CO-CREATING A NEW WORLD

Co-Creation Mission on the tim.it website

TIM'S NEW WORLD

In February 2019, Telecom Italia (TIM), the leading landline operator in Italy, decided to commission a co-creation study investigating the behaviour of TIM and other competitors' customers with a specific focus on the TIM.it web portal - including the MyTIM Private Area both on BIG and SMALL screens.

TIM

THE CHALLENGE

Being the leading landline operator in a market requires lots of hard work – while it's equally important to consolidate market position - not least in a sector as competitive as tele-communications. TIM wanted to redo their own website.

They wanted to firstly:
– Understand how their own customers interacted with it

And also to:
– Understand how users interacted with competitor's websites to ultimately help with benchmarking

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THE CLARITER APPROACH

It was important to take on a multi-faceted approach to help give TIM a broad overview of not only their own users' experience but that of their competitors too.

Going beyond looking merely for an evaluation, it was important to foster new ideas and solutions.

THE THREE PHASES

phase 1 — The first phase involved encouraging crowders to complete a survey to understand their browsing experience.

phase 2 — In the second phase, we undertook video interviews with crowders to take a deeper look at their experience on the tim.it website.

phase 3 — In the third phase, we analysed all of the data and produced a final report.

RESULTS – THE CLARITER WAY

700 + crowders took part in the co-creation missions

920 separate **pieces of feedback** were meticulously analysed

RESULTS – IMPLEMENTING OUR RESULTS

TIM's Marketing department listened carefully to Clariter's suggestions by our community and looked into ways of including them on their new and improved upcoming website.

As soon as TIM's new website goes live, Clariter will carry out an already planned **Solution Verification check.** Once again, a **community** of professional testers, casual tech users, and essentially, real-life users will provide high-level validation of TIM's improved website.
This goes far beyond testing in a lab.

AND NOW, WHERE'S NEXT?

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LISBON

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