



User Insight Service Offerings Document



Research driven innovation.

Our user research drives innovation with design thinking. When designing new concepts, we know that users don't know what they don't know. Asking them to get involved in the creative process will only give you ideas that already exist.

To create the undiscovered, we bring together the best and brightest industry experts in the areas of user research, product/market strategy, design, and technology. Housing these brilliant minds in User Insight's research driven culture drives our innovation team to ideate, collaborate, and iterate on product, service, and concept ideas. Our process allows your team to collaborate with our experts at key points to define and refine new products and concepts in a highly efficient manner.



research



technology



management

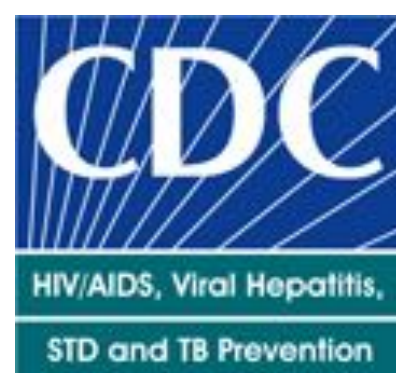


design



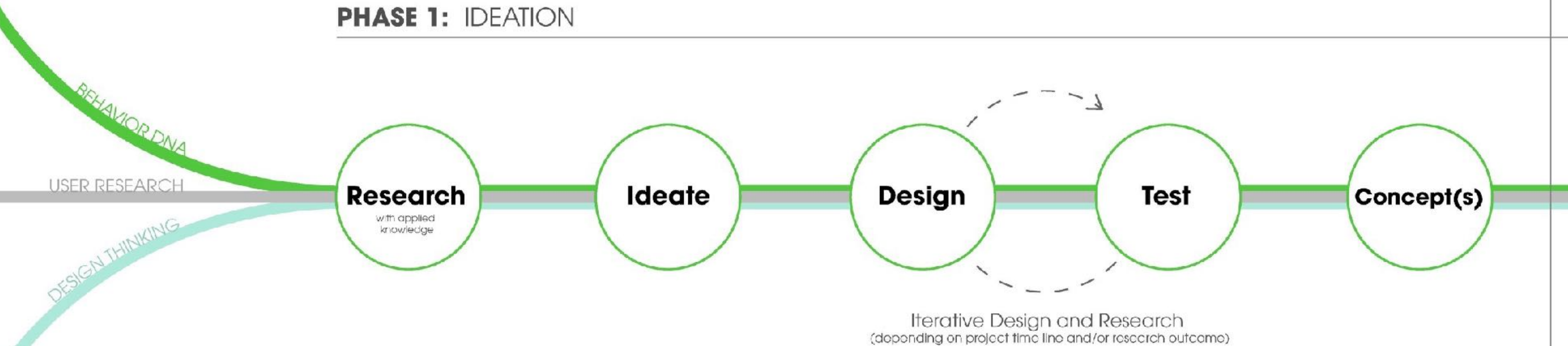


Clients



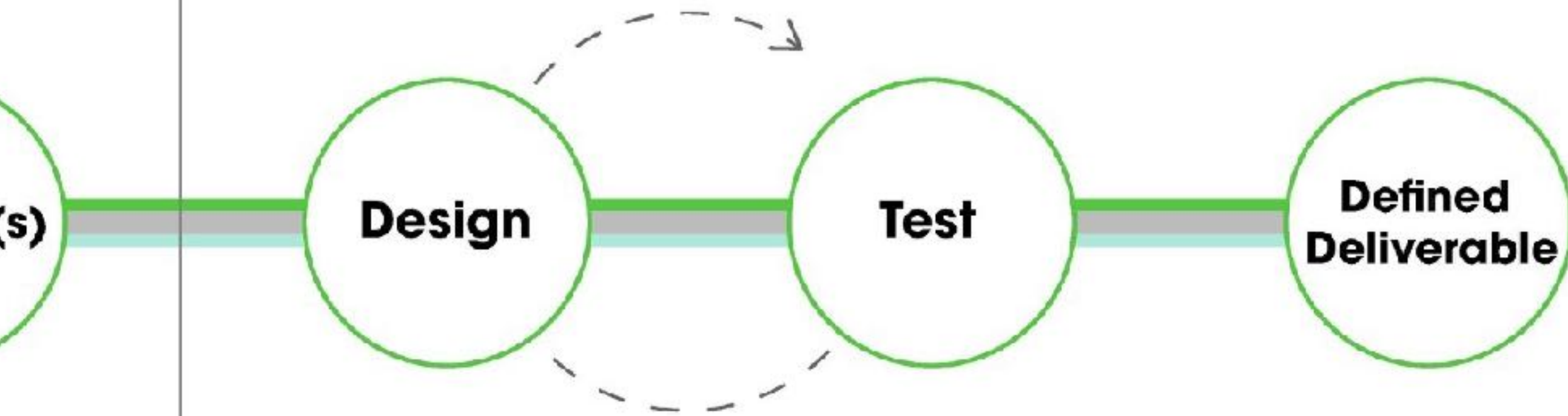


PHASE 1: IDEATION



PHASE 2: REFINEMENT

PHASE 3: DEVELOPMENT



Iterative Design and Research
 (depending on project time line and/or research outcome)




Design Oversight
 (To ensure consistency)



