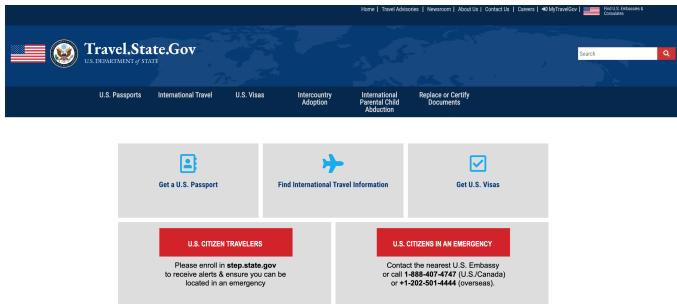


# Ken Ohnemus Sample Research Projects

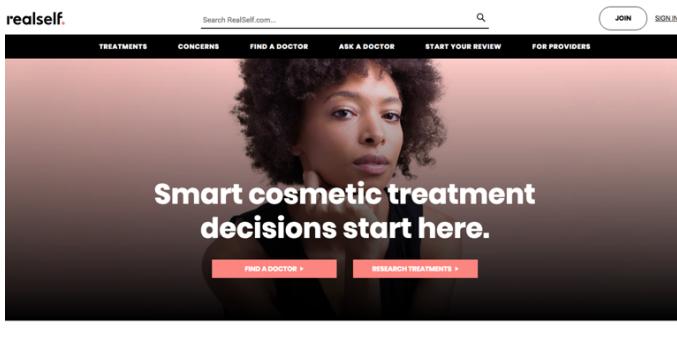
<https://travel.state.gov/content/travel.html>



Voice of the Customer | User Research | Surveys | Analytics

- Supported the development of a Voice-of-the-Customer (VOC) program and provided qualitative and quantitative research with multiple teams to identify areas for improvement across Passport Services and overseas citizen services.
- Delivered insights around optimal usage of potential live agent chat functionality.
- Delivered key research findings in support of a modern online digital passport process using qualitative and quantitative research methods.
- Developed a tool to predict staffing needs which significantly helped to reduce visa wait times.
- My team received an Excellent rating for contract performance from the General Services Administration (GSA) in support of modernization of customer-facing services.

<https://www.realself.com/>



User Research | Usability Testing | Site Visits | Personas

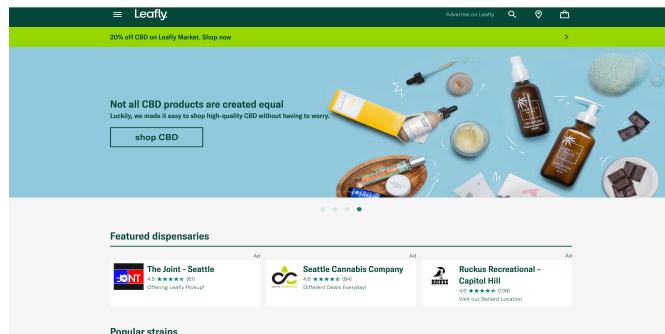
- Established the UX research program for a growing company disrupting the cosmetic treatment industry.
- Provided leadership, strategy, and overall guidance to the organization leading to dozens of improvements.
- Improved usability, time spent, and site visit returns up to 50% through sourcing and conducting 100's of in-person and remote sessions in an agile environment with both consumers and doctors.
- Directed strategic business questions and translated into research sessions while working cross-functionally in an agile environment.
- Built empathy and infused the voice of the consumer within the company through insights communication.
- Established best practices for conducting user research and implemented supporting processes.



HTC Global Digital Creative

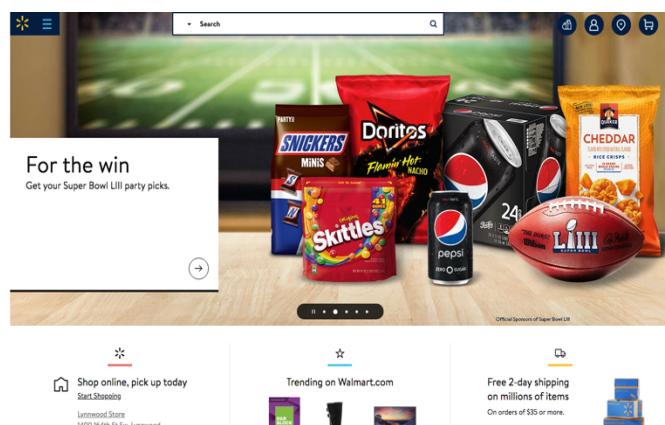
User Research | Usability Testing | Information Architecture | Competitive Assessment

- Created an agile based UX research program for a leading supplier of Android mobile phones supporting the worldwide marketing and design organization.
- Enhanced experiences and conversions through sourcing and performing in-person usability testing and research sessions with over 300 people in less than two years.
- Delivered critical research insights by working cross-functionally to identify strategic business questions and translate into research within an agile framework.
- Upgraded overall site experience by directly impacting task success and business conversion by succinctly communicating findings throughout the organization.
- Insights from iterative competitive usability tests of website support tools resulted in a redesign leading to over 20% increase in task success and satisfaction and reduced support times by approximately 10%.



