



MELISSA EGGLESTON

**Go Go Bananas for Research: How UX Research
Can Better Your Marketing (And Even Change
Your Business Model)**

high⁵five
CONFERENCE 2017

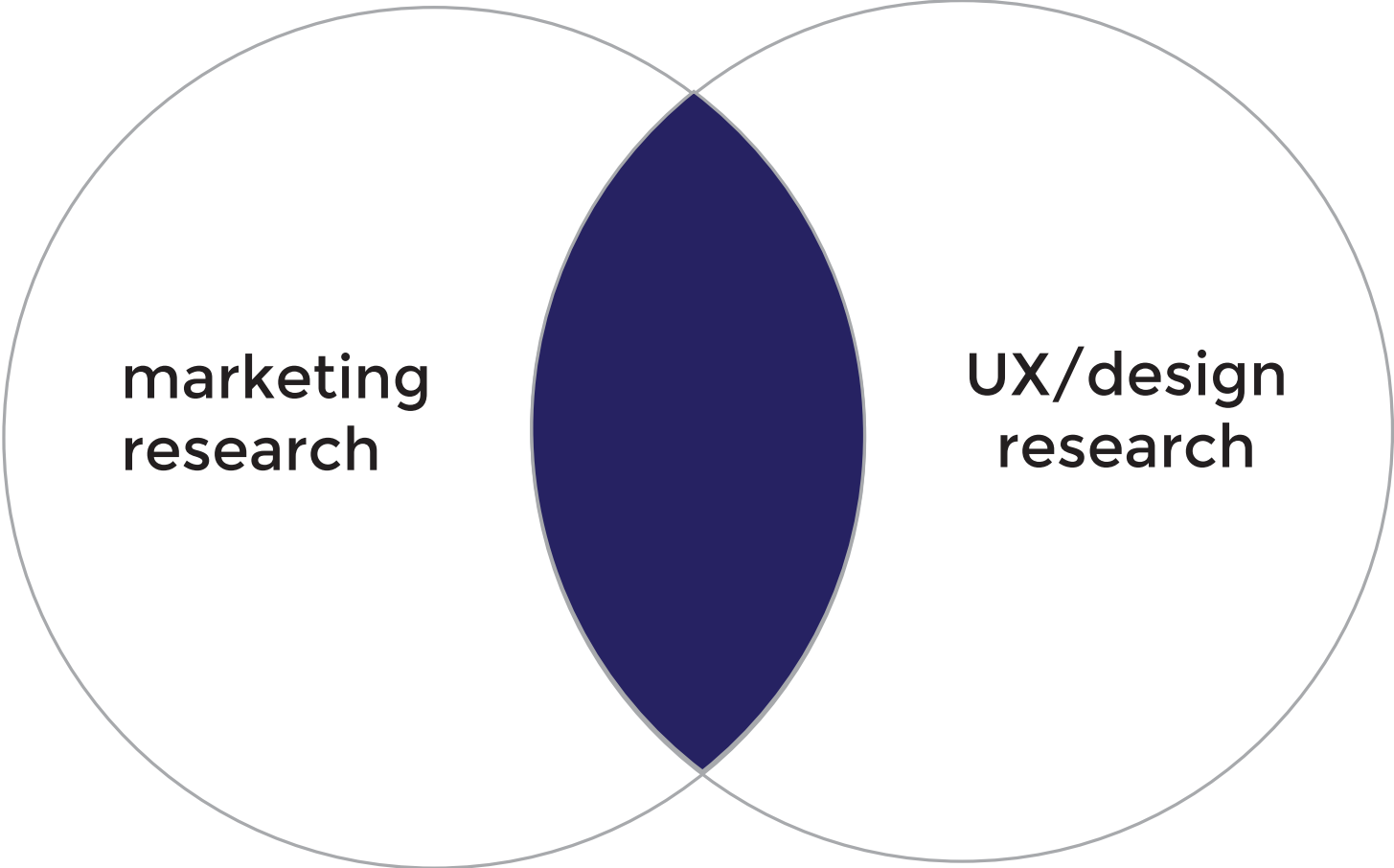








Photo courtesy of Jason Meredith on Flickr



**marketing
research**

**UX/design
research**



Goals for our session

1. How UX research at leading companies is influencing marketing - and much more
2. What kinds of UX research are used when
3. Getting started with UX research



Photo courtesy of Zemlinki! on Flickr Creative Commons
<https://www.flickr.com/photos/zemlinki/>

Three companies

The logo for Charles Schwab, featuring the name in white text on a blue square background. The word "charles" is in a cursive script, and "SCHWAB" is in a bold, uppercase serif font.

charles
SCHWAB





MailChimp®



INDIEGOGO



EYE TRACKING THE USER EXPERIENCE

A Practical Guide to Research

by **Aga Bojko** Foreword by Steve Krug

 Rosenfeld

Morgan



Skylar



So Indiegogo's marketing
changed, of course...

