Informed decisions
from discovery
to delivery

U1

The quality of your customer experience is crucial – guesswork is not good enough

At U1 Group, we use evidence to enable you to clearly achieve your customer experience goals.

Our purpose is to empower you with the perspective and understanding required to deliver the best possible customer experience. U1 is here to help you ask questions of customers and yourself and assist in achieving your goals, regardless of what stage of thinking or development you might be at.

About us

Australia's longest standing design research consultancy

Older than the iPhone, but younger than Amazon, U1 has been around since 2001, notching up 21 years of continuous service to our clients, and in the process delivering thousands of projects. Over this period, we have had a front row seat in observing the ever-increasing influence of digital on the everyday and gained a unique perspective on the importance of taking a human rather than technology centred approach to product and service design and delivery.

Whilst a lot has changed over the last 20+ years, what has remained constant is our focus on conducting research with integrity and rigor. With the assistance of U1 Group, you can make informed decisions, and be confident that you will succeed.

Our experienced team delivers an independent, thorough and evidence-driven approach. An approach that is built on the right mix of research methods that will help you to design and deliver the experience your customers are looking for. You can involve us at any stage of product and service development, from discovery to delivery.
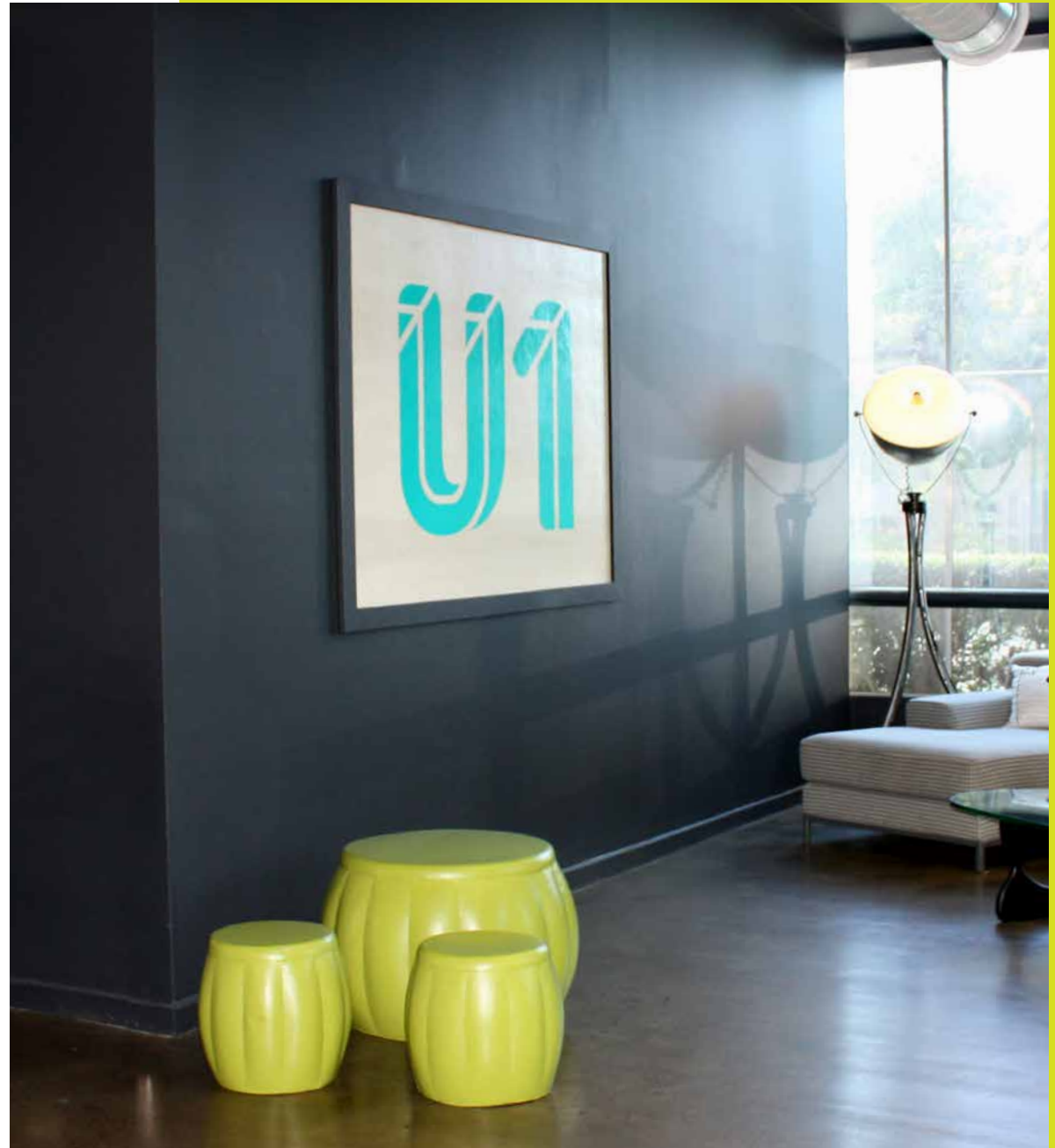
Explore the core of the experience you want to create