RESEARCH

Discovery Research 

Expert Audit 

Qualitative 1-on-1 User Testing 

Behavioral Research and Personas 

DESIGN

 Design Sprints

 UX Information Architecture

 Visual Design

 Prototyping

Applied Insights

Full service UX Research and Design retainer model



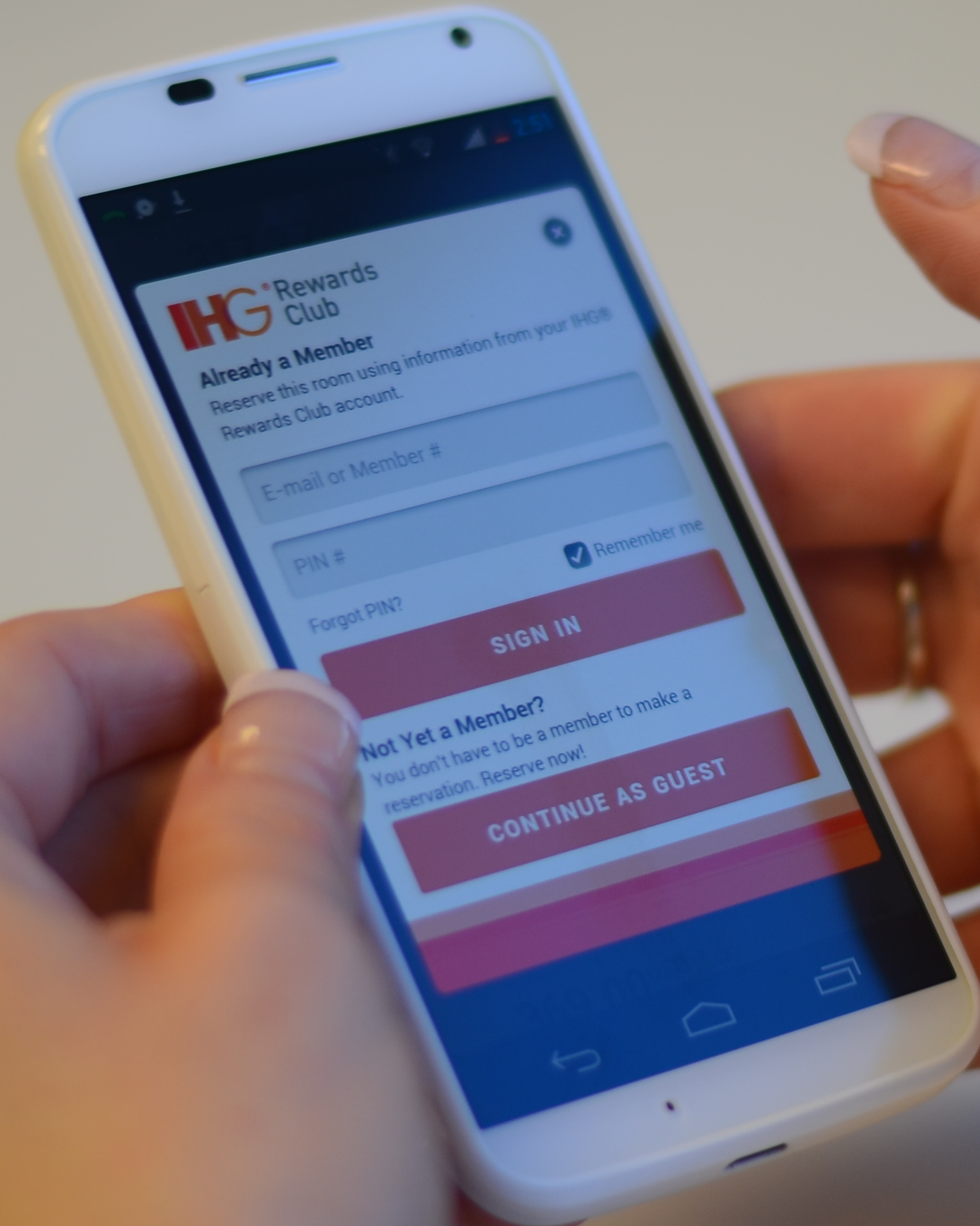


Atlanta UX Lab: Sample Client Observation Room and Test Rooms





Atlanta UX Lab: Sample Client Observation Room and Test Rooms





Atlanta UX Lab: Client Observation Room



VA1716

Quality User Research, Practical Design - User Insight/User Insight

Home Services Team Clients Contact Blog

OUR CULTURE

Here at User Insight, we focus on people - clients, users and employees. We foster an environment of collaboration and we work together as a team to deliver insights and empower our clients to build winning products, services and experiences for their customers.

OUR CORE VALUES ARE:
PASSION, ATTENTION TO DETAIL, CONSISTENCY, INNOVATION AND EMPOWERMENT.

