Ken Ohnemus Sample Research Projects

https://www.realself.com/
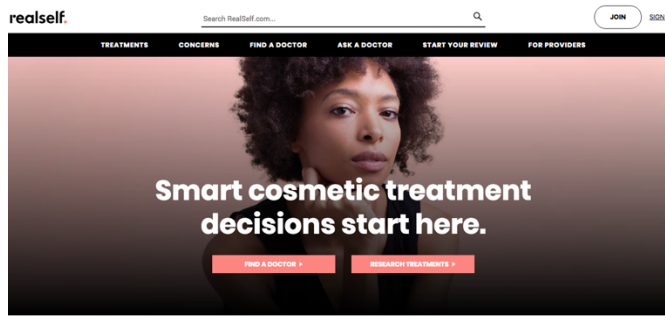
realself.

User Research | Usability Testing | Personas

- Established the UX research program and team from the ground up for a growing organization disrupting the cosmetic treatment industry.
- Provided leadership, strategy, and overall guidance to the organization.
- Sourced and conducted 100's of in-person and remote sessions both consumers and doctors.
- Worked cross-functionally in an agile environment with product managers, executives, designers and developers to identify strategic business questions and translated into research sessions.
- Communicated findings throughout the organization to help with empathy and bring the voice of the consumer to the company.
- Established best practices for conducting user research and implemented supporting processes.

https://www.htc.com/us/

htc
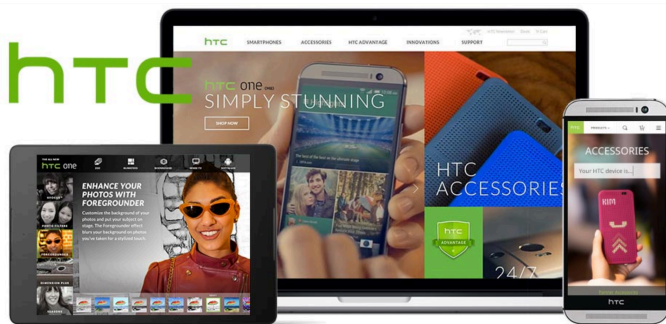
HTC Global Digital Creative

User Research | Usability Testing | Information Architecture

- Created an agile based UX research program for a leading supplier of Android mobile phones supporting the worldwide marketing and design organization.
- Sourced and performed in-person usability testing and research sessions with over 300 people in less than two years that positively improved site experiences and conversions.
- Worked cross-functionally with product managers, designers and developers to identify strategic business questions and translated into research sessions within an agile framework.
- Communicated findings throughout the organization to improve overall site experience by directly impacting task success and business conversion.
- Conducted competitive usability tests of several website support tools. Proposed a set of best practices and a site structure and wireframes.

https://www.leafly.com/

Leafly
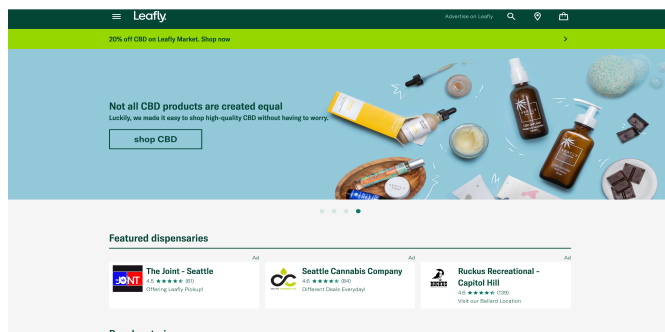
User Research | Usability Testing | Site Visits

