

Research Portfolios

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Agenda

- Purpose of the portfolio review
- Differences between Research and Design portfolios
- What to include in a research portfolio
- Research Portfolio Examples
- Tips

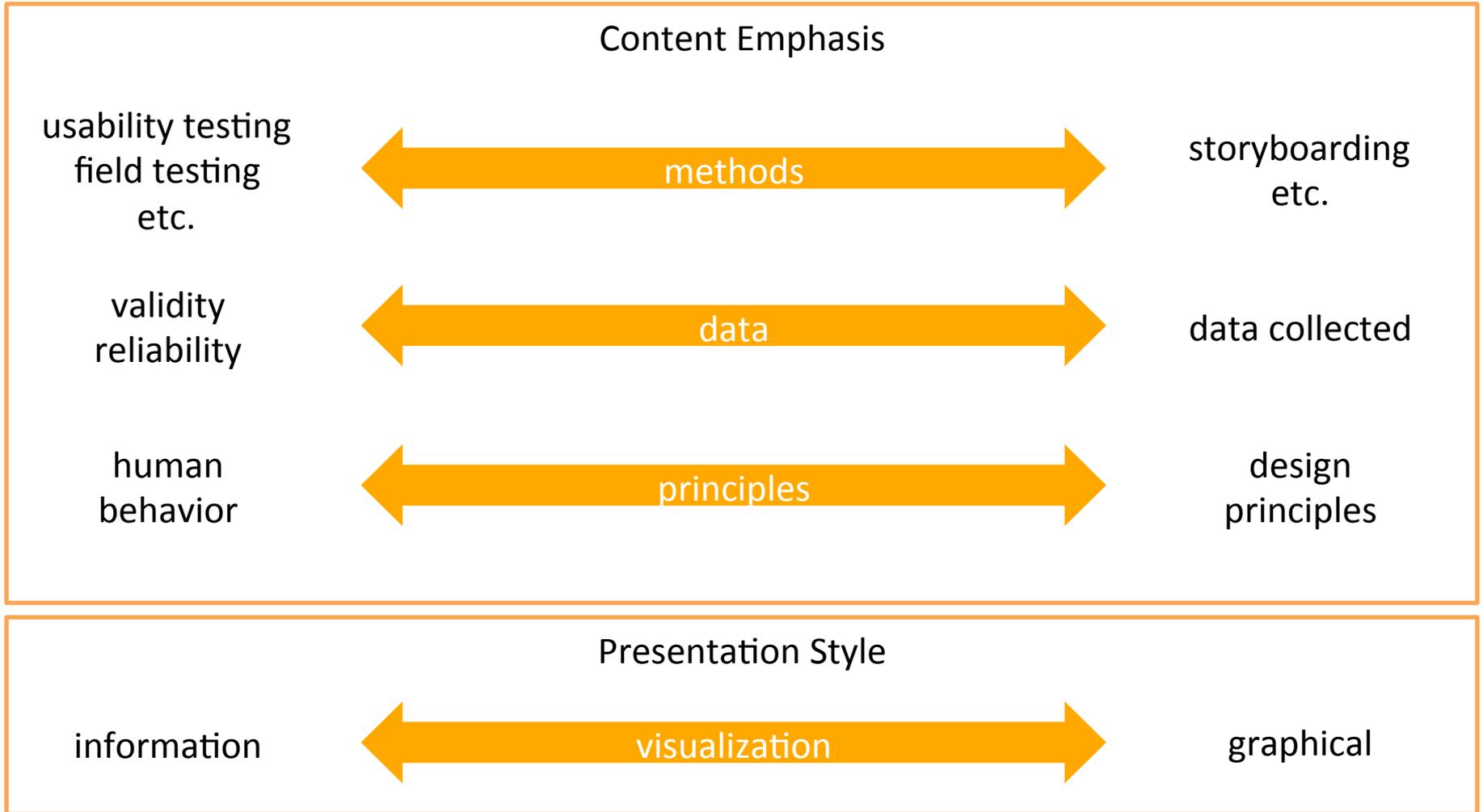
Purpose

- Interviewee's Point of View
 - Show and describe your work
 - Show breadth/depth of experience
 - Set the tone for follow-up interviews
 - Show your relationship to the company you're applying to; why you're excited to be there
 - Show what you can offer to the company

Purpose

- Interviewer's Point of View
 - Who are you?
 - What experiences have you had?
 - What projects are you proud of?
 - What sets you apart from other candidates?
 - Evaluate soft skills:
 - Presentation skills/Storytelling skills
 - Time management skills
 - Organization skills

