

UX Research Portfolio

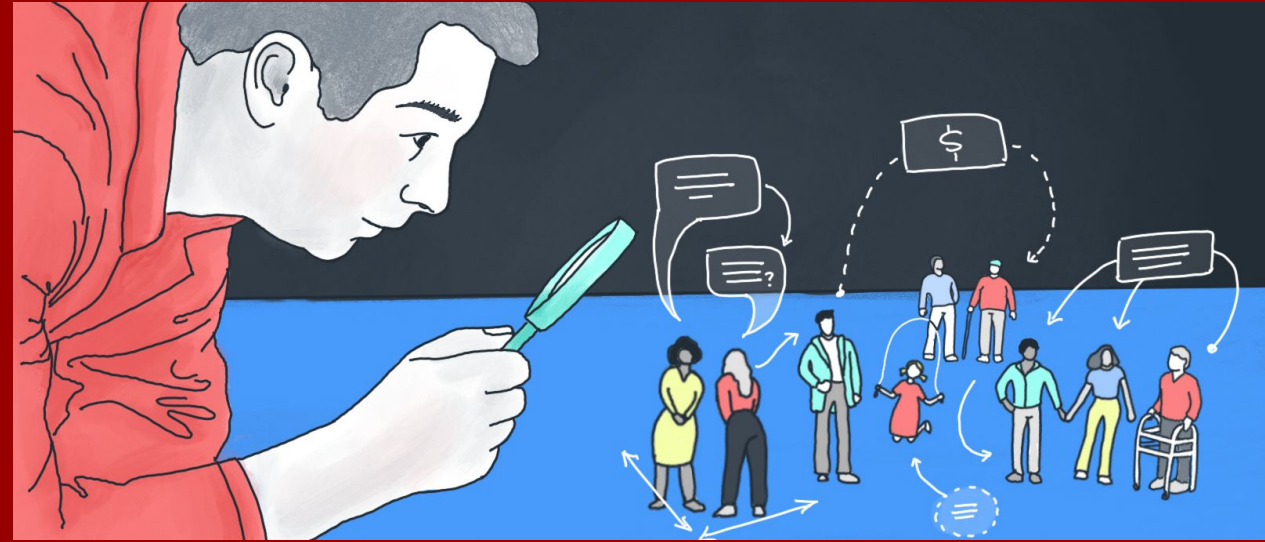


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My UX Research Journey

Curious Cyber Kid (2011)



Exploring people's Interest and opinions from other continents and countries via social media.

Conducted First Research Study (2014)



Understanding different types of students in the classroom their personal interests, frustrations, achievements and career choice.

Strong History Foundations (2014)



Technological History
Modern World History
Indian Social History

Social Media Strategist (2018)



I have done many secondary research to understand the interests of customers of my clients. So I can create a better strategy for my clients.

