

Anthropology in User Experience Design

Geoff Garbina, MS, MPH

I work as a User Experience Researcher at Tonic3.



We help our clients **design and create delightful customer experiences** involving complex workflows across various digital platforms.

What do I do as a UX Researcher?

I use anthropology to **understand and advocate for users** throughout the design process:

Understanding users' motivations, behaviors, attitudes

Identifying key insights

Informing design by creating personas, journey maps, videos, and consulting

Evaluating designs and prototypes through user testing

Why I chose Anthropology

- ▶ Multicultural background
- ▶ Always curious and wanting to know 'why'
- ▶ Wanted to understand how understanding culture and human behavior could be used to solve problems

Anthropology has helped me to...



Understand how to understand

Think critically and holistically

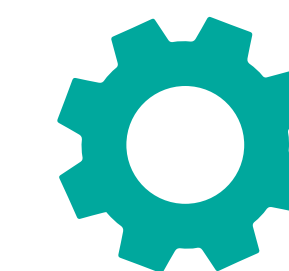
Work within multidisciplinary environments

Be comfortable with ambiguity

...and believe it or not, this stuff isn't second nature for most

Recent work

Software design



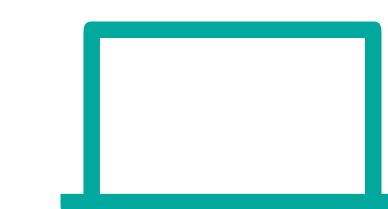
Conducted research, personas, journey maps for redesign of internal time-tracking/task-mgmt. software

Visual design



Used ethnographic methods to inform the design of the logo for a new school at a major university

Web design



Conducted research and developed architecture for new school's website at major university