



# MARKET RESEARCH COMPANIES' INNOVATIVE USE OF DISRUPTIVE USER EXPERIENCE DESIGN FOR SURVEYS: A SUCCESS STORY



## INTRODUCTION

A leading market research company working in the Consumer Packaged Goods (CPG) space faced challenges in addressing survey fatigue, cheat detection, reducing dropout ratios, and gathering the best data possible with minimal questions. Partnering with 9series, the company set out to revolutionize their survey experience and improve their overall market research process.

## COMPANY BACKGROUND

The client is a prominent market research company working in the CPG sector with clients such as PepsiCo, Newell, Kellogs, Diageo, and Reckitt. They aimed to innovate their survey process to address the challenges they faced and provide better results for their clients.

## OBJECTIVES

The main objectives of implementing disruptive user experience design for surveys were to address survey fatigue, improve cheat detection, reduce dropout ratios, gather the best possible data with minimal questions, and enhance cognitive analysis.



## INNOVATIVE UX DESIGN ELEMENTS

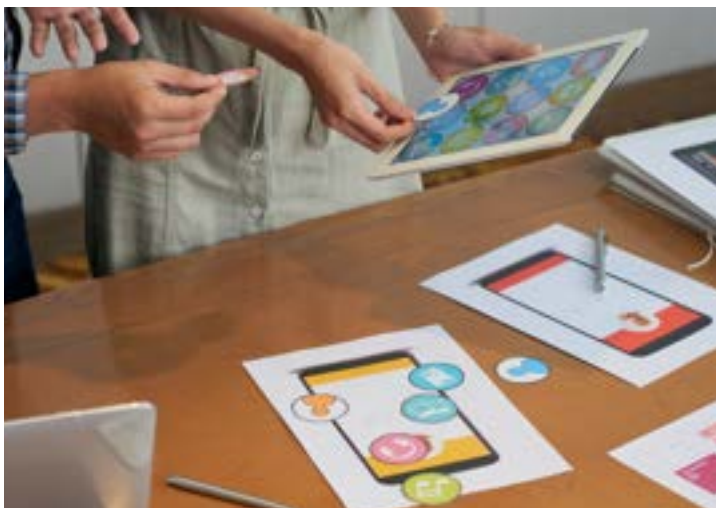
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Working with 9series, the market research company designed a more appealing GUI and introduced cognitive questions, gamification of surveys, and gamification of rewards. This improved user engagement and facilitated more accurate data collection.

## COLLABORATION & DESIGN PROCESS

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The company and 9series went through a series of design workshops and introduced OKR-driven UX design with predefined benchmarks. They tested and refined the disruptive user experience design through A2B, user testing, crowd-sourced testing, and predefined UI/UX test scenarios.



## KPIS AND RESULTS

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The key performance indicators included addressing survey fatigue, cheat detection, reducing dropout ratios, and gathering the best possible data with minimal questions. The implementation of disruptive user experience design led to improvements ranging from 2% to 20% across these areas.

## CHALLENGES & SOLUTIONS

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Major challenges faced while implementation of design workshops, testing, and the initial round of client implementation. Initiating proactive communication helped deal with issues during design workshops and testing. The results captured from these stages helped convince clients to adopt the new survey experience.

## SPECIFIC EXAMPLE

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The introduction of a 4-way swipe interface reduced the dropout ratio by 20%, demonstrating the effectiveness of the innovative user experience design.

## FUTURE PLANS

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The market research company and 9series have established a process to continuously discover new interfaces for survey technologies, ensuring that their surveys remain engaging, efficient, and effective for years to come.

## CONCLUSION

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By embracing disruptive user experience design for surveys, the leading market research company successfully improved its survey process and outcomes, providing better value for their clients in the CPG sector. The collaboration with 9series led to substantial improvements in KPIs and demonstrated the potential for continuous innovation in the market research industry.