

UX Research Portfolio

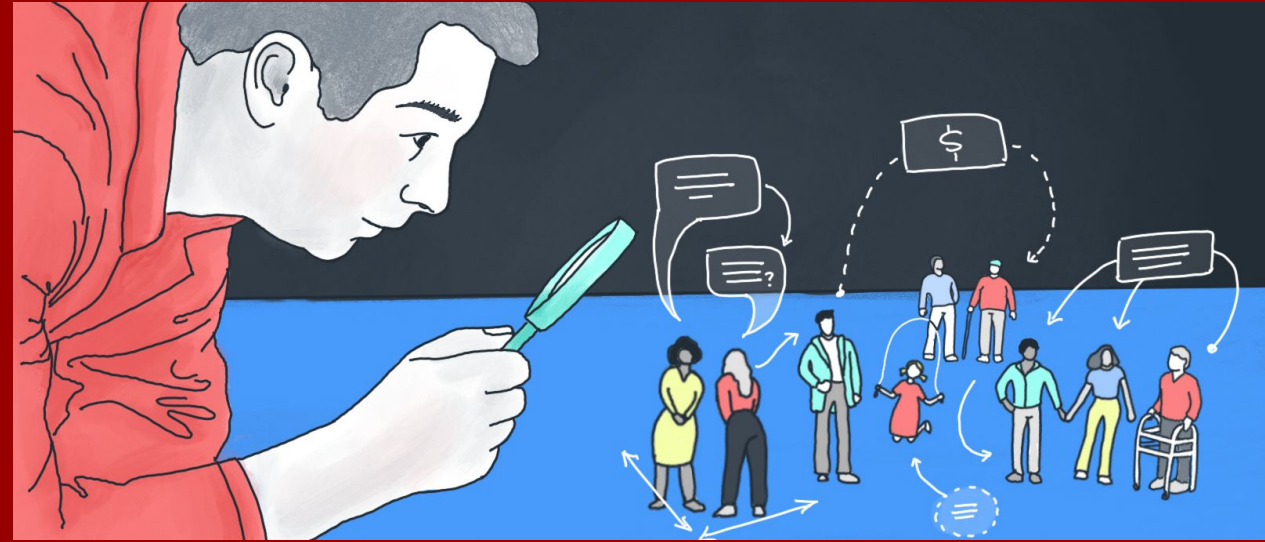


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My UX Research Journey

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.

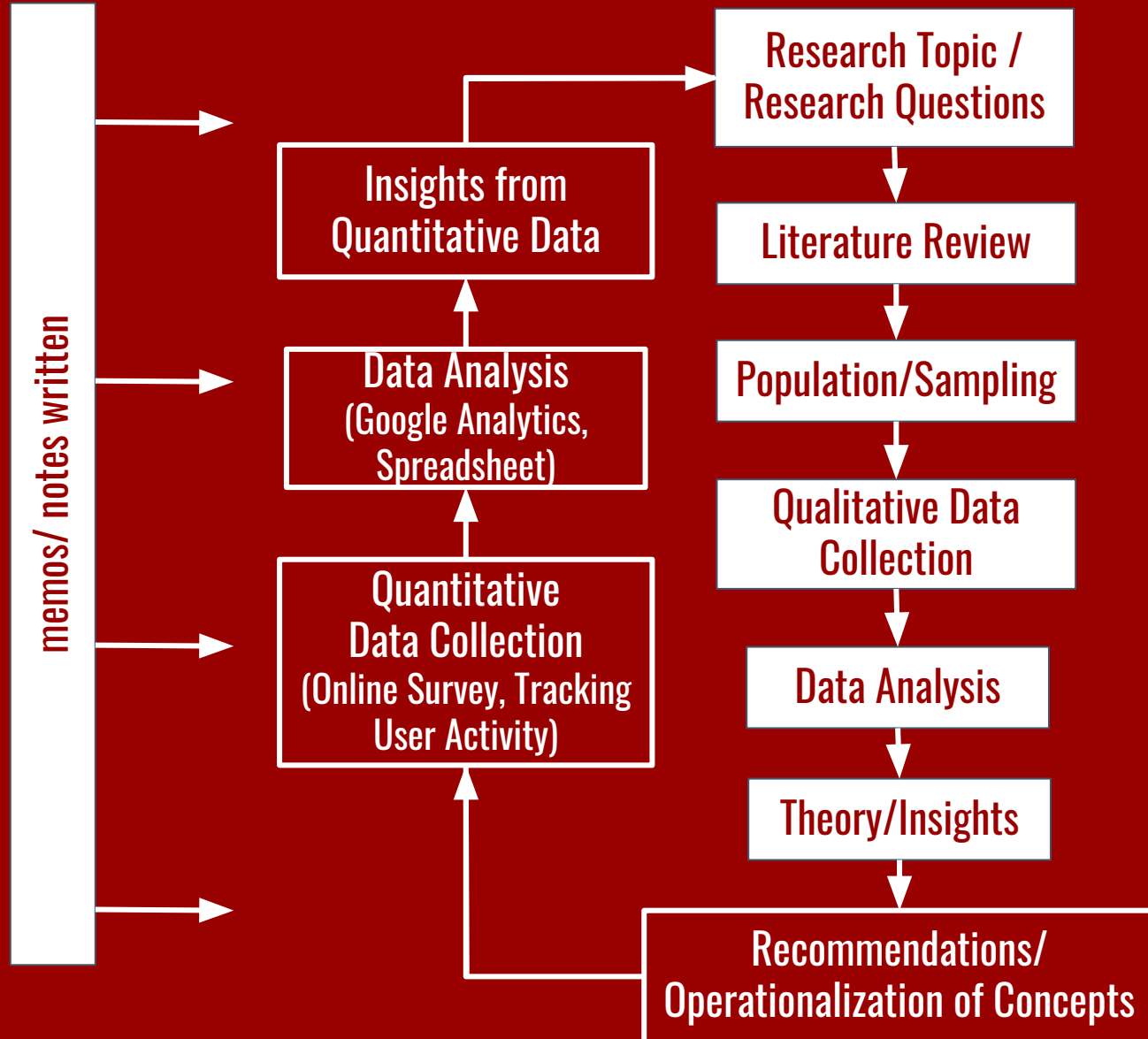
UX Research Foundations (From 2019)



