About this Document | Business Impact

Each case study should include the following:

- One sentence about who the company is for context.
- Situation (Includes a little paragraph about who is the client and then a bulleted list of business questions)
- Action (short and sweet, where it says the method used, number of cities (if global say global), and what we did at a very very high level. Never should include detailed information like the number of participants. Bold the method name.



The business impact should go on the right. Impact is BUSINESS impact. These are NOT the results of the study. It should be things such as:

- Positively impacted brand perception
- Decreased bounce rate
- Reduced customer acquisition costs
- Increased conversions
- Improved first-time experience
- Improved navigation, thereby impacting site efficiency metrics
- Improved overall usability
- Increased customer satisfaction (CSAT)
- Reduced customer service calls
- Reduced cost to serve
- Reduced churn
- Increased NPS
- Increased Sales (as a result of more usage)

Quote if available. Name of person not to be put here. Just who they are in the organization.

About this Document | Business Impact

Some ideas on ways to determine business impact if no client feedback is available:

- Review the proposal to identify initial business questions and map back to these
- Search for press releases, case studies and company blog posts/announcements that validate or detail business impact of your work
- If site is publically available, look at it to see if your recommendations were implemented. (e.g. Southwest airlines).

About this Document | Required Slide Details

In the notes section of each case study it is critical that you add the following:

Project ID: <<Insert Internal KLI Project number and name>>
Month year completed:
Featured method:
Team members:
Link to report: <<Insert link to report>>

Contents

AUTOMOTIVE + TRANSPORTATION

CONSUMER ELECTRONICS

EDUCATION

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FINANCIAL SERVICES

GOVERNMENT

HEALTHCARE / MEDICAL

INDUSTRIAL

RETAIL + FOOD/QSR

TECHNOLOGY

TRAVEL

MISCELLANEOUS

AUTOMOTIVE + TRANSPORTATION

ROI MOMENTS: BRIGHTLINE

Brightline is South Florida's premier fast train with stations serving Miami, West Palm Beach, Fort Lauderdale and soon Orlando.

SITUATION:

Brightline partnered with KLI to gain a deeper understanding of their customer experience (CX) and understand their customers' journey of critical tasks across primary personas. The goal was to **understand & improve the customer journey** to increase 2020 ridership.

Business questions included:

- What can Brightline do to **increase conversion** and online ticket sales?
- What are the **top moments of truth** for customers who are trying to book their tickets digitally?
- Are there **usability issues** that should addressed?
- What can be done to increase ridership?

ACTIONS:

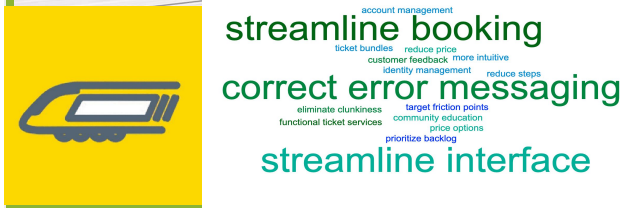
- Conducted **Stakeholder interviews /ranking exercises** to identify tasks critical to customer success on the web, mobile site and customer App
- Created **personas** of four primary user groups
- Conducted a **digital audit** of web, mobile, and App experiences
- Created **presumptive journey maps**

BUSINESS IMPACT

Identified major pain points and proposed recommendations to:

- Improve Overall Site and App Satisfaction
- Increase conversion
- Increase ridership





ROI MOMENTS: FIAT

Fiat Chrysler Automobiles (FCA) is an Italian-American multinational corporation and is the world's eighth largest automaker.

SITUATION:

Fiat's employees' intranet needed an overhaul. The client engaged Key Lime to **evaluate two new concepts/prototypes** with three major goals in mind:

1. Validate design improvements
2. Capture which design alternative performed best and why
3. Identify new opportunities to improve the design

ACTIONS:

- Conducted a **usability test using two different prototypes.**
  - Participants were asked questions in an interview format about each prototype.
  - Participants performed tasks in their own office and environment.

BUSINESS IMPACT

Improved findability of high impact employee HR content

Increased usage of intranet

Reduction of calls to HR



ROI MOMENTS: HARLEY DAVIDSON

Harley-Davidson is a major US motorcycle manufacturer that sells its bikes worldwide through a network of more than 1,400 dealers.

SITUATION:
The Human Factor Engineering team of Harley Davidson wanted to test and **validate the usability** of one of their new motorcycles' infosystem and its conformity to NHTSA driver distraction criteria.

Driver distraction can affect drivers in different ways, and can be broadly categorized into the following types:

- **Visual distraction**: Tasks that require the driver to look away from the roadway to visually obtain information.
- **Manual distraction**: Tasks that require the driver to take one or both hands off the steering wheel to manipulate a control or a device.
- **Cognitive distraction**: Tasks that require the driver to avert their mental attention away from the driving task.

ACTIONS:
Key Lime conducted a **driver distraction test** to measure the Visual, Manual and Cognitive distractions, of users riding Harley Davidson motorcycles, by monitoring **eye tracking** (e.g. glances on and off the road), and **time on task**.

BUSINESS IMPACT

Based on KLI's findings and recommendations on reducing driver's distraction, in June 2018 Harley Davidson announced the launch of its **FIRST ELECTRIC MOTORCYCLE** (LiveWire).





ROI MOMENTS: UPS

United Parcel Service (UPS) is the world's biggest American multinational package delivery and supply chain management company.

SITUATION:
UPS wanted to **evaluate their new .com design across 5 geographies** (US, UK, DE, MX, CN) for the following experience benchmarks:

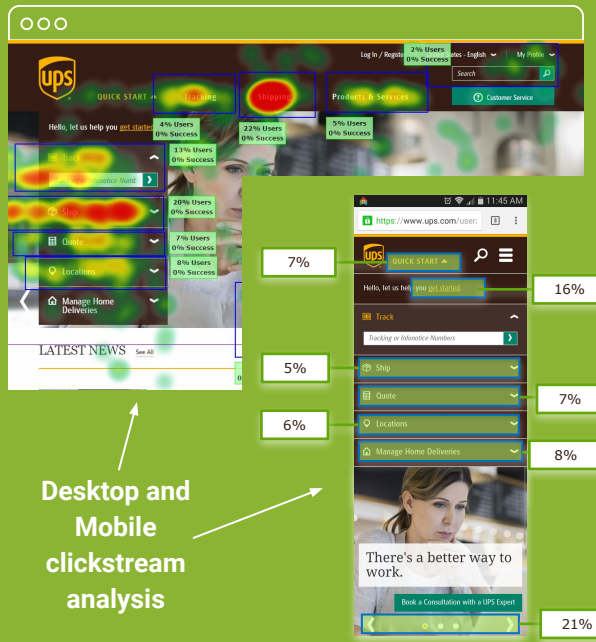
- Findability
- Ease of use

ACTIONS:
Key Lime conducted a **user research study** to investigate differences in user experience across each country and user type to gain a deeper understanding of how experience conveys design, brand and customer service pillars and garner feedback about ideal transition strategy.

Key Lime used **UserZoom** to introduce unmoderated tasks to a panel of target users to better understand user success, speed, ease, and clickstream analysis of non-success for both Desktop & Mobile and by segment.

BUSINESS IMPACT

Provided insights regarding **first impressions, clarity, and findability.** Provided **time on task** data regarding key tasks in UPS.com digital assets to keep UPS in the top of their class.



CONSUMER ELECTRONICS

ROI MOMENTS: BOSE ALEXA SKILLS

Bose Corporation is an industry leader in headphones, speakers, and audio sunglasses.

SITUATION:

Bose was **enabling voice control of future products** through the use of 'Alexa Skills with the goal to:

- Optimize user experience by making it seamless, frustration-free, and better than the existing touch-based interaction
- Ensure the system can receive and respond correctly to as many command variations and requests as possible

ACTION:

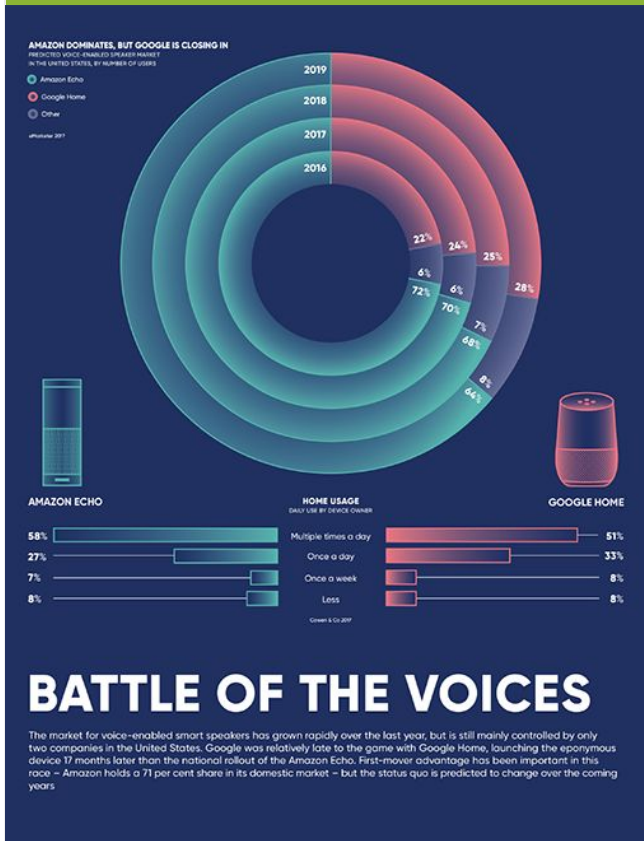
Key Lime conducted user research in two phases:

- Phase 1 Exploration: **Remote Unmoderated Mobile Study**. Collected audio of key phrases used to vocally initiate common actions with Bose SoundTouch speakers via Amazon Echo or Dot used to increase the reliability of system responsiveness..
- Phase 2 Validation: **In-lab Usability Study** ro validate the updated Alexa system for command reliability

BUSINESS IMPACT

Improved Skill Performance by over 36%

Proved updated database of utterances was ready for deployment



ROI MOMENTS: BOSE AR Frames

Bose Corporation is an industry leader in headphones, speakers, and audio sunglasses.

SITUATION:
Bose AR is an audio-first approach to augmented reality, with embedded motion sensors that can detect head orientation and body movement while you wear them. Bose was tasked with creating a demo experience for the Bose AR frames and had questions regarding **demo effectiveness and usage.**

Bose tasked Key Lime Interactive:

- To validate whether the demo experience effectively explains the benefits of Bose AR
- Gain insight into how long customers are willing to sit through a demo
- Identify user interest to explore the app store and download more AR apps
- Determine the types of AR apps users want to see on the app store

ACTION:
KLI conducted **in-person interviews** with current customers who currently own a pair of Bose Frames. Participants provided feedback regarding two different demo experiences.

BUSINESS IMPACT

Informed team with the type of content customers expected to see

Improved onboarding experience for new customers



"The information we got out of the study is very helpful to the communications work we are doing – but also to the AR team. I look forward to working with you again soon."

Bose Media Production Lead

ROI MOMENTS: BOSE - LUCERNE

SITUATION:

Bose Corporation, an industry leader in headphones, speakers, and audio sunglasses, embarked on a long-term experience strategy for the Consumer Electronics business focused on delivering ‘experiences’ drawn from a combination of Bose technology and innovations (aka ‘service areas’).

Bose tasked Key Lime to **address several core ‘human problems’**:

1. Understand, in prioritized regions, how people articulate and experience 6 human problem areas.
2. Understand if the 6 service areas meet people's’ needs for their human problems.
3. Explore which service areas are most important to people and why.
4. Understand the value of nearness, immediacy and continuity in the context of the service areas.
5. Conduct resonance testing on 12 experience stories associated with the human problems.
6. Provide understanding on the Bose brand fit with the service areas.

ACTION:

KLI conducted **in-depth interviews in 5 cities (4 countries)** to identify in which service area’s Bose should include their long-term experience strategy.

BUSINESS IMPACT

Informed long-term strategy planning by identifying relevant service areas



ROI MOMENTS: BOSE LUCERNE

Bose Corporation is an industry leader in headphones, speakers, and audio sunglasses,

SITUATION:
Bose embarked on a **long-term experience strategy** for the Consumer Electronics business focused on delivering 'experiences' drawn from a combination of Bose technology and innovations (aka 'service areas').

Bose needs:

- Validate whether six Service Areas: (Smart content, enhancing togetherness; Ways to: be together when apart, explore the world, live in the present, and define moments) emotionally resonate with Bose target customers' perceptions, needs, wants, and desires
- Identify if Bose's brand framework fits with the new product strategy
- Understand what insights will inform Bose's product strategy in key market geographies

ACTION:
KLI conducted **in-depth interviews in 5 cities in 4 countries (US, China, Germany, and France)** to identify in which service area's Bose should include their long-term experience strategy.

BUSINESS IMPACT

Informed long-term strategy planning by identifying relevant service areas



ROI MOMENTS: BOSE

Bose Corporation is an industry leader in headphones, speakers, and audio sunglasses,

SITUATION:

Bose was interested in investigating their ability to create integrated products with audio messaging and transcription capabilities. Interest was focused on possible **usage and adoption** across existing Bose headphone hardware capabilities and existing messaging applications.

Bose wanted to understand:

- User's inclination toward using headphones to receive, send, and listen to a mix of message types.
- Usability in unique circumstances such a movement and for different user groups

ACTIONS:

- Conducted a 3-week **diary study** concentrating on usage, hardware, and software usability.
- Conducted **In-home intake and exit interviews** to assess overall engagement and accessibility

BUSINESS IMPACT

Identified Minimal Viable Product from user needs

Informed go to market strategy

Refined user requirements for engineering teams



ROI MOMENTS: BOSE RIDDLE

Bose Corporation is an industry leader in headphones, speakers, and audio sunglasses,

SITUATION:

Bose developed a new headphone sound experience and interface that introduced an automated sound management feature called ‘Smart.’ Bose wanted to **understand the user experience** of the headphones specifically related to contextual usage, value derived from the ‘Smart’ feature, and user interface and feature preferences.

ACTIONS:

KLI conducted an **online diary research study** in which participants:

- Tracked longitudinal headphone prototype and app engagement
- Experimented with prototypes in different environments, both where respondents would naturally use headphones as well as environments that we prompted them to visit
- Documented and provided feedback about their experience as they were using the headphones
- Assess the value of the ‘Smart’ feature based on personal experience

BUSINESS IMPACT

Generated insights into first time customer experiences with a ‘Smart” headset shaping Bose’s first to market strategy.

ROI MOMENTS: BOSE HEADPHONES

Bose Corporation is an industry leader in headphones, speakers, and audio sunglasses,

SITUATION:

Bose set up a 20x20 “Bose Labs” booth at the 38,000 attendee RunDisney Health & Fitness Expo in November 2018 in Orlando, FL. Bose invited attendees to participate in a **prototype test experience** for a new headphone form factor. The goal was to introduce the product to attendees and ask for feedback.

ACTIONS:

Key Lime employed a 2-phase test approach, using **surveys** to collect **quantitative feedback** and **videos, images** and **self-reported experiences** to collect **qualitative feedback** on:

- Fit, Stability, and Comfort
- Interest if attendees would use it and replace their current product
- If it currently meets their needs

BUSINESS IMPACT

Provided Bose with headphone feedback regarding customer perceptions of fit, comfort. stability and likelihood to purchase.



ROI MOMENTS: BOSE AVIATION

Bose Corporation is an industry leader in headphones, speakers, and audio sunglasses.

SITUATION:

Key Lime Interactive worked with Bose to conduct **user research** on next generation Aviation Headset technology prototypes.

Research goals:

- Determine appearance (physical and visual) and size perception of overall headset and individual attributes: Ear cups and headband
- Identify specific attributes or aspects made it look bigger, smaller, etc.
- Determine the perception of the appearance and size of the Bose headsets relative to 3 competitors
- Gather perceptions on pros and cons of smaller versus larger aviation headsets.

ACTIONS:

Research was conducted as **in-lab 1:1 interviews** with pilots of various backgrounds and a **"looks-like" prototype** unit along with 3 other headsets on mannequin heads. Participants were probed for their perceptions of size and design.

BUSINESS IMPACT

Key Lime provided insightful recommendations to the Bose Aviation team on pilots' perception of size of the prototype headset compared to 3 other competitors and recommended next steps to launch into market.



ROI MOMENTS: BRK BRANDS, INC.

BRK Brands, Inc. is a Newell Co. brand that designs, develops, and manufactures residential safety products including: Smoke, carbon monoxide, and heat alarms, fire extinguishers, relays, motion sensors, fire escape ladders, security cameras, wired and wireless cameras, and camera accessories.

SITUATION:

BRK Brands, Inc. was interested in gathering **user feedback regarding user satisfaction** as it relates to advocacy on their new products. Specifically, they wanted to investigate the likelihood to give a 5-star rating on Amazon and give a positive product review post installation.

ACTIONS:

- Key Lime conducted **"Advocacy Diary Studies"**, where general consumers in the market for Smart Smoke alarms and other consumer electronics were sent a prototype and asked to rate their experience.
- Key Lime asked participants to use a **mobile diary tool to capture the "moments of truth"** over a three-day period. This helped understand the "why" or "moments of truth" that affected their likelihood to give the product a 5-star rating.

BUSINESS IMPACT

Informed user experience opportunities that impacted user's likelihood to give a 5-star rating before product launch.

First Alert Onelink



"The detailed in-home consumer product feedback we obtain through 'What Will They Say on Amazon?' is extremely insightful and helps our organization fine tune products prior to launch. This research has become a key phase of our innovation funnel and we look forward to our continued partnership with the great team at Key Lime!"

Senior Manager, Market Research at Newell Co.

ROI MOMENTS: BRK BRANDS, INC.

BRK Brands, Inc. is a Newell Co. brand that designs, develops, and manufactures residential safety products including: Smoke, carbon monoxide, and heat alarms, fire extinguishers, relays, motion sensors, fire escape ladders, security cameras, wired and wireless cameras, and camera accessories.

SITUATION:

BRK was interested in gathering current Nest Protect **user feedback to better inform** the development of First Alert's next gen smoke & co. Some of the main questions answered were:

- What made them choose a smart alarm?
- What features / aspects of the Nest Protect are they actually using?
- What, if anything, is missing?
- What do users deem essential in a smoke / co alarm?

ACTIONS:

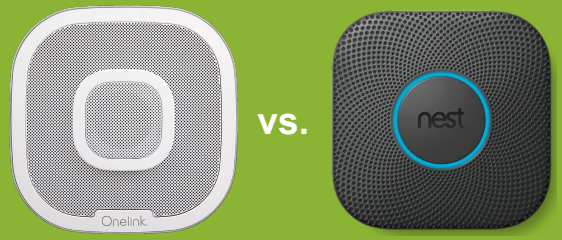
Key Lime conducted **"Quantitative Study"** where Nest Protect owners were asked to complete a series of questions about why they purchased and their experience (to-date) with their Nest Protect alarm.

BUSINESS IMPACT

Informed of essential features that are important to users on a smart smoke and co detector for First Alert's next-gen product.

Nest Protect vs. Safe & Sound - Feature Comparison Summary

Nest Protect Features (in order of importance by respondents)	% of respondents who said it was important	Safe & Sound (current model)
Heads-Up Early warning	98%	✗
Wireless interconnectivity	90%	✓
Mobile notifications / Phone Alerts	84%	✓
Lights your way as you walk underneath it	78%	✗
Carbon Monoxide Level Notification	77%	✗
Monthly Sound Test Results	76%	✗
Safety Checkup	76%	✓
Night light	72%	✓
Vocal alarms	67%	✓
No Night-Time Chirps for Low Battery	63%	✗
Steam Check	60%	✗
App Silence	57%	✓
Family accounts	54%	unsure
10-day History	53%	✓



"We are very happy with the slides you pulled together, and are very appreciative of the historical insights you pulled in from previous studies."
Market Research Manager at Newell Co.

ROI MOMENTS: BRK BRANDS, INC.

BRK Brands, Inc. is a Newell Co. brand that designs, develops, and manufactures residential safety products including: Smoke, carbon monoxide, heat alarms, fire extinguishers, relays, motion sensors, security cameras, wired and wireless cameras, and camera accessories.

SITUATION:

BRK was interested in **understanding current homeowner opinions and trends regarding subscription based home security systems**, and in **monitored smoke and carbon monoxide alarm subscription service.**
Some of the main questions of interest were:

- What systems do homeowners have, what features are included and valued, and how much do they pay?
- Appeal and openness to a monitored smoke/CO alarm subscription without Home Security Integration (e.g.ADT, Nest, etc)?
- Expectations regarding distribution, installation, and subscription costs of a monitored smoke/CO alarm system?

ACTIONS:

Key Lime conducted an **online quantitative survey** of homeowners who own and pay a subscription for a monitored security system, own a security system that is not monitored (i.e. do not have a subscription), and homeowners who do not own a system.

BUSINESS IMPACT

Findings shed light on security systems owned, depth and breadth of subscriptions, features importance, and interest and likelihood to purchase smoke and carbon monoxide monitoring without requiring a home security subscription.

The research is being applied to concept and marketing development.



BRK THE PROFESSIONAL STANDARD newell BRANDS

ROI MOMENTS: ROKU - ADVERTISING

Roku Inc. manufactures digital media players and televisions that enable consumers to view and access Internet streamed video or audio services.

SITUATION:

As advertising shifts to account for the differences in how people watch videos today, the Roku Ads team wanted to understand:

- How ad products are affecting the **user experience**
- **How viewers respond** to different types of ads on their platform
- How ads can generate a sense of **affinity** in the viewer

ACTION:

The Key Lime team conducted **ethnographic in-home contextual studies in 2 cities** to create baseline insights that will drive guidelines to inform sales, design, and development of ads.

BUSINESS IMPACT

Informed future ad sales strategy

Provided directional feedback concerning sponsorships and microsites.



"Our VP Ali just emailed me, my manager, my manager's boss, and even his boss, saying how impressed he was with our study, report, and presentation. That's huge. Big time kudos for us. Great job!"

- Roku Sr. UXer

ROI MOMENTS: ROKUPAY

Roku Inc. manufactures digital media players and televisions that enable consumers to view and access Internet streamed video or audio services.

SITUATION:
As Roku streamlines their payment process, they engaged Key Lime to **understand a user's payment journey** via RokuPay. Roku asked Key Lime to explore:

- How users typically pay for services/ subscriptions in the Roku ecosystem
- What the current RokuPay level of awareness is amongst typical users
- What considerations influence usage of RokuPay

ACTION:
KLI conducted **in-home ethnographies and pre and post session surveys** to uncover what a typical customer's usage of RokuPay looks like in order to inform their brand strategy, positioning, and marketing strategy.

BUSINESS IMPACT

By emphasizing key features such as convenience and security in marketing communication, Roku was able to strengthen brand awareness and positively impact brand perception thereby reducing customer acquisition costs.



ROI MOMENTS: ROKU GERMAN TV

Roku, Inc. designs and manufactures consumer electronic products globally and offers wireless enabled devices that stream audio and video content from the internet to home entertainment systems.

SITUATION:
As Roku expands internationally, the team wanted to **understand how people consumed TV** in their homes in different regions. Roku wanted to understand how users in Germany go about watching TV:

- Understand consumption behavior of TV watchers in Germany.
- Understand the TV set-up (e.g., which devices are connected, how are they connected, etc,) and the steps TV watchers take to consume content at home
- Understand the systems being used, including how the systems are organized and what information (screen UI) is important for users

ACTION:

Key Lime Interactive conducted **in-language Ethnographic home visits in Munich, DE**. Photos, videos, and screenshots of users experiences and devices were collected during the site visits.

BUSINESS IMPACT

By learning from the in-home ethnographies in Germany, **Roku was able to understand how Germans watched and consumed TV** in order to launch Roku products in Germany.



"Wow, I'm impressed, this* [Report] *is REALLY good!"
- Roku Sr. UXer

ROI MOMENTS: ROKU SEARCH

Roku, Inc. designs and manufactures consumer electronic products globally and offers wireless enabled devices that stream audio and video content from the internet to home entertainment systems.

SITUATION:
Roku's End User Experience (EUE) team was in the early stages of **developing a search, keyword, and content viewing experience** for 'short form' clips and videos. Roku was interested in conducting remote usability testing to identify usability expectations and problems with terminology and the search experience.

ACTION:
Key Lime Interactive planned, designed, and conducted **remote 1-1 usability and interview sessions** to:

- Compare current vs proposed search experiences
- Evaluate terminology, icons and overall experience
- Identify usability problems and prioritize on usability
- Evaluate Roku search for 'short form' content compared to search and filtering within the feature

BUSINESS IMPACT

Roku better understood what users thought of the new way of searching within a Roku device.

Findings resulted in design validation, recommendations and nomenclature changes.



ROI MOMENTS: HBO MAX

HBO Max, a subsidiary of WarnerMedia, is an American subscription-based streaming service launched in 2020 that bundles HBO original programming with additional content licensed through third-party distributors.

