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# UX Research Portfolio

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# Table of contents



## Portfolio Intro



### Introduction to me

- A bit about me and my way of working.
- Slide Numbers: 3 - 8



### Case Study 1: Traffic Violations

- Methods Used: observational note taking, User interview, Systems Mapping, Persona creation,
- Slide Numbers: 9 - 14



### Case Study 2: Open Innovation + Social Media

- Methods Used: In-context interview, Persona creation, Card Sorting, online survey, Usability Testing
- Slide Numbers: 15 - 21



### Case Study 3: Groceries + online

- Methods Used: User interview, Subject-matter Expert interview, Persona creation.
- Slide Numbers: 22 - 27

# Introduction

Introduction

# Me: A short work history



Portfolio Intro

I am a **UX Design Researcher** Interested in B2C Applications, AR-VR-MR Technologies, Smart-cities, Educational technology and Autonomous driving Technology.

I was self trained and earned UXR certifications from **NPTEL** and **LinkedIn Learning**. I am studying Masters in Psychology from **IGNOU**. And I had the opportunity to work with technological oriented companies including **Quillhash** (Gurgaon) and **TNQ** (Chennai).

Over the years, I have worked on projects including: Blockchain based supply chain application, Research writing platform, Copy Editing Tool, Open Innovation Platform, Ordering Groceries Online, Food Habits & Preferences and Comfortability in book learning.

I regularly write blogs about user experience research and also UX reviews for new apps. [\(click here to read my blogs\)](#)

Known Languages: **Tamil** and **English**



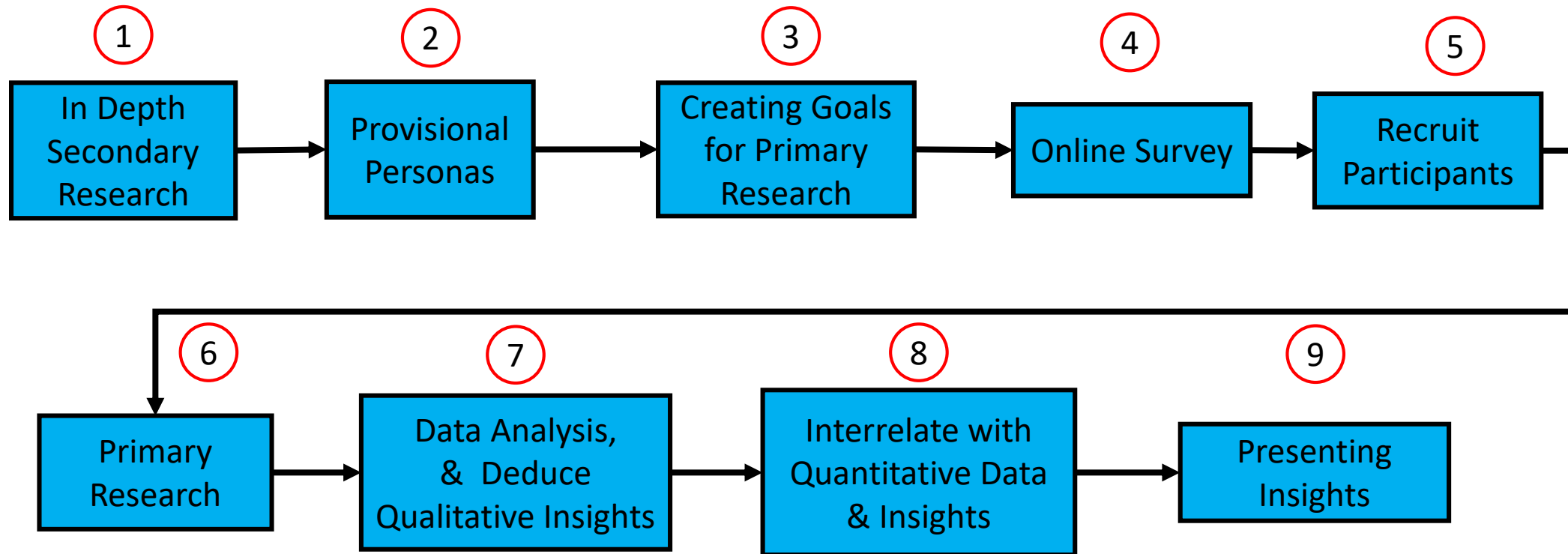
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# How do I work?



