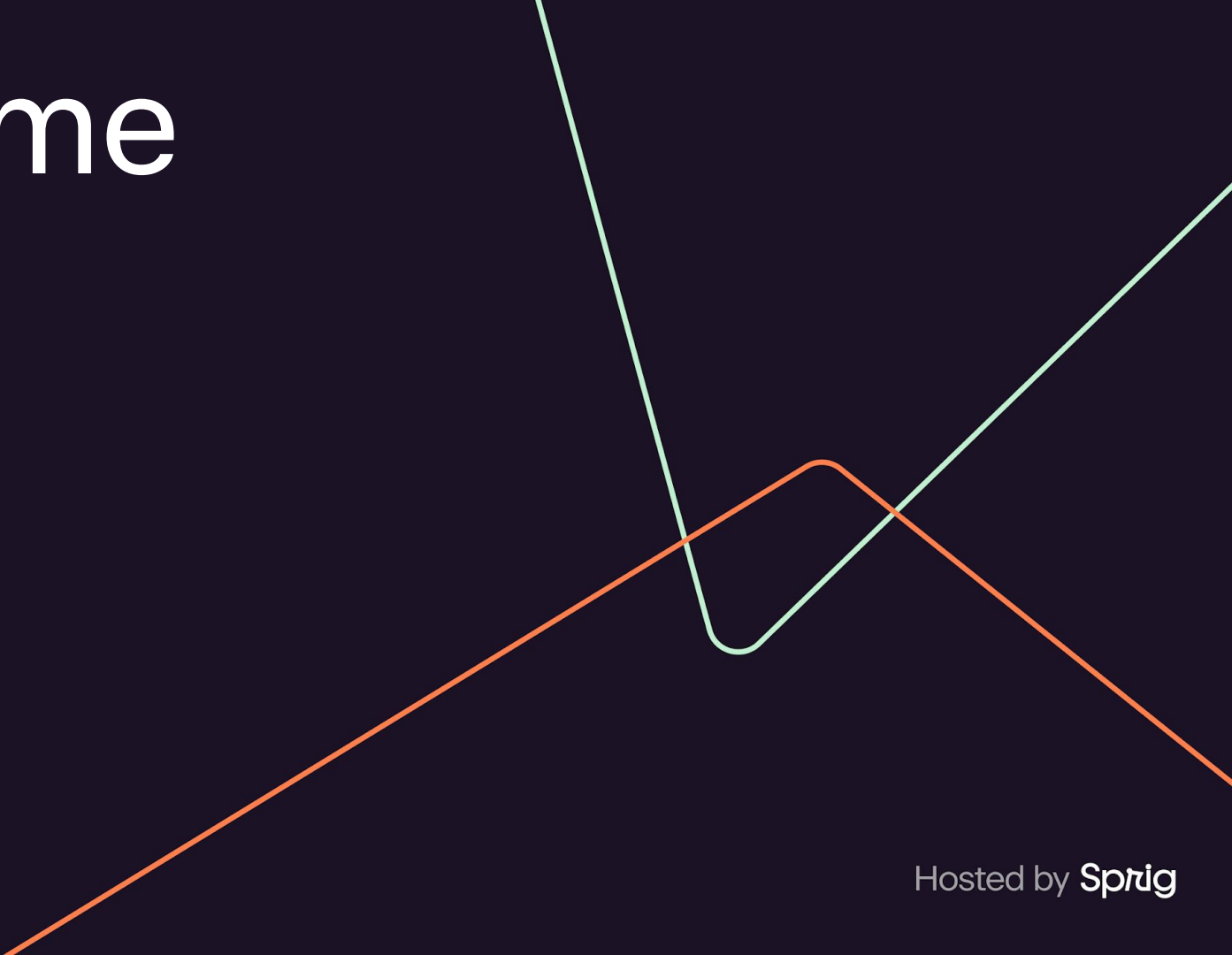


Welcome



Opening Remarks



Ryan Glasgow

Chief Executive Officer
Sprig

Welcome to Experience Research Summit: Silicon Valley!