ViewSonic





BEHAVIORDNA

OVER THE LAST 15 YEARS

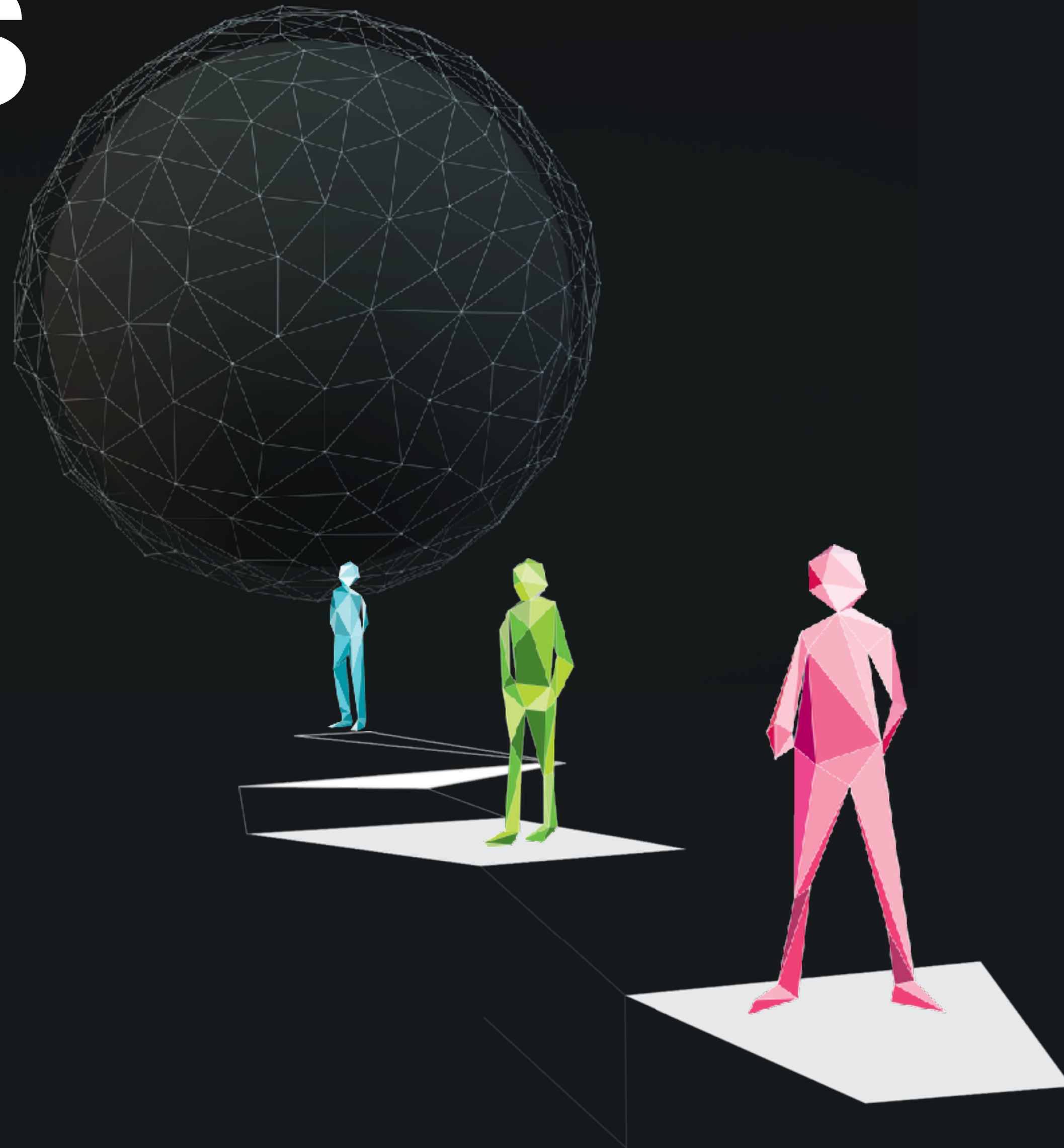
OF TALKING TO PEOPLE

we've identified patterns of behavior that continuously show up across industries, applications, and brands. We call these patterns Behavior DNA. From this behavioral archetype foundation we are able to quickly identify relevant behavior clusters and customize them for our clients.

