
Kris Keeker

Research Portfolio
keekerkris@gmail.com

Research Experience

I have several years of UX research experience, during which I've conducted many important studies for many exciting companies. This portfolio will showcase examples from some of those studies.





Each example will be approached from the following perspectives:

→ **Problem Statements**

What was being studied? Who asked?

→ **Methods**

How did I approach the problem?

→ **Successes & Roadblocks**

What went right or wrong?

→ **Results**

What was learned?

→ **Impact**

What was gained?

→ Problem Statement

Studio heads wanted to know if it was possible to predict how well a video game will sell, and which elements of that game players will find attractive.

→ Methods

I operated a benchmarking program where a survey would score each game that the studio produced. Games were compared to other similar games.

→ Successes & Roadblocks

Each survey-taker needed to complete each study under identical conditions so that data could be compared. Moderators had to be trained in observing, recording, and carrying out unbiased studies.

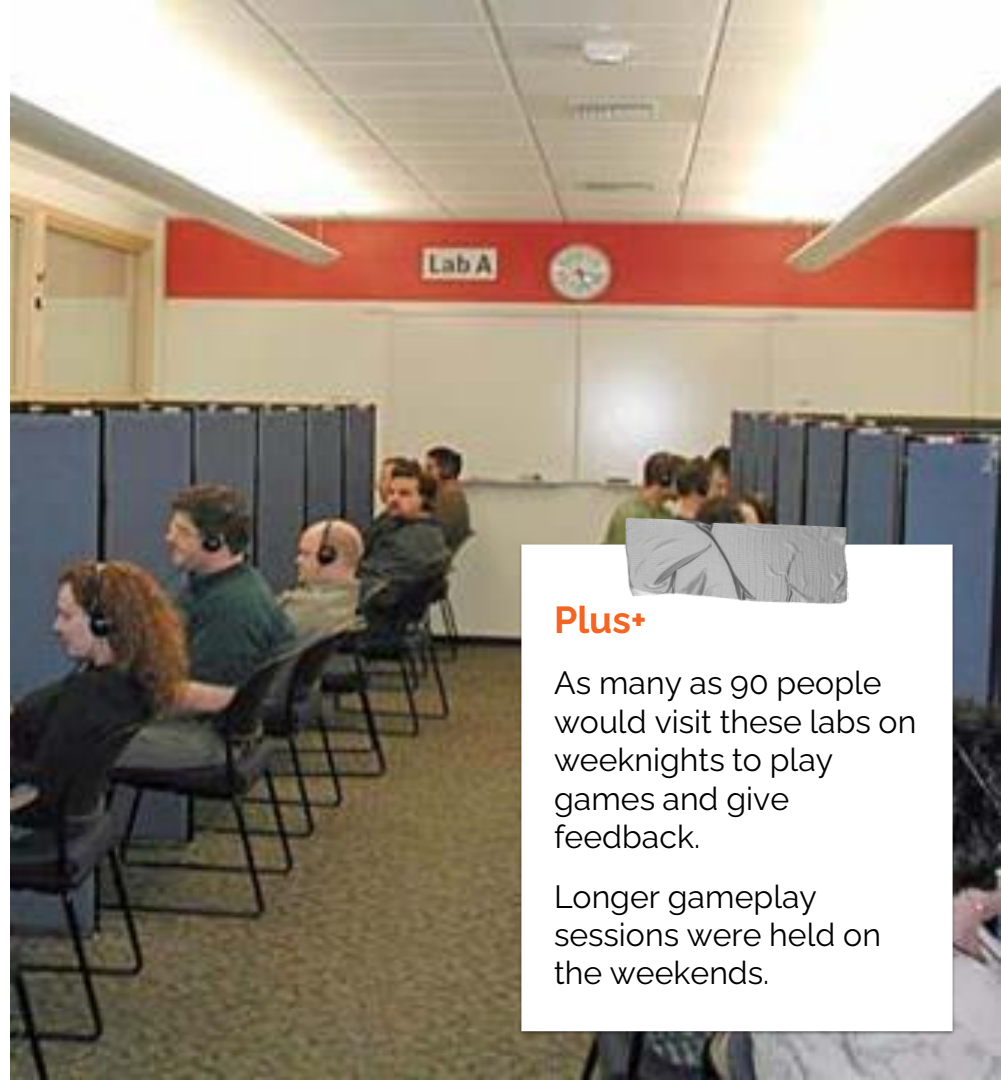
→ Results

Games could be “fixed” to provide improved levels of fun and challenge. Poor scoring games generally sold poorly.

→ Impact

Money could be saved by altering the production schedule of failed games. Well-tested games had more chances for improvement.

