

Canadian Senior App TechEase

TechEase is a mobile application that collaborated with Vital Virtual's Research Team to conduct a Diary Study.

Goal: Improve the app and develop new features that cater to the needs of their users.



Presented by:
Tony Salle

The Case for Enhancing the Product Experience at TechEase



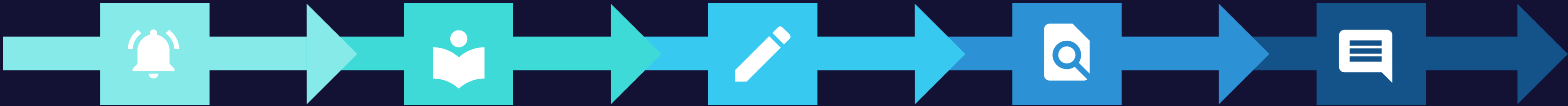
TechEase, a mobile application designed to simplify tech support for senior citizens, aimed to refine its user interface to better meet the needs of its target audience.

Despite having some feedback through traditional channels, a more holistic understanding was necessary to improve the user experience.

Vital Virtual Partnered with TechEase to run a **Diary Study** was conducted in partnership with Vital Virtual's Research Team over four weeks.

Vital Research Process

Vital Research offers unparalleled flexibility in supporting your research endeavors. Whether you're tackling a specific phase like recruitment or seeking end-to-end guidance, Vital adapts to your needs. From initial planning to final implementation, our expertise ensures precision at every step. Choose Vital for tailored research solutions, no matter the scale.



Research Planning

- Objective Setting
- Scope Definition

Global Recruitment

- Participant Profiling
- Out Reach & Selection
- Onboarding

Data Collection & Research Operations Management

- Diary Study Implementation
- Monitoring
- Engagement

Data Analysis

- Quant
- Qual
- Correlation & Regression Analysis

Reporting

- Findings
- Recommendations
- Reporting
- Action Plan
- Follow-up

Vital Research Roadmap

Challenges

User Interface Complexity

- Senior users finding navigation and tech jargon challenging.
- Sporadic feedback through conventional channels limiting insights.

Technical Glitches

- App freezing during support chat sessions.
- Lack of real-time support causing user frustration.

Feedback Collection

- Inadequate understanding of user interactions over time.
- Limited channels for gathering user suggestions.

Objectives

Ease of Use Evaluation

- Understand the ease of use from the perspective of senior users.
- Identify intuitive interactions and potential hurdles.

Barrier Identification

- Pinpoint recurring issues or barriers hindering a smooth user experience.

Navigation Insights

- Analyze how users navigate through the app in pursuit of tech support.
- Identify any roadblocks or points of friction.

Feature Enhancement Suggestions:

- Harvest user suggestions for potential feature enhancements.
- Improve tech support journey based on user feedback.

Vital Research Methods

QUALITATIVE METHODS

Diary Study Protocol

Participants used a digital diary platform to chronicle their interactions, challenges, and overall experiences. These entries provide qualitative insights into user behavior, feelings, and perceptions.

Weekly Virtual Check-ins

These check-ins allowed participants to share experiences, providing a platform for narrative feedback and deeper understanding of user challenges.

Enlightening Findings:

Descriptive feedback, like the need for simplified terminology or suggestions for a more conspicuously placed 'Help' button, are qualitative in nature.

Innovative Feature Suggestions:

Suggestions like integrating a glossary or video tutorials are qualitative feedback that provides insight into user desires and needs.

VitalVirtual Research Case Study

QUANTITATIVE METHODS

Sample Size

30 senior individuals were recruited, providing a sample for statistical analysis

Ease of Use Rating:

The average rating of 4.2/5 is a quantitative measure of user satisfaction.

Technical Glitches

Quantifiable data, such as the app freezing instances (15 times), gives numerical insights into the app's technical performance.

Help Button Usage

The 40% increase post-study is a quantitative measure of navigation nuances.

