

user research

anthro in the agency life

- ▶ Pitching the best methodologies for the need
- ▶ Being a resource for truer understanding
- ▶ Providing insight that bridges projects
- ▶ Spreading awareness of the anthropological view
- ▶ Easily taking skills & best practices to new career paths

anthro as a research manager

- ▶ “The ethnographer”: The candidate to observe the real world & intercept people in public
- ▶ Assigned to research sensitive subjects or people at home
- ▶ Expected to incorporate qualitative insight into different research tactics to provide more context
- ▶ Able to look past superficial findings to derive underlying themes

my masters degree is

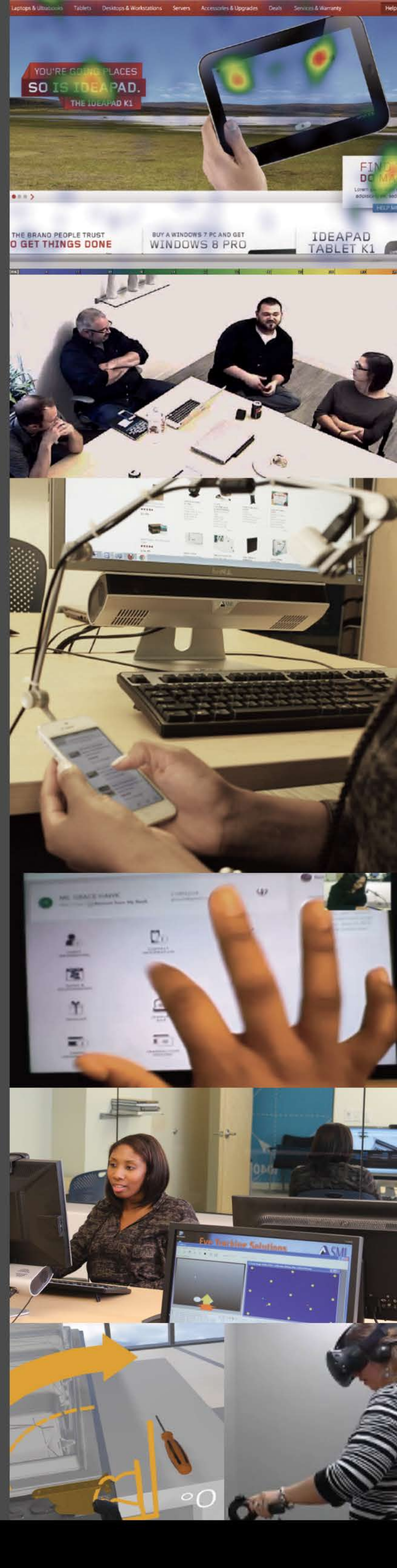
- ▶ Applicable: Speaks to the modern world
- ▶ Customizable: Listens & suggests innovative research
- ▶ Adaptable: Learns & uses new tools continuously
- ▶ Collaborative: Works effortlessly with other experts
- ▶ Actionable: Provides useful answers & next steps
- ▶ Digestible: Delivers info non-anthros can understand

learned along the way

- ▶ Virtual Reality Testing
- ▶ Eye-Tracking
- ▶ Prototype Testing
- ▶ EEG Usability Testing
- ▶ Card Sorting
- ▶ Other Online Testing Tools



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clients