We are able to apply these behavioral archetypes to a relevant industry or subject matter in order to leverage our knowledge about preferred user experiences.

YOU NOT ONLY HAVE TO KNOW YOUR CUSTOMER

but understand what they want and how to communicate with them at each touchpoint throughout the customer journey.



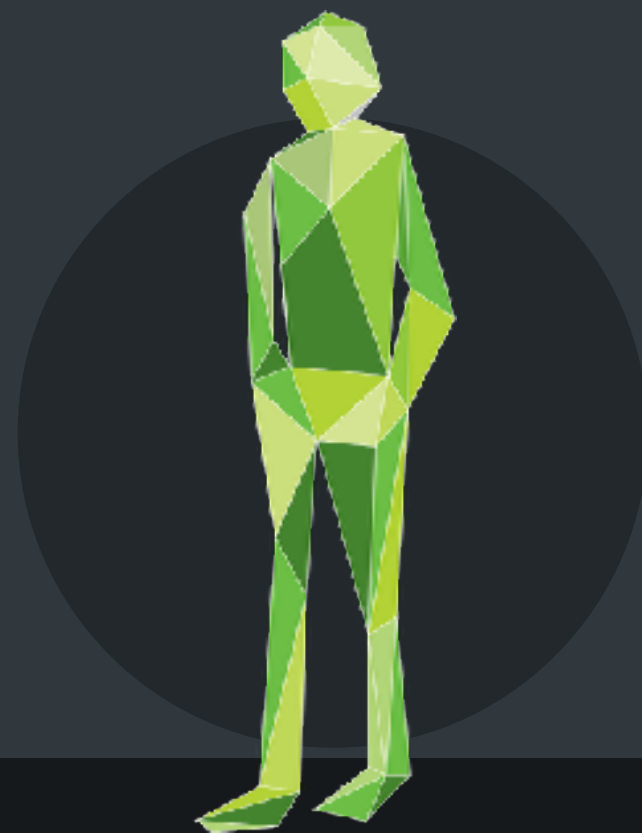
THE ARCHETYPES

ASSOCIATING THESE ARCHETYPES with their most prevalent motivation

provides a common language we can utilize to build a user centered customer journey.

