

CASE STUDY:

Evaluating User Personas to Foster New Growth



A renowned digital infrastructure brand asked us:

How do we discover which user personas and user behaviors will pave the way for new growth and customer-led product innovation?

Meet our client: A world-class digital infrastructure and colocation company that specializes in bringing leading organizations together in industries like finance, manufacturing, retail, transportation, government, healthcare, education, and more. Our client excels in helping their vast array of clients meet this digital-first world head-on.

But our client wanted to know: With so many different types of clients, which user personas should they focus on—and which of these user personas would be most helpful in improving their overall UX? Most importantly, was it time for our client to update their user personas altogether to better inform product designs, development road maps, and Product Led Growth (PLG) to make the most of their time and resources as a company?



OUR ANSWER

The Key Lime Interactive research team designed a study that would help our client by painting a complete picture of which user personas would be most beneficial for development by getting to the root of what key stakeholders felt was most important to learn about across the user journey – from product research to decision making and onboarding, as well as ongoing tech support.

We conducted extensive, one-on-one interviews with seven key decision-makers to discover their priorities, learn where they want the company to go, and discern what kind of user information is most helpful to get them there.

After analyzing these interviews, we synthesized all the information we garnered to develop a research-backed plan for our client to craft improved user personas, diving deep into the information we learned and setting out on a multi-phase process to gain such a detailed understanding of the brand's UX. After conducting interviews, we then:

- Held an internal workshop to learn more about the brand's operations.
- Conducted a quantitative survey to learn more about the user journey.
- Held qualitative interviews with real users to get a clear firsthand perspective of the UX.
- Analyzed the data from interviews, workshops, and surveys, providing our client with a thorough data roll-up.
- Curated a new user personal and journey map based on the data collected during our study.

THE RESULT: OUTCOMES & NEXT STEPS

Our team of UX researchers captured insights and pain points regarding our client's current user personas, identifying key opportunities for growth to make better use of these personas. All of this research was done to provide our client with some real clarity; with that "A-ha!" moment to unify their team and illuminate a clear path forward.

Through our research, we gained a deeper understanding of our client's processes, and where there was room for expansion: **Increasing awareness of their broad range of services, bridging the gap between the traditional and new developers they serve, refining the sales and decision-making processes, making their services more convenient for their customers.**

With this information, our client had a complete picture of which user personas would be most beneficial for development. Looking at the discoveries made through these interviews, some of our recommendations included:

- **Sharing all the findings of the study with the larger team** to align goals company-wide.
- **Running Ideation and Brainstorming sessions** with key stakeholders and other essential team representatives to address the findings of our study
- **Conducting quantitative and qualitative studies with customers** to gain new insights from real customers to update user personas successfully.

Through our partnership, our client was able to get their whole team on the same page and determine the right strategies to honor their current user personas while also finding ways to attract new customers—and how to best allocate resources to make it all happen. It was a clear path forward to take their work far into a brighter, better, more informed future.



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.

CONNECT WITH OUR TEAM TODAY!