rhwydweithio ☕

⏰ **12:00 – 12:30 (30 mins)**

Siaradwch gyda rhywun newydd!
Gan ddarganfod:
1. Un peth y gallwch ei ddysgu gan y person
2. Un peth y gallwch chi helpu'r person gyda

Ysgrifennwch ar y bwrdd!

Activity 2: Networking ☕

Chat to someone new! Find out:
1. One thing you can learn from someone
2. One thing you can help/ share someone with

Write it on the board!

Gadewch inni greu ymchwil defnyddiwr creadigol unwaith eto!
Let's make user research creative again! 🎨

Gabi Mitchem-Evans

User Research in Wales Community

1. **Pam fod hyn yn bwysig?**

2. **Prosiectau ymchwil creadigol**

3. **Dulliau creadigol**

4. **Gweithgaredd – Gruff**

1. **Why is this important?**

2. **Creative research projects**

3. **Creative methods**

4. **Activity – Gruff**

Pam fod creadigrwydd yn bwysig?

Why is creativity important in UR?

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Mae ymchwil defnyddiwr o fewn y sector cyhoeddus yn aml yn cynnwys cyfweliadau, profi ac arolwg. Gall deimlo'n ddiflas.

D'yn ni ddim yn gyffrous bellach!

Sut allwn ni lunio gwasanaethau'r dyfodol pan ry'n ni'n parhau gyda'r hen drefn?

User research in the public sector is often reduced to interviews, usability testing and surveys. It can feel boring and repetitive.

We're not even excited anymore!

How are we supposed to create services of the future when we're doing the same old things?

Serch hynny mae **cyfweliadau** a **phrofi** yn dysgu sgiliau craidd ymchwil defnyddiwr....

Interviews and **usability testing** do, however, teach you the core skills of User Research…

Mae **cyfweliadau** yn dysgu:

- ✅ Creu perthynas
- ✅ Cwestiynu
- ✅ Archwilio
- ✅ Gwrando

Interviews teach:

- ✅ Rapport building
- ✅ Questioning
- ✅ Probing
- ✅ Active listening

Mae **profi defnyddioldeb** yn dysgu:

☑ Sesiynau sy'n ffocysu ar amcanion

☑ Arsylwi

☑ Dadansoddiad ymddygiad

☑ Dadansoddi tasg

Usability testing teaches:

☑ Objective focused sessions

☑ Observation

☑ Behaviour analysis

☑ Task analysis

Mae'r rhain yn sgiliau hanfodol sydd ei angen arnoch fel ymchwil defnyddiwr, ac mae arddulliau eraill yn tyfu o'r rhain.

These are the fundamental skills you need as a researcher, and most other methods grow from these two.

"**Design research** is the process of gathering, analysing and interpreting data and insights to inspire, guide and provide context for designs."

Credit: Design Humanly
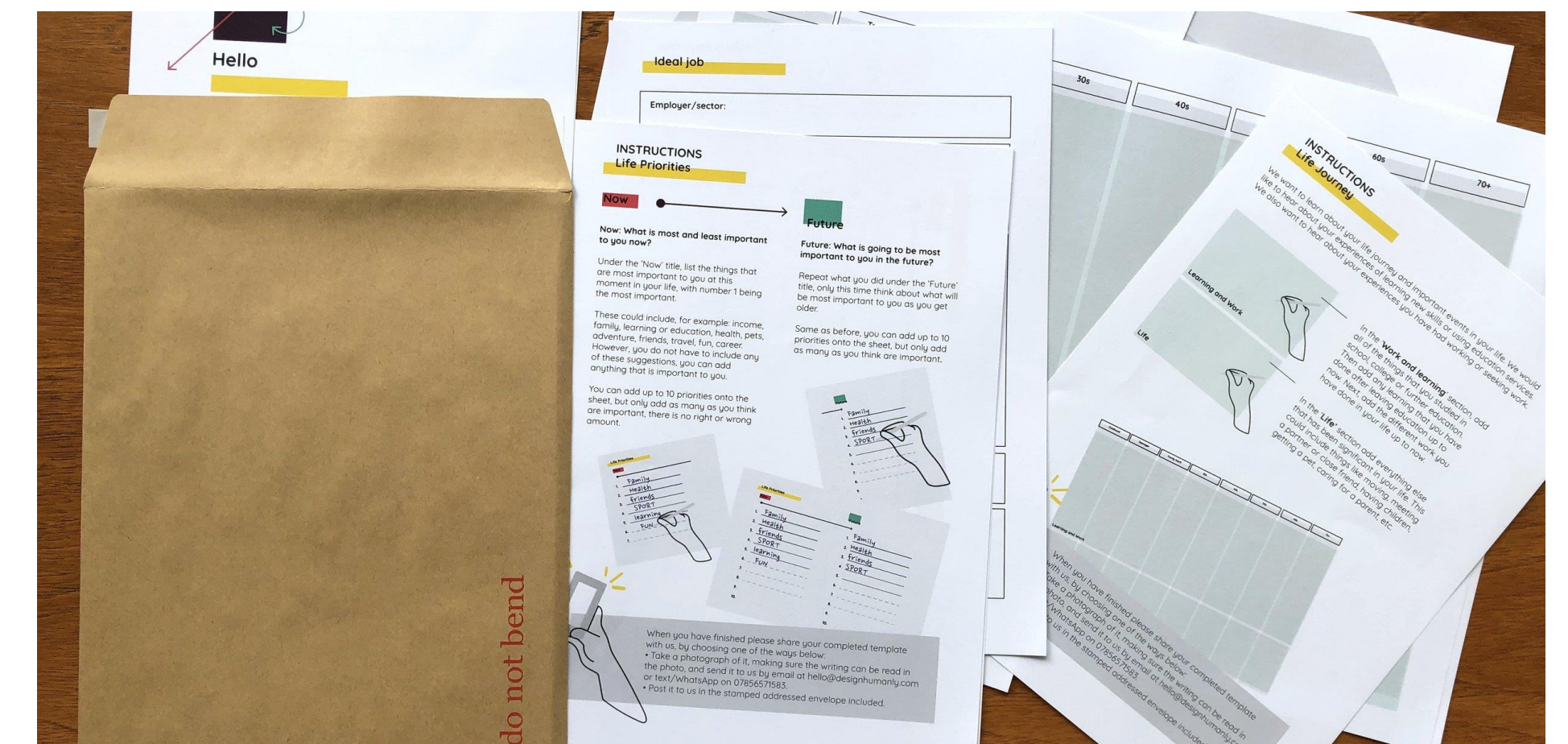
"Creativity is not painting and drawing, it's allowing yourself to think in a different way"