Portfolio Intro

I conduct research for **all stages** of the product development process: from “blue sky,” open explorations in the discover phase to validation oriented research in the deliver phase.



# What methods I use?



Portfolio Intro

I utilize a broad toolkit of UX research methods. I select the appropriate method based on context and the research questions I trying to answer.



**Observational  
Note-Taking**



**Journey + System  
Map**



**Persona Creation**



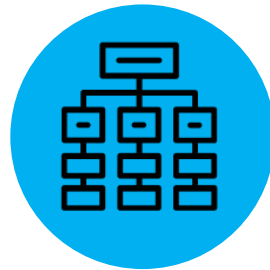
**Survey**



**Focus Group**



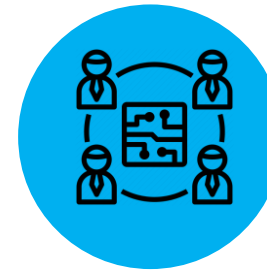
**Diary Studies**



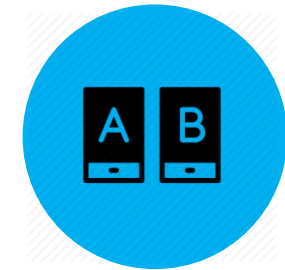
**Card Sorting**



**Interview**



**Co- Design  
Workshop**



**Usability + A/B  
Testing**

# Santhosh UXR Method Table



Portfolio Intro

To help in selecting the best UX research method, I have created this method table. I often use this to decide the best way to approach the research.

Context / Need	Method
Subject Matter Expertise	Co-design Workshop
Non- Screen	System Map
Remote Study, Understand user routine	Diary Studies
Information Architecture	Card Sorting
Screen	Journey Map
Collecting Opinion on Common Public Issues	Focus Group
Any context	Observational Note Taking, User Persona, Survey, Interview. (Basic methods to do any project)



# How I learned/learning UX Research?

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- I learned Design Research basics from certification courses on **LinkedIn Learning** and **NPTEL**.
- Supplementary learning materials from **IDEO** and **Hasso Plattner Institute of Design at Stanford (d.school)** helped as guiding documents in my early days.
- When I volunteered for **OpenIdeo** (Open Innovation Platform), Toolkit provided by them helped me lot to learn about creating personas, presenting use cases and also new methods like Systems Thinking, future Casting.
- While doing Independent & freelance projects , I learned to do collaborative UXR in Remote.
- Interacting with senior UXR professionals from Industry. Attending conference, Reading articles, Listening to podcasts, going through portfolios and works of seniors product professionals are my key learning methods.
- Now I am studying Masters in Psychology from IGNOU. By using study material from **IGNOU** and lecture notes from **MIT Open courseware**.



# Case Study 1:

## Traffic Violations



# Project Overview

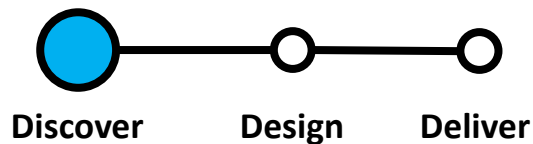
## Case 1 : Traffic Violations

In Sep 2019, I was in the early stages of developing solution to reduce traffic violations with technology.

The research that I conducted for this project had two goals:

1. Exploration: Better understand the types, goals and pains of the road commuters.
2. Understanding the context for Traffic Violation.

Where I am in the  
Product Dev Process?



# Research Setup

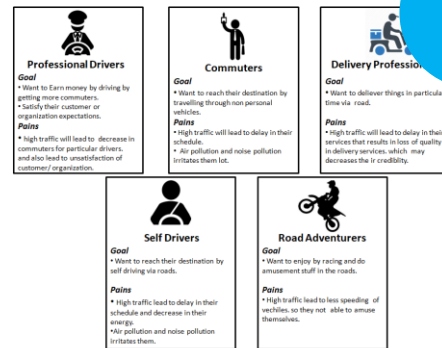


## Case 1 : Traffic Violations



### 1. Observational Note Taking

- I visited roads in Annanagar and Vadapalani (Chennai City) to observe the road commuters behaviors.