SITUATION:
The HBO Max is in the early stages to **increase its international audience** on the platform. The product team engaged Key Lime Interactive to i**dentify baseline usability challenges** and make necessary improvements to global features, using bi-lingual American participants as a proxy before testing with foreign markets.

ACTION:
Key Lime Interactive planned, managed, conducted and analyzed **remote 1-1 usability and interview sessions** to:

- Improve on the design of global features before testing with an international market
- Evaluate user comprehension of copy, icons, user flows and overall experience
- Understand the frequency in which these global features will be used
- Provide insight into viewing habits and context in households that speak non-English languages

BUSINESS IMPACT

Insights **validated designs** & identified **“must fixes”**

Provided recommendations based on observations in American, multilingual households to **differentiate from other streaming platforms**



“Great readout & quality of work”
- Senior UX Researcher

"Thank you for a great partnership"
- Principal & Group Director, UX Research

ROI MOMENTS: SONY XPERIA

Sony Corporation is a diversified Japanese multinational conglomerate corporation with business that includes: Consumer and professional electronics, gaming, entertainment and financial services.

SITUATION:
Sony Corporation engaged Key Lime to i**dentify clues to new buyer dissatisfaction** and investigate **ease of use** of Sony Xperia Z3 and Z3v devices **against key competitors**.

ACTION:
Key Lime conducted two qualitative studies:

- Phase 1 – OOBE (Out of Box Experience)
  - Users participated in behavior-based **one-on-one usability sessions** to explore the OOBE of the Sony Xperia Z3 so we could monitor initial impressions and basic usage. The goal was to simulate the experience of a new purchase and uncover clues about what factors may influence remorse returns.
- Phase 2 – Ethnography
  - After examining the initial OOBE in-lab sessions, **video ethnography** was employed to examine the take-home experience with new participants for deeper exploration into frustrations that occur during other common tasks.

BUSINESS IMPACT

Marketing recommendations to educate prospects about Sony's presence, unique capabilities, packaging, and hardware and software design improvements led to:

- Reduction in returns
- Increased customer satisfaction
- Increase in NPS



XPERIA
Sony Smartphone

EDUCATION

ROI MOMENTS: ELSEVIER NURSING EDU

Elsevier Nursing & Health Education is a leading scientific, technical, and medical content publisher that is beginning to explore more E-learning solutions.

SITUATION:

To better support these institutions of higher learning and their students, Key Lime Interactive was brought in to **provide a strategic roadmap** that would ensure *user centricity* is at the core of all product development. Focusing on Elsevier Nursing and Health, this project aimed to:

- Gain perspectives on on E-Learning solutions
- Better understand multiple users types needs and their expectations
- Understand specialized use cases
- Gain more comprehensive success measures / KPIs.

ACTIONS:

Key Lime Interactive established a holistic research approach and created **Lean Personas & Customer Journey Maps** as well as a development of a **Product Roadmap** across the full suite of E-learning solutions.

BUSINESS IMPACT

Identified opportunities to improve Elsevier e-learning tools so that they better operate as a synergistic suite

Prioritized the onboarding experience across all of Elsevier's e-learning solutions to raise faculty NPS scores.



ROI MOMENTS: ELSEVIER KNOWLEDGE CARDS

Elsevier Nursing & Health Education is a leading scientific, technical, and medical content publisher that is beginning to explore more E-learning solutions.

SITUATION:

- Elsevier sought to **assess the perceived value of a digital tool** for class preparation (Knowledge Cards) that would be marketed towards health professionals such as LPNs, Radiology Techs, and Dental Assistants.

ACTIONS:

Key Lime Interactive led a **Design Workshop** attended by business leaders and subject matter experts within Elsevier. Following the workshop, KLI **interviewed students and instructors** and had them **evaluate a Knowledge Cards prototype** and provide feedback.

BUSINESS IMPACT

Provided proof of concept with additional opportunities and challenges for product development situated within the real-world challenges and constraints of allied healthcare students and instructors.



ROI MOMENTS: ELSEVIER 2019

Elsevier Nursing & Health Education is a leading scientific, technical, and medical content publisher that is beginning to explore more E-learning solutions.

SITUATION:

Elsevier wanted to better understand the areas in which nursing education can **benefit from interactive simulations**. Elsevier was interested in understanding what user needs interactive simulations address, and guidance to help prioritize where they focus their interactive simulation product development. The goal of the project was to:

- Understand the current state of Elsevier Nursing and Health Education
- Understand user needs and expectations
- Understand pain points, shortcomings, blind spots and opportunities for improvement in the overall UX/CX
- Map KPIs for the specific product

ACTIONS:

Key Lime Interactive implemented a **three-phase research approach** .

- **Phase 1** conducted a **competitive analysis** on interactive virtual simulation products.
- **Phase 2** conducted **interviews** with nursing instructors and administrators to identify unmet needs and wants as well as experience.
- **Phase 3** developed a **strategic roadmap** targeting opportunities and gaps in the current virtual simulation products on the market.

BUSINESS IMPACT

Research conducted by KLI helped Elsevier Nursing and health education by developing a strategic roadmap that **increased** NPS, **improved** overall usability and customer satisfaction, and **increased** conversions.



ROI MOMENTS: MCGRAW-HILL

McGraw Hill is a large educational publishing and learning science company that provides customized educational content, software and services for pre-K through postgraduate education.

SITUATION:

McGraw Hill was looking for **user feedback** on their website and engaged Key Lime Interactive for co-moderation and note-taking services.

ACTIONS:

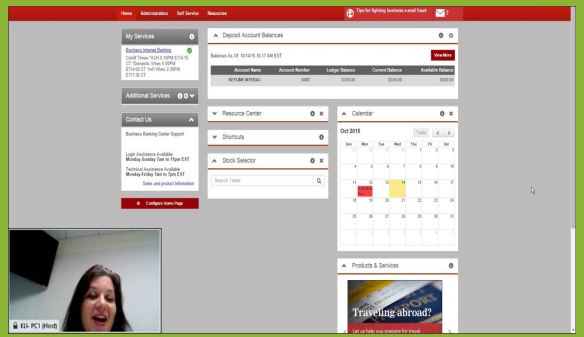
Key Lime conducted:

- A **Cognitive Walkthrough,** consisting of one-on-one remote and in-person interviews that evaluated new and existing users' natural behavior on the McGraw Hill sit to discover:
  - Which elements of the site help users
  - Which elements of the site hinder learnability, ease and satisfaction

BUSINESS IMPACT

Moderation expertise to Increased learnability of McGraw Hill's website from both new and infrequent users.

Sample remote cognitive walkthrough session



ROI MOMENTS: MCGRAW-HILL

McGraw Hill is a large educational publishing and learning science company that provides customized educational content, software and services for pre-K through postgraduate education.

SITUATION:

McGraw Hill's primary goal was to determine how well the existing site **supports users in their intended goal** and reinforces **long term brand loyalty**. Specifically, McGraw Hill wanted to gain insight into:

- Who is naturally coming to their site
- Demographic information of site visitors
- What customer profile the sites current visitors represent
- Identify ways to improve the site
- Gather customer experience metrics such as NPS and customer sentiment

ACTIONS:

Key Lime Interactive performed a **site intercept** across the McGraw Hill Education domain and collected data from March 2017 to the end of May 2017.

BUSINESS IMPACT

Provided **redesign recommendations to the user interface** for Connect to improve usability and clarity, and increase customer satisfaction and usability.



ROI MOMENTS: MCGRAW-HILL

McGraw Hill is a large educational publishing and learning science company that provides customized educational content, software and services for pre-K through postgraduate education.

SITUATION:

McGraw-Hill Education required a research-based foundation of understanding of US Higher Education instructors' needs, emotions and challenges regarding planning and developing their courses. McGraw-Hill was interested in better **understanding the customer journey of instructors** focusing on:

- The process of determining the necessity of course materials
- The process of evaluating, choosing, implementing and using said materials for their course
- Pain points and opportunities along the journey

ACTIONS:

KLI created **presumptive journey maps** based on research that was completed by Key Lime, MHHE and other partners. KLI also **coached team and provided a workshop template** for future journey mapping and ideation workshops

BUSINESS IMPACT

Improved overall usability and first-time experiences, **increased** customer satisfaction and **positively** impacted brand perception.

The customer journey maps became **the most utilized strategy map** used by MHHE teams for building products, messaging and engaging with instructors.

ROI MOMENTS: MCGRAW HILL

McGraw Hill is a large educational publishing and learning science company that provides customized educational content, software and services for pre-K through postgraduate education.

SITUATION:
McGraw Hill was interested in understanding how 2 and 4 year institutions might **use technology to improve student literacy**, and support internal institutional initiatives. McGraw Hill was interested in learning about challenges, definitions and institutional prioritization of topics such as:

- Student Academic Readiness
- Student Needs
- Literacy
- Technology in the school
- Internal and External services and vendors
- Influence of employers

ACTION:
Key Lime Interactive conducted **online focus groups** with various administrative roles at 2 and 4 year institutions.

BUSINESS IMPACT

Increased sales as a result of higher adoption (usage).

Increased conversions and **positively** impacted brand perception.

ROI MOMENTS: DALE CARNEGIE

Dale Carnegie is an institution for professional and leadership development that offers in person training, courses, workshops, seminars, white papers and more.

SITUATION:
Dale Carnegie was unsure if their current website was satisfying their uses' needs. Additionally, they wanted **better insight into who is coming to their site** and what tasks they are hoping to accomplish. Dale Carnegie needed to learn:

- When users on the site make the decision to purchase courses
- Their users' current behaviors and existing needs
- Any major gaps within the site increase course conversion

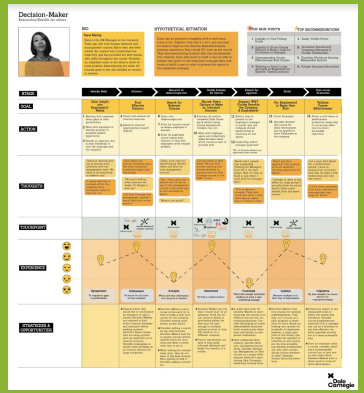
ACTION:
KLI executed a 4 stage research plan:

1. **True Intent Intercept Study:** Key Lime used a site intercept tool to survey real customers as they exited on the DC site
2. **Lean Digital Personas:** Based on the true intent study and other research, the Key Lime team created lean personas
3. **In-depth interviews:** Key Lime moderated 1-1 remote interviews with DC users to co-create their individual customer journeys.
4. **Customer Journey Map:** Key Lime synthesized the individual customer journeys and created CJMs by persona.

BUSINESS IMPACT

Better SEO/SEM optimization to increase brand awareness

Improved purchase funnel for better course conversion



"I was impressed with every interview. The team did excellent work."

Dale Carnegie Director
Research & Thought Leadership

ENTERTAINMENT

ROI MOMENTS: BINGO BLITZ

Bingo Blitz is an online social bingo game (Playtika) available both online on Facebook and as a mobile app. Players are able to engage with different storylines and characters, travel boards, and interact with players from around the world.

SITUATION:
Bingo Blitz wanted to gain **better insights into their users**. While they segmented their users into the following categories: Regular, VIP and Elite type, they did not truly understand their user behavior regarding what made each persona unique.

Bingo Blitz was interested in understanding Player behavior, influencers, personality type and motivation, pain points and opportunities for each of the personas to **identify opportunities to nurture and expand game adoption.**

Goals:

1. Refresh the brand to help the market growth
2. Marketing to attract new players
3. Improve the game through usability research and game redesign

ACTION:
Key Lime Interactive conducted a series of large scale **quantitative surveys** followed by a set of **qualitative user interviews** to create **Lean Digital Personas** and provide marketing insights.

BUSINESS IMPACT

Provided player insights regarding personalities, interests, gaming habits, and motivations.

Bingo Blitz plans to roll out findings to the whole studio for next steps and increased conversions to membership.



Work in progress!

ROI MOMENTS: WarnerMedia Direct

WarnerMedia Direct is responsible for the global media rollout of **HBO Max,** a direct-to-consumer streaming service, that is planning to launch in new Latin American markets.

SITUATION:
The HBO Max team wanted to **better understand the needs of Latin American consumers to ensure a successful launch and drive subscription adoption rates** of their service**.** While they had already launched into the American market, they were looking to understand motivators, messaging, translation quality, subscription blockers, service plan needs, and preferred payment methods in five new markets.

Goals:

1. Expand into multiple new markets
2. Understand the needs of the Latin American consumers
3. Drive subscription rates

ACTION:
Key Lime Interactive conducted a series of one-on-one, qualitative interviews with consumers **in five countries simultaneously** and provided an in-depth report consumer insights.

BUSINESS IMPACT

Provided consumer insights from key Latin American markets on motivators, messaging, subscription blockers, service plans and preferred payment methods to enable a successful launch and adoption rates of a the HBO Max streaming service in new markets.

ROI MOMENTS: CBS (via Nielsen)

CBS Interactive is a subsidiary of the CBS Entertainment Group division of ViacomCBS that focuses on news, sports, entertainment, technology, and business.

SITUATION:
CBS Interactive wanted to **evaluate the user experience** of a mobile-only fantasy football application, geared toward securing existing fantasy players while appealing to new players.

The goal of the study was to:

- Evaluate impressions of the full draft process and identify areas for improvement with specific focus on draft.
- Evaluate overall user experience when using the app.
- Understand user interest, credibility, persuasion to download the game, as well as pain points and opportunities for improvement.

ACTIONS:
KLI conducted a two-phase research study .

- Phase 1: **Diary study** recording user experience with the mobile fantasy application over a 3 week period
- Phase 2: **Focus groups** to further identify pain points and opportunities.

BUSINESS IMPACT

Improved first-time experience

Improved overall usability

Increased customer satisfaction

ROI MOMENTS: CNET (Via Nielsen)

CNET is an American media website that publishes written, audio and visual content focusing on technology and consumer electronics globally.

SITUATION:
CNET needed a closer look at how specific segments of consumers were adopting smart tech into their lifestyles. Their research team had the quantitative data to support their consumer segmentation, but lacked the qualitative understanding of these segmentations to help CNET truly get a handle on how smart tech was affecting consumer behavior differently in each segmentation. CNET was looking to:

- **Profile distinct consumer segments**
- **Understand pain points and opportunities**
- **Better understand market realities**

ACTION:
Key Lime created a **customer journey map** based on the data collected from both a **diary study** and **in-depth interviews** with participants. Key Lime provided CNET with a set of actionable guiding principles for retailers, product teams, and investors for each of the four (4) consumer segments.

BUSINESS IMPACT

Positively impacted brand perception and brand authority in smart tech consumer consumption and consumer lifestyle.

ROI MOMENTS: MIAMI HEAT

The **Miami Heat** are an American professional basketball team based in Miami, FL and are a member of Eastern Conference Southeast Division of the NBA.

SITUATION:
The leadership at the Miami Heat was interested in learning about potential usability opportunities to **drive higher adoption rates of the mobile wallet capabilities within their mobile app**.

ACTION:
KLI conducted a series of **in-game interviews** with fans at one of their regular season home games. Upon completing the interviews, we delivered detailed insights which led to immediate updates to navigational elements as well as enhancements to their promotion strategy for their mobile wallet (push notifications).

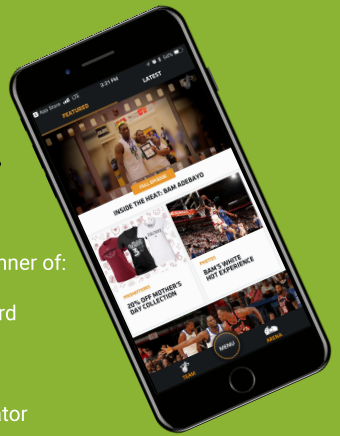
"Our C-suite asked us to find an A-Team…
Having worked with Key Lime at a previous employer, I knew that there was
no better team than them for actionable insights and strategic design recommendations."

—Matthew, EVP of Digital Strategy & Innovation

BUSINESS IMPACT:

Deployment of targeted push notification (discount offer) led to
93.7% influenced open App rate

Purchase made by 35% of existing wallet customers who received targeted (upon arena entry) push notification



App is the winner of:

- Webby Award
- Clio Award
- Communicator Award

ROI MOMENTS: NEWS PERFORM

News Perform is an Australian digital media business gaining global recognition for helping people use our data to make their best 'bets' and connecting with sportsbooks.

SITUATION:
Partnering with Fox Sports US, News Perform was looking to **validate & refine their designs before launching** to a US market. News Perform was looking to accomplish the following core objectives:

- Refine and test their current CVP hypotheses to validate the most compelling option.
- To provide feedback on how well the key features deliver the CVP prior to their launch into production.

ACTION:
Key Lime conducted task driven, in-depth interviews to gain insights on key product features. Key Lime took these key findings and validated them with a follow-up quantitative survey, helping to build the team's confidence with design decisions prior to commencing development.

Key Lime provided **action-orientated workshops & lean reporting** to accommodate News Perform's fast-paced production schedule.

BUSINESS IMPACT:

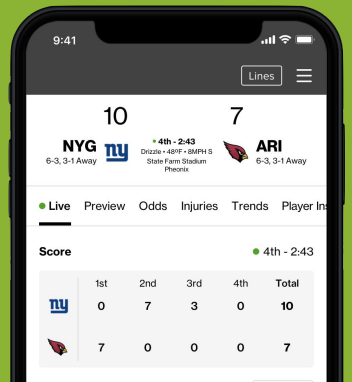
Validated key features

Provided data-driven **confidence** prior to launching

"The lead researcher
pushed us in a consultative manner
by prompting them to think about areas that weren't in the initial brief.

KLI's work
took us from a 6 to a 10,
allowing us to move forward with design modifications."

— Chief Operating Officer, **News Perform**



ROI MOMENTS: NEW YORK TIMES

The **New York Times** is an American newspaper, based in New York City, that was founded in 1851 and has worldwide readership and influence.

SITUATION:
The NYT online team wanted to enhance the ROI performances of two critical pages on their site by understanding which are the **areas of interest that capture the reader's' attention**.

Specifically there were a few questions that the New York Times was looking to answer:

- How and **where** on these two pages **are viewers going** and why?
- What is the **level of attention** paid to different page elements and why?
- Are visual elements **emotionally and intellectually engaging**?
- Are page elements ordered in a compelling and understandable fashion?
- Are these two pages more or less likely to **enhance conversions**?

ACTION:
Key Lime conducted an **eye-tracking study** in two different cities, Chicago and New York, on the two pages to understand reading behavior and identify the most engaging elements on the pages.

BUSINESS IMPACT:

NYT's revenue from digital content and ads increased **~15%** between 2017 and 2018

"... this is the kind of study that helps the Times getting

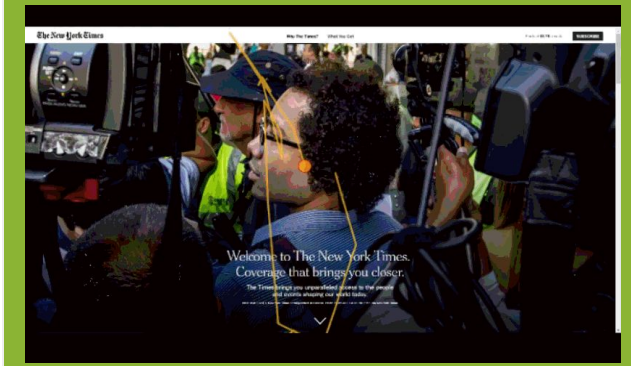
closer to its readers

by identifying the elements that

engage

their attention the most..."

— Director, User Experience & Product Research at **The New York Times**



FINANCIAL SERVICES

ROI MOMENTS: BARCLAYS BANK PLC

Barclay's Bank PLC is a British multinational investment banking and financial services company that moves, lends, invests and protects money for customers and clients worldwide.

SITUATION:

Barclay's cards was considering offering a new product in the US. They wanted to review the existing design for their Registration, Login, and Account flows to assess if:

- There are any **user experience issues**?
- What **features are missing**?
- Does the portal follow **best practices**?
- Are there **opportunities for improvement** based on best practices?

Barclay's wanted to examine both the Mobile (iOS and Android) as well as Web design flows.

ACTIONS:

Key Lime Interactive conducted an **expert review** of the existing design to identify UX issues and compare the design to current top performers.

BUSINESS IMPACT

Insights collected through KLI's expert review helped to **improve** overall usability, **improve** customer satisfaction and ultimately **positively impacted** Barclay's brand perception.

BARCLAYS

ROI MOMENTS: BBVA BANK (VIA UX FELLOWS)

BBVA is a multinational bank that offers checking and savings accounts, credit cards, wealth management, and other financial services. BBVA ranks in the top 50 banks of the world, with over $782B in assets in 2019.

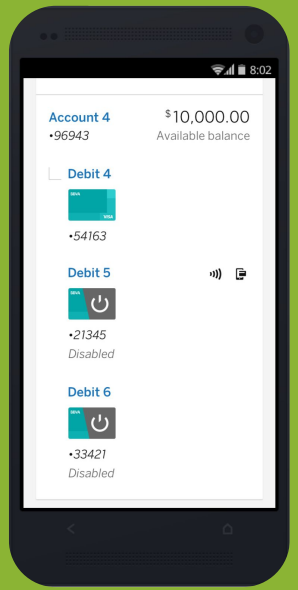
SITUATION:
BBVA was interested in **optimizing their View Account experience**, especially for those with multi-relationships with the bank. BBVA had their agency create two alternatives for account relationships, designed on the needs of other countries. BBVA wanted to test the concepts with US users as BBVA operates in eight US states, including Texas. Florida, and California.

ACTIONS:
Our UX Fellows Partner, The Cocktail, led the study in Mexico and Argentina. They engaged Key Lime Interactive to run the US portion of the study.

- Key Lime conducted a **remote prototype usability study;** testing user knowledge regarding card-account relationships, debit and credit account access, dashboard concepts, user expectations, and the meaning of abstract and representational icons.

BUSINESS IMPACT

Provided BBVA with recommendations regarding icon design, placement, and visibility, dashboard layout and content, and general terminology that would improve the understanding of account relationships to the US market.



ROI MOMENTS: BNY MELLON

BNY Mellon is a multinational bank and financial services company.

SITUATION:

BNY Mellon wanted to revise the existing Dreyfus.com portal to better meet the needs of stakeholders, including: Financial Advisors, Marketing, and Sales teams. The BNY team wanted to **understand how users would navigate** the homepage to find products and investment content, **interact with filters** and fund research features, confirm the **ease-of-use of new features**, and obtain actionable insights for improvement.

ACTION:

BNY Mellon engaged Key Lime Interactive to evaluate the revised site. h:

- Key Lime conducted **remote usability sessions** with current users to understand whether the designs met customer needs and expectations.

BUSINESS IMPACT

Research and analysis highlighted areas where the redesign had addressed existing issues, and identified opportunities for additional improvement to the proposed experience. Actionable recommendations were provided for future iterations.

BNY MELLON

ROI MOMENTS: CITIGROUP

Citigroup Inc. is an American multinational investment bank and financial services corporation.

SITUATION:
In 2011, Citibank's Consumer Insights team was small and recognized the need to be more strategic about product development and mature their UX practice. Key Lime **partnered with Citibank throughout their digital transformation, from 2011-2016.**

ACTION:
A partnership with KLI shifted the culture of testing, from validation tests only, to a more **holistic integration of user research throughout the product development lifecycle that included both formative and summative research.**

100+ Projects
(Cards, Bank, Mortgage, ATM, Mobile, Investments, & more.)

9 Countries
US, Mexico, Brazil, Colombia, Singapore, Hong Kong, Finland, Poland, and Australia.

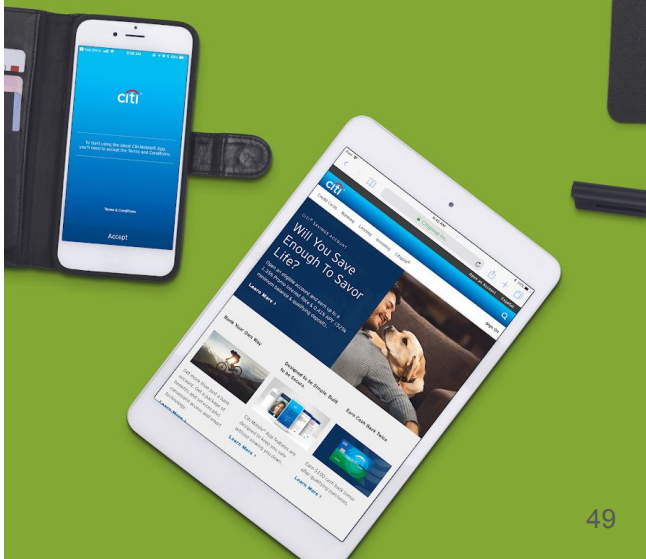
- UX Strategy
- Personas
- Co-Creation Journey Maps
- Global Usability Testing
- UX Design
- Prototyping
- Syndicated Industry Reports
- Onsite Consulting



BUSINESS IMPACT:

DOUBLE DIGIT

- Increase in customer efficiency
- Reduction in costly errors
- Increase in NPS



ROI MOMENTS: CITI WEALTH MGMT

Citigroup Inc. is an American multinational investment bank and financial services corporation.

