2015 Intern Performance EvaluationTop of Form

**Name of Intern:** Jonathan Calzada

**Name of Evaluator:** Karen Hoffman

**Department:** Consumer Insight

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**Referring to your original Intern work plan, please list the projects your intern worked on over the summer and evaluate their overall contribution to each. Please provide specific examples:**

* **Created Framework for Google User Research Site**

Although this project quickly became low priority given the intern project and electronics sprints, Jonathan was able to pull together a template for the team to work with moving forward. Click [HERE](https://sites.google.com/a/consumer.org/crux/) for the template created.

* **TV Selector Research**

Jonathan was responsible for soliciting feedback on the current TV finder (beta version) in order to help the electronics team understand what consumers thought and set a priority for future sprints. Jonathan was responsible for setting up the test, analyzing results and presenting findings to the team. Click [HERE](https://docs.google.com/a/consumer.org/presentation/d/1FIro1CiLVLd5fiL5I2SobcCd4A6ernflA6KQ2oMGi9A/edit?usp=sharing) for findings.

* **Cut the Cord Research**

Jonathan was responsible for setting up a competitive review to understand what information was most useful among consumers who are considering or open to considering “cutting the cord”. He successfully created and launched 6 interviews through usertesting.com. He also viewed videos and prepared a summary for the stakeholders. Click [HERE](https://docs.google.com/a/consumer.org/document/d/1MdTQ6Wk-AeTeODhapm8kWVLoZjeh4AexMTwquC0_ie0/edit?usp=sharing) for analysis.

* **Cellphone Discovery**

Jonathan partnered with lead user researcher as well as UX designers to brainstorm ideas to address pain points around cell phones and services. Jonathan helped the team to narrow the focus to three key user scenarios. He also actively participated in the ideation of possible solutions for these consumers.

**Was your intern able to complete tasks and projects as assigned within the agreed upon time frame?**

Jonathan was extremely successful in meeting all timelines. He was very flexible in switching tasks as new priorities were determined.

**What specific strengths did your intern display? Please provide specific examples.**

Jonathan was quickly able to establish himself as a research expert; the team trusted his insights from consumer testing. He is extremely strong at identifying which questions to ask to discover root problem. He also shows a lot of knowledge in knowing which methods to use to answer particular questions and why. This is a skill that is immensely crucial to the team. Feedback from additional stakeholders echoed this point that his professionalism and curiosity was respected and appreciated.

Jonathan is a natural leader with a strong ability for building relationships and working collaboratively. He does not wait around for everyone to tell him what to do but rather takes initiative by observing, listening, and when appropriate, asking questions.

Jonathan is particularly skilled in pulling out relevant insights and is able to appropriately distinguish between important flaws and minor flaws. In his presentation of findings, he does not stretch beyond what the research shows or bring in assumptions that are out of scope.

Jonathan does a great job in leveraging knowledge of the competitive landscape, trends and best practices introducing relevant external material to the team on what other companies are doing to solve similar problems.

**What are the recommended areas of improvement for your intern? Please provide specific examples.**

Although Jonathan exceeded expectations as an intern, some areas for further development are as follows:

* Work on prioritizing problems and solutions, and being flexible when not everything can get fixed at once.
* Continue to work on developing strong relationships with product stakeholders working on the balance between compromises and compromising results.
* Seek out opportunities to work on presentation skills. Jonathan appears extremely comfortable in front of a large group and successfully adapts his presentation to suit the conversation. Continue to work on keeping presentations direct and stay on point.

**Would you support hiring your intern should a full time role become available? Why or Why not?**

Absolutely, Jonathan has been a welcome addition to CR this summer. He's professional, well-respected, engaged, and smart, strives to learn more, and has a good sense of humor. A pleasure to work with and he will be missed by the entire team.

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