### 2. Persona Creation

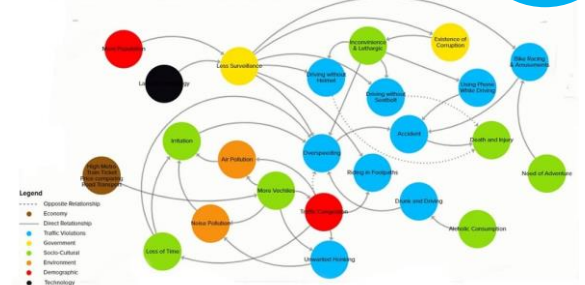
- Based on the secondary research and observational Note taking, I created provisional guiding user personas.



### 3. Interview

- I conducted online survey and interviewed the recruited participants.
- I also interviewed traffic police officials to better understand the commuter behaviour.

### Systems Mapping: Traffic Violations in Chennai



### 4. Systems Mapping

- Based on the Insights and Interview responses, I created a System Map to understand the context of the users.

# Guiding Principles: Provisional Persona



## Case 1 : Traffic Violations



### Professional Drivers

#### Goal

- Want to Earn money by driving by getting more commuters.
- Satisfy their customer or organization expectations.

#### Pains

- high traffic will lead to decrease in commuters for particular drivers. and also lead to unsatisfaction of customer/ organization.



### Delivery Professionals

#### Goal

- Want to deliver things in particular time via road.

#### Pains

- High traffic will lead to delay in their services that results in loss of quality in delivery services. which may decrease the credibility.



### Self Drivers

#### Goal

- Want to reach their destination by self driving via roads.

#### Pains

- High traffic lead to delay in their schedule and decrease in their energy.
- Air pollution and noise pollution irritates them.



### Road Adventurers

#### Goal

- Want to enjoy by racing and do amusement stuff in the roads.

#### Pains

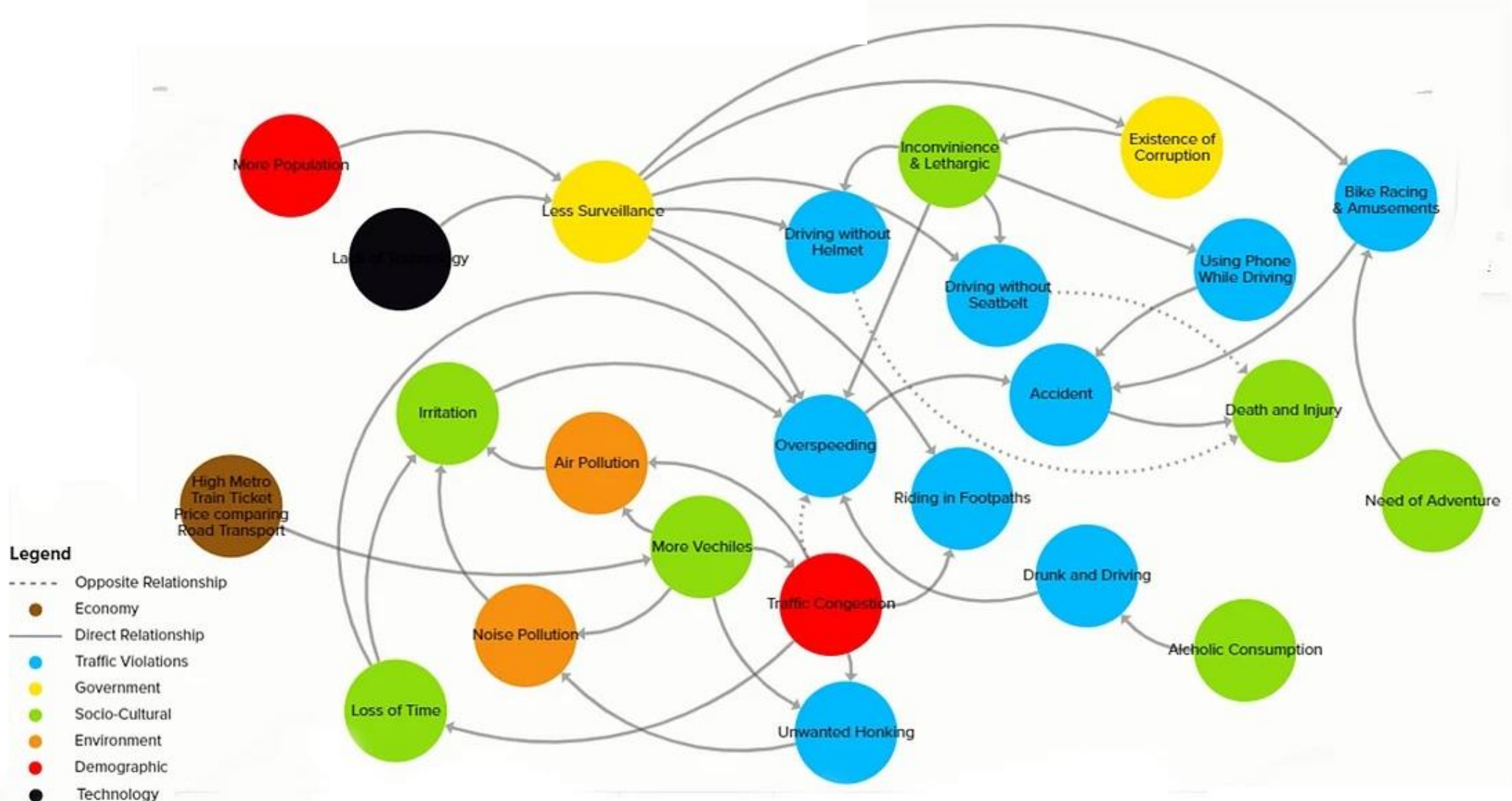
- High traffic lead to less speeding of vehicles. so they not able to amuse themselves.



