
Driving Innovative Solutions for Social Media



Client

Our client, one of the world's most influential social networks, had already revolutionized the way billions of users around the world engage, entertain, and connect. To drive and de-risk its expanding global reach, they sought in-depth research to better understand the habits, wants, and needs of its diverse user base.



Approach

Filter conducted and analyzed a range of user studies to support this vital program, with a veteran UX research team who brought deep experience in user research for top brands – along with the high-level vision and leadership to inform overall program goals and processes. Our team conducted both generative and evaluative research, leveraging a combination of quantitative, qualitative, and mixed-method techniques that helped the company's research, media, and growth teams uncover critical information about their users.



Challenges

While that diversity is one of the company's greatest strengths, it also poses unique challenges. Users span virtually every age, background, and lifestyle, and because their wants and needs are constantly evolving, our client needed to work nonstop to understand and respond to an enormous range of personas. For help, they turned to Filter.



Impact

Through this partnership, our expert research helped drive key business growth initiatives – including developing media products, optimizing video features, and expanding the platform's global reach. Our consultants worked on-site and in close collaboration with our client, which aided in their deep understanding of the project goals. Ultimately, Filter delivered answers that shaped the social network's future direction in global expansion and strengthened the company's ongoing research initiatives through practice and process improvements.