You're starting out and ready to explore what is at the core of the product or service experience you seek to deliver.

Your goal(s) could be to:

- Ensure that you're designing the "right" thing before designing that thing "right".
- Involve internal stakeholders to help define a product or service and get their buy-in.
- Guarantee that your product or service is aligned with your strategy and goals.
- Deliver a product or service that benefits both you and customers.
- Encourage behaviour change amongst your customers (e.g. migrate them from offline to online activities)
- Improve the customer experience.
- Accessing (or increasing) existing market share.
- Realising an opportunity that exists in the marketplace.

You might be asking yourself:

- What do I know about my audience? Who are they; how do they behave; what do they need/value; what motivates them; what is their current and potential future relationship with my organisation; how do they perceive me; and how do I reach them?
- What does success look like, how will we measure it?
- What is the value of my product or service, internally and externally?
- How does this product or service help my organisation in achieving its strategy/goals?

Design the experience you've been dreaming of

You know the experience your product or service should incorporate, and you're ready to design it.

Your goal(s) could be to:

- Involve internal stakeholders to help define a product or service and get their buy-in.

- Prioritise features and/or content that deliver the best value (internally and externally).

- Identify and mitigate risk factors associated with delivering your product or service (i.e. understand consequences of not having "X" functionality ready for launch?).

- Ensure that you're designing the "right" thing before designing that thing "right".

- Set yourself up to deliver the experience you desire (i.e. know which areas of the business need to work together, and how).

- Design an experience that works (i.e. delivers on its promise).

You might be asking yourself:

- What engagement, or interactions, should the experience incorporate; what touch points and channels are involved?

- How should information on a website or application be organised?

- Is the proposed visual/experience design consistent with brand values?

- What should the visual design of any interfaces look like?

- What features should I prioritise i.e. from an organisational perspective what delivers the most value, and from a customer's perspective what are they most likely to benefit from?

- When considering alternative design approaches (visual and interaction), which works best; which do customers prefer?

- What internal processes and/or relationships need to be in place to properly deliver the best experience of the product or service?

Build and bring your experience to life

You've defined and designed your product or service, and know what you want the experience to be. Now it's time to make it a reality.

Your goal(s) could be to:

▶ Ensure your experience works as intended before release (i.e. all moving parts are in place and interact with each other as required).

▶ Guarantee the experience of your product or service works exactly how you anticipated.

▶ Reduce and mitigate risk factors associated with the launch of your product or service.

You might be asking yourself:

▶ Is what we are building consistent with the design vision?

▶ Does what we are building actually work?

▶ Does the experience of the product or service meet any internal pre-launch metrics and/or qualifiers?

▶ What risk is associated with launching the product or service without meeting all of the pre-launch objectives?

Discover whether your experience resonates

You've got an existing product or service that's already being delivered to the market, but you want to understand what the actual customer experience is like.

Your goal(s) could be to:

- Ensure your experience works as intended. i.e. all moving parts are in place and interact with each other as required.

- Review how your product or service is meeting definitive success metrics (e.g. look at tracking customer satisfaction and investigate service expectations).

- Identify opportunities for improvement and/ or growth.

- Maintaining relevance and evolving as market needs change.

You might be asking yourself:

- How is our product or service performing?

- What are the opportunities for improvement?

- Are we meeting our pre-launch objectives?

- Are there any opportunities to extend product/ service offerings?

The U1 Toolkit

To provide you with the clearest possible insights and help you deliver real outcomes, we tailor each project to include the right methods and activities from our extensive toolkit.