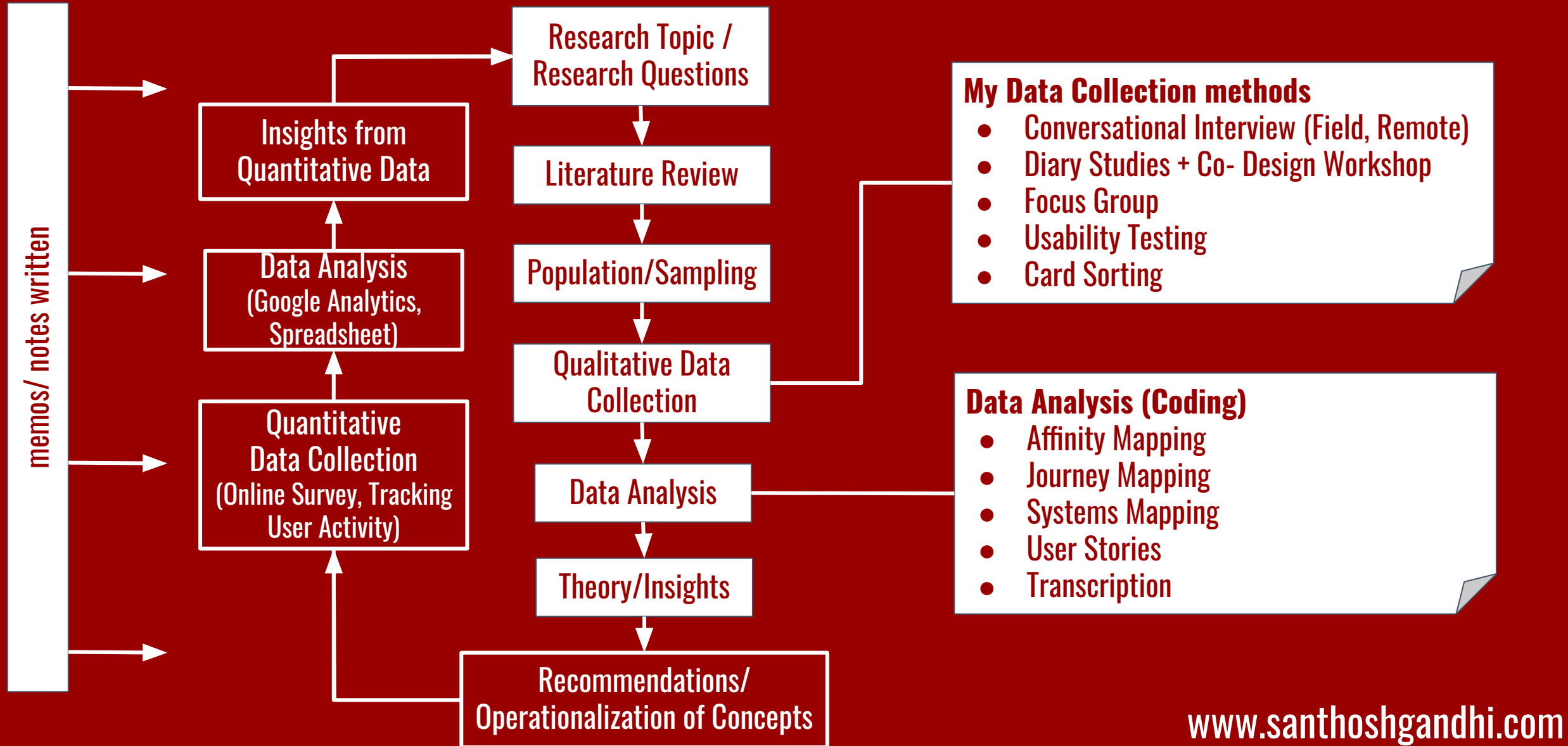
UX Research Foundations (From 2019)



UX Design Researcher (From 2019)



How do I work?



Case 1: Digital Content Consumption

Project Overview

In March 2021, Hureo was studying about digital content consumption for an multiple content provider app.

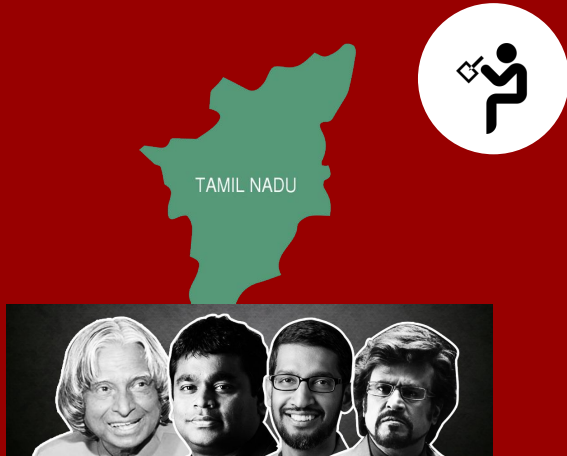
The Research I conducted for this project focused on

- Understanding motivations and preference of users for consumption of different types of content via mobile phone.

Where I am in the
Product Dev Process?

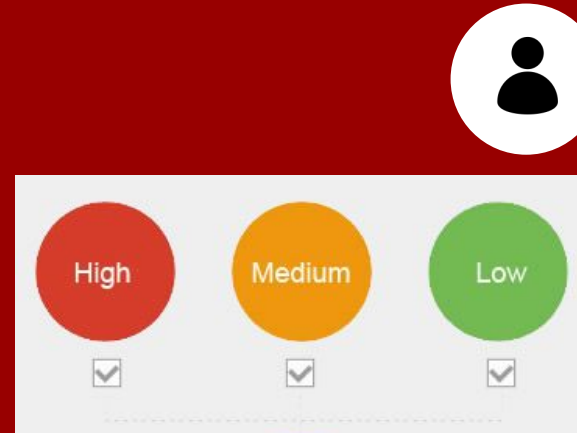


Research Setup



1. Secondary Research

- To understand popculture of tamilnadu. To find most entertained themes & content.