- Interviewed consumers to determine pain points and needs and understand their journeys.
- Conducted exploratory research and usability tests to identify problem areas to address prior to delivering the new website and strain finding experiences.
- Conducted site visits and interviews with retailers and brands to identify platform improvements and obtain feedback on platform updates.
- Worked cross-functionally to identify strategic business questions and translated into research sessions.
- Built out a usability lab and established research best practices and implemented supporting processes.
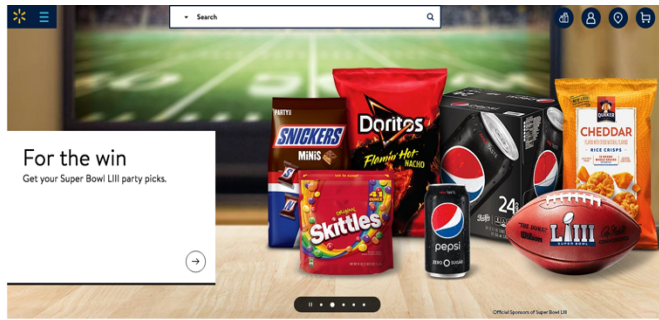
- Planned and conducted in-home research study in multiple cities to understand menu planning, recipe usage and online grocery shopping experiences.
- Some households cooked meal using a recipe from one of several recipe apps during the visit and other households provided feedback on numerous recipe app experiences.
- Delivered research findings to validate user personas and informed a pilot for an integrated recipes and online grocery shopping experience.

User Research | Usability Testing | Field Study
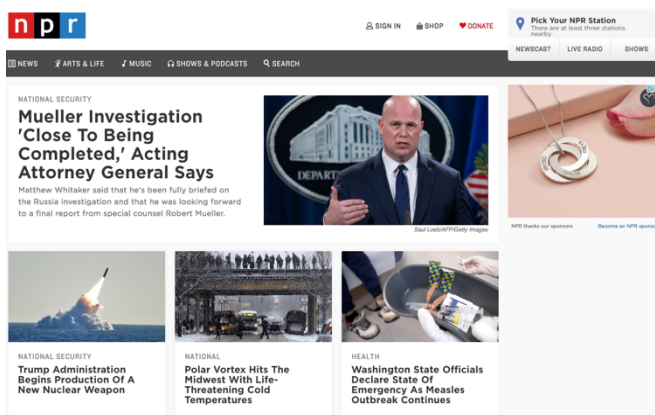
- Planned and conducted over 30 in-person and remote interviews with member stations of various sizes across the country to understand the complete audio workflow lifecycle.
- Delivered findings that informed the first delivery of an audio storage platform for use in public radio stations.
- Conducted a phase 2 follow-up with 24 remote interviews to identify pain points, validate and inform the next set of deliverables supporting audio distribution.
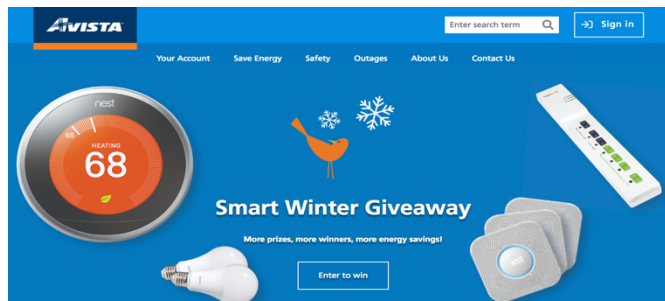
User Research
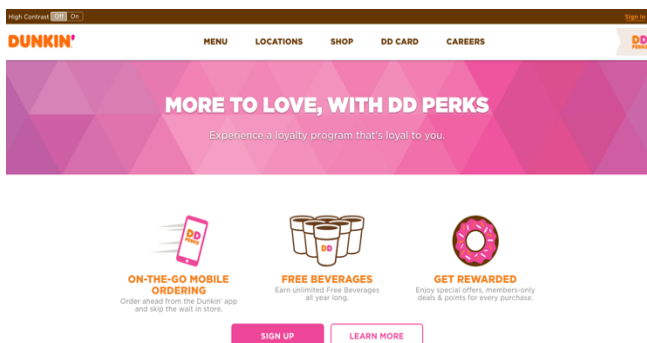
- Planned and conducted in-store site visits in various cities within all regions of the United States at both Dunkin and Baskin Robins stores.
- Main goals were to understand how stores functioned, how workers interacted with the point-of-sale system to support customer orders and to establish customer-ordering patterns.
- Research informed a re-design of a dated point-of-sale system.
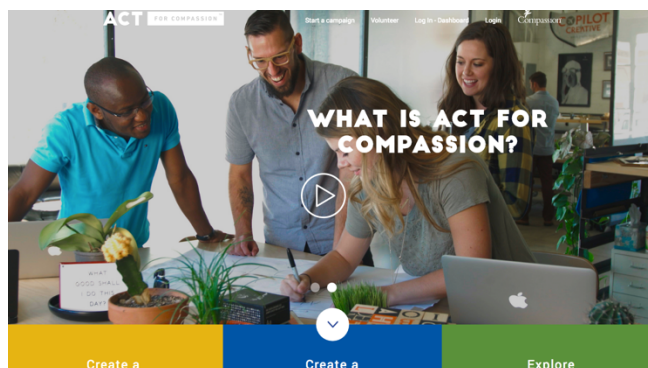
User Research | Field Study

