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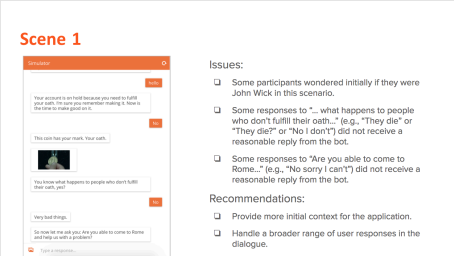
Selected Projects

Supplier Interviews: Procurement Management Tool

- Interviewed a sample of 15 suppliers to the pharmaceutical industry to identify their priorities, pain points, measures of success and their understanding of a procurement knowledge management tool
- Delivered a report outlining the suppliers' feedback on the tool and developed a persona outline based on the interviews

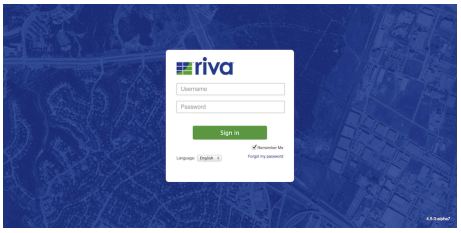


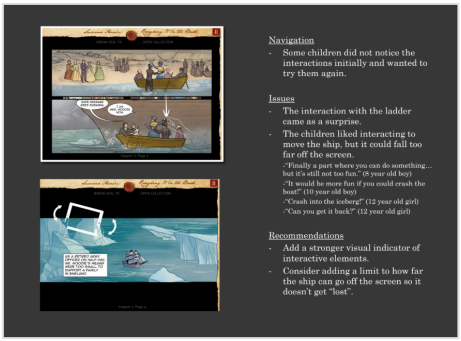
Usability Testing: Movie Promotion Chatbot

- Usability tested a prototype application for promoting the movie *John Wick Chapter 2*
- Determined participants' perceptions of the authenticity of the chat experience, their enjoyment and any barriers they encountered
- Delivered a report with recommendations for development

Ethnographic Research: Asset Management Service

- Conducted a research program including onsite visits to 17 customers including:
  - Their asset management department organization
  - A typical day for each customer focusing on how they used the service
  - Likes and dislikes of the service
  - Demonstration and feedback focused on new features in development
- Developed primary and secondary personas for each service module
- Integrated personas during corporate acquisition
- Identified key application workflows for each persona, and planned roadmap features based on customer needs





Usability Testing: Interactive Storybook iPad App

- Usability tested an interactive storybook, Susanna Moodie, with children and teenagers
- Delivered a report with recommendations to improve ease of use
- Performed follow-up usability testing after a subsequent phase of development to assess the impact of changes and provided further recommendations on new features