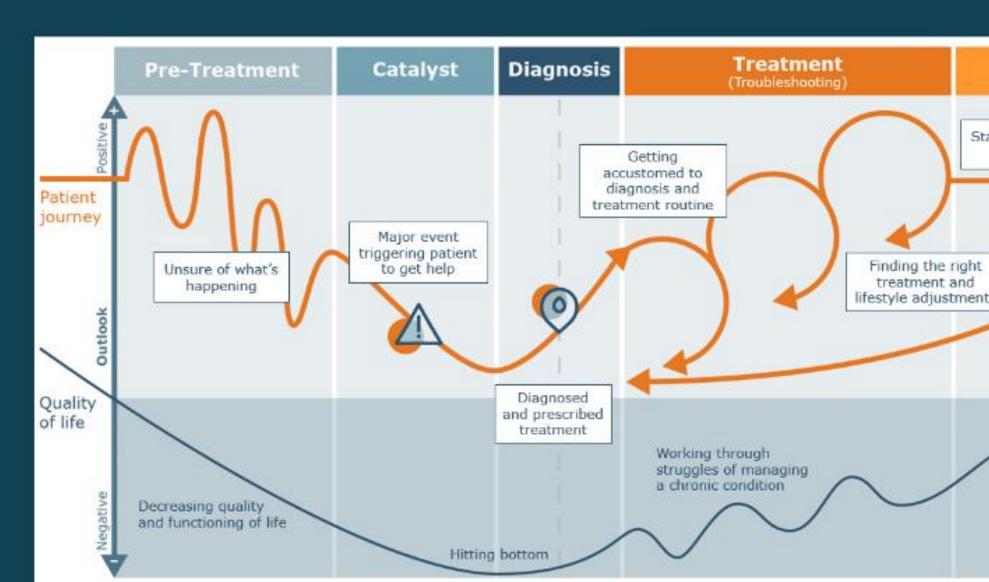
Anthropology makes brand experiences more human

As a 'Brand Anthropologist' I help organizations gain a more holistic understanding of the lives, values, and perspectives of the people they serve, to create more meaningful and relevant products, services, and experiences

I use Anthropology to...

Illuminate customer, patient, and user journeys to improve brand experiences



Patient Journey Mapping

The project: understanding how patients chronic conditions, and how to better support their complex needs

Why a master's degree in Applied Anthropology?

It's my job to design, conduct, analyze, and interpret research. My master's degree in Anthropology provided the methodological skill set, as well as the mindset and passion for exploring peoples and cultures.

- Interviewing
- Ethnography •
- Life histories
- Proxemics

(Not just Anthropology) I also use...



Treatn (Manage		
anagement ndition		_
	Resetting event sending patient back to troubleshooting	
Return t	o functioning life	T
		L,

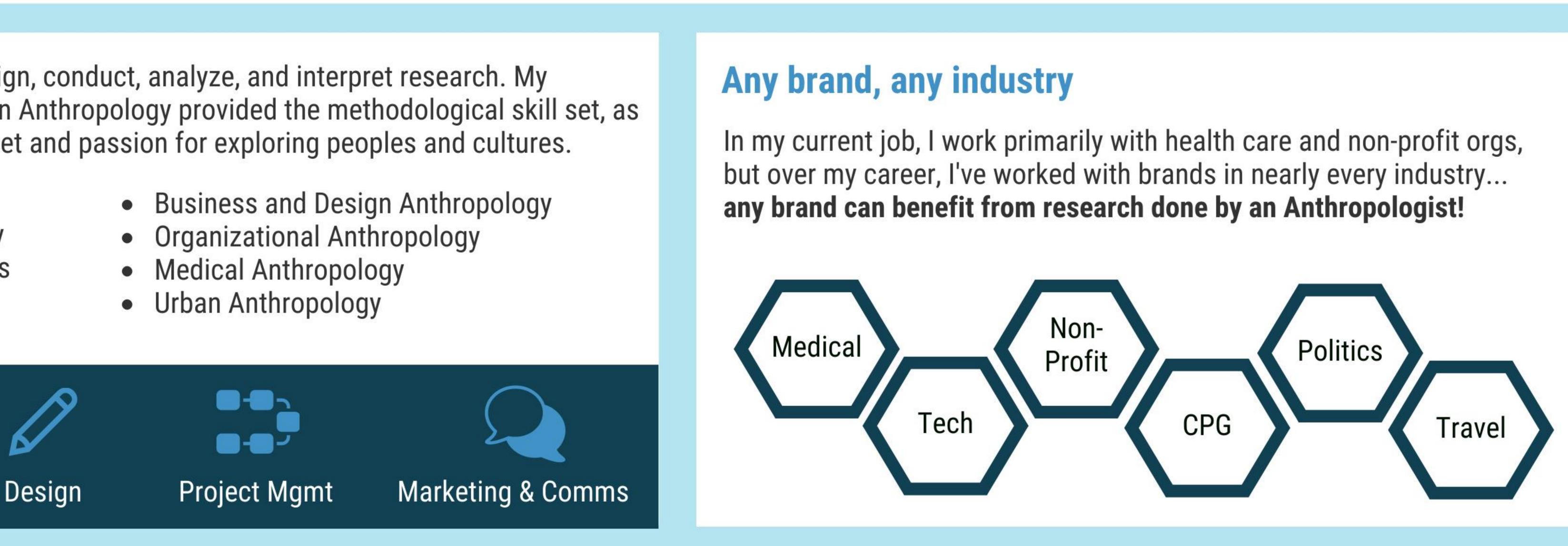
Discover what people value, to align brands with what their audiences actually need



