

Job Description

JOB TITLE:	Senior User Researcher
DEPARTMENT:	Ki
JOB HOLDER:	
REPORTS TO:	Head of Product, Ki

Purpose of the Job:

Ki is the first fully digital and algorithmically driven Lloyd's of London syndicate. A follow-only syndicate, Ki offers instant capacity, that can be accessed through an easy to use online platform, providing unprecedented service to brokers and clients.

Ki was incubated by Brit and built in partnership with Google Cloud and University College London. The project was initiated in early 2019 with a significant investment of executive time, dedicated staff and secondments from Brit as well as the partner resource. Ki was approved by Lloyd's in May and we recently announced the completion of our fundraising of \$500m from Blackstone and Fairfax; making it the largest start-up fundraising (in any sector) in the UK in 2020. The platform went live on 1/1/21 and is currently on track to become the largest insurtech globally by the end of 2021.

About the role:

We want someone to help us embed user insights at the heart of our decision-making process. You will become the oracle of customer insight and work within a close-knit design team alongside our insurance SMEs to create user-centred designs for our digital services.

As the first full time researcher in the team you will have the opportunity to establish the research tools and practices adopted by one of the UK's fastest growing fintech start-ups.

Principal Accountabilities:

As a Senior User Researcher, you will:

- **Act as the SME for user research as a discipline and a practice.**
- Lead design research activities including research planning, fieldwork execution, analysis, synthesis, research story, and deliverables.
- Understand which methodologies are best to test hypotheses and answer key product questions.
- Ensure the qualitative work is grounded in a deep and contextual understanding of what matters to Ki's partner brokers.
- Ensure the quantitative work is empirical by nature and meets statistical rigor to understand our users behaviours and attitudes.
- Inform the product roadmap with deep customer insights

- **Work with the development team to refine how insights are implemented**
- Collaborate with product owners and underwriters to devise appropriate research strategies that will generate focused insights
- Work closely with designers and developers to turn user data and insights into actionable requirements that feed into prototype development, and influence product direction
- Work as a part of Agile delivery teams and possess the hard and soft skills required to participate in design and delivery groups

Regulatory Conduct Rules

1. Act with integrity.
2. Act with due skill, care and diligence.
3. Be open and co-operative with Lloyd's, the FCA, the PRA, and other regulators.
4. Pay due regard to the interests of customers and treat them fairly.
5. Observe proper standards of market conduct.

Education, Qualifications, Knowledge, Skills and Experience:

- Experience conducting qualitative research experience may include interviewing, moderating, ethnographic research, shadowing, contextual interviews, UX/UI research, field studies.
- Experience conducting quantitative research experience may include survey research, synthesizing/analyzing large-scale data, natural language processing corpora or other large text, or experimental design.
- Experience with a wide range of research tools and can pick the right tool for the job
- Previous experience of working with software delivery teams
- You are always advocating for our users
- You have a portfolio where you can show examples of user journeys, personas, user research, prototyping, user testing and user interface design.

- University degree, preferably in business, or with an economic focus
- Has interest in startups (FinTech or InsurTech) and ecosystem
- Knowledge of financial services industry
- Experienced at working in an agile environment (preferable)
- Excellent communication skills (both oral and written);
- Pro-active, self-motivated and able to use own initiative.

As a term of your employment you may be required to undertake such other duties as may reasonably be required of you in the post and department mentioned above.

Signed by the candidate.....

Name Dated