Impact Metrics

User satisfaction rate, negative app reviews, and app usage percentages are all quantitative measurements that gauge the app's performance and user perception.

Participant Recruitment Collaboration Model

Enhance Your User Research with Vital Virtual

Vital Virtual is the ideal partner if you have an existing user base and would like to collaborate with them on studies. We provide end-to-end fielding services, including recruitment, screening, and scheduling, as well as feedback collection and result analysis. Our team of experts guarantees a smooth and effective process, delivering actionable insights tailored to your specific user base.

Need Participants? We've Got You Covered

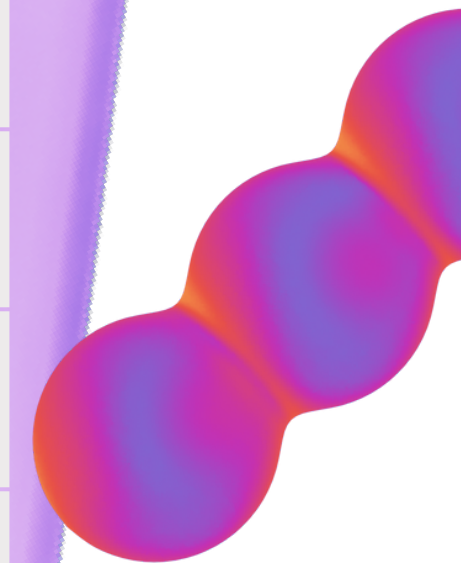
In addition, Vital Virtual has a robust participant pool that can meet your study's needs. For example, in the TechEase study, we selected participants that best represented TechEase's user base. Our participant recruitment process is thorough and ensures that each participant fits the desired profile, allowing you to focus on deriving valuable insights from the study.

TechEase Recruitment

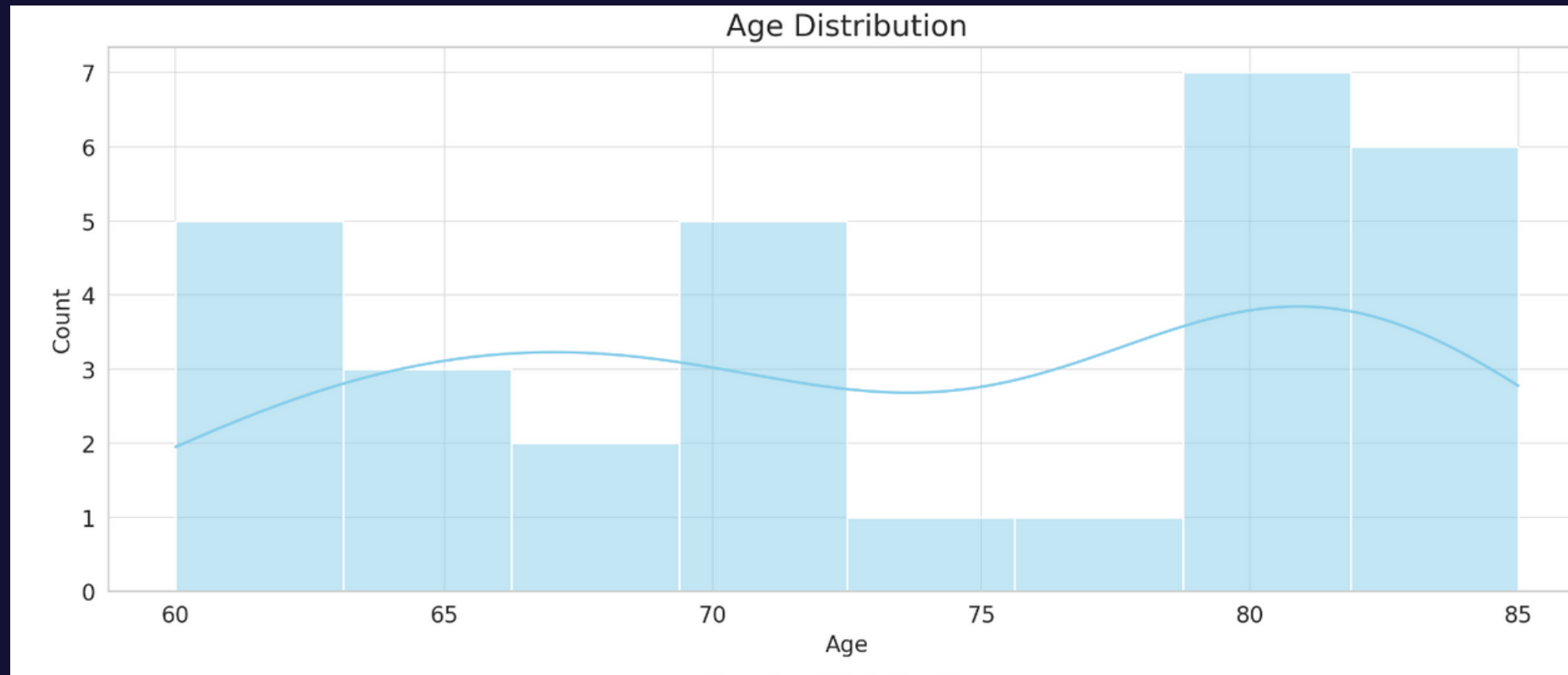
- 10 participants from Vital Virtual's panel
- 20 participants from Techease's userbase