- Liam Collins, Senior Interaction Designer

Ein gwaith o fewn y sector cyhoeddus yw i ddeall sut ma staff y llywodraeth a'r ffordd mae **gwaith** a **bywyd** cyhoeddus yn dylunio pethau i **wella bywdau**.

Mae'r rhan ddylunio yn rhywbeth y gall ymchwil chwarae rôl ynddi.

Our job in public sector is to understand the way government staff and the public **work** and **live** to design things that **improve lives**.

The design part is something research can and should play a role in.

O le ry'n ni'n cael ein ysbrydoliaeth?

Ydyn ni wir yn deall sut mae pethau'n gweithio?

Ry'n ni'n aml heb ddealltwriaeth o'r cynnwys ry'n ni'n cynllunio ar ei gyfer. A dyna bwrpas heddiw!

Where are we getting our inspiration from?

Do we truly understand how things work?

We are often lacking a deep understanding of the contexts we're designing for. This is where today comes in!

Pan yn adeiladu gwasanaeth dylai pawb ddilyn Safon Gwasanaeth Digidol Cymru.

"**Cwrdd ag anghenion defnyddiwr"** yw rhan cynta'r safon. Mae'r safon yn annog ymchwil i wneud hyn.

Byddwch yn greadigol gan gyflawni'r anghenion hynny!

When building services we should all be following the Digital Service Standard for Wales.

'**Meet user needs'** is the very first part of the standard. The standard encourages user research to do this.

But we don't set out restrictive rules for that.

Let's get creative and meet those needs!

- Mae ardull ond yn ddefnyddiol os ydych yn gwybod beth rydych yn geisio'i ddysgu ymlaenllaw

- Meddyliwch " os ydwi'n gadael y sesiwn yn gwbod X o bethau, mae wedi gweithio"

- Pan rydych yn gwybod yr hyn sydd angen ei wybod gallwch fod yn rhydd i sut byddwch yn dysgu

- A method is only useful if you know what you're trying to learn upfront.

- Think "if I leave the session knowing X things, it worked".

- When you know what you need to know you can be more free with how you learn it.

- Nid yw hyn yn esgus ar gyfer cwestiynau arweiniol

- Os ydych yn chwilio am arddull yn gyntaf gallwch deilwra yn unol â hynny- byddwch yn glir o'r hyn sydd ei angen ac adeiladwch ar hynny

- Efallai bydd arddulliau cymhleth yn fwy o sialens- a bydd angen rhywbeth arall

- This isn't an excuse for leading questions.

- If you look at method first you can tailor accordingly – be clear what you need, then build around that.

- More complex methods might not go to plan, we need back ups.

Heddiw byddwn yn...

- Rhannu enghreifftiau o ymchwil greadigol sydd wedi'i ddefnyddio yn y sector cyhoeddus

- Cyflwyno arddulliau newydd

- Rhoi nhw ar waith mewn senarios realistig

- Gadael gan deimlo'n ysbrydoledig ac yn barod am newid!

Today we will…

- Share examples of how creative research has been used in the public sector

- Introduce new methods we could use

- Apply them to our realistic scenarios

- Leave feeling inspired and ready to change the world!

Enghreifftiau o brosiectau creadigol

Creative research project examples

#UserResearchInWales

Investigating contextual use of technology

Kat Davies & Dan Da Silva Leca, Cardiff University

The Centre for Student Life is designed to be a 'one-stop shop' for student services on campus

We regularly host event stands in the open foyer, which is a popular student throughfare.

Kat & Dan

It's been a really good way to have quick 5-minute chats with students, with very little admin overhead compared to user interviews, and we can speak to a lot more people.

