

Applying Anthropology to Interfaces and Software

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What is Tech Research?

Exploring and understanding user groups

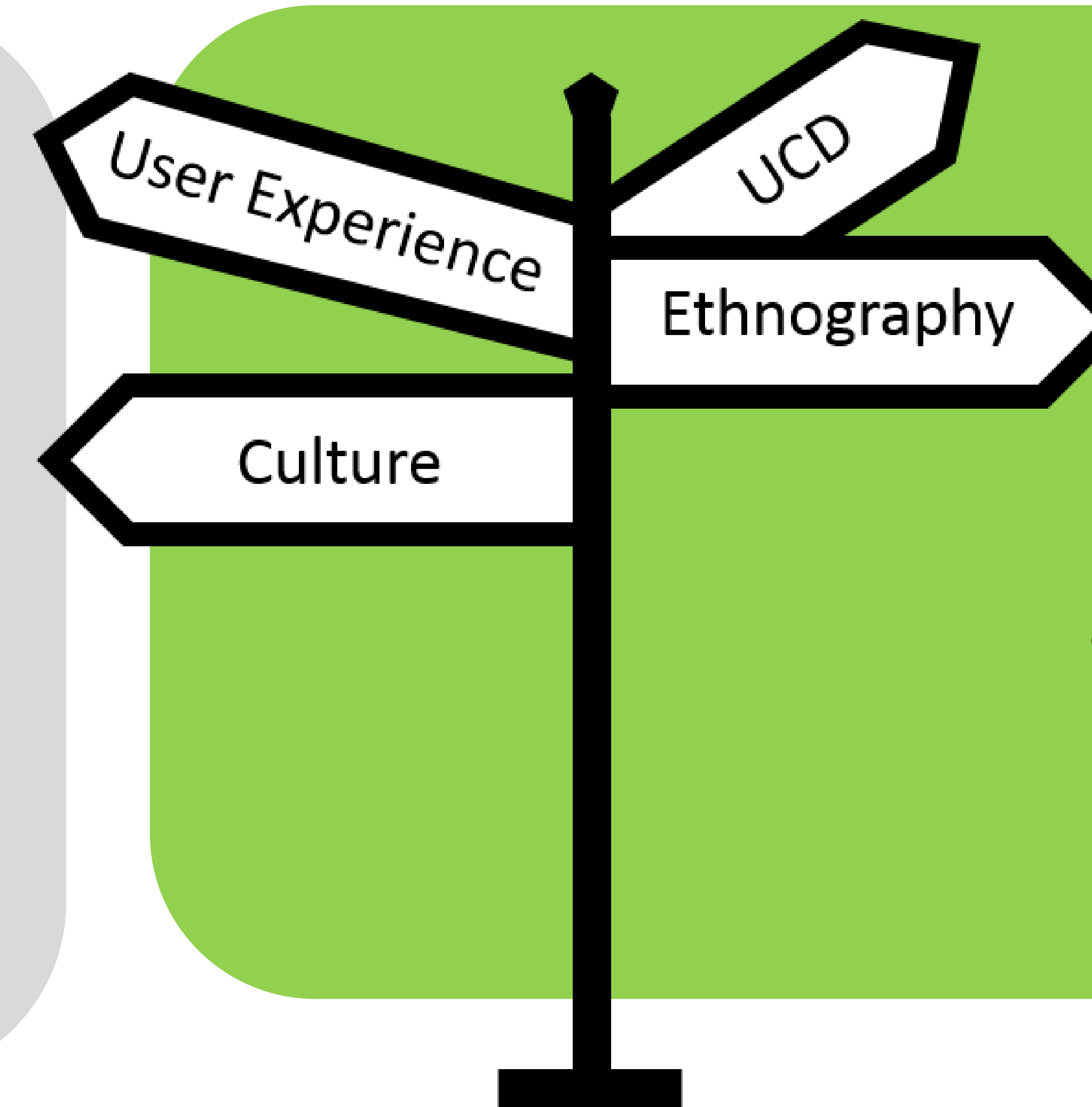
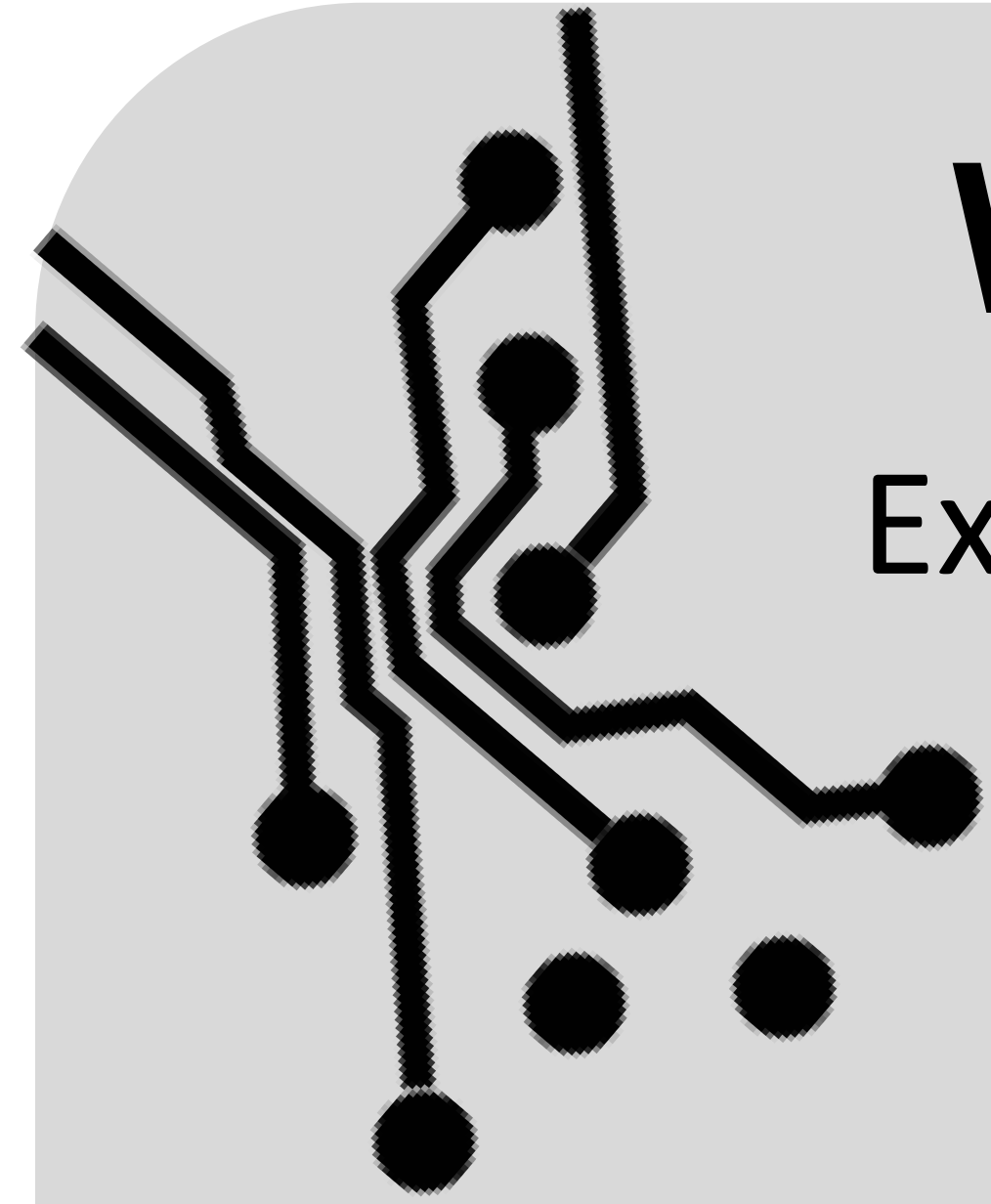
Assessing information needs

