Brittney Hernandez

UXR Portfolio

Brittney Hernandez — UXR portfolio — UXR portfolio —

Welcome to my portfolio

ABOUT ME	VALUES	FREQ WORDS APP
HARTFORD STAGE	MAGIC	CONTACT

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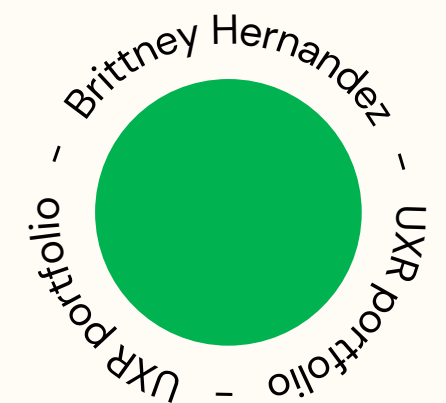
About Me

Brittney Hernandez

I'm a storyteller. I believe the most compelling stories are grounded in rigorous methodology and mindful of whose voice is centered in it.

I am an avid music-lover and in my free time enjoy venturing outdoors to rock climb, hike, camp, or kayak.

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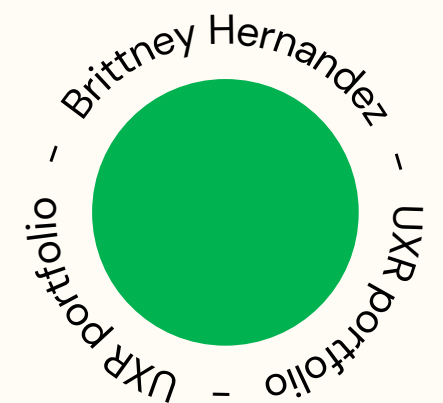
Values

INCLUSION

When putting together a solution, I am mindful to include those with abilities different than my own

DIVERSITY

I make a concerted effort to highlight the experiences of those from marginialized communities

UTILITY

I like to clearly articulate goals and ensure my solutions are sustainable for any users

COLLABORATION

I believe solutions can be improved when people with different backgrounds and interests come together

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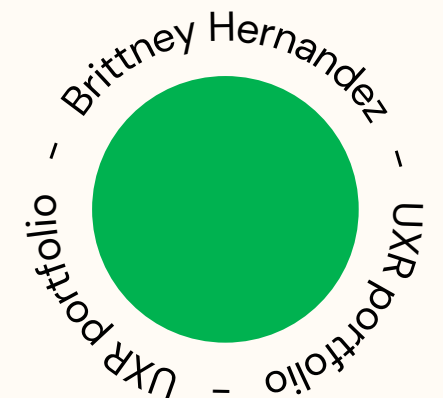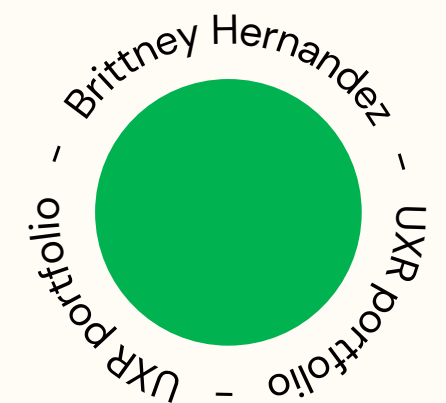
Project Portfolio

The projects below showcase my use of quantitative and qualitative methods.

FREQ WORDS APP	HARTFORD STAGE	MAGIC

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Freq Words App

PROJECT SCOPE
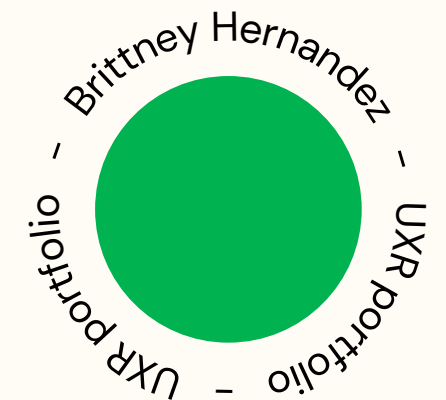
GOAL

Timeframe: 12 months

My Role: Quantitative Researcher

Team: Betsy McCoach (Supervisor)