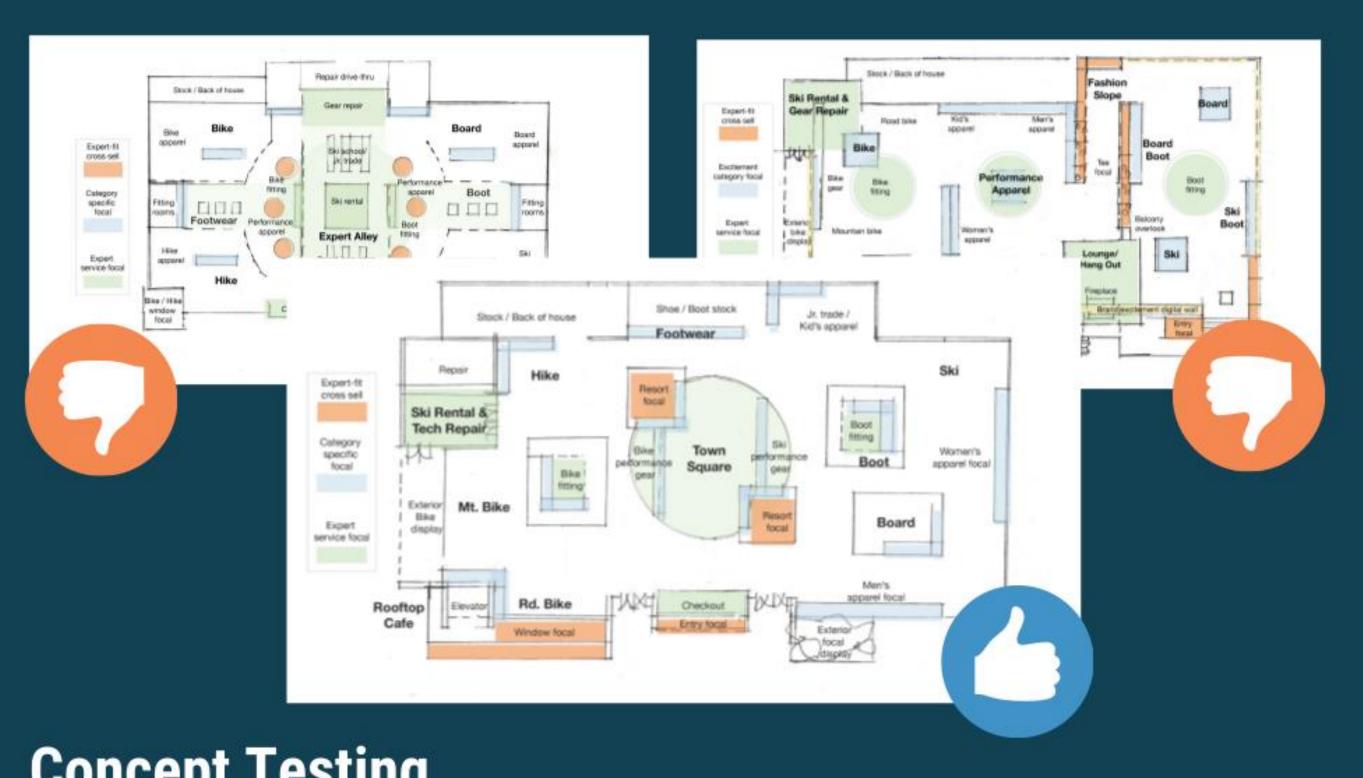
Audience & Need State Research

The project: investigating how blood banks can engage the next generation of donors

- Urban Anthropology •



Test everything! (To avoid missing the mark)



Concept Testing

in-store experience, and why

The project: validating what customers prefer from an

By Andrea McCoy