thorough

NEEDS TO CONSUME EXHAUSTIVE AMOUNTS OF INFORMATION BEFORE MAKING A DECISION



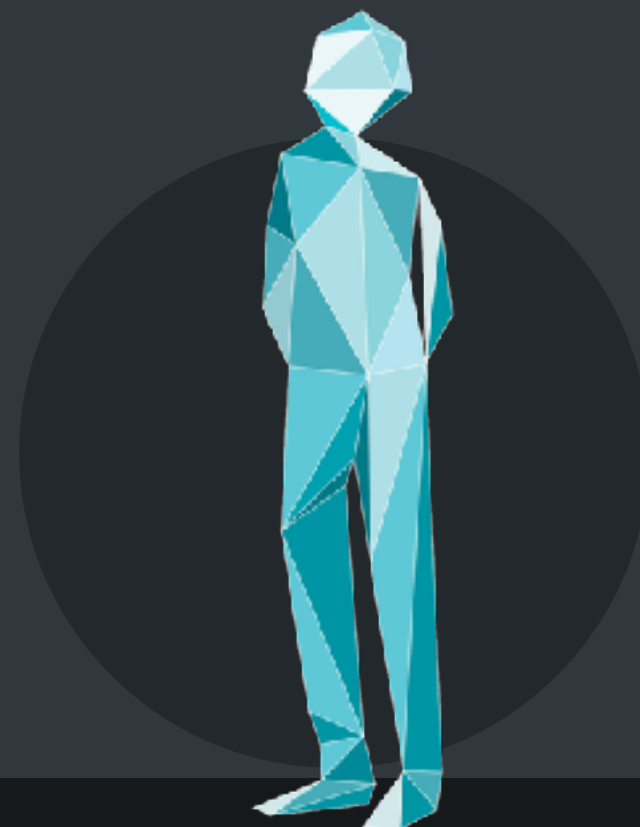
decisive

QUICK DECISION MAKERS BASED ON STEADY FLOW OF CONSUMED INFORMATION



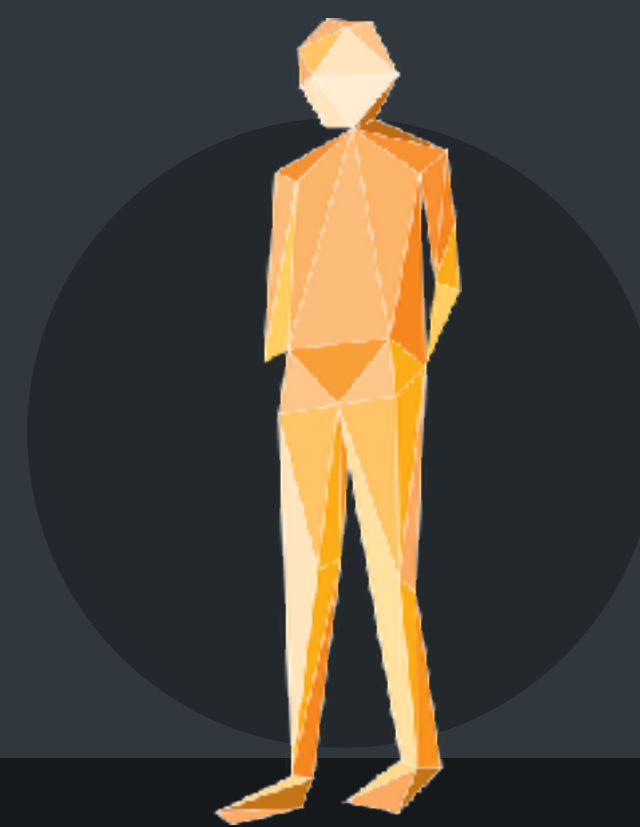
opportunist

LEVERAGES AVAILABLE RESOURCES TO MAKE A DECISION. ULTIMATELY TRUSTS SELF



trusting

REACHES OUT TO OTHERS TO INFORM DECISIONS. SKEPTICAL OF NEW METHODS



traditional

RESISTS CHANGE. NEEDS GUIDANCE AND ASSISTANCE. STUBBORN



THOROUGH KNOWLEDGE IS POWER

Takes in an exhaustive amount of information before making a decision.

Resist making important decisions without seeing the data or evidence to back it up.



TRUSTED BLOGS
REVIEWS
EXPERT FEEDBACK



THOROUGH



RESEARCH



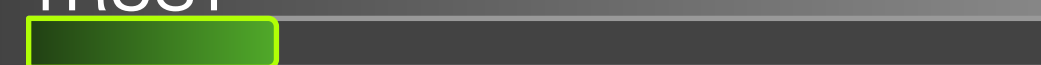
INTENSITY



KNOWLEDGE



TRUST



CONSIDERATION



DECISIVE QUICKLY EXECUTES A PLAN

Passionate and knowledgeable on a subject, are often skeptical of the knowledge of others. This skepticism of others and brands may come across as arrogance.

Streamline where they get their information so they can make quick, informed decisions.