Why we started



6623

CA49819

Sprig

The customer feedback layer for the AI era

49 VAN NESS/MISSION

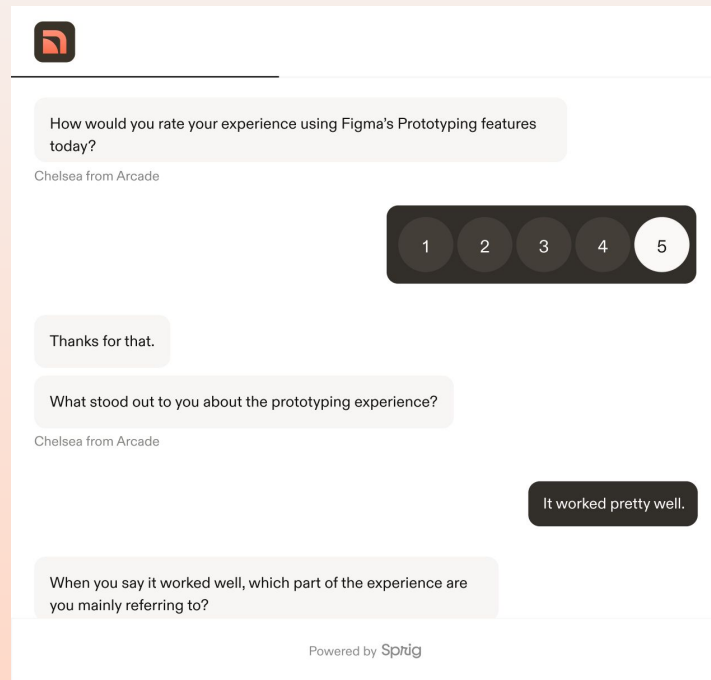
Customer Surveys.
Powered by Agents.

sprig.com

Follow-up

Run research with agents, not manual workflows.

We'd love to learn more about your team's unique needs and use cases.



The screenshot shows a chatbot interface with a white background and a light orange border. At the top left is a small orange square icon with a white 'r'. The chatbot's messages are in light gray rounded rectangles, and user responses are in dark gray rounded rectangles. The survey consists of three questions. The first question asks for a rating from 1 to 5, with the rating 5 selected. The second question asks for feedback on the prototyping experience, and the user responds 'It worked pretty well.' The third question asks for more details on the positive experience. The chatbot is identified as 'Chelsea from Arcade' and the interface is 'Powered by Sprig'.



How would you rate your experience using Figma's Prototyping features today?

Chelsea from Arcade

1 2 3 4 5

Thanks for that.

What stood out to you about the prototyping experience?

Chelsea from Arcade

It worked pretty well.

When you say it worked well, which part of the experience are you mainly referring to?

Powered by Sprig

Agenda

Today's Topics

01 Keynote from James Villacci
Chief Insights Officer at Sprig

02 Fireside Chat with Sanya Attari
Research Leader

03 Presentation & Discussion with Mani Pandi
UX Research at Freshworks

04 Guided Peer Discussion: AI in Your
Organization

05 Networking Breaks throughout

06 Lunch & Continued Conversation to
close out the summit

Post-Event Resources

- 01 Links to the slide decks & handouts
- 02 Attendee names and LinkedIn profiles
- 03 Upcoming Experience Research: Silicon Valley events

