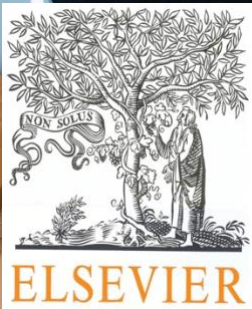


Elsevier + KLI: Design Thinking Workshop



About Elsevier

Elsevier is a global information analytics business that helps institutions and professionals progress science, advance healthcare and improve performance.

"It's shocking we don't have (a comprehensive way to understand student performance.). If we had it, it would change how we approach the market. The problem is, we are doing this in such a fragmented manner that we cannot act on it."

- **Education Assessment Stakeholder**

They Wanted

- To propelling the importance of user-centricity within our organization, so that user needs, expectations, use cases, behaviors, moments-of-truths, and more are front and center, driving the identification, measurement, and evaluation of Key Performance Indicators (KPIs) and Objectives and Key Results (OKRs).
- In order to move to greater user-centricity, we needed to conduct several research endeavors in order to develop use cases, understand and map our customer journey, and UX/CX strategic road mapping.

Challenges

Elsevier provided measurable (student) outcomes but needed to figure out what they do measure, what the problem is, and what success looks like.

KLI researchers synthesized over 13 hours of interviews and identified 4 key

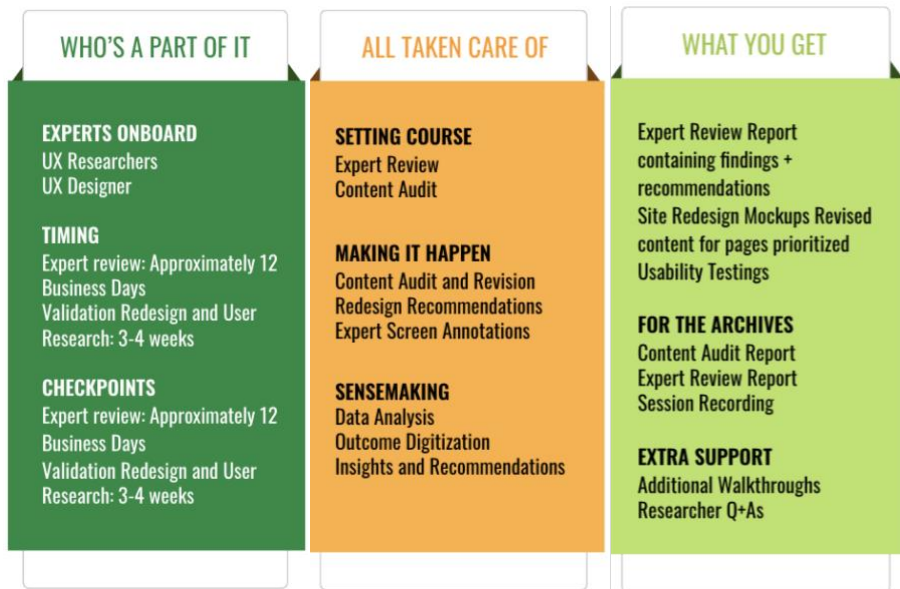
- Lack of KPI, OKRs, and Metrics
- No cross-product interoperability
- The impact of a poor Customer Experience (CX)
- Roadblocks to product success

Solution

- We worked hand in hand with key stakeholders to navigate sensitive topics and to leverage existing relationships in order to take this research initiative to the next level.
- We conducted Lean Journey Map and Persona workshops with leadership and key personnel.
- Complementary research methods for a multi-phased project:
 - Validation Customer Survey for each persona.
 - The visual design of each end to end CJM
 - Current OKRs and business KPIs
 - Conduct Journey Diagnostic

What was Received

- Stakeholder Interviews
- Design Principles and User Centricity Workshops
- End to end Customer Journey Maps
- Additional Walkthroughs
- Researcher Q+As
- Session Recordings
- Digital Journey Maps + Personas
- 2-Day Workshop Schedule



- Complimentary deliverables:
 - Current and future KPIs/OKRs that arise from learnings in CJM and Validation study

Methods Used

- 2-Day Design Thinking Workshop
- Strategic Roadmapping
- Customer Journey Mapping

Results and Future Plans

After conducting several interviews and hosting a 2-day in-person Design Thinking Workshop and a virtual co-design workshop, Key Lime Interactive (KLI) worked closely with our clients to form a partnership in order to ensure that the outcomes and solutions could truly permeate through the organization.

Insights and recommendations for improved usability and navigation drove suggested redesigns for a new website for our client

Contact info@keylimeinteractive.com to get your UX Design Workshop from research experts.

We'll provide *the*:

Methodology

Study Design

Recruitment

Analysis