



# UX research portfolio

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# about me



I am an UX Researcher and Designer specializing in data-driven technology solutions, ethnography, narratology, secondary research, and multiple primary research methods.

I have a PhD in performance ethnography focused on the ethnography of audiences. My research has been published in three countries and I am a sought after panel participant, workshop facilitator, and speaker. Over the years, I have also worked as a corporate and non-profit consultant across many industries providing creative services, data analysis, research, and storytelling. Some of my favorite projects include my current project designing a nutraceutical mobile app and website driven by my secondary and primary research into the health habits of Generation X, and co-creating a live corporate experience that included The Rolling Stones. My client list includes Bayer Pharmaceutical, Bank of America, Citicorp, Avon Cosmetics, the Waldorf School, and York University.

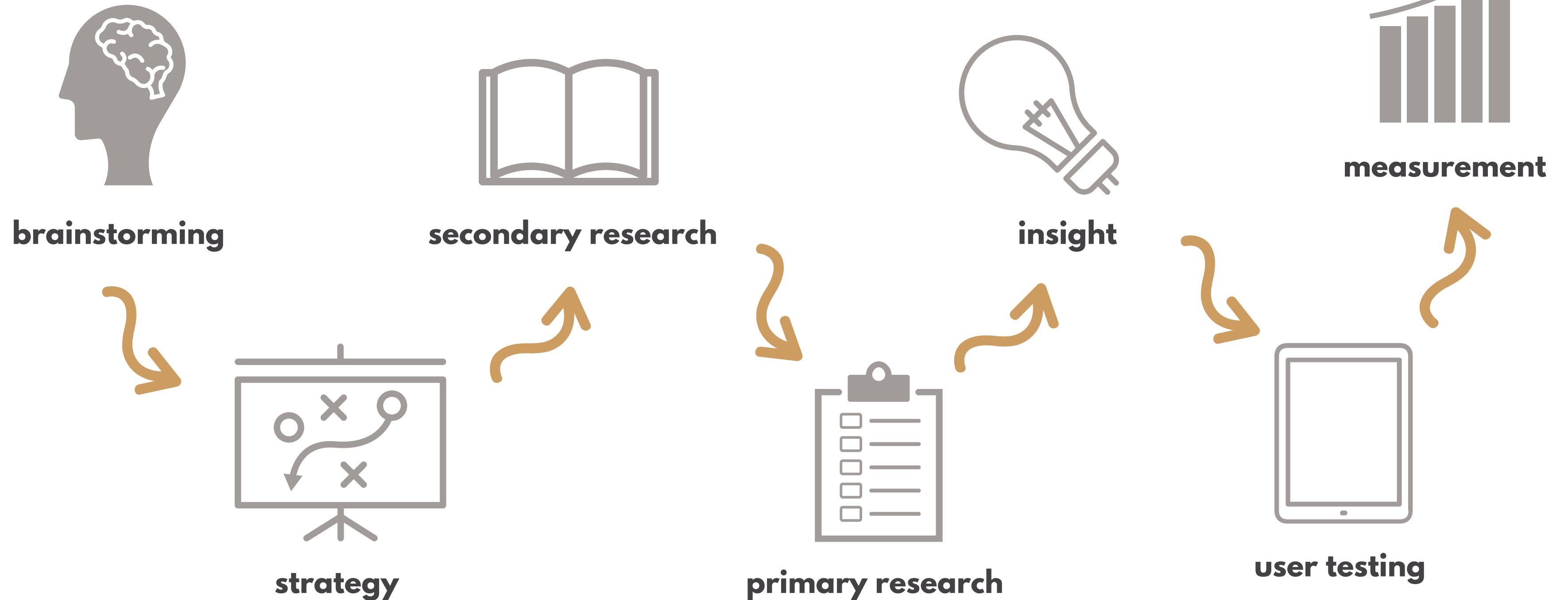
In my spare time, I like to camp, hike, write, photograph, and collaborate with visual and performing artists. I have never met a research project I didn't like.



# how i work



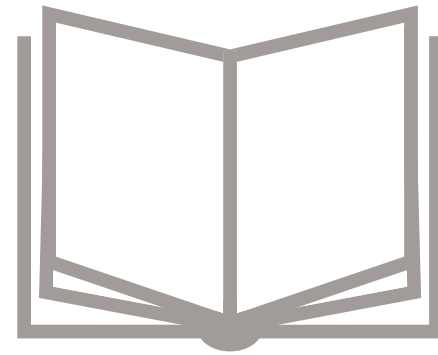
I work all the way through the UX Life Cycle from brainstorming and discovery to validation testing in the delivery phase.



