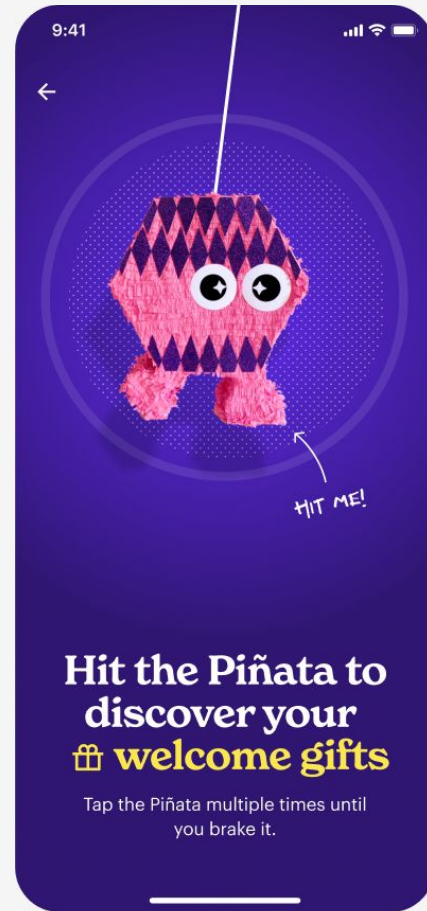


Piñata

A Case Study
by Chelsy Albertson



Project Overview



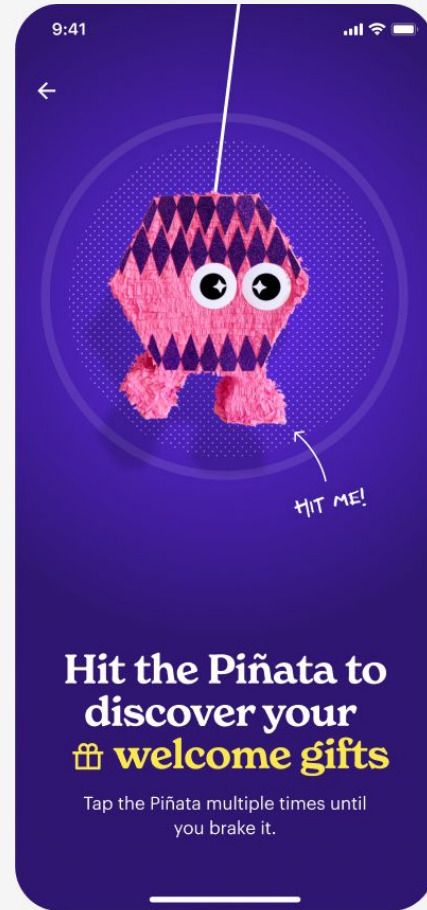
The project:

Discover user experiences with banking and
validate current Piñata app offerings



Project duration:

Dec 2022



Project Overview



My role:

UX Researcher



Responsibilities:

User Research (interview question writing,
conducting interviews, synthesizing insights,
presenting findings to stakeholders)

Process



1. Define central question/goals for research based on quant data
2. Write user interview questions
3. Collaborate internally to recruit users for interview
4. Conduct user interviews
5. Synthesize user insights
6. Present findings to whole company

Method



- Qualitative
- Deep dive 1:1 user interviews
- Generative and evaluative

Rationale



- Already had high level, big numbers data
 - Demographics
 - User behavior
 - A/B Testing
- Third party survey on banking
 - Stats on bank history, credit score

Example



Our quantitative data told us many users are unbanked.



My qualitative research showed us one user was unbanked because her identity was stolen and she no longer trusted any bank.

Another unbanked user was retired and wanted to be fully “off the grid”.

Hurdles

1

Convincing users to be interviewed (various incentives offered)

2

Timeline was three weeks to complete the interviews but was reduced to one week

3

I had to conduct 50 interviews and create a meaningful insights presentation in 5 business days - it was tiring!

Impact



My research insights guided the direction of messaging and feature development for a brand new product offering.

What I Learned



- Be flexible
- Keep an open mind to unexpected outcomes
- Think outside the box for resources to turn to when feeling stuck
- How to work quickly on my feet

Questions?