# Systems Mapping



## Case 1 : Traffic Violations



## Traffic Violations in Chennai

# Key Insights



## Case 1 : Traffic Violations

1. Most of the drivers tend to violate the rules, If they feel they not in Surveillance.
2. Many drivers tend to speed travel faster after they encounter traffic congestion to reach their destination soon.
3. Many drivers tend to violate the traffic rules during peak hours.
4. Alcoholic consumption during driving is one of the major reason for traffic violation.
5. Some commuters voluntarily violates rules for amusement and comfort.
6. Cheap cost of road commuting encourages people to use share-autos.



# Case Study 2:

## Open Innovation + Social Media

# Project Overview



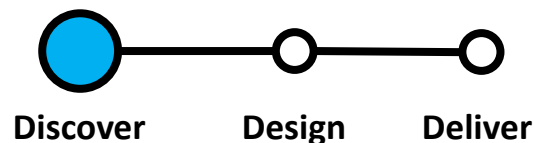
## Case 2 : Open Innovation + Social Media

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

The research that I conducted for this project had these goals:

1. Define the standards for the Open Innovation Platform.
2. Understand how opinions/ideas ideated, shared, and discussed on Facebook.
3. Determine Target Users for Open Innovation Feature on Facebook and also their types, goals and pains.

Where I am in the Product Dev Process?