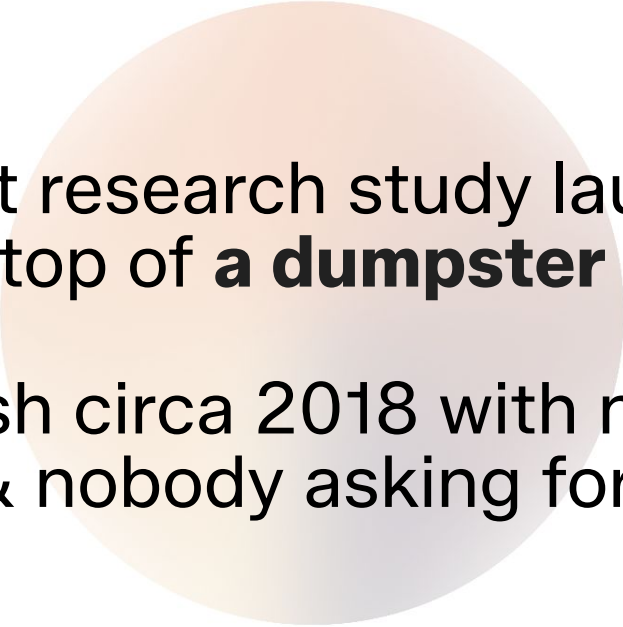
Keynote: The Future of Research



James Villacci
Chief Insights Officer
Sprig

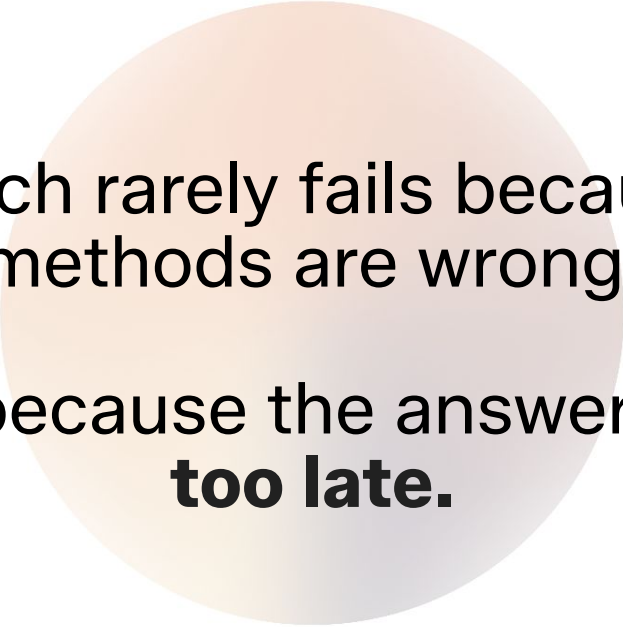
The Future of Research: The **Orchestrator's** Playbook

James Villacci, Chief Insights Officer



My first research study launched
on top of **a dumpster lid.**

HelloFresh circa 2018 with no lab, no
budget, & nobody asking for insights.



Research rarely fails because the
methods are wrong.

It fails because the answer arrives
too late.

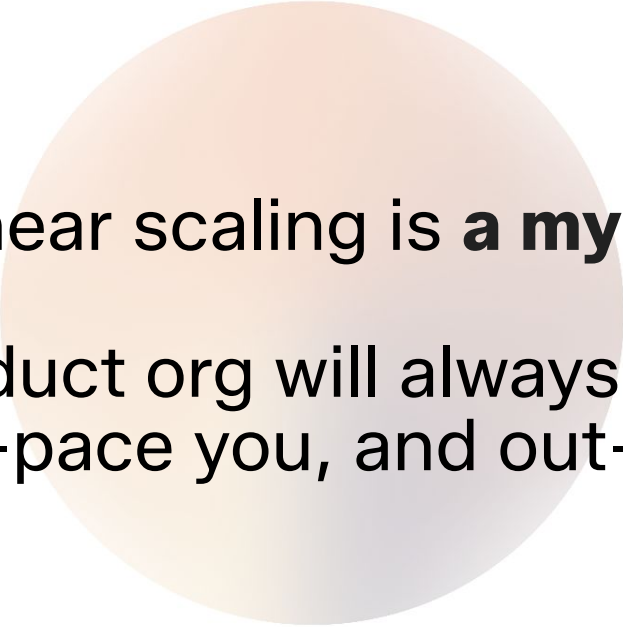
The unfair paradox

An endless deluge of questions

More than any team can answer
at depth.

Leaders making massive decisions on instinct

Because validation takes too long.



Linear scaling is **a myth**.

The product org will always out-hire you, out-pace you, and out-ask you.

True scale is decentralized

They self-serve

Tactical, evaluative questions: does this layout make sense, A or B, is this copy clear.

You own

Ambiguous, strategic, generative research that shapes the roadmap.



Decentralization without guardrails is
a corporate nightmare.

Bad data gains unearned credibility the
moment "research" is on the slide
cover.