EARLY ADOPTERS
AUTHORITY FIGURES
ELITIST

DECISIVE



RESEARCH



INTENSITY



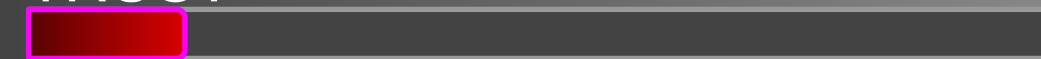
KNOWLEDGE



CONSIDERATION



TRUST



OPPORTUNIST PUTS OFF CHANGES

Likes to collaborate before making a decision but will ultimately trust themselves.

Easily frustrated by complicated tasks and confrontations.

Procrastinators until they have to make a decision. The decision is something that's in the way of what they really want to be doing.



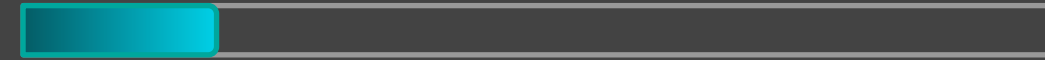
EASY BUTTON
OUTSOURCE
SUMMARY AND IMAGES



OPPORTUNIST



RESEARCH



INTENSITY



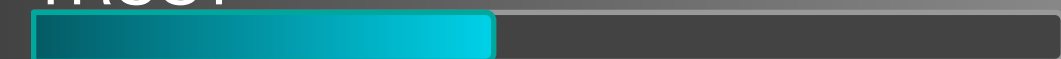
KNOWLEDGE



CONSIDERATION



TRUST



TRUSTING DOES THE BASICS THEMSELVES

Capable and appreciates linear formats. Not afraid to seek assistance for advanced tasks.

Being connected with and having a sense of community is important.



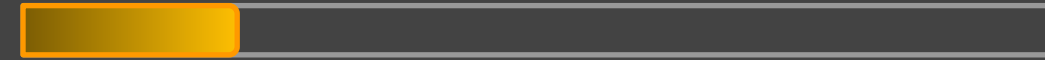
BRAND LOYALISTS
AVID LEARNERS
INTERESTED BUT NOT PASSIONATE



TRUSTING



RESEARCH



INTENSITY



KNOWLEDGE



CONSIDERATION



TRUST



TRADITIONAL RESISTS CHANGE

Remains stuck until help arrives.

Looks for guidance and tend to spin their wheels on their own.



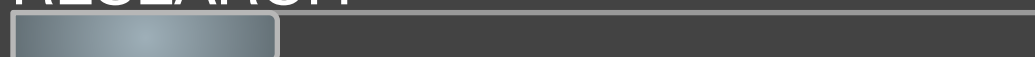
STUBBORN
NERVOUS, UNSURE
DEFENSIVE



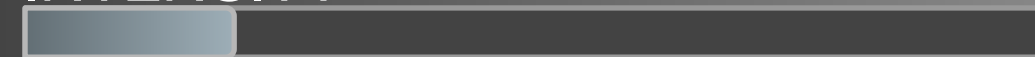
TRADITIONAL



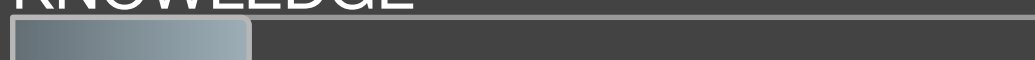
RESEARCH



INTENSITY



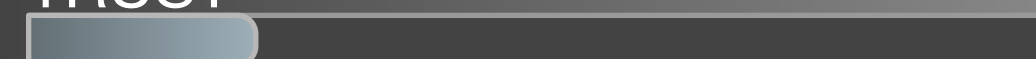
KNOWLEDGE



CONSIDERATION



TRUST



DECISION BEHAVIOR LANDSCAPE

To help understand these behavior types in actionable ways, it is helpful to organize archetypes into a behavioral landscape.