We've also used it to explore with students how they are using our digital services within our physical spaces, seeing what works (and doesn't) in context.

This has given us a much broader understanding of how students perceive university communications and services, improving the way we design.

Kat & Dan

ICO head office design

In person workshops

Georgia Eardley

User Centred Design Lead

ico.

Information Commissioner's Office

Objectives:

1. Understand current office experience and behaviour

2. Understand barriers to a good office experience
    (physical, emotional, cultural, technological…)

3. Understand user's ideal office experience and design

Current behaviour and use of physical space

- Each participant receives a set of marbles, representing their available working hours in a week.

- Six pots are provided, labelled with different workplace locations.

- Participants "spend" their marbles by placing them in the pots that best reflect where they typically work.

- This provides a visual snapshot of workspace usage patterns and is used as a springboard for deeper discussion and reflection in groups.

Vision statements for future office

- Each participant receives three index cards.
- On each card they write a key factor that contributes to a good working environment for them Eg natural light
- Cards are collected and randomly redistributed across the groups, ensuring anonymity.
- In groups, participants review the redistributed statements and sort them from most important to least important.
- This process encourages a broad, unbiased discussion about workplace priorities, as participants evaluate the needs of others rather than advocating for their own preferences.
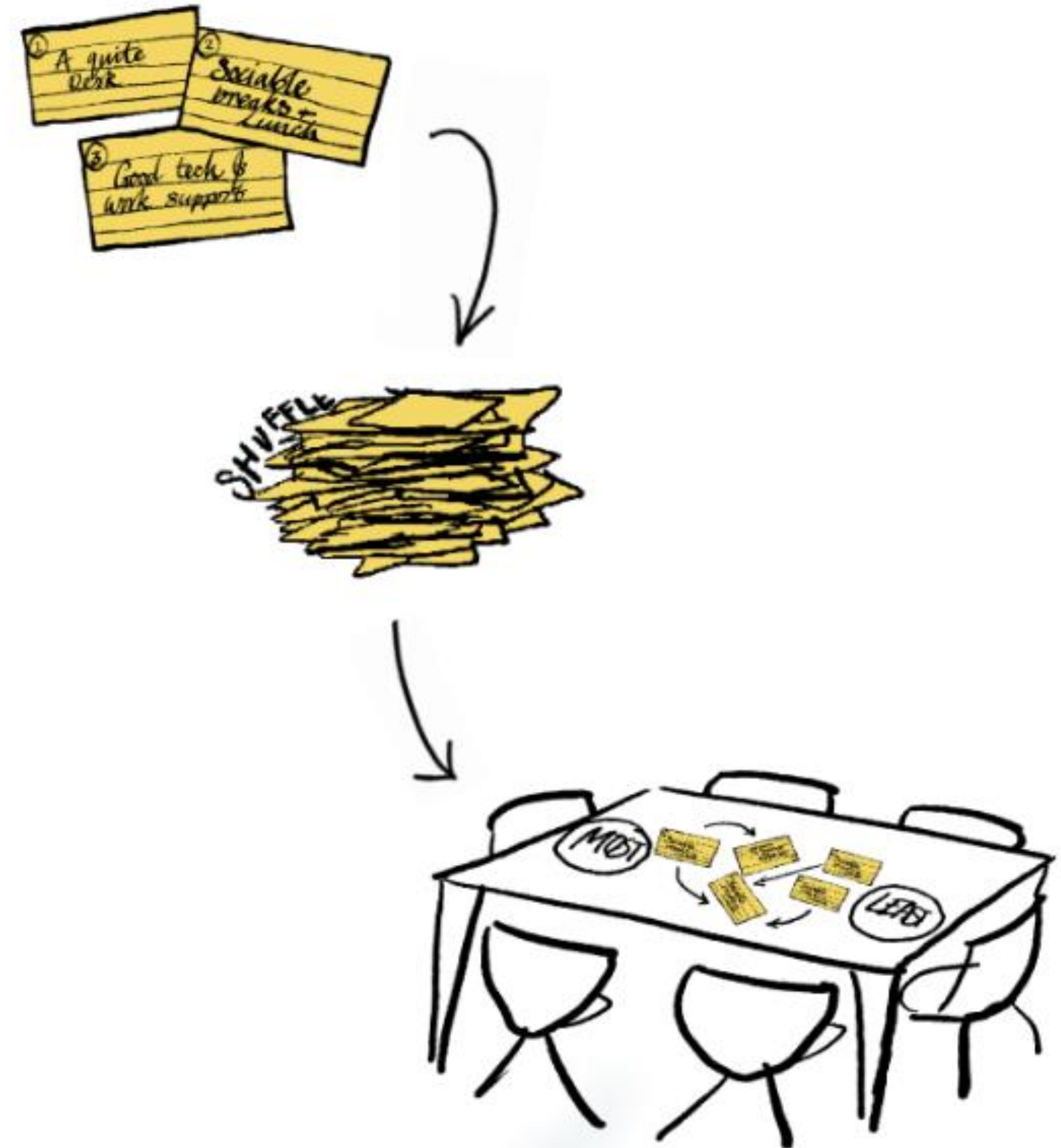
Universal barriers

- Facilitator introduces universal barriers as a concept, explaining origin and purpose.

