**TESTING EVERY DIGITAL EXPERIENCE BEFORE LAUNCH:**

How Mastercard uses WEVO to get the insights they need.

Even though its iconic logo is found in millions of wallets around the world, Mastercard offers 435 products and services worldwide – not just different credit cards.

"People think we're just a credit card company. We're actually a technology company in the payments industry, and also focused on innovation in areas such as digital identity," says Cindy Chastain, Senior Vice President of Customer Experience and Design.

The general public may also not realize that Mastercard does not sell directly to consumers, but through banks and other financial institutions, adding an additional level of complexity. "Even though we're B2B2C, we work like we're B2C," Cindy says. And when development projects can be multi-million dollar decisions, based on the anecdotal input of 10 customers, Mastercard must be especially strategic, purposeful and swift in determining which new products and services to develop.
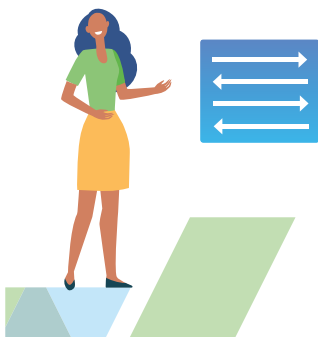
In the Mastercard Foundry, the company's innovation arm, Cindy leads a multi-disciplinary team of customer experience, product and engineering. They're charged with second- and third-horizon innovations that come from emerging technologies such as quantum computing, the metaverse and Web3.

So Mastercard must continuously innovate quickly, at scale, and with more certainty, to deliver outstanding customer experiences that their customers find valuable.

"**We need to know we're creating research-validated experiences and designs** that are the highest quality to help our customers be successful," Cindy says. "**WEVO helps us do that.**"

It's an ambitious mandate requiring an equally ambitious strategy: **to test every single digital concept or experience before it goes live**. To do that, Mastercard and Cindy needed a platform that would:

■ Deliver reliable, not anecdotal, results

■ Be effortless to use by anyone: UX researchers, marketers, designers and product managers

■ De-risk every new product or service it develops

Every experience tested before it goes live: The WEVO advantage

After a diligent review of all solutions in the market, Mastercard selected WEVO as their primary user research platform. WEVO's AI makes it easier for Mastercard to test experiences earlier in the process and to identify winning designs with more certainty. Those products and concepts that achieve a certain minimum score proceed in development. Those that do not reach that minimum will go back to be redesigned, or could be scrapped entirely.

By implementing WEVO, Mastercard can reliably score every experience, prototype or concept with:

- Faster time to run studies, requiring only 30 minutes of a researcher's active time, instead of the usual 50+ hours of panel recruitment, study execution, video editing and findings reporting

- Summarized key findings that all job functions can understand

- More reliable results, based on a sample size of 120–150

- Diagnostics that break down how clear and appealing the proposed experience is

- Visual analysis showing areas that attracted people and helped them move forward, and areas that they found confusing or disliked

And Mastercard's been very happy with the results.

"**WEVO's been such a great partner to us.** We needed a platform that would enable us to innovate at scale. **WEVO helps us de-risk concepts and increase the likelihood of their use and adoption once developed**," Cindy says.

See WEVO in action.

No technical integration. No plug-ins. No live traffic required.

Book your demo at wevo@wevoconversion.com.