INDIEGOGO

OUR MISSION: Empower people to unite around ideas that matter to them and together make those ideas come to life.



Pillo: Your Personal Home Health Robot

New Indiegogo tagline

**“From concept to market
with crowdfunding”**

Get the support you need at every step—even all the way to store shelves

GO

KS

Go-to-Market Support

Through an innovative program with Arrow, you'll have partners at your side from design to prototyping and manufacturing.



Cutting Edge Technology from Leading Partners

From being one of the first companies to support Apple Pay™ on the Web to our robust integration with Stripe, we work with leading companies so all users benefit from the latest technologies.



Fulfillment Partners

Get fulfillment assistance from dedicated partners, including Amplifier and Brookstone.



Retail Partners

Sell your product on major e-commerce platforms through dedicated retail partners, including Amazon and Newegg.



24-7 Support

Receive round the clock support from real people.



Help Center

Get support information and answers to common questions.



FUNDED WITH
INDIEGOGO



Key differentiator

“We’re talking to people about their underlying motivations for making the things they are making, not just using Indiegogo.”

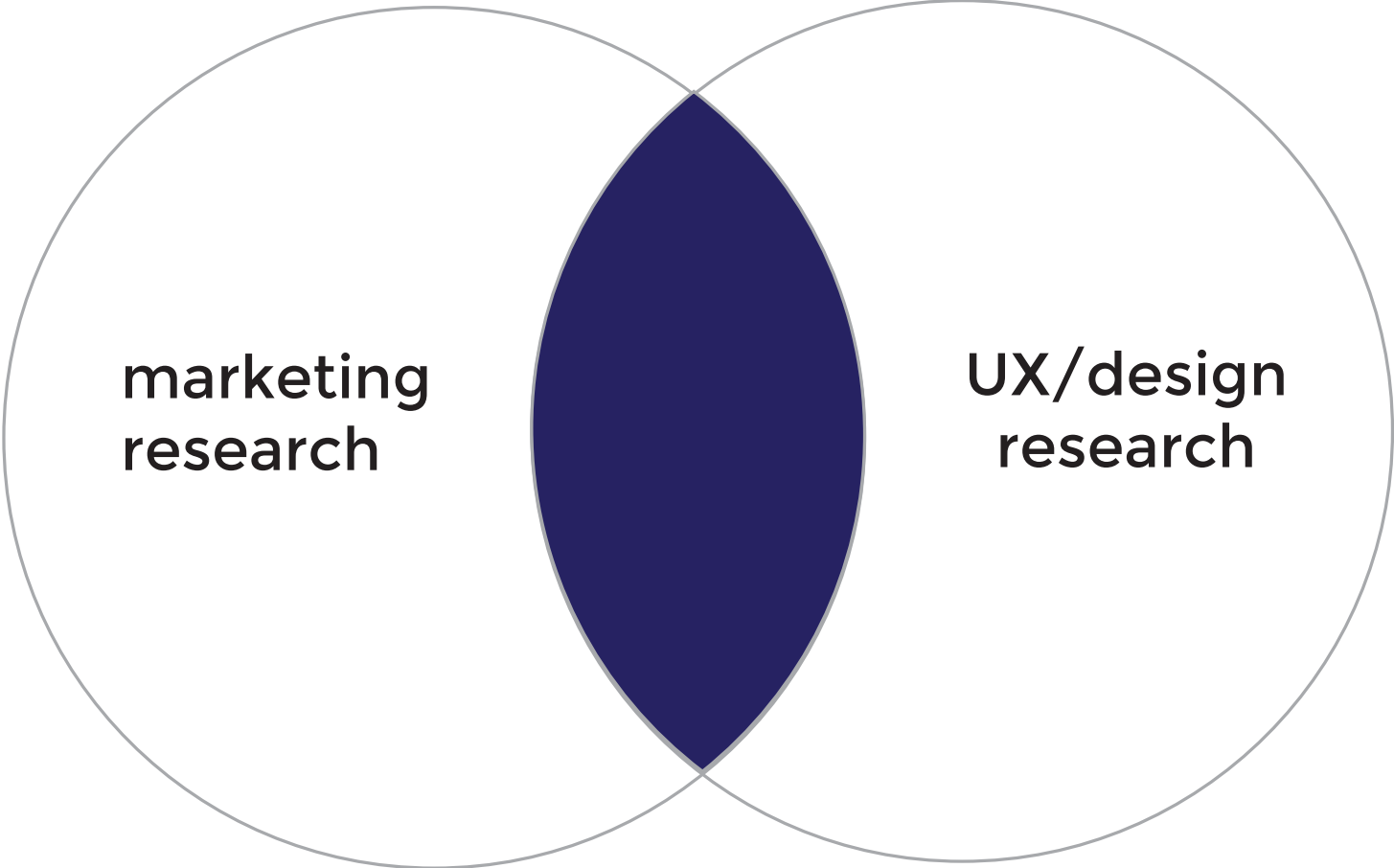
**– Aga Bojko,
Head of User Research,
Indiegogo**



Expand your research
to expand your value!