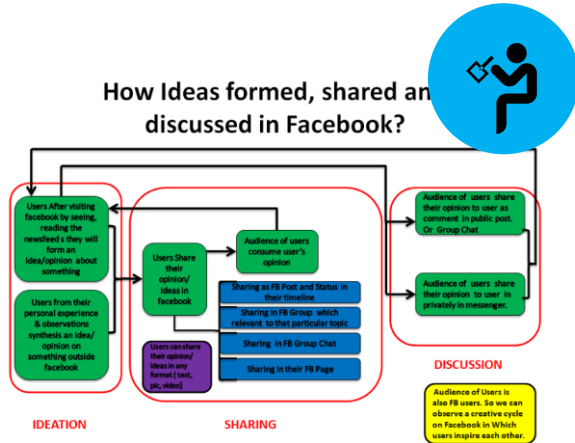




# Research Setup



## Case 2 : Open Innovation + Social Media

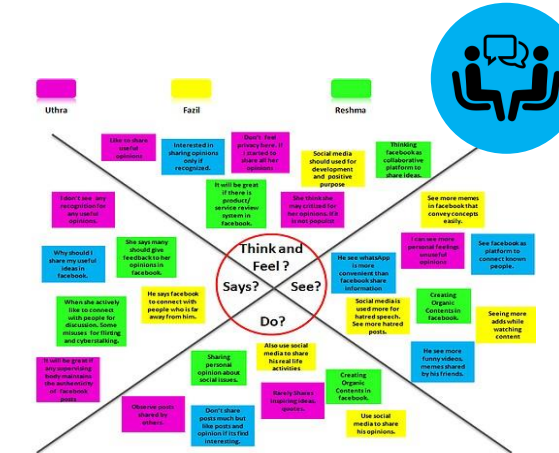


## 1. Observational Note Taking

- I visited open idea platform to understand the standards of open innovation platform.
- I visited Facebook website to understand how ideas formed, shared, discussed in Facebook.

## 2. Persona Creation

- Based on the secondary research and observational Note taking, I created provisional guiding user personas.

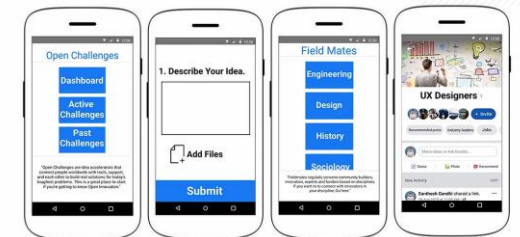


## 3. Interview

- I conducted online survey and interviewed the recruited participants.
- I created empathy map to understand user mindset better.

## 4. Usability Testing

- After Creating Wireframes, I conducted usability testing with 6 Facebook users.

