

UX RESEARCH CASE STUDIES

DEL MARSH II

RESEARCH PORTFOLIO SAMPLES

PROJECT CASE STUDIES

-  Understanding Pet Parent Use of Technology
-  Rethinking Payments Through a Cultural Lens
-  Meta Future of the Metaverse
- **UBER** Discovering Small Businesses
-  My Service Desk
-  Enterprise Data Lake
-  Comparative Benchmarking

CASE STUDY: UNDERSTANDING PET PARENT USE OF TECHNOLOGY

PROJECT BACKGROUND



Project Context

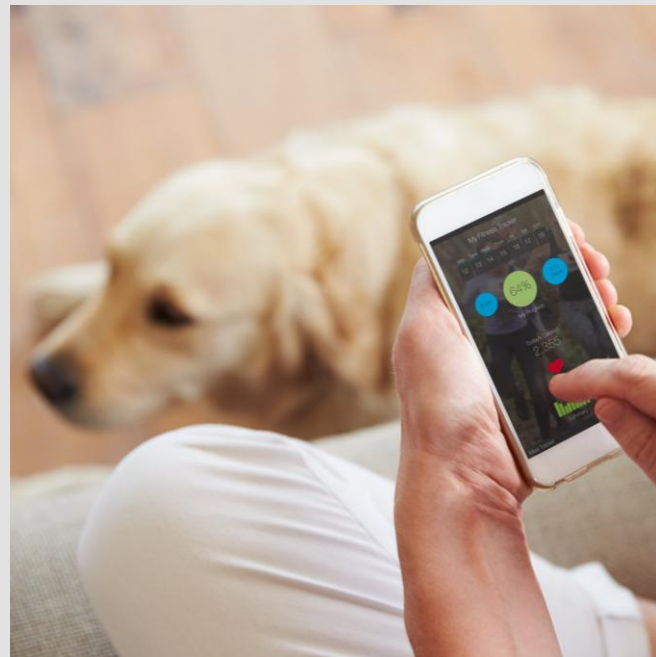
Chewy's mobile app was primarily designed as a transactional platform, helping pet parents place and manage orders for pet supplies. However, leadership began to wonder whether the app could evolve into something more: a deeper, more supportive presence in the lives of pet parents. I proposed research to better understand the broader ecosystem of care, specifically, the day-to-day jobs, needs, and challenges that pet parents face, and how technology plays a role in addressing them.

Project UX Objectives

- Understand what jobs, information, and services pet parents use their phones and technology for
- Map out the current tools, resources, and platforms pet parents rely on, and their experiences with them
- Identify pain points and gaps in existing digital experiences
- Explore how trust is established with digital resources, especially in the context of pet care
- Understand the moments and triggers that inspire or motivate pet parents to take action

Challenges

- Capturing in-the-moment behaviors and experiences
- Key events don't always conveniently align with research activities
- Participants recall of triggers and context can be incomplete
- Gauging prevalence across broader population



CASE STUDY: UNDERSTANDING PET PARENT USE OF TECHNOLOGY

UX APPROACH OVERVIEW



1 Literature Review



Compiled and synthesized existing internal research, customer insights, and external industry reports to establish baseline understanding of pet parent behaviors and needs

2 Diary Study



Pet parents logged all tech-related interactions for pet care in dscout over one month

3 Pet Parent Interviews



Explored experiences and motivations behind tech interactions in more depth

4 Surveys



Identified behavioral and attitudinal segments, and measured prevalence, frequency, and importance of tech uses and experiences

5 Opportunity Workshops



Facilitated cross-functional sessions to brainstorm implications and align opportunities for the Chewy app

UX Impacts:

- Gained deep understanding of pet parents' digital moments and care experiences
- Defined a multi-year roadmap to transform the app into an *Endearing Companion* for pet parents
- Example features already implemented include Symptom Checker, Micro-Interactions to solicit information to better predict emerging pet needs, Additional Implementation of Personalization, and Proactive articles

CASE STUDY: RETHINKING PAYMENTS THROUGH A CULTURAL LENS

PROJECT BACKGROUND



Project Context

Amazon payment practices were built around budgeting and payment models shaped by Western assumptions about money, banking, credit, and control. As the company scaled globally, questions emerged: How do financial behaviors differ across cultures? What norms and trade-offs shape how people manage money, and what happens when Western design defaults clash with those norms? I proposed foundational research to uncover the mental models, constraints, and cultural logics driving financial decisions across markets, to inform product thinking with a more nuanced, human view of global commerce.