Our client sought feedback from two German participants for their planned expansion to Germany, sourced from Vital Virtual's panel.

Name	Mary L.	Elizabeth	Robert G.
Age	66	73	76
Gender	Female	Female	Male
Tech Savviness	1	2	4
Location	Canada	Canada	Germany
Previous Experience with Tech Ease App	No	Yes	No
Frequency of Mobile App Usage	Often	Occasional	Often
Primary Reason for Seeking Tech Support	Hardware Issues	Navigation Help, Software Issues	Hardware Issues
Other tech Support Apps used in the past	App A	App A, App B	App C
Recruited From	VitalVirtual Panel	Client UserBase	VitalVirtual

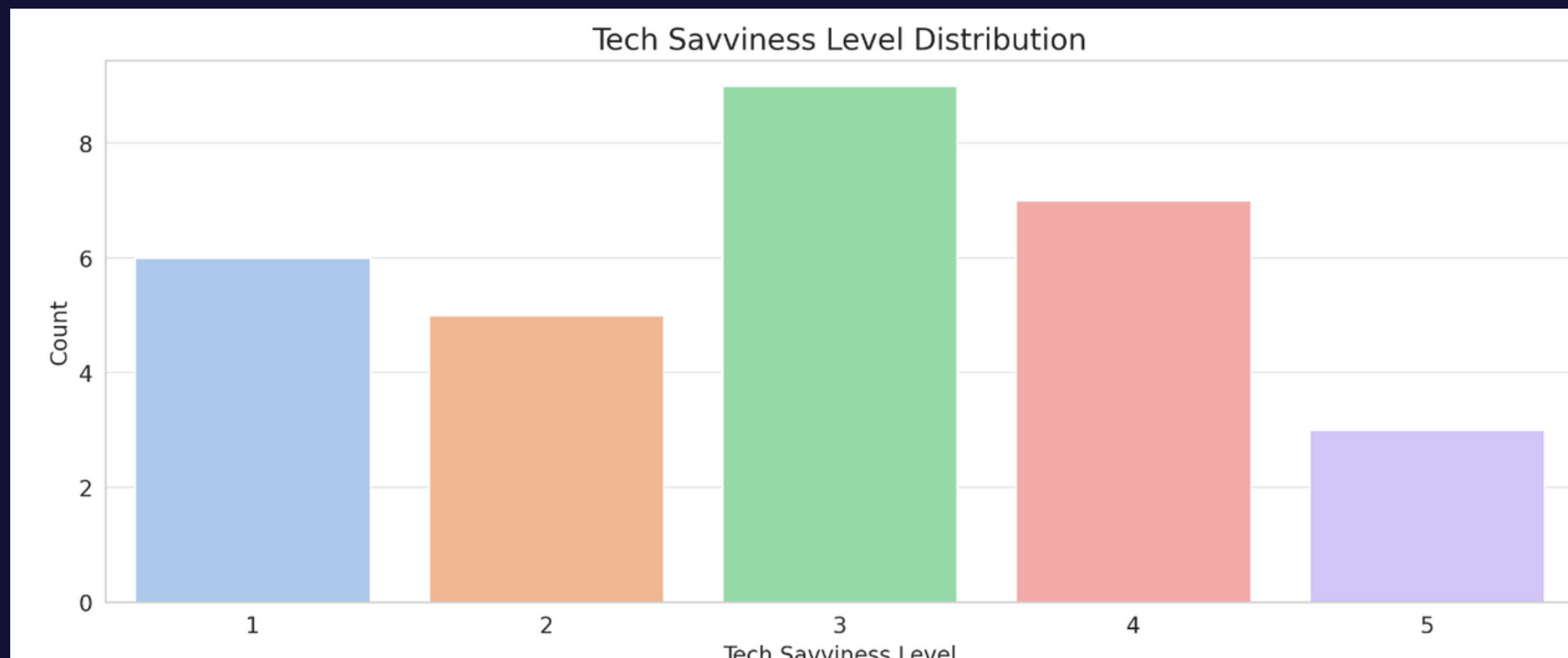


Participant Demographic Results



Age Distribution

