

Aditya Ponnada

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linked-In: <http://www.linkedin.com/in/adityaponnada>, Research and Design Page: <https://adityaponnada.com/>

Research Interests:

Human Centered Design, Ubiquitous Computing, Experience Sampling/Behavioral Assessments

Education:

Northeastern University, Boston, MA

PhD, Personal Health Informatics,
CCIS and Bouve College,
GPA: 3.8/4.0
Advisor: Dr. Stephen Intille

Sep 2015 - Sep 2020 (expected)

Indian Institute of Technology, Guwahati, India

Bachelor in Design (B.Des),
Department of Design
GPA (4 years): 8.12/10

Jul 2009-Jun 2013

Research Experience:

Northeastern University, Boston, MA

Graduate Research Assistant, mHealth Research Group

Sep 2015-present

Implemented and evaluated μ EMA - Microinteractions-based ecological momentary assessments using a smartwatch

Designed a human-computation game to annotate large raw sensor data using crowdsourcing

Developed "Sideline" – an in-situ concussion assessment smartphone app

Designed and implemented "Mix-Wild" – the first desktop application for mixed-model analysis of intensive longitudinal data from EMA

Implemented "Finding Astro" – an experimental exergame to promote physical activity

Eindhoven University of Technology (TU/e), The Netherlands

Visiting Research Assistant, Human-Technology-Interaction Lab

May 2012-Jul 2012

Examined the effect of mimicry (of head movements) by a virtual agent on user's trust on that agent. Results presented at PERSUASIVE 2013

Indian Institute of Technology, Guwahati, India

Undergraduate Research Assistant, UE & HCI Lab

Jan 2012-April 2012

Designed a digital game to encourage new comers in schools to make friends

Industrial Experience:

Samsung Electronics, R&D Institute, Bangalore, India

Senior User Experience Researcher, Next Experiences with Technology Lab

Mar 2015-July 2015

Conducted qualitative field study capturing cycling practices and needs in urban India

Carried out a contextual study on visually impaired users' expectations with current smartphones. Insights resulted in "direction unlock" feature in Galaxy S6

User Experience Researcher, Next Experiences with Technology Lab

Jul 2013-Feb 2015

Conducted field studies on physical activity needs of urban Indians to redesign S-health application for Galaxy S6 and S7

Interviewed low SES users in India on their technological needs to design a low-cost smartphone for Tizen OS (Samsung Z1 model)

Evaluated Samsung smartphone keypads using touch point heat maps and retrospective interviews. Insights led to improvements in touch input accuracy

Iridium Interactive Pvt. Ltd., Hyderabad, India

Designed interfaces for Android and web-based Social Media applications for Indian golfing group – golfgaga.com (<http://golfgaga.com/>).

Selected Publications (7/12):

Farnaz Irannejad Bisafar, Aditya Ponnada, Ameneh Shamekhi, and Andrea Parker. 2017. A Sociotechnical Study of a Community-based Rewards Program: Insights on Building Social, Financial, and Human Capital. **CSCW'18**.

Aditya Ponnada, Caitlin Haynes, Dharam Maniar, Justin Manjourides, and Stephen Intille. 2017. Microinteraction ecological momentary assessment response rates: Effect of microinteractions or the smartwatch? **IMWUT'17**.

Stephen Intille, Caitlin Haynes, Dharam Maniar, Aditya Ponnada, and Justin Manjourides. 2016. μ EMA: Microinteraction-based ecological momentary assessment (EMA) using a smartwatch. **UbiComp'16**.

Sanjay Ghosh, Sarita Seshagiri, and Aditya Ponnada. 2016. Exploring Regional User Experience for Designing Ultra Low Cost Smart Phones. **CHI EA'16**.

Minal Jain, Sarita Seshagiri, and Aditya Ponnada. 2015. So You Think You Are a Multitasker? A Qualitative Study to Understand Multitasking. **OzCHI'15**.

Sarita Seshagiri and Aditya Ponnada. 2015. Exploring Smart-Car Space in Urban India. **Cross-Cultural Design: Applications in Mobile Interaction, Education, Health, Transport and Cultural Heritage**.

Verberne, F. M., Ham, J., Ponnada, A., & Midden, C. J. (2013). Trusting digital chameleons: The effect of mimicry by a virtual social agent on user trust. **PERSUASIVE'13 [Best Paper Award at PERSUASIVE 2013]**.

Honors & Awards:

Amandus H. Lundqvist Scholarship (ALSP-silver) for master's studies in TU Eindhoven, The Netherlands

Young Achiever of the Year Award (2nd Position), Samsung Annual Awards, 2013-2014

Employee of the Month Award, Samsung R&D Bangalore, October 2013

Best Research Paper Award, PERSUASIVE 2013

Student Travel Grant, Intelligent HCI Conference, 2012

Leadership & Service:

Chair, Student Design Consortium, IndiaHCI 2015

Peer Reviewer, short-papers, ICACCI 2013, CHI 2017, CHI 2018, IMWUT'18, TOCHI'18

Representative, DUPC (Department Undergraduate Program Committee), IIT Guwahati

Member, BostonCHI (Boston's SIGCHI Chapter), IndiaHCI

Student Editor, Design for All Journal, March 2013 Issue

Organizer & Mentor, Design research sprint workshop, MIT Pune

Skills:

UX & HCI Research: Qualitative, Quantitative, Experiments, Interviews (Users & Experts), Questionnaire Designs, Experience Sampling, Psychophysiological Assessments, Item Response Theory

Usability & Design: Hi & Lo-fi Prototyping, Card Sorting, Personas & Scenarios, Participatory Design, Heuristic Evaluation, Information Architecture, A/B Testing, Think Aloud Protocols, Eye-Movement Recording

Programming: R, Visual Basic, SQL, HTML, CSS, JAVA, XML, C, Action Script, PlotLy, Python (Beginner Level)

Software: Android Studio, NetBeans, SPSS, GPower3, MS Office, Mindstorms NXT, InVision, Photoshop, Illustrator, Dreamweaver, ActiLife (Actigraphy), Authorware, Git, Unity (Beginner Level)

Machine Learning & Statistics: Univariate & Multivariate Statistics, Regression Analysis (Linear, Non-linear, and Logistic), Power Analysis, Factor Analysis, Supervised Learning, Time Series Analysis