Photo: <https://www.nngroup.com/articles/multiple-user-simultaneous-testing/>



Plus+

As many as 90 people would visit these labs on weeknights to play games and give feedback.

Longer gameplay sessions were held on the weekends.

To: david@dignited.com;

Subject: WP keyboard review

Hey I'm reviewing the windows a keyboard.
Voice dictation on Windows is really really
awesome stuff for the acc...

I like the copy and paste implementation on
the windows phone keyboard

Sent from my Windows Phone

Hey I'm reviewing
Voice dictation or
awesome stuff for

I like the copy and
the windows pho

I can now paste st
icon which autom
something

Sent from my Windows Phone

Plus+

Using two days of weekly dedicated lab time, phone features were tested based on which features needed the help. Designers, developers, PMs, and researchers informed those decisions.



→ Problem Statement

Windows Phone designers asked whether users of a brand new mobile interface could figure out how to copy and paste text.

→ Methods

I ran usability sessions which gave lab participants a device and asked them to complete a series of copy and paste tasks.

→ Successes & Roadblocks

A number of different visual angles and follow-up questions were needed to make sure that tiny mobile screen taps were properly recorded and understood.

→ Results

Copy and paste was an expected function for a mobile device. Users expected to use a variety of known gestures for selecting, highlighting, and scrolling.

→ Impact

Designers used this knowledge to increase the bounds of mobile productivity.

→ Problem Statement

Windows developers asked which fonts and font styles would be easiest to read in a new operating system using modern displays.

→ Methods

Participants were shown a series of characters, each of which would quickly disappear after a matter of milliseconds. After being asked to repeat the characters with accuracy and speed, results were compared across letters, fonts, and font styles.

→ Successes & Roadblocks

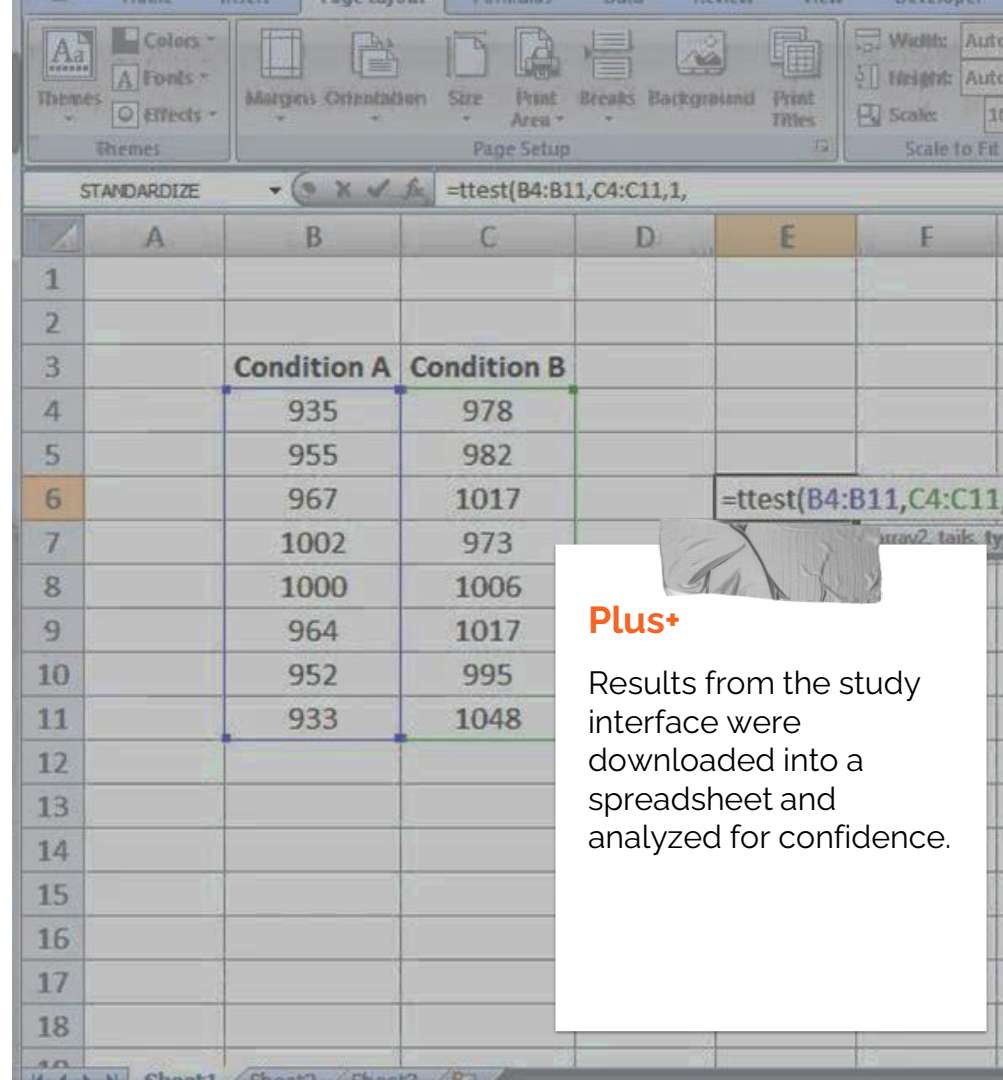
A number of trials in each session had to be carried out to ensure that all users knew what was asked of them. Equal amount of practice with the study interface was also vital.

