

We're looking for a...

User Researcher to join our team.

Far from fulfilling a musty insurance stereotype, we've created a colourful, collaborative working environment. In our head office in central London you will find a casual dress code, flexible working hours, and an open-plan office. You will also find cross-departmental teams working on exciting projects, releasing new products quickly to change the traditional insurance market.

Unlike other companies you will not be a tiny cog in a corporate machine, but a key part of the business and its growth. Because we believe that people work more productively and imaginatively when they are free from rigid hierarchy and structures, we keep our start-up roots and entrepreneurialism at our heart, and give our employees the freedom and support to pursue what they're interested in.

What you'll be doing

Customer insight is central to driving the strategy at Simply Business. The small but effective Customer Insight Team is responsible for consolidating and sharing market and competitor intelligence, user feedback and sentiment tracking, using research methodology such as focus groups, surveys and effort scores. The insight is presented to the business to drive positive change for both the customer and revenue. This role reports into the Head of Customer Insight.

This new role is an exciting opportunity for the right person to influence the customer journey and feature design with user insight. You will work on projects working with marketers, product managers, designers and developers. You'll be given direction and guidance, whilst independently managing your work within projects. Research may span the entire product development cycle, from ideation to release. Expect to be in high demand and be able to manage a busy schedule!

The ideal candidate will be able to fulfil the following key responsibilities and tasks:

- Plan and conduct user research using appropriate methods in an iterative, agile business. Example methods are: usability studies, remote and face-to-face interviews, online surveys, desk research, card-sorting, tree tests and diary studies.
- Conduct independent research on multiple aspects of how users experience our web journey.
- Collect and analyse user behaviour through online experiments (A/B testing), benchmark studies, lab studies, and surveys.
- Work closely with team to undertake research projects at all stages: understanding objectives, planning, recruiting, writing discussion guides, advising on stimulus, setting up and facilitating sessions, analysing and reporting findings.
- Present findings and recommendations clearly to key stakeholders and the broader business, balancing user and business needs.
- Promote user research in the business by educating others about methods and identifying opportunities for further research.

Although this role is primarily a research role, there may be an opportunity to flex your design skills so some experience of UX Design would be an advantage.

Skills we need

- Educated to graduate level, or equivalent experience.
- At least 2 years of demonstrable experience conducting user research in a digital product setting.
- A sound understanding of a range of methodologies and how to use them appropriately.
- The ability to confidently conduct user research using a core set of qualitative methods.
- Ample hands-on experience of facilitating sessions and interviewing participants.
- Experience of testing ideas, prototypes and live products on mobile and desktop.
- Experience of using relevant software tools and technology to conduct and deliver research.
- Experience of writing recruitment briefs and managing participant recruitment.
- Proven ability to present findings and recommendations to stakeholders, in writing and verbally.
- Good interpersonal skills, highly collaborative.
- High attention to detail and an insightful, analytical thinker.
- Highly developed organisational skills.
- Confident and consistent in approach.
- A proactive nature - showing initiative and demonstrating a 'can do' approach.

Skills we'd like

- Experience of researching financial services
- Experience of researching the UK SME market
- Sketching – creative concepts and UI layouts, wireframes etc.
- Prototype creation.
- Use of Adobe Creative Suite
- Some experience of Axure RP, Balsamiq Mockups, Microsoft Excel, Omnigraffle (or similar tools)

What we can offer

- Fantastic opportunities and a supportive environment to grow your skills and make a large impact in a growing company
- A fun & social working environment
- Complex challenges and collaboration with a highly skilled team
- Free daily breakfast and snacks
- Flexible working hours and a flexible policy on working from home
- An award winning culture (1st place ranking in 'Sunday Times 2015 and 2016 Best Companies to Work for')
- A flexible benefits package consisting of gym membership, extra holidays, private medical and much more!
- A company that drives continuous innovation – check out our latest hackathon:
<https://www.youtube.com/watch?v=SV0diMEiQGo>

Awards and Achievements

- 1st place ranking in 'Top 100 Best Companies to Work for 2015 and 2016' – Sunday Times
- 3 Star (highest) accreditation in "Best Small Companies to Work for" - Best Companies Ltd 2014
- 'Best Use of Audience Insight' - Digi Awards 2014
- "Use of Organic Search (SEO)" Dadi Awards 2014
- Accredited "Geared for Giving employer" - outstanding contributions to charity
- "Most Agile Aware Organisation Award" - Agile Awards
- "Best Use of Mobile Technology Award" - Technology in Insurance Awards
- Named in the "Deloitte Technology Fast 500 EMEA"
- Listed in "Sunday Times Tech Track 100" for fastest growing technology companies

Where we are

London and Northampton