Research vs. Design Portfolios



Research Portfolio Outline

- Background
 - Education
 - Work Experience
 - Research approach/motivation
- Projects
 - 2-5 projects
- Summary/Closing

Research Portfolio

- 3-5 Case studies or projects
 - Project goals
 - Process & considerations
 - Research design
 - Key findings
 - Insights
 - Final results
 - Outputs and deliverables
 - Outcome and impact

Research Portfolio

- How
 - How you approached it?
 - Why you approached it that way?
- Outcome
 - What the outcome meant for users/customers?
 - What it meant to you?
 - Why it's important?
- Your actual role
 - What you contributed?
 - What was your role (hands-on, managed, directed work)?

Research Projects

- Choosing projects
 - Each should have a purpose
 - Represent your best work
 - Show breadth of skills and experience
 - Relevant to the position
 - Demonstrate career progression

RESEARCH PORTFOLIO EXAMPLES



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User Research at Amazon Web Services

As a part of my ongoing internship at AWS I got the opportunity to run the user research effort for numerous services. Over 9 months I ran 10 user studies.

[AWS Usability Testing user research](#)

Usability Test: Tango Card

This project involved usability testing the website: [tangoand.com](#) Goal of the study: Tango Card is a universal gift card which were first aimed towards...

[Usability Testing: Tango Card Evaluation](#)

Geotgether

Geotgether is a mobile app that focuses on reducing anxiety on time spent coordinating, waiting and wondering where your friends are and when they will arrive...

[User Research: Geotgether Website Usability](#)

Construct: Interactive Meeting Software

Goal of the project: Meetings if not planned in advance can be get overlooked by issues such as bad time management, struggle with technology or just...

[User Research: Construct: Interactive Meeting Software](#)

Karaoke: An Assistive Alternative Toolbar for Low Literacy Users

Karaoke is an assistive toolbar that will help illiterate users navigate through a smart phone and use it efficiently. After conceptualizing this project based on...

[Conceptual Design: 2012/2013 Student Seminar Design: smart.technical.edu](#)

Exhibition: South Asian Influence on Pacific Northwest

The main goal of the exhibition was to visually depict the influence and...

projects

- PICOLA**
- Acropolis**
- Factory Deck**
- DataShop**
- SonicBand**
- Course Registration**
- Gallup Q12**
- Holistic Impression**

Design Meets Communication

In today's market, user experience has cemented itself as a critical product differentiator. People evaluate a product's design as much (or more) than they do its feature list when they decide to buy.

As a UX researcher, design strategist, and user advocate, I'm incredibly pleased with this development. But it also presents a challenge to companies who would compete on the basis of user experience. Throwing designers at a problem is no longer sufficient to ensure a stand-out experience. Everyone in the company — from the CEO to the newest developer — needs to be working toward a clear, powerful product vision.

Design strategists are uniquely qualified to create and promote this vision. Not only are they in tune with the needs and behavior of your users, but they are versatile in their ability to communicate the user story to others.

About Me

I have over ten years of experience crafting and communicating user-centered product visions. In that time, I've learned that there is no silver bullet — every company has unique needs and requirements in building a product vision.

To that end, I've showcased a broad range of communication activities in my selected portfolio pieces — from the traditional (personas and storyboards) to the unique (video sketches and inspiration walls). Take a look!

When you've finished, don't forget to drop me a line and start up a conversation. I'd love to share some more recent work and discuss how to apply these methods in your specific situation. I look forward to hearing from you!



Presenting Tips

- Tell a story
- Answer questions but don't let them derail you
- Keep the portfolio pace moving

Slide Tips

- Slides are presentable to a large audience from a distance
 - What needs to be read, can be read
 - No small data points/thumbnails, unless the point is the overall impression
- Respect confidentiality
 - Shrink content so it gives an impression, not details
- Backup material
 - Include related content in appendix in case questions come up
 - Include additional projects in appendix in case of extra time
- Proofread slides
 - No misspellings
 - No copy/paste mistakes

Logistics

- Be prepared for any situation
 - Your laptop won't project
 - No network connection
 - No projector
 - Various screen sizes (60" display, wall projector)
 - Audio doesn't work
- Have back-ups
 - Presentation on your laptop
 - Presentation on a portable drive
 - Presentation printed out
 - Have adaptors

Remember

- This is the time to tell your story
- You already “passed” at least one gate to get to the portfolio review
- Your audience is excited you are there and wants you to succeed
- Your audience is genuinely interested in what you have to say

QUESTIONS

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