

IMPROVING TRUST ON PERSONAL DATA

Measuring customer experience and quality improvement

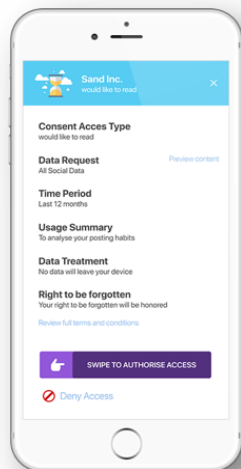
clar^{iter}



DATA, IT'S PERSONAL

Thanks to its highly secure framework digi.me enables their users to take back control of their own data.

Whether that's through digi.me's flagship app that stores your complete library of data from third-party apps, or their ground-breaking ecosystem of apps that's growing by the day, digi.me puts you back in control of your personal data.



Part of digi.me's family of 'add-on' apps is 'Sand' – a social analytics app designed to analyse one year's worth of social media data across Facebook, Twitter, Instagram & more.





THE CHALLENGE

Digi.me's flagship app is changing the game. In an age where trust issues around big data are commonplace, it's become increasingly important to ensure the general public that data isn't being misused and is secure – at any cost.

As digi.me puts individuals back in control, it is essential to gauge the real user opinion on digi.me's app by looking into these specific issues:

- Reputation**
- Empathy**
- Sentiment analysis, by monitoring online conversations**



THE CLARITER APPROACH

Going beyond merely testing in a lab, we were able to call on our diverse community of professional testers, subject matter experts, casual tech users and everyone in between – to get real, valuable insights into the experience of using digi.me’s apps, and of the brand itself – meaning we offered professional, impartial and transparent testing from start to finish.

From there we were able to collect information and gain insight in the “nature of the kinds of bugs” that users in the real world were experiencing and vital feedback from real world users going through the whole journey from discovery, through installation, setting up to final use.



THE CLARITER APPROACH

Whilst digi.me naturally have their own QA and user experience teams, it can be hard for any internal user to be truly impartial and open minded about the way in which they test their own product and that's where the power of Clariters' community comes in.



THE CLARITER APPROACH

Most companies use traditional surveying techniques to gauge their customers perception of the services that they provide, but there are many significant issues with these :

- They don't focus specifically on trust;
- They don't give any detail behind the scores as to why the reviewer left the score that they did;
- They frequently don't know who the reviewer is and what is driving their point of view;
- And what about those customers who quit the process before reaching the end where the survey is done;
- There is no direct link between the survey results and any issues that the customer faced or any means to report them;
- And there is no real way to measure the customer perception changes over time when the survey group is different each time, nor can you really understand why the results are different over time;



PROJECT PHASES AND MAIN RESULTS



Real users were asked to carry out specific tasks syncing their data from different social platforms to digi.me's app and make use of 'Sand'.



They were tasked to both finding as many anomalies as possible and also gather all of their feedback together in a way which would give digi.me the insight required to focus their development on the areas which would give the most value.



Involved over 100 real users from 5 Countries, using tens of different device types, over a period of just two weeks.





RESULTS – THE CLIENT PERCEPTION

“What Clariter have given to us, is not just the ability to find those real world bugs that would harm our reputation, but a means by which we can measure that vital public opinion of our proposition in the marketplace and then mark our progress over time”

– Fab De Liberali, Chief Product Officer

AND NOW, WHERE NEXT?

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LONDON
ROME
LISBON