SITUATION:
As a multinational bank, Citigroup seeks to develop the optimal experience for current and prospective Citi.com customers. The Citi team was interested to develop a site architecture that aligned with their customers' mindset.

ACTION:
Citi engaged Key Lime Interactive to help **determine the optimal structure for their Citi.com site**. To thoroughly address this question, the KLI team conducted the following research:

- An **Open Card Sort** with over 100 features and functionalities to understand how users group different topics and what labels best resonated with each group.
- A **Closed Card Sort** that affirmed the categories and labels to ensure that the groupings resonated with a broader audience. In a Closed Card Sort, respondents placed cards into predetermined groups identified in the Open Card Sort.
- A **Tree Test** that tasked users to find key pieces of information within the proposed site architecture to verify and fine tune the structure.

BUSINESS IMPACT

OPEN CARD SORT

+

CLOSED CARD SORT

+

TREE TEST



ROI MOMENTS: FANNIE MAE

Fannie Mae is the Federal National Mortgage Association, and is the leading source of financing mortgage lenders in the United States.

SITUATION:

Fannie Mae was interested in better understanding the **efficacy of their existing website navigation** in supporting site visitors, their needs, and their expectations of Fannie Mae. Fannie Mae was interested in identifying the **performance of the current navigation structure** of the website, and potentially **identify what a more effective structure** might be.

ACTIONS:

Key Lime Interactive conducted a 3-Step Card Sort Approach consisting of an **Open Card Sort**, a **Closed Card Sort** and a **Tree Test** to identify, refine and validate optimal navigation.

BUSINESS IMPACT

Improved site navigation and **impacted** site efficiency metrics.

Increased customer satisfaction.

Improved overall usability.



ROI MOMENTS: FANNIE MAE

Fannie Mae is the Federal National Mortgage Association, and is the leading source of financing mortgage lenders in the United States.

SITUATION:

Fannie Mae needed empirical data and insights to **inform the strategy and redesign** of the Fannie Mae Enterprise site. Fannie mae was interested in better understanding:

- Who visits the FM enterprise site?
- Why do they visit the FM enterprise site?
- What are users current experiences on the site?

ACTIONS:

Key Lime Interactive conducted a **qualitative two-phase study**, first implementing a **true-intent survey** and then following up with **in-depth interviews** of site users.

BUSINESS IMPACT

Increased customer satisfaction.

Improved overall usability.

Positively impacted brand perception.



ROI MOMENTS: FANNIE MAE

Fannie Mae is the Federal National Mortgage Association, and is the leading source of financing mortgage lenders in the United States.

SITUATION:
Fannie Mae was interested in understanding the **challenges that homeowners face in maintaining and managing their home** and what tools could be helpful. Of interest:

- Current frictions new and established homeowners experience while maintaining and managing their home
- How users select, plan, budget and conduct their maintenance and improvements
- Key features and expectations needed in a tool
- Validate the design and feature set, and UX in a prototype app

ACTIONS:
Key Lime Interactive conducted a **multi-phased research program** consisting of **Generative Research** followed by a **Usability Study**.

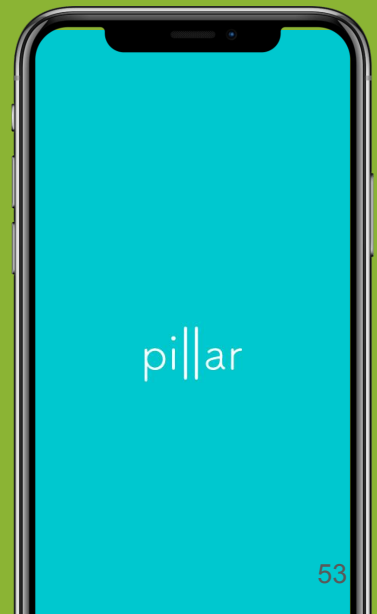
- Phase 1: Generative Research focused on uncovering the challenges homeowners face with maintaining and managing their homes, and identifying desired features of a digital tool to support their goals
- Phase 2: Usability Testing to capture Users' experiences and pain-points with a digital prototype

BUSINESS IMPACT

Recommended design improvements for a better UX

Improved overall usability.

Gauged participants' interest in using an app like Pillar



ROI MOMENTS: MSCI

MSCI Inc., is a global provider of equity, fixed income, hedge fund stock market indexes, and multi-asset portfolio analysis tools.

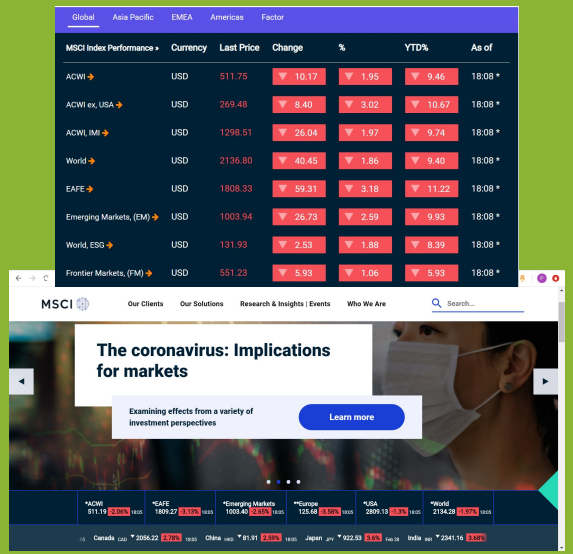
SITUATION:
MSCI self-reported that their website hosts several layers of user challenges. To overcome these challenges, MSCI has a long-term plan to integrate the voice of their clients. Core areas to **improve: Site architecture. site navigation, user interaction, messaging**. **Global scale** was top of mind and MSCI needed to ensure that feature additions, adjustments, and design changes are appropriate and well-received by clients and targets in different cultures/regions.

ACTIONS:
Key Lime Interactive partnered with researchers to **conduct 1:1 interviews in the UK, Singapore and United States**.

- KLI identified site strengths and frictions, and provided suggestions for improvement and validated existing pain points.
- KLI categorized the findings into 5 core categories Content, Navigation, Visual Presentation, expectations and Communications.

BUSINESS IMPACT

MSCI initiated the incorporation of KLI's suggestions to redesign parts of the website and its layout and made revisions to their website tone of voice.



ROI MOMENTS: NEW YORK LIFE - Payment

New York Life Insurance Company is the third-largest life insurance company in the United States.

SITUATION:
New York Life was interested in better understanding their policy holder's **ability to successfully engage with the payment process** when paying for a secondary account holder through the online portal.

The NYL team wanted to understand:

- Customers ability to find payment information
- Customers ability to complete and schedule payment
- How users work with information to identify a secondary account holder's payment information and follow through

ACTIONS:

Key Lime Interactive was engaged to conduct a **remote, moderated usability session** with customers, using a **QuickInsights methodology,** to analyze the success and likelihood of usage.

BUSINESS IMPACT

Led the NYL team to examine communication of safety and security with regards to processes



ROI MOMENTS: NEW YORK LIFE - Annuity

New York Life Insurance Company is the third-largest life insurance company in the United States.

SITUATION:
New York Life believed their greatest area of opportunity as a company was in their Variable Annuity products.

The NYL team wanted to understand:

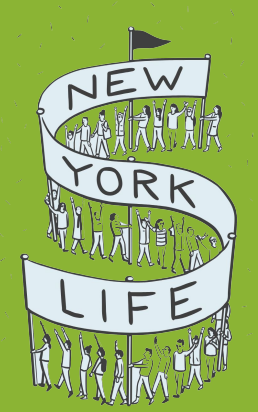
- **How customers currently balance their accounts & allocate funds**
- How many customers manage their own account and what they would need to do so
- If customers **have enough information to make decisions** that will affect their portfolios

ACTIONS:
Key Lime was engaged to conduct a **remote, moderated usability sessions** with customers, using a **QuickInsights methodology.** We gauged interest in whether customers wanted to maintain their own account and identified quick usability fixes.

BUSINESS IMPACT

Provided insights regarding terminology, user flows, and guidance needs to match customer's expectation to manage their accounts

Identified cross-platform issues



"Thank you so much for all your hard work over the past few days!
I trust your observations."
CVP - User Research Lead

ROI MOMENTS: NEW YORK LIFE (INSURANCE)

New York Life Insurance Company is the third-largest life insurance company in the United States.

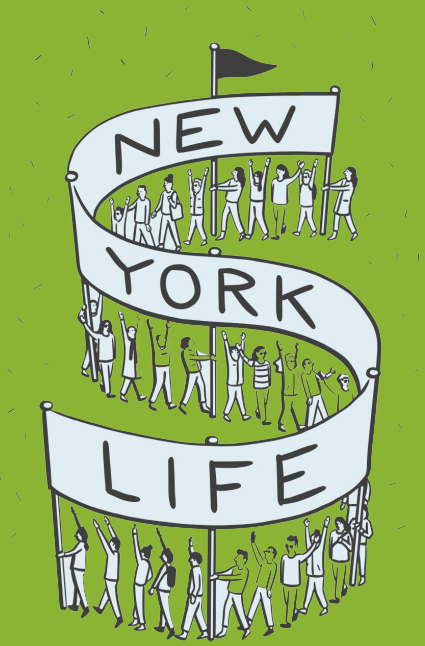
SITUATION:
New York Life wanted to address a **high incomplete and drop-off rate** of customers attempting to update the beneficiaries of their life insurance policies or annuities. The NYL team wanted to understand:

- If a proposed redesign improved the current user experience
- How they might increase capture rate of beneficiary details

ACTIONS:
Key Lime Interactive led a remote, moderated usability **Quick Insights study** with NYL customers to assess whether a proposed redesign improved the current user experience in managing their beneficiaries.

BUSINESS IMPACT

Provided insights regarding user flows, control layout and guidance needs that could improve usability for customers managing their beneficiaries.



ROI MOMENTS: STATE FARM

State Farm is the largest property and casualty insurance provider, and the largest auto insurance provider, in the United States.

SITUATION:
The auto insurance is guided by a handful of key players that move the needle in terms of innovations and digitalization. Over the past 10 years, the industry has shifted towards Mobile offering and capabilities. State Farm needed the help of a 3rd party company to overcome the competition in it's mobile app offering.

State Farm, and the auto insurance industry, desired **competitive benchmark research** from a trusted 3rd party to help address key strategic mobile marketing questions like:

- How do you rank compared to your top competitors?
- What are users' top pain points using your mobile website? Mobile App?
- Who is best in class? What digital roadmap best practices should I consider?
- How do you measure up in key segments (such as security, claims etc)?

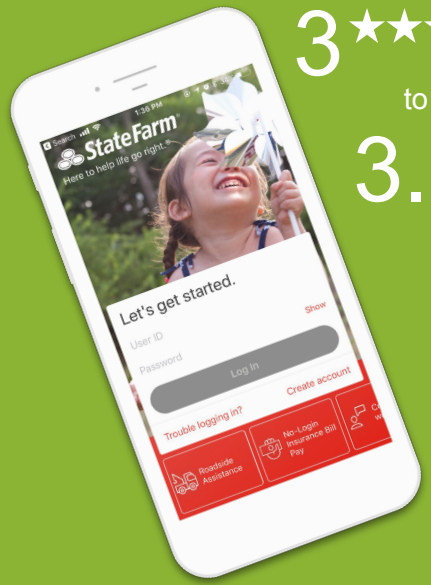
ACTION:
Twice a year, KLI produces a **competitive benchmark report**, tailored to State Farm's needs, that features key areas that drive user satisfaction and identifies areas of improvement for existing and prospective customers. This independent evaluation **identifies trends that move the entire industry forward**.

BUSINESS IMPACT:

In 2017, in KLI's Auto Insurance mobile website and App competitive benchmark publication, State Farm increased its score by

7% YOY

and its app store rating increased from



3★★★ to 3.5★★★½

ROI MOMENTS: SYNOVUS

Synovus Bank of Columbus, Georgia is a US bank that offers saving and current account, investment and financial services, online banking, mortgage and non-mortgage loan facilities, and issues credit card and business loans.

SITUATION:
Synovus was about to release their new online banking site and wanted to assess its usability by having customers and prospects complete a specific set of tasks and provide feedback on its **ease of use, design, and features.**

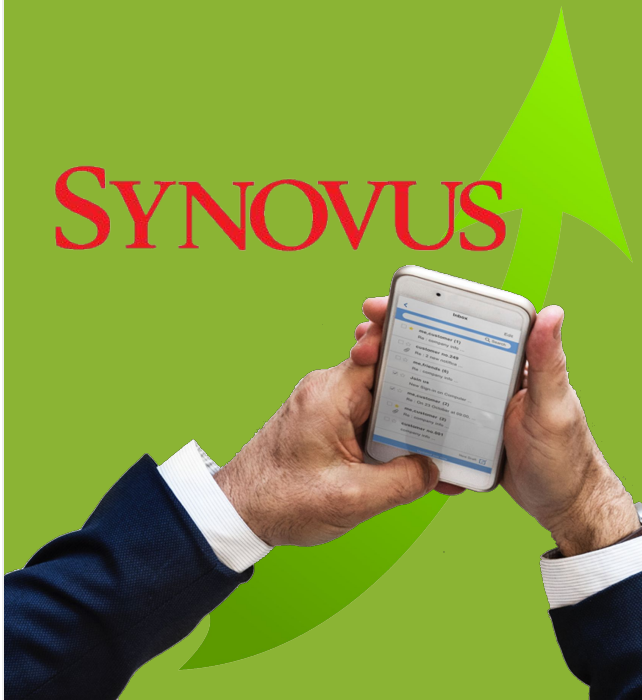
Synovus was specifically looking to understand:

- Are there any high priority issues that need to be addressed?
- How do participants react to the new design?
- Do participants understand the special features of the website?
- Are there any differences between customer and prospect feedback?

ACTION:
Key Lime conducted a **task-based usability study** on the website. Participants were asked to complete tasks using either the Desktop site or Mobile app.

BUSINESS IMPACT

Key Lime informed Synovus' Digital team of **opportunities on usability improvements** for their new digital banking site and app.



ROI MOMENTS: UBS

UBS is a multinational investment bank and financial services company based in Switzerland. UBS is involved in retail and commercial banking, investment banking, investment management, and wealth management.

SITUATION:
UBS was set to launch a new online feature that provided clients with in-depth analysis and advice on their financial accounts. UBS desired feedback from potential customers of the UBS Advice Advantage product to **assess their likelihood to use this tool** upon launch.

ACTION:
Key Lime Interactive conducted research to **validate the proposed design**, **assess how engaging** consumers found the service/program to be, and **identify missing elements** that should be considered for future iterations.

- **In-Person interviews** with current and prospective clients to understand whether the designs met customer needs and expectations, and if the experience encouraged them to expand / start their UBS relationship.

BUSINESS IMPACT

Feedback provided UBS with key insights into the strengths of the design and identified opportunities for improvement to enhance the proposed experience.

UBS
Advice Advantage

ROI MOMENTS: USAA

The United Services Automobile Association (USAA) is a San Antonio-based diversified financial services group of companies. USAA Inc provides banking, auto, home, property, life, flood, umbrella, and health insurance services in the USA.

SITUATION:

USAA wanted to **learn about their competitors** specifically their quote flow. Key Lime was tasked to create a custom **competitive research study** between: USAA, Allstate, GEICO, State Farm, Liberty Mutual, Progressive, and Metromile.

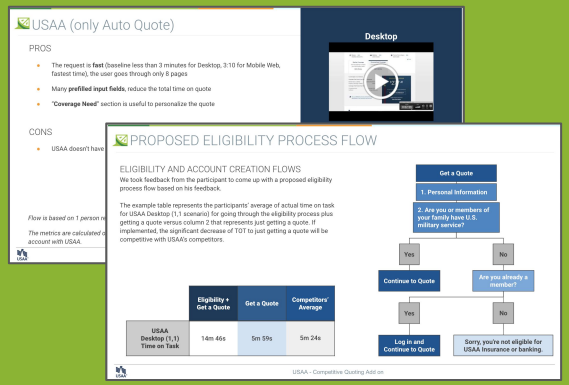
ACTION:

Key Lime Interactive conducted a two-pronged study:

1. **Expert Review:** Researcher Analysis of the 7 companies and determine:
   a. Total Number of Input Fields
   b. Number of pre-filled fields
   c. "Time to quote" (baseline, expert)
2. **Moderated Task-Based User Research** with prospective customers. Exploring the experience on the mobile site and desktop for each mentioned insurance company.

BUSINESS IMPACT

Proposed a new quoting flow **to reduce time spent when getting a quote** from prospect customers.



ROI MOMENTS: Intuit

Intuit specializes in financial software for accounting, tax preparation and assist with developing and selling financials for businesses, accountants & individuals.

SITUATION:
Intuit wanted to understand the current in-product customer journey for Latinos using their TurboTax products in order to identify product pain points and language barriers that may be leading to higher in-product abandonment than General Population. Key Lime looked into the following:

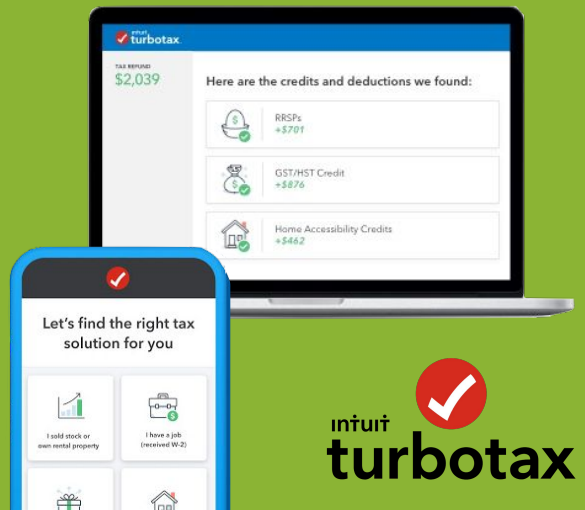
- Why abandonment is higher on mobile than stationary web for Lations
- Potential friction points/barriers related to language
- Where there may be potential gaps from a Latino perspective driving FUD or loss of confidence
- If bicultural Latinos are able to get the appropriate support they need for tax preparation

ACTION:
Key Lime Interactive was engaged to conduct a **remote, moderated shop-along sessions** with bicultural Latinos who provided accurate information to prepare & file their taxes.

BUSINESS IMPACT

Proposed
Spanish language strategy
to service bicultural Latinos.

Proposed
marketing & ad opportunities
to better leverage bicultural Latino
product awareness.



GOVERNMENT

ROI MOMENTS: DEPARTMENT OF HOMELAND SECURITY (via Acuity)

The United States **Department of Homeland Security** is a cabinet department of the U.S. federal government with responsibilities in public security.

SITUATION:

Building data analytics dashboard for Homeland Security Investigations (HSI). HSI investigates all crime over the border and the internet, including drug trafficking, global trade violations, human trafficking, and child exploitation.

ACTIONS:

- Requirements gathering
- Wireframing and prototyping using Material Design methodology
- Front-end development using React, Material UI, Apollo Client and GraphQL
- Unit testing Front-end
- Connecting Front-end with Back-end microservices for proper data flow
- Using AuthN/AuthZ to establish API security

BUSINESS IMPACT

HEALTHCARE/MEDICAL

ROI MOMENTS: EBB THERAPEUTICS

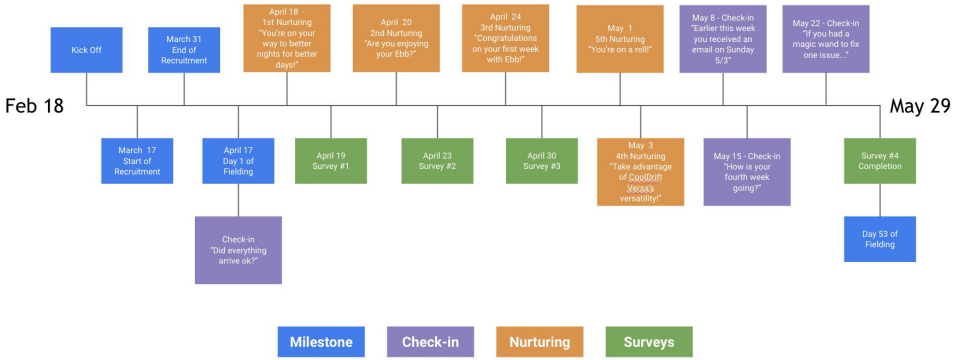
EBB Therapeutics is a sleep technology company in Pittsburgh, Pennsylvania, with focus on sleep science and sleeping disorders.

SITUATION:

Ebb Therapeutics was preparing for a next generation product launch of a new wearable sleep device with an advanced cooling technology. They wanted to **validate and understand customer at-home experiences** to better target their customers during launch.

ACTIONS:

Key Lime simulated a real-world, end-to-end customer experience with a prototype using **in-home product testing and customer feedback surveys.**



BUSINESS IMPACT

- Generated demographic and psychographic data that informed marketing efforts.
- User experiences identified key pain points with the product, aiding product redesign.



ROI MOMENTS: GE HEALTHCARE

GE Healthcare is a manufacturer /and distributor of diagnostic imaging agents and radiopharmaceuticals for imaging modalities in medical imaging procedures.

SITUATION:

What happens when a revolutionary cancer screening device is so advanced that it could potentially change highly skilled user's workflow? This is the question GE Healthcare sought to understand. Key Lime Interactive's Human Factors & User Experience Researchers were tasked with creating and executing a **summative testing** plan to evaluate two sets of newly designed features against critical risk and safety factors.

ACTION:

Design and execute **two unique research programs** in parallel to be executed on a multi-city scale:

1. **Discover**: KLI researchers immersed themselves in all the technical, mechanical, and usability reports associated with both medical devices
2. **Full service summative testing**: Multi-city recruiting, study design, fielding, analysis, and reporting
3. **Critical risk and root cause analysis**: Detailed reporting on critical risk factors associated with using both devices. Identified human factors and usability issues and design recommendations to mitigate user operator risk.

BUSINESS IMPACT:

Results enabled GE Healthcare to:

- Correct issues identified as part of 510K submission
- Inform go to market strategy

" We want to thank you for the great work you put in our [summative testing] **Your thorough preparation, attention to details, and ability to quickly reproduce results surpassed our expectation.**

— Product Stakeholder at GE Healthcare



ROI MOMENTS: IDT

Integrated DNA Technologies, Inc. (IDT), headquartered in Iowa, is a supplier of custom nucleic acids, serving academic research, biotechnology, clinical diagnostics, and pharmaceutical development.

SITUATION:
IDT reached out to KLI to **validate that the new site redesign** changes were improvements that reduced friction points and improved the online user experience for customers.

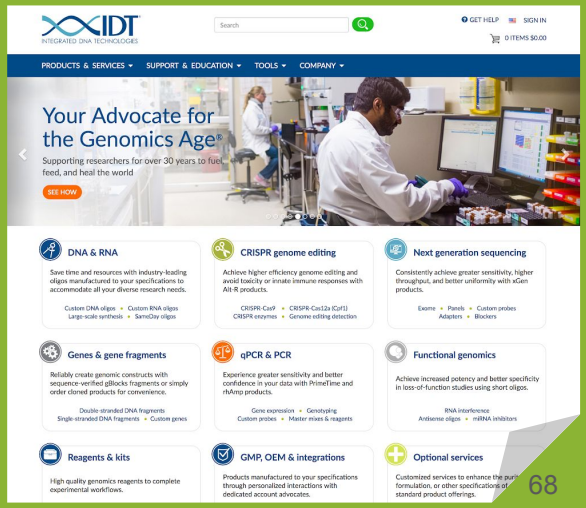
ACTION:
A 2-phase study with the goal of generating data to support the IDT marketing team's claims about usability

1. Phase 1: **Task-Based QuickInsights**
   - **Remote moderated user testing** that identified quick fixes on usability/design to be later validated on Phase 2.
2. Phase 2: **Eye-Tracking Usability Testing**
   - KLI conducted 1-to-1 task-based eye tracking sessions with IDT customers to make any final recommendations to reduce any potential frictions before go-live.

BUSINESS IMPACT

Key Lime provided **design recommendations that led to a more efficient and user-friendly** solution.

IDT®
INTEGRATED DNA TECHNOLOGIES



ROI MOMENTS: INSULET (GLOBAL LIBRE)

Insulet Corporation is a diabetes medical device company dedicated to making the lives of people with diabetes and other conditions easier, providing a unique alternative to traditional insulin delivery methods.

