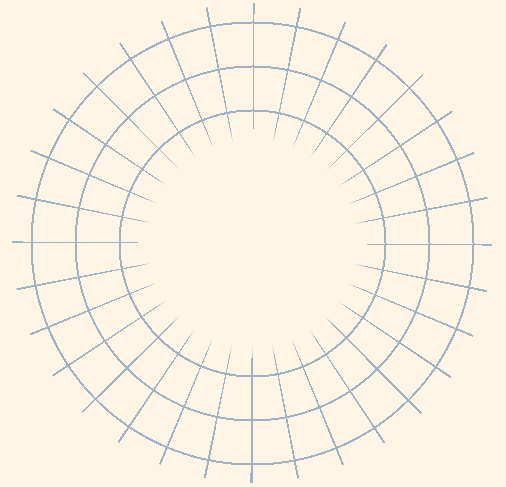




Seema Rao

UX Research Portfolio

A PORTFOLIO OF MIXED-METHOD RESEARCH

Research, communication, and strategy

Communication

22+ years of technical writing — on social media, to press, and in signage. I teach and lecture on writing and UX communication.

Research

15+ years using design thinking to shape products and services around user needs — research, workflows, and unified strategy.

Strategy

Two decades creating and implementing strategy — synthesizing research and assessing risk to define a clear path.

MIXED METHODS

From front-end and generative research to summative and evaluative research, I build hybrid strategies that produce both qualitative and quantitative data.

Listen

- Field studies
- User & stakeholder interviews
- Surveys
- Concept mapping
- Listening labs

Explore

- Needs assessments
- Competitive analysis
- Personas & stories
- Task analysis
- Journey mapping
- Card sorting

Test

- Usability testing
- Prototype testing
- Benchmarking
- Heuristic evaluation
- A/B testing

Concept Planning for a New Museum

PROJECT

A client wanted to assess the capacity for a new science museum in the region — who the audience might be, and what the ideal concept would be. Mixed-method research explored three questions: the level of interest for this kind of attraction, the concept that would maximize the potential audience, and the aspects that would draw the most engagement.

RESEARCH SETUP

Investigate the market

- Competitive analysis of regional museums
- Social-media review of similar museums
- Interest survey

Understand the audience

- Stakeholder study of analog institutions
- 1-on-1 leisure-behavior interviews
- Focus groups of potential visitors

Refine the concept

- Participatory design session
- Concept testing
- Synthesis & recommendations

CONCLUSIONS

- Audiences want an **active** museum experience, not a passive one.
- Potential visitors will travel for an incredible experience — but tourist audiences won't be repeat visitors.
- The ideal strategy is an outstanding, once-in-a-lifetime experience that draws broadly.

Research-Based Digital Strategy

PROJECT

An organization needed an enterprise-level strategy for all of its digital work. Mixed-method research explored the digital awareness and capacity of staff, the digital needs required to meet the mission, and the best way to implement digital change.

APPROACH

Staff Capacity

- Staff surveys & interviews
- Skills & tools audit
- Workflow mapping

Audience Needs

- Audience segmentation
- Needs assessment
- Competitive review

Change Strategy

- Readiness assessment
 - Phased roadmap
 - Training plan
-

OUTCOME

A research-grounded digital strategy aligning staff capacity with audience needs — and a realistic, phased plan to implement change across the organization.

Website Redesign

PROJECT

A public-facing museum website needed content that balanced what the institution wanted with what audiences needed, while holding brand standards and usability. I led the redesign of the information architecture and content around research, usability, and brand.

METHOD

Discover

- Stakeholder interviews
- Analytics review
- Content audit

Design

- IA & sitemap
- Wireframes & prototype
- Content modeling

Validate

- Usability testing
- Survey design
- Iteration

RESULT

Site views increased **200%** within a year, and users reported higher usability and appeal.