

Shaping the Technology of Tomorrow



Client

Our client – a leader in VR technology – urgently needed to increase its capacity for highly specialized user research.



Approach

Working at the client's site, and in close collaboration with their internal team, our research team supported the setup, implementation, and data collection of a range of complex user studies.

Our team of UX researchers coordinated and conducted studies that required handling sensitive procedures relating to safety and confidentiality and provided feedback to the study team to optimize procedures. A Filter Engagement Manager served as a single point of contact for the project, overseeing quality, deliverables, communication, training, and reporting on an ongoing basis about the health of the project and ways to refine processes to maximize efficiency.



Challenges

VR is rapidly transforming the digital landscape for marketing, entertainment, and other experiences. Our client relies on ongoing insights from intensive and specialized user research programs to explore how consumers can use and integrate VR into their day-to-day.

In need of additional capacity to drive this critical research and seeking the most time- and cost-efficient solution possible, they turned to Filter.



Impact

This ongoing program increased both the capacity and efficiency of our client's cutting-edge research efforts. With Filter as a research partner, the VR company gained the benefits of a top-tier research team without the added burden of day-to-day team and project management. Our team was enlisted for additional research-related projects and continues to help reveal user insights that will make VR an accessible, useful, and engaging technology that consumers can integrate into their everyday lives.