SITUATION:
Insulet is entering a partnership with Abbott to integrate their FreeStyle Libre Continuous Glucose Monitoring System (CGM) with Insulet's Automated Insulin Delivery system Omnipod 5. This partnership will provide users the option to choose from Dexcom G6 or Abbott's FreeStyle Libre 2 as their CGM device when using the Omnipod System. To **inform a successful partnership**, Insulet wanted to **gain a better understanding** of factors that drive an individual toward FreeStyle Libre, to ensure that user preferences are incorporated in the design of Omnipod 5.

ACTIONS:
KLI conducted **global remote in-depth interviews** to gather qualitative data to gain a deeper understanding of user needs and desires when selecting Libre.

Goals included:

- Determine why users prefer FreeStyle Libre
- Identify features and capabilities users would like to integrate
- Determine which market concepts resonate the most with participants

BUSINESS IMPACT

Identified user preferences concerning features and components shaping product development.

Insulet™



ROI MOMENTS: INSULET

Insulet Corporation is a diabetes medical device company dedicated to making the lives of people with diabetes and other conditions easier, providing a unique alternative to traditional insulin delivery methods.

SITUATION:

In 2019, Insulet administered an Employee Engagement Survey, in which the women of the R & D department scored significantly lower than the men of the department did on questions related to decision making process, relationships with management, and pay and recognition. Insulet was interested in understanding what caused the women of the department to score lower on those questions compared to the men, and how they could better **promote gender equity in the workplace.**

ACTIONS:

KLI conducted a two-phase research project consisting of a literature review and remote interviews.

- Phase 1: Three- section **literature review** detailing gender inequity in the STEM field, engineering workplace factors, and a best-in-class gender equity comparison.
- Phase 2: **Remote interviews** with the women who took the survey in 2019.

BUSINESS IMPACT



Identified contributing factors and experiences for the difference in scores

Provided actionable steps to promote gender equity across Insulet office locations

Insulet™

ROI MOMENTS: SUNTECH

Suntech is a preeminent supplier of clinical grade blood pressure monitoring products and technologies.

SITUATION:
Suntech made a few updates to an existing product and had to submit for 510K (FDA approval) to ensure the safety and intuitiveness of their software and devices.

ACTION:
Key Lime Interactive conducted **summative human factors testing** on SunTech's AWP4 software system and Oscar M250D to assess whether the system can be used safely and effectively by representative patient and clinician users.

BUSINESS IMPACT

Results identified critical issues that would have impacted their ability to go to market

Evaluated identified issues and preceded to successful FDA approval

SunTech Medical®



ROI MOMENTS: UPMC

The University of Pittsburgh Medical Center (**UPMC**) is an integrated global nonprofit health enterprise, comprised of 40 hospitals, 700 clinical locations, a health insurance division, and commercial and international ventures.

SITUATION:
University of Pittsburgh Medical Center (UPMC) is a leading medical institution, pioneering innovative ways to engage and better serve patients. They sought additional UX resources to **assist with research on their next generation enterprise imaging software project.**

ACTION:
UPMC engaged Key Lime Interactive to execute **formative and summative user research** to explore or validate software features with radiologists:

- **Conceptual and high fidelity prototypes** were built and shown to participants in evaluative usability sessions.
- Radiologists were shadowed and interviewed to **validate personas** and **develop journey maps** reflecting the reality of their imaging work.
- Support **technicians were trained on proper usability moderation techniques and protocol creation** as part of a pilot program.

BUSINESS IMPACT

The research findings over a year's time were crucial in shaping future design efforts:

- Formative testing helped drive design decisions
- Greater understanding of radiologists' day-to-day workflow and challenges
- Harnessed available support technicians to perform usability testing for additional UX resourcing

UPMC
LIFE CHANGING MEDICINE

ROI MOMENTS: UPMC - Loyalty Program

The University of Pittsburgh Medical Center (**UPMC**) is an integrated global nonprofit health enterprise, comprised of 40 hospitals, 700 clinical locations, a health insurance division, and commercial and international ventures.

SITUATION:
University of Pittsburgh Medical Center (UPMC) is a leading medical institution, pioneering innovative ways to engage and better serve patients. UPMC was seeking to develop a convenient and seamless **consumer loyalty program.**

ACTION:
UPMC engaged Key Lime Interactive to conduct a **Co-creation study** with patients to better understand what their consumers expected from a loyalty program:

- Participants were **interviewed** to provide insights on activities, rewards, incentives, and tracking expected as part of a loyalty program.
- Using **infographics, personas, journey maps, and illustrated storyboards**, a comprehensive and detailed step-by-step guide was created to visualize what a healthcare loyalty program should look like.

BUSINESS IMPACT

Provided UPMC with Loyalty program guiding principles that included key features for inclusion gleaned from user insights, critical features, and an ideal user experience storyboard.

Provided user insights regarding rewards/incentives, activities, tracking, engagement and motivation.

UPMC
LIFE CHANGING MEDICINE

ROI MOMENTS: Miami Cancer Institute

Miami Cancer Institute was built to be a leading cancer treatment institute on a local, national, and international scale. Affiliated with the Memorial Sloan Kettering Cancer Center, the center is part of Baptist Health South Florida.

SITUATION:

Opened in 2017, **awareness of the Center was low,** Republica Havas, LLC (an advertising agency servicing blue-chip clients) engaged Key Lime to obtain feedback on the Baptist brand, proposed taglines and an Anthem Video.

ACTION:

- Key Lime Interactive **conducted focus groups** with participants who have known someone (friends or family) who had cancer. The sessions provided insight on the strengths and opportunities of proposed concepts for an advertising campaign and obtained feedback on the Baptist brand, proposed taglines and an Anthem Video.

BUSINESS IMPACT

Provided Republica Havas with findings regarding connection, branding, compassion, and inspiration and identified opportunities for messaging and attribute improvements.

Miami Cancer Institute

BAPTIST HEALTH SOUTH FLORIDA



INDUSTRIAL

ROI MOMENTS: ALLIANCE LAUNDRY SYSTEMS (via Wakefly)

Alliance Laundry Systems LLC is a provider of commercial laundry systems. The company designs, manufactures, and markets a line of commercial laundry equipment under various brands in over 100 countries.

SITUATION:

Alliance Laundry Systems (ALS) was embarking on expansive projects to redesign the websites of all of their brands and migrate them into the updated version of Kentico CMS. ALS and Wakefly reached out to Key Lime to **develop an intimate knowledge of the customer segments**, how they purchase, their buying triggers, and pain points needed to be able to design and develop a powerful, customer-centric website.

ACTIONS:

Key Lime i**nterviewed 13 customer segments** and determined what information, resources, content flow, page design and graphics these users found as optimal to research and order the right laundry equipment for their organization. Key Lime Interactive:

1. Reviewed Wakefly sales team previous study interviews
2. Developed a **survey** to gather insights of the buyers' purchase journey
3. **Online focus groups** to help fill in the missing information from the qualitative survey
4. Developed eight (8) **personas** from the surveys & interviews

BUSINESS IMPACT

ROI MOMENTS: UNDERWRITERS LIBRARY (UL)

UL (Underwriters Laboratory) is a third-party safety certification organization that creates and sells Standards for product safety testing.

SITUATION:
UL wanted to gain a **better understanding of the customer experience** of their Shop UL standards sales website. https://www.shopulstandards.com/

UL wanted to gain insight into:

- The customer experience to register, access, view and purchase standards
- Identify any issues that might impact the customer experience
- Identify pain points and opportunities

ACTIONS:
Key Lime Interactive conducted an **expert review site audit** of the ShopULStandards website based on web best practices.

BUSINESS IMPACT

Insights collected through KLI's expert review helped to **improve overall usability**, and **improve customer satisfaction**.

RETAIL + FOOD/QSR

ROI MOMENTS: AIB International

AIB International is one of the leading organizations on food safety that sets standards for quality and safety. AIB International provides food safety audits, inspections, certifications and trainings worldwide.

SITUATION:
AIB International wanted to gain data and insights to inform the strategy and redesign of the AIB International website. Specifically, they wanted to **understand the high bounce rate**, **identify if the site met visitors goals**, and **understand visitors preferred hierarchy** of site's content/navigational elements.

ACTION:
Key Lime Interactive executed a two-part research project.

1. **Phase 1: Quantitative Survey**
   Unmoderated task-based user study that intercepted visitors as they exited the site.
2. **Phase 2: Qualitative Interviews**
   Following unmoderated study, KLI conducted remote 1-on-1 interviews with 11 site visitors to dig deeper into specific areas of interest.

BUSINESS IMPACT:

Provided insights that will help improve navigation, improve the first-time experience, and improve overall site usability.

AIB INTERNATIONAL

ROI MOMENTS: ADRIANNA PAPELL

Adrianna Papell is a women's online (and retail) apparel company that specializes in special occasions dresses and accessories.

SITUATION:
Adrianna Papell wanted to further identify: Their customer, their shopping intent, and what brought her to the site. The goal was to use this information to **determine key segments** we should focus on, **identify their motivators,** and **improve overall shopping** with the goal of **increasing conversion.**

ACTION:
Key Lime Interactive executed a research program with 4 distinct phases.

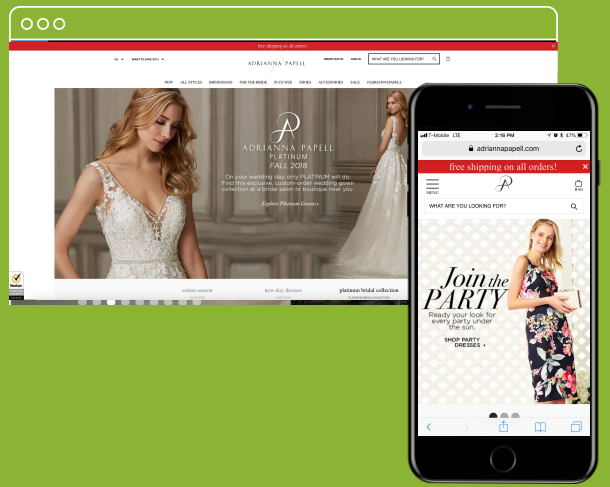
1. **Discovery**: An immersive exercise to bring us up to speed on what the client already knew and identify *gaps* in the story
2. **Real-time data collection**: Intercepting and gathering feedback from customers who naturally came to the site
3. **Immersive interviews**: An opportunity to dive deeper with actual customers to understand their needs and the extent to which Adrianna Papell was meeting them
4. **Persona creation**: Detailed behavioral personas to validate hypothesized assumptions and discover new opportunities to pursue

BUSINESS IMPACT:

"The data allowed our team to better understand our customer's intent of the shopping and build experience specific to the needs of our top personas.

The data also showed us what to best engage our customers about and provide a more relevant experience."

— SVP Ecommerce & Marketing



ROI MOMENTS: ADRIANNA PAPELL

Adrianna Papell is a women's online (and retail) apparel company that specializes in special occasions dresses and accessories.

SITUATION:

Given a decline in business and a shift to more mobile and new user visitor base, Adrianna Papell needed to understand visitor intent to determine and identify a potential gap in assortment, experience, or marketing expectation. In 2016, KLI ran an intercept study to **understand who is coming to the site**, visit intents, interests, preferences, opportunities and more. Adrianna Papell asked Key Lime to conduct a similar study in 2019.

ACTION:

KLI conducted a **site intercept study (True Intent)** on mobile and desktop to:

- Understand visitor intent
- Better understand the shift of new visitor rates and mobile traffic
- Zero in on reason for bounce and abandon rates
- To determine if marketing channel expectations are met
- Understand possible style/stock issues that the site is not delivering on
- Understand AP pricing in relation to its competitors
- Understand site usability issues (if any)
- Understand purchasing intent
- Update existing personas if necessary

BUSINESS IMPACT:

Provided insight into visitor intent and identified shortcomings in the shopping experience.



ADRIANNA PAPELL

ROI MOMENTS: ADRIANNA PAPELL

Adrianna Papell is a women's online (and retail) apparel company that specializes in special occasions dresses and accessories.

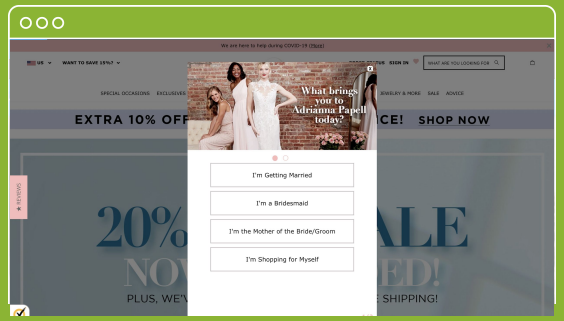
SITUATION:
Adrianna Papell **conducts monthly Post-Purchase and Fulfillment surveys**. They engaged Key Lime to create monthly reports to share with their leadership. Research questions included: rch questions were:

- Post-Purchase NPS and Experience
- Site's ease of Navigation
- Product Selection
- Coupon Redemption Process
- Post Fulfillment NPS
- Ease of order status
- Packaging Expectations

ACTION:
Key Lime **monitored data on a monthly basis** and **analyzed Post-Purchase and Fulfillment surveys for 1 year,** providing monthly quantitative and qualitative insights to the Adrianna Papell leadership team.

BUSINESS IMPACT:

Provided monthly reports on customer's post-purchase and post-fulfillment **to increase Adrianna Papell's customer awareness**.



ADRIANNA PAPELL

ROI MOMENTS: AMAZON

Amazon.com is an American multinational conglomerate technology company focused on e-commerce, cloud computing, digital streaming, and artificial intelligence.

Situation:
PeopleTech at Amazon wanted to **better understand the experience of Fulfillment and Sort Center Associates** in the country. They wanted to know what attracted associates to Amazon as an employer, what keeps associates at Amazon, and key frustration with their jobs.

Action:
Key Lime developed a multi-phase study and provided analysis and recommendations on attraction, retention, and attrition opportunities based on in-depth discussions with Amazon associates online and remotely.

- Phase 1: **Video Conference Intro Call**
  - Associates participated in a video conference to build rapport with the researcher, set study expectations and assess overall experience at Amazon. (warm-up exercise for phase 2).
- Phase 2: **Remote In-depth Session**
  - Deeper exploration video conference to uncover associates experiences as an Amazon employee around the country.



"Having a good moderator who knows when to probe and proper follow up questions, gave me the time to listen intently and write good notes. I was able to draft my 6 page report in 3 days with Amber moderating all of our sessions."
-- Tracy McNulty, Principal UX Researcher, PeopleTech at AMAZON

ROI MOMENTS: AMAZON PRIME SPANISH

Amazon Prime is a paid subscription program from Amazon (an American multinational conglomerate technology company) that gives users access to additional services otherwise unavailable, or available at a premium, to regular Amazon customers.

SITUATION:

Amazon wanted to understand why **Spanish speaking Amazon shoppers are less likely to enroll in a Prime membership**. Areas of research interest surrounding Amazon Spanish customers were:

- Is there a lack of awareness and understanding surrounding membership?
- Do barriers to signing up to Amazon Prime exist?
- Identify and understand usability issues, pain points, and opportunities for Amazon Prime Spanish customers.

ACTION:

KLI conducted a two-phase research program.

Phase 1: **Remote in-depth interviews** with Spanish Prime and Non-Prime customers regarding motivations for online shopping.

Phase 2: A **Usability study** with Interview participants on the Amazon site.

BUSINESS IMPACT

KLI **identified** and **validated** the contributing factors that illustrated why Amazon Spanish shoppers are less likely to enroll in a Prime membership.

"This research was extremely illustrative of the language struggles that customers have on Amazon. We have a long list of recommendations and feedback to act on to improve. I feel confident that using this work will allow us to improve the experience."

- *Global Prime Experience | Senior UX Researcher at Amazon*

ROI MOMENTS: AMAZON MCX

Amazon.com is an American multinational conglomerate technology company; focused on e-commerce, cloud computing, digital streaming, and artificial intelligence.

SITUATION:

Amazon wanted to uncover the impact of culture for Hispanic, African American and Asian segments when shopping online. KLI provided the path to **purchase journey of minority participants** for culturally relevant products that included online and instore experiences.

ACTION:

A multiphase research study was employed:

- Phase 1: **Homework Sessions:**
  - Homework sessions to establish current customer product needs and online shopping behaviors to frame the purchase journey
- Phase 2: **Ethnographic Interviews:**
  - Conducted ethnographic interviews in two cities, with stakeholder participant debriefs
- Phase 3: **Multicultural Fielding** Nuances:
  - Delivered actionable list of multicultural nuances to consider when fielding in the future

BUSINESS IMPACT

The data identified what to best engage Amazon customers about and provide a more relevant experience.

"The deliverables allows our team to better understand our customer's intents and build an experience specific to the needs of our top personas."
Quote from Executive:

amazon

ROI MOMENTS: AMAZON WOOT

Woot.com, an Amazon Company, is an online store and community that focuses on selling discounted products.

SITUATION:
Woot was looking to **validate a mobile app redesign** and perform testing in advance of launch to ensure that the go-live version is optimized and meets/exceeds all objectives.

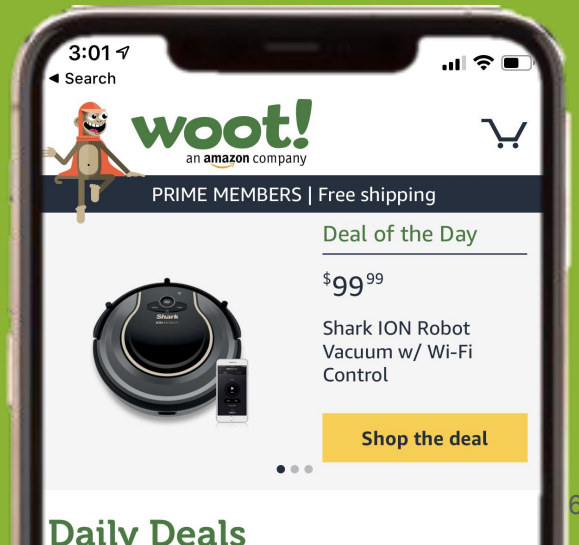
ACTION:

- Key Lime utilized a **QuickInsights approach** (a user testing subscription that helps customer-centric companies get results in 5-7 days rather than weeks).
- Key Lime evaluated where the Woot! mobile app deviated from current **digital retail best-practices** and where Woot!'s real customers found challenges.
- Key Lime conducted a **workshop** with the Woot! team to deliver the findings and determined what metrics Woot! must pay attention to best measure continued success.

BUSINESS IMPACT

Delivered quick insights from 3 different studies to **better improve customer usability with the app and site**.





ROI MOMENTS: ANTHROPOLOGIE

Anthropologie is an American retailer which offers an assortment of clothing, home furniture, decoration, jewelry and more.

SITUATION:

Anthropologie was interested in gaining a better **understanding of user behaviors** when going through their checkout process across all devices (desktop, tablet, mobile site and mobile app).

Anthropologie was interested in gaining insight into:

- How many participants were able to checkout successfully?
- How do participants feel about alternative payment methods, ie. PayPal?
- What are participants overall impressions of the checkout flow across each device?
- Which parts of the checkout process might cause frustrations for users?

ACTIONS:

KLI conducted **in-lab 1-on-1 usability testing and interviews** that had participants complete tasks across devices.

BUSINESS IMPACT

Data collected by Key Lime Interactive helped Anthropologie **improve** first-time experience, **improve** overall usability, **increased** conversion rate and **increased** customer satisfaction.

ANTHROPOLOGIE

ROI MOMENTS: ANTHROPOLOGIE

Anthropologie is an American retailer which offers an assortment of clothing, home furniture, decoration, jewelry and more.

SITUATION:

Anthropologie wanted to **evaluate their home buyer users' behavior on competitive sites** to determine which features, function and content are critical for user satisfaction. This collected data will help Anthropologie prioritize which areas are of primary interest and guide future design changes.

Anthropologie was interested in knowing:

- How participants navigated each competitive site?
- What site features did participants value on each site?
- What design and layout features did participants value on each site?

ACTIONS:

KLI conducted **in-lab 1-on-1 usability testing interviews** that had participants complete tasks on competitive sites. Participants viewed the interfaces with **eye-tracking glasses**.

BUSINESS IMPACT

Data collected by Key Lime Interactive helped Anthropologie **improve** first-time experience, **improve** overall usability and **increased** customer satisfaction.

ANTHROPOLOGIE

ROI MOMENTS: CHICOS

Chico's FAS, Inc. is a cultivator of brands serving the lifestyle needs of fashion-savvy women 30 years and older. Chicos operates over 1,360 boutiques in the US and Canada, with an online presence for each of their 3 brands.

SITUATION:
In 2017, all 3 Chico's FAS Brands - Chicos.com, Soma.com & WHBM.com were going through a checkout redesign, using a responsive front end framework. Chico's FAS requested KLI expertise in **eliciting user feedback** on their newly **redesigned checkout flow** including:

- *Navigation Effectiveness*
- *Usability*
- *IA*
- *Visual design*
- *Check-out flow*
  Value Proposition

ACTIONS:

- KLI conducted a **Flow Analysis** of the interface's overall terminology, navigation, value proposition, ease of use and content.
- Next, a **UI Design Analysis** was run to measure the impact of the visual design and functionality of the site.
- **Qualitative Feedback** was then obtained through **moderated sessions** where participants were asked to complete a series of tasks using the new check-out flow.

BUSINESS IMPACT

Directly helped Chico's FAS to establish a successful e-commerce and check-out process, which, in turn, served to strengthen their online retail presence and build their online customer base.

ROI MOMENTS: ECCO Shoes (via UX Fellows)

ECCO Shoes is a Danish shoe manufacturer and retailer that is known globally for their footwear and leather produced goods.

SITUATION:
Ecco Shoes wanted to better understand how to **improve the checkout flow of their mobile site** given that they were investing in Google ads.

Business questions included:

- What are usability problems that are impeding a sale to happen?
- How can we make the site more efficient?
- What should we do to improve conversion rates and return on investment for Google Ad spend?

ACTIONS:
Key Lime Interactive implemented a Google framework called “Mobile Lab Day” which involves a one-day long sprint with **qualitative user tests** conducted.

BUSINESS IMPACT

Increased conversions resulting from the redesign of elements that were causing usability issues.

Increased sales as a result of more conversion.

ROI MOMENTS: KOHL'S SHOPPABLE 360

Kohl's is an American department store retail chain. With 1,158 locations, it is the largest department store chain in the United States as of February 2013.

SITUATION:

Kohl's department store created a prototype that would allow consumers to shop for furniture in a 360 view and tasked Key Lime Interactive with:

- Exploring existing Kohl's customers **aptitude for 360 immersive technology**
- Uncovering where customers expected to see and use a 360 shopping tool in their purchase journey

ACTION:

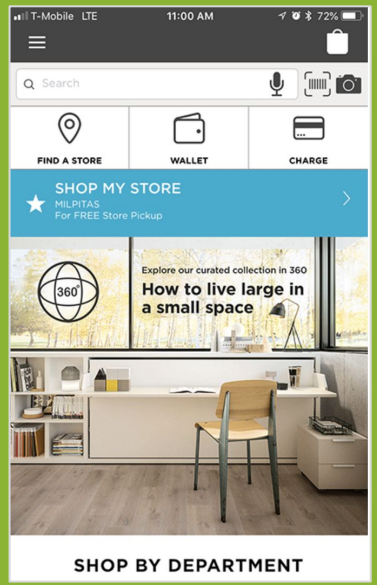
A 2-phase study with the goal of generating data to uncover customer tech adoption and high level 360 immersive usability

- Phase 1: A **quantitative survey** identified existing Kohl's customers tech aptitude and online furniture shopping preferences
- Phase 2: A **remote, moderated qualitative study** tested the usability of a 360 immersive prototype

BUSINESS IMPACT

Provided XR retail strategy based on current customer engagement to 360 adoption

Recommended purchase flow for 360 immersive



ROI MOMENTS: KROGER

The Kroger Company is an American retail company. It is the largest US supermarket by revenue and second-largest general retailer (behind Walmart).

SITUATION:
With ~2,800 grocery stores in the United States, Kroger knew it had to step up its game with a mobile ordering solution that would allow curbside pickup and delivery. Kroger wanted research to **inform the design process** of the mobile solution that would delight their customers,

ACTION:
Kroger engaged Key Lime to run a series of **agile usability tests (interviews)**, using a **QuickInsights methodology** to inform the design process. Additionally, Key Lime provided design recommendations that led to a more efficient and user-friendly solution.





BUSINESS IMPACT:

In Q3 2017, KROGER's

109%

DIGITAL REVENUE GROWTH
was driven by ClickList,
KROGER's product for mobile ordering.



ROI MOMENTS: LOUIS VUITTON (via UX Fellows)

Louis Vuitton is a luxury French fashion retailer that was established in 1854.

SITUATION:
Key Lime Interactive is a part of UX Fellows, a global network of user experience companies, and conducted this research through them.

Louis Vuitton wanted to evaluate two versions of the same Job-Ad in order to **understand users needs, expectations, perception and overall usability**.
Louis Vuitton wanted answers to the following questions:

- How do users perceive and use the two versions of the interface?
- What are users' first impressions and perceptions of the two versions?
- Are users satisfied with the display and content of the ad?
- Do users understand how to complete an application?
- Do users have a preference for how to complete an application?
- How do users perceive access to additional content related to the Job-Ad?