- Participants individually write down barriers they encounter in their daily work environment.

- Once completed, the group collectively assigns each post it to a universal barrier.

- The categorised barriers are placed on the wall for visibility under three larger headings.

- Participants circulate around the wall, using dot stickers to vote on barriers they personally relate to or believe are significant.

- This exercise helps focus and categorise workplace barriers, fostering a discussion on common challenges and potential solutions.

Design your perfect office

- Working in groups, participants co-create a visual representation of their ideal workplace.

- Facilitators provide a variety of creative materials, including magazines, pens, paper, glue, playdough, and other creative tools.

- Each group nominates one person to present their design.

- This final exercise serves as a culmination of the day's discussions, translating insights into tangible, visualised solutions for an ideal workplace.

Using creative methods on various projects

Gwenno Edwards, Freelance Service Design and Co-production Consultant

gwenno.edwards@gmail.com

STAGE 3:
ENHANCED
SUPPORT

Wheel of life

Score how you're feeling on each segment
(from **0 very poor** in the centre to **5 very good** on the outside)

To understand the current experiences of service users, we did 1-1 interviews and used 'tools' as part of that.

Segments: Plans and hopes, Sleep, Physical Health, Hobbies, Mental Health, Current or desired work, Friendships, Relationships, Money, Family

The segment of the wheel I am **most happy with:**

The segment of the wheel I would **most like to work on:**

Each interviewee was given an "**interview booklet**" as a place where they could sketch and make notes.

It really helped to open up thinking, people aren't always able to answer questions verbally straight away.

Conducted research through **Instagram** - young people saw a different Instagram story prompt every day for 1 week, and responded to it by sending private messages with their responses.