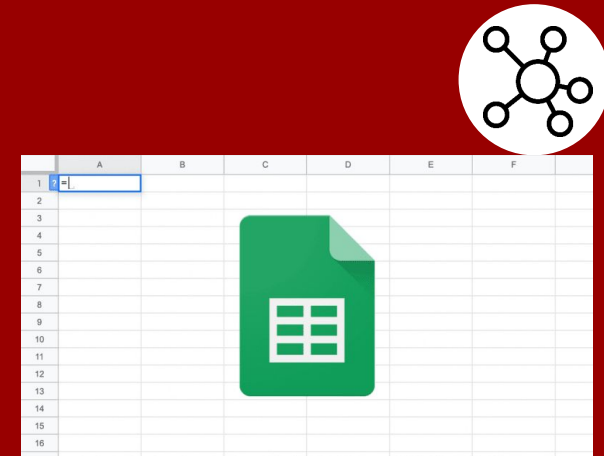
2. Persona Creation

- We created personas based on engagement level of multi content provider app.



3. User Interview

- This projects required us to understand mindset of users before, after and during their digital consumption. So User Interview preferred for Data collection.

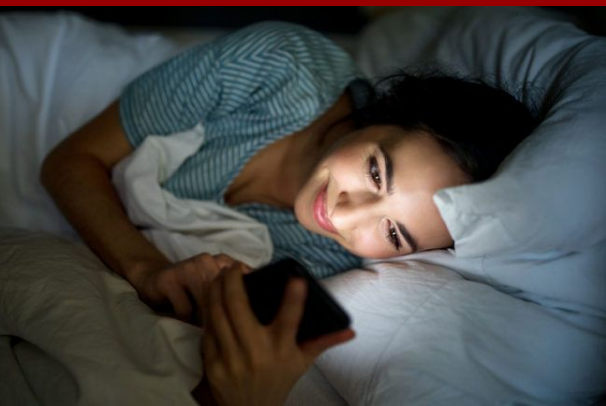


4. Affinity Mapping

- To understand the relationship between certain themes, preference, age group and practices. I done affinity mapping technique using spreadsheet.

What Kind of Key Insights I got?

- On what occasions user prefer audio, video and text?
- On What occasions user prefer short videos, medium videos and long videos?
- User's Content Exploration Pattern.
- Preference of content and its formats over different age groups.
- Motivation behind regular following of digital brands/ channels etc.
- Users Relationship with content and content creators.



Key Recommendations:

- Suggestions to improve their usability of multi content provider app.
- Content Strategy suggestions regarding Tamilnadu.

Key Learnings:

- Since it's a Pan-India project, I learned about requirements needed to conduct a pan India project.
- Collaborating with researchers from other geography is great learning. Had opportunity to learn their perspectives & observations.

Case 2: Open Innovation + Facebook

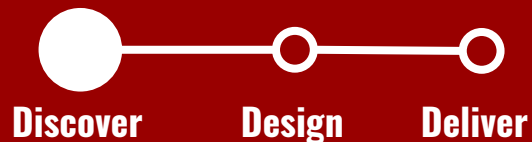
Project Overview

In Oct 2019, I conducted research to understand how mainstream social media like Facebook can integrated open innovation feature for OpenIdeo Open Challenge.

Research Goals:

- Understand how opinions/ideas ideated, shared, and discussed on Facebook.
- Determine Target Users for Open Innovation Feature on Facebook and also their types, goals and pains.

Where I am in the
Product Dev Process?

