

Portfolio

Clara Gonzalez Sueyro.

UX Researcher and Ethnographic Research Specialist

THREE PROJECTS



CLARA GONZALEZ SUEYRO → User Experience and Ethnographic Research Specialist

TITLE: Rexona

CLIENT: Navarro Research / Unilever.

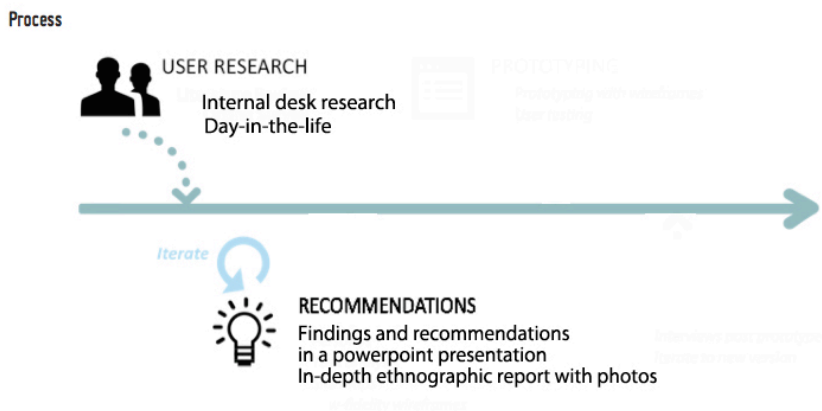
TECHNIQUE: "Day-in-the-life"

RESEARCH FOR: Marketing team managing Rexona brand deodorant.

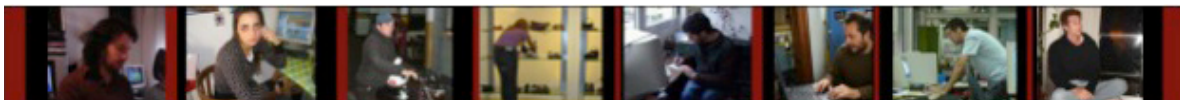
GOALS: Understand the emotional and rational aspects linked to the use of deodorant in different daily situations such as at the office or workplace, dating and socializing across a broad range of adults in Buenos Aires, Argentina.

EXECUTION: Together with two other anthropologists I performed ten "Day-in-the-life" studies of ten adults with diverse day-to-day lives. I spent one full day with a fashion designer. I accompanied and observed her as she moved through her daily public and private activities. Despite the limited amount of time spent with the observed persons of the study we gathered insights that were useful to the company.

RESULTS: After completion and analysis of the research my partners and I delivered an in-depth ethnographic report. We also delivered a presentation to the marketing team detailing our findings together with recommendations for new products, co-branding and brand communication.



PROFILES:



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TITLE: Guia Egreso

CLIENT: Doncel / World Bank

TECHNIQUES: Workshops, in-depth interviews and creative sessions.

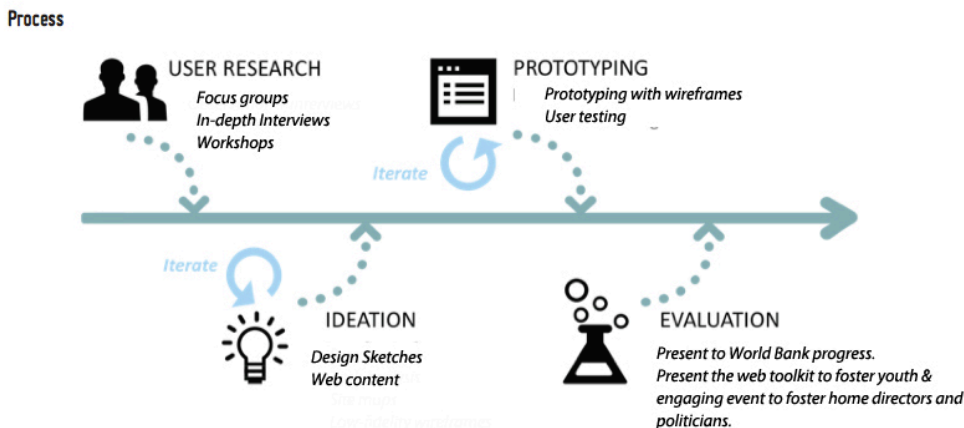
RESEARCH FOR: Project Community for Youth Integration - World Bank.

GOALS: Youth in the process of leaving foster care are most often vulnerable and isolated. The goal of the project was to expand their economic opportunities by creating a network of former and current care leavers and shelter residents. The network is meant to facilitate sharing of information and the development of technical, work and life skills.

EXECUTION: Twelve participating youth another anthropologist and I worked through in-depth interviews, workshops and creative sessions to develop a web platform named "Guia Egreso" which means "Guide to Exit". We enlisted the help of people who had already successfully passed from foster care into adult life. I interviewed youth and facilitated the content for the web platform through creative session techniques such as collage, peer-to-peer interviews, video recording, web design and prototyping.

RESULT: The result is available at guiaegreso.com.ar and continues to be used today. The project has even gained a small amount of attention being exposed around Argentina and in Europe.

PROCESS:



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TITLE: Zorro

CLIENT: Nielsen Research / Alicorp S.A.

TECHNIQUE: In-home observation and In-depth interviews.

RESEARCH FOR: Marketing team managing Zorro brand clothing detergent.

GOALS: Main goal was to gain insights about how stay-at-home mothers approach and execute their laundry process. The secondary goal included an understanding of the emotional aspects involved in identifying clean and dirty clothing.

EXECUTION: I worked together with one other anthropologist to conduct in-home interviews and observe women practicing their laundry process. I interviewed, observed representations and significations associated with laundry, clothing cleanliness, emotional, rational and relational connections as well as their daily practices around the laundry process.

RESULTS: One key finding was that the women were emotionally invested in how the cleanliness of the clothing their family wore was a representation of themselves as mothers, wives and individuals. We delivered a detailed presentation as well as eight video summaries of the video-recorded interviews and investigations. We curated the video content to bring out the most valuable insights.

PROCESS:

Process