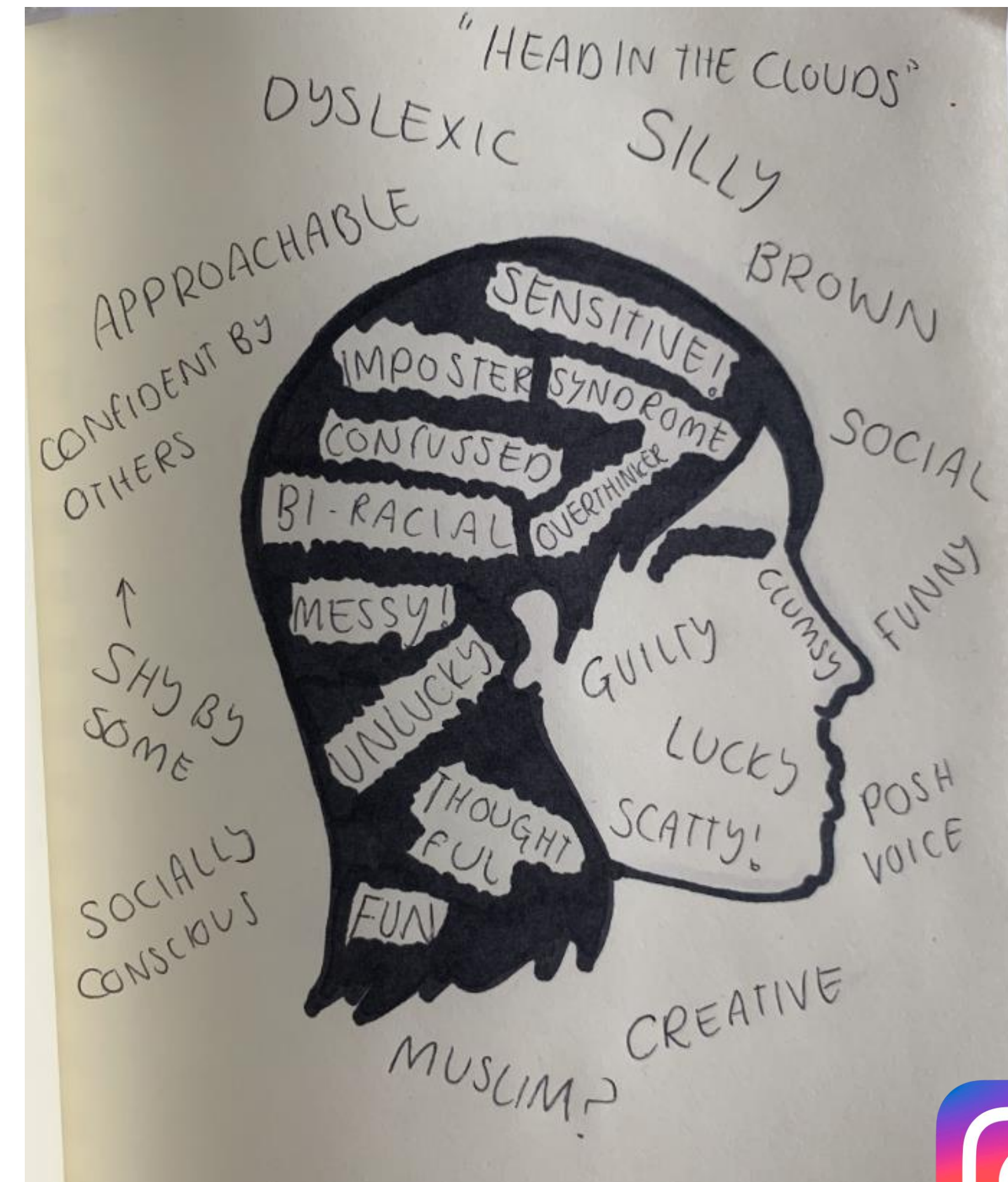It was a big safeguarding challenge. There was lots of work on ethics, and had counselling on hand if needed.
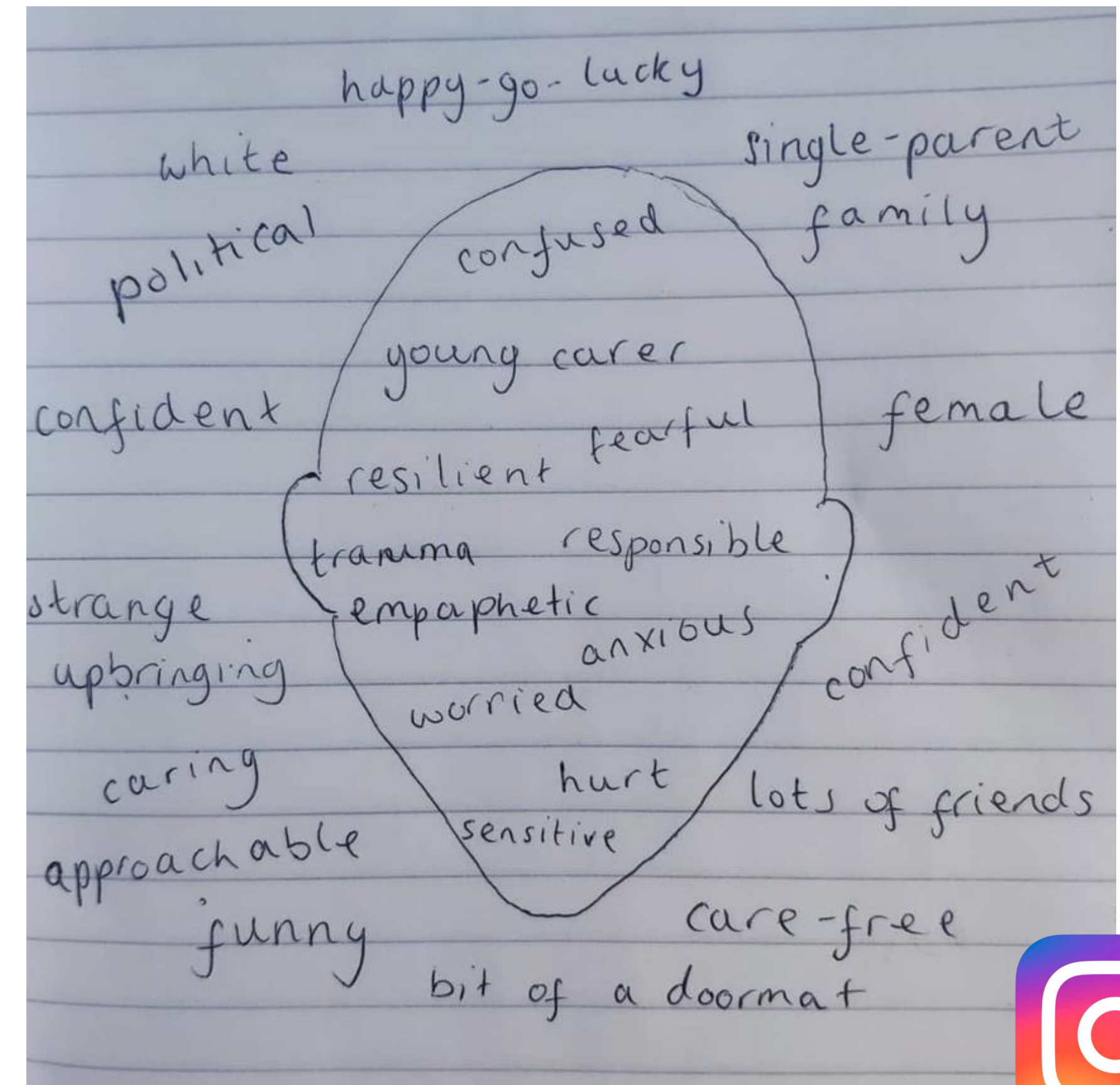
Asked young people to fill in a head graphic.

