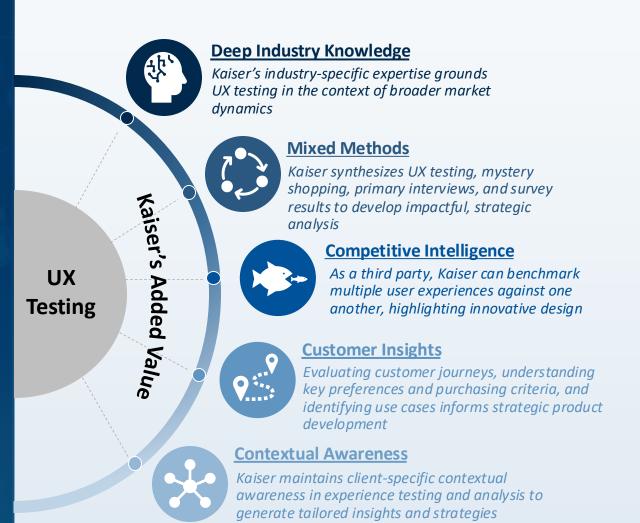


As technology infiltrates everyday activities through smart phones, infotainment systems, retail purchases, food & beverage orders, smart home controls, and more, users – both consumer and enterprise – expect sophisticated, intuitive, and enjoyable UX design.

Tech providers must prioritize UX in their product development and strategic roadmaps to drive exceptional user experiences, setting the stage for success. Given its importance in sustaining and driving product-led growth, user experiences should be evaluated through a multi-faceted approach that enhances traditional UX testing by leveraging a strategic lens.







## Deep Dive: Mixed Methodology (

Survey

Mystery Shopping

User Experience Testing

In-Depth Interviews

To further support user experience design, Kaiser utilizes surveys to determine high value use cases, identify common competitors, understand purchasing criteria, and gather key insights on perception including CSAT and NPS scores

Assumes the role of an IT
decision maker and/or
consumer to purchase
technology first-hand;
documents friction points and
positive experiences during
the sales cycle

Tests product features, use cases, and user interface to comprehensively assess user experience; highlights key capabilities, user delight, and customer dissatisfaction to recommend areas of improvement

Conducts double-blind interviews with users and key decision makers to understand their impetus for use, non-marketed use cases, pain points, positive experiences, expected future utilization, and suggestions for improvement

**Enhanced UX Testing leads to product-led growth:** 



Innovative UX design



Strategic product development



New customer identification



Market growth ideation



Connect with Kaiser's Technology Practice experts learn more about how Kaiser can support your business.