Guardrails before you open the faucet

Vetted assets

Question banks,
screeners, consent built in.

Standardized methods

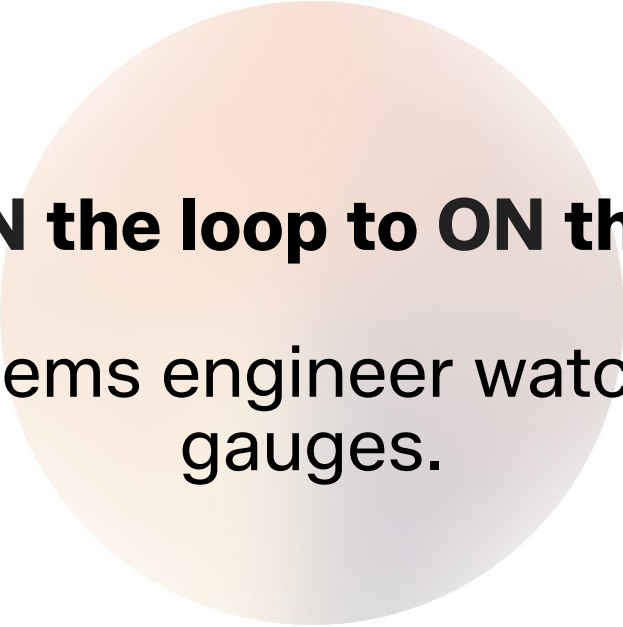
Locked templates per use
case.

Institutional truth center

Search before you study.

Human oversight

Expert sign-off before
launch is the **golden rule**.



From IN the loop to ON the loop.

The systems engineer watching the
gauges.

