

# Intro: Read me

This slide deck will serve as an introduction to the Management Board Focus Group Session on Thursday, March 10<sup>th</sup>, 10:15am-12:15pm in the Fish Shack.

To prepare for this Focus Group Session, we ask that Management Board 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](mailto: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.
- ▶ **Note** that participation in this focus group will be limited to management board members only. Other observers are welcome to attend but will not be participating in the activities.

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

Sincerely,  
The Chesapeake Decisions Research Team

# Who We Are

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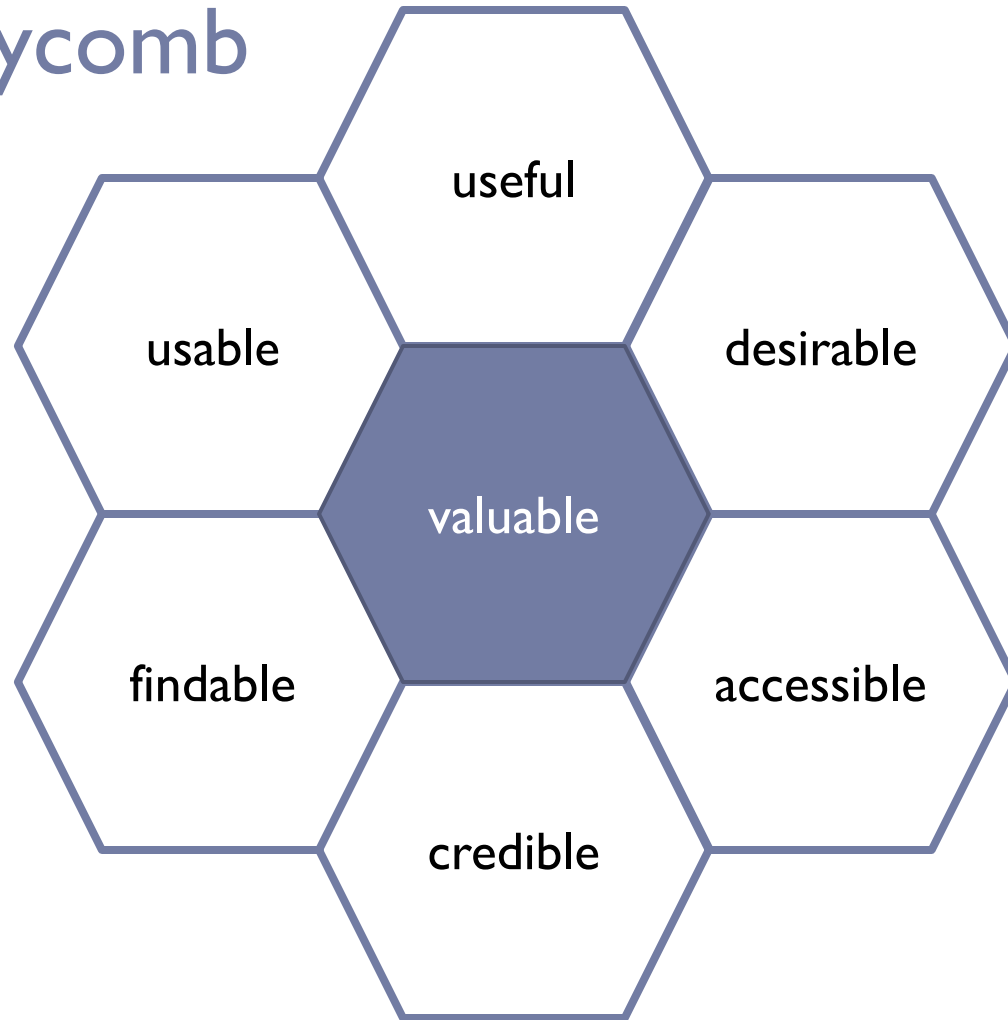
- ▶ We are UX Strategists, which means we conduct research to define user and business needs, in order to design the most valuable solution for all parties

**UX**  
**User Experience**

## **Related fields:**

Psychology  
Behavioral Science  
Design  
Technology  
Business Strategy  
Brand Strategy  
Marketing