Project UX Objectives

- Understand the financial “jobs” global users are trying to accomplish; how they manage money, track spending, or time payments
- Map out the mental models and assumptions shaping financial behaviors across key markets
- Identify friction points and mismatches in the current experience when applied outside the US
- Surface cultural practices that influence budgeting, purchasing, or saving behavior

Challenges

- Coordinating recruitment, travel, and multiple-vendor logistics across diverse international destinations
- Aligning timelines across teams, languages, and market-specific constraints
- Navigating abrupt disruptions caused by the COVID outbreak and global lockdowns
- Preserving research continuity and depth amid shifting formats and participant access barriers



CASE STUDY: RETHINKING PAYMENTS THROUGH A CULTURAL LENS

UX APPROACH OVERVIEW



1 Planned Ethnographic Field Visits



Planned and operationalized international research across 12 countries spanning LATAM, EU, ME, and SEA; managing recruitment, travel logistics, and vendor partnerships in coordination with PM-defined market priorities.

2 Pivot Plan Due to Covid and Travel Lockdowns



Scrapped the original in-person research plan due to COVID's onset and rebuilt a remote-first approach amid extended lockdown uncertainty.

3 Conduct Remote in Depth Interviews



Led execution of Zoom-based remote-first in-depth interviews across global markets, adapting methods to cultural and technical constraints while preserving depth and comparability.

4 Opportunity Workshops



Facilitated cross-functional workshops to synthesize findings and generate product, design, and strategy concepts tailored to regional financial behaviors.

UX Impacts:

- Demonstrated strategic value of remote international research in capturing diverse cultural perspectives
- Surfaced critical cultural behaviors and expectations that challenged core payment assumptions
- Informed development of market-specific offerings (e.g. support for cash payments in LATAM and installment models in EU markets)
- Shifted product thinking toward regional adaptability rather than one-size-fits-all design defaults

CASE STUDY: FUTURE OF THE METAVERSE

PROJECT BACKGROUND



Project Context

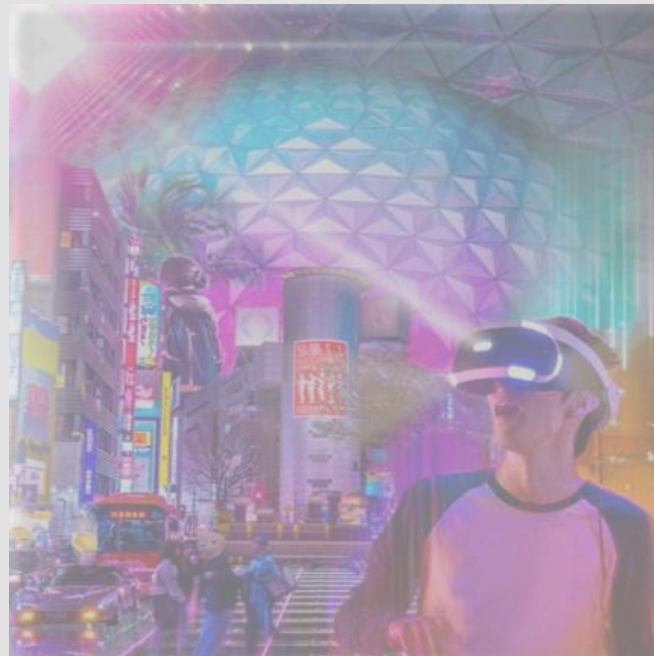
Meta's leadership, management, and engineering teams were well-aligned on their internal Metaverse plans, but lacked insight into broader industry perspectives—specifically, how external sectors viewed the Metaverse's future and their strategic paths forward. The goal was to get ahead of the curve by understanding these external viewpoints, helping shape Meta's product roadmaps and strategies to anticipate tomorrow's machine learning capabilities and inform future use cases.

