

CASE STUDY:

Examining the Needs & Experiences of a Specific Segment of User Personas



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A multinational tech conglomerate asked us:

How can we better understand the social media management needs of small businesses across the globe?

Meet our client: The social media giant *Meta*, which encompasses brands that are household names around the world—names that include popular brands like Facebook, Instagram, Threads, and WhatsApp, among others. Meta is categorized as one of the Big Five American IT companies, has 3.74 billion monthly active users across its platforms, and relies on advertising for 97.5 percent of its total income revenue. Meta strives to make the lives of its users completely interconnected by linking all of its services to create a singular *metaverse*.

But Meta wanted to know: What are the current needs of small businesses managing their social media presence? Meta was looking to discover the rank and importance of social media management issues for small businesses. They wanted to understand their struggles and determine whether these struggles differ across countries, regions, and company sizes, as well as how effective Meta's management tools are at helping small businesses achieve their goals. All this information would help inform Meta's path moving forward, as well as their integration points and marketing strategies.



OUR ANSWER

In dealing with such an expansive user segment that spread across multiple countries and included several languages as well as thousands of businesses, the Key Lime Interactive research team first had to clarify our research questions, synthesizing the goal of the study into four specific, discoverable questions:

1. Do businesses' goals for social media change based on their size?
2. Does the effectiveness of achieving these goals differ according to organization size?
3. Does the effectiveness of Meta's social media management tools depend on the volume of interaction?

4. Are there additional regional or country-specific differences that impact the efficacy of these tools?

With these questions in mind, KLI's researchers created a survey to reach the broadest range of qualifying users. To accomplish this, KLI programmed the study into Qualtrics in 6 languages, with an N = 5,000+, deploying the survey to reach small businesses in 9 different countries including the US, the UK, Mexico, Brazil, Turkey, Thailand, Egypt, South Africa, and India. Survey questions inquired as to the perceived effectiveness of different social media tools and their functions, as well as any opportunities for improvement these small businesses saw in the UX.

With such a large study and so many languages, the KLI research team sought to maximize the effectiveness of the study while also keeping costs low for the client. We unified multiple data sets, arranged language translation, recruited survey respondents, and monitored answers as they came in to ensure the best possible results.

RESULTS & NEXT STEPS

Our team of UX researchers captured all kinds of new insights regarding the ways different small businesses all over the world leverage Meta's social media management tools. Through our research, Meta gained a deeper understanding of the entire gamut of the way different organizations utilize their systems, gaining both quantitative and qualitative insights from real users and discovering current pain points and growth opportunities to better serve these small businesses and improve their UX.

Overall, KLI's study set the stage to uncover several necessary core pillars of the need to support the small businesses that use Meta to connect with consumers and amplify their message. Because of the scale and specificity of the study, Meta also discovered differences across the size business and the region.

With this information, Meta could progress forward to refine the tools they offer to small businesses as well as how they market these features to organizations in different geographic locations.



Discover how Key Lime Interactive's user experience research experts can elevate your customer experience and help you take the lead in your industry to reach new heights.

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