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# a user research portfolio

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REALITYNEXT

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WASHINGTON  
JEWISH MUSEUM  
A DIGITAL EXPERIENCE

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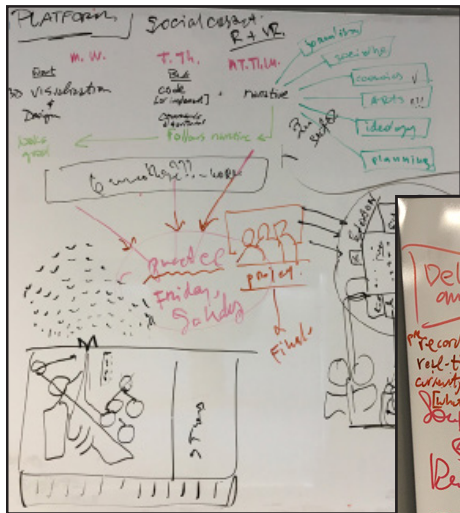
ENERGYSAVVY

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By Joel Magalnick

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# REALITY NEXT



## Goals

As co-founder of this startup that enabled students to make the subjects they learn in school relevant by bringing kids together to make stories and games in virtual reality, my partner and I needed to build the experience, methodology, and business from scratch.

## Process

The user experience of the VR platform we built needed to be melded with the user experience of the learning methodology.

Live qualitative testing with students helped us understand challenges they had in doing the methodology and allowed us to reduce total steps.

Testing inside the VR platform showed how their play matched and challenged assumptions.

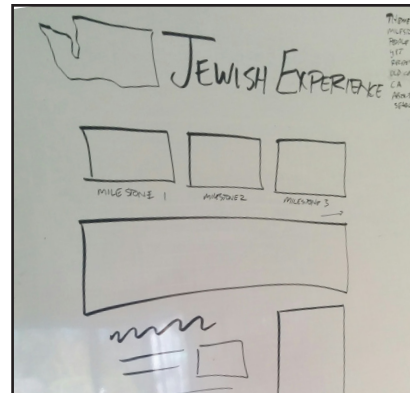
## Challenges

As an innovative product, many of our assumptions had not previously been tested.

Lack of staff and full-time engineer put entirety of work on a tiny team that needed more tech expertise.

## Results

Fun, innovative platform brought in students from multiple points across the world to learn, build and play. Platform is now open source for any educator to use.



**WASHINGTON**  
JEWISH MUSEUM  
A DIGITAL EXPERIENCE

Every Day, We Are Making History

f @ t h g

PEOPLE PLACES MILESTONES RESOURCES ABOUT US

## Goals

Build online museum to house the Washington State Jewish Historical Society's hundreds of stories and artifacts to make them publicly available.

Understand audience.

Establish content types.

Find proper software applications to satisfy needs.

## Process

Validated existing assumptions through quantitative user research and potential audience survey.

Worked with stakeholders to find audience for qualitative user research to assess client and audience needs, and how those needs would benefit their audience

Constructed engagement strategy based upon results, including personas and information architecture.

## Challenges

Small budget for testing and development.