Project UX Objectives

- Understand how external industries envision the future of the Metaverse
- Explore consumer appeal and adoption challenges
- Investigate current developer experiences and gaps in building Metaverse applications
- Identify intersections between Metaverse use cases and AI technologies

Challenges

- Gathering insights on future Metaverse usages that don't yet exist or are not widely accessible



CASE STUDY: FUTURE OF THE METAVERSE

UX APPROACH OVERVIEW



1 Literature Review



Compile work from internal/external research, TED talks, blogs, forums, etc on Metaverse perspectives

2 Subject Matter Expert Interviews



Gain vision of where Metaverse could be heading and challenges to development and adoption from experts in diverse industries

3 Consumer Interviews



Understand current perceptions of AR/VR experiences and reaction to storyboard portrayals of potential usages to assess expectations and concerns

4 Consumer / Developer Surveys



Two separate surveys: One to assess consumer perspectives at scale Another to begin to understand development challenges and opportunities

5 Developer Interviews



Conversations with developers in AR/VR and AI to understand current processes, tools, and development challenges and areas for greatest gains in accelerating development

UX Impacts:

- Identification of common use cases, and key opportunities based on consumer interest and development ease informed Reality Labs roadmaps and prioritization, and external partnerships
- Understanding of development workflow and tools, current challenges, and areas for tooling advancement
- Creation of Metaverse User, and Developer archetypes to establish empathy for motivations and needs

CASE STUDY: DISCOVERING SMALL BUSINESSES

PROJECT BACKGROUND

UBER

Project Context

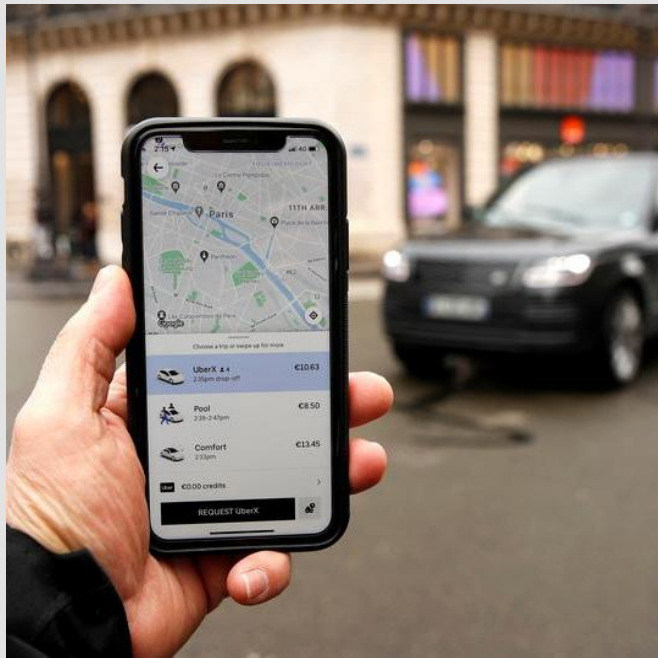
Uber for Business initially launched to Enterprise clients and later opened the platform to any size company. However, years later the public site marketing and content, and admin dashboard account control functionality still remained focused on Enterprise users. Partnering with Data Science I uncovered that Small Business use had exploded, comprising over 70% of active accounts. Confounding this further, less than 30% of the Enterprise clients used the dashboard, relying instead on APIs and other custom integrations, or support from their Uber account manager. **As a result, we had a product designed for less than 10% of the account base... and we knew next to nothing about those that did.**

Project UX Objectives

- Understand Small Businesses – what's **important to them**, how do they **currently function**, what are their **growth plans** and how do they see getting there, what **challenges they face** now, and see in the future

Challenges

- **Multiple geographies**, languages
- **Diversity** of small businesses
- Program **legacy**



CASE STUDY: DISCOVERING SMALL BUSINESSES

UX APPROACH OVERVIEW

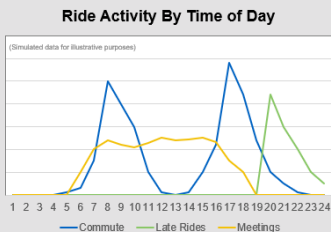
UBER

1 Small Business Interviews



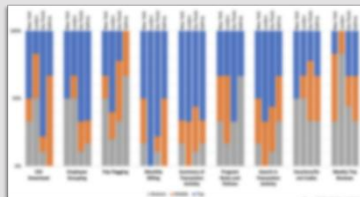
Interviews with small businesses crossing diverse industries and across 4 countries to understand their operations and challenges

2 Behavioral Segmentation



Partnership with data science to understand/predict uber usage use case based on employee ride patterns