UX Design Researcher (From 2019)



How do I work as UX Researcher ?



My Major UX Research Methods in Design Cycle

Discover

- Field study/Diary study
- User interview
- Stakeholder interview

Explore

- Competitive analysis
- Persona building
- Journey mapping/Systems Mapping
- Card sorting/Concept Testing

Test

- Usability Testing
- Click Stream Analysis

Listen

- FAQ review

About Me



Case 1: Copy Editing Tool

Project Overview

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

The Research I conducted for this project focused on

- To study the conceptual understanding and usage of the Copy Editing Tool of TNQ.

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

- I created questionnaire to collect opinions from the copy editors.
- Done a basic multivariate analysis.

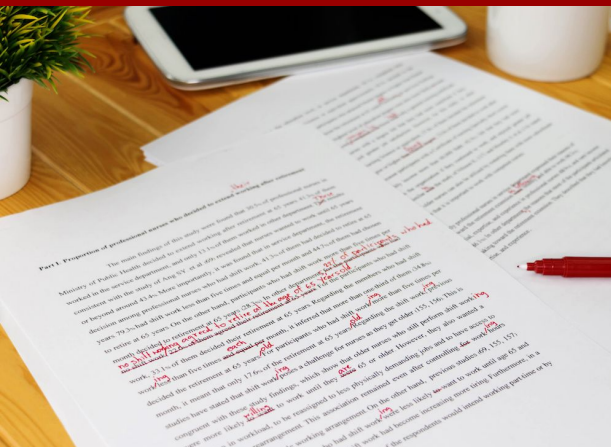


4. User Interview & Usability Testing

- I interviewed 6 copy editors to understand the pain points & expectations regarding their tool.
- 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.



Case 1 : Copy Editing Tools

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.

