

Priyank Chandra

HCI/UX Researcher. Qualitative Researcher. Statistical Analyst.

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Education

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

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

Quantitative Research: Statistical Analysis, Supervised Learning, 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

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 intervention and 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

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

- **Chandra, P.** & Pal, J. Rumors and Collective Sensemaking: Managing Ambiguity in an Informal Marketplace. *CHI'19*
- **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

- 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