What I Do

Generative Research	

Generative Research

Design Strategy

Evaluative Research

Workshop Facilitation

Service Design

UX Measurement

Who I Have Worked With

amazon

Understanding How Kids and Families Enjoy Prime Video
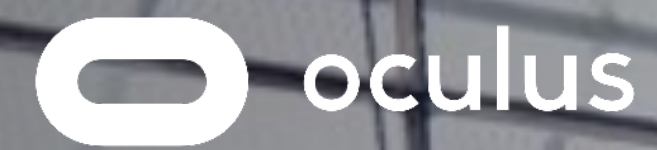
We Did:
User Testing

Microsoft

Exploring Enterprise Software Workflows

We Did:
Generative Research, User Interviews, Jobs to Be Done

Looking For New AR/VR Opportunities

We Did:
Generative Research, User Interviews, Job To be Done

SONY

Extending TV Beyond the Box

We Did:
Design Strategy, Interaction Design, User testing

What I Bring

Broad Experience
Two decades of work across many industries and a variety
medium (hardware, software, services, enterprise, etc.)

Creative Problem Solving
I treat every situation as unique, and craft research approaches that maximize the value of stakeholder investments.

Design Foundation
Having a design foundation means that my insights and strategy are practical, actionable, and rooted in value driven outcomes.

What I Bring

Community Partners
I have a stable of research freelancers, partnerships with recruiting firms, and outstanding community social ties.