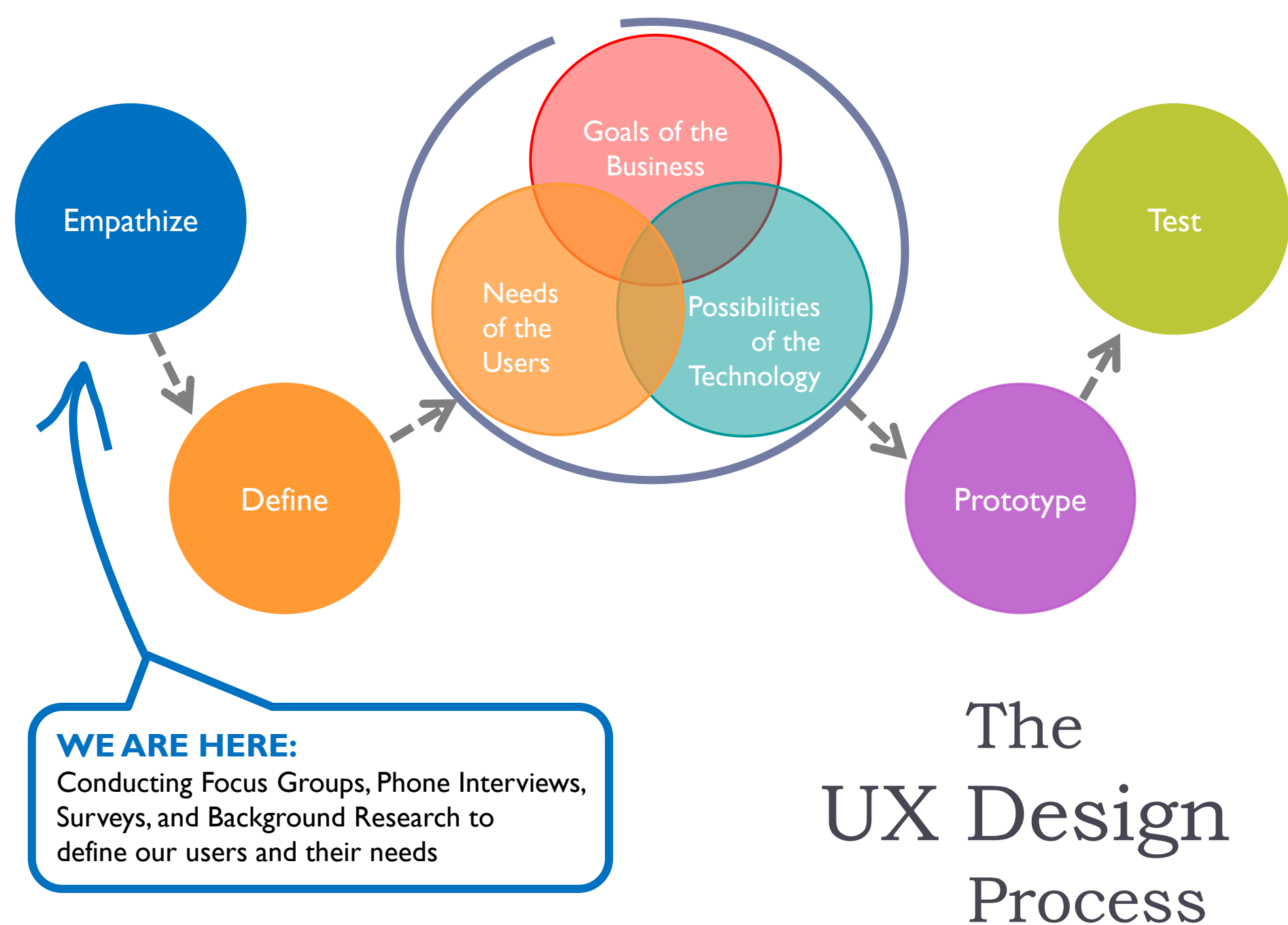
# The User Experience Honeycomb



# Our Work with The Chesapeake Bay Program

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- ▶ 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 Management Board, we will honor the feedback we have already received from the focus group sessions and further hone our direction.



# Empathize

Background

Interviews

## Focus Groups

**All Groups: 2 hours, in-person**

- [Flexible Thinking Warm-up](#)
- [Personality Type Worksheet](#)
- [AM Elevator Pitch](#)

**Goal Teams  
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)

**next:** **Phone Interviews:** Members of CAC, LGAC  
**Focus Group:** STAC

# Goals for This Session

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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

# Focus Group Session Agenda

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## Management Board: Chesapeake Decisions Focus Group

10:15am-12:15pm

- ▶ Brief Review of Intro Slides
- ▶ Exercises:
  - ▶ Examining Themes: Lightning Rounds
  - ▶ Adaptive Management :Your Perspective
- ▶ Wrap-up/Questions/Next Steps