ACTIONS:
Key Lime Interactive conducted **moderated A/B testing sessions** of two Louis Vuitton Job Postings pages with participants in New York. Participants also completed questionnaires regarding the interfaces they had seen.

BUSINESS IMPACT

Informed the Louis Vuitton team of **new opportunities of usability and design improvements** to their Job-Ad postings.

Positively impacted brand perception.



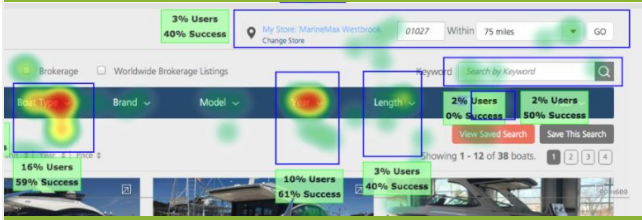
ROI MOMENTS: MARINE MAX

Marine Max is a nationwide boat dealer with over 60 locations in the US, selling new, used, and brokered boats.

SITUATION:
Marine Max partnered with Key Lime in 2016 with the goal of **improving sales by increasing traffic** on their online channel. The goal of the study was to evaluate and compare the information architecture of their current search tool with a newly proposed Floating Action Button (FAB) search tool.

ACTION:
Key Lime evaluated the usability of a newly proposed FAB search tool on its website with a mix of boat owners and non boat owners. Key Lime conducted a **task-based study** using an online unmoderated data collection tool to collect **qualitative and quantitative metrics:**

- Success Rates
- Time on Task
- Ease of Use and Top Problems/ Frustrations
- First-click Analysis



BUSINESS IMPACT

The improvement of the Marine Max online search tool increased the **online traffic and the total annual revenue** by **11.7%** in 2017



ROI MOMENTS: MCDONALD'S

McDonald's Corporation is an American fast food company and the world's largest restaurant chain by revenue.

SITUATION:
Being able to have an **app or mobile site** that enables your users' to order remotely has become a must for fast food restaurants. McDonald's recognized this need and wanted to know how their experience compared to their competitors. Key Lime was asked to perform a **competitive review** of 30 apps and desktop sites that allow for online and/or mobile ordering.

- See where McDonalds ranks for easy or use and top features.
- Which competitors could users order food, and make changes to the order?
- Which apps could be personalized?

ACTIONS:
Key Lime conducted a **competitive analysis** of personalization and customization of McDonald's and their 30 competitors selected by market share, growth, and innovation. The analysis was across both mobile and desktop showing what customization is currently offered, how it is presented and if there is any branding to it.

BUSINESS IMPACT

McDonald's saw where they ranked against their 30 competitors, know what features they need to focus on, what needs to be improved, and who provides better personalization and user experience.

McDonald's has data to support strategic decisions that can help them prioritize their App updates.



ROI MOMENTS: OFFICE DEPOT

Office Depot, Inc. is an American Office supply company retailer, with combined annual sales of approximately $11 billion, 1400 retail stores, and about 38,000 associates with businesses in the United States.

SITUATION:

Office Depot was about to undergo a major redesign and needed a partner to help them create their **omnichannel personas** for small and midsize business (SMB) that extended from their existing marketing segmentations. The segmentations alone did not facilitate design decisions for an omnichannel experience.

ACTION:

A combination of user research methodologies were employed:

- **Stakeholder Interviews**
- **Qualitative Research**
- **Quantitative Research**
- **Co-Creation with Customers**
- **Refinement based on Analytics Data**
- **Online Personas**

BUSINESS IMPACT



"The personas that Key Lime made were well crafted and are used to

make design decisions

because they include the design do's and don'ts."

—OFFICE DEPOT Director of Omnichannel

ROI MOMENTS: POLARIS

Polaris Inc. is an American manufacturer of motorcycles, snowmobiles, ATV, and neighborhood electric vehicles.

SITUATION:
Polaris currently leads the all-terrain vehicle market globally, ahead of its closest competitors Honda, Yamaha and Can-am. Polaris was looking to strengthen its position in the snowmobile and motorcycle market, finding **better ways to reach its customers through its company website**.

ACTION:
Polaris engaged Key Lime Interactive to run a 2-phase study with the goal of discovering what strengths and opportunities exist in regards to the website's **key customer-facing features**.

- Phase 1: **Competitor Benchmark Analysis using 1:1 remote testing** across 7 key features of Polaris'' website and 20 other competitor websites (direct, indirect and best in class for each specific feature).
- Phase 2: These 7 key features were explored from a qualitative standpoint via **remote interviews** with Polaris and non-Polaris customers to get understand their expectations and site satisfaction.
    - An **expert review** of 20+ competitive sites was also conducted

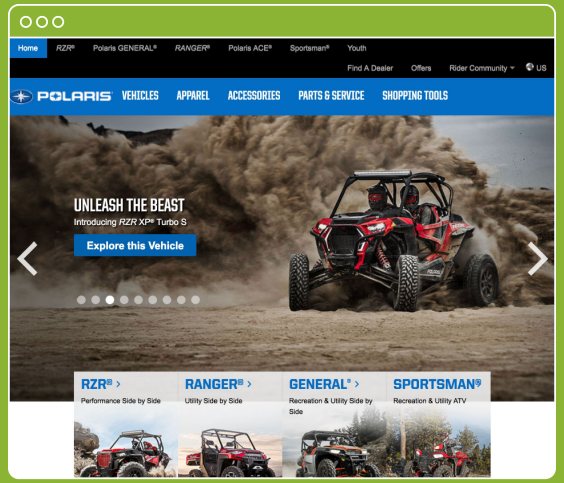
BUSINESS IMPACT:

"...the findings of this study provided us [the other POLARIS executives and I] with a

clear path to follow

in the implementation of our online strategy..."

—Andy Vitale, Director of User Experience at POLARIS Industries



ROI MOMENTS: QUICK SERVICE KIOSKS

SITUATION:

A national quick service restaurant (QSR) hads aggressive targets to increase customer satisfaction, reduce order entry errors, and increase employee productivity at their restaurants.

ACTION:

Key Lime Interactive designed, executed, and reported on strategic research that aimed at answering key business questions:

- What are friction points exist in our current Kiosk experience?
- How does our competition compare to our experience?
- What do we need to redesign to increase the efficiency of usage while increasing the size of the order?

Our research included competitive benchmarking and usability testing.



IMPACT

Design changes resulting from the research are currently under development. It is estimated that if all the improvements are implemented the ROI of this project is 500%+.

ROI MOMENTS: WENDY'S

Wendy's is an American international fast food restaurant chain. As of December 31, 2018, Wendy's was the world's third-largest hamburger fast-food chain with 6,711 locations.

SITUATION:
As Wendy's grew its innovation group, there was increased interest in incorporating digital kiosks to compete with Quick Service Restaurants. Wendy's partnered with Key Lime to create a series of tasks to test **kiosk usability.**

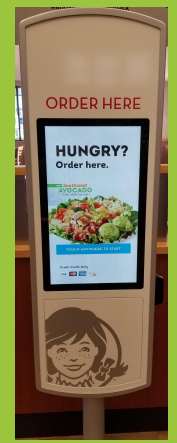
ACTION:
Key Lime utilized **eye tracking** equipment to test Wendy's against competitors and users in the target customer group using a two-pronged approach:

- Phase 1: **Benchmarking:**
  - Compared Taco Bell, Panera, McDonalds, Burger King, and Wendy's Kiosks accessibility, customization, and navigation features.
- Phase 2: **Usability Testing**
  - Developed tasks to address customization, combo orders, adding sides, placing an order, purchasing, and confirmation.

BUSINESS IMPACT

Baselined Wendy's kiosk capabilities, strengths, and opportunities across the purchase journey against 4 competitors

Provided usability testing insights to increase side-swapping, customization, payment, and task success



TECHNOLOGY

ROI MOMENTS: ADP

Automatic Data Processing, Inc., commonly known as ADP, is a provider of human resources management software and services. ADP Payroll services over 9,000 businesses globally.

SITUATION:
In 2016, ADP developed a new **Payroll Simplification** payroll dashboard and wanted to **compare the newly designed dashboard to their classic dashboard.**

ACTIONS:
KLI conducted two **remote moderated usability studies using an ADP prototype** of the proposed design. Participants were tasked with interacting and modifying payroll processes with the new dashboard, the classic dashboard, and a hybrid of the two and provided feedback regarding their experience. The prototype was revised for round 2 testing based on round 1 findings and recommendations.

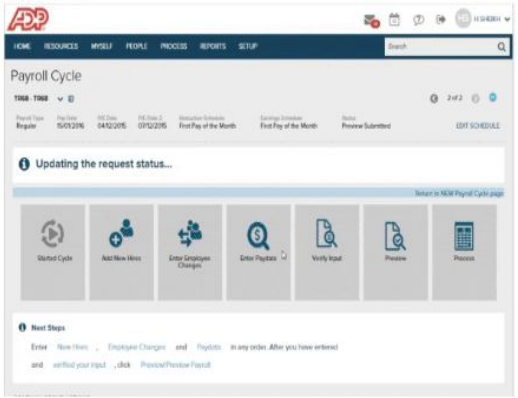
Tasks included:

- Adding Time and Time Off Data
- Resolving errors AFTER a Time/Time Off batch was already created
- Starting a new Payroll Cycle AND a new Time Cycle
- Time Only / Non Paid Export

BUSINESS IMPACT

Recommended changes to information hierarchy, error identification, batch, and notification/alerts that streamlined the Dashboard with a more efficient and intuitive design.

Classic Design



ROI MOMENTS: ADP

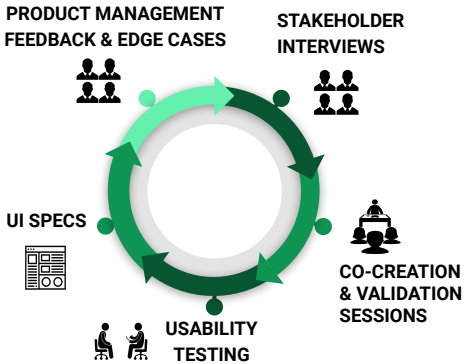
Automatic Data Processing, Inc., commonly known as ADP, is a provider of human resources management software and services. ADP Payroll services over 9,000 businesses globally.

SITUATION:
The ADP team, as part of digital transformation, wanted to **create MVPs of Contextual Homepage Design**s for 3 practitioner groups that use Workforce Now: Hybrid (generalist), HR, and Payroll practitioners.

ACTION:
Key Lime conducted a design iteration composed of 5 sprints, consisting of **co-creations,1-to-1 interviews, design framework,prototyping, and UX testing**.

Goals:

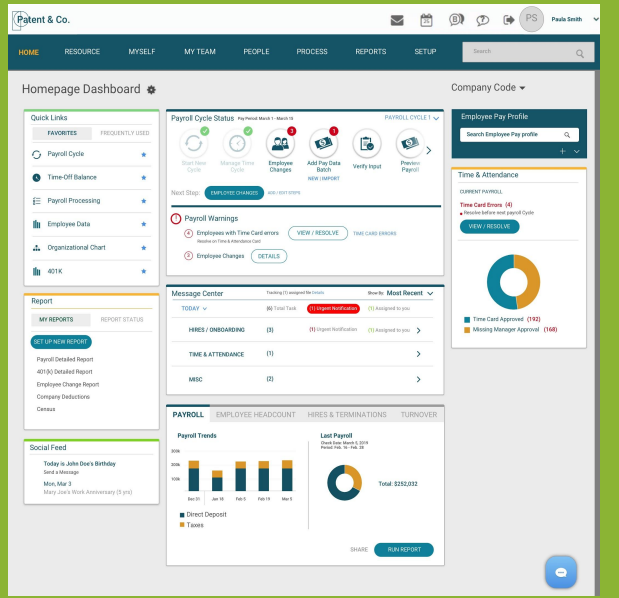
- Gather Homepage customer needs and expectations
- Create/validate design concepts
- Evaluate the usability and functionality of the High Fidelity Designs and validate alignment with practitioners' expectations



Business Impact

The contextual Homepage resulting from the design iteration was considered by practitioners as an **improvement from the current WFN Homepage**

"...the **action items** and the **relevant information** provided will make me more **efficient** at my job…"



ROI MOMENTS: CISCO DNA CENTER

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Working on a machine learning analytics tool to integrate into their Digital Network Architecture (DNA) Center to be a major competitive differentiator, Cisco wanted to understand:

- How to **improve the readability and comprehensibility** of their new data visualization feature (created using an AI system)
- Whether this tool would ultimately provide users in network IT with a **better work experience**

ACTION:

- KLI conducted several **QuickInsights studies** with network IT users to inform and iterate the new system's design. The focus was on "Site Comparison", with the goal of comparing network KPI across two different buildings.
- Based on user feedback, KLI **redesigned the data visualization** for easy consumption and enhanced it with new KPI's and filters for comparison.

BUSINESS IMPACT

Greater **understanding** in how system network IT users wanted to see data to be more efficient

Reduced development costs with iterative usability studies



"Thank you for working on this study and meeting our aggressive timeline!"
–Senior User Experience Researcher

ROI MOMENTS: CISCO CONVERSATIONAL UI

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco DNA Center planned to offer a **conversational UI** for network engineers with the following user research goals:

- Determine whether this experience can meet customer's expectations
- Determine how users expect to interact with the CUI
- Identify use cases/pain points that could solved by CUI for personas
- Identify and prioritize the preferred use cases
- Uncover UI adoption inclusion of CUI feature impacts adoption of DNA advantage and renew subscriptions in the future

ACTIONS:

- KLI conducted a **remote moderated study of network IT staff** to elicit feedback by exploring a CUI prototype and prioritizing use-case scenarios.

BUSINESS IMPACT

Provided user requirements, use cases and scenarios, segmented by persona, to guide future product development.

Deepened Cisco's understanding of the expectations of network IT staff for what a CUI network assistant should do, information it should surface, and how it should be presented.

ROI MOMENTS: CISCO DNA CENTER

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Hearing feedback from its users, Cisco looked at their network management tool, Digital Network Architecture (DNA) Center and revamped the navigation design. They wanted to test and quickly iterate on their designs.

ACTION:
Key Lime Interactive ran a series of **iterative usability tests using the RITE method**.
Using different prototypes, this study focused on the **navigation system's**:

- **Initial usability** (whether a user finds the navigation intuitive)
- **Learnability** (whether a user acclimates to the navigation system)
- **Efficiency** (how quickly a user finds what they need to do their job)

After each round of testing, KLI provided fast, insightful recommendations for the design team, which led to a more user-friendly navigation system.

BUSINESS IMPACT

Better navigation improving worker efficiency



"The buttons, application design and especially the navigation are all very good. The 2nd time someone uses the system they won't struggle at all because **the flow is super easy and straightforward**."
–Engineer

ROI MOMENTS: CISCO CLI

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco wanted to **evaluate, and better understand, Network IT needs** around proposed redesigns of two new features under development for DNA Center Cloud:

- Reusable Command Line Interface (CLI) templates:
  - How would templates be used to deploy?
- CLI access to show/debug commands
  - When, why, and how would CLI access be needed and used?
  - Is terminology and functionality understood?

ACTION:
KLI conducted a **remote moderated study** with network IT staff to explore proposed designs and concepts for CLI template features and CLI access.

BUSINESS IMPACT

The findings validated Network IT need for CLI access and the value of proposed CLI template designs and concepts, providing clear direction for further feature development.

"This was a difficult study to undertake due to the highly technical nature of the domain, but also because we did not have a lot of really refined material to start with….Due to your persistence and determination, we aligned on what we were doing and also how to find out what we needed.."
– Design Lead, Enterprise Networking

ROI MOMENTS: CISCO TREND DATA

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:

Cisco wanted to **evaluate, and better understand, Network IT needs** around proposed redesigns of the DNA Center Cloud (DNACC) homepage and Assurance home page:

- Did the DNAC homepage show users the summary network information they needed?
- Did users need to quickly jump to frequently visited pages?
- Were the trending charts and indicators on the hero bar clear and understandable to the users?
- Did they want to customize the trending data time frame?

ACTION:

KLI conducted a **remote moderated study** with network IT staff to explore proposed designs and concepts for network stat displays and trend information on the DNACC homepage and Assurance homepage.

BUSINESS IMPACT

The findings confirmed the value of the frequent links widget with additional configurability, and helped provide direction for standardizing trend information and dashboard displays

ROI MOMENTS: CISCO EVENTS & SUBSCRIPTIONS

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
The Events and Subscription functionality in the DNAC was redesigned to **increase greater usability** around subscribing to network events and greater visibility around which events are subscribed to. Cisco is also opening the DNA Center platform for developers to create ways to integrate DNA Center events into their own applications.

- Does the new subscription overview page make sense to users?
- Does the workflow cater to both creating subscriptions and editing subscriptions for future use?
- How would developers like to integrate DNA Center events into their own applications?

ACTION:
KLI conducted a **remote moderated study** with IT network professionals to assess the design and user experience of the events and subscriptions workflow.

BUSINESS IMPACT

Identified user pain points during the creation and management of events & subscriptions, providing opportunities to improve workflow.

"Well done again! Thank you for running an excellent study and for delivering this report ahead of time. I'm reviewing it now and there are several suggestions that seem to be spot-on."
-Cisco Design Lead

ROI MOMENTS: CISCO MULTI-CLOUD

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco was interested in understanding the needs and challenges of Cloud Operations Engineers in a **discovery effort to develop a MVP cloud management tool.**

Research goals included:

- Identify roles and challenges of cloud engineers.
- What interactions and day-to-day tasks and engagements provide context to the goals and drivers of a cloud ops engineer?
- Where are the points of most friction in current processes?
- What would the ideal cloud management tool look like?

ACTIONS:
KLI used an on**line market research tool t**o recruit cloud ops engineers and **conducted In-Depth-Interviews** to inform persona development, identify pain points and needs, and provide strategic design recommendations.

BUSINESS IMPACT

Provided strategic insights to guide design decisions for the Cisco team to develop a Cloud Operations tool.

- Success Metrics
- Challenges and Barriers
- Communication
- Automation
- Features and Capabilities
- “Magic Wand” wish list

ROI MOMENTS: CISCO TELEWORKER NEEDS

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco's was developing a DNAC Cloud solution to more efficiently connect teleworker router/APs to the office network. This study focused on understanding the business processes and pain points around managing teleworker needs, including: Setup & onboarding, configuration, troubleshooting, and security. (Timeframe: COVID-19)

- What is the *day-to-day business management* of Teleworkers?
- What is the *impact of Covid 19* on Teleworker Network Needs?
- What does the *Onboarding Process* look like? (e.g., equipment sent, set-up, connection, monitoring, and troubleshooting)?
- What are the *Wants & Needs* in a Teleworker Solution?

ACTIONS:
Key Lime conducted a **Quick-Insights Discovery Study** using **In-Depth-Interviews** with Teleworkers and Network Admins to better understand the end-to-end process of managing Teleworkers needs, identify pain points, and provide strategic design recommendations.

BUSINESS IMPACT

Provided insights that will help Cisco align network administrator and teleworker concerns, pain points, and expectations regarding setup, configuration, troubleshooting and security.

Results will help Cisco prioritize capabilities in its Teleworker Solution to streamline remote office connection and monitoring.

ROI MOMENTS: CISCO SITE ORGANIZATION

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco wanted to understand the hierarchical structures used by medium and large enterprise company network management tools and **identify how/why network administrators organize, categorize, and group sites and devices.** Results were needed to develop network management tool organization and categorization modeling to be used in network operations.

- What data organizations are most commonly used and why?
- What are the top 5 scenarios for grouping sites and devices?
- Do org/team structures influence grouping of sites for role-based action control? If so, How?

ACTIONS:
Key Lime conducted a **Quick-Insights Discovery Study** using **In-Depth-Interviews** with Network Admins to understand the information needed to make a user-focused decision on what network site organization tools should be included in their network management tool.

BUSINESS IMPACT

Provided insights on how network administrators organize sites and devices using their network management tools.

Results will help Cisco optimize user navigation and usability when searching for groups of sites and devices within their network management tool.

ROI MOMENTS: CISCO NEXUS INSIGHT

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco was **updating the navigation structure** for the Nexus Insight (NI) Application and the visual design for the Center Dashboard and Insight Group Overview screen. The team wanted to understand if the updated designs would support users as they interact with the application and if users could easily complete typical/critical workflows.

ACTIONS:
Key Lime conducted a 2-part **Moderated Tree-Test** and **Usability Test** Study with current Cisco data center application users to provide the information needed to make a user-focused decision on what changes should be made in their application tool.

BUSINESS IMPACT

Provided insights on how current Cisco data center application users navigate and use the new Nexus Insight application.

Results will help Cisco optimize user navigation and usability within their new data center application.

ROI MOMENTS: CISCO TRAFFIC FLOW VISUALIZATION

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco needed to **evaluate a new traffic flow visualization tool** for its DNA Center software application. This tool was intended to allow users to easily observe and manage traffic and adjust associated policies when needed.

The goal of this study was to get feedback on the new prototype while answering the following questions

- Can users effectively monitor network traffic?
- Is the interface easily interpretable?
- Do users find it easy to navigate between screens?
- Can users easily extract the necessary information?

ACTIONS:
Key Lime conducted a **Quick-Insights Discovery Study** using **In-Depth remote interviews** with Network Engineers and Architects to provide insights about how users interact with the tool, and generated recommendations on how to make it look cohesive with the overall product while addressing the needs of the users.

BUSINESS IMPACT

The insights and recommendations helped Cisco improve the design and the functionality of the tool.

Results will help Cisco expedite development, so users can get access to this much anticipated monitoring tool.

ROI MOMENTS: CISCO BUG DETECTION

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco needed to **understand current network scanning practices** and to **evaluate a new network scanning and defect identifying feature** for its DNA Center. This tool was intended to allow users to scan their network for any defects, provide detailed information on it and guide them through remediation.

The goal of this study was to get feedback on the new prototype while answering the following questions

- How do users currently identify and remediate bugs on their network?
- Does the prototype provide users with the necessary information?
- Are users interested in seeing a guided remediation?
- Are users open to letting an AI scan the network and remediate bugs?

ACTIONS:
Key Lime conducted a **Quick-Insights Discovery Study** using **In-Depth remote interviews** with Network Engineers. The study goal was to provide Cisco with a detailed understanding of current scanning practices, feedback on if the tool met the users' needs, and insight on how users intend to use it.

BUSINESS IMPACT

The insights helped Cisco better understand the users' needs and current practices.

Our recommendations gave Cisco actionable items to expedite the development process.

ROI MOMENTS: CISCO BUG DETECTION

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco needed to **understand and verify the current bug detection process for DNA Center** and **gather user feedback on a new prototype** to automate the process of bug detection. This tool was intended to allow users to scan their DNAC appliance for bugs based on their specific configuration and provide detailed information on the different bugs affecting it.

The goal of this study was to get feedback on the new prototype while answering the following questions:

- How do users currently identify and learn about DNAC bugs?
- Does the prototype provide users with the necessary information?
- Do users understand that the prototype identifies bugs on their specific DNA Center?
- Are users interested in having API access to the tool?
- Do users prefer to schedule automatic scans or start one manually?

ACTIONS:
Key Lime conducted a **Quick-Insights Discovery Study** using **In-Depth remote interviews** with Network and Security Operators. The effort provided a detailed understanding of current bug detection practices, whether users understood the purpose of the tool, and insights on what users expect from it.

BUSINESS IMPACT

The insights helped Cisco better understand current practices and users' expectations.

Our recommendations based on the findings gave Cisco actionable items to improve the prototype and expedite the development process.

ROI MOMENTS: CISCO REMOTE WORKER ANALYTICS

Cisco Systems is a global networking service provider that develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco needed to understand how **Network Admin roles have adapted when monitoring and troubleshooting remote worker networks**. They wanted to learn what sort of problems admins run into and what steps are taken to remediate them remotely. They also wanted **user feedback on a new prototype** that gives admins more visibility into remote worker networks with the intention of reducing troubleshooting time and making the remediation process efficient.

The goal of this study was to get feedback on the new prototype while answering the following questions

- How have their duties evolved with a remote workforce?
- What challenges do Network Admins face?
- What does remote issue remediation look like?
- Would a remote worker side diagnostic app aid troubleshooting?

ACTIONS:
Key Lime conducted a **Quick-Insights Discovery Study** using **In-Depth remote interviews** with Network Admins and Network Managers. The effort provided a detailed understanding of what managing a remote workforce looks like, what problems do admins run into, what would help efficiency and if the prototype meets expectations.

BUSINESS IMPACT

The study provided valuable insights about what monitoring and troubleshooting a remote workforce involves overall.

We provided Cisco actionable recommendations based on the findings that helped them improve the prototype and meet user expectations.