Three kinds of research leaders right now

The Resister

- Blocks the tools
- Protects the craft
- Watches the org route around them

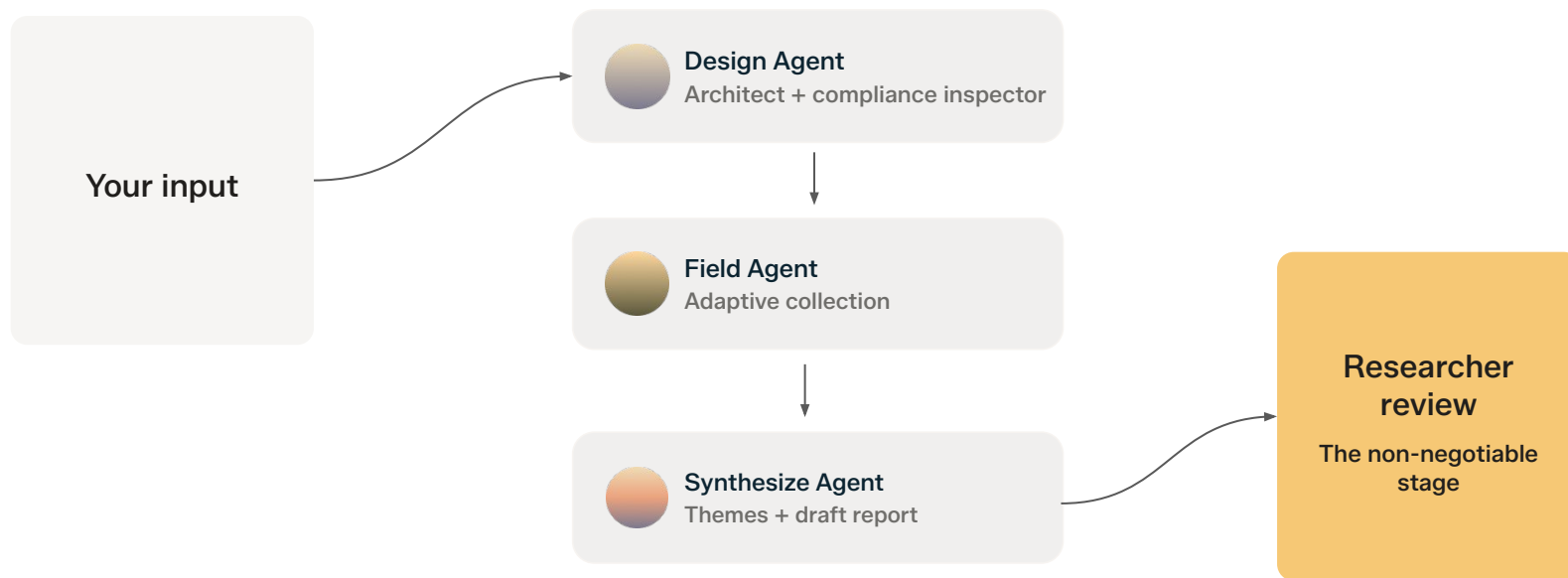
The Delegator

- Hands everything to AI
- Keeps no oversight
- Inherits beautifully formatted mistakes

The Orchestrator

- Designs the system
- Governs the machine
- Stays on the loop

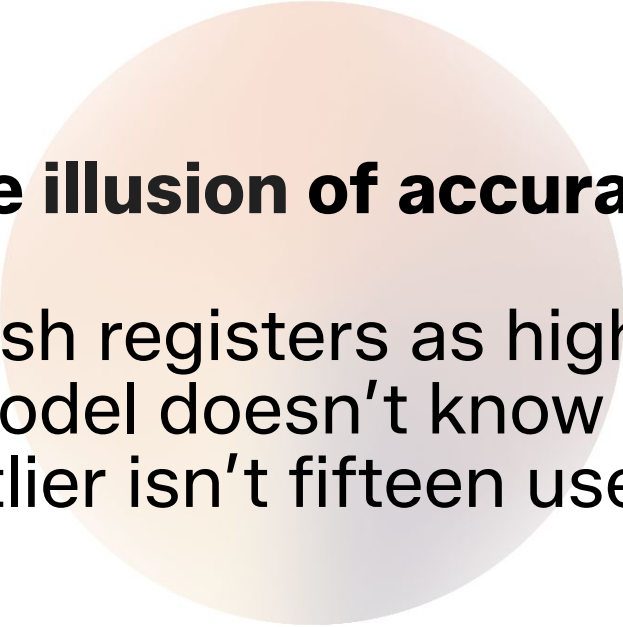
What an agent pipeline actually looks like



Human judgment stays in charge at the end of every run.

What that unlocks





The illusion of accuracy.

High polish registers as high truth. A generic model doesn't know one rouge outlier isn't fifteen users.

Speed without validity is just a **faster**
way to make a mistake.

The orchestrator's playbook

Upskill to govern

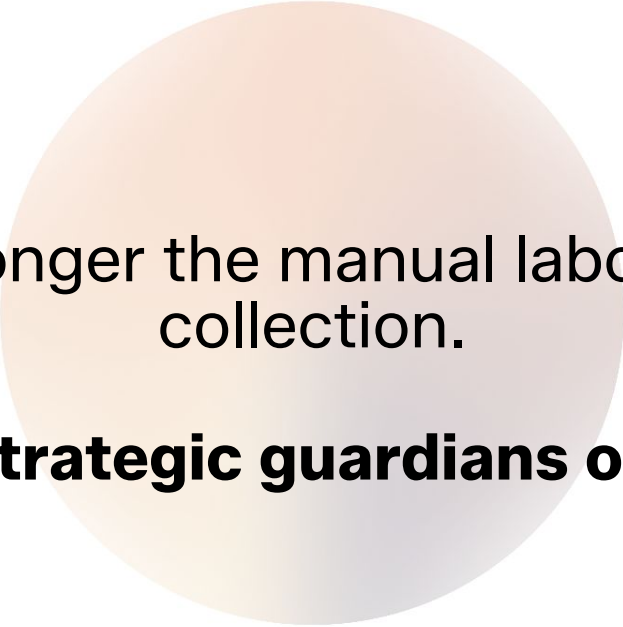
Researchers as PMs of data systems: audit models, design guarded prompts, and run pipelines.

Mandatory checkpoints

Human-driven review before any AI insight is democratized.

Rewrite the ROI

AI killed the speed excuse.
Research is the insurance policy against hallucinated mistakes.



We are no longer the manual laborers of data collection.