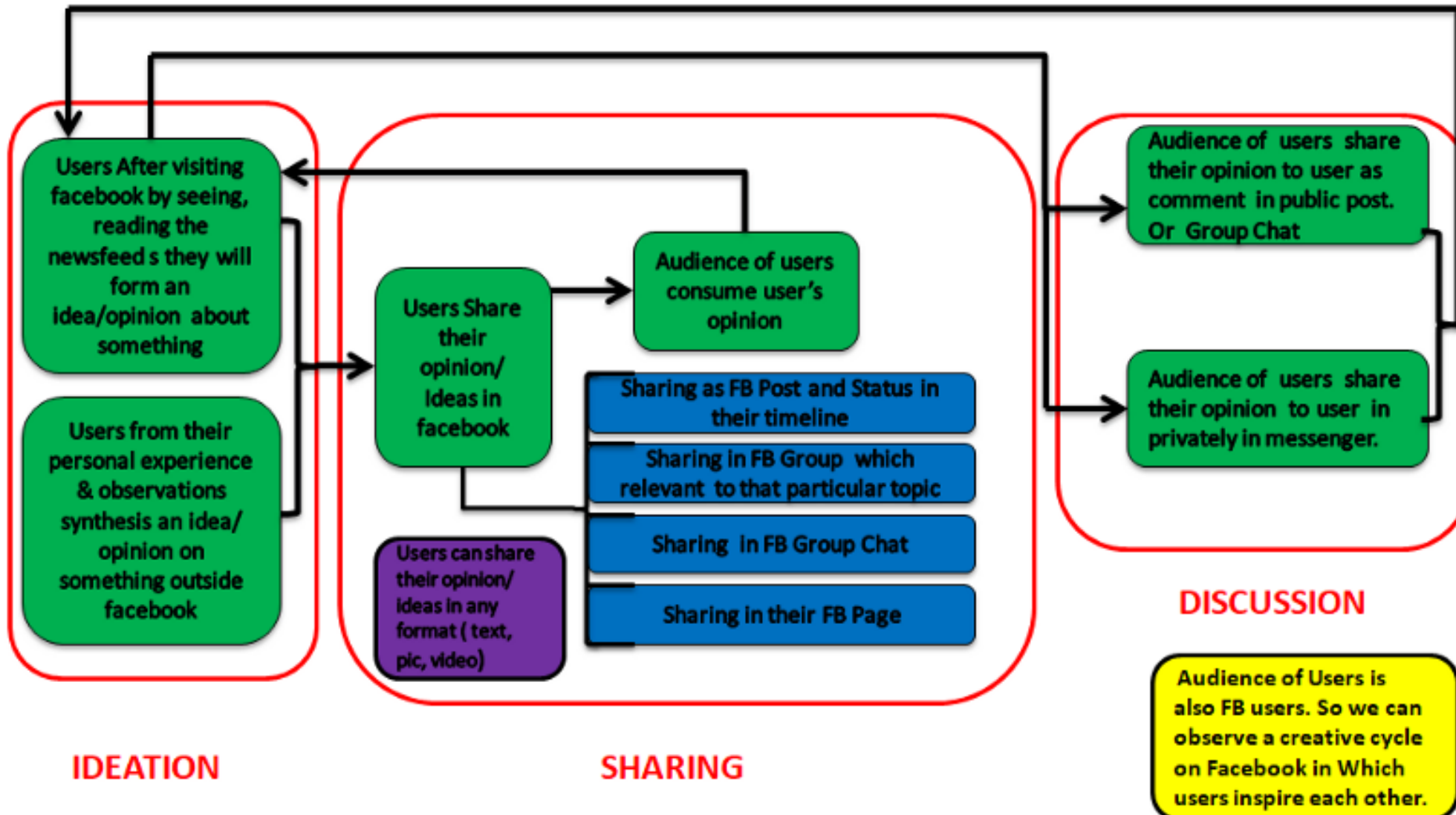


# Observational Note Taking



Case 2 : Open Innovation +  
Social Media

How Ideas formed, shared and  
discussed in Facebook?



# Guiding Principles: Provisional Persona



Case 2 : Open Innovation +  
Social Media



## Problem Solver and Innovator

*These users like to solve problems by creating innovative solutions.*

### Goals:

-They like to share their solutions in facebook.

### Pains:

-Most of times their ideas are do not get attention, appreciation and guidance.



## Expert

*These users are one who has high expertise and knowledge in their field.*

### Goals:

-They like to consult and share their knowledge and opinions in facebook.

### Pains:

- Most often they don't find audience to share their expertise and knowledge



## Observations Publisher

*These users like to observe, analyze and share their opinion.*

### Goals:

-They like to share their opinions from own observations in different format in facebook (Video, meme, written post)

### Pains:

- Their ideas/opinions reach many people only if it has engagement value and associated with trend.



## Solution Seeker

*These users are who need solutions, suggestions from others.*

### Goals:

-They use facebook as medium to share their query, questions regarding problems.

### Pains:

-Most of the times they don't get suggestions and solutions. Even they get it not need to be correct.

# Empathy Map



## Case 2 : Open Innovation + Social Media







# Key Insights

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1. Target users expect more feedbacks from others for their opinions and new ideas.
2. Many users like to share their opinions and suggestions only if benefits them in some way.
3. Users like to connect and interact with potential people who are related to their career without notifying their personal circle. Also vice versa users not interested in revealing their personal details to professional connections.
4. Negative reactions are a major reason for hesitation for many reasons to share opinions & feedback.
5. Target users are interested in this feature but they doubt about authenticity & feasibility in terms of recognition of their ideas.



# Case Study 3:

## Groceries + Online



## Case 3 : Groceries + Online

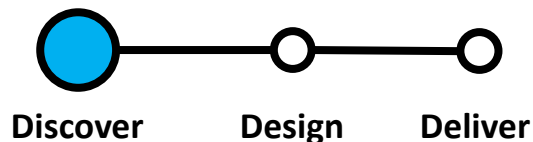
# Project Overview

In Dec 2020, I conducted a research to understand the challenges of ordering groceries online.

The research that I conducted for this project had these goals:

1. To find what motivates customer to order grocery in online.
2. To find what demotivates and frustrates the customers which makes them to leave or block from ordering groceries online.

Where were we in the Product Dev Process?



