



USER RESEARCHER

Organisational

This role is responsible for planning, designing and carrying out research activities with users that help teams get a deep understanding of their users. This research informs proposition, service, content and interaction design so that digital solutions work well for users.

BUSINESS

Transformational Leadership	13
Communication	20
Collaboration	18
Adaptability	14
Commercial Mindset	11
Business Analysis	16

DIGITAL

Lifecycle Assurance & Quality Management	4
Data Fundamentals	6
Data Modelling	4
Analytics & Intelligence	12
Experience & Application	20
Security & Ethics	14