

Securing Product Usability



Client

Our client is a global tech giant that drives innovation across a wide range of Internet-related services.

While they're experts in a multitude of high-tech disciplines, they came to Filter for help with their new identity verification and protection solution.



Approach

A team led by a senior research consultant began the project by conducting generative research and in-depth interviews to better understand the target customers and their knowledge of their security risks.

Next, the team investigated the program's product activation and initial use to identify areas of friction and other contributors to customer abandonment. User observations and interviews shed light into the critical first week of use where most abandonment occurred.



Challenges

Our client's program was specifically created for individuals with increased security risk (e.g. journalists, political professionals, activists, and top executives) and provides enhanced identity and data security beyond 2-factor authentication.

The client launched this program with less than overwhelming success, despite having evangelists and partner organizations in the field helping drive awareness and adoption.

They engaged Filter to better understand what was driving their lack of customer demand, activations, and retention in order to set a path to unlock its full market potential.



Impact

Learnings from extensive user research provided specific improvements to our client's go-to-market strategy, helping them better align product positioning and messaging in a way that matched consumer needs.

These insights informed a new specific design direction for onboarding - improvements that ultimately reduced their high product-abandonment rate by a considerable degree.