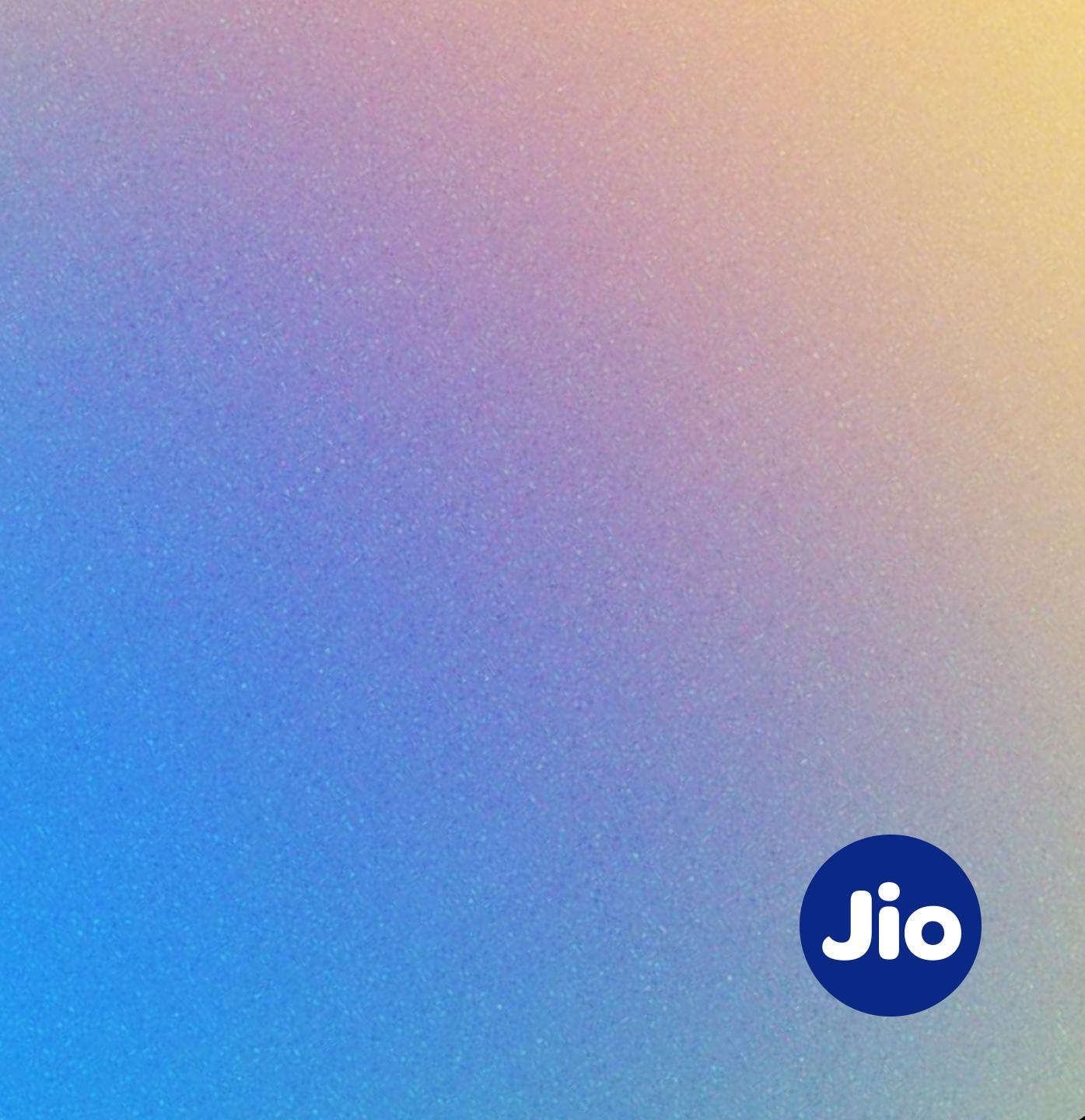
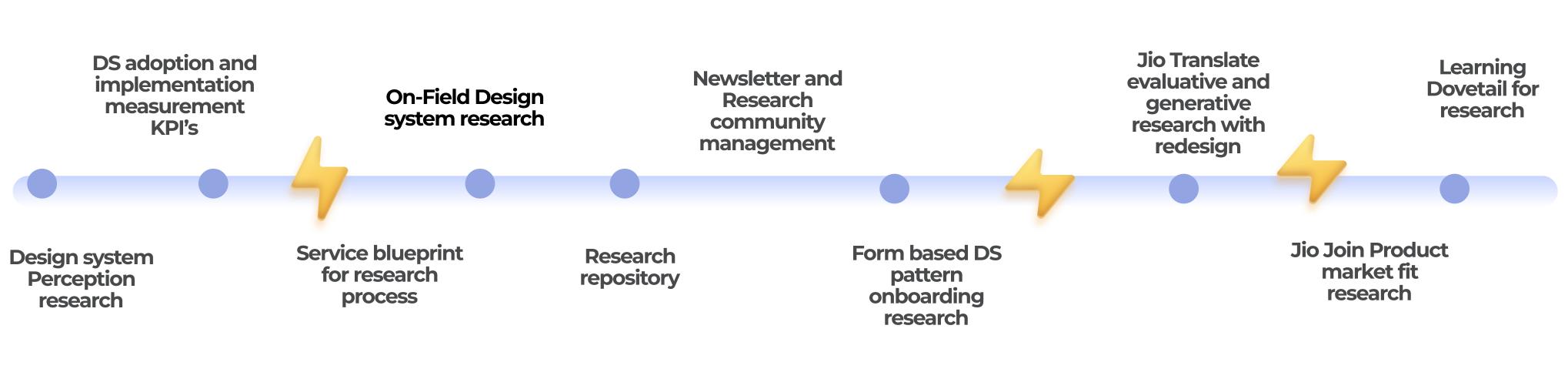
Jio Research and Design