Research Approach

Process

→

Explore

→

Strategy

→

Design

→

Evaluate

→

Improve

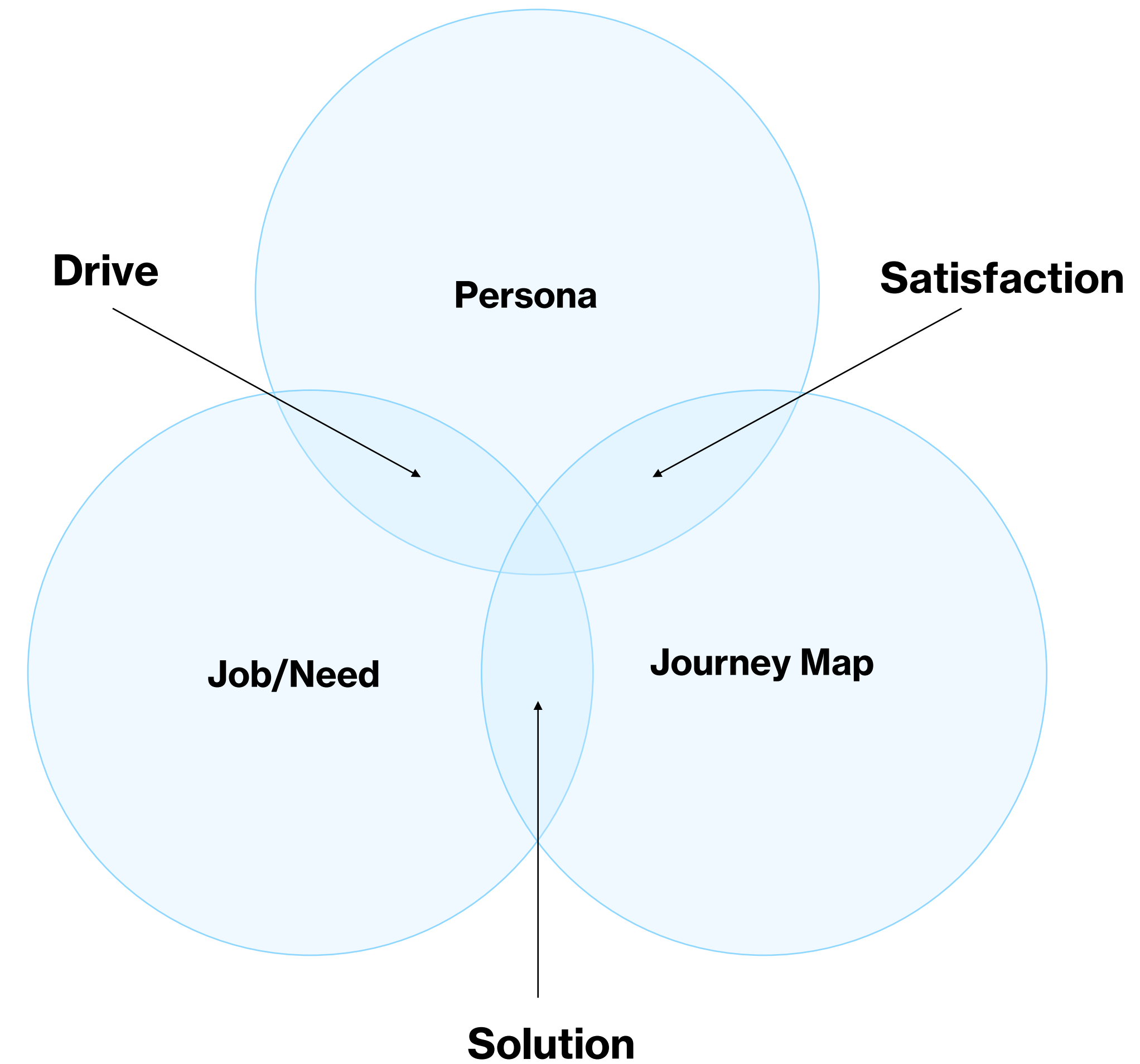# Measure

Process

Who – Persona

Personas focus on who the user is

What – Job/Need

The job/need is what the user is trying to do

How – Journey Map
A journey map is how the user is achieving the job/need

Drive

Persona

Satisfaction

Job/Need

Journey Map

Solution

Questions I Help Answer

Who is the target audience?

What needs or pain-points do they have?

What are their current behaviors, preferences, or motivations?

What is the big problem we are trying to solve?

What features should the product include?

Does the proposed design match user mental models and workflows?

How well is the solution working?

Research Methods

Explore

_____

Generative Research uncovers end-user needs, motivations, and context of use—informing great design.

User and Stakeholder Interviews
Ethnographic Research
Contextual Inquiry
Diary Studies
Comparative Analysis

Evaluate

_____

Evaluative Testing identifies opportunities to improve any experience across platform or technology.

Usability Testing
UX Metrics
Concept Evaluation
Accessibility Reviews
Expert Reviews
Field Trials

Measure

_____

Quantitative data sheds light on what people do with a product and can be powerful companion to qualitative UX research.

Surveys
Data Analytics
Data Science

Explore

Generative Insights

Goals

———

to deepen
understanding about a
subject, opportunity or
problem area

———

to identify people's
needs, preferences,
mindsets, expectations
and behaviors

———

to gain insights about
the context of use

———

to explore possibilities
and be inspired

Explore

1-on-1 User I Interviews

Contextual inquiries, observational interviews, ethnographic styles interviews

Ethnographic Field Work

Participatory observation, immersive observation, audits, ride-alongs/shop-alongs

Longitudinal/Journal Studies

Study the same participants across a period of time

Cultural Probes

Tools, artifacts and tasks intended to provoke the user to look and think about their environment in new ways

Informational Architecture

Card sorts, tree testing, content audit, and strategy

Other Foundational Research

Competitive research, jobs to be done research, participatory design

Evaluate

Evaluative Testing

Goals

—

to test one or multiple
concepts to assess how
well the core idea/value
proposition resonates
with its target audience

—

to gather feedback on
the details of any single
solution to refine and
prioritize key features
and use cases

—

to evaluate a solution
in terms of ease of
use and assess its
ability to meet user
needs

—

to evaluate interaction
models and ensure
products are intuitive
to learn and use

Evaluate

Moderated Usability Testing

Baseline testing, remote moderated testing

Prototype Usability Testing

RITE testing, design sprint testing

In-Context Evaluations

In-home/office testing, diary studies

Online Research

Surveys, unmoderated usability

UX Reviews

Best UX design practices, cognitive walkthroughs

Other Evaluative Testing

Concept testing, out of box experience

Measure

Measure

Goals

—

to track and asses
behavior on existing
products and
experiences

—

to set and compare
benchmarks

—

to identify ongoing
areas for
improvement

—

to extrapolate from a
statistically relevant
sample

Measure

Product Metrics

Data is analyzed to understand where users come from, how they behave, which devices/browsers they use, and more

Rapid Concept Experimentation

Data clicks, page views, signups, and other behaviors are collected from lo-fi concept representations

Surveys

User surveys or rapid micro surveys are used to access a statistically relevant sample size

A/B Testing

Split testing allows for the comparison of two variants to see which performs better

" *$1 to fix a problem during design costs $100 to fix it after the release.*"

Robert Pressman

From *Software Engineering: A Practitioners Approach*