- Outside the head: words that other people use to describe them
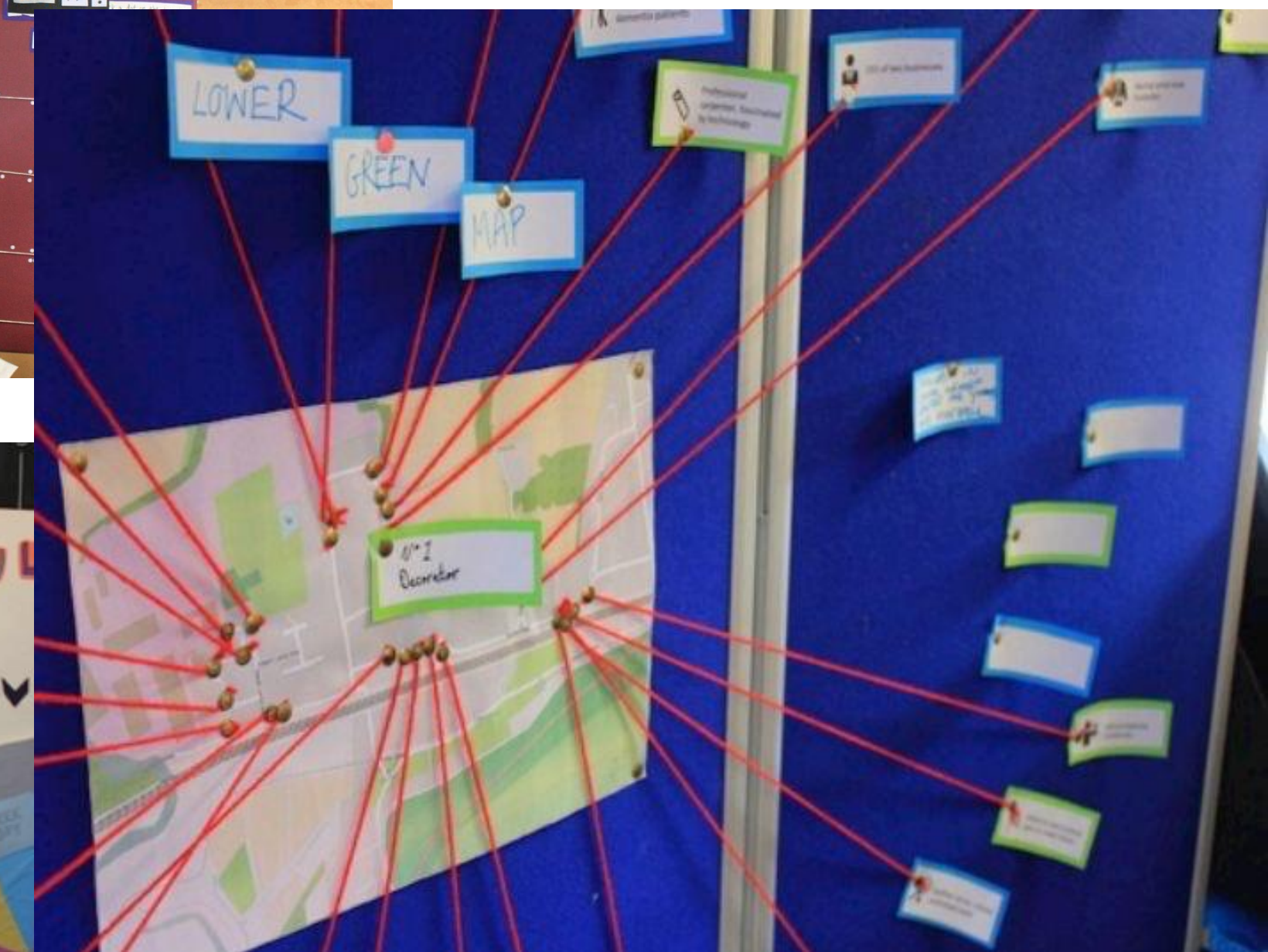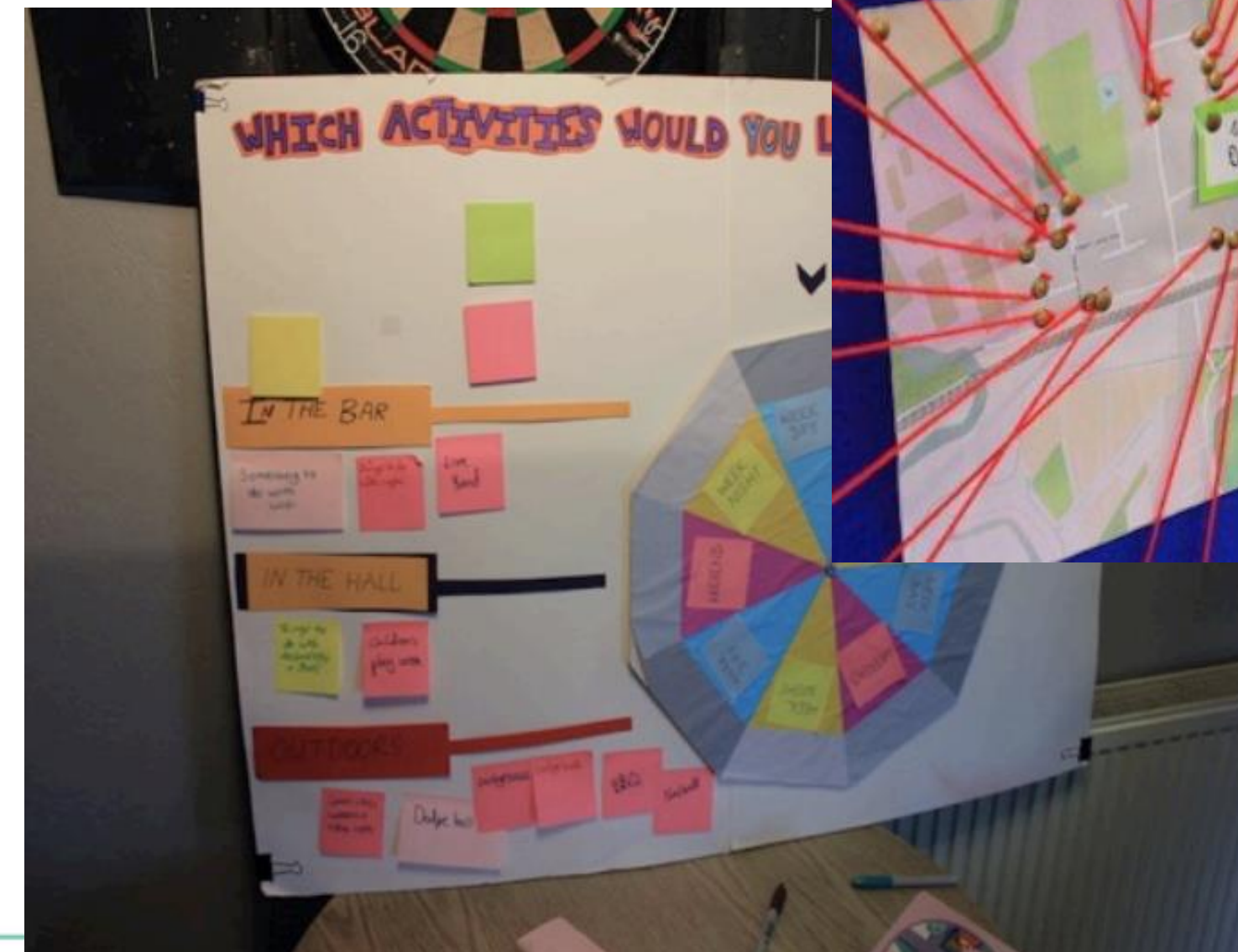
- Inside the head: Things only they, or a few people know

