UX Research Portfolio

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INTRODUCTION

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Introduction

I am a perspective **UX Design Researcher** specializing in smart cities, and wearable technology entry level positions.

I am a recent **Information Systems MSc** graduate of **Lund University** (Sweden).

Through my **internship** and **fellowship experience**, I have experience in research design, project management and data analysis and i’m able to be an asset a part of a team.

I have complied these case studies as **potential research designs** in order to display the **passion** I plan on putting into a team.

CASE STUDY 1:
On-demand Autonomous vehicles

Methods in Portfolio

- In-context Interview
- Persona Creation
- Usability + A/B Testing
- Survey Creation
- Focus group

Case study: On-demand Autonomous driving

Project Overview: In January 2015, Alexis Inc. was looking for a USP for its new running watch and was considering music as an option.

The research that I conducted for this project focused on:

1. Current Habits + Solutions: How do users currently perceive autonomous vehicles? Do you know how to order one on-demand?

2. Delivering Requirements: What factors would make you trust a digital driver?

Case Study 1: Research Set up

For this **Evaluative research design,** I would use a **Qualitative Analysis** to uncover opinions from participants. Methods I would use in this research design are:

Focus groups- Asked participants to discuss questions of trust based in social good, driver safety and rules of the road.

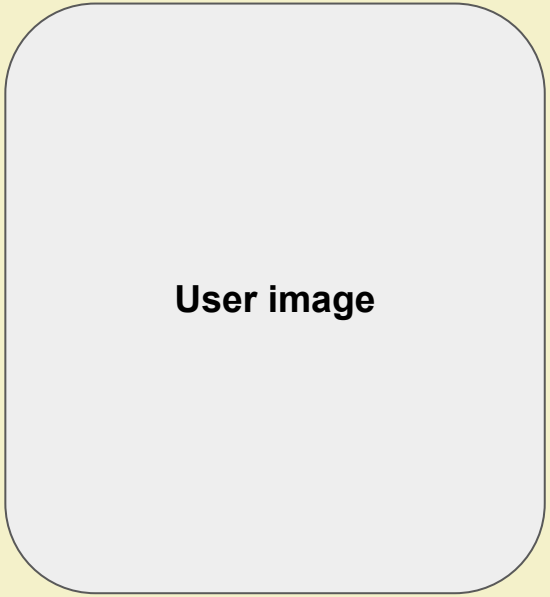
User interview- Asked them lots of questions about accessories, their current solutions to navigate, and what their daily commutes looked like.

Card sorting- Created cards which showed features we were considering for the product. I asked participants to sort the cards from most favorite to least favorite and to explain why.

Case Study 1: User persona

“ User Quote that gives a representative perspective of Focus group and interview vantage point.”

- **Age:** 44
- **Location:** Mountain View, CA
- **Education Level:** Bachelors
- **User Type**: Skeptic



Case Study 2: Customer Journey Map

	Pre Travel	**During Travel**	**After Travel**
Steps	planning	execution	
Feelings	Nervous, risky	Nervous, anxious	relieved
Pain points	Driving quality, safety	Data connection, time crunch	
opportunities	Traffic report, possible obstacles, alerts of safety, safety network,	Customer support	Travel summary

CASE STUDY 2: Apps for public transit

Case Study 2: Apps for public transit

Project Overview: In Fall 2021, Z-Cal public transport company was in the early stages of developing an maps navigation that integrates campus and public transport.

The research goals for this project:

1. Exploration: Better understand the habits, desires, pain points, and highlights of the student commuters.

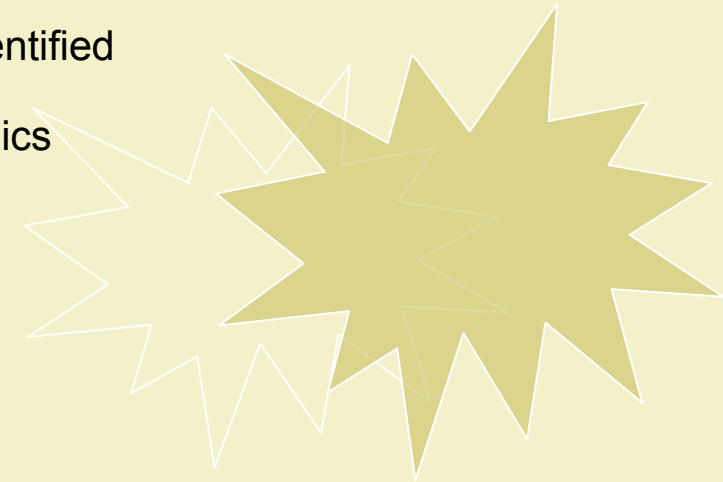
2. Validation: Validate key pieces of the product proposition (e.g. navigation prototype)

Case Study 2: Methods

Methods for Exploratory research using Quantitative analysis:

- Eye track analysis- for understanding ux problems of design
- Web Analytics- to understand how long a customer lingers on a topic. Gives insight into decision making process or possible pain point.
- A/B Testing- find causality of pain points previously identified

Expected outcomes: Wireframes, Mental Models, Infographics



Case study 2: outcomes

Current Pain-points: Participants often check traffic information on their way to a destination.

2. **Interaction on the Move:** Interaction with a screen is difficult to navigate based on transportation type. Participants can take their eyes off the road or the countdown method can be a source of anxiety. Eye-catching zoom animations and high contrast work best for visibility outside and on-the-move.

Questions?
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