

Anthropology + UX Research



I'm a user experience researcher at RealPage, a multifamily software development company and I use anthropology everyday to help my team design multifamily management solutions for our B2B customers. I collaborate with designers, business analysts, developers, product owners, marketing, customer success teams, and customers.



Anthro skillset I bring:

Listening with Empathy
Cultural Relativism
Contextual Inquiry
Research Design
Building Rapport
Critical Thinking
Stakeholder Management
Ethnographic Methods
Data Analysis/Synthesis
Learning/Teaching
Clear Communication

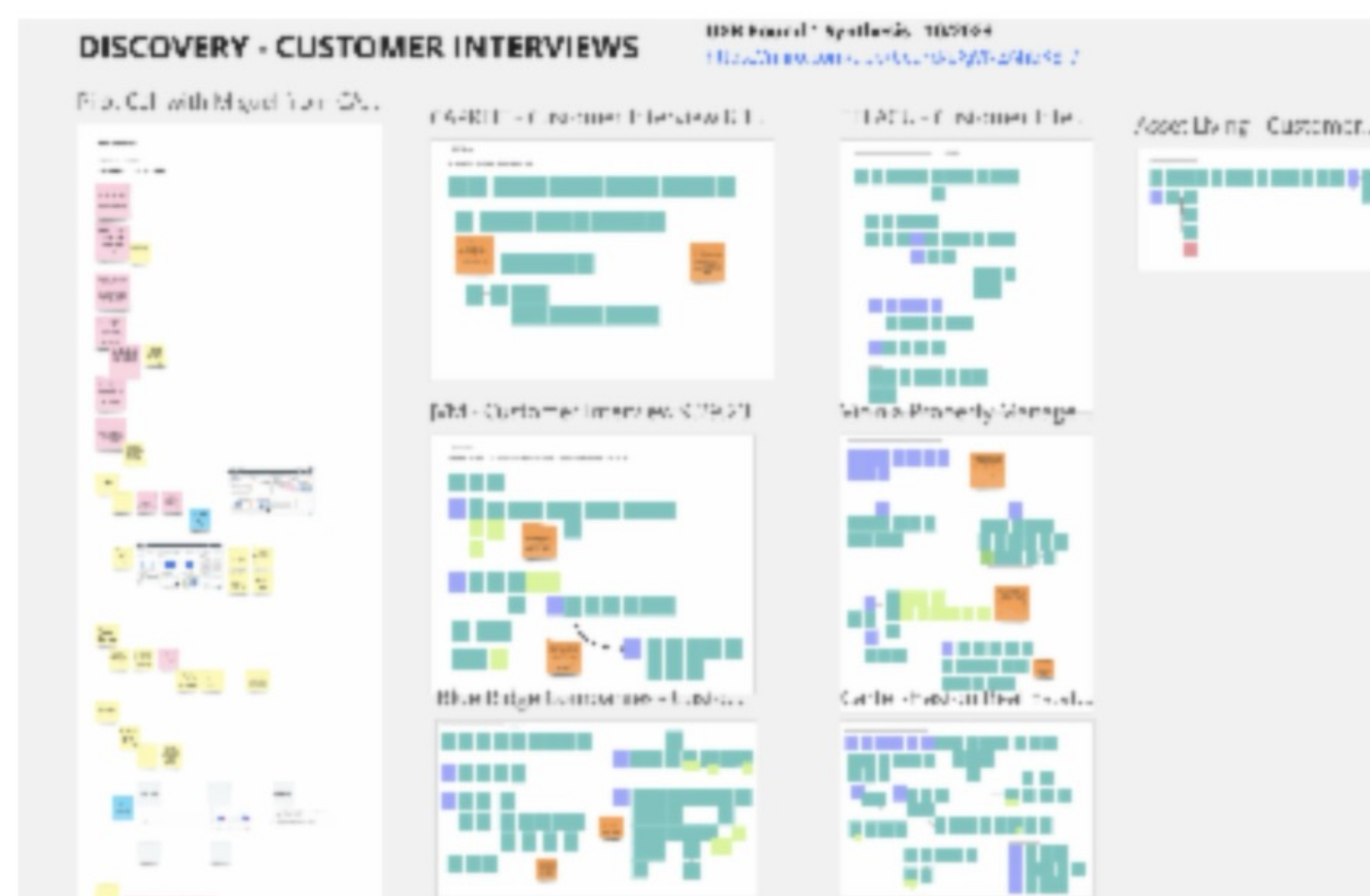


Methods I use :

Semi-structured Interviews
Discovery/Exploratory Research
Secondary Research
Competitive Analysis
Qualitative/Quantitative Surveys
Heuristic Evaluation
Card Sorting (open/closed)

Anthropology contributes to Design thinking

- Understanding human behavior, needs, and motivations through ethnographic research techniques
- Synthesize research into actionable findings that defines the problem and share with team
- Collaborate with team to ideate solutions that meet business goals and customer needs
- Finalize ideation into a prototype in collaboration with designers, product, and engineering teams
- Test the prototype with the intended users to understand if it's the right solution
- Collect feedback, synthesize and effectively communicate findings so that the team can take action to incorporate what we learn into the developed solution



Workshop Facilitation to promote:

Team building
Cross-functional collaboration
Knowledge sharing
Research advocacy
Transparency of our work
Mentoring