→ Results

Some font styles were found to be easier to read than others.

→ Impact

Windows programs that optimize productivity were in high demand in the workplace.



	A	B	C	D	E	F
1						
2						
3		Condition A	Condition B			
4		935	978			
5		955	982			
6		967	1017			
7		1002	973			
8		1000	1006			
9		964	1017			
10		952	995			
11		933	1048			
12						
13						
14						
15						
16						
17						
18						

Plus+
Results from the study interface were downloaded into a spreadsheet and analyzed for confidence.

→ Problem Statement

Designers asked whether a new widget could help customers to understand and select various shipping options.

→ Methods

Interactive Product Display Page mock-ups (which included the widget design) were placed in front of users as they moved through a purchase flow.

→ Successes & Roadblocks

Testing was iterative and included up-to-date versions of the design. Preparing a lab-ready setup required extreme coordination between design and research.

→ Results

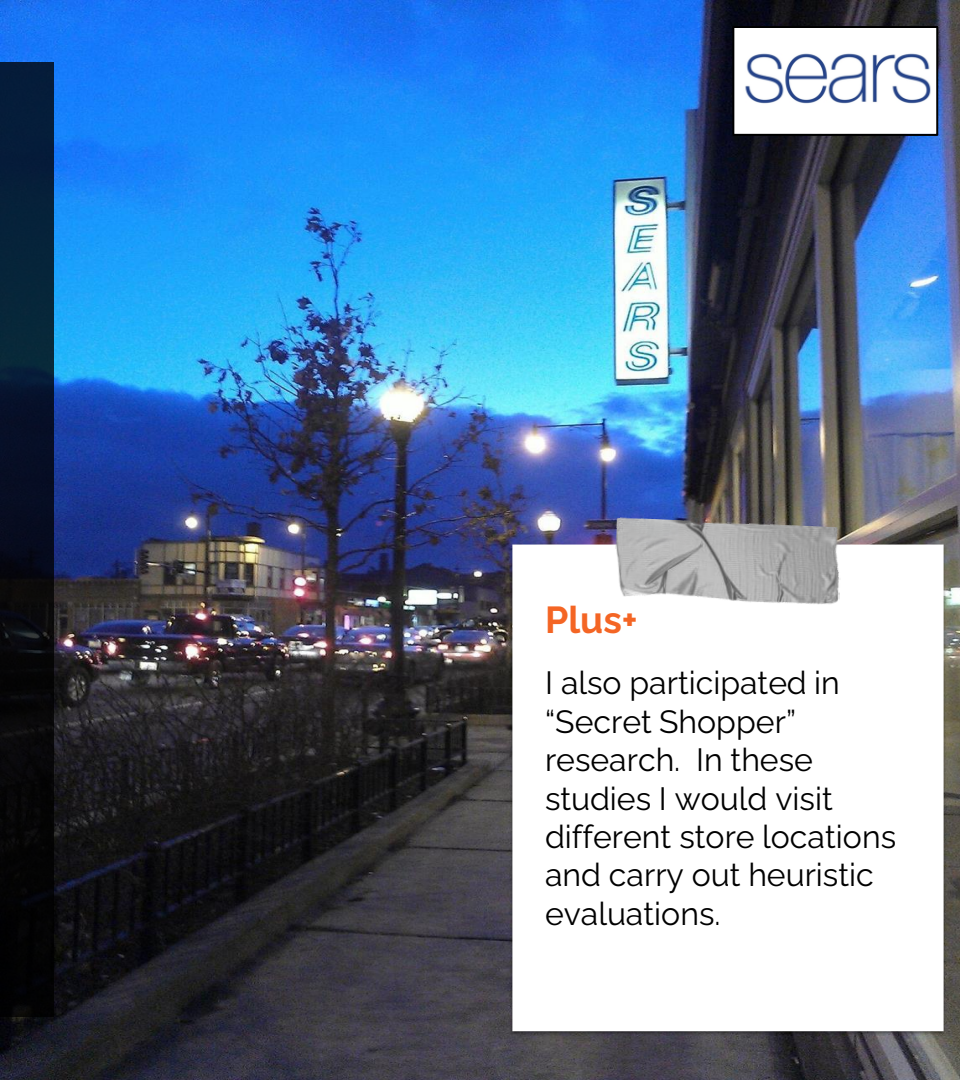
Shoppers appreciated having more shipping options.

