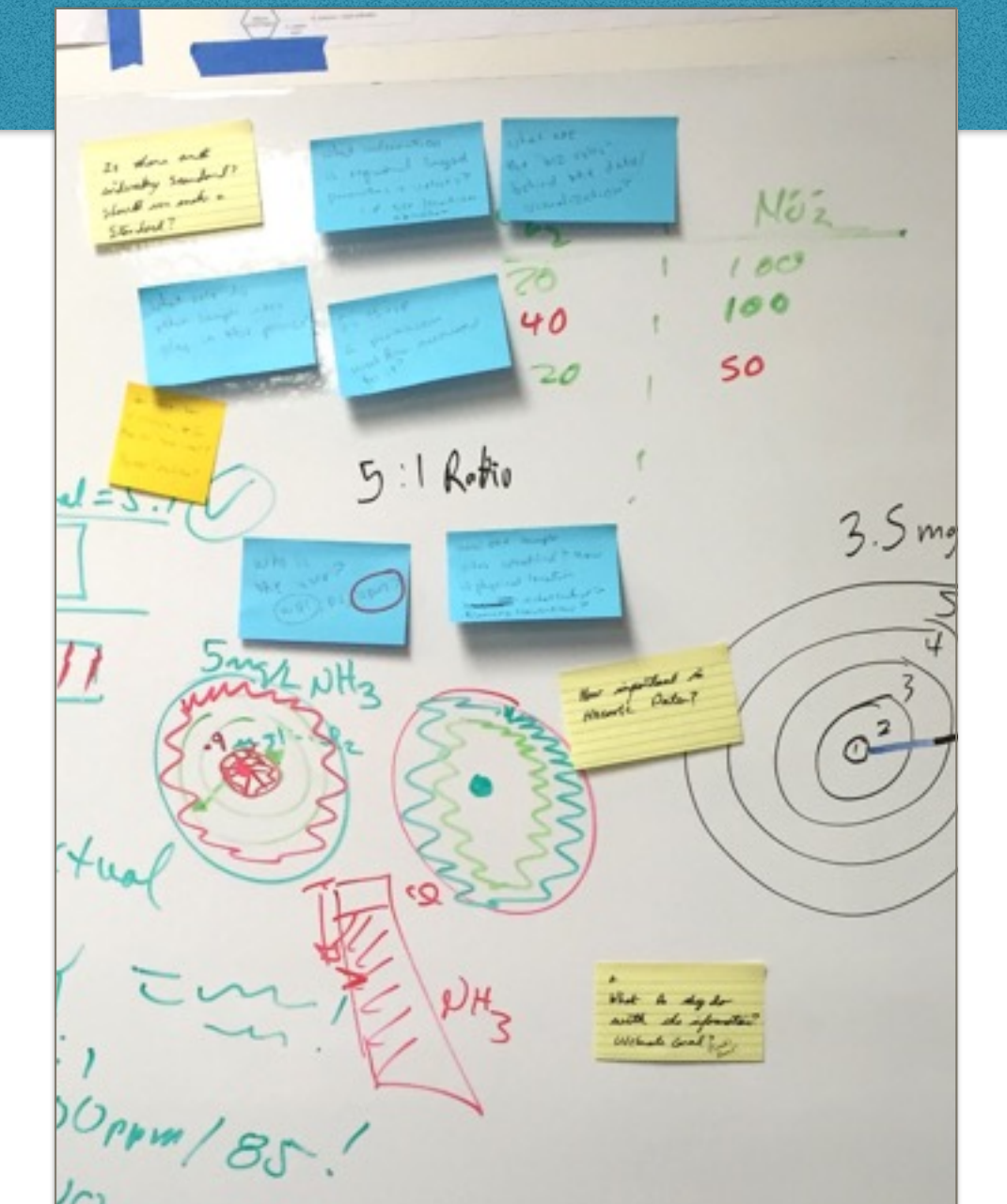# Anthropology in Product Development

My name is Molly Shade. I use anthropology every day to develop products that help keep our water clean. I am a User Experience Researcher at Hach, a water analyst company. I work with a team of designers, developers, and engineers to create software and hardware solutions.
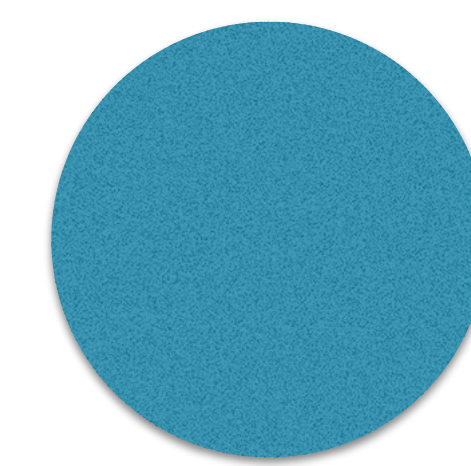
Strategy and Scope

Methods
- Ethnography
- Semi-structured user interviews
- In-context user interviews
- Diary studies
- Stakeholder interviews
- Focus groups
- Informed surveys
- Secondary data analysis

