KIRA DHALIWAL

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A User Researcher with over 5 years of experience in conducting user-centered research for digital services across public and private sectors. Has significant previous experience in UX design and service design, with a wide range of skills which she can draw upon as needed.

She has worked across all phases of the product lifecycle from discovery through to live, including for the MoJ, Wellcome Trust, NHS England, DfE, NAO, and Citizen's Advice.

Skills

- **Leading and conducting** UX research individually and in product and design teams
- Conducting **qualitative research** – user interviews, usability tests, journey mapping workshops, card sorting and tree testing, field studies, concept testing
- Conducting **quantitative and analytical research** – surveys, A/B testing, unmoderated testing, analytics
- Creating **research documentation**: research roadmaps, research plans, service blueprints, research reports, user journeys
- **Workshop facilitation** with product teams, stakeholders and users of products
- Working on **all product lifecycle phases**: discovery, alpha, private beta, public beta and live
- Planning **inclusive and diverse user research** with different groups including civil servants, service users of charities, those with access needs and the general public
- **Presenting research findings** to product teams, C-level, stakeholders and senior civil servants
- Implementing **design and research strategy** within teams and leading workstreams
- **Collaborating across teams**, government departments and charities to influence change at systemic levels using research findings and evidence
- Working in Agile, Scrum, Kanban and Lean
- Working with **GDS guidelines**
- **Mentoring** junior UX researchers

December 2024 to Present
User Researcher – NHS England (Digital) | Hippo Digital

Working on the continuous improvement of the live service 'NHS login'.

- Conducted qualitative research with 'non-typical' user groups to address a critical gap for when users are unable to create accounts for NHS login, accounting for 4% of users. From this work:
    - It will avoid unnecessary cost for service and save up to £423k – £1.29m/year on automated checks by rerouting failed users to alternative fallback journey
    - Reduce workload on internal NHS staff and save £46k – £86k/year savings on ID checker ops by actively steering users towards more successful NHS number route
    - Improve user experience, up to 32% increase in journey success rate by introducing the unhappy path that guides users and provides clarity through each step
- Conducted unmoderated and quantitative research to investigate the understandability and usefulness of using FIDO2 logins (passkeys). From this work:
    - Passkeys makes logging in faster and more secure for users, avoids password issues, and saves the service on OTP costs, which currently cost around £61k a week
    - It also reduces support requests related to account loss and recovery
- Conducted qualitative research to understand the issues users face with the ID verification journeys and how we can resolve them through new features. From this work:
    - We launched blur detection for ID verification. So far, this has stopped around 37k unsuccessful photos per month coming through to internal NHS staff
    - Planned future features to help users with ID verification including cropping and glare detection.
- Conducted unmoderated research to investigate user's perspectives when NHS login shuts down and restores accounts through cognito
    - From this we have set up the 'emergency state' for NHS login, which affects 43 million users, and to make sure that users are fully informed and understand their personal and health information is safe

August 2024 to September 2024
User Researcher – Wellcome Trust | dxw

Working alongside a service designer to understand the user's experience of the Wellcome Library in the present and for the future. An 8 week discovery.

- Responsible for leading the in-person pop-up research conducted in the Wellcome Library to understand people's experiences using the library
- Supported the team on documenting findings and insights alongside a service blueprint of a person's experience of the Wellcome Library
- Conducted desk research on the future of libraries and community spaces

February 2023 to May 2024
User Researcher – Ministry of Justice | dxw

Working on CAS-2 (Community Accommodation Service Tier 2), a project replacing the paper process of Prison Offender Managers applying for post custodial accommodation on behalf of those leaving prison.

- Led the design and research team through several GDS phases of a project (discovery to live)
- Conducted qual and quant research methodologies
- Worked alongside a service designer to create a service blueprint of the current journey of the CAS-2 paper process
- Established a regular cadence of research sprints to continually test designs
- Built a research recruitment database to be able to recruit quickly and inclusively
- Conducted field studies with Prison Officers in prisons during our beta phase
- Created detailed research documentation including a living deck, database, roadmap and design recommendations to keep communication clear to the team

July 2022 to February 2023
User Researcher – Department for Education | dxw

Working on 'Apply to become an academy', a service replacing the paper process of schools applying to become an academy by joining a trust, working in the alpha and beta phase of the project.

- Conducted several different qualitative research methodologies
- Facilitated several workshops with the product team and stakeholders
- Conducted research with civil servants in the DfE and school leaders

May 2022
User Researcher – National Audit Office | dxw

Testing the main website for the NAO during the beta phase, a six week sprint.

- Conducted user interviews and usability tests with diverse users
- Conducted workshops with clients and stakeholders
- Produced a report containing research findings, insights and recommendations

April 2022
User Researcher – Citizen's Advice | dxw

Working on two work streams within a six week sprint. One workstream being a content evaluation of the IA for the policy part of the website. And the other focusing on understanding mental models and how to improve fundraising through the website.

- Conducted concurrent research for both workstreams
- Ran open and closed card sorts for internal and external users
- Ran user interviews and concept tests with active charity fundraisers and donors
- Produced two reports containing research findings, insights and recommendations

April 2021 to February 2022
User Researcher – Ministry of Justice | dxw

Working on the PPUD replacement project, a legacy system to be replaced by five different services. Working from discovery to beta.

- Leading on several 'mini discoveries' to understand the many uses of the legacy system
- Facilitating workshops with several teams using the legacy system
- Creating service maps of all the user journeys used on PPUD
- Producing several reports from the mini discoveries
- Desk research into how the justice system works
- Collaborating with other MoJ teams to understand how different systems and user groups work together

<u>Feedback</u>

"Kira has worked very well with the designers, discussing UR findings and how these can be translated into features which help to meet user needs. Kira has also supported a junior member of staff who wishes to move into the UR profession. Kira has mentored them and given them opportunities to develop their knowledge and skills, which will be of great benefit to the DfE." *– Product Manager, DfE, Apply to become an academy*

"Her approach to research is very inclusive. Kira is keen to bring every member of our team to research and discovery sessions as often as possible. She sees importance in communicating findings to every stakeholder as much as possible" *– Business Analyst, DfE, Apply to become an academy*

"Kira has consistently demonstrated exceptional skills in her user research methodologies. Her ability to design and conduct thorough research studies has provided valuable insights that have significantly influenced our development. Kira has shown a strong aptitude for analysing qualitative and quantitative data. Her findings are always well–organised and presented clearly, making it easy for the team to understand user needs and preferences. Kira has introduced innovative research techniques that have enriched our understanding of user behaviour. Her creativity in approaching research challenges is commendable. Kira's communication skills are very strong. Whether presenting research findings or contributing to team discussions, she articulates her thoughts clearly and confidently." *– Product Owner, NHS England, NHS login*

"Kira was great to work with. She's a great communicator and worked well in our team. She helped me with any questions I had initially when joining the project and really welcomed me to the team and dxw. She recruited all the participants and hosted back to back research sessions and was incredibly relaxed throughout. It was great to work with Kira and I hope to work with her in the future as she was brilliant to work with." *– UX designer, MoJ, CAS–2*