→ Impact

Greater availability and ease of use in shipping options led to more sales conversions.

Plus+

I also participated in “Secret Shopper” research. In these studies I would visit different store locations and carry out heuristic evaluations.



→ Problem Statement

The Directors of Research and Client Success asked that a process of providing fast, efficient, remote, qualitative research be developed for a client who necessitated multiple studies for several internal teams.

→ Methods

Following our pre-existing project management guidelines, researchers were individually trained on how to balance multiple ongoing projects. With the assistance of a client success team, I managed a queue of projects and maintained constant communication with client stakeholders. I personally monitored each study from beginning to conclusion, and assisted all stakeholders with determining study value.

→ Successes & Roadblocks

Precise study value can be extremely difficult to monetize.

→ Results

The client in question created a new mobile app as well as a completely new pricing structure for its offerings. UserTesting research backed up decisions on design, function, and customer need.

→ Impact

The client in question continues to ramp up its interest in research both internally and externally. UserTesting was rewarded with increased business.

Plus+

In addition to leading studies, I was a Research Manager for a team with varying levels of expertise.



→ Problem Statement

Project Managers sought to discover how users located in other countries searched and shopped.

→ Methods

Utilizing research vendors, I worked with a team to create a mass survey that could be distributed and collected across several countries.

→ Successes & Roadblocks

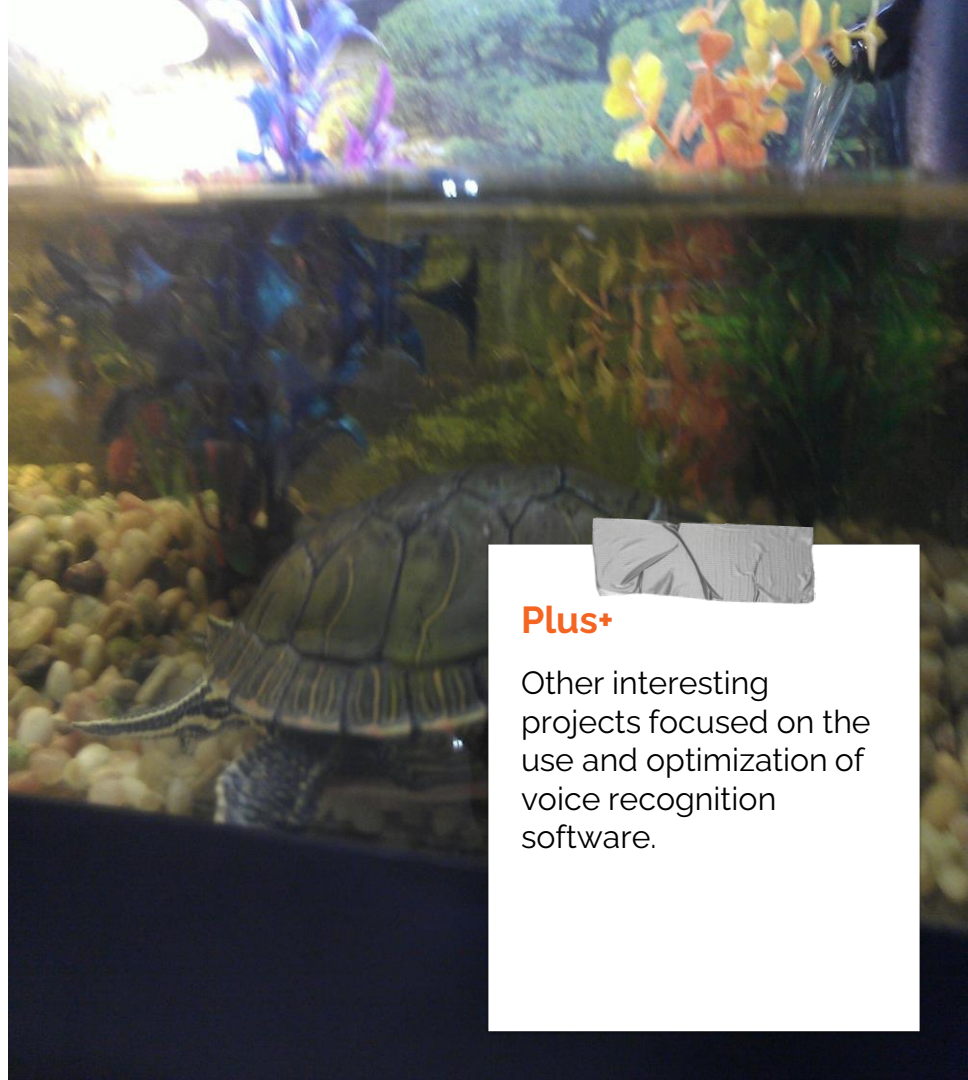
Many refinements of the survey were needed to assure that the needs of each stakeholder was addressed.