Identifying pain points

Creating new strategies

Developing new product ideas

Providing design implications



My Anthropology Intersection

Create innovative study designs

Synthesize various data formats

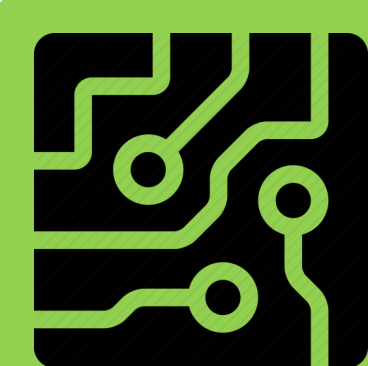
Communicate findings clearly

Advocate for the user



Client: Fire & Associates

Exploratory user research for a website that provides resources for educators of American Indian students in higher education.



Client: UNT System, Information Technology Shared Services

Exploratory user research for the Data Warehousing/ Analytics/Dashboards Initiative (now called the Insights Program) to understand analytical and dashboard needs of top-level users.

Examples at the Intersection

Combined think-aloud sessions and semi-structured interviews to better understand technology needs of users.

Utilized storytelling techniques and graphics to contextualize research findings about user problems.

Applied ethnographic interviewing techniques to build rapport with and uncover the information needs of top-level users.

Let's Connect!



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