Tools: R Studio, R Shiny, Zoom

Develop a web application to interact with the results of a research study

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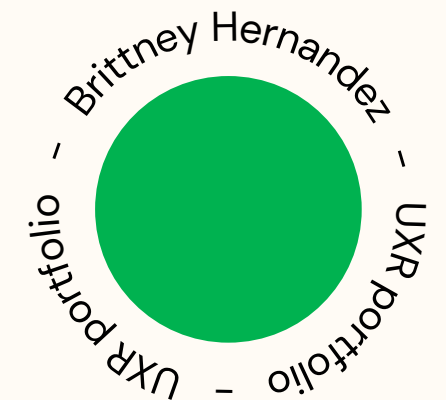
Freq Words App

METHODS

- Prototyping
- First-click Testing
- Usability Testing
- User Interviews
- User Stories
- Surveys
- A/B Testing

METRICS

- Bounce rate
- Response time
- Attention/Eye tracking
- Predictive modeling
  - Power analysis
  - Factor analysis
  - Structural equation modeling

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Hartford Stage

PROJECT SCOPE

Timeframe: 12 months
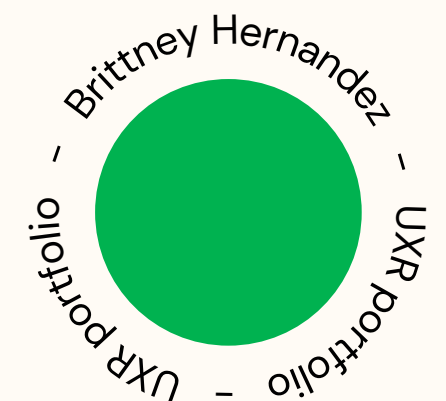**My Role:** Quantitative Evaluator
Team: Stacy Hayden (Qualitative Evaluator),
Bianca Montrosse–Moorhead (Supervisor)
Methods: Competative analysis,
Tools: R Studio, Zoom

GOAL

Evaluate the experiences of participants across 9+ unique theatre education programs