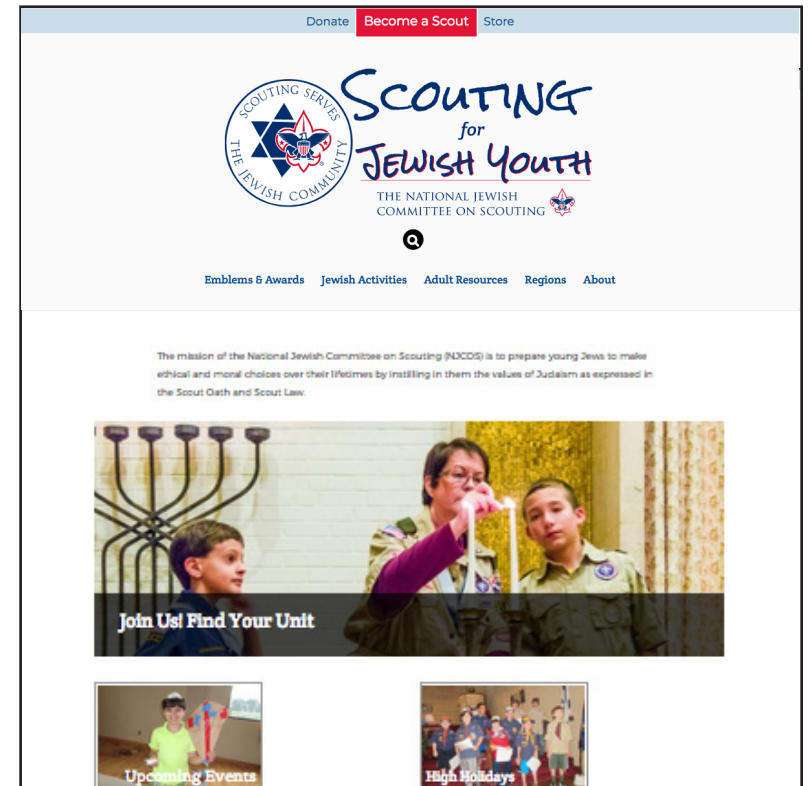
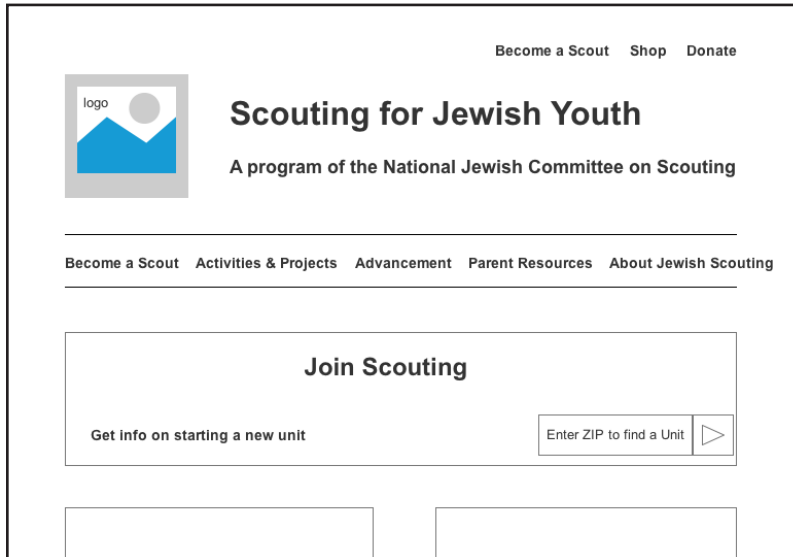
Needs of client and users did not always align, which required some client education.

## Results

Transformative museum site changed how the Washington State Jewish Historical Society tells its stories and interacts with the public.

Secondary museum-grade site with batch upload feature for housing digital artifacts.

*I researched, designed and built site as a consultant for WSJHS.*



## Goals

Implement a site redesign that streamlines current content from 48 pages and targeting successfully allows for scout recruitment and multiple stakeholders.

## Process

Conducted qualitative user research interviews with den leaders, parents, and national committee members enabled confirmation of site priorities.

Content audit, including dozens of PDF attachments, to reduce and reconfigure overall content.

New information architecture put most commonly used items top and center.

## Challenges

Leadership committee not always aligned on needs and desires.

Array of needs and desires from diverse test subjects resulted in few obvious commonalities.

## Results

New site has a clean look with easy-to-find content and simplified navigation that will include events calendar and more photo content.

*I provided an end-to-end solution, serving as project lead, content strategist, user researcher, information architect, and WordPress developer.*

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## Goals

Understand how users of a new product by this company that supports gas and electric utilities would resonate as compared to an existing product by a competitor.

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## Process

Developed qualitative question set that touched on every aspect of the product and how customers use existing products.

Used personal and professional network to build test subject roster based on age, economic, ethnic and geographic diversity.

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## Challenges

Quick turnaround required abbreviated testing time with each subject.

Final analysis and report resulted in less-than-stellar opinion of product, which required an unplanned reevaluation of product by client.

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## Results

Testing sessions resulted in partial redesign of product based upon test subject feedback.

Set a basis for user research and usability testing for future product releases.

*Project was completed under a non-disclosure agreement, so not all details of project are available.*