In the graphic to the right we are documenting the behavioral tendencies of each archetype as they relate to self sufficiency when tasked with problem solving. We are also displaying where each archetype falls regarding their attitude towards risk.

high
CONFIDENT

Self Sufficiency

low
Unsure



THOROUGH

value efficiency
researchers
need evidence
make calculated choices



TRUSTING

does the basics themselves
need help with advanced tasks
appreciate recommendations
like step by step process



TRADITIONAL

conservative & dislike change
unsure of ability to make decisions
will wallow until help comes along



DECISIVE

early adopters
aren't afraid to take chances
have confidence
will move quickly if unhappy



OPPORTUNIST

charismatic & passionate
hate details & making decisions
utilize knowledgeable resources
for info

low
Cautious

Attitude Towards Risk

high
Impulsive

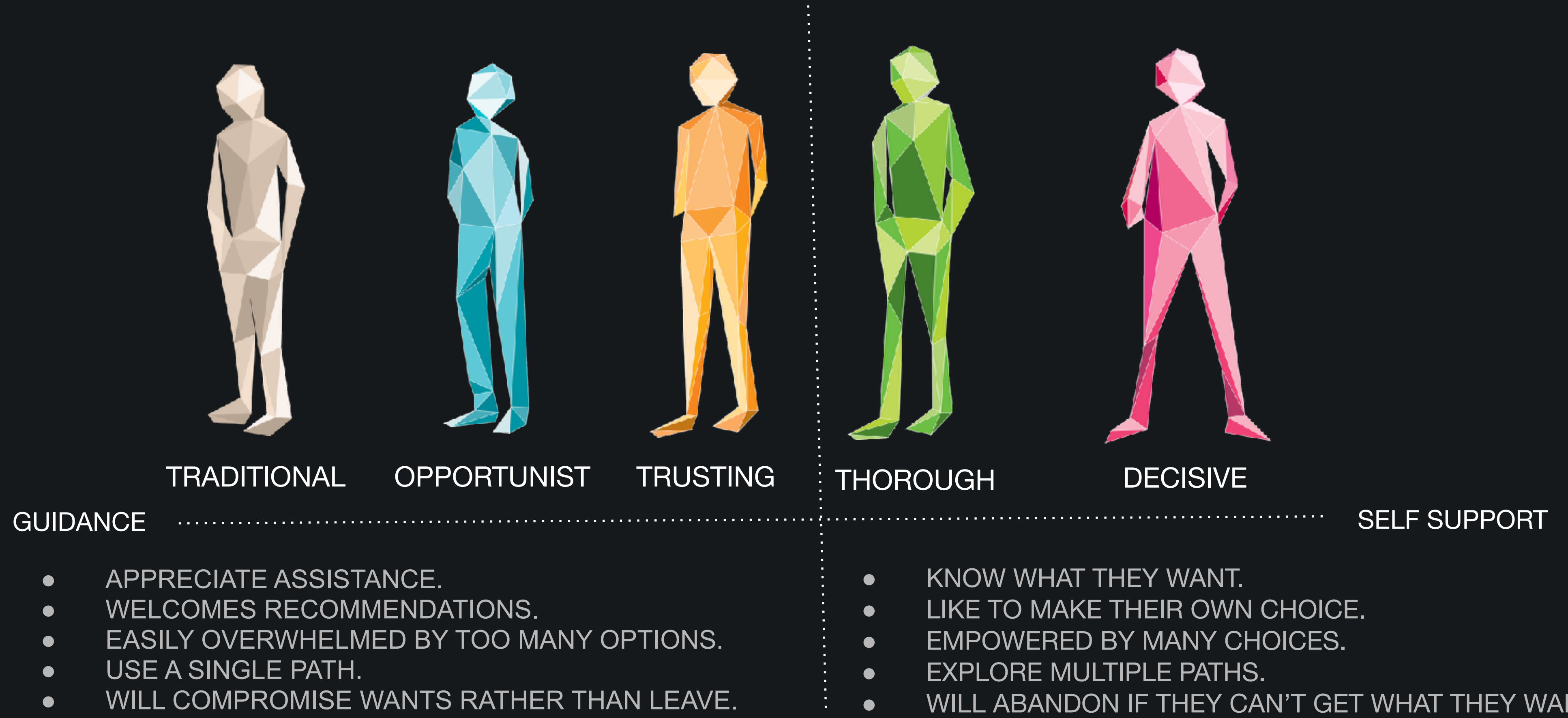
SUPPORT

BEHAVIORAL LANDSCAPE

This “support” focused landscape helps illustrate the different levels of assistance each cluster most often requires when performing a task.

