

Project 1

Our objective was to conduct market research to assess the feasibility of a coffee shop on a college campus expanding its offerings to include alcohol and extending operating hours until midnight. Our approach was to create a comprehensive research plan and conduct a thorough comparison of similar stores that would result in accurate actionable insights.

Project 2

We were tasked with analyzing why visitors to an online shopping site add items to their carts but don't complete their purchases by simulating user interviews and creating personas to identify and address user experience issues. Our focus was to create detailed personas that would give insights into the customer journey, pain points, and solutions.

Project 3

The goal of this project was to investigate the causes of declining memberships at a makeup company by designing surveys and A/B tests to differentiate between internal factors and external influences. We researched various other companies within this market space to develop a full survey and A/B test that would be reflective of possible drivers for decreased memberships in this target market.