

CASE STUDY:

Evaluating, Validating, & Serving Target Audiences



An organization representing a major tourist and convention destination asked us:

How can we assess the accuracy of our target audiences and build a more authentic customer journey to increase engagement and loyalty?

Meet our client: The Greater Miami Convention and Visitors Bureau (GMCVB), the official destination sales and marketing organization for all of Miami-Dade County and Miami Beach—a global destination for both business and leisure. The GMCVB strives to create culturally rich, diverse, and innovative experiences for visitors and residents alike. They work tirelessly to generate travel to the Miami area, all to maximize the financial impact of tourism, build economic resiliency, and elevate the quality of life for its residents.

As they prepared to develop a new website, our client needed to know: With eight different target audiences, could they effectively tap into each audience? Was their UX attuned to the needs of such varied audiences across their range of digital and non-digital experiences? And, how well would their new digital customer journey serve these target audiences?

OUR ANSWER

The Key Lime Interactive research team crafted a multi-phase investigation to develop the Bureau's user personas and study their UX ahead of building a new website. This project involved three separate parts:

1. Streamlining and developing user personas based on their list of established target audience groups.
2. Conducting surveys and in-depth interviews, mapping the customer journey, and evaluating the digital and non-digital marketing strategies.
3. Strengthening the information architecture of the website, testing the usability of the Bureau's website prototype, and gaining insights into their overall UX.

Our team of researchers surveyed 400 users to evaluate the GMCVB's eight target audience segments, looking for gaps or overlaps in these user personas, and discerning the motivations of these groups as

well as the activities these audiences were hoping to find.

During the second phase, KLI researchers conducted 40 in-depth interviews to map the customer journey across the brand's eight existing target audience segments. We also explored user motivations and needs, as well as the expectations these users have regarding their travels. Most importantly, we consolidated and simplified the GMCVB's eight target audience categories down to just five user personas to help our client refine and focus their UX efforts.

Next, we created a card sort activity to outline the user experience of navigating the website, identifying any issues within the current website architecture. Because the brand interacts with users from all over the world, this research covered 160 users from multiple countries to pinpoint key commonalities in site navigation and organization among a broad range of users.

Overall, the Key Lime Interactive research team investigated which user personas would be most beneficial to the Greater Miami Convention and Visitors Bureau—not just for the development of its new website, but also to help our client map and optimize the entire customer journey.



RESULTS & NEXT STEPS

By surveying hundreds of users and conducting dozens of in-depth interviews among every existing audience segment, we identified ways to streamline these target audience groups and create fewer, more actionable user personas—all to increase adoption rates, boost engagement, and foster user loyalty.

We proposed narrowing the Bureau's focus to just five user personas, replacing the long list of eight target audience groups, based on the characteristics and motivations of real travelers, incorporating their unique goals, opportunities, pain points, and demographics. By doing so, GMCVB can now work with a smaller number of specific, research-backed user personas to hone their UX, boost engagement, and better meet the needs of their users.

As KLI's researchers turned their attention to the website itself, we discovered how the site served the Greater Miami Convention and Visitors Bureau's newly-minted user personas. A card sort activity with 200 participants provided a wealth of information regarding the website's architecture, highlighting more efficient ways to organize the Bureau's content, information, navigation, and web links to foster better engagement. Our study revealed concrete strategies for how to improve the site's ease of use and better serve its users.

Overall, the study gave the GMCVB a clear path forward to improve its UX and meet the needs of its users to inspire, engage, and convert its website visitors and encourage them to explore Miami.

Discover how Key Lime Interactive's user experience research experts can elevate your customer experience and help you take the lead in your industry to reach new heights.

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