Output
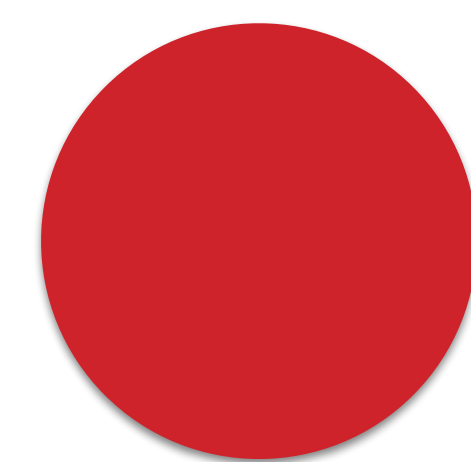- Personas
- Mental models
- Customer journey maps

ANTHROPOLOGY AS AN ASSET

Ethnographic training
Cultural understanding
Holistic thinking
Iterative analysis
User advocate
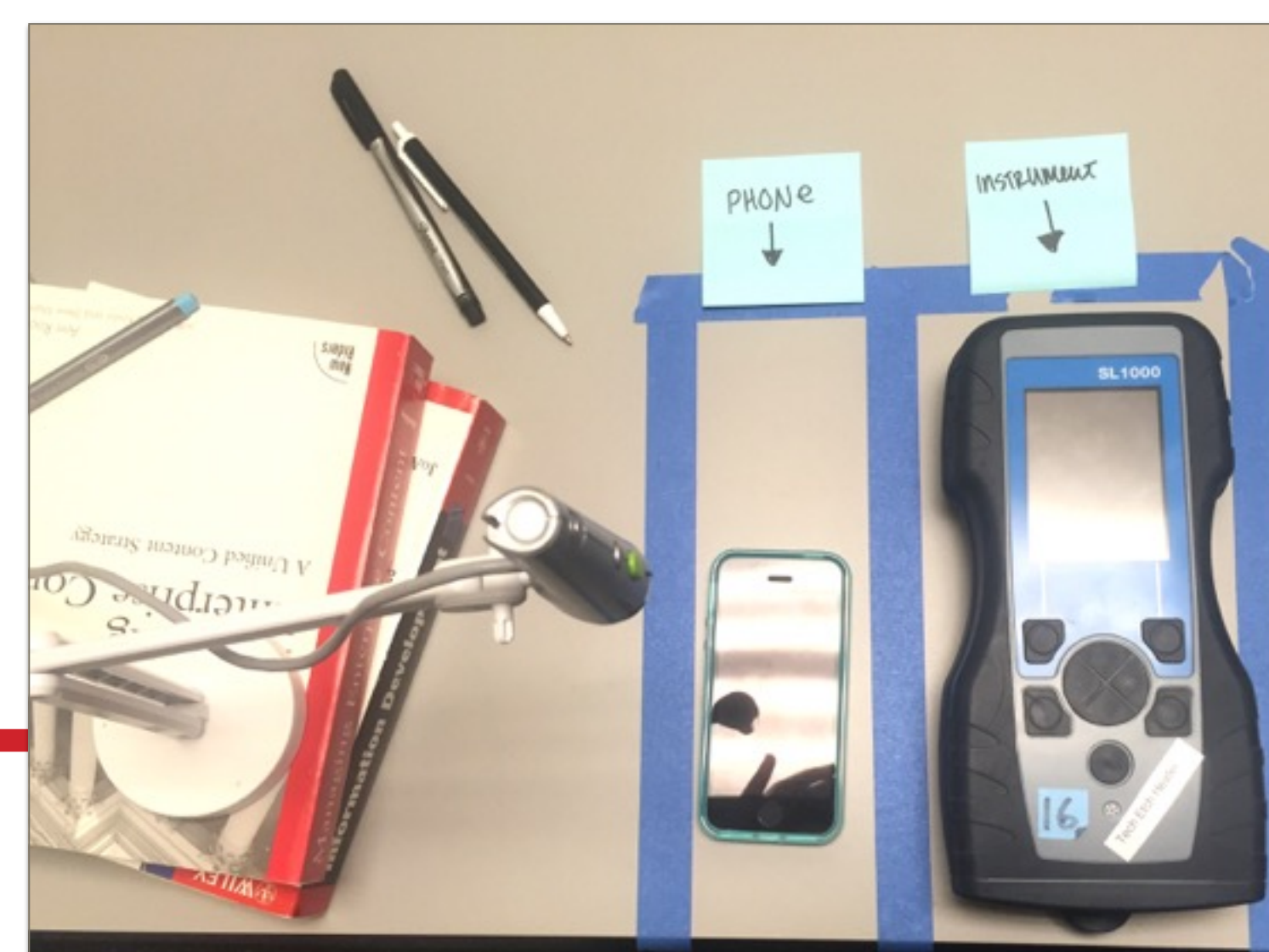Comfort with ambiguity
Problem-oriented

Detail

Methods
- Usability testing
- First click testing
- Heuristic evaluation
- System usability scale (SUS)
- A/B testing
- Multivariate testing

Output
- Pain point identification
- Targeted fixes
- Internal/external validation
- Platform for next iteration

Structure

Methods
- Card sorting (open & closed)
- Storyboarding
- Use cases/task analysis

Output
- Wireframes
- Prototyping
- Workflows