

# UX Research Portfolio Project

Frankenstein's Dashboard

ABOUT ME



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# Graham MacIsaac Smith

I am a UX researcher with a focus on uncovering user needs efficiently through in-depth interviews, and empirically measuring usability.

I received a B.S in Statistics from UC Davis and have spent 4+ years working as a researcher in both large corporations and startups. I am very comfortable collaborating with engineering teams and onboarding designers to highly technical products.

At Spectrum I worked on large generative studies for new products, and evaluative projects for internal clients supporting developers and support staff.

At Verizon I worked on enterprise AI products, and at Akitra I did usability testing and process design work for new compliance frameworks.

# My Methodology Toolkit

	QUALITATIVE	QUANTITATIVE
INPUT	Interviews Focus groups Moderated usability testing Card-sorting Field observation	Benchmark usability testing Surveys Card-sorting
OUTPUT	Heuristic analysis Literature reviews Personas Journey maps	Usability metric comparisons Statistical analysis Data visualization Sentiment analysis

CONTEXT

# Case Study: Frankenstein’s Dashboard

This is an abbreviated case study. Please contact me for a complete version

A major dashboard application that provided information to sales agents was being rebuilt to fit a new design system.

Stakeholders needed to know if there were any problems we should be addressing now to limit need for future changes.

I was tasked with collecting data from users, as well as creating a technical primer for the design team.

\*Note: certain product details, images, and conclusions in this case study have been altered to protect confidentiality

DATA + ANALYSIS

USER BACKGROUND

I had access to a large amount of data to assess our user base:

- User demographics
- Feature usage
- Types of sales calls

CURRENT STATE

I ran several in depth sessions with our engineering team to create a detailed map of the current technical functionality for the design team to use

- What systems does the data come from?
- What could cause incorrect/no data to display?
- What functions can we not change in the redesign for business or technical reasons?

DATA + ANALYSIS

COLLECTION

**I ran 3 focus groups, segmented by previously identified user categories.**

- In what situations do they use the dashboard?
- Is the information accurate? If not, how?
- Does usage differ between user types? Does it differ between demographics?

ANALYSIS

**I was able to observe recordings of users in a live setting, randomized by date, location and demographic.**

- What event triggered them using the dashboard?
- How much time did they spend there?
- What information did they verbalize to customers while using it?

RESULTS + IMPACT

Results

I found that ***inexperienced sales agents would often go to the dashboard for information that wasn't there.***

***Experienced agents used it less, and to find fewer things.***

I learned that **large chunks of the dashboard were soon to become obsolete** as the some data sources became depreciated, which hadn't come up in initial scoping.

Impact

We decided to scrap the dashboard altogether, and place the few useful pieces of information somewhere else, along with tooltips to guide new agents.

**This saved an estimated \$75,000 of engineering and design**

