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| **doJOB DETAILS** | |
| **Job Title:** | **UX Researcher** |
| **Function: Department** | **Digital Product** |
| **Location:** | **Hybrid / Manchester** |
| **Reporting to: Reporting To** | **Product Design Lead** |
| **Effective Date: irectReports** | **July 2025** |
| **Financial Scope/Operating Budget/Revenue (P&L) (If Applicable)** |  |
| **Old DPG Grade/New DPG Band:** |  |

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| JOB PURPOSE & RESPONSIBILITIES |
| **Job Purpose:**  To drive customer-centred insights that inform our product design and strategy. In this role, you will do qualitative and quantitative research efforts to deeply understand Dominos customers, uncovering needs and expectations, pain points, and identify opportunities for innovation and improvements.  You will work closely with our UX Designers and Product Managers to ensure our products meet the customers’ needs and deliver exceptional experiences.  You will develop studies which are tailored to the specific briefs, with lean turnaround times a key consideration to achieve the optimum impact on the digital landscape from the research undertaken. |
| **Key Responsibilities/Job Tasks:**   * Design and execute end-to-end UX research projects, in line with the product roadmap and business requirements. * Utilise a variety of research methods, such as interviews, surveys, usability testing, ethnographic studies, and analytics. * Synthesise research findings into actionable insights and communicate them to stakeholders in lean compelling ways. * Collaborate with cross-functional teams to integrate research insights into product development. * Advocate for the customer by supporting product strategy and design decisions based on research findings. * Work with the Product Design Lead to develop and refine the research frameworks, methodologies, and best practices. |

The following sections consist mainly of a series of questions related to specific skills/job requirements. You should focus on the role rather than the individual when considering the most appropriate answer and should base the response on what you consider to be the normal features of the job which are typical of the job and its usual working conditions over the year.

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| **SKILLS & JOB REQUIREMENTS (Please complete where applicable)** |
| **Strategic Responsibility**  Please provide details of the level of responsibility the role has for setting strategy: (Please indicate if a role has accountability for setting or inputting into a specific strategy e.g., a Functional Strategy, please confirm if it is Significant)  **The role won’t be directly involved in setting strategy. The output of the tasks they undertake will influence strategy.** |
| **Business Knowledge**  Please provide details of how much business knowledge the role requires as a minimum requirement i.e. how much internal knowledge of the business is required, and how much if any external commercial awareness is required? Which teams does the role work closely with?  **The role does not need any business knowledge, this will be obtained during the onboarding process and throughout their time working with the team. This will be around how the customer engages with our App and website both from a functional perspective and a data lens.** |
| **Problem solving**  Please provide details of how the role resolves problems/issues on a daily basis: e.g. Does the role use straightforward common sense? Does the role make straight forward judgements and is guided by precedents? Does the role evaluate multiple sources of information in complex or novel situations? Does the role use other skills for problem solving? Does the role require advanced analytical thinking to develop innovative solutions to problems?  **The role will require the individual to analyse customer feedback, this will be in the form of Qualitative user research. The individual will need to evaluate the findings and make appropriate recommendations to support in design changes. They will work with the appropriate digital product manager to decide the best course of action.** |
| **Decision making**  What level of **decision making** is required of the role and on what decisions does it impact? E.g., there is little requirement for decision making in the role, or role makes decisions within defined procedures, or role makes decisions within broad business guidelines where there are few or no policies available.  **The role will make decisions within defined procedures. For example, working with the appropriate digital product manager to decide the best course of action around design changes following the execution of research and the obtaining of findings.** |
| **Communication**  Please outline the type of communication skills required: e.g., is basic common courtesy required, or regular exchange of factual information, or are influencing or negotiation skills required as an essential requirement of the role?  **The role will require clear communication skills, they will need the ability to communicate with individuals at all levels up to UKLT when presenting their research findings.** |
| **Innovation**  To what extent does the role contribute to and manage change, e.g., suggest improvements to products/processes or contributes useful ideas or regularly recommends improvements on existing procedures and quality within own area, or develops/adapts new existing processes for increased quality/efficiency or continuously searches for improvements in techniques which add value to the business and has full responsibility and accountability for implementing these.  **The role will not be responsible for implementing change or improvements to processes or procedures.** |

Please summarise the levels of minimum education, knowledge, skills and experience this position requires (e.g., if you would be recruiting to fill this position, what aspects of background or knowledge would you expect a successful job applicant to have?)

Note: This may differ from the current job holder’s own skills and experience

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| PERSON SPECIFICATION | |
| 1. Professional Qualification(s) | A degree in a relevant UX Research field. |
| 1. Knowledge | Background in psychology, human-computer interaction (HCI), cognitive science, anthropology, or a related field is a plus.   * Experience in UX research, human-centred design, or a related field. * Strong knowledge of qualitative and quantitative research methodologies. * Experience conducting research across the product development lifecycle, from discovery to post-launch evaluation. |
| 1. Skills/Ability | * Ability to analyse and interpret complex data, translating findings into meaningful recommendations. * A strong attention to detail will be an important skill. * Excellent communication skills, with the ability to present research findings to stakeholders at all levels. * Proficiency in research tools such as User Testing and Lookback, etc. * Experience working in Agile or Lean UX environments. * Familiarity with behavioural analytics tools like Google Analytics, Mix panel, or Hotjar. |