



## Job Description

### Lead UX Researcher - Farnham

BCA owns and operates the largest used vehicle marketplace in the UK and Europe operating in 10 countries, 60 different locations, selling 1.3 million vehicles per annum. BCA touches over 3.5m vehicles a year as it provides services along the vehicle life cycle from port to dealerships for new vehicles to refurbishment and logistics for used vehicles and the core re-marketing and auction operations.

We are looking for a Lead UX Researcher to join our growing User Experience and Product Design team. It is an exciting time to join the team as we focus more and more on our digital experiences, using well known research methods and the latest tools to deliver digital experiences our customers will love. We enjoy working in agile conditions so it's important that you're adaptable in your approach to user research.

You'll need to execute qualitative and quantitative user research throughout the discovery and design lifecycle, from early strategic direction through to post-release validation. Provide research, balancing the business and customer needs to support product teams to define, influence, and drive the user experience vision for our digital hero products. You'll work closely with and support the Product and Design teams in establishing successful processes and ways of working. You will also need to share research expertise and knowledge with others, and encourage the wider team to actively participate in user research, to improve organisational capability and challenge team thinking.

#### **What you'll be doing...**

- Develop strong relationships with UX and Product Designers, Product Managers and key stakeholders
- Help champion the voice of the customer, ensuring that the user experience across all touchpoints is well understood, documented and communicated across the business
- Collaborate with teams across the business to inspire design thinking and customer empathy in an agile, fast paced, iterative environment
- Build and manage a research community of buyers and dealers for research and testing purposes
- Working with the Primary Lead Researcher to ensure that all quantitative data captured is incorporated successfully in the BCA DWH and co-ordinate how the customer base is managed to avoid excessive contact
- Scoping and prioritising research questions that will help us understand how to make it easier for customer 's to do business with us
- Designing and implementing a wide range of user research methodologies to help answer key customer research questions, including planning, executing and communicating studies that reveal the motivations and behaviours of users
- Consolidating and communicating research outputs in a compelling, engaging way, bringing it to life for people around the business
- Communicate insights and recommendations clearly and effectively to help develop solutions with UX and Product Designers, Product Managers and key stakeholders. Working solely on research projects and together with other UX and Product Designers and researchers around the business



- Working closely with the UX and Product Designers, Product Managers and key stakeholders to understand and quantify the commercial impact of your research
- Keeping up-to-date with industry insights contributing to a vibrant collaborative and knowledge-sharing research culture

### **We'd love to meet someone with...**

- Expert-level knowledge in the field of UX research with at least 5 years' experience of working as a UX researcher on digital products
- Considerable knowledge and hands-on experience with a wide range of qualitative and quantitative research methods and techniques (such as usability testing, ethnography, contextual enquiry, creation of user personas, journey mapping, surveys, competitor analysis)
- Strong track record of research results impacting product strategy and development
- Experience of working in an agile product development environment and applying lean UX research methods
- Excellent communication, presentation and interpersonal skills; the ability to communicate complex concepts clearly and persuasively across different audiences and varying levels of the organisation
- Ability to collaborate with a wide set of stakeholders including directors, designers, product managers, developers and analysts
- Experience of using and managing the use of online research tools e.g. unmoderated remote testing, online surveys
- Strong analytical mind, self-motivated and a collaborative nature
- Experience in mentoring / line management would be an advantage
- Ability to solve problems and recommend solutions
- Take a professional approach, ownership, responsibility and be flexible
- Be able to manage time effectively

### **Working Hours**

9.00am – 5.30pm (Monday to Friday)

### **Working for BCA**

- Competitive salary and bonus scheme
- Great offices and great culture
- Minimum of 31 days holiday Inc. Bank Holidays
- Company pension scheme
- Mobile phone
- Company vehicle available
- Free parking onsite
- Cycle to work scheme
- Subsidised restaurant that delivers
- Reward scheme that offers online and high street discounts

For more information or you wish to apply please send your CV to Hayley at [recruitment@bca.com](mailto:recruitment@bca.com)