Goals for a small project may need only one or two activities, while larger projects may use a range of methods and services across multiple practice areas to deliver on requirements.
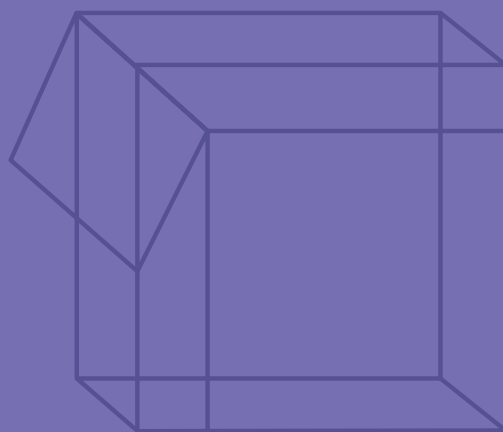
Research methods

We are well versed in all research methodologies, qualitative and quantitative, to take you from exploratory beginnings to clear and definitive outcomes.

BUSINESS DISCOVERY

Before starting your project, we spend time getting to know you, your intended audience and what you understand about your project (or goal). We meet with you and your team – often using interactive workshops – or use interviews or surveys to clarify understandings, fill in knowledge gaps and determine key goals.

WORKSHOPS

Through our inclusive and participatory workshops, you will gain an excellent understanding of how your users (and potential users) operate in the world. Understand their current experiences and let them articulate pain points to identify opportunities for improvement. You can also ask for their help in creating new solutions.

WHITEBOARD SESSIONS

A facilitated review and/or analysis of recent research, this might be internal at U1 or include your team in a brainstorming session. Incorporating these sessions throughout a project allows for involvement of key stakeholders in idea generation and decision-making.

QUANTITATIVE SURVEYS

Quantitative surveys give you access and insight into your customers' opinions. Findings can be used to support business decisions, test specific hypotheses, analyse relationships between information, and identify (or validate) key sub-groups of customers.

DEPTH INTERVIEWS

The one-on-one setting of depth interviews means we can dig deep to understand your users' preferences and behaviours. What we discover contributes to the development of wireframes, design concepts, personas, customer journey maps and digital or content strategies.

USABILITY TESTING

One of the most popular research methods, Usability Testing helps you gain insight into how well your digital (e.g. website, intranet, mobile application) and non-digital (e.g. paper-based forms, bills) assets are meeting user needs and expectations.

- Moderated user testing involves one-on-one task-based interviews with users and enables deeper probing into behaviours and preferences
- Online user testing enables greater geographical scope and larger participant numbers as users complete the tasks online, in their own time and environment.

Both options enable us to deliver actionable recommendations, although moderated sessions provide deeper insights into why problems are occurring. We can deliver one off testing projects or establish an ongoing program of tracking, following a lean, agile process. Eye tracking is sometimes used during usability testing to identify where a participant is looking – or not looking – in real time on your site or app. This information/data can provide additional insight into issues encountered by users and the steps required to address them.

DATA ANALYTICS

Most companies have great sources of existing data – if only they knew how to access and use them. Examples include customer feedback/insights, operational data, market research and tracking studies. We work with you to identify and comprehensively analyse internal and external data to help with project discovery, support research findings and ultimately better business decisions.

CONTEXTUAL INTERVIEWS

A contextual interview is a conversation with a participant in the environment in which they will be using your products and services. This improves our ability to simulate an actual experience and gives us additional insight into who they are through direct observation of the environment in which they live, work or access your services.

CONTEXTUAL OBSERVATION

Similar to a contextual interview (above), we gain insight by studying the environment in which customers use your products and services. Observation of actual experiences allows us to uncover pain points and opportunities in the process of engaging with your services – without interrupting your users or customers.

MOBILE ETHNOGRAPHY

In a Mobile Ethnography study, participants provide us with a unique view into their lives via an app downloaded to their smartphone. What we learn through this process leads directly to more empathetic design and drives product/service development that is suited to customer segments.

DIARY STUDY

It is often important to a project to note a customer or user's feelings or reactions over time. A Diary Study allows us to track and measure behaviour, attitude, emotion and thoughts from participants across a period of time for insight into how these characteristics might change.

CARD SORTING

The structure of your site or app can make or break the user experience. We use card sorting to explore and produce the most effective structure (information architecture) possible. Card sorting enables us to understand how users classify content and what terminology they might use to describe this content. IA validation usually follows this activity.

IA VALIDATION

Following card sorting, or to test an existing or draft structure, Information Architecture (IA) validation research uses tasks to explore the effectiveness of the structure and labelling.

- Moderated IA validation is conducted in a face-to-face environment.
- Online IA validation uses an online survey to test the effectiveness of the site.

Results and feedback from participants highlight what is working well and what's not – with recommendations for changes that respond to user needs.