→ Results

From a study design perspective, a customizable and reusable international mass survey template is now available for use.

→ Impact

Future surveys can be written and collected faster.



Plus+

Other interesting projects focused on the use and optimization of voice recognition software.



→ Problem Statement

Launch a new version of Google Earth with features that would please the old audience and develop a new one.

→ Methods

Interviews, usability studies, focus groups, and surveys.

→ Successes & Roadblocks

Many of our features intended to get people interested in places that they didn't intend to look at when they began their visit.

→ Results

A new version of Google Earth launched in April 2017, with updates on the way.

→ Impact

Google Earth now has a research foundation and a research process. Users of Google Earth can learn more and do more inside of the program.



Plus+

I worked with other Maps researchers on other cool projects.

→ Problem Statement

Product Owners wondered how footage of driving events could bring more use to video streaming sites and dashcam equipment.

→ Methods

Customer interviews and usage analytics were compared and contrasted with assumptions about the value of a new service.

→ Successes & Roadblocks

The new service was innovative and intriguing, yet many customers hadn't had time to incorporate it into their business and allow it to thrive.

→ Results

Categorizing the dashcam videos, and letting customers set notifications for which videos were most important, slowly let the service become a part of the customer's workflow.

→ Impact

Monitored dashcam footage allows companies to better train their employees, and save money on tickets and fines.

The Verizon Connect logo, featuring the word "verizon" in black with a red checkmark above the "n", and the word "connect" in black below it.

verizon
connect

The background of the slide is a photograph of a stone castle tower with a large, leafless tree in front of it. The sky is overcast.

Plus+

I worked onsite in Ireland, leading and managing a research team for a subsidiary of an international technology giant.



MASTER
CONTROL

Plus+

I worked on monthly pulse surveys which were designed to measure the ongoing impact of prior games and supply new content. Studio health surveys charted the happiness of the company.

→ Problem Statement

Halo designers asked how we could continue to gather feedback on an in-progress video game during a global pandemic.

→ Methods

We ran studio-wide playtests on specific sections of the game that needed attention, and asked employees and expert community members to participate.

→ Successes & Roadblocks

Several precautions needed to be taken to maintain the security of the game, and deliver playable versions to home consoles.

→ Results

Aiming and movement controls were polished and publicized within product launch timelines, helping multiplayer maps and modes reach high AAA standards.

→ Impact

Newly developed remote user research processes lead the industry, and create flexibility in UR and video game industry jobs.

→ Problem Statement

Gala Games designers wanted to keep players challenged and engaged when connected to Web3-based blockchain games. An added goal was to build interest in cryptocurrency.

→ Methods

Game usability studies were balanced with generative concept studies to ensure that player effort matched up with a valuable reward.