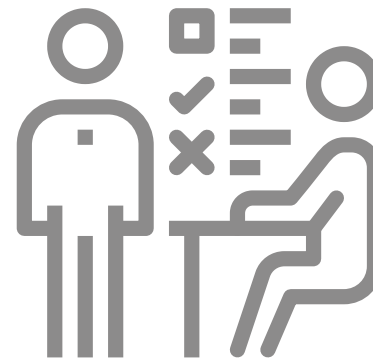
# methodologies



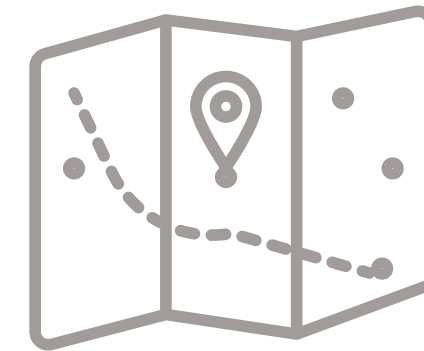
**Design  
Sprints**



**Secondary  
Research**



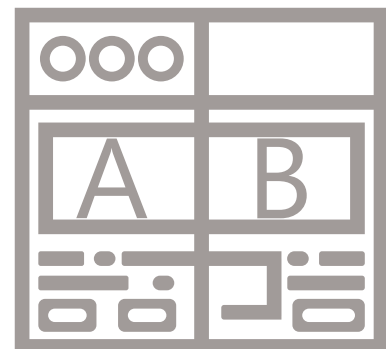
**User  
Interviews**



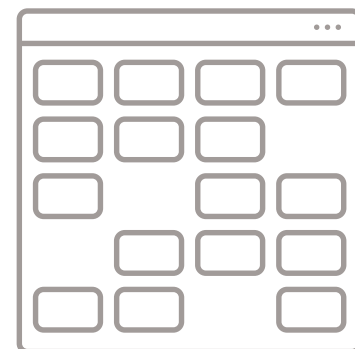
**Journey  
Mapping**



**Persona  
Creation**



**A/B  
Testing**



**Card  
Sorting**



**Empathy  
Mapping**



**Diary  
Studies**



**Survey  
Creation**



# uxr case study



## Project Overview



A client of Alexy 19 is building a health and wellness start-up and contracted with us to develop a plan for the company as well as develop the user-experience for its e-commerce website. The client's goal is to sell targeted nutraceutical therapies while also educating the public about the use of nutraceuticals for achieving optimal health.

My part in the project was multi-faceted:

- *Exploration and Branding* I participated in and co-facilitated the Brand Sprint and Brainstorming in the Discovery phase
- *Secondary Research* Conducted exploratory research to understand habits and drives, competitive analysis, and to help with market segmentation
- *Primary Research* conducted targeted user surveys and interviews



# uxr case study



## Research Strategy



### brainstorm

To clarify mission, product value, and target markets. We used MURAL to lead a design sprint.



### secondary research

To ensure primary research wasn't redundant I conducted a two-day secondary research project on the nutraceutical market.



### screener survey

Based on insights from the secondary research, I designed and issued a screener survey using SURVEY MONKEY to find candidates for interviews.



### virtual interviews

I conducted all virtual interviews on ZOOM, recorded interviews and used OTTER to create transcripts of the interviews to accompany my notes.



### mapping

Using Mural and based on insights from the interviews, I created an affinity map, created personas, and created an empathy map.



# uxr case study



## Affinity Map

Nutraceutical App Affinity Map

**User 1 "Bobbi"**  
Bank Recruiting Consultant  
Mother of 2, In-Law Caretaker



**User 2 "Kit"**  
Business Admin for Furniture Store  
Mother of 1



**User 3 "Jenny" RN**  
RN  
Mother of 4, Parent Caretaker



**User 4 "Chris"**  
Humanities Professor  
No Kids, a Spouse





# uxr case study



## Sample Persona for Empathy Map



### Teena

Humanities Professor, 37

*"So the whole thing makes me SQUEAMISH: MLMs, disingenuous marketing, it all feels like a SCAM."*

#### DEMOGRAPHICS

Millennial

Mixed  
Ethnicity

Family of 2  
(no kids)

#### BEHAVIORS

Buys at CVS,  
Walgreens  
(likes physician  
RX)

Takes up to  
two  
supplements  
a day

Doesn't  
Use  
mHealth  
apps

#### ATTITUDES

SKEPTICAL

Trusts  
pharmacists  
and MDs

Believes  
nutraceuticals  
could be beneficial  
but distrusts the  
unregulated  
market

# uxr case study



## Key Insights

1. MARKET FOCUS. Based on the secondary research, the client decided to focus on a much narrower market than originally anticipated (Gen-X Women).
2. CONSUMER TRUST. Based on the primary research we discovered that trust between Gen-X Women and the nutraceutical market is very low.
3. DISCOVERY. The initial concept switched from a simple e-commerce site to a more specifically focused website and app that educates users on "generational health" or the study of health concerns specific to generations.
4. WIREFRAMES. The Alexy 19 team is developing wireframes for the the based on specific consumer insights from the interview
5. SPECIFIC METRICS. User testing will use TRUST as a key metric for both the app and website during prototype testing phase (when I will return to the project).

