

Case Study: HR Communications Platform

Extended Mixed Methods User Experience Research

Name Redacted - Uses the power of story telling to engage teams and elevate results for enterprise customers.

Goal

Further investigate previous user research findings, including the general usability and desirability of the user interface for Primary Users, both new to and experienced with the product. New findings were also explored, and all results were compiled into a [Full Research Report](#) & [Case Study Slide Deck](#).

Key Findings

- Users considered aspects of the platform redundant and develop user fatigue over time.
- A comprehensive product demo and increased facilitation of task closure throughout the user interface will improve the user experience.
- Users desires and needs aren't fully met by the Main Page.

87% **AVERAGE TASK COMPLETION RATE**
Reported by Moderator

49 **SYSTEM USABILITY SCORE**
F Grade (MeasuringU)



Custom Software, UX Research & Analytics

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Remote Teams

PLANNING & RECRUITMENT

By collaborating with stakeholders and reviewing the platform, a series of user research studies were outlined. A previous micro-study conducted by REEA informed the study design: mixed methods user research involving multi-phase usability testing over a 4-week period.

Testing focused on variables impacting user engagement, preferences regarding the layout and iconography of the current design and users' perceptions of the product offering.

11 Users participated; they were externally recruited or part of an internal sample recruited by stakeholders.



Define Study Scope



Design Study & Materials



Recruit & Schedule Users

DATA COLLECTION

Moderated Usability Testing - Recorded by Moderator

- Sessions 1 & 5
- In-Depth Interview
- Longitudinal Survey

Unmoderated Usability Testing - Self Recorded

- Sessions 2-4
- Longitudinal Survey

Longitudinal Surveys

- 10-20 Items
- System Usability Scale Survey
 - Likert Scale (1=strongly disagree, 5=strongly agree)
- Preference Test Questions
- Open-ended Response Questions

All Sessions (1-5)

- Prompt Completion reported by Moderator

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DATA ANALYSIS & OUTCOMES



1

Thematic Categorization of Feedback

Session recordings/transcriptions, quantitative survey data and Moderator notes were uploaded to the UXR platform Condens. All data was tagged/grouped by theme to isolate trends in user feedback.

Though each session focused on different aspects of the Primary User journey, longitudinal questions revealed trends in user behaviors and attitudes over time. This approach simultaneously encouraged granular feedback and produced high-level insights

2

Research Insights & Recommendations

For each phase of the study, insights revealed by trends in user data, the evidence that supports them (e.g video clips) and recommendations to mitigate users' pain points were compiled into Research Reports and summarized with a corresponding Case Study Slide Deck.

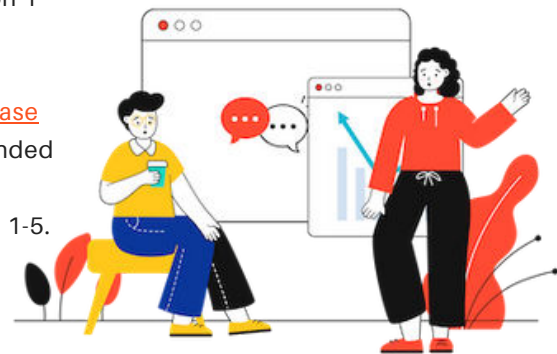
[Phase 1 Research Report](#) and [Case Study Slide Deck](#) reflected the findings of the initial Micro-Study and Session 1 of the Extended Research.

[Phase 2 Research Report](#) and [Full Case Study Slide Deck](#) reflected the Extended Research findings in totality; the discovery micro-study and Sessions 1-5.

3

More, please!

The actionable findings reported prompted the product team to develop additional paths research and discovery that led to positive shifts in their team's attitude toward user research as well as the optimization of the product plan based on user feedback.



Client Testimonial

"We engaged the REEA User Experience team to do both a micro-study as well as a full blown, multi-phased qualitative user experience project for us relative to the legacy version of our HR tech product, Redacted. We found out quickly from the micro study that **this type of analysis could be HUGELY helpful in confirming (or not) our assumptions** about what our users wanted and needed while also highlighting areas for improvement where we could get quick wins. The value of the micro study was so apparent that we elected to engage the REEA team in a larger effort to survey both current users of the platform as well as objective, third party users. **The REEA team acted as our partner from the beginning**, working with us to scope out the project, suggest ways to stay within budget and still accomplish the goals of the project, and recruit and secure third party participants. We were kept abreast of the progress and hours throughout the duration of the project, and any impact on timeline was discussed and proactively mitigated as much as possible. The end result was a robust, detailed presentation that included real participant feedback to illustrate the points made and recommendations generated. **Our entire team, including our executive leadership, found this to be an incredibly valuable investment that allowed us to change a few things even mid-build to ensure the next version release of our product was as user friendly as possible.** It was a pleasure working with the REEA Team on this effort, and we would highly recommend any organization with a digital product seriously consider user experience research as a foundational need when building and updating their product."

Jessica - Product Lead