ROI MOMENTS: CISCO PHYSICAL DEVICES

Cisco Systems is a global networking service provider that develops, manufactures, and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco wanted to test out a new concept regarding physical devices and their functionalities for implementation throughout their network management tool, Digital Network Architecture (DNA) Center. They wanted to validate new concepts to quickly iterate on their designs. Areas of focus included the following:

- User understanding of physical devices and logical network functions within a prototype
- User design preferences to represent this concept
- Do the designs aid network admins to configure and/or monitor & troubleshoot devices in their network

ACTION:
Key Lime conducted a **Quick-Insights Discovery Study** using **In-Depth remote interviews** with Network Admins. The effort provided highly detailed feedback on the prototype and insight into how this concept would help users' workflow.

BUSINESS IMPACT

Greater understanding into how this conceptual model could improve configuration, monitoring & troubleshooting.

Actionable recommendations to improve product design

"Thank you for the work. It's really thorough and impressive. I really loved it."
-Technical Leader

"Great job. I always like your presentations. Loved your daily highlights too."
-Sr. Manager

ROI MOMENTS: CISCO GBP ANYWHERE

Cisco Systems is a global networking service provider that develops, manufactures, and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco customers currently need to choose whether to manage policy in DNAC or ISE. The desired behavior is to allow users to manage policies from anywhere. Change requests are a key component to this design, in which customers create and submit changes to ISE from DNAC. Cisco wanted to validate change request designs and customer understanding of the concept.

The study was designed to get feedback on the new prototype and answer:

- Does the customer understand the concepts of a change request and change set?
- Does a customer understand how to submit a change set to ISE?
- Does a customer understand what it means when there is a conflict with a change set?

ACTIONS:
Key Lime conducted a **Quick-Insights Study** using **In-Depth remote interviews** with Network Admins and Network Managers. The effort provided insights about network managers understanding of change requests, change sets, submissions, handling of conflicts, and validated change request designs.

BUSINESS IMPACT

The study provided valuable insights about network managers mental models about change requests, conflict checking, and validated prototype ease of use.

We provided Cisco actionable recommendations based on the findings that helped improve the management prototype and meet user expectations.

"KLI is professional, timely, and goes above and beyond to meet client needs."
- Product Manager

ROI MOMENTS: CISCO GLOBAL SEARCH

Cisco Systems is a global networking service provider that develops, manufactures, and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:

Cisco's Global Search feature is at the foundation stage of identifying objects on the GUI. This search should accurately populate a list of all relevant items pertaining to the searched object, handle more than one object, and identify the appropriate element. All items should eventually be searchable; however, this study is to narrow the most common forms of searches conducted on a daily basis. From there, the list of top searches will be prioritized first to be developed.

ACTIONS:

Key Lime conducted an **online quantitative survey** with experienced network administration professionals. Data was collected regarding current search and global search usage, common objects used in searches, whether/what multiple properties are strung together into a phrase to search for a device/site/element, and whether an intermediate search screen would help direct users to search results.

BUSINESS IMPACT

The study provided Cisco with Global Search trends, how users string properties together to improve their searches, why they conduct searches in performing their job, understanding expectations as to where searches would take them, and what additional search features are desired.

Quantitative data will provide a basis for actionable next steps.

ROI MOMENTS: CISCO CONFIGURATION PROFILES

Cisco Systems is a global networking service provider that develops, manufactures, and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
ACTIONS:

Key Lime conducted a

BUSINESS IMPACT

The study provided

ROI MOMENTS: CISCO POWER OVER ETHERNET

Cisco Systems is a global networking service provider that develops, manufactures, and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
ACTIONS:

Key Lime conducted a

BUSINESS IMPACT

The study provided

ROI MOMENTS: CISCO DISCOVERABLE DEVICES

Cisco Systems is a global networking service provider that develops, manufactures, and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION: Bonjour
ACTIONS:

Key Lime conducted a

BUSINESS IMPACT

The study provided

ROI MOMENTS: CISCO CANDIDATE POLICY

Cisco Systems is a global networking service provider that develops, manufactures, and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

SITUATION:
Cisco recognized the **need for a secondary network access policy** that exists besides an active policy to test changes to rules against live traffic without affecting it before applying them in production. The team wanted to **validate this new 'Candidate Policy' concept**, understand **how network managers would use it** and get **feedback on a prototype.**

The study was designed to get feedback on the new prototype and answer:

- Do customers understand what a Candidate Policy is?
- Do customers understand how Candidate Policies and Active Policies exist together?
- Do customers understand what it means to overwrite an Active Policy with a Candidate Policy?

ACTIONS:
Key Lime conducted a **Quick-Insights Discovery Study** using **In-Depth remote interviews** with Network Admins and Network Managers. The effort provided a detailed understanding of how network managers currently create and test policies, if they understand the new concept, how they would utilize it, and if the management dashboard was intuitive.

BUSINESS IMPACT

The study provided valuable insights about how network managers expected the Candidate policy to behave and function.

We provided Cisco actionable recommendations based on the findings that helped improve the management prototype and meet user expectations.

"KLI is professional, timely, and goes above and beyond to meet client needs."
- Product Manager

ROI MOMENTS: GOOGLE

Google LLC is an American multinational technology company that specializes in Internet-related services and products.

SITUATION:
GOOGLE needed A-team players to **lead research needs across the organization**. From designing and testing internal tools to working on the research for future products, the Key Lime team has been a proud vendor of the Alphabet companies.

ACTION:
Onsite consultants across several different product lines answering questions:

- JigSaw team: How can technology **make people in the world safer**?
- Corporate Engineering team: How can we ensure that our Human Resources offerings are **exceeding employee needs**? We need to understand the internal employee journey to optimize and not lose talent at moments of truths.
- Education team: How can we create products and ideas that d**rive impact for students and educators**?
- And more…with a focus on various on **emerging technology**….such as Virtual Reality, Conversational UIs and more.

BUSINESS IMPACT

“I’m 100% satisfied.

It’s great to work with people that already understand the space.”

5.0 ★★★★★
Clutch
FIRMS THAT DELIVER



ROI MOMENTS: GOOGLE TIERED ACCESS

Google LLC is an American multinational technology company that specializes in Internet-related services and products.

SITUATION:
Google needed to better **understand user experience** and issues with the Tiered Access system that governed which devices could access what information. Current systems were challenged by multiple tools with confusing or incomplete messaging.

ACTION:
Key Lime employed **discovery research with interviews and needs assessments**, and **user testing of prototypes** on iterated designs. Key Lime worked with engineers and designers to better understand:

- What information users needed to decide on the appropriate level of access versus privacy
- How to better assist users encountering access issues
- What the future of Tiered Access might look like

BUSINESS IMPACT

Provided better understanding of the needs of employees enrolling their devices and how to provide improved ‘plain language’ support for error recovery.

Produced initial designs imagining a unified device management center.

ROI MOMENTS: GOOGLE EDUCATION

Google LLC is an American multinational technology company that specializes in Internet-related services and products.

SITUATION:
Google needed staff augmentation to support user research projects to drive the iteration and extension of **Google Classroom and Forms**.

ACTION:

- Key Lime conducted **cognitive walkthrough** and **usability studies of evolving redesigns** for various Classroom features with college, high school and middle school instructors and students
- Oriented and **trained Google junior researchers** to assist with the conduct of studies
- Ran **early discovery studies** and **surveys** for Google Forms innovation

BUSINESS IMPACT

Validated proposed designs and drove improvement through user testing.

Provided better understanding of instructor and student needs, expectations and opportunities for improving the user experience and workflow of Classroom and Forms.

ROI MOMENTS: GOOGLE Ads Planning

Google LLC is an American multinational technology company that specializes in Internet-related services and products.

SITUATION:
Google needed staff augmentation to support user research projects to drive the development of features for Ads Planning tools like **Performance Planner**. Two features requiring further exploration were designs for enabling creating multiple planning scenarios for comparison, and addressing longstanding user complaints about the lack of transparency around how ad planning forecasts were generated by the tool.

ACTION:

- Key Lime conducted **cognitive walkthrough** and **usability studies of early prototype designs** for various Performance Planning features with internal sales and external ad agency users.
- Conducted a **survey** for foundational research on cross-tool challenges in the ad planning space.

BUSINESS IMPACT

Secured Engineering commitment of resources to address specific forecast planning findings. Provided direction for further iteration on multiple scenario designs and further research into cross-tool journeys in the ad planning space.



Ads Planning

Google

ROI MOMENTS: GOOGLE APPLIED DIGITAL SKILLS

Google LLC is an American multinational technology company that specializes in Internet-related services and products.

SITUATION:
Google engaged Key Lime to help continue to build out the **Applied Digital Skills site**.

ACTION:
Working in conjunction with Google education designers and researchers, KLI **investigated traditional and non-traditional instructor/student engagement**, and **tested proposed re-designs** for the site. KLI researchers answered questions brought by Google research teams:

- What are the expectations for types of content available?
- How can we support educators, parents/guardians, and non-traditional students with Digital Skills learning for everyone's experience levels?
- What are the goals of instructors and students who visit the Applied Digital Skills site?
- How can we make the current experience of the Applied Digital Skill site easier for those who might be less comfortable with online learning?

BUSINESS IMPACT

Provided better understanding of traditional and non-traditional instructor and student needs, expectations and opportunities for improving the user experience, information architecture and messaging.

ROI MOMENTS: GOOGLE VIDEO CONFERENCING

Google LLC is an American multinational technology company that specializes in Internet-related services and products.

SITUATION:

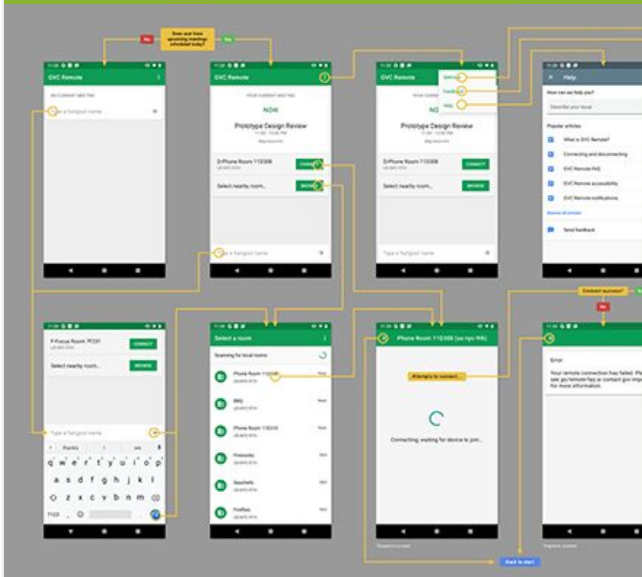
Google's Corporate Engineering GVC (Google Video Conferencing) team supports an internal app called GVC Remote that enables Googlers to **control video conferencing hardware** in meeting rooms using their own personal devices. The primary users of the GVC Remote app are **Googlers with accessibility needs**—particularly those with vision impairment and low mobility. The app often failed to work for many users using older Bluetooth technology, rendering it noncompliant with Google's internal accessibility standards.

ACTIONS:

- KLI performed a **hardware and software audit** of the GVC ecosystem to understand dependencies and identify potential challenges and solutions.
- Led by a designer and researcher from Google's Core UX team, the group **conducted user interviews** with existing users of the GVC Remote app to understand ongoing needs and frustrations.
- KLI used the collected data to **prototype potential solutions**, identifying technical challenges that engineers would need to address along the way.
    - KLI delivered prototypes exploring various aspects of the solutions—including simulated connection problems, basic user flows, and support for new and existing features.

BUSINESS IMPACT

With the help of Key Lime Interactive, Google's Corporate Engineering Video Conferencing team was able to roadmap a technical solution to patch the GVC Remote product and achieve a high rating of compliance within Google's own internal accessibility framework.



ROI MOMENTS: GOOGLE DAYDREAM TEAM

Google Daydream is a team within **Alphabet** that has created, designed and tested a mobile VR platform that offers high quality, affordable VR at Android scale.

SITUATION:
Google Daydream knew there was a small number of highly followed 3D modelers and designers across various sites that **enabled sharing and buying of 3D content,** but they knew little about them and why these users actively shared their work and gain followers. The team's goal was to learn:

- Users' motivations for sharing their work on these sites
- Why specific sites were used over others
- What users' thought had contributed to their strong Internet followers

ACTIONS:

- Key Lime **conducted interviews** with a large sample of top users based on: Number of followers, use of multiple competitor sites, and with high engagement on at least one of the competitor sites.
- Key Lime asked questions regarding use of the sites and their motivations for sharing on the platform.

BUSINESS IMPACT

Informed the Daydream team on who were their users' and their work publication and share needs.

Possible application may be to attract 3D modelers and artists onto relevant platforms.



ROI MOMENTS: GOOGLE SIMSQUAD

Simsquad is a team within **Jigsaw (Google)** that leverages emerging tech to build an interactive training tool for at risk population group.

SITUATION:
The team's goal is to understand how to approach building an emerging tech platform to train at risk population groups on various communication tactics. Their needs ranged from understanding the emotions felt by the parties involved in delicate real life situations and portraying them accurately through the platform to evaluating the pedagogical effectiveness of the system (interactions between teachers, students, environment and tasks).
User research goals:

- Identify communities at risk
- Research current training methods
- Measure usability of emerging tech training platform
- Evaluate effectiveness of the system

ACTIONS:

- KLI developed alpha and beta research plans consisting of ethnographic interviews, diary studies, literature reviews, card sortings, conversational system evaluations, interaction usability tests and training effectiveness evaluation.
- KLI conducted in-person and remote interviews with the sensitive user group at Jigsaw headquarters and other locations across the country.

BUSINESS IMPACT

Provided **direction** to the team to design and develop an **emerging tech training platform** from the ground up

Supported the team in **identifying the target audience**

Improved usability of an emerging tech training platform for a **sensitive user group**

ROI MOMENTS: GOOGLE FIREHOOK

Firehook is a team within **Jigsaw (Google).** Their product “Outline” allows individuals and organizations to easily set up and share access to their own private, censorship-resistant VPN in minutes.

SITUATION:
By design, Outline does not keep or collect information on its users; it only collects usage metrics if the server administrator opts in. Information about who Outline’s users are is gathered from interviews.

User research goals:

- **Uncover drop-off points for Outline adoption**
- **Measure usability issues** for new features
- **Identify user archetypes** for server admins
- **Provide insights** into motivations for sharing / management controls

ACTIONS:
KLI developed a research program conducting **remote in-depth interviews, opt-in surveys and HaTS (Happiness Tracking Surveys)** with users anonymous individuals, digital rights organizations and journalists living/working in censored countries.

BUSINESS IMPACT

Provided clear direction to

Increase Adoption

Informed team how to

Improve Communication

about the product



ROI MOMENTS: GOOGLE ASSEMBLER

Spotlight is a team within Jigsaw (Google) that creates tools to confront the threat of dis,- and misinformation. One of these tools is Assembler; that helps fact-checkers and journalists understand if an image is manipulated by analyzing and detecting digital and synthetic manipulation in images.

SITUATION:
KLI has been working with the Spotlight team throughout the product roadmap to **drive product development through a improved understanding of UX needs, concerns, and issues.**

User research goals:

- Understand image validation workflow of fact-checkers and journalists
- Understand which features provide the most value
- Identify usability and engineering issues
- Measure UX readiness for product launch
- Provide insight into the “Voice of the user” after product release

ACTIONS:
KLI developed a research program consisting of **generative and evaluative research** studies and conducted **remote in-depth interviews, usability testing and surveys** with fact-checkers and journalists across the world.

BUSINESS IMPACT

Guided strategic product roadmap planning.



Google released “Assembler” in February 2020, with positive reception.

The New York Times

THE VERGE FAST COMPANY

ROI MOMENTS: GOOGLE LOUPE

Spotlight is a team within Jigsaw (Google) that creates tools to confront the threat of dis,- and misinformation. One of these tools is Loupe: a technology that helps fight dis,- and misinformation on IM platforms on mobile surfaces.

SITUATION:
KLI has been working with the Spotlight team throughout the product roadmap to **drive product development through understanding the motivations and needs of people in understanding the content of conversations around news related images.**

User research goals:

- Understand people's motivations for verifying verifying content.
- Understand what signals best help people draw conclusions about the state of conversation around a news-related image?
- Prioritize the signals about the context of information.
- Evaluate the quality of a concept for signals about the context of news related images.

ACTIONS:
KLI conducted a series of research studies including **co-design sessions (N=7) and two rounds of concept evaluations (each N=5)**.

BUSINESS IMPACT

Provided clear directions to develop the product roadmap

Provided guidance to improve the quality of the product.

Jigsaw

ROI MOMENTS: GOOGLE (CORP ENGINEERING)

Google LLC is an American multinational technology company that specializes in Internet-related services and products.

SITUATION:
In late 2019, the Corporate Engineering Hiring team wanted to generate a list of **hiring manager journeys** and map the most critical user journeys.

This was part of a larger effort to understand critical staffing demand journeys with along with staffer -- also known as recruiter -- journeys.

ACTIONS:

- Key Lime conducted **in-person workshops with hiring managers** to validate CUJs, understand & prioritize pain points & opportunities
- The workshops included 30 minutes of pre-work and a 90 minute in-person workshop..
- A **journey map of 3 critical hiring manager journeys** was generated outlining the primary tasks, tools, satisfaction ratings, pain points and opportunities.

BUSINESS IMPACT

Holistic understanding of staffing demand journeys as the hiring team looks to a new, more connected vision of hiring tools and solutions.

ROI MOMENTS: GOOGLE (CORP ENGINEERING)

Google LLC is an American multinational technology company that specializes in Internet-related services and products.

SITUATION:

In early 2019, the Performance design team started approaching future iterations of Perf by splitting performance management and promotion processes into distinct programs. Key Lime was engaged to **support the success of the performance management redesign**. The goal of this pilot was to gain insight into:

1) Goal alignment & tracking
2) Feedback & development
3) Performance evaluation

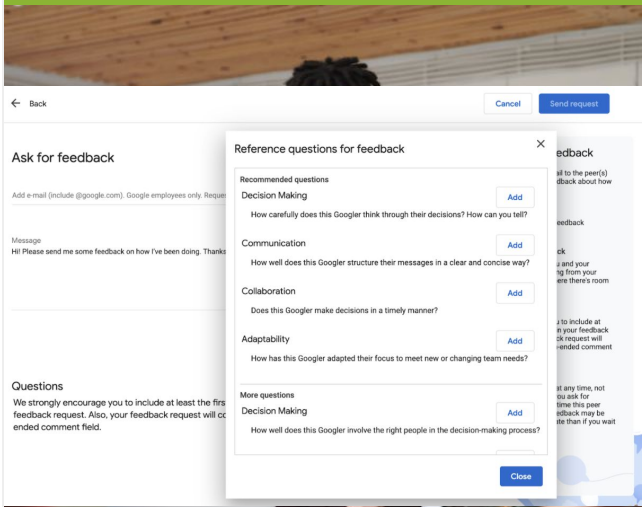
ACTION:

Key Lime supported the UX Performance team throughout a **4-month pilot** from late-June to mid October, 2019. In total, 24 groups of participants took part in the 4-month pilot, undergoing 2 rounds of **interviews**, several **surveys** and updating, on a weekly basis, the performance tool (built specifically for the pilot).

BUSINESS IMPACT

This pilot to redesign the Performance Review process was the first step of a 2-year iteration.

In 2021 the Perf team is planning to roll out to 100.000 Google employees a new version of Perf





ROI MOMENTS: GOOGLE (Corporate Eng.- gHire)

Google LLC is an American multinational technology company that specializes in Internet-related services and products.

SITUATION:
The Hiring UX team identified current processes, tools, and pain points that staffers experience when creating and updating new candidate data in their staffing tool with resume info. For example, staffers have no way to automatically pull candidate resume data into gHire, but must submit it manually into a long lead form.

The goal of this study was to **gain insights into a resume parsing feature** that will read what's on candidate resumes and generate a profile from the information provided. Focal areas::

1. Tool use cases
2. What staffers consider as essential information
3. Gauge effectiveness of tool

ACTIONS:
Key Lime employed a mixed method of **in-depth interviews** and **observing participants perform basic tasks with a prototype**. Key Lime provided the talent supply team with recommendations for initial designs and provided positive feedback from users that encouraged the team to move forward with Phase 2 designs and begin Eng work.

BUSINESS IMPACT

Understanding how staffers would use the tool helped the Google Hiring team know how to integrate the feature into existing tools

ROI MOMENTS: GOOGLE (Corporate Eng.- PC4G)

Google LLC is an American multinational technology company that specializes in Internet-related services and products. The Pops Connect (PC4G) team works on HR support tools and processes for Googlers.

SITUATION:
The Pops Connect UX team wanted to test a new design for the “Connect Portal” launched in 2019. In particular, the team was interested in gathering feedback on the positioning of the “Connect with People Ops” CTA (regarding its findability and its expected functionality).

The goal of this study was to **gain insights into 2 use cases:**

1. Requesting for HR support using the tool
2. Reporting a sensitive workplace concern using the tool

ACTIONS:
Key Lime conducted 12 **in-depth interviews, testing 2 prototypes** and **observing participants perform basic tasks**.
Key Lime provided the PC4G team with recommendations to improve the design of the tool in order to optimize the usability of the 2 use cases.

BUSINESS IMPACT

The recommendations and output of the research were used by the PC4G design and product team and included into the improved design of the Connect Portal

ROI MOMENTS: G Suite - Interop FTA

Google LLC is an American multinational technology company that specializes in Internet-related services and products. The Interop team is part of G Suite and works on improving the interoperability of the G Suite environment with Microsoft Office products.

SITUATION:
FTA (File Type Association) allows people to double click a Microsoft Office file on their local devices and open it, via a preview, in Shadow Docs.The team is working on a concept for FTA and wanted to understand how people **understand the concept to be able to make product decisions** and define the concept for FTA.

The goal of this study was to:

1. Evaluate the suggested user flow
2. Understand people's expectations and experience with the suggested user flow

ACTIONS:
Key Lime Interactive conducted **8 1:1 remote user sessions, testing a prototype for 3 users flows.** Key Lime provided the team with recommendations to improve the user flow for FTA based on the results of the study.

BUSINESS IMPACT

The recommendations and output of the study provided the team with understanding on how people understand and experience the concept for FTA and are used to guide product development.

G Suite

ROI MOMENTS: G Suite - Interop Embedded Files

Google LLC is an American multinational technology company that specializes in Internet-related services and products. The Interop team is part of G Suite and works on improving the interoperability of the G Suite environment with Microsoft Office products (MS).

SITUATION:
G Suite does not detect embedded files in Shadow Docs (MS files uploaded in Drive). This is a blocker for companies to migrate from MS to G Suite because they will lose the data stored in embedded files. The team is working on a concept for handling embedded files in Shadow Docs and wanted to explore user expectations to be able to further define the concept for embedded files.

The goal of this study was to:

1. Understand people's goals with embedded files: view-only or edit
2. Understand how people understand the concept for handling embedded files in Shadow Docs.

ACTIONS:
Key Lime Interactive conducted **13 1:1 remote user sessions, testing a prototype for 2 users flows.** Key Lime provided the team with recommendations to improve the user flow for embedded files in Shadow Docs based on the results of the study.

BUSINESS IMPACT

The recommendations and output of the study provided the team with understanding on how people use embedded files in MS and informed the design and technical approach to embedded files in Shadow Docs.

G Suite

ROI MOMENTS: G Suite - Growth lit review

Google LLC is an American multinational technology company that specializes in Internet-related services and products. The Interop team is part of G Suite and works on improving the interoperability of the G Suite environment with Microsoft Office products (MS).

SITUATION:
G Suite wants create specific product features for very small and small to medium businesses (VSB and SMB). Initially the team thought that only a handful of studies had been done, but during the review we discovered many studies.

The goal of this study was to summarize VSB and SMB research in and outside of Google to understand what we know and where gaps in our knowledge about these audiences are.

ACTIONS:
Key Lime Interactive reviewed and summarized N=72 internal reports and external articles about VSB and SMBs.

BUSINESS IMPACT

This study provided an understanding of the research done @Google on VSBs and SMBs.

G Suite

ROI MOMENTS: Workspace - Approvals VSB SMB

Google LLC is an American multinational technology company that specializes in Internet-related services and products. The Interop team is part of G Suite and works on improving the interoperability of the G Suite environment with Microsoft Office products (MS).

SITUATION:
Workspace (formerly G Suite) wants attract new users and convert existing users to more advanced plans. The team had already been working on an Approvals feature for enterprises and wanted to understand if this features also encourages conversion for very small and small to medium businesses (VSB and SMB).

The goal of this study was to:

- Understand if VSBs and SMBs are interested in tools for approvals
- Understand what approvals should look like for VSBs and SMBs and prioritize a list of new approvals features
- Prioritize feature to encourage VSB and SMB conversion

ACTIONS:
Key Lime Interactive conducted a survey N=319.