We are the **strategic guardians of data truth.**

Sprig

Let's **compare notes.**
Find me at the break.

James Villacci, Chief Insights Officer
@jamesvillacci

Coffee Break

Fireside Chat: The AI Ambassador



Sanya Attari
Research Leader
Notion, Meta, Instacart

AI-native research workflow

Researcher – on the loop
steers · reviews · decides what to automate



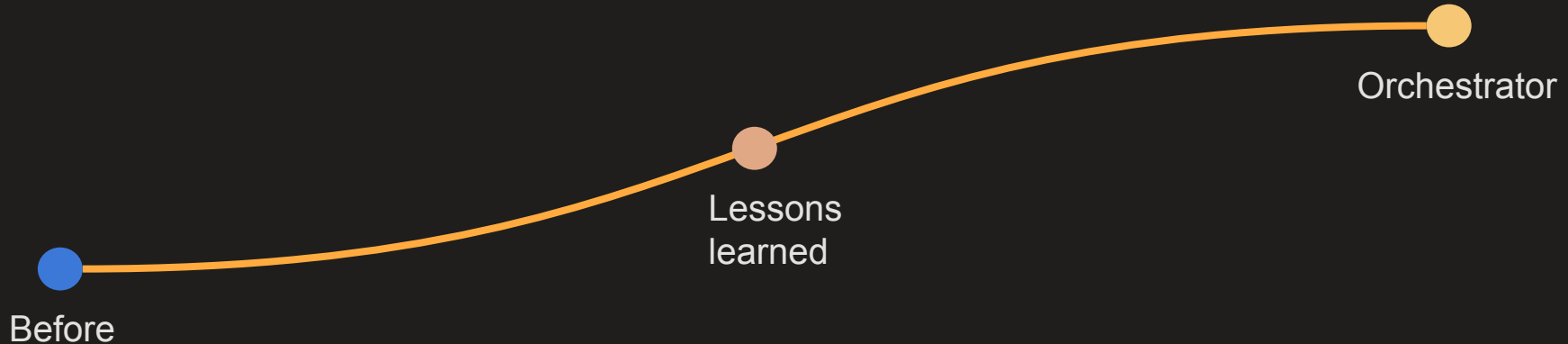
Powered by Sprig
Events & Attributes trigger and target every study