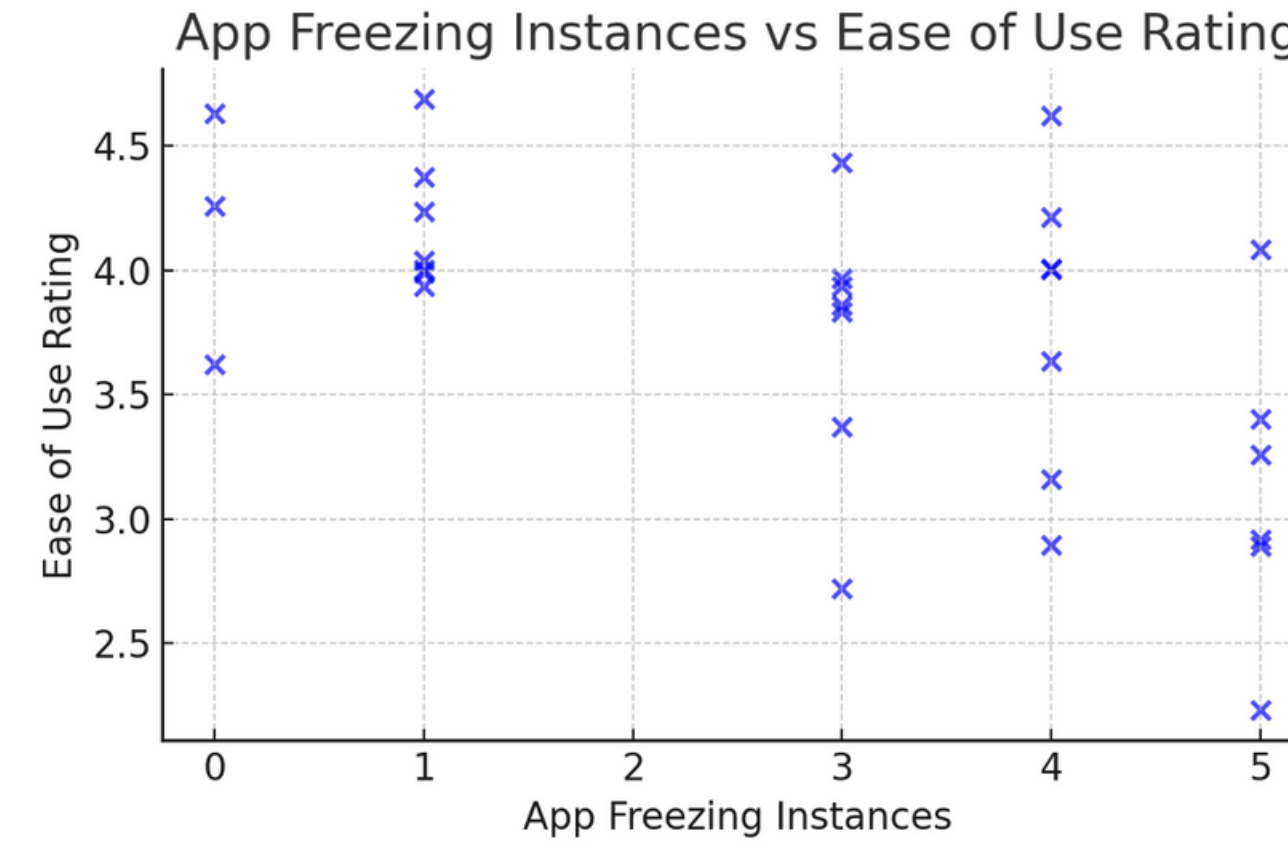
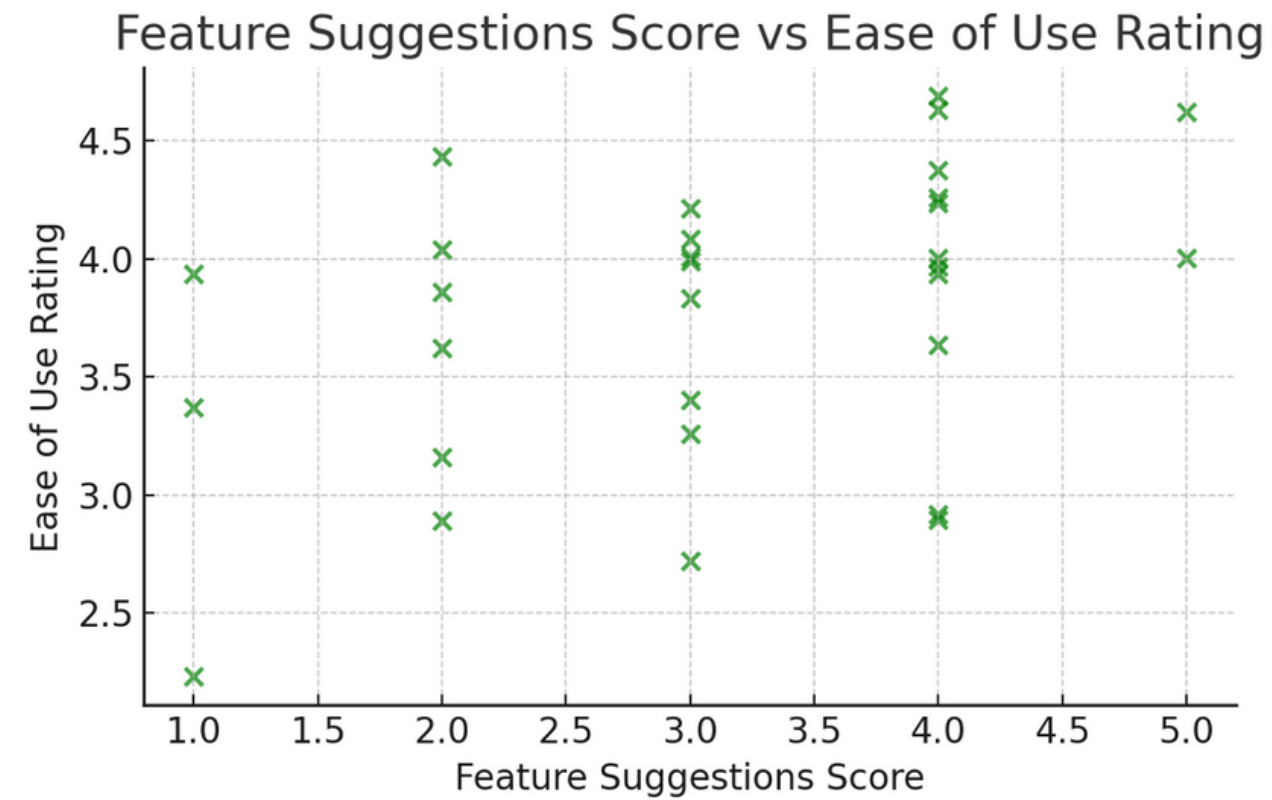
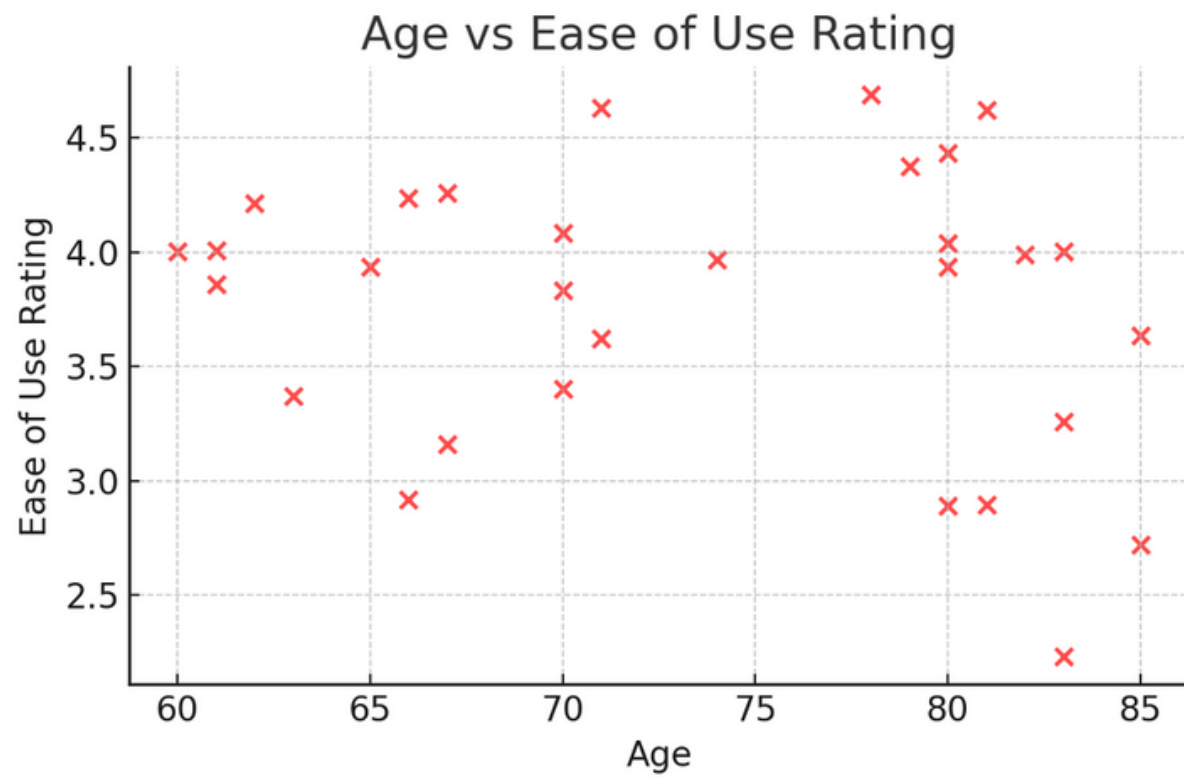
The histogram showcases the age distribution of the participants. Most of the participants fall in the age range of 65-75.