→ Successes & Roadblocks

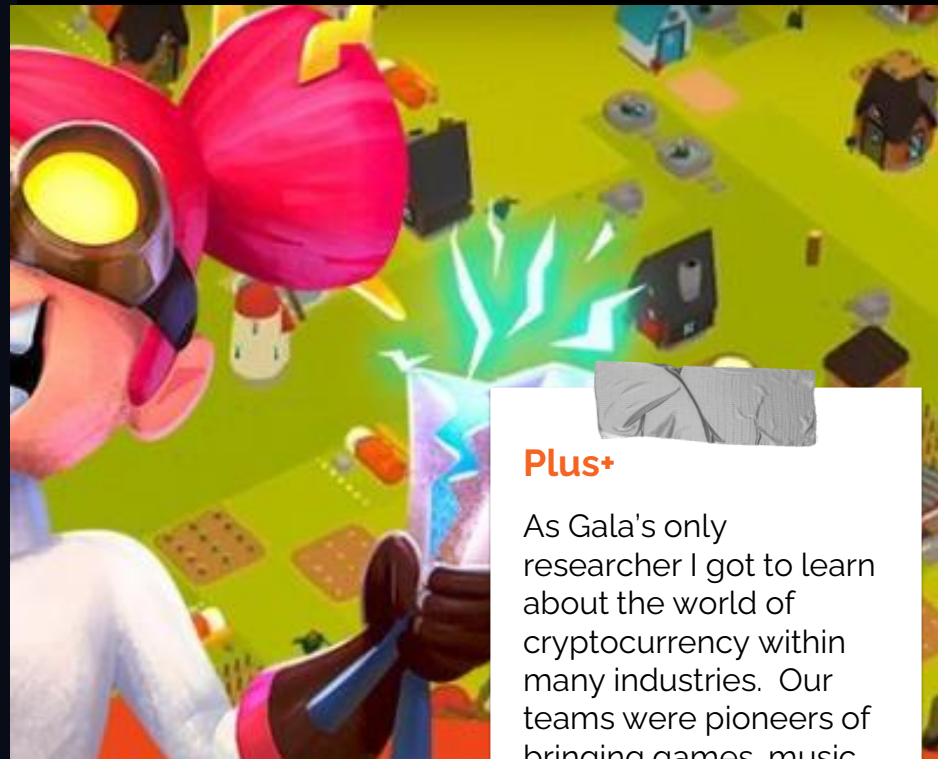
Game players, especially those already familiar with the blockchain, were comfortable purchasing NFTs. Others were more interested in an experience strictly built on gaming.

→ Results

The Gala Games roster expanded significantly, and for a time, so did the price of Gala coin.

→ Impact

Gala still exists today and holds a respected place in blockchain gaming.



Plus+

As Gala's only researcher I got to learn about the world of cryptocurrency within many industries. Our teams were pioneers of bringing games, music, and film to the blockchain.

→ Problem Statement

3rd-party virtual reality game developers sought to create cutting edge experiences on a new and growing platform.

→ Methods

Multiplayer playtests, individual usability studies, and gameplay surveys.

→ Successes & Roadblocks

Some games which had been released on other platforms ported over to VR fairly easily. Others required all-new control schemes. Many original games allowed for massive amounts of creativity within the team and for myself.

→ Results

Several AAA games were successfully launched. I worked alongside many accomplished teams as we expanded our skillsets into VR.

→ Impact

Gaming continues to be a focal point of virtual reality and the Metaverse. New versions of the Quest headset (and other VR headsets) are regularly researched and in production.



Plus+

I wrote and ran what were among the first games UXR studies at Meta on mixed reality.

→ Problem Statement

As part of a University of Washington HCAI project, our Microsoft sponsor wanted to know whether an AI fitness coach could adapt to where someone actually is in their behavior change journey, rather than dispensing chatbot goal-setting advice that assumes all people are the same.

→ Methods

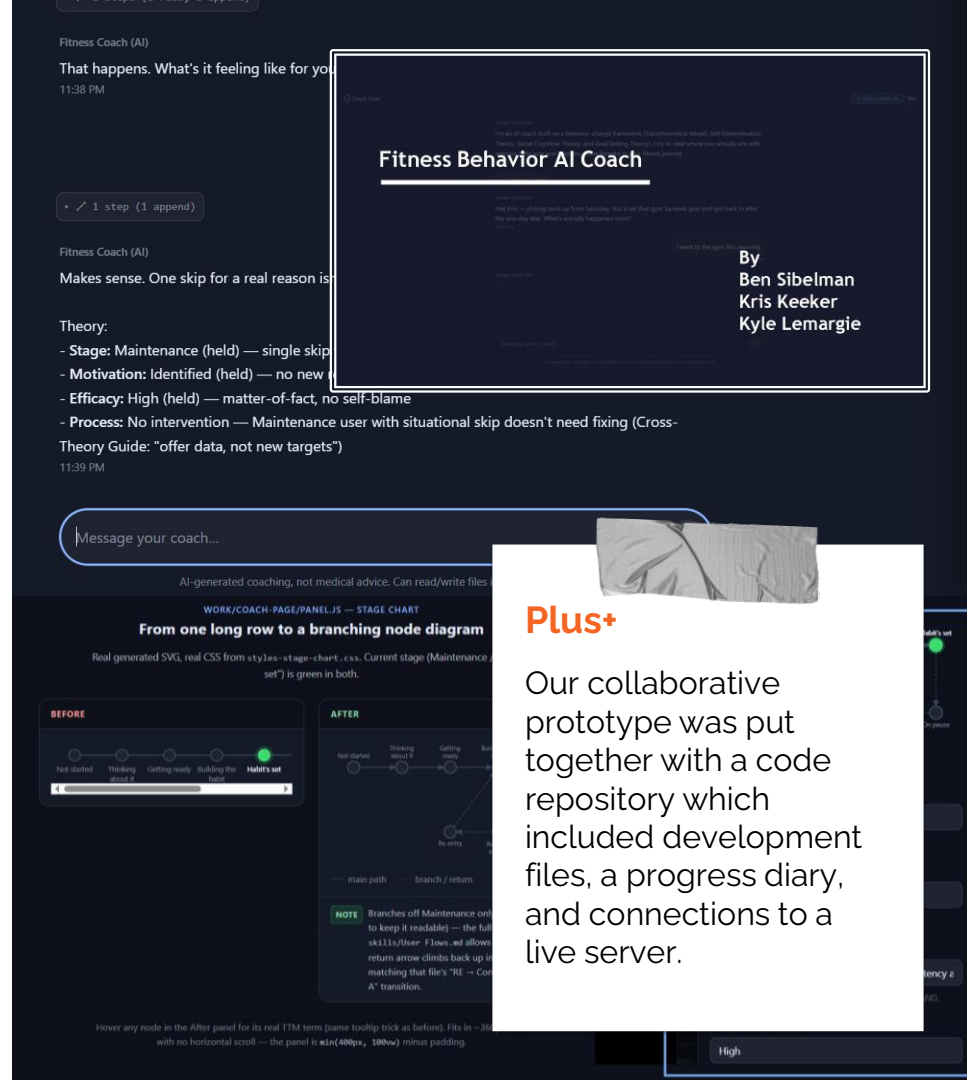
Built a conversational stage-inference layer grounded in three behavior-change theories (Transtheoretical Model, Self-Determination Theory, Social Cognitive Theory, Goal Setting Theory). Teamed up on UI and UX design. Ran research testing on real users.

