
Case

Study

Contact Information

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Web-Based Photo Applications Provider Obtains New Perspective on User Experience

Client: A leading application service provider for the photo merchandise market

Business Issue: A photo application service provider sought a comparative assessment to uncover the strengths and weaknesses of its online service in relation to others on the market. The ultimate goal of the project was to create a balanced view of the market that could be used to highlight the unique selling points of the client's product while at the same time portraying an accurate view of all the leading companies in the category.

The Solution: InfoTrends conducted a focus group in which consumers assessed 5 Web-based solutions (including the client's) based on a specific set of criteria. Each person was asked to test two out of the five photo merchandise products selected for analysis. Everyone tested the client's product plus one other product.

In conducting these reviews, InfoTrends was able to compare the features, functions, and other attributes of the 5 leading photo merchandise applications/services. It was also able to evaluate the overall user experience according to:

- Speed
- Simplicity
- Level of enjoyment
- Ability to exercise creativity
- Unique features of each solution
- Ordering and fulfillment process

Results: InfoTrends presented the client with a presentation-style report detailing the findings of the study. The report included a review of the key findings, assessed differences that occurred according to demographics, and discussed the overall conclusions and recommendations.

InfoTrends also supplied the client with a white paper highlighting the results of the study. This document is a valuable sales tool that the client can leverage as an unbiased, third-party review of its service.

Getting Started

For more information about InfoTrends' project capabilities and how we can help you, please contact Matt O'Keefe at 781-616-2100 x115 or via e-mail at matt_okeefe@infotrends.com.