This was one of the first Instagram story prompts. More of a "getting to know you" type question.

Pop-up style and engagement research in a community centre – using physical activities to understand people's needs

Arddulliau creadigol

Creative methods

#UserResearchInWales

1 Role-playing

Acting out the role of users to gain understanding for the routines and behaviours they may do in actual scenarios of use

How to do it?

- Create a low fi version of the task. Get your users or teams to play along.

- Ask them to reflect on what works/ doesn't work.

When is it useful?

- When direct observation isn't feasible or ethical (i.e. personally sensitive situations or access is restricted)

- When you want to challenge your assumptions

- When it can be built on enough realistic evidence to guide the exercise

2 Highlighter testing 🖊️

Take your content or designs to users on paper, let them call out their views

How to do it?

- Provide participants with your content or design using paper print-outs or virtually.

- Provide colours or visual codes for what type of feedback you want i.e. good/ bad, let them make amendments or suggestions.

When is it useful?

- When you need to get people to engage with content.

- When you want users to feel ownership over designs.

- When you want to show how people feel about content to stakeholders.
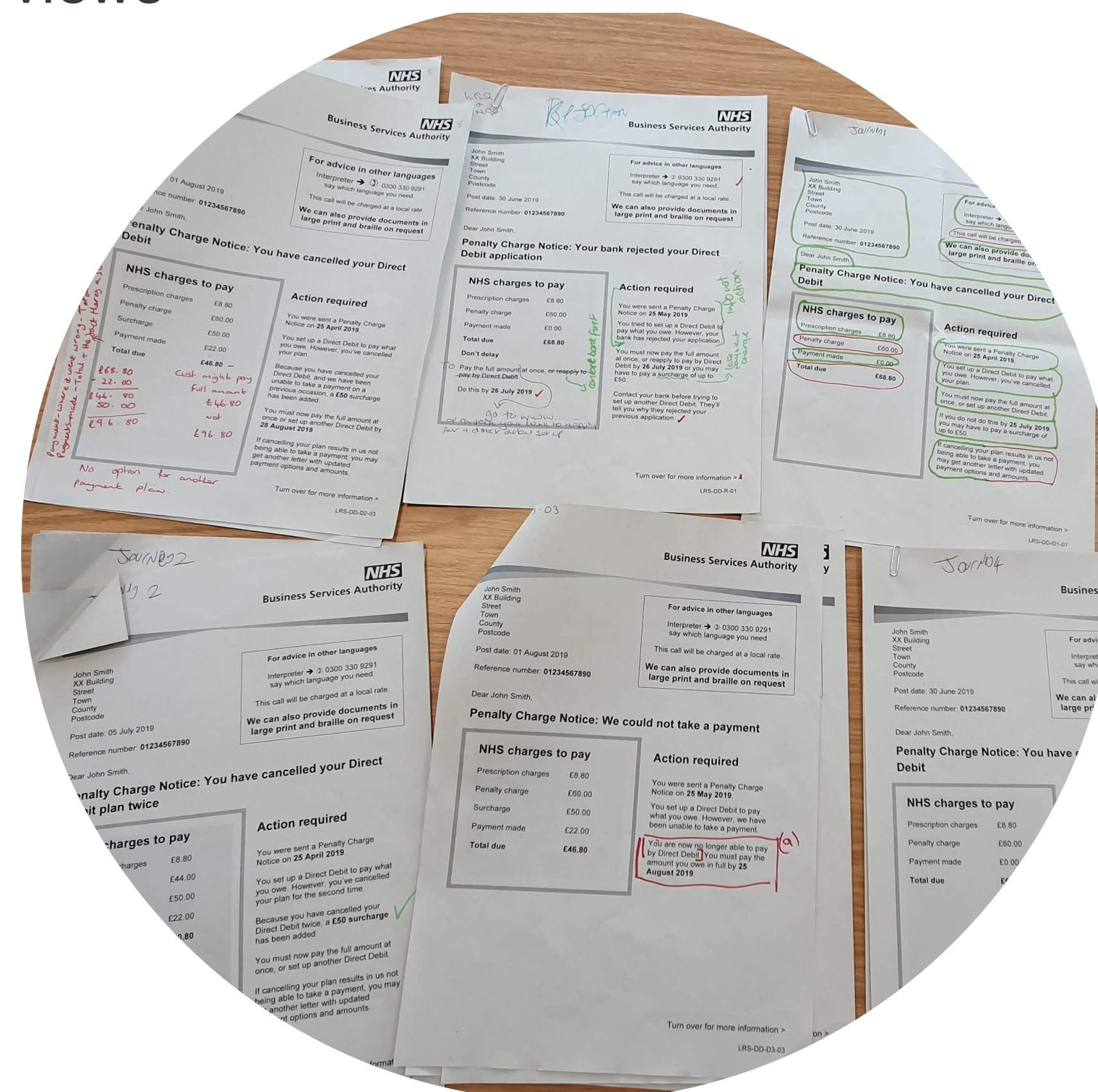
3 Diary study 📔

