Saavn | Summer 2017 Internship

Project Guide : Sajal Nagwanshi (Senior User Researcher Saavn, Mumbai)

Project Mentor :Poornima (Director of Research, Saavn, New York)

Duration : May 2017 - July 2017

During summers of 2017, I interned at Saavn (South Asian Audio Video Network) as a User Researcher. Contributing to various ongoing orbits: onboarding, subscriptions, and playlists conducting qualitative studies using grounded theory approach and focus group sessions.