3 Surveying Small Businesses



Evaluate business needs and perspectives at scale; prioritization of features

Opportunity Workshops



Brainstorm solutions to key challenges
These took place throughout other phases

UX Impacts:

- Reshaped site marketing/branding, value props, content, flow, and design/layout
- Redesigned and enhanced admin dashboard organization, training/support, process flows, and features
- Ability to predict business use case and offer customized account programs
- Changes to Uber rider app for business profile switching
- New product – Uber Works for help arranging temporary shift workers

CASE STUDY: MY SERVICE DESK PORTAL REDESIGN

PROJECT BACKGROUND



Project Context

My Service Desk sought to redesign their customer facing portal to enable self service requests, guide users to self help knowledge, and enable one stop shop for all service-related support.

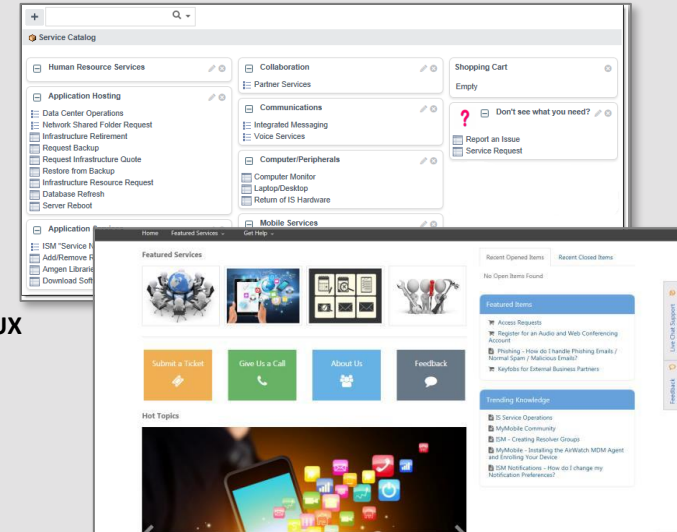
An intuitive user interface that was both usable and useful was an important factor to project success.

Project UX Objectives

- Understand **the user experience challenges** faced using the original portal
- Identify **key objectives** and needs of users coming to the portal
- Engage the users in an **iterative design process** and incorporate user feedback
- **Measure perceived usability** for the original portal vs redesign

Challenges

- Ensure that the design vendor is **including UX into their processes**
- Capture **in-depth understanding** of user objectives
- Very **narrow timeline** to influence design

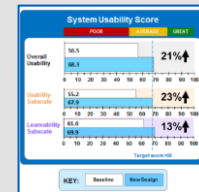
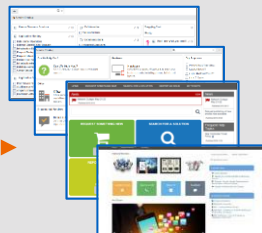
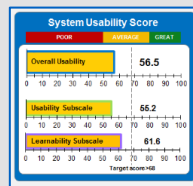


CASE STUDY: MY SERVICE DESK PORTAL REDESIGN

UX APPROACH OVERVIEW



- 1 Project Needs and Vendor Selection
- 2 Understand Current User Experience
- 3 Measure Usability Baseline
- 4 Iteratively Evaluate Design
- 5 Measure Usability Post Launch



Expanded the SOW to **ensure UX design resources** added to achieve project goals

Conducted **end user interviews** to understand **user experiences and objectives** with the original portal.

Captured a **baseline usability measure** of the original portal using the System Usability Scale survey

Performed expert **heuristic reviews** and end-user **usability tests** to iteratively improve the **usability and usefulness** of the solution

Captured a **post launch usability measure** of the redesigned portal using the System Usability Scale survey, measuring the **changes in user perceptions**

UX Impacts:

- New Design saw a **21% increase** in perceived usability
- Understanding users' objectives **influenced design decisions**, (e.g. quick jump to create a service request, need to redesign the intake form)
- Since launch, the portal has seen a **211% increase in repeat users**
- **307% increase** in use of knowledge base articles
- Over **10,000 direct catalog requests**, bypassing service request tickets

CASE STUDY: ENTERPRISE DATA LAKE (EDL)