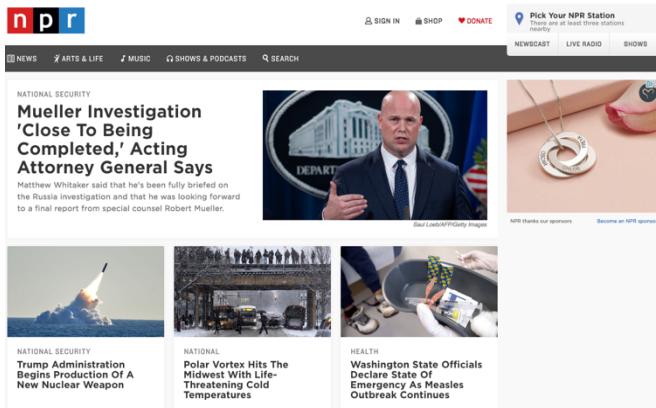
User Research | Usability Testing | Site Visits

- 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 obtain feedback and identify platform improvements leading to greater efficiency.
- 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.



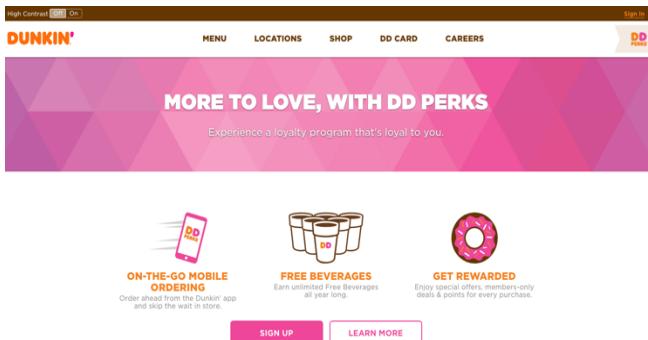
User Research | Usability Testing | Field Study

- 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 and to validate pain points and user personas along with prototype feedback and recommendations to inform a pilot for an integrated recipes and online grocery shopping experience.



- 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 | Site Visits



- 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 leading to improved efficiency and shorter sales completion cycles.

### 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 launching the new website experience.

IA/Interaction Design | User Research | Usability Testing

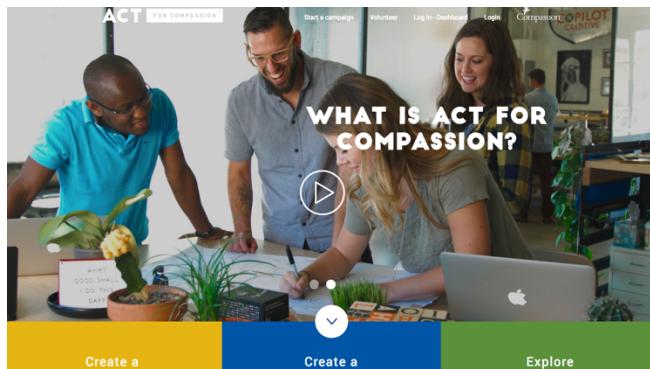
<https://www.vive.com/us/>



- 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 resulting in 25% more engagement within the first month.
- Created annotated and detailed interaction specifications for the development team.

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



## AOL CONNECTED LIFE PRODUCT EXPERIENCE

UX & IA / Usability Testing / Visual Design / Branding / Design Strategy

### User Research | Usability Testing

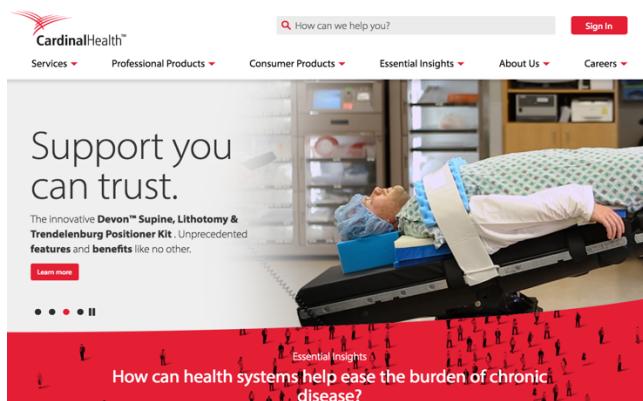
<https://www.washingtonwine.org/>



- 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.

### Usability Testing | Competitive Assessment

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



- 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