# Research Setup



## Case 3 : Groceries + Online



### 1. Secondary Research

- I conducted secondary research to understand the context of ordering groceries online. (Method: Media Scanning)



### Guiding Principles: Provisional Persona

Native	Non-Native
People who live in their native	People who live in their non-native
<b>Goals:</b> To order groceries from online.	<b>Goals:</b> To order groceries from online.
<b>Motivation:</b> They tend to prefer ordering groceries in online mostly on certain situations like lockdown, shutdown and in bulk offers.	<b>Motivation:</b> They can get their native spices and groceries via ordering online which is not easily available in their local area.
<b>Pains:</b> Absence of personal Quality check.	<b>Pains:</b> Absence of personal Quality check.

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### 2. Persona Creation

- Based on the secondary research, I created provisional guiding user personas.



### Sample User Profile

Varun	Rohith
"I order groceries in online which I require for Indian cuisine because those groceries usually don't find near local shops and markets."	"Some might item may damage"
"We get bulk orders for"	"Sometimes I get things from different brand instead of what brand I ordered"
"I was impressed by their services, they addresses our complaints faster"	"It actually saves my time"
"sometimes, items miss"	"Its comfort, it saves my petrol cost"
<ul style="list-style-type: none"><li>Age: 25</li><li>Location: Germany</li><li>Preferred Ordering App/website: indianstorestuttgart.com</li><li>User Type: Non-Native</li></ul>	<ul style="list-style-type: none"><li>Age: 21</li><li>Location: Bangalore</li><li>Preferred Ordering app/ website: Amazon</li><li>User Type: Non-native</li></ul>

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### 3. User Interview

- I conducted online survey and interviewed the recruited participants.



### Subject Matter Expert Interview

#### Questions for SME:

What are the major challenges you faced with customers to make them ordering groceries online?

**SME Points:** (name not revealed due to privacy, she is an former entrepreneur who tried to make her grocery shop go online in sub urban city to for local customers)

- People prefer certain brands, they are dissatisfied if they get product from other brands.
- People order items which usually not available in our locality.

### 4. SME Interview

- I also interviewed Subject Matter Expert (Entrepreneur who tried to sell groceries via online in her locality) to better understand the user mindset.



# Guiding Principles: Provisional Persona



Case 3 : Groceries + Online



## Native

People who live in their native

### Goals:

- To order groceries from online.

### Motivation:

- They tend to prefer ordering groceries in online mostly on certain situations like lockdown, shutdown and in bulk offers.

### Pains:

- Absence of personal Quality check.



## Non-Native

People who lives in their non-native

### Goals:

- To order groceries from online.

### Motivation:

- They can get their native spices and groceries via ordering online which is not easily available in their local area.

### Pains:

- Absence of personal Quality check.

# Sample User Profile



Case 3 : Groceries + Online

## Varun

“ I order groceries in online which I require for Indian cuisine because those groceries usually don’t find near local shops and markets.”

“We get bulk orders for”

“ I was impressed by their services, they addresses our complaints faster”

“ sometimes, items miss”

- Age: 25
- Location: Germany
- Preferred Ordering App/website: **indianstoretuttgsart.com**
- User Type: **Non-Native**

## Rohith

“Some might item may damage”

“ Sometimes I get things from different brand instead of what brand I ordered”

“It actually saves my time”

“Its comfort, it saves my petrol cost”

- Age: 21
- Location: Bangalore
- Preferred Ordering app/ website: **Amazon**
- User Type: **Non-native**

# Key Insights



## Case 3 : Groceries + Online

1. Ordered Items missing, Products replaced with other brands, damaged items are major pain points with online grocery shopping.
2. Customers tend to order groceries items which is not available in their local shops.
3. Customers preference for product's brand is high. They definitely getting disappointment why they don't get the ordered brand.
4. Earlier generations have big trust issues with online grocery shopping. Especially last generation moms prefer shopping groceries from local shops as relaxation.
5. Pricing plays a major role for people who used to do online ordering. Attractive offers and less price grabs their attention lot.
6. Simply older generation don't believe in this new digital system. Younger generation people believe in this new digital system.( even items miss, they can get pay back by complaints) but older generations consider this as tedious process.



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# Questions ?

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