How to make more
research happen





**marketing
research**

**UX/design
research**



research



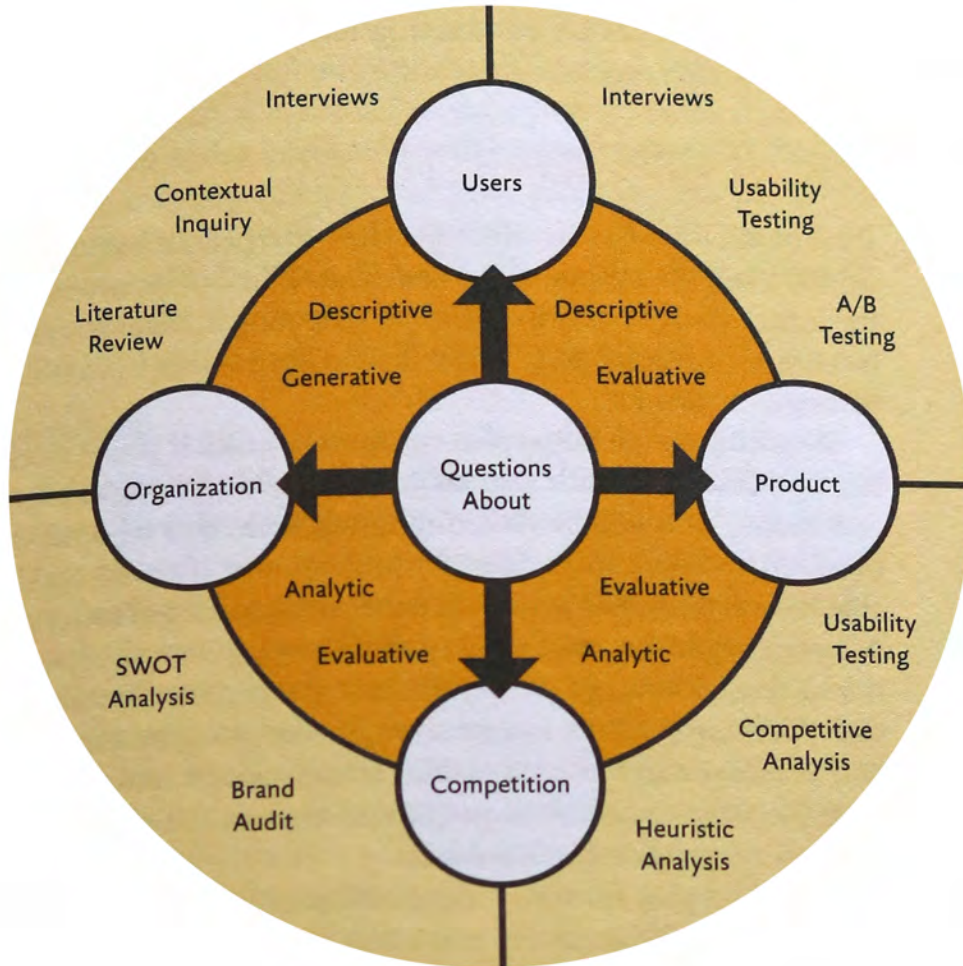
THE USER EXPERIENCE TEAM OF ONE
A Research and Design Survival Guide
by **Leah Buley** Foreword by Stephen Anderson

 Rosenfeld

Erika Hall

JUST ENOUGH RESEARCH

FOREWORD BY Jeffrey Zeldman



**Just Enough Research
by Erica Hall, p. 39**

Buy it, you'll like it!

How to sell others on your research plan

Increase Customer Acquisition

The companies shown here invested in UX to increase customer acquisition.
See here how their decision yielded potentially profitable results.

8%

Zillow

Boosted conversions,
by providing geographic
context to home listings ⁹

~~SEE DETAILS~~

GO

StubHub

2.6% lift in purchase rate
by replacing a text link
with a button ¹⁰

45%

Bank of America

Increased yield of
5-step online banking
enrollment process ¹¹

HOW TO REFOCUS YOUR COMPANY'S IDENTITY
FOR MORE AUTHENTIC COMMUNICATION

THE **ZOMBIE**
BUSINESS
CURE

JULIE C. LELLIS, PHD AND MELISSA EGGLESTON

**The most iconic tagline from an
athletic company in the last 50 years**



Dan
Ariely



March 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16 RESEARCH	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1



Q & A

Expand your research
to expand your value...

melissaegg.com/blog