Tech Savviness Level Distribution

This chart represents how tech-savvy the participants are on a scale of 1 to 5. The majority of the participants have a tech savviness level of 3, indicating moderate tech proficiency.

Regression Analysis of Metric Results



1. Relationship between App Freezing Instances and Ease of Use Rating
2. Relationship between Feature Suggestions Score and Ease of Use Rating
3. Potential impact of Age on Ease of Use Rating

Vital Findings

Ease of Use

The app received a 4.2 out of 5 ease of use rating, with some senior users struggling with tech jargon. Suggestions for improvement include an in-app glossary or tooltips to explain technical terms.

Navigation Nuances:

Post-study analytics revealed a 40% increase in the use of the Help button. User feedback suggested making the button more conspicuous and easily accessible, while some users found it difficult to locate certain secondary features despite the overall positive feedback on the app's layout.

Feature Suggestion

Users suggested several features for an improved user experience, such as a glossary for tech terms, video tutorials for common issues or app functionalities, and interactive support like chatbots or AI-driven troubleshooting guides.

Technical Glitches

- The app freezing, especially during support chat sessions, was a prominent technical issue cited by users. Over the course of the study, there were 15 reported instances of the app freezing, causing frustration among users, particularly during real-time support sessions.

User Engagement & Feedback

Seniors provided feedback on a study, including diary entries and weekly check-ins, suggesting minor UI tweaks and major feature improvements. This highlighted diverse needs and preferences among seniors.

Vital Recommendations

Our team identified several areas for improvement to enhance the user experience and improve the app's performance.

- **User Interface (UI) Enhancement:**
 - Use more intuitive terminology and simplify technical jargon.
 - Integrate a user-friendly glossary of tech terms within the app.
- **Technical Improvements:**
 - Prioritize and address the app freezing issue during support chat sessions.
 - Regularly monitor app performance to swiftly identify and fix glitches.
- **Design Refinements:**
 - Improve the 'Help' button's visibility and accessibility.
 - Incorporate user feedback to ensure an intuitive layout.
- **Feature Additions:**
 - Include a series of video tutorials to guide users through common troubleshooting pathways.
 - Explore other standout feature suggestions from the user cohort for potential inclusion.
- **User Engagement:**
 - Continuously engage with users to gather feedback and understand their changing needs.
 - Consider conducting periodic Diary Studies or other user research methods to capture real-world user experiences.
- **Performance Analysis:**
 - Monitor user satisfaction rate, app usage, and reviews to gauge the success of implemented enhancements.
 - Use these metrics to inform further iterative design and feature improvements.

6-Month Follow-Up Report

Six months ago, TechEase implemented a series of enhancements based on the findings from a Diary Study conducted in partnership with Vital Virtual's Research Team. The modifications encompassed design refinements, technical improvements, and UI enhancements. This follow-up report provides an overview of the progress and impact of these changes over the past half year.



Key Enhancements Made

User Interface (UI) Enhancement
Technical Improvements
Design Refinements



Financial Impact

Revenue Increase

TechEase has seen a 25% increase in revenue, amounting to an additional \$500,000.

User Base Expansion

A 15% growth in the user base has been observed, translating to higher in-app purchases and premium subscriptions.

Reduced Support Costs

Due to the app's enhanced intuitiveness and reduced technical glitches, there's been a 10% reduction in support-related costs, saving \$50,000.

Increased Retention

User retention rates have surged by 20%, ensuring a consistent revenue stream from long-term users.

Conclusion

The strategic enhancements made to TechEase, grounded in real user feedback, have not only improved the user experience but have also had a tangible positive impact on the company's bottom line.

The increase in revenue and user retention showcases the value of user-centric design and iterative improvement. TechEase's commitment to listening to its users and making necessary adjustments has proven fruitful both in terms of user satisfaction and financial growth.

The VitalResearch Team



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