BUSINESS IMPACT

Helped the team to understand that an Approvals feature is a product area that is worth pursuing for VSBs and SMBs.

Google Workspace

ROI MOMENTS: Workspace - Approvals for GA

Google LLC is an American multinational technology company that specializes in Internet-related services and products. The Interop team is part of G Suite and works on improving the interoperability of the G Suite environment with Microsoft Office products (MS).

SITUATION:
Workspace (formerly G Suite) is developing an Approvals features that will be released to the general audience (GA) this year (2021). The feature is currently in Beta and based on feedback from Beta users, the team had redesigned Approvals and now wants to evaluate the improved Approvals feature and understand if it is ready for launch to GA.

The goal of this study was to:

- Validating Approvals for GA with respect to locking.
- Understanding which diffing options are most preferable to users.

ACTIONS:
Key Lime Interactive conducted a 60 mins moderated usability study with n=10 participants.

BUSINESS IMPACT

Helped the team evaluate Approvals for launch to GA and understand what needs to be improved before launch to GA.

Google Workspace

ROI MOMENTS: Workspace - Approvals Metrics

Google LLC is an American multinational technology company that specializes in Internet-related services and products. The Interop team is part of G Suite and works on improving the interoperability of the G Suite environment with Microsoft Office products (MS).

SITUATION:
Workspace (formerly G Suite) is developing an Approvals features that will be released to the general audience (GA) this year (2021). The feature is currently in Beta and based on feedback from Beta users, the team had redesigned Approvals and now wants to evaluate the improved Approvals feature. The new features will be rolled out into Beta across phases and finally into GA. The team wants to understand how successful the new Approvals feature is with the Beta users.

The goal of this study was to:

- Evaluate product success for Approvals across product rollout through Beta and GA.

ACTIONS:
Key Lime Interactive created a measurement plan for collecting Approvals behavior and feedback from Beta users.

BUSINESS IMPACT

Helped the team understand how to evaluate product success for Approvals.

Google Workspace

ROI MOMENTS: INTEL (SBA)

Intel Small Business Advantage (SBA) provides an out-of-the-box hardware-based security and productivity suite designed for small-business users with unmanaged IT.

SITUATION:
Intel wanted to know if the Small Business Advantage (SBA) provided a good **user experience to small businesses to determine a launch decision.**

Intel was interested in answering questions such as:

- How easy was it for small businesses to use SBA?
- Is SBA going to be useful for small businesses?
- Does the importance of SBA change over time?
- Will SBA drive PC refresh?

ACTIONS:
Key Lime Interactive conducted a 3-step approach utilizing **In-depth Interviews, surveys, and exit interviews** . This approach gave us the ability to dig deeper based on real-time results and was an agile approach designed to encourage engagement and longitudinal findings along the way.

BUSINESS IMPACT

Provided **compelling value and recommendations** to Intel SBA on businesses, which motivated them to purchase PCs at least a year earlier. These recommendations also helped to **increase** customer satisfaction and **positively** impacted brand perception.

ROI MOMENTS: HP PRINT (US & CHINA)

Hewlett-Packard Company (HP) is a global information technology company with headquarters in Palo Alto, California.

SITUATION:
HP was noticing significant gaps in their knowledge about how consumers interact with online content and how that relates to printing behavior. Additionally, there was a need to monitor "routine" printing behavior on an ongoing basis. HP wanted to understand **how to leverage trends toward online media consumption or other printing opportunities to increase consumer and B2B printing.**

The objectives of this study were:

- Understand how consumers and business users interact with content
- Relate printing behavior to content consumption
- Effectively reach and engage target print customers

ACTIONS:
Key Lime conducted a **diary-study** to capture all forms of content consumption, both online and off. With the data collected, Key Lime created three **Customer Journey Maps** for both US and Chinese users.

BUSINESS IMPACT

Increased customer satisfaction, **positively** impacted brand perception and provided **design assets to better improve usability** experience for users.



ROI MOMENTS: SENSORMATIC

Sensormatic International, Inc., a Johnson Control company**;** develops, manufactures, markets, and distributes integrated security products, electronic article surveillance, closed circuit television, digital video management, access control, tracking, and management systems.

SITUATION:
Sensormatic created an online portal to help them get status of service calls for broken / faulty equipment. While the new system addressed a customer's requests, the adoption rate was lower than expected. Sensormatic was interested in **gathering customer feedback to develop a Minimal Viable Product (MVP)** that meets customers needs. Specifically, Sensormatic was interested in learning:

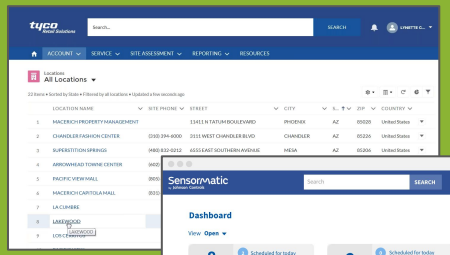
- More about user needs
- How users are likely to interact with system in the future
- Identify potential usability issues that might be impeding the adoption of the system

ACTIONS:
Key Lime conducted **1:1 interviews** to capture customer needs, conducted **co-creation workshops, created customer journey maps by persona**, and **wireframed a Minimal Viable Product (MVP)** that met identified customers needs.

BUSINESS IMPACT

Understanding and visualizing user's experience through their journey **helped Sensormatic know users actual experience** versus what they think they do.

Provided **design assets to better improve usability** experience from users.



Original Portal

Portal Wireframes

ROI MOMENTS: KASPERSKY (LEAN UX)

KASPERSKY LAB is a multinational cyber security and antivirus provider that is headquartered in Moscow, Russia.

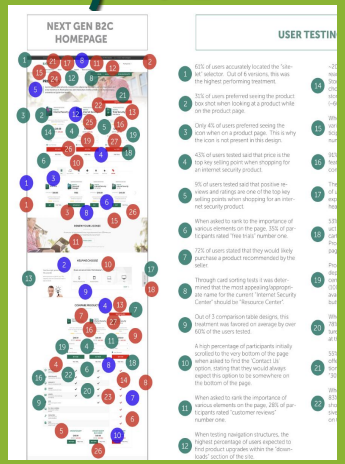
SITUATION:
Kaspersky was interested in how their core website could be most effectively received across languages and cultures in their global market. They were interested in **testing the clarity and layout** of their redesigned homepage, understanding whether the redesign met expectations, and **identifying user expectations for content** on selected pages.

ACTION:
KLI employed the following research methods:

- **Stakeholder Interviews, Qualitative Research, Quantitative Research, and refinement based on Analytics Data**
- KLI spoke to representative samples from **10 countries,** over the course of two years to address various tasks and experiences and assess holistic requirements for improvement. **Countries included: France, Germany,and UK.**

BUSINESS IMPACT

Positively impacted brand perception, **improved** overall usability and **increased** NPS.



"Without a formidable global partner we would have had to invest more time and money to understand the perception of our site features on this global scale."

- Jake Matulewicz,
Director of Market Research

ROI MOMENTS: SOFTLINE / KASPERSKY

Softline Group is a worldwide information technology services company that offers end-to-end technology solutions, software licensing, hardware products, and services

SITUATION:
A Checkout Process is currently part of Softline's site. Specifically targeting both B2B and B2C users in Mexico, Softline sought to understand:

- How users perceived the specified digital experience
- Which elements caused gaps in their user experience
- User experiences that were painful or difficult and ultimately wishes to take action for improvement
- User trust and understanding of what they are purchasing

The goal of this study was to **improve the workflow** of their products **to increase the number of complete purchases** on their site.

ACTIONS:
Softline partnered with Key Lime to run a **lean UX testing research protocol** of their product's Checkout Process. Key Lime performed **remote 1:1 in-language, qualitative interviews to users in Mexico** in May 2019.

BUSINESS IMPACT

Improved the usability and customer satisfaction of Softline's product which resulted in **increased conversion rates** and **reduced abandonment rates**.



México



"We are **fully satisfied** with the results and the way you made report. We already **implemented most of those things you mentioned in it and some of them are quite crucial**. Thanks a lot for your performance."

- **Global Business Development Manager at Softline**

ROI MOMENTS: MICROSOFT OMS

Microsoft Corporation is an American multinational technology company that develops, manufactures, licenses, sells, and supports computer software, personal computers and consumer electronics.

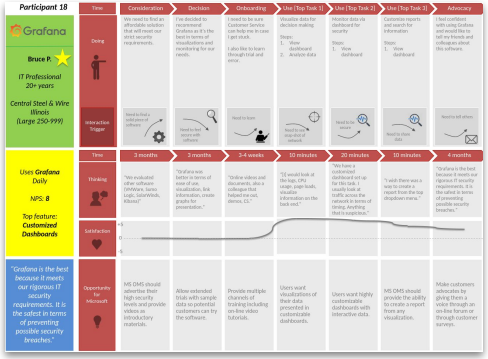
SITUATION:

In 2016, the Microsoft team, as part of their effort to improve the offer and usability of Microsoft OMS (Operations Management Suite) partnered with Key Lime Interactive to **understand OMS usage and leverage strengths and weaknesses of ten of its top competitors**. The main goals of the study were:

- Identify the tasks most frequently performed on the software as part of day-to-day operations
- Uncover the drivers that propelled selection of software and their usage
- Identify the factors that inhibited satisfaction related to completing the tasks

ACTION:

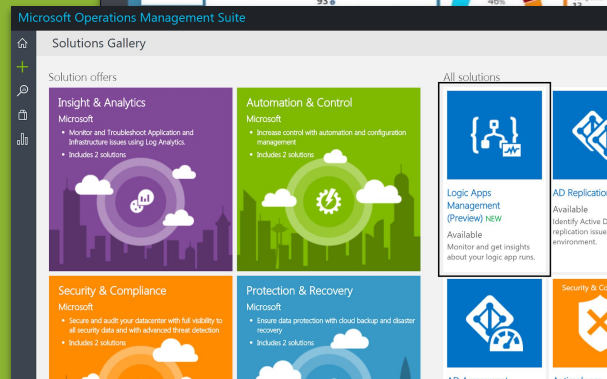
Key Lime conducted **comparative usability interviews** with IT professionals, providing Microsoft with recommendations and CJMs from the pre-purchase to the advocacy phases.



BUSINESS IMPACT

The research outcome helped Microsoft OMS to **rise above the competition** and strengthen its position in the cloud market.





ROI MOMENTS: MICROSOFT AZURE

Microsoft Azure is a cloud computing service created by Microsoft for building, testing, deploying and managing applications and services through Microsoft-managed data centers.

SITUATION:
In 2016, the Microsoft Azure team partnered with Key Lime Interactive to **evaluate the usability of the Azure Platform** with a focus on 3 features: Application Gateway, VNET Peering, and Cool Storage.

The goal of the study was to:

- Understand how users complete day-to-day tasks using these 3 features
- Identify the key steps involved
- Identify users top pain points

ACTION:
Key Lime conducted **task-based remote usability interviews** with IT professionals (Azure customers and non-customers), providing the Azure team with recommendations and opportunities to improve the cloud management software experience.

BUSINESS IMPACT

The study helped the Azure team improve its user experience and **gain momentum on its bigger cloud management software competitors** (AWS, Google Cloud)



ROI MOMENTS: MS Digital Transformation

Microsoft Corporation is an American multinational technology company that develops, manufactures, licenses, sells and supports computer software, personal computers and consumer electronics.

SITUATION:
Microsoft wanted to update their customer journey maps for Microsoft products to facilitate DevOps process in enterprises. Microsoft was interested in the **challenges DevOps experts face in their process of DevOps transformation** and the solutions they have created.

The goal of this project was to:

- Develop a new Customer Model for Modern IT
- Establish a common vocabulary for talking about MS Customers
- Build Empathy for MS Customers across AIM organizations

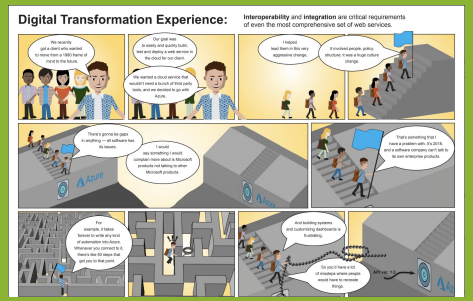
ACTION:

- Key Lime conducted i**n-depth interviews** with DevOps professionals.
- Based on findings, Key Lime built a **narrative journey** in DevOps to help Microsoft identify product opportunities.

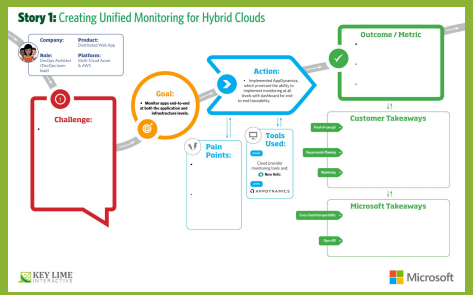
BUSINESS IMPACT

Represented DevOps journeys to identify product opportunities in two DevOps journey formats:

A series of comics...



Traditional journey format

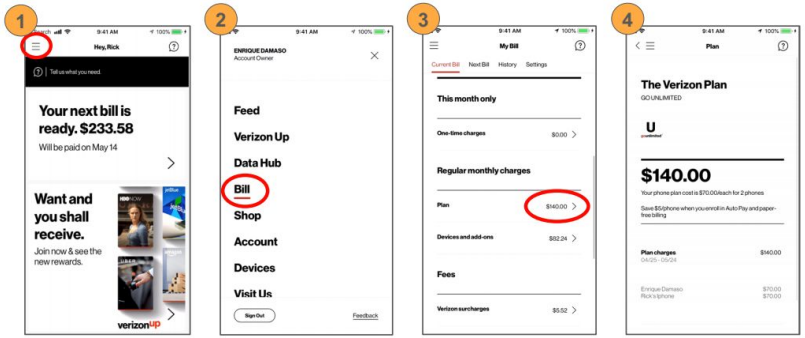


ROI MOMENTS: TELECOM via USETHICS

Usethics is a Russian company specialized in UX research and design consulting. Among their most known American clients are: Ebay, Microsoft and Facebook.

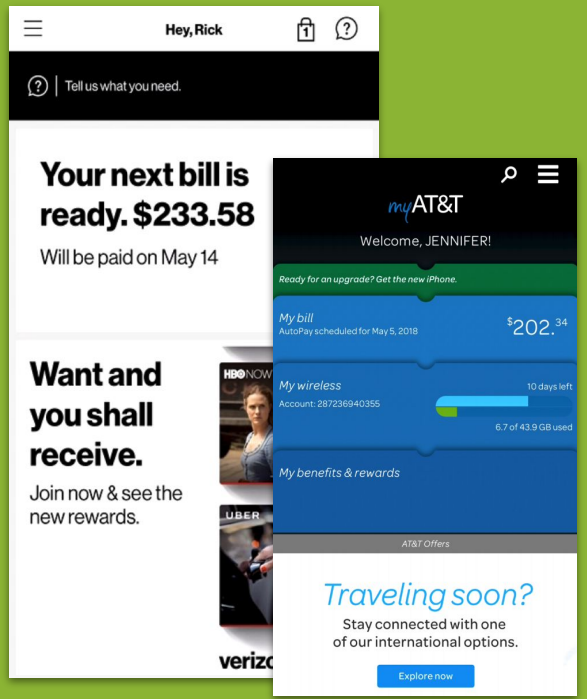
SITUATION:
In May 2018, Usethics engaged KLI to **gather an understanding of particular features** (billing, rewards, customer service, etc) **within the Android and IOS app of American telecom companies Verizon and AT&T.**

ACTION:
Key Lime conducted an **expert review** of the features and capabilities within the Android and IOS app of Verizon and AT&T to understand how competitors communicated the flow and required steps for each scenario.



BUSINESS IMPACT

The expert review conducted by KLI gave Usethics a complete picture of how **Verizon** and **AT&T provide the analyzed features to their customers**



ROI MOMENTS: TRACFONE

TracFone Wireless, Inc. is an American prepaid, no-contract mobile provider.

SITUATION:
TracFone was interested in **understanding the end-to-end customer journey** for two of their brands, Walmart Family Mobile and Total Wireless. TracFone was also interested in entering the financial world and wanted to **understand how participants understood, managed, and perceived debt and other financial stressors.**

TracFone was interested in identifying:

- Critical moments at each stage in the journey
- Beliefs and values, fears and aspirations that drive the end-to-end Customer Journey
- Beliefs and values within finances and financial services
- Alternative financial services and products of interest to customers
- Other anxieties in customer's life that impact decision making

ACTION:
Key Lime conducted **in-home ethnographies in multiple US cities** (Los Angeles, CA, Ft. Lauderdale, FL and Atlanta, GA) to inform the creation of Customer Journey Maps and identify customer beliefs and values.

BUSINESS IMPACT

Design changes based on this research are being implemented by the CX Team at TracFone.

Research insights uncovered during the research allowed Tracfone to launch new company initiatives within 1 year of project completion.

ROI MOMENTS: TRACFONE

TracFone Wireless, Inc. is an American prepaid, no-contract mobile provider.

SITUATION:
TracFone was interested in better **understanding their customers and identifying new opportunities** for two of their brands, Walmart Family Mobile and Total Wireless.

Tracfone wanted to understand how to better position themselves in supporting their customers in **overcoming the burden of debt**.

ACTION:
Key Lime conducted **ethnographies** to get a deep understanding regarding how their customers understood, managed, and perceived **debt and other financial stressors.** Research insights included:

- Beliefs and values, fears and aspirations that drive the end-to-end Customer Journey
- Beliefs and values within finances and financial services
- Critical moments at each stage in their customer journey
- Alternative financial services and products of interest to customers
- Other anxieties in customer's life that impact decision making

BUSINESS IMPACT

As shared publicly:

In August 2020, Tracfone Wireless announced a new journey side-by-side Freedom Financial Network. As Pedro Domit, CXO Tracfone, this partnership will allow them "to continue delivering meaningful solutions that improve people's lives in our quest to achieve Coverage and Access for All."

As shared by the head of CX:

"The insights gained through your research last year informed these strategic initiatives and more."

ROI MOMENTS: TRACFONE

TracFone Wireless, Inc. is an American prepaid, no-contract mobile provider.

SITUATION:
TracFone was interested in better **understanding their customers and identifying new opportunities** for two of their brands: TracFone and SafeLink *(a government subsidized program)*.

ACTION:
Key Lime conducted **remote focus groups & ethnographies** with both competitors and customers to gain a deep understanding regarding key drivers for the **end-to-end Customer Journey experience** as well as new business opportunities as to **garner new interest** with these brands. Research insights included:

- Critical moments (including beliefs, values, fears and aspirations) at each stage in their customer journey
- COVID related anxieties that affect purchasing behaviors and interests in telecommunication services
- Emotional discoveries into the lives of customers using government subsidized benefits
- Beliefs and values within personal health and telehealth services
- Beliefs and values within caregiving and retirement plans
- Beliefs and values within finances and financial services
- Alternative financial services and products of interest to customers
- Other anxieties in customer's life that impact decision making

BUSINESS IMPACT

Design changes and features to attract a new customer base, formed from this research, are being implemented by the CX Team at TracFone.

As shared by the João Pedreira (Head of CX Strategy):

"Perfect again! Thank you Team!"

ROI MOMENTS: HP (via Nielsen)

The **Hewlett-Packard Company (HP)** is a global information technology company with a vision to create technology that makes life better for everyone, everywhere around the globe.

SITUATION:
In 2016, HP noticed a downward trend in printing and felt it was critical to **understand consumer printing behavior in relation to social media sites** (e.g., facebook, instagram). HP contracted Key Lime to investigate ways to leverage trends towards social media content consumption to increase consumer and small and medium-sized business (SMB) printing behaviors.

Prior to this study, there remained significant gaps in the knowledge about how SMB users interact with online content, specifically social media content, and how that related to printing behavior. In particular:

- What type of content are people printing off social media & why?
- How does social media interplay with other types of content (e.g., music, news, gaming).

ACTIONS:
- KLI conducted a **series of diary studies** to create comprehensive **Customer Journey Maps** that included visual layouts of social media and online content consumption, as well as printing behavior across a typical day.

BUSINESS IMPACT

Improved overall usability and increased Net Promoter Score (NPS) by identifying customer need for streamlined printing features (e.g., autoformat) and more opportunities for instant print capabilities.



ROI MOMENTS: VERIFONE

Verifone is an American multinational corporation that provides technology for electronic payment transactions.

SITUATION:
In 2015, Verifone wanted to **understand user needs and the ease of use of their Way2 Ride app**. The objective was to benchmark the current Way2Ride app and to conduct an expert review of a new app under development. Specific interests included usability issues that hindered:

- Acquisition of New Users
- Adoption
- Likelihood to Recommend

ACTIONS:

- KLI conducted **lab-based in-person user testing** of the Way2Ride app
  - Participants performed tasks that included: Provision Credit Card, e-Hail,and Tap to Pay.
- KLI conducted an **expert review** of the Way2Ride app under development to identify strengths and areas of opportunity.
  - Processes included: Register, Log-in, Booking, Check-in, Confirmation, Book Later, Trip History, and Driver rating

BUSINESS IMPACT

KLI identified opportunity areas in the Book Now, Book Later, and Check-in processes for improvement and provided actionable recommendations to improve the Way2Ride app.



ROI MOMENTS: VERIZON

Verizon Wireless is an American telecommunications company that offers wireless products and services to 154 million subscribers.

SITUATION:
Verizon Wireless was interested in analyzing their Business to Business site in comparison to 2-3 competitors.

The Verizon team wanted to compare:

- Ease of usability of sites
- Content prioritized by each provider
- Visual design and consistencies
- Scroll depth and click count

ACTIONS:
Key Lime implemented a two-prong approach beginning with an Expert Review conducted to identify and gather data, followed by remote, moderated In-Depth-Interviews to uncover insights and measure usability.

In process. This writeup is based on a proposal I do not know what was conducted

BUSINESS IMPACT

Drove B2B site refresh to follow design consistency and industry best practices



ROI MOMENTS: WETRANSFER via UXF

WeTransfer is a Dutch internet-based computer file transfer service.

SITUATION:
WeTransfer wanted to understand user context of, and communication around, digital content creation, storage, and sharing.

The goal was to gain a broader perspective into the **motivations, fears and needs of how people download, create, save, manage and share digital content at home and at work**. Also of interest was file content and the stories behind them. Insights were needed to help WeTransfer, formulate a 2-3 year vision for their product.

- The relationship was acquired through KLI's UX Fellow, Valsplat, based in the Netherlands.

ACTIONS:

- Key Lime conducted **1-on-1 in-depth interview**s to gather insights regarding how people download, create, save, manage, share digital content, including devices of preference and storage locations. What data was stored, and why, and issues encountered to create, store, and share content was also collected.
- A broad set of participant profiles were defined, including:
  - Creative professionals
  - Business professionals
  - "Offliners" (people who were not internet savvy)
  - Next Generation (born after 1995)

BUSINESS IMPACT

KLI provided a Topline report to WeTransfer, containing user context, habits, and emotions related to their digital content.

ROI MOMENTS: AMAZON QUICKSIGHT

Amazon.com is an American multinational conglomerate technology company; focused on e-commerce, cloud computing, and artificial intelligence. QuickSight is Amazon's data visualization tool that allows users to create and publish interactive dashboards, including ML Insights.

Situation:

QuickSight identified the need to make improvements to its product in order for it to stand out when compared with its competitors (*Tableau, Power BI & Looker).* To assess the entirety of this product, QuickSight looked into their two user types: those making actionable business decisions when reviewing dashboards and those who prep, and analyze data to make interactive visualizations.

Action:

To learn about specific pain points and opportunities KLI ran a competitive usability benchmark study with intermediate and new users of QuickSight from both user types. Participants performed tasks typical to a user's journey. As a baseline study, KLI collected the following:

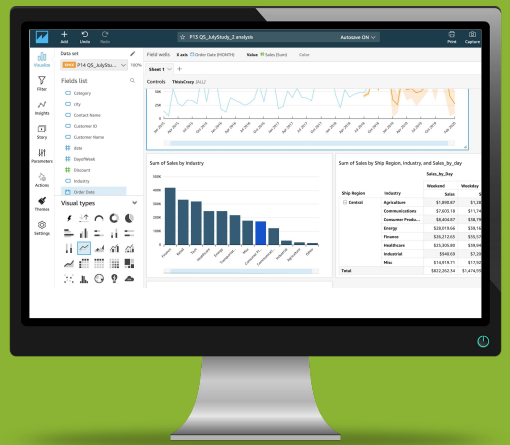
- UMUX-Lite scores
- Success/success with assistance/failure ratings for each task
- Time spent on each task
- Directional insights about what works well with QuickSight and competitors

BUSINESS IMPACT

Identified key differentiators to brand QuickSight as a tool for the data visualization novice

Recommended improvements to onboarding to highlight powerful features that were under-utilized

Improved usability for decision-makers & creators of interactive dashboards



ROI MOMENTS: AMAZON QUICKSIGHT

Amazon.com is an American multinational conglomerate technology company; focused on e-commerce, cloud computing, and artificial intelligence. QuickSight is Amazon's data visualization tool that allows users to create and publish interactive dashboards, including ML Insights.

