

UX Research Project

Led a user-experience research project focused on influencer-hosted games on the WayBetter platform.

Goal: Identify the game types and host participation levels resonating with new users. Find any areas to improve the user experience through guides, supplemental materials, design, and more.

Tasks:

Identify new users in specific games.

Contact users in the group to gauge interest for an interview.

Coordinate an interview with other members of our cross-department team when possible.

Handle interviews solo if necessary.

Record responses and consolidate into a report.

Present findings at weekly team meetings for the length of the project.