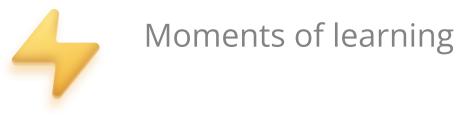


User Research and design journey at Jio



My Projects timeline Jio

My journey at Jio started with learning various research methodologies (Generative/Evaluative/ user testing/surveys) applying it to 5 research projects done and moved onto leading independent product researches of Jio Join, JioTranslate, and Jio DS pattern research



4



Generative research

User research metrics

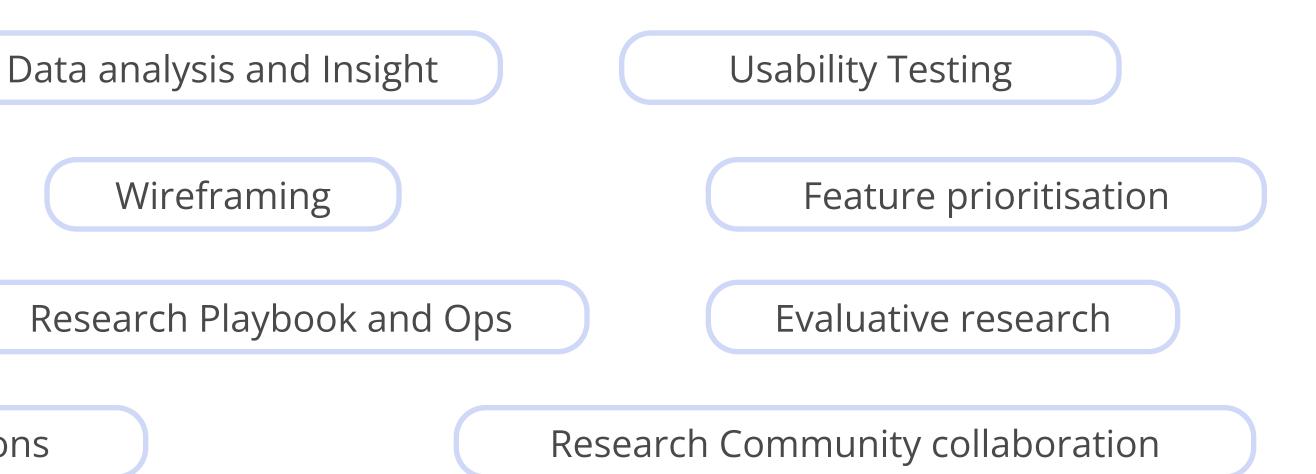
Visual design

DS adoption and Operations

What challenges I faced



Balancing User Needs with Business Goals Dealing with Ambiguous Requirements



Convincing Stakeholders of the Importance of Research using data driven insights

Impact created

Conducted 11+ research based UX projects individually and as a team contributor

Secured buy-In for UXResearch by spearheading the initiative of conducting product based researches in my DS team,

Improved Collaboration and community of research and design was fostered

10k+ users of Jio impacted

Multiple types of researches (qualitative and quantitative) were conducted

Informed design directions

Research Playbook and Frameworks for UX alignment

80k+ users for Jio Join affected by Product Market fit research insights





Jio Translate Redesign

Conducted generative research and evaluative testing, the product was redesigned and released to a user base of 10000+



**Let's connect to discuss the project and talk about how research was instrumental in this product