PROJECT BACKGROUND



Project Context

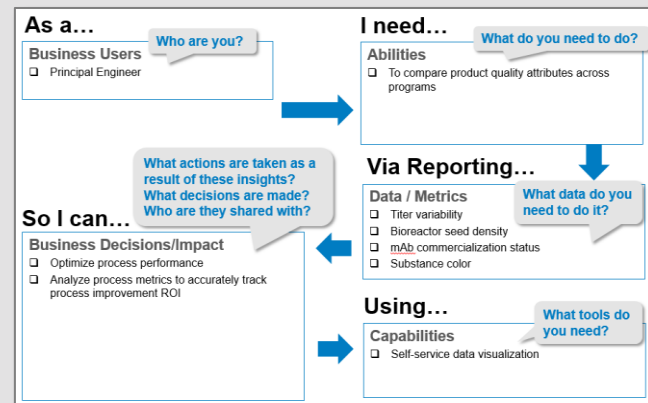
Enable scientists to visualize historical manufacturing data to perform product performance analyses across multiple manufacturing sites, products, batches, etc., from a single entry-point.

Project UX Objectives

- Understand the **critical information needed** and the context for analysis
- Determine **how information is best presented** to enable decisions
- Insure the visualizations developed are **intuitive and meet users' context** of use
- **Engage users** to gain buy in and foster a sense of ownership/partnership

Challenges

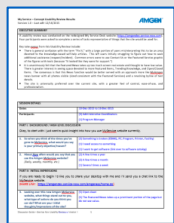
- Analyses conducted by researchers are **complex, sophisticated, and explorative**
- The dataset to represent is **large** and encompasses **numerous sources**
- Different types of users have **differing analytical priorities and needs**
- **Limited time with end users** with highly specialized knowledge
- Very **aggressive timeline**



CASE STUDY: ENTERPRISE DATA LAKE (EDL) UX APPROACH OVERVIEW

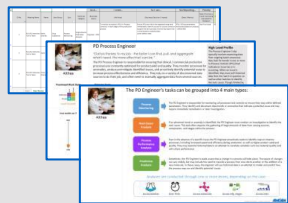


1 Understand Users and Tasks



Conduct in-depth end user interviews

2 Communicate Understanding of Users



Build a set of **detailed user stories** and a **persona** for the role of PD Process Engineer (primary users)

3 Develop Visualizations



Create visualizations* by leading **participatory design sessions** and allowing **hands on experience** by key subject matter experts

* Vendor activity

4 Iteratively Evaluate Design



Performed expert **heuristic reviews** and end user **usability tests** to iteratively improve the **usability and usefulness** of the solution

UX Impacts:

- Interviews identified the **5 key analytical processes** that were depicted in the persona
- Focused team from **138 to 24 core user stories** to concentrate on
- Participatory design sessions identified the **"80% cases"** for the **key visualizations needed** and the data needed to support them
- Usability reviews **informed design decisions** about the right interactions needed for ad hoc analyses

PROJECT BACKGROUND

Project Context

Mobility was a rapidly evolving fluid environment. Nokia needed a way to evaluate the dynamic competitive landscape in the mobile phone market. To understand how we measured up against current competition – what are our relative strengths and weaknesses

Project UX Objectives

- Identify **methodology to evaluate** competitor's devices against our own
- Track **changes over time**
- Incorporate **diverse perspectives** and **multiple dimensions**

Challenges

- The mobile phone **market is dynamic** with new products and ongoing UI updates
- **Wide range of backgrounds** for team members performing evaluations
- **Reviewers change** over time



CASE STUDY: COMPETITIVE BENCHMARKING PROGRAM (UX123)



UX APPROACH OVERVIEW

1 Determine Key Measures



Incorporate important across disciplines; dimensions such as

- **Ease of use**
- **Learnability**
- **Configurability**
- **Ecosystem**
- **Integration**
- **Form factor**

2 Train and Orient Reviewers



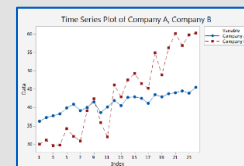
Before each evaluation period conduct a kickoff to **level set instructions and expectations**

3 Run Reviews, Lead Findings Sessions



Allow each user to **use each device** over a period of 2 Weeks.
At the end of the evaluation period meet to **collect and discuss experiences**

4 Track Collective Experiences Over Time



Track the average score on a variety of dimensions across multiple devices over time

UX Impacts:

- Established a **repeatable methodology**
- Accounted for **reviewer diversity**
- Framed conversation on for **relative strengths and weaknesses**
- Addressed changes to our designs and the **evolving competitive landscape over time**