Consumer Reports

Consumer Advocacy Nonprofit

Overview & Impact

As a UX Research intern I worked within the Electronics Team employing Agile Software Development methods to complete Consumer Reports’ most significant redesign of their digital offerings in more than a decade. Main responsibilities included usability testing of [consumerreports.org](http://cr.org/) components, and employing [Design Thinking](http://dschool.stanford.edu/dgift/) to come up with new web applications and millennial engagement initiatives. Other duties included conducting UX Expert Reviews, creating UX personas, designing an internal collaborative framework for the User Research team, and some market research to determine interest in particular topics. My efforts, along with the other interns, contributed toward the overall mission to re-design and re-brand Consumer Reports’ digital presence.

**TV Selector Research**

Under the supervision of Karen Hoffman and Rachel Lynch, I was responsible for soliciting feedback on iterations of the TV finder (beta version) in order to help the electronics team, understand user feedback and help inform following design and development sprints. Specifically, I was responsible for setting up the test, analyzing results and presenting findings to the team.

**Cut the Cord Research**

For this research project, I set up a competitive review to understand what information was most useful among consumers who were considering or open to “cutting the cord,” which is to say opting out of dish and cable network programming. I successfully created and launched 6 interviews through usertesting.com where I reviewed user feedback videos. I then prepared a summary for stakeholders and presented findings to my supervisors.

**Cellphone Discovery**

This particular research and design project was a whole lot of fun. I partnered with lead user researcher Rachel Lynch as well as UX designers, Michelle Boisson, Rehan Butt, Yubo Hu, to brainstorm ideas that addressed pain points around cell phone products and services. Specifically, I was able to help the team to narrow the focus to three key user scenarios. Through Design Thinking workshops generated an abundance of ideas that later informed wireframe designs in effort to find possible solutions for cellphone product and service consumers.