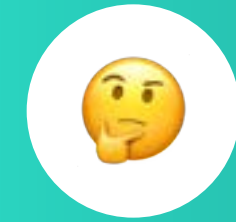
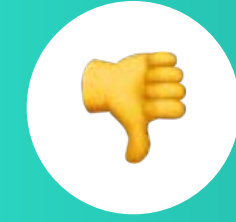


# Is your digital product struggling to gain traction?



Puzzling drop-off points in your flows



Weak performance on NPS, CSAT, CES, etc.



Underperforming new products



Meeting accessibility requirements





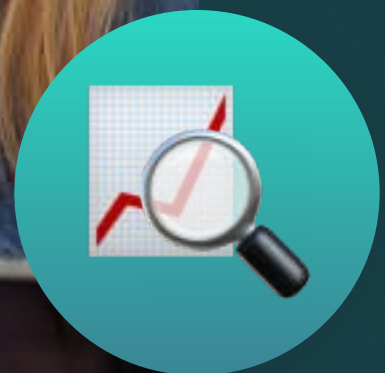
# Bring User Research on!

Carry out User Research to unlock **powerful user centric insights** about your product's end-to-end journey.

## 1. To optimise your User Experience

We can help you create a more intuitive and user-friendly website or digital product. By observing how users interact with your platform, we can identify usability issues and make informed design decisions to improve the overall user experience.

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## 2. To increase your conversion rate

By understanding your users' motivations and preferences, we can help you optimise your digital business to better meet their needs. This can lead to higher conversion rates, increased sales, and improved customer satisfaction.

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## 3. To identify opportunities

We can help you uncover opportunities for innovation and improvement. By identifying gaps in the market, you can develop unique features or services that set your business apart.

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# Making informed decisions based on users' behaviour helps your business:

2.3x

## Better business outcomes

Research drives business growth: reduced time-to-market (4.3x), increased revenue (4.2x), and improved brand perception (3x).

Maze

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400%

## Conversion rate boost can be achieved with a well-designed UX

Effective design creates a positive emotional attachment to the brand and helps retain customers.

Forrester

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23x

## More likely to acquire new customers with data-driven decisions

Organisations that leverage customer insights and advanced analytics are increasingly coming out on top.

McKinsey

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[Open Reply](#)



# Use our streamlined User Research approach

## When can I use it?

**At any stage of your product life cycle!** By testing at various stages of development, you get front-row seats to the fascinating show of how your users play, twirl, and sometimes stumble through your digital playground.



## How can I use it?

- **For idea generation:** dig deep into understanding user behaviours, motivations, and needs to generate fresh ideas.
- **For product evaluation:** assess how well your design decisions meet user needs and expectations.



## What type of insights can I get?

We can help you with:

- **Quantitative:** metrics into user behaviour, preferences, and interactions.
- **Qualitative:** attitudes, behaviours, and motivations



## How long will it take?

With our **streamlined research process**, we'll have your report ready in just **3-4 weeks** after the first call, needing only minimal touch points along the way!



# Ready to take your digital product to the next level?

Reach out, and let's make magic happen together!

 **Open Reply**