Situation:

QuickSight identified the need to make improvements to its product in order for it to stand out when compared with its competitors (*Tableau, Power BI & Looker).* They engaged Key Lime to conduct baseline studies bi-annually to assess the entirety of this product. QuickSight wanted to focus on their two user types: those making actionable business decisions when reviewing dashboards and those who prep, and analyze data to make interactive visualizations.

Action:

To learn about specific pain points and opportunities KLI ran a competitive usability baseline study with intermediate and new users of QuickSight from both user types. Participants performed tasks typical to a user's journey. KLI collects the following for each iteration:

- UMUX-Lite scores
- SUS scores
- Success/success with assistance/failure ratings for each task
- Directional insights about what works well with QuickSight and competitors

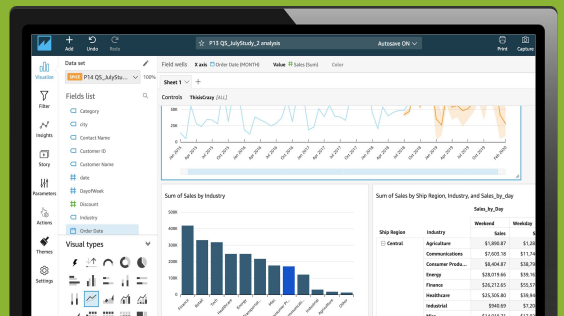
BUSINESS IMPACT

Identified key differentiators to brand QuickSight as a tool for the data visualization novice

Recommended improvements to onboarding to highlight powerful features that were under-utilized

Improved usability for decision-makers & creators of interactive dashboards

"KLI did great on the 1st study we did in 2020, but they did even better this year!"
— Principal UX Researcher, **Amazon**



ROI MOMENTS: AMAZON HOLIDAY SHOPALONG

Amazon.com is an American multinational conglomerate technology company; focused on e-commerce, cloud computing, and artificial intelligence. Global Prime Experience (GPX) is the Amazon team responsible for delivering unique shopping experiences for Prime members, especially during high velocity shopping events like Prime Day, Black Friday and Cyber Monday.

Situation: GPX has identified the need to **research and understand consumer gifting behavior** during high velocity holiday events. The research focused on understanding the customer mental model while shopping for gifts on Amazon and the experience with the Amazon holiday CX as compared to its competitors.

Action:
Key Lime conducted In-Depth remote interviews with holiday shoppers keen on buying gifts during Black Friday and Cyber Monday. The effort provided a detailed understanding of

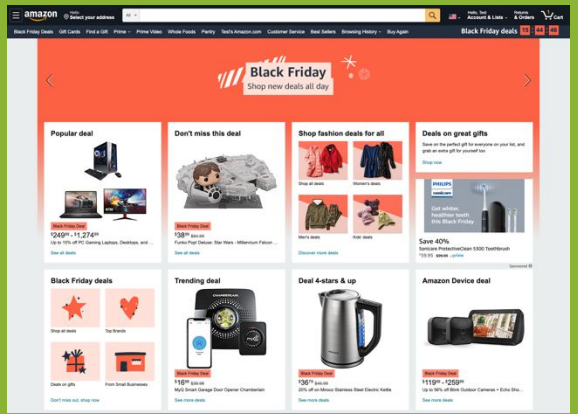
- How gift shopping has changed due to the pandemic and its effects on online shopping
- How do users navigate the Amazon holiday CX
- Can consumers get to the different gifting guides and deals pages
- Do the gifting guides and deals pages meet consumers expectations
- How do competitors like Walmart and Target compare to Amazon

BUSINESS IMPACT

Provided insights on holiday gift shopping behavior during the pandemic and the shift to online shopping

Compared Amazon shopping experience with competitors during high velocity holiday events

Provided actionable recommendations to improve the overall user experience



TRAVEL

ROI MOMENTS: MIAMI & BEACHES

The **Greater Miami Convention & Visitors Bureau (GMCVB)** is the official, accredited destination sales and marketing organization for Miami-Dade County.

SITUATION:
Greater Miami Convention and Visitors Bureau (GMCVB) engaged Key Lime to **measure and validate the usability of the miamiandbeaches.com desktop and mobile sites** and document visitor success to complete key tasks.

Key Lime's research focus:

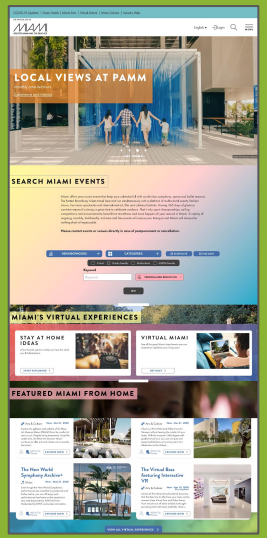
- Missing information and features
- Frustrations and 'show stoppers' '
- Areas of confusion/opportunity
- User experience satisfaction
- Document website/mobile app/site ease of use and navigation
- Did the information architecture / navigation match users' mental model and expectations

ACTIONS:

- **Phase 1:** Key Lime Interactive conducted a site visitors **Quantitative intercept survey** on the miamiandbeaches.com site.
- **Phase 2:** Key Lime conducted **qualitative remote usability and co-creation sessions** recruited from Phase 1 respondents.

BUSINESS IMPACT

Provided **insights and recommendations for site improvement and adoption**



current events page



co-creation wireframe

ROI MOMENTS: MIAMI TEMPTATIONS

The **Greater Miami Convention & Visitors Bureau (GMCVB)** is the official, accredited destination sales and marketing organization for Miami-Dade County.

SITUATION:
Key Lime partnered with the **GMCVB** to **evaluate the web and mobile experience** of their popular special offers program - Temptations.

Research objectives:

- Determine the best approach to migrate Temptations programs from stand-alone microsites to site sections within the Miami and Beaches website.
- Identify the best way to structure Temptations content (accessed by Miami locals), within a website that is primarily accessed by prospective visitors to Miami, so that content is findable to both groups.
- Identify preferred template options that support specific programs with unique logos, content, and sponsors), while co-existing with Greater Miami and Beaches content.

ACTIONS:
Key Lime **created low and high-fidelity prototypes** of Home page navigation options and **conducted focus groups** to gather navigation, sub-navigation, style, placement, and terminology preferences.

BUSINESS IMPACT

Provided recommendations to optimize access and usage experience for both locals and site visitors

Miami Temptations Special Offers



ROI MOMENTS: CRUISE INDUSTRY (NCL)

The cruise industry is the fastest growing segment in the travel industry. Understanding loyalty and site satisfaction drivers across desktop and mobile platforms is critical to attract and retain consumers where, and when, they research and book travel options.

SITUATION:
Since 2014, NCL, the third largest cruise lin in the world (by passenger) has engaged KLI as a trusted 3rd party to help **address key strategic marketing questions** like:

- How do you rank compared to your top competitors?
- What are users' top pain points using your website? Mobile site?
- Who is best in class? What best practices should I consider when updating my digital roadmap?
- How do you measure up in key segments (such as first-time cruisers)?

ACTION:
KLI conducted an annual **competitive benchmark research study** using an online moderated task-based approach. Thousands of respondents provided **survey-based behavioral, qualitative, and quantitative data** across eight cruise line websites and mobile sites. Statistical analysis ranked sites and uncovered the top drivers of loyalty and site satisfaction.

BUSINESS IMPACT:

PRESS RELEASE: Norwegian Cruise Line Hosts the Best In Class Web Experience; Leaves Competition in Their Wake

Key Lime Interactive Ranks Norwegian Cruise Line's Website Best-In-Class in Comprehensive User Experience Report.

"...This methodology provides the details we need
in order to focus our development plans in the coming year,"

—Rob Casas, Senior Vice President of eCommerce at Norwegian Cruise Line.



ROI MOMENTS: SOUTHWEST AIRLINES

Southwest Airlines is a major American airline and the world's largest low-cost carrier. Key Lime is SOUTHWEST's agency for UX Research.

SITUATION:

Southwest engaged KLI to conduct user research to **provide design feedback and validate proposed site and app changes, review the engagement of customer journeys, increase site exploration and reduce abandonment, and increase site satisfaction and brand loyalty.**

ACTION:

KLI has conducted over 20 usability studies to inform the design of both desktop, kiosk, and mobile app navigation since 2016, primarily consisting of **in-lab 1:1 usability studies and in-depth interviews. Eye tracking and biometrics are generally used in all usability studies.**

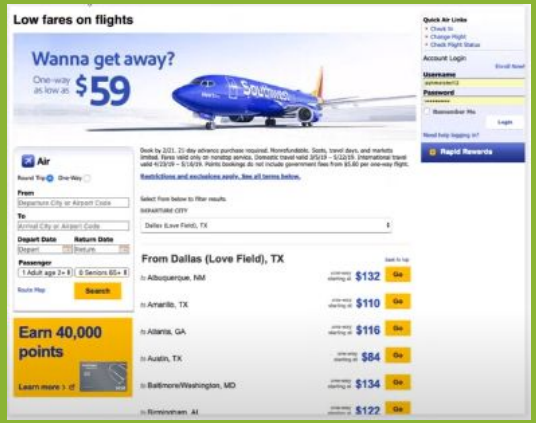
Areas of focus have included:

- Introduction and Understanding of Fare Products
- Ticket Purchase
- Rapid Rewards
- My Account
- Express Checkout

BUSINESS IMPACT:

$500,000

(in 2 weeks)



Additional ROI metrics captured when the actionable recommendation were implemented.

- Shopping **increased by 20%**
- Bounce Rate **reduced by 8.6%**
- Air Transactions **increased by 0.3%**

(As presented by SOUTHWEST at a conference in March 2019)

ROI MOMENTS: SOUTHWEST AIRLINES

Southwest Airlines is a major American airline and the world's largest low-cost carrier. Key Lime is SOUTHWEST's agency for UX Research.

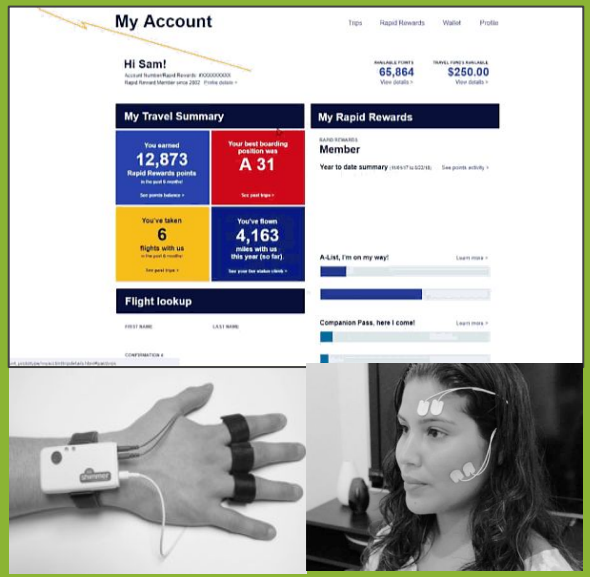
SITUATION:
Southwest engaged KLI as a partner to perform in-lab usability studies integrated with the use of **Eye tracking and biometrics**. Biometrics is used to integrate what the user is doing with tracking where they are looking, for how long, and monitor the intensity of their reaction. Biometrics adds a depth to research that can be used to make more informed decisions.

ACTION:
In over 20 studies conducted since July 2016, participants were **connected to sensors that measured and recorded their physiological reactions** to tasks performed:

- **Eye tracking** (tracks what elements are seen) - Monitors gaze activity, indicates the screen elements that the participant notices and ignores.
- **fEMG** (tracks positive and negative emotions) - Detects activity at the *zygomaticus* (cheek), and *corrugator supercilii* (brow) muscle regions as a participant is exposed to a stimulus, indicating the valence of the emotions.
- **Galvanic Skin Response** (tracks arousal) - Electrodermal response measures skin electrical conductivity as it relates to emotional stimulation.
- **Heart Rate** (tracks attention) - Electrocardiography (ECG) tracks the heart's response to stimuli, providing indicators of brain activity associated with attention.

BUSINESS IMPACT

Increased targeting, increased engagement, reduced keystrokes, increased visibility, and reduced abandonment



ROI MOMENTS: SOUTHWEST AIRLINES

Southwest Airlines is a major American airline and the world's largest low-cost carrier. Key Lime is SOUTHWEST's agency for UX Research.

SITUATION:

Key Lime was tasked to **review customer journeys** regarding: attractive/engaging, wanting to learn more, understand "monetary value", card values, application form, perceived time to complete, abandonment inclinations, loss of flight information, and statement vs. current credit.

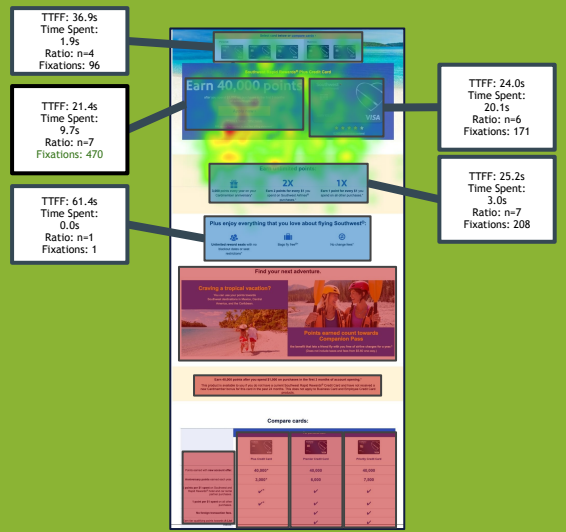
ACTION:

Key Lime used **eye tracking and biometrics** in conjunction with **1-1 In-Depth-Interviews** to inform the design of both desktop and mobile page navigation and landing pages. Areas of southwest.com to Chase Landing Page focused:

- Hero shot on home page from standalone
- Trip & Price Details page from path
- Purchase page from standalone
- Global Navigation / RAPID REWARDS from path

BUSINESS IMPACT

Increased targeting, increased engagement, reduced keystrokes, increased visibility, and reduced abandonment



ROI MOMENTS: SOUTHWEST AIRLINES

Southwest Airlines is a major American airline and the world's largest low-cost carrier. Key Lime is Southwest's agency for UX Research.

SITUATION:

Southwest partnered with Chase to offer a Southwest credit card. Key Lime was tasked with providing **insights regarding user progression** from southwest.com to the Chase landing page and through the application page and whether card benefits and value were understood.

ACTION:

Key Lime used **eye tracking and biometrics** in conjunction with 1-1 **usability testing and interviews** to inform native ad placement and design on desktop and mobile page navigation and landing pages. The study focus included:

- Attractive/engaging native ad placement
- Eye tracking (where look/for how long)
- Interest in wanting to learn more
- Understand "monetary value" and card values
- Perceived time to complete application form
- Abandonment inclinations related to approval and current booking flow
- Trip & price details page from card path

BUSINESS IMPACT

Provided insights regarding visibility, enticement, value, call to action, approval and usage, and possible abandonment



ROI MOMENTS: TOURINGPLANS

TouringPlans.com develops travel tools to make the most of visitors' time and money at theme parks, including unique products for hotel revenue and crowd predictions.

SITUATION:
TouringPlans engaged KLI in a collaborative design relationship to **assess user needs** and **improve the existing TouringPlans.com website's** visual appeal, usability and workflow, and **boost new customer adoption.**

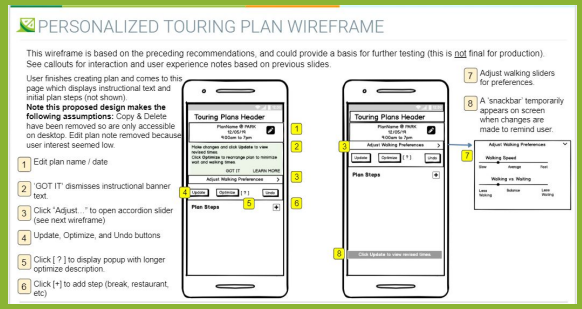
ACTIONS:

- Conducted an **Expert Review** to identify friction points on the home page. Focus included: Navigation, hierarchy, the touring plan creation process, crowd calendar, and individual park landing pages.
- **Redesigned web pages and content** for core areas to address issues.
- Conducted **unmoderated and moderated usability studies to validate re-designs** benchmarked against existing web site with experienced and inexperienced users.
- Conducted **moderated usability study to assess user needs and friction points** of mobile-optimized touring plan pages.

BUSINESS IMPACT

Insights and recommendations for improved usability and navigation drove suggested redesigns for a new Touring Plans site.

touringplans.com



MISCELLANEOUS

ROI MOMENTS: EBAY

eBay, Inc. is an American multinational e-commerce corporation that facilitates consumer-to-consumer and business-to-consumer sales through its website.

SITUATION:

The eBay Inc. Careers team reached out to KLI to **evaluate the Careers site job search and application flow,** which presented a fragmented user experience. The Careers team wanted to:

- Understand prospective job applicants' needs, expectations, and typical path through the job search and application process.
- Identify application friction points and improve the user experience.

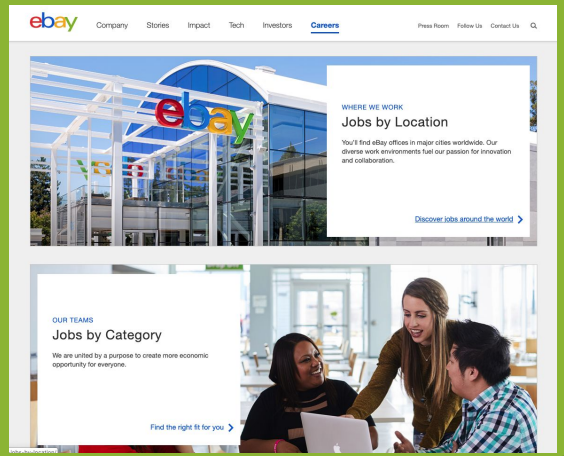
ACTION:

A 2-phase approach:

1. Phase 1: **Expert Review of Existing Site**
   - Identified potential points of friction and made recommendations based on best practices of other leading company job search sites.
2. Phase 2: **Usability Testing**
   - Conducted remote task-based sessions with potential eBay job applicants to understand their needs and friction points throughout the process.

BUSINESS IMPACT

Key Lime provided design recommendations for a quicker, more efficient and user-friendly job search and application process, and insight into the needs and expectations of potential job applicants.



ROI MOMENTS: STREETEASY / ZILLOW

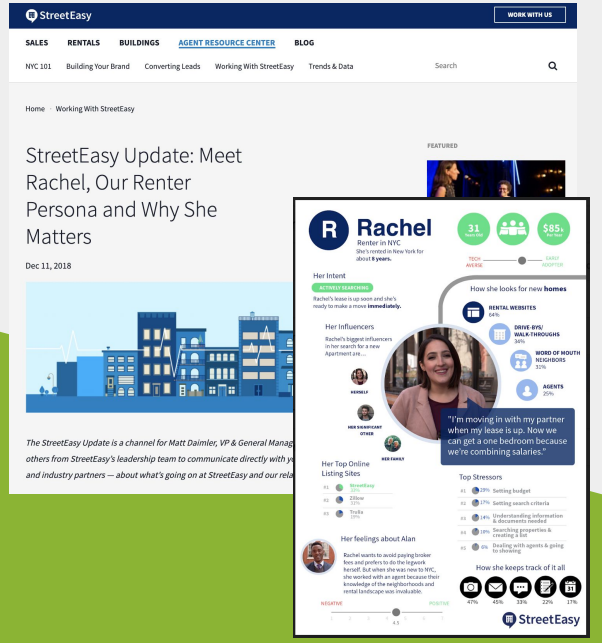
StreetEasy is New York City's leading local real estate marketplace on mobile and the Web, providing comprehensive listings and market data (acquired by Zillow in 2013.)

SITUATION:
StreetEasy partnered with KLI to **develop and refine behavioral personas, associated use cases, and clarify 3 Customer Journeys** for Agents, Renters, and Buyers to achieve “greater user centricity”.

ACTION:
KLI conducted **stakeholder interviews, presumptive journey maps, diary studies, surveys, and in-depth interviews** to explore the full story of each type of StreetEasy Customer. Armed with **detailed personas** and clarity around their user journey, KLI and StreetEasy mapped out a development strategy to adjust the business model and interface to accommodate more users, earn trust and increase site use.

The most notable changes were for the customer group “Rachel the Renter”

- 60% drop in complaints related to stale or fraudulent listings
- 85% audience growth of renters using a NYC Rental Network site in the last year
- 40% increase in the number of messages sent to rental listings advertised on the network since launch



“....A happier Rachel is a renter who is more likely to contact you, sign a lease and help you build your business. This is a game-changer.”

VP & General Manager of STREETEASY

ROI MOMENTS: ZILLOW

Zillow Group, Inc. is an American online real estate database company, with data on approximately 110 million homes across the United States. Zillow has expanded listings to include rentals homes and allows renters to pay rent online to their landlords for properties on the Zillow Rental Manager tool.

SITUATION:
With growing competition in the property rentals market, Zillow came to Key Lime to get a better understanding of **how to best position their brand and value proposition** to real estate professionals. The business intelligence team at Zillow came to the table with 5 brand propositions and wanted to research the strategic benefits and pitfalls of each concept.

ACTIONS:
KLI conducted generative **1:1 in-depth interviews** with real estate professionals across 3 strategic customer segments to help the Zillow team see:

- How Zillow stacked against other brands in the rentals market
- Brand perception and sentiment from real estate professionals
- Messaging, language and key phrases that resonated or turned off real estate professionals

BUSINESS IMPACT

Provided clear recommendations for strategic brand value proposition for their upcoming brand update

Positively impacted product strategy and marketing plans for property rentals market

Zillow®

ROI MOMENTS: KIA (via Ansible)

KIA MOTORS CORPORATION is a Korea-based company principally engaged in the manufacture and distribution of automobiles. The Company's products include passenger vehicles, recreational vehicles (RVs), taxi, bus, commercial vehicles as well as hybrid vehicles.

SITUATION:

Kia was redesigning the Offers landing page, Model pages, and Build and was looking to:

- Gather findings regarding the interface's overall terminology, navigation, value proposition, ease of use, and content
- Measure the impact of the visual design and functionality of the site / interface in relation to business objectives
- Gather findings, recommendations and additional data that the team required to move to the next phase

ACTIONS:

Using a clickable prototype, Key Lime used a Usability Task based approach to elicit user feedback on the functionality of the site, filter offers, and icons. KLI focused on how prospective users filter through the Offers landing page, and understand what they looked for, and focused on, to help make decisions when purchasing a car,.

BUSINESS IMPACT

KIA MOTORS

ROI MOMENTS: Tencent

Tencent Holdings Ltd is a China-based technology company conglomerate. It is a multinational company with many investments in social media, online payments, video games and many other aspects of technology.

SITUATION:

In August 2020, Tencent reached out to Key Lime Interactive for a Quick Insights study to understand the interests and behaviors of American mobile game players. KLI's tasks included

- Accommodating the client's need to recruit specific types of mobile game players
- Interviewing and understanding the participants' experience playing mobile games.
- Observing participants behavior with mobile game onboarding live, using remote conferencing.

ACTIONS:

Key Lime recruited a group of mobile game players in the U.S. for a 90-minutes remote session in which KLI to understand their current experience playing mobile games, focusing on their experience with game tutorials. KLI also asked the participants to screenshare and play the tutorial of one of two SLG games (Rise of Kingdom or Lords Mobile) during the session.

BUSINESS IMPACT

Provided clear insights to user behavior for international client

Provided clear recommendations based on session data and user feedback for potential future game design

Accommodated clients needs regarding technology, timezone, and session participation

Tencent 腾讯

ROI MOMENTS: Tencent

Tencent Holdings Ltd is a China-based technology company conglomerate. It is a multinational company with many investments in social media, online payments, video games and many other aspects of technology.

SITUATION:
In Dec 2021, Tencent reached out to Key Lime Interactive for a Quick Insights study to understand the interests and behaviors of **American and European** mobile game players. KLI's tasks included

- Accommodating the client's need to recruit specific types of mobile game players, in US, UK, and Germany
- Interviewing and understanding the participants' experience playing mobile games.
- Observing participants behavior during onboarding for mobile shooter games, live during the session

ACTIONS:
Key Lime recruited a group of mobile game players in the U.S. for 90-minutes remote sessions in which KLI interviewed their current experience playing mobile games, observe their behavior playing the tutorials of mobile shooter games, and interviewed the participants on their behaviors.

Key Lime also oversaw the execution of this study in both UK and Germany markets, done by KLI partners in the UK (REODigital) and Germany (Faceit).

BUSINESS IMPACT

Provided clear insights to user behavior for international client

Coordinated international research efforts, covering US and EU.

Accommodated clients needs regarding technology, timezone, and session participation

Tencent 腾讯