AnswerLab Names Claudia Haase Director of Research

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Former CNET/CBS Interactive Director Brings Extensive User Research Experience to Growing Team

AnswerLab, a leading San Francisco-based user experience research firm, today announced that Claudia Haase has been named Director of Research.

"We are pleased that Claudia will contribute her extensive experience in applying sound user research methods to building successful online businesses" said Dan Clifford, Co-Founder of AnswerLab. "Claudia's in-depth understanding of how user experience research fits within the product development cycle will be invaluable to our clients as we grow our team."

At AnswerLab, Claudia will lead a team of researchers conducting quantitative and qualitative user experience research. She will work closely with clients to understand business needs and craft appropriate cost-effective solutions, and will oversee project implementation and delivery.

She joins Research Director Danaus Chang, who also oversees a research team at AnswerLab.

Claudia comes to AnswerLab after 10 years of increasing responsibility in the market research group at CNET/CBS Interactive, where she led annual Global Network studies, Brand Affinity studies and research for such sites as CBS.com, CBSNews.com, CBS Sports.com, CNET.com, GameSpot, TV.com and Last.fm.

Prior to CNET/CBS Interactive, she worked at Mercer Management Consulting in San Francisco and was a research analyst at UC Berkeley.

She holds a B.A. in Psychology from UC Berkeley and an M.B.A. from the Haas School of Business at UC Berkeley.

"AnswerLab's unique blend of research methodologies sets them apart from other firms," said Claudia Haase. "I am thrilled to join this strong team of researchers who share a dedication to delivering high-quality, actionable research."

About AnswerLab:
AnswerLab provides user experience research for Fortune 500 companies who are passionate about creating great customer experiences.

AnswerLab helps clients improve websites, mobile devices and software throughout the development process, from concept to launch to ongoing benchmarking.

AnswerLab's methods include usability sessions, ethnography studies, mobile testing, focus groups, intercept surveys, and quantitative user experience evaluations.

In 2008, AnswerLab received the Premier Partner Award from American Honda for excellence in user experience research.
AnswerLab's other clients include industry-leaders such as Yahoo!, eBay, Intuit, PayPal, Genentech, ING Direct, and FedEx.

For more information, please visit http://www.answerlab.com .

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