TRUE INTENT ONLINE STUDY

The True Intent study sheds light on who is visiting your website, how successful they are in doing what they came to do, and what their overall perceptions are. We intercept visitors on your site and invite them to provide feedback on their experience. The data can inform who you involve in future research, what you prioritise for a web redesign or content review, and is a great way to assess the impact of changes after a new site is launched.

SERVICE WALKTHROUGH

In a service walkthrough we simulate the end-to-end experience your customer would face when using your product or service. This technique provides invaluable insights into how the customer experience is influenced by many different areas across an organisation, and where it can be improved.

EXPERT REVIEW

We draw on our combined experience observing thousands of users' interactions with live interfaces, and use a set of established user experience principles to identify issues with your digital assets. From websites to mobile apps to intranets, we also provide recommendations on how to successfully address any concerns.

Reporting and outcomes

All our research is extensively analysed to provide you with real insights and actionable recommendations. Depending on your project requirements, we may also deliver specific assets and reporting to support your goals for the short, medium and long term.

Interaction design

WIREFRAMING

Once you've invested in user research, it is important the findings are translated into an improved user experience or ideas for future services and products. Often this leads to the development of wireframes that meet UX best practice and are matured and developed to the point where they can be tested with potential users. Alternatives to online prototypes might include mapping services onto post-it notes, simulating the banking experience with a cardboard ATM, or mocking up mobile app experiences with paper tools and playing cards.

PERSONA DEVELOPMENT

Personas based on user research paint a clear picture of who your users are to ensure your products and services are clearly aligned to their needs – essential for developing successful digital experiences. We bring our research findings to life in a set of personas that become a reference point for your users' core behaviours, motivations and expectations.

EXPERIENCE MAPS

Gain a visual illustration of the different touchpoints users encounter when interacting with your organisation or service. By mapping out their emotional state, attitude and actions throughout the experience with your product or service, we are able to identify pain points and opportunities for improvement

FUTURE STATE USER JOURNEYS

The 'journey' depicted tells or shows an engaging story based on the ideal customer experience with your organisation, product or service. User Journeys usually correspond with a persona and represent a 'future state' vision.

Strategy + frameworks

DIGITAL STRATEGY

A digital strategy will help you think (and plan) long-term about the functionality, content, governance, and resourcing needed to ensure your digital channels are effective. Adding a road-map of actions for the short, medium and long term allows you to focus your efforts in the right places to meet your users' needs.

CONTENT STRATEGY

A content strategy helps you create useful, usable content that your users need, and that supports your overall business goals. We run several activities to create specific recommendations for the short, medium and long term and ensure you have guidelines to maintain the improvements.

CONTENT AUDIT

A content audit will highlight which aspects of your content need most attention. Often materialising as a need from user research, the audit is a key ingredient in a content strategy, but can work as a stand-alone activity. Ultimately, the specific audit recommendations help you focus on creating high-value content that supports the goals of your site visitors and your business.

CX DRIVER FRAMEWORK AND GOVERNANCE MODEL

A customer experience (CX) framework is an asset we create for you in conjunction with key stakeholders when you are investigating the effectiveness of new or existing products/services. It focuses on identifying what drives successful interactions and experiences for customers, end-to-end, what can be improved, and how to make those improvements.

DIGITAL GOVERNANCE FRAMEWORK

When you've made an investment in creating a better experience for those who use your digital channels, you want to make sure your improvements 'stick'. A governance framework ensures these improvements – including content, information architecture and search integrity – are sustained over time by the right resources, preventing priorities and developments heading off track.

Analytics

SEGMENTATION AND PROFILING

To uncover different groups of users or customers, we conduct data analysis on large samples, based on a wide variety of demographic and psychographic questions. You may already have access to data, or we design specific quantitative questionnaires to provide the level of detail you need.

QUANTITATIVE EVALUATION

This type of evaluation also involves data analysis on large samples of users/customers but the purpose is to quantify, prioritise and validate qualitative research or hypotheses and assumptions. Again, you may have existing sources of data or need a questionnaire to be designed.

COMPETITIVE BENCHMARKING

When you need to easily identify how the performance of your online presence or service compares to your competitors or best practice industry standards, competitor benchmarking can help. We help you identify the right metrics to benchmark and design surveys if you don't already have the data you need.

PERFORMANCE ASSESSMENT AND/OR TRACKING

By assessing an online presence or a service before and after launch, or just as an ongoing tracking measure, we can help you understand where it is performing well and which areas need improvement. Our insights help you assess performance, then track and measure the improvement to make sure it sticks.