This insight can inform the best content and experience for Users:

- Chat features and FAQ’s for TRADITIONAL, PASSIVE & TRUSTING behaviors
- Spec sheets and links to 3rd party resources for THOROUGH & DECISIVE behaviors



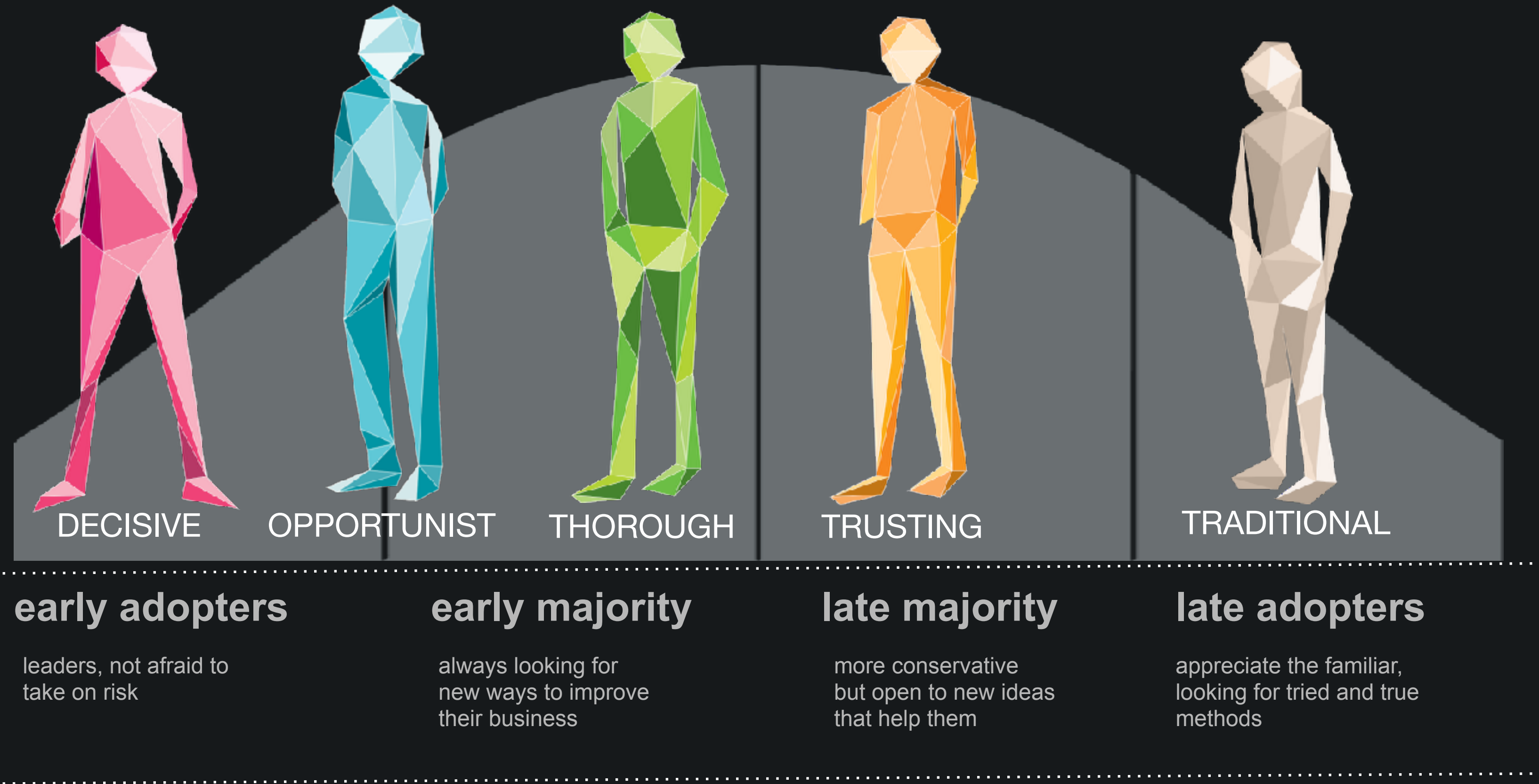
INNOVATION

ADOPTION LIFECYCLE

Another way to frame these behavior clusters is through the technology adoption life cycle.

While the behavioral landscape can be used to directly inform design criteria, the adoption lifecycle is more useful in understand which users are most likely to be drawn to a product.

It is also a helpful tool in determining which cluster is best suited to test your product in it's current state - anywhere from preliminary concepts, wireframes, prototypes, to a final launch.





Thank you.

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