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Hartford Stage
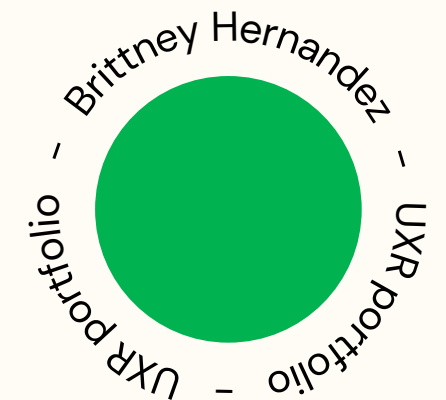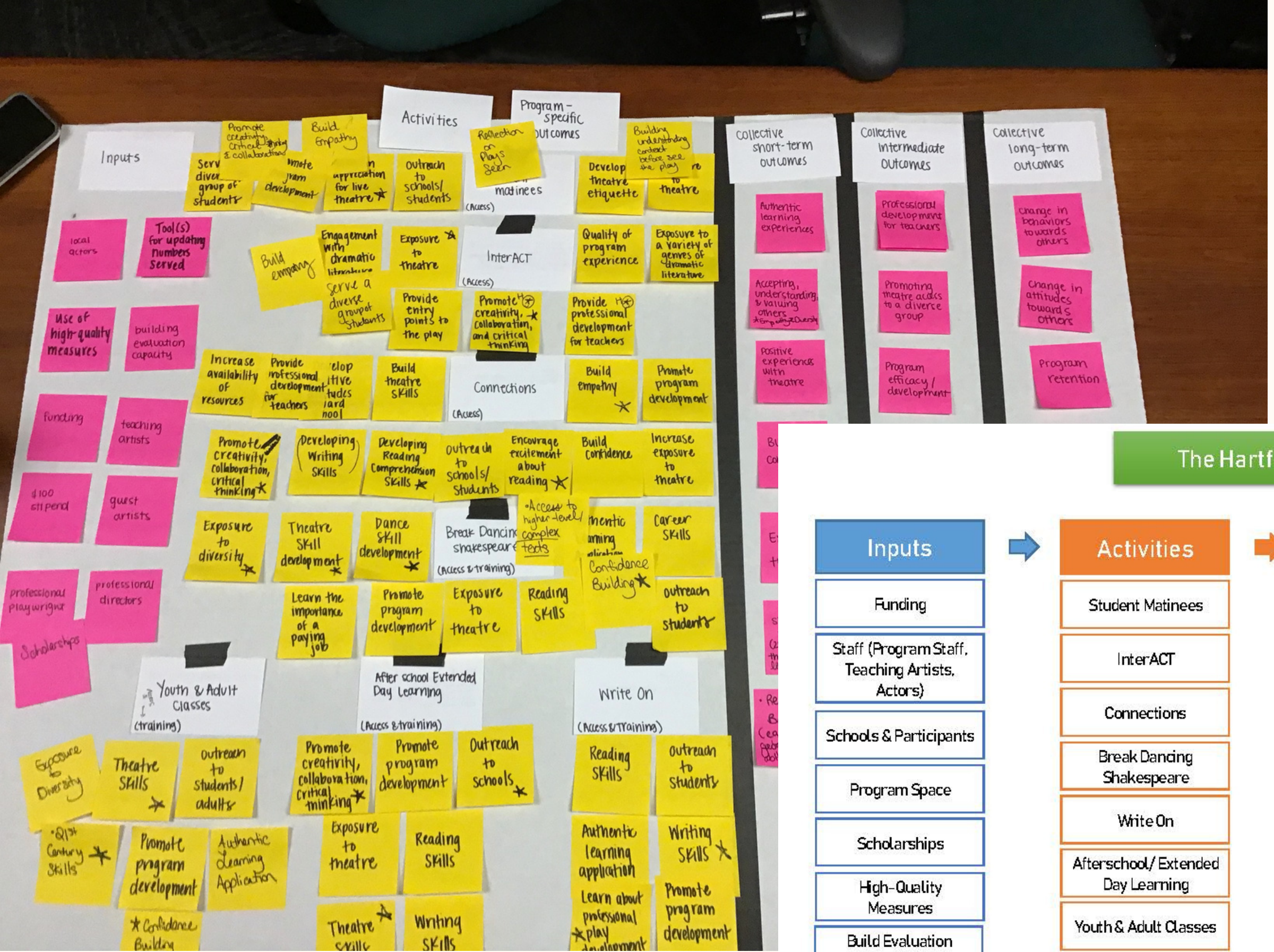
PARTICIPATORY DESIGN

Key feature # 1 was **sustainability** so major stakeholders participated in the design and interpretation of results.