→ Results, Successes & Roadblocks

A working prototype with transparent, user-correctable behavioral memory that evolves along with individual fitness journeys.

→ Impact & Skill Improvement

Users feel more connected to and accountable towards an AI coach who tailors responses to them. Gained personal design experience working with a corporate sponsor, training a chatbot, and creating editable personalization features.



→ Problem Statement

As part of a group project we evaluated whether AI tools could meaningfully augment two stages of the user-centered design process: thematic analysis and UX storytelling. We selected these touchpoints because thematic analysis is time-intensive and cognitively demanding, while translating findings into compelling narratives for stakeholders requires inspiration and review.

→ Methods

I compared multiple AI-generated thematic analyses against my own read of key takeaways and fed the strongest synthesis into AI to create a 5-scene journey map grounded in real quotes. I then created AI-generated storyboard art.

→ Results, Successes & Roadblocks

A 5-scene UX storytelling deck with quote-backed friction points and matching illustration.

→ Impact & Skill Improvement

A reviewable and critical case study in using AI for qualitative synthesis. I explored where it over-generalized and might necessitate human judgment for its final approval.

01 SEARCH
 Mae's intention: "I want to go somewhere this weekend but I have no idea where. I just need something to prime me in the right direction."
 Mae's action on storyboard: Mae opens Wanderlog and navigates to the Explore section, hoping for a high-level snapshot of what Portland is known for - top neighborhoods, food scene, landmarks - before committing to anything.
 Research insight: Participants wanted a general sense of what a destination is known for before diving into details. They found the Explore section overwhelming due to excessive text and scrolling.
 Recommendation: In the Explore section, provide a browsable selection of 10-20 top attractions users can save to a list - replacing long-form articles with scannable, visual cards.

02 SELECTION
 Mae's intention: "Okay, I've picked a few spots - but I don't want to be jumping across the city all day. I want these places to actually be close to each other."
 Mae's action on storyboard: Mae uses the map panel to check distances between saved attractions, then switches to the left planning panel to organize the day's order. She adds her first attraction, but ignores the "Recommended places" since the suggestions feel unrelated to where she's already planning to be.
 Research insight: Participants prioritized geographic efficiency - grouping nearby attractions to minimize travel time. The map was useful for proximity awareness, but the left planning panel was prompted for organizing items. "Recommended places" were ignored when suggestions weren't nearby.
 Recommendation: When a user adds an attraction to an itinerary, surface recommendations that are geographically close but "Recommended" to "nearby" to better match user intent and mental model.

03 COLLABORATION
 Mae's intention: "We're trying to focus on the sightseeing plan, but this app keeps nudging me to book a hotel right now. I'll get to that - just let me finish the itinerary first."
 Mae's action on storyboard: Mae shares the itinerary with Pyra and adds. Mae dismisses recurring interface. She ignores the fun sharing focused on looking at the...
 Research insight: Participants were repeatedly interrupted by banners prompting hotel bookings while focused on building their itinerary. Features like Budget, Notes, and an unsorted section were largely unused after a single interaction.
 Recommendation: Remove or de-emphasize booking sections (Budget, Notes, Unsorted) to add building on their own.