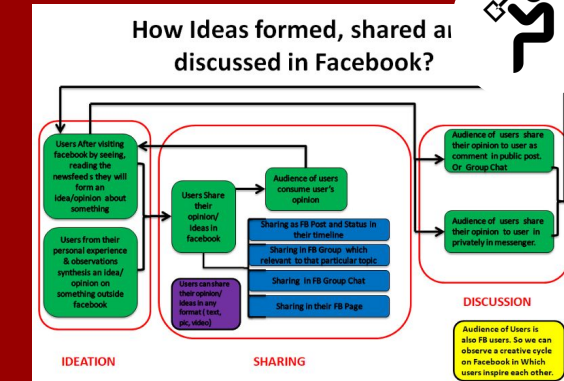


Research Setup

Findings	Direct Competitor	Indirect
<p>Open Innovation Feature: None of the leading Social media has a fully fleshed out systematic open innovation feature. It appears to be a function that is not expected by Creative thinkers in social media but is appreciated when it is available.</p> <p>User-friendly: It Seems like many users like to discuss ideas/opinion in their own familiar convenient social media platforms.</p> <p>Finding Right People: Many Creative thinkers and innovators who want to do a brainstorming regarding new ideas feel very difficult to find the right people in social media to collaborate.</p> <p>Lack of Supervision & Authenticity: Most of the people who willing to collaborate wants to get credit for their work and also feel their contribution should not be misused. So they want someone to supervise and also needs authenticity, trustability and credibility.</p>	<p>open IDEO</p> <p>OpenIDEO.com</p> <p>Strengths:</p> <ul style="list-style-type: none"> Well Structured Open Innovation Model. Systematic Approach towards innovation process. Multiple ways of participation. Money Rewards for Top participants and Points for all participants. <p>Weakness:</p> <ul style="list-style-type: none"> Many Creative Thinkers Outside Openideo Community do not aware about this open innovation platform. Less User Friendly when comes to provide their additional information for given Challenge. Designed to work best with desktop mode, You can't feel Convenient while using mobile devices. 	<p>Many Social media platforms (Facebook, Discussion Thread forums, Whatsapp Group Chats, Facebook Pages, comment section, Groups, Group Chats etc) are indirectly serving as the platform for open innovation.</p> <p>Strengths:</p> <ul style="list-style-type: none"> Already Well known used platform by user, so they easily initiate a discussion for innovation in their own convenient familiar platform. Easily Accessible to Most of internet users. <p>Weakness:</p> <ul style="list-style-type: none"> No Systematic environment to carryout open innovation. Almost all social media do not have open innovation features. Many Creative thinkers and innovators who want to do a brainstorming regarding new ideas feel very difficult to find the right people in social media to collaborate.

1. Competitive Analysis

- To determine the standards of existing open innovation platforms.



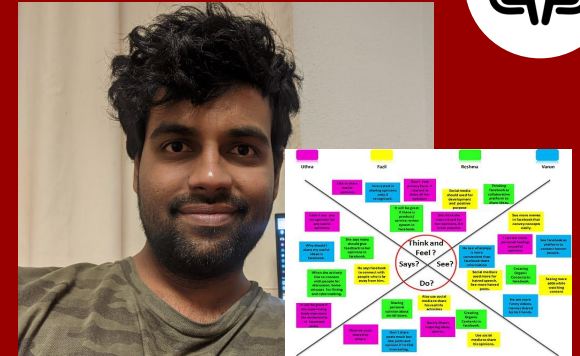
2. Observational Note Taking

- To Understand how ideas formed, shared and discussed in facebook.

Problem Solver and Innovator	Expert	Observations Publisher	Solution Seeker
These users like to solve problems by creating innovative solutions.	These users are one who has high expertise and knowledge in their field.	These users like to observe, analyze and share their opinion.	These users are who need solutions, suggestions from others.
Goals: - They like to share their solutions in facebook.	Goals: - They like to consult and share their knowledge and opinions in facebook.	Goals: - They like to share their opinions from own observations in different format in facebook (Video, meme, written post)	Goals: - They use facebook as medium to share their query, questions regarding problems.
Pains: - Most of times their ideas are do not get attention, appreciation and guidance.	Pains: - Most often they don't find audience to share their expertise and knowledge	Pains: - Their ideas/opinions reach many people only if it has engagement value and associated with trend.	Pains: - Most of the times they don't get suggestions and solutions. Even they get it not need to be correct.

3. Persona Creation

- Based on the secondary research and observational Note taking, I created provisional guiding user personas for Target users of open innovation feature in facebook.

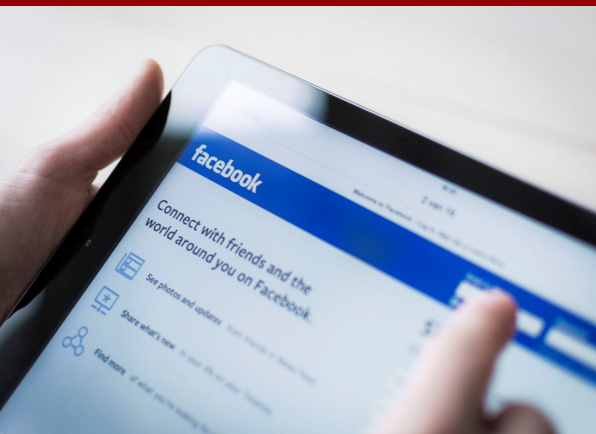


4. Interview & Empathy Map

- Conducted Interviews with 4 users who matched the user personas
- I used empathy map to analyze the collected data.