COMPETATIVE ASSESSMENT

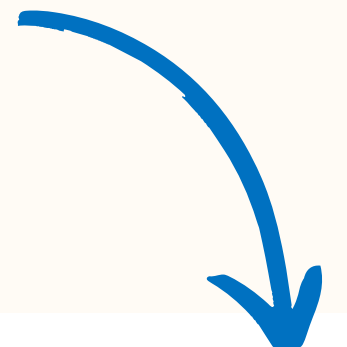Key feature # 2 was using the for future **grant funding** so we articulated the unique features of Hartford Stage compared to other organizations.
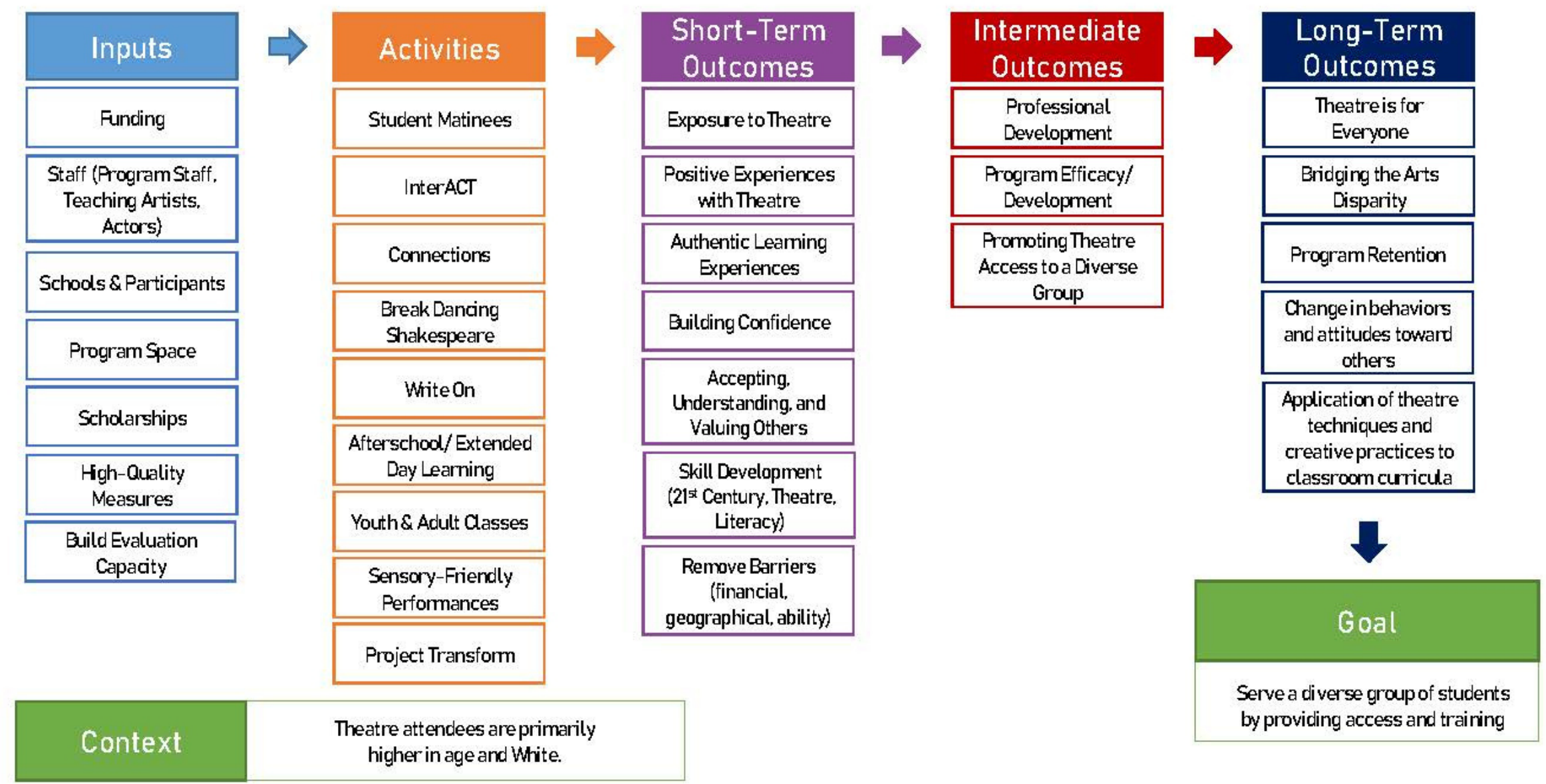
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how it **started**

how it **finished**

Collaborative development of a
program visual

Activities

Program–specific outcomes

Inputs

Collective short-term outcomes

Collective intermediate outcomes

Collective long-term outcomes

The Hartford Stage Educational Programs

Inputs	Activities	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Funding	Student Matinees	Exposure to Theatre	Professional Development	Theatre is for Everyone
Staff (Program Staff, Teaching Artists, Actors)	InterACT	Positive Experiences with Theatre	Program Efficacy/ Development	Bridging the Arts Disparity
Schools & Participants	Connections	Authentic Learning Experiences	Promoting Theatre Access to a Diverse Group	Program Retention
Program Space	Break Dancing Shakespeare	Building Confidence		Change in behaviors and attitudes toward others
Scholarships	Write On	Accepting, Understanding, and Valuing Others		Application of theatre techniques and creative practices to classroom curricula
High-Quality Measures	Afterschool/ Extended Day Learning	Skill Development (21st Century, Theatre, Literacy)		
Build Evaluation Capacity	Youth & Adult Classes	Remove Barriers (financial, geographical, ability)		
	Sensory-Friendly Performances			
	Project Transform			