04 PAYMENT
 Mae's intention: "Now that the itinerary is sorted, the next to book the hotel - but I want to check the cancellation policy before I commit."
 Mae's action on storyboard: On her own timeline - not prompted hotel options, reviews pricing and out through Wanderlog's secure p...
 Research insight: Participants were repeatedly interrupted by banners prompting hotel bookings while focused on building their itinerary. Features like Budget, Notes, and an unsorted section were largely unused after a single interaction.

05 CONFIRMATION
 Mae's intention: "I'm all set for the weekend. I'll be back in the city on Monday."
 Mae's action on storyboard: Mae receives a confirmation email with the itinerary and hotel booking details. She shares the itinerary with Pyra and adds. Mae dismisses recurring interface. She ignores the fun sharing focused on looking at the...

Original
 Search
 Selection
 Collaboration
 Payment
 Confirmation

Iteration
 Search
 Selection
 Collaboration
 Payment
 Confirmation

Plus+

I practiced using generative AI to create accurate UX artifacts that could be useful for product or design teams.

→ Problem Statement

An individual HCDE 564 end-to-end research project asked where and where not to use AI for desk research, heuristic reviews, interviews, surveys, personas, qualitative analysis and quantitative analysis.

→ Methods

I ran a 15-person survey across 3 research questions, carried out 5 qualitative product interviews, and used an LLM as a heuristic evaluation second opinion against my own expert review while deciding whether fee transparency, seat selection usability, and ticket accessibility affect conversion and satisfaction in Fandango's ticket buying app.

→ Results, Successes & Roadblocks

Humans are still essential in practicing thorough and effective user research. AI can speed up the process, provide valuable opinion checks, and dig deep in a wealth of information. Study findings identified seat selection as a usability win, and price reveal as a top frustration point.

→ Impact & Skill Improvement

I gave design recommendations for surfacing pricing earlier in checkout and practiced a disciplined ethics-based evaluation workflow for research methodology.

Which of the following movie
ect all that apply)

Which of the following best d
?

How often does the final total
chase?

If you have a problem at the final checkout screen?

Complete the purchase anyway.

Abandon the cart and buy tickets directly from the

Abandon the cart and decide not to go to the movie

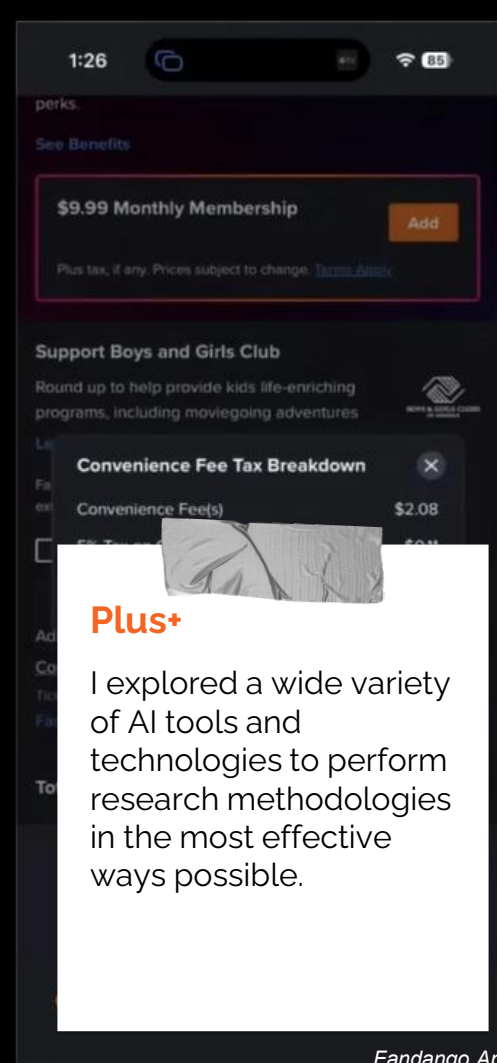
Not applicable / I have never felt the fees were too

Have you ever completed a purchase only to realize
ation, movie date, or seat selection?

Yes, this has happened once.

Yes, this has happened multiple times.

No, this has never happened.





Thank you!

For more about Kris
Keeker, check out my
LinkedIn page:
[https://www.linkedin.com
/in/kriskeeker](https://www.linkedin.com/in/kriskeeker)