https://www.myavista.com/

- Conducted competitive assessments to determine best practices within the utility industry.
- Interviewed consumers to determine pain points and needs.
- Re-designed the site experience.
- Conducted usability tests to identify problem areas to address prior to delivering the new website experience.

IA/Interaction Design | User Research | Usability Testing

https://www.vive.com/us/

- Utilized a card sorting exercise to inform the site map.
- Created a site map and preliminary site structure and high-level wireframes for initial research and testing.
- Conducted iterative usability testing of site experience designs.
- Investigated alternatives for incorporating a VIVE software store into the HTC web experience.

User Research | Card Sorting | Usability Testing | IA/Interaction Design

https://www.compassion.com/act/default.htm

- Compassion is a child-advocacy ministry pairing compassionate people with children living in extreme poverty to release the children from spiritual, economic, social, and physical poverty.
- Led interviews with potential users to identify motivators for taking action with the goal of releasing children from poverty.
- Conducted competitive research to understand best practices in fundraising.
- Defined processes to support the entire fundraising process and challenged constraints of the larger organization to reduce barriers to usage.
- Designed and usability tested a web application to engage and encourage more users to take action in support of reducing extreme poverty in children.
- Created annotated and detailed interaction specifications for the development team.

User Research | Usability Testing | IA/Interaction Design | Process Design

AOL.

- Worked with a consulting team in the early stages of a new product concept.
- Collaborated very closely with a stealth team to help craft the product features, strategy and brand.
- Product was designed for display on multiple devices and platforms — iOS + Android.
- Conducted user research around different UI, branding, and designs.
- Conducting usability testing.

AOL CONNECTED LIFE PRODUCT EXPERIENCE
UX & IA / Usability Testing / Visual Design / Branding / Design Strategy

User Research | Usability Testing

https://www.washingtonwine.org/

WASHINGTON STATE WINE

- Conducted competitive assessments of several west coast state travel site experiences and travel planners.
- Formulated and executed usability tests to assess task completion and overall usability of the tourism planning tools.
- Identified aspects of each experience that consumers liked and found useful versus aspects that hindered their ability to find and act upon desired information.
- Delivered findings report which was utilized to re-design the clients travel and planning website based on desired consumer experience.

Usability Testing

https://www.cardinalhealth.com/en.html

CardinalHealth™
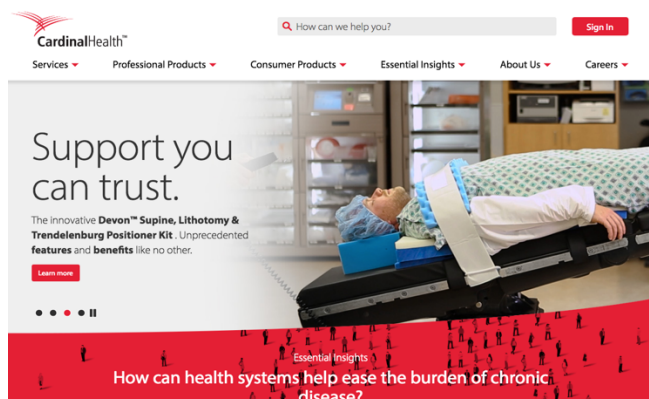
- Conducted in depth field visits at hospitals, care continuum facilities and pharmacies to learn about work environment and issues to inform a re-design of a product purchasing system.
- Formulated and executed a usability strategy that proved to be a catalyst for migrating users to a web-based application online ordering system subsequently reducing training and support costs, and increasing usability, as users were able to successfully complete tasks in close to 90% of the time previously required.
- Redesigned the online ordering system and conducted iterative usability tests to ensure prior issues were addressed.

User Research | Field Study | Usability Testing | Process Design
IA/Interaction Design