Case 2: Retailing App

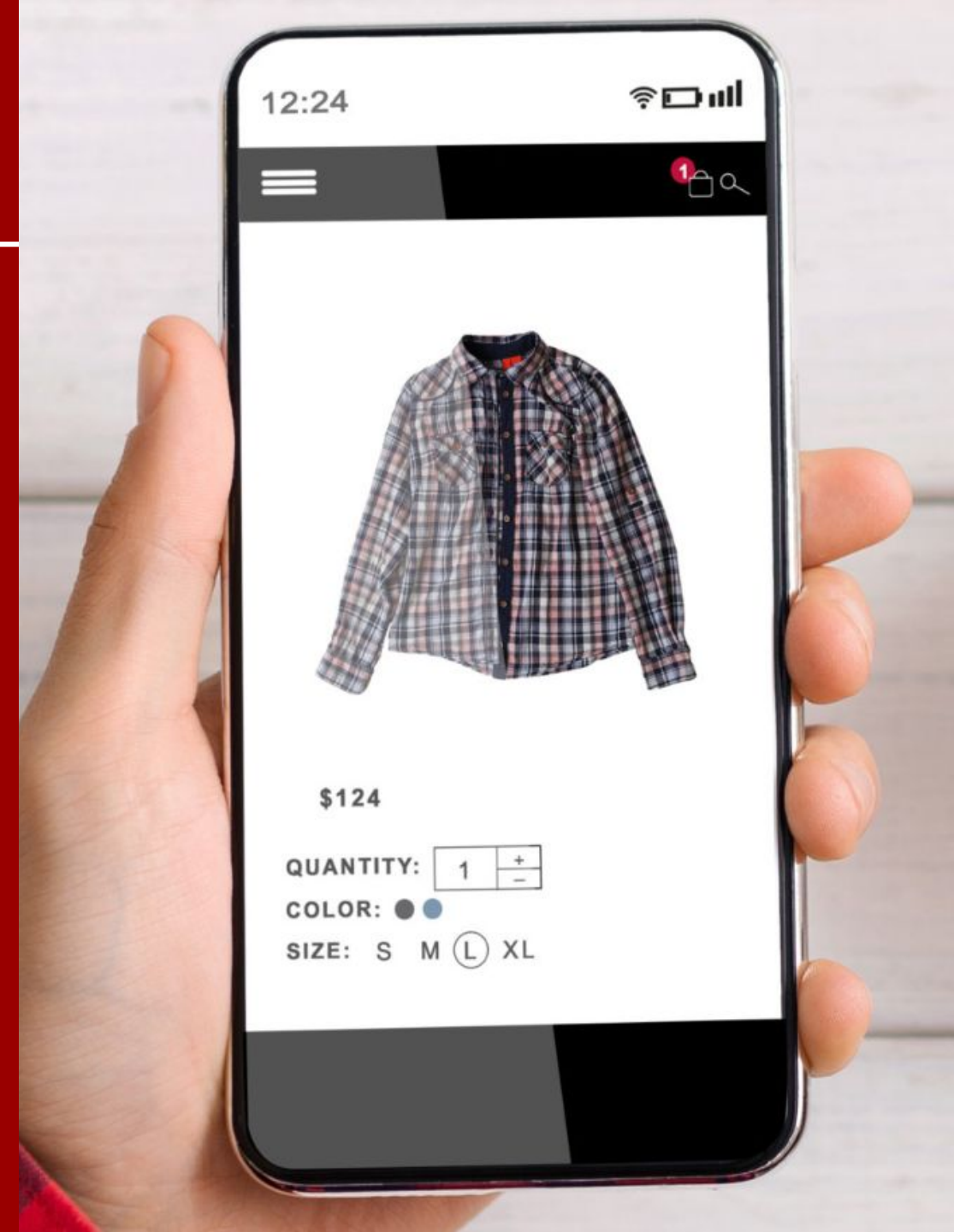
Project Overview

In April 2020, Hureo was doing a Usability Testing for a famous retailing app in India

Research Goals:

- To study the conceptual understanding and usage of the Retail Business app for current and potential users.

Where I am in the
Product Dev Process?

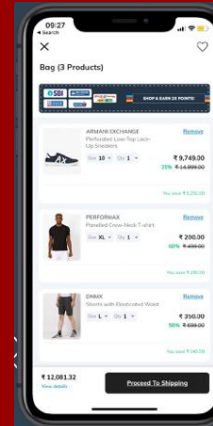


Research Setup



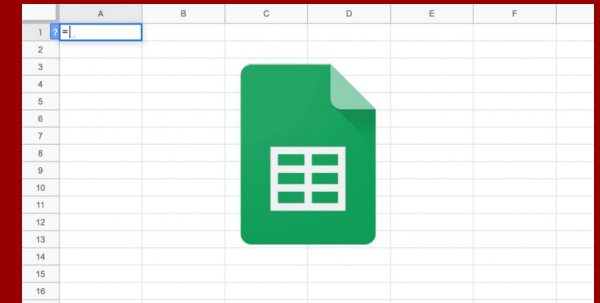
1. Provisional Persona Creation

- We created provisional personas based on exposure to the retailing apps.



2. Usability Testing

- After creating personas, the usability testing protocol designed in a way to test users in different phases.

