

# Priyank Chandra

HCI/UX Researcher. Ethnographer. Statistical Analyst.  
[prch@umich.edu](mailto:prch@umich.edu) | +1-203-919-2585 | <http://priyankc.com>

## Education

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Ph.D. Information Science University of Michigan, Ann Arbor Thesis: <i>Informality and Consumption: Navigating Marketplaces in India</i>	2013 - 2019
M.S. in Quantitative Economics Indian Statistical Institute - Delhi, India	2007 - 2009
B.E. in Electronics & Communications Engineering Visvesvaraya Technological University, India	2002 - 2006

## Skills

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**Qualitative Research:** Ethnography, Interviews, Diary Studies, Longitudinal, Case Studies

**Quantitative Research:** Inferential Statistics, Sampling, Surveys, Experiments

**Usability and Design:** Personas & Scenarios, Journey Maps, Wireframes, Heuristic Evaluation, Prototyping, A/B test, Usability Testing, International Research

**Statistical Software:** Stata, SPSS, SAS, R, Excel, RapidMiner

**Programming Languages:** Python, C/C++, MATLAB, SQL

**Qualitative Data Analysis Software:** NVIVO, Atlas

## Professional Experience

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**HCI Researcher, University of Michigan, Ann Arbor, USA** 2013 - 2018

- **Marketplace Research:** Qualitatively studied the challenges of online marketplaces integrating themselves to everyday shopping practices of shoppers in Bangalore, India.
- **Social Media Research:** Led the analysis of Twitter adoption and use through statistical and network analyses of Twitter data along with qualitative coding of tweets.
- **Accessibility Research:** Led a team of researchers in analyzing surveys and interviews to study technology use amongst people with visual impairment in India, Rwanda, Malawi, Costa Rica, South Korea, and Sierra Leone.

**Visiting Researcher, New York University - Abu Dhabi** Fall 2017

- Qualitatively studied how shoppers with low-digital literacy in Bangalore, India navigate offline and online marketplaces.

**UX Research Intern, Google UK, London** Summer 2017

- Investigated wayfinding behavior and navigation needs of commuters in 3 cities in India using a mixed methods longitudinal diary study.
  - Results contributed to Google Map's new "two-wheeler mode" for India along with guiding new design initiatives addressing women's safety needs.
- Conducted remote usability studies on Google Map's new start screen feature for India.

**Visiting Researcher, Technology for Emerging Markets, Microsoft Research Labs, India** Summer 2015

- Independently conducted mixed-methods research using participant observation and quantitative analysis to estimate the prevalence of software piracy and study the piracy ecosystem in Bangalore, India.

**Sr. Business Analyst, Tata Consultancy Services, India** 2012 - 2013

- Executed Universe Estimation (UE) and Sample Design (SD) projects for market research. Analyzed market trends through statistical analysis of large datasets (>1GB) and provided insights about consumer behavior.

**Technology & Assessment Coordinator, Mallya Aditi International School, India** 2010 - 2012

- Independently analyzed the impact of technology-assisted learning in classrooms through quantitative analysis of assessment data and qualitative classroom observations.

**Business Analyst, Hewlett Packard** 2009 - 2010

- Conducted market research and statistical analysis to determine the effectiveness and reach of the HP Certification programs.

## Selected Publications

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### Marketplaces and HCI (*Ethnography, Interviews, Surveys*)

- **Chandra, P.**, & Chen J. Taming the Amazon: The Domestication of Online Shopping in India. *ICTD'19*
- Pal, J., **Chandra, P.**, et al. Digital Payment and its Discontents: Street shops and the Indian Government's Push for Cashless Transactions. *CHI'18*
- **Chandra, P.** Informality and Invisibility: Traditional Technologies as Tools for Collaboration in an Informal Market. *CHI'17* **\*\*Honorable Mention\*\***
- **Chandra, P.**, Ahmed, S.I., Pal, J. Market Practices and the Bazaar: Technology Consumption in Urban ICT Markets in the Global South. *CHI'17*

### Social Media and HCI (*Qualitative Coding, Python, Text mining*)

- Chakraborty, S., Pal, J., **Chandra, P.**, and Romero, D. Political Tweets and Mainstream News Impact in India: A Mixed Methods Investigation into Political Outreach. *COMPASS'18*

### Virtual Communities (*Qualitative Coding, Python*)

- **Chandra, P.** Order in the Warez, Scene: Explaining an Underground Virtual Community with the CPR Framework. *CHI'16*

### Accessibility and Technology Design/Use (*Interviews, Surveys, Usability*)

- Kameswaran, V., Marathe, M., and **Chandra, P.** Redefining the Landmark - Designing Navigation Tools for the Visually Impaired, at HCIxB, *CHI'18*
- Pal, J., Viswanathan, A., **Chandra, P.**, et al. Agency in assistive technology adoption: Visual impairment and smartphone use in Bangalore. *CHI'17*
- Kameswaran, V., Marathe, M., **Chandra, P.**, et al. Usability in the field: Reflections from an HCI4D project in rural West Bengal, at HCIxB, *CHI'17*
- Pal, J., **Chandra, P.**, et al. (2016). An Accessibility Infrastructure for the Global South, *ICTD'16*
- You, S. and **Chandra, P.** (2018). Integrating Autonomous Vehicles into Everyday Life: From Theory to Practice, at the Conference on Autonomous vehicles in society: Building a research agenda, USA

## Awards

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- Rackham International Research Award
- Rackham One-Term Dissertation Fellowship
- Exposition 2016 – Inspiration, Innovation & Impact Award (Best Overall): Sophus Q&A App
- Exposition 2016 – Academic/Research Award: DoIIIT Together