A guiding artifact that allows people to conveniently and expressively convey personal details about their daily activities to a researcher over time.

How to do it?

- Can use an actual diary, survey, Whatsapp group - however works

- Set up expectations around feedback, structure, cadence etc. and provide guidance on how to fill in and when

- Send reminders to your users to prompt them throughout

When is it useful?

- When you want to track or understand long term journeys

- When you want to put the engagement on your users terms

- When you want to gain a richer understanding of someone's experience

4 Collage 🎨

Where participants can visually express their thoughts, feelings, desires and other areas of their life through visual means.

How to do it?

- Provide participants with card, magazines/ images/ words/ letters/ shapes and glue sticks or create the same environment virtually.

- Each participants individually fills in and talks through with the researcher.

When is it useful?

- When you need participants to express themselves on topics that are difficult to articulate using traditional means.

- When you need rich findings to communicate deep feelings or contexts to stakeholders.

5 Tools

Using tools/ artefacts or stimuli to get users to engage with topics in different manners

How to do it?

- This can be using elements of the service to test or creating new artefacts to prompt certain feedback from participants.

- Or recreating in different methods, like card sorting.

- You could send these in the post to do ahead of your session, or you could do them during an interview as part of your session.

When is it useful?

- When you want people to engage, but break the usual engagement to allow for new forms of thinking.

Photo credit: Design Humanly

Gweithgaredd 3: Dyluniwch methodoleg ymchwil gan ddefnyddio'r Cardiau Anrhefn 💥

⏰ **14:00 – 15:30 (1 hr 30 mins)**

1. Dewiswch un prosiect i weithio arni

2. Dilynwch y cyfarwyddiadau ar y papur

3. Rhannwch yr hyn rydych wedi'i drafod a'i benderfynu

Activity 3: Design a creative research methodology using Chaos Cards 💥

1. Decide on one project to work through the exercise with.

2. Follow instructions on the sheet

3. Share with the wider group what you discussed and decided

Method card: 1, 2, 4 all

The method we have just used to reflect on the process of "arriving" is one of the 'Liberating Structures' called 1, 2, 4 all. It represents:

1: some time silent and solo for people to think and gather their thoughts

2: time in pairs to share thoughts and reflect with one other person.

4: pairs combined to share thoughts and synthesise common ideas

All: hearing back from the groups of 4 (headline points)

Cyfle i adlewyrchu 💬
Check-out 💬
⏰ **15:30 – 16:00 (30 mins)**

Take 2 minutes to reflect individually on you've learned today:

- "I used to think…"

- "And now I think…"

1. Write these on post-it note/s.

2. Share what you've learned with the person next to you.

3. Put it on the wall to share with the wider group.

- Humanly are looking to make connections with freelance Welsh-speaking URs, if interested get in touch - **hello@designhumanly.com**

Centre for Digital Public Services / Canolfan Gwasanaethau Cyhoeddus Digidol

Diolch i chi am ddod!

Os hoffech roi adborth i ni, sganiwch y cod QR neu ddefnyddio'r cod **3790 1400** ar menti.com

Thank you for attending!

Please leave us feedback by scanning the QR code or entering the code **3790 1400** to Menti.com

#UserResearchInWales

User.research@digitalpublicservices.gov.wales