CUSTOMER SATISFACTION DRIVERS

More than understanding how satisfied customers are, many organisations are seeking to explore the key factors that create high satisfaction for the user/customer in relation to a product, service or website. Identifying those drivers enables you to focus your efforts in the right places.
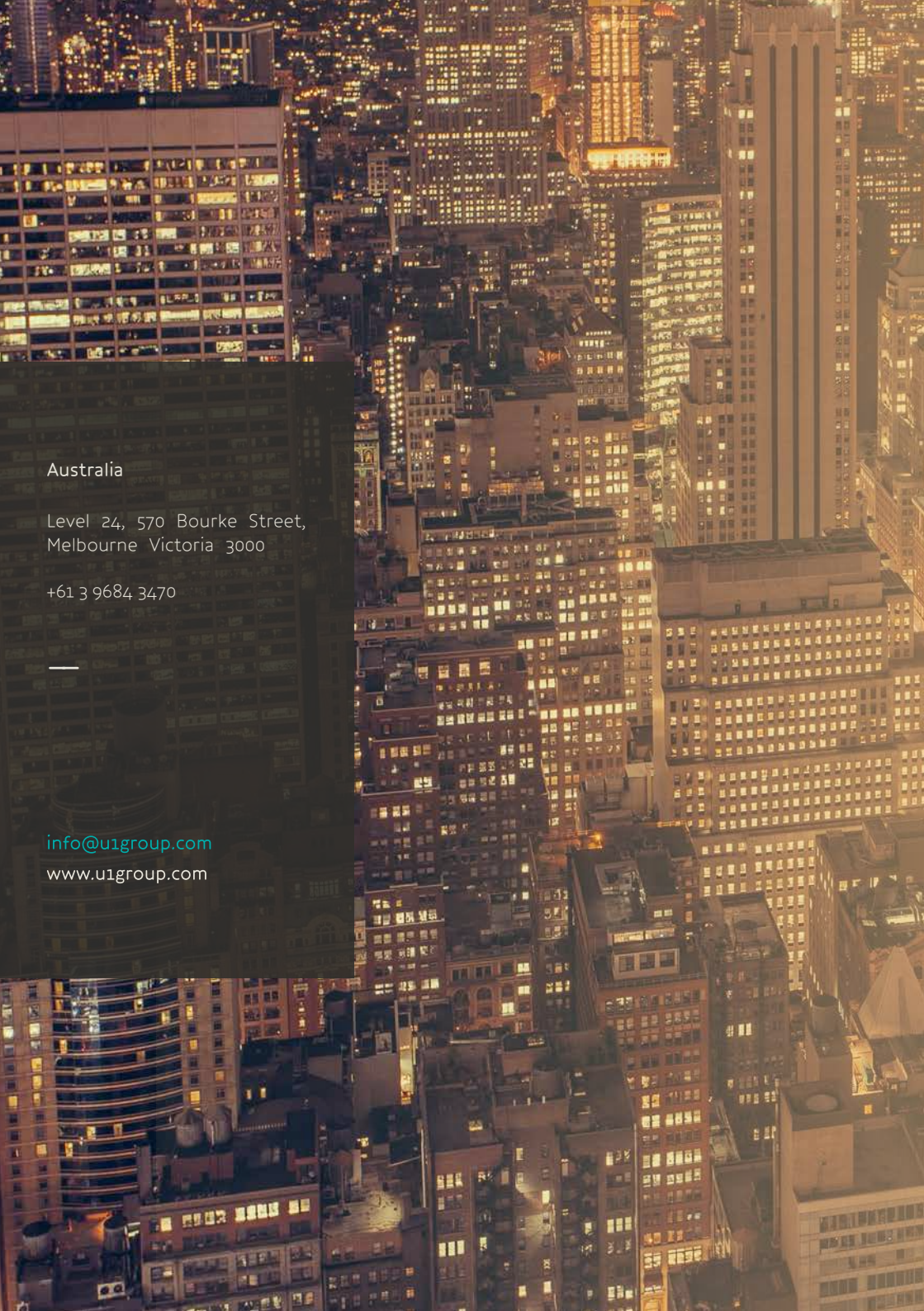
ADVOCACY DRIVERS

Happy users can be your best advocates, so we design research to identify the key factors that influence whether a user/customer will recommend your product, service, website or company to others.

ENGAGEMENT DRIVERS

Engagement means your customers are more committed to you. We explore the key factors that will encourage greater levels of engagement between your users or customers and the products, services or systems they are using.

QUANTITATIVE SCOPING

We provide consulting and advisory services to help you identify opportunities to introduce more quantitative research and metrics into the business.

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