Key Insights

- Target users expect more feedbacks from others for their opinions and new ideas.
- Many users like to share their opinions and suggestions only if benefits them in some way.
- Users like to connect and interact with potential people who related to their career without exposing their personal circle.
- Negative reactions are major reason for hesitation for many reason to share opinions & feedback.



Key Learnings:

- Recruiting participants via social media.
- Conducting Remote Sessions.
- Using empathy map for data analysis and to construct theories.

Case 3: Copy Editor

Project Overview

In Jan 2021, TNQ Technologies was beginning of improving their copy editing tool

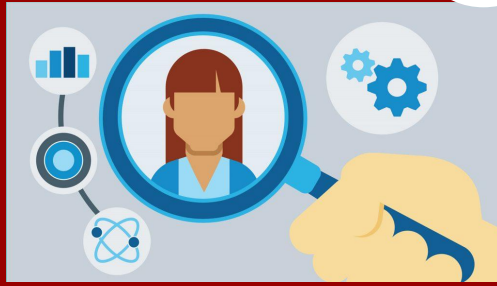
The Research I conducted for this project focused on

- Understand the pain points of the copy editors.
- Understand the expectations regarding their copy editing tool.

Where I am in the
Product Dev Process?

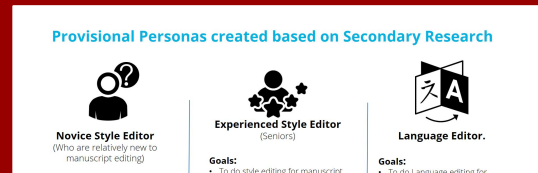


Research Setup



1. Secondary Research

- Media Scanning
- Competitive Analysis
- Subject Matter Expert Interview



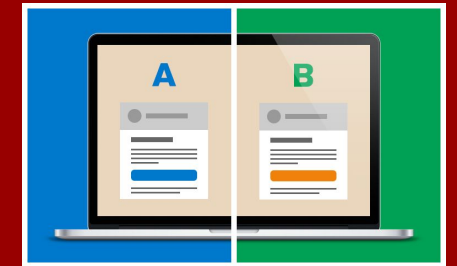
2. Persona Creation

- Based on the secondary research, I created provisional guiding user personas to understand pain, goals and needs of different types of users.



3. Online Survey & User Interview

- I created questionnaire to collect opinions from the copy editors.
- I interviewed 6 copy editors to understand the pain points & expectations regarding their tool.

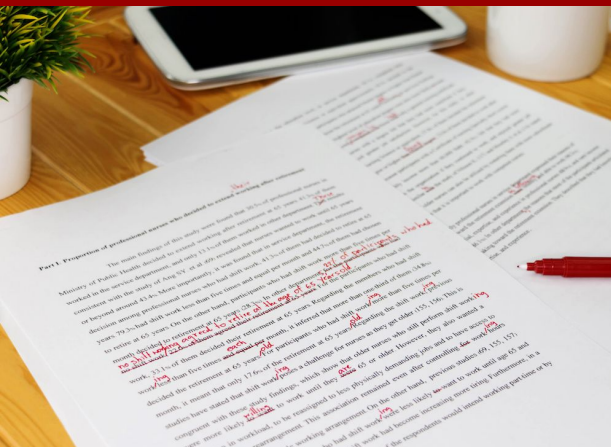


4. Usability Testing

- I done usability testing with two different versions of wireframes.

What Kind of Key Insights I got?

- Natural workflow of copy editors.
- How copy editing tool affects the natural flow.
- Difference in preference between experienced and novice copy editors.
- Most preferred & expected features for copy editors in copy editing tool.
- How existing UI/UX increase or decreases the cognitive load.



Key Recommendations:

- Suggestions to improve their product in more very user centric way.
- Suggested new features to improve the productivity.

Key Learnings:

- How to evangelize UX in organization
- How to collaborate with 20+ years experienced professional.
- How to conduct UX research for an Internal tool.



Want to Have Discussion with me?

Schedule Our Meeting Here



<https://calendly.com/isanthoshgandhi/60min>

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