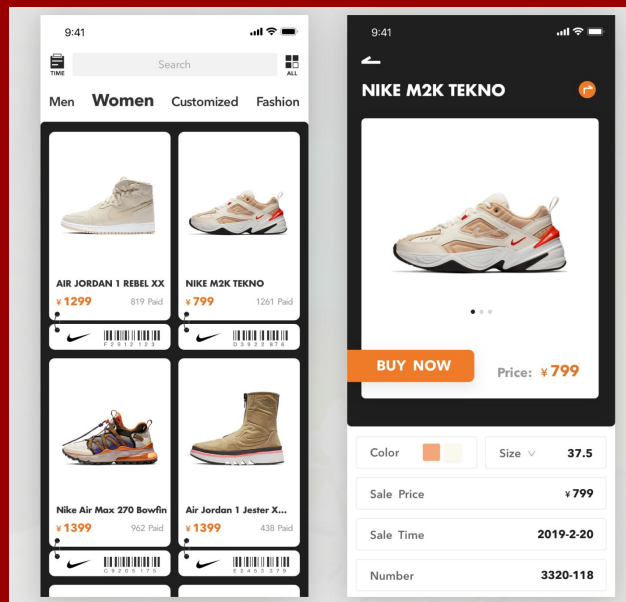


3. Affinity Mapping

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

Key Insights

- Understand the importance of marketing agent in the process of retail shopping.
- How retailers preference in sorting & filtering.
- Current Purchase behaviour of Retailers.
- How Retailers find the trends.



Key Learnings:

- Understanding of Recruiting participants across India
- Collaborating with researchers from other geographies.



Case 3: Digital Content Consumption

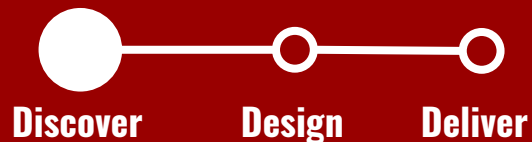
Project Overview

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

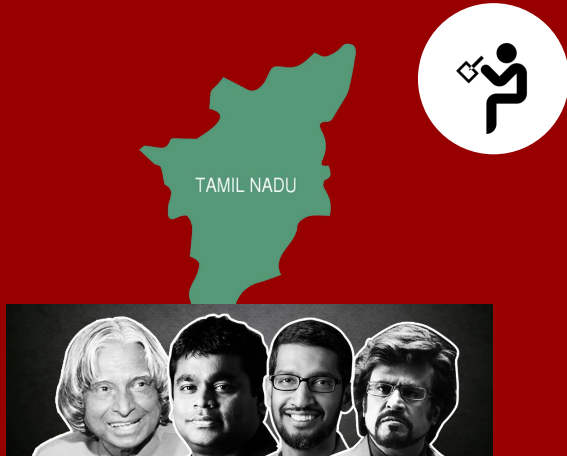
The Research I conducted for this project focused on

- 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.



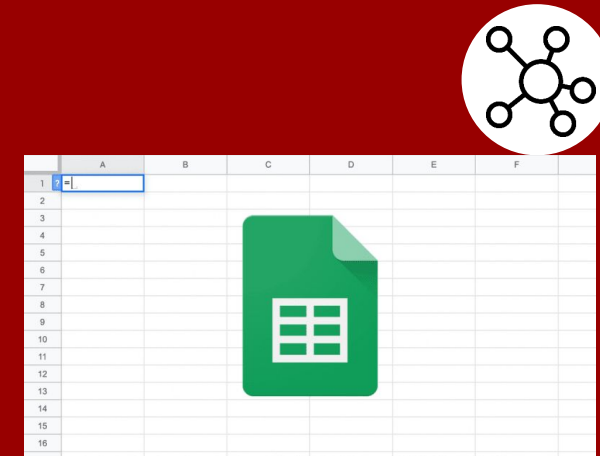
2. Persona Creation

- 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.

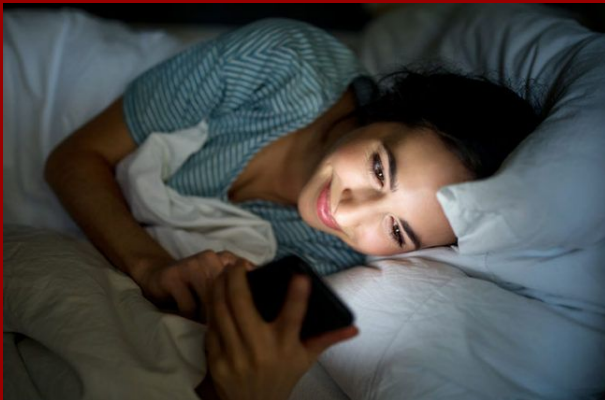


4. Affinity Mapping

- 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 it 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:

- Collaborating with researchers from other geographies.





Want to Have Discussion with me?

Schedule Our Meeting Here



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

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