

How **Next-Gen UX** Works



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Next Gen UX doesn't replace researchers – it empowers them to organize more tests and analyze more results. In fact, Next Gen UX involves the entire organization in the process, and as a result, it eliminates silhoues and increases clarity and communication. Here's how WEVO accomplishes this:



How WEVO Works



With Next Gen UX, researchers, marketers, and executives can all gain access to insights and share them across the entire organization for ultimate alignment around the customer's feedback.

Case Study: Bose Sound Bar

WEVO analyzed customer behavior on a sound bar original product landing page on Bose.com, marketplace sites like Best Buy and Amazon, and the site of their competitor, Sonos.

Originally, Bose had presented the Sound Bar with various accessory options that affected the price of their product. WEVO's insights revealed that their interface featured too much clutter, and actual customer quotes hinted that the experience lacked clarity. Click maps and qualitative feedback provided a holistic view of the customer journey.

Armed with these insights, we can understand WHY customers weren't engaging or converting. The combination of quantitative and qualitative insights brought to life the optimization of their experience. Moving forward, the right solution is a clear, straightforward landing page that responds directly to the preferences of customers.

Need help streamlining UX research? WEVO can help. Contact us today for a free demo.

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