Human steering – guiding, not hand-executing

ACT 1

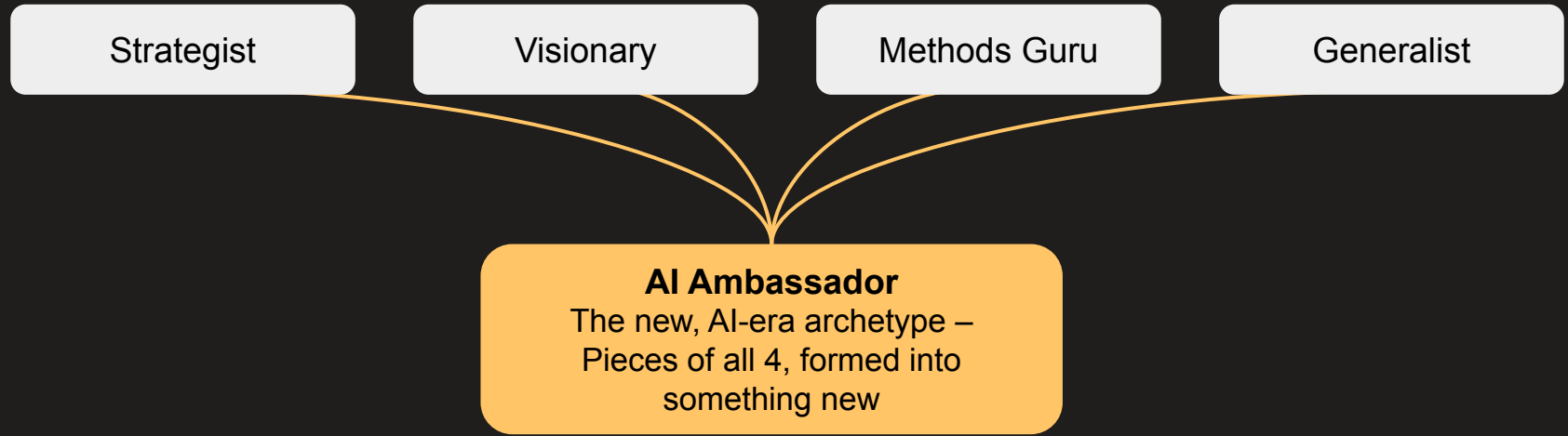
The transformation, honestly

Research at Notion – the operator story, lessons and all



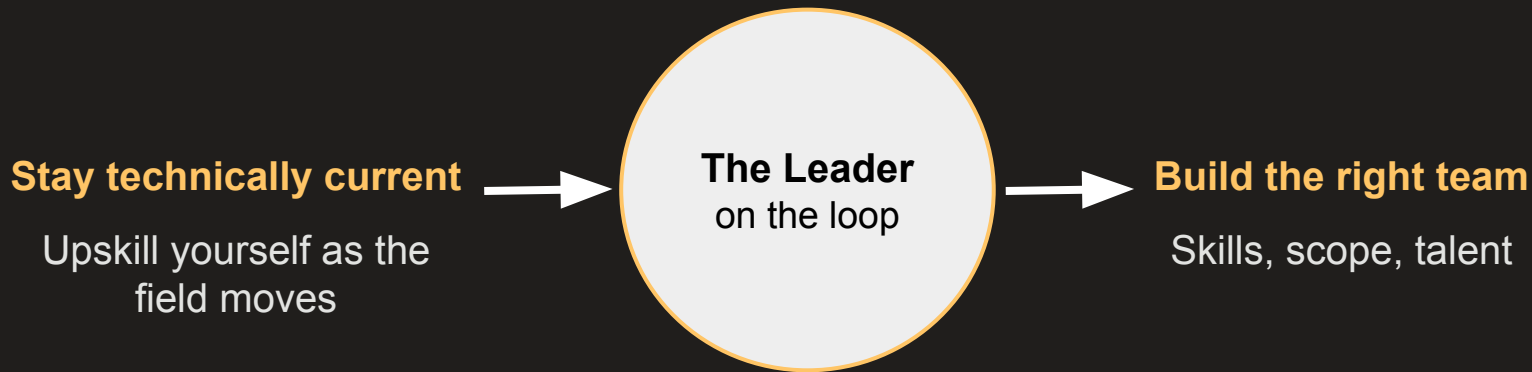
ACT 2

The operating model: a new archetype



ACT 3

Top priorities for research and product leaders



Take it with you

The Agent Ambassador

Your one-pager: what the role is, what they do, and what success looks like.

- Where an agent should exist — and how to get it built
- What success looks like at 90 days
- What to watch for when you hire for it

Presentation: The Double Diamond is Changing in the AI Era



Mani Pande
Sr. Director, UX Research
Freshworks

Coffee Break

Loving Summit?

*Sign up for one of our other upcoming bay area events during your **coffee break**.*



Group Discussions

Dive into the conversation

Peer Discussion: AI in Your Organization



- Quick introductions - Share your name, role, and company.
- How is AI changing your role as a research leader? Which type of leader (resistor/delegator/orchestrator) are you right now? *If you need a reminder on the three types of research leaders, flip to the back of this card.*
- Where is AI creating real leverage, and what needs protecting? What use cases are worth scaling?
- What needs protecting as teams move faster with AI? Rigor? Craft? Context? Customer closeness?
- What's one real challenge you're facing right now, and how can this room help?
- What's one conversation about your teams moving with AI that you'll be having differently in the next two weeks?

The Three Types of Research Leaders



Resistor

Concerned about losing rigor and craft with AI.

Blocks the tools; protects the craft.

Delegator

Using agents but hitting bottlenecks; abdicating judgement.

Hands everything to AI; keeps no oversight.

Orchestrator

Guiding agents and interpreting findings.

Designs the system; governs the machine.

Thank you for joining us!

We've got some exciting things launching soon.

Scan the QR code to learn more and book a demo

