



**Stephanie Alaimo**  
**Independent Qualitative Market and UX Researcher**

Stephanie has worked in diverse verticals, including healthcare, CPG, financial services, technology, and sensitive topics such as terminal illness and poverty. She has conducted extensive IDI's, online communities, and focus groups. She is an ethnography specialist with a passion for ethnographic films.

Since 2014, she has worked in many research roles, with a special focus on designing and interpreting the results of foundational and generative research.

Stephanie is a sociologist by training. She is ABD at UC San Diego, and holds a BA in Spanish from DePaul University, a BA in sociology from Université de Strasbourg (France), and a MA in sociology from UC San Diego.

### **Featured Research:**

Stephanie was a member of the research teams for the following projects:

- Insights on Polarization

<https://www.ipsos.com/en-us/knowledge/new-services/insights-on-polarization>

- Beef Stroganoff for your Dog? Pet Food Goes Upscale

[https://www.wsj.com/articles/beef-stroganoff-for-your-dog-pet-food-goes-upscale-1494235800?mod=pls\\_whats\\_news\\_us\\_business\\_f](https://www.wsj.com/articles/beef-stroganoff-for-your-dog-pet-food-goes-upscale-1494235800?mod=pls_whats_news_us_business_f)

- Tax Policy and Protest

<http://luskin.ucla.edu/sites/default/files/Martin.pdf>

- La Fila. An Ethnographic Film on the Mexico-US Border.

<https://www.youtube.com/watch?v=Q3Z9wAoCSE0&feature=youtu.be>

### **Ethnographic Films:**

- Digital Moments that Matter - Five chapter, 60 minute Ethnographic Film with a *Behavioral Science Focus*
- Banking, Technology, Security, and UX - Five chapter, 60 minute Ethnographic Film with a *Behavioral Science Focus*
- Small Business Online Banking and UX - Five chapter, 60 minute Ethnographic Film with a *Behavioral Science Focus*
- Volunteerism Today - Five chapter, 60 minute Ethnographic Film with a *Behavioral Science Focus*
- Multipack Purchase Drivers - Five chapter, 60 minute Ethnographic Film with a *Behavioral Science Focus*
- Camping in USA, Japan, and Australia - Five Chapter, 60 minute Ethnographic Film
- Prostate Cancer Patient Treatment Journey - Five Chapter, 60 minute Ethnographic Film
- Middle Class Navigation of Financial Hardship - Five Chapter, 60 minute Ethnographic Film
- Changing Middle Class Values and Motherhood - Five Chapter, 60 minute Ethnographic Film
- Social Worlds of Tailgating Foundational Research - Five Chapter, 60 minute Ethnographic Film
- Pet Food Exploratory Concept - Five Chapter, 60 minute Ethnographic Film

### **Technology Projects:**

- Creating a Seamless Sign Up Experience - Video UX Interviews
- Creating a Seamless First Mile Trial Experience - Video UX Interviews
- Total Rebrand Assessment - Telephone Interviews
- Automotive App UX Test - Online Interviews
- Auto Sales Website Redesign UX Test - Online Interviews
- Smart Home Value Proposition Study - In Depth Interviews
- Sled Scanner B2B Consumer Journey - Telephone Interviews
- Smart Home Technology Adoption - Online Community

**Healthcare and Pharmaceutical Projects:**

- Identifying Strengths and Weaknesses across Clinic Locations - Telephone Interviews
- Patient Assistant Programs B2B Pharmacy Services Rebranding Research - Telephone Interviews
- Identifying Cluster Headache Social Impacts - In Home Ethnographic Interviews
- Dermatology HCP Administered Treatment Feasibility - Ethnography
- Package Test for B Cell Cancer Treatment - In Home Interviews
- Concept Test : Diabetes Youth Education - Online Physician Interviews
- Key Opinion Leader Asthma Diagnosis for Eosinophilic Patients - Online Physician Interviews
- Non-Small Cell Lung Cancer (NSCLC) Diagnosis via Genetic Testing - Online Oncologist Interviews
- Evaluating Continuing Education Options for Colorectal Surgeons - Online Community
- Message Testing for Recruiting Doctors to a Health Group - Focus Groups
- Message Testing for Recruiting Patients to a Health Group - Focus Groups
- Surgical Tool Package and Message Testing - Online Community
- Medical Lab Equipment Use - Online Interviews
- Package Test for Hemostasis Product - Online Interviews
- Hair Loss Treatment Concept Tests - Online Community

**Sensitive Topic Research:**

- Identifying Employment and Management Issues at Wholesale Club Stores - Ethnography
- Preferred Organizational Interactions with Families of the Recently Deceased - Online Focus Groups
- Examining Business Influencer, Policy Influencer, and Emerging Influencer Media Consumption, Political Values, and Outlook - Online Community
- Barriers to Accessing Municipal Services - Online Community
- Teen Women and Empowerment through Media Figures - Online Community

**CPG, Food, and Entertainment Projects:**

- Eyeshadow Formula Tests - Online Community
- Millennial Dining and Nightlife Decision Process and Leadership - Ethnography
- Grocery Shopping Needs - Ethnography
- Home Fragrance Use - Online Community
- Identifying Ideal Dining and Vacations - Focus Groups
- Imagining Ideal Vacation Experiences - Focus Groups
- Perceptions of Protein Added Foods - Online Community