Goal

Serve a diverse group of students by providing access and training

Context

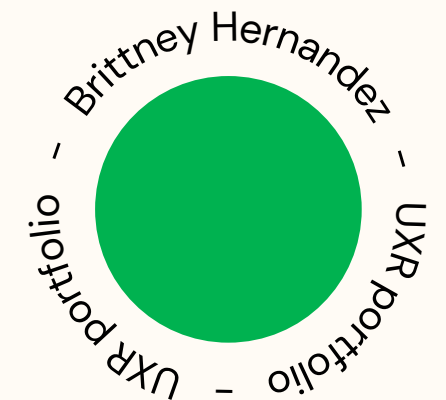Theatre attendees are primarily higher in age and White.

Hartford Stage

METHODS

- Surveys
- Ethnography
- User Observations
- User Interviews
- User Focus Groups
- Stakeholder Interviews
- User Stories

METRICS

- # of participants served
- Participant demographics
- Grade on program success rubric
- % growth in funding
- Grant application success rate

MAGIC

PROJECT SCOPE

Timeframe: 12 months

My Role: Research & Evaluation Coordinator

Team: Amanda Sutter (Evaluation Manager), Tobey Duble (Evaluation Specialist), Claudia Ventura (Data Analyst), Eiling Yee (Supervisor)

Methods: Competative analysis,

Tools: Qualtrics, R Studio, Python, AWS, Zoom

GOAL

Design a sustainable research an evaluation program for a non-profit startup

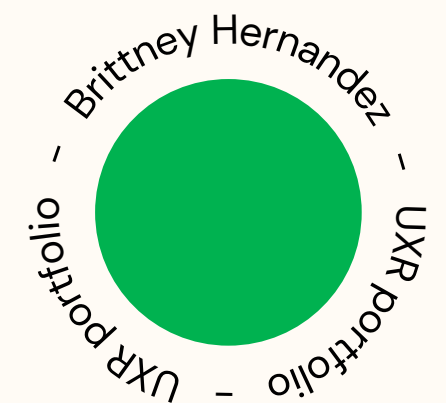Brittney Hernandez – UXR portfolio – UXR portfolio – UXR portfolio –
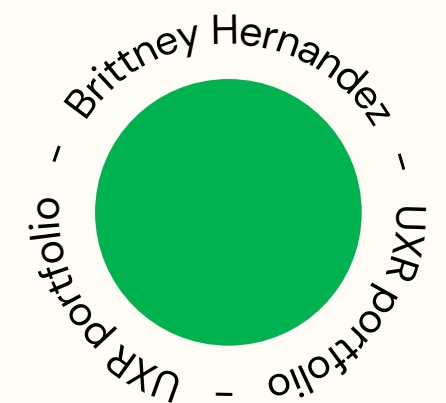
Magic

Magic is a new program, so our methodology primarily leverages **qualitative** feedback – even surveys have opportunities for free responses.

As we gain more information about people's experiences, we adapt qualitative feedback into **quantitative** measures which tend to be quicker and easie.

What graduate research programs did you apply to?

Select all the research programs you applied to.

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Magic

- Surveys
- User Observations
- User Interviews
- User Focus Groups
- User Stories

- Program satisfaction rating
  - Equity scores
- Participant demographics
- Predictive modeling
- Text analytics
- Propensity score matching
- Grade on program success rubric
- % growth in funding

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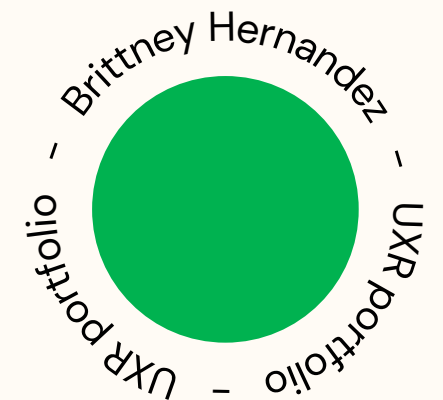
Let's Work Together

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