

WEVO's Research Experts

Multidisciplinary team: incisive and nuanced

Our data storytellers come from a diverse set of backgrounds, from PhDs and social scientists to analytics specialists and marketers, including young professionals and those with decades of know-how. The team also has a Lead Analyst and Insights Director, who develop use case-specific templates to best fit unique test types.

Our research experts are insights analysts with experience in both qualitative and quantitative research methods, including agency work, consulting and academia.

This interdisciplinary mix is by design. WEVO's goal is to bring together discerning, creative minds with varied areas of expertise and professional perspectives to uncover compelling insights from every data set.

WEVO research experts undergo a rigorous training program in our proprietary methodology, continuous learning opportunities from senior analysts and team leadership to share best practices, hone storytelling skills, and sharpen the team's understanding of WEVO's constantly-evolving and constantly-improving platform as new features and capabilities are added.



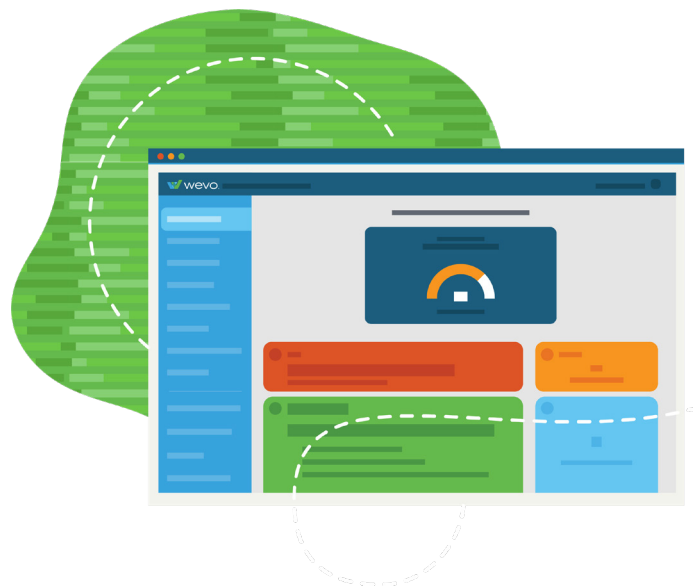
AI-aided, human-led insights

WEVO's AI work on the insights process has led to the filing of five patents in 2022 with more in progress. WEVO uses AI and automation at all stages of the test process, from ensuring panel matching and quality to identifying key insights from the qualitative responses and:



- Reduces redundancy
- Flags fraudulent responses
- Identifies the most frequent themes from collected qualitative responses
- Summarizes the themes for expert analysts
- Increases efficiency at every level

While WEVO's insights are augmented by machine learning efforts, the AI development process only underscores the strategic value of our human experts. The computer can identify threads, but our analysts weave them into a meaningful narrative for our customers.

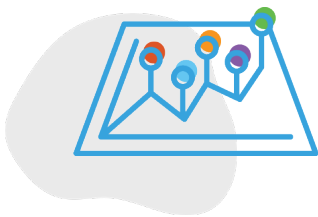


Analysis process

WEVO's research experts **distill each test's qualitative and quantitative data** into relevant insights based on your stated needs and goals, including feedback on the look and feel of the experience, the flow and navigation, and pain points relating to credibility and value.

Analysts move through key stages of analysis in each test: Data Synthesis, Building Key Insights, Recommended Further Testing and Lead Analyst Review. They employ this four-step process to deliver a polished set of data and insights, followed by an extensive quality assurance review from our team leadership:

1. **Data Synthesis:** Next, the assigned research expert begins the process of identifying trends and themes across the different qualitative and quantitative data sets and then:



- a. Examines the Overall Score, Expectations, Diagnostics, Sentiment Map(s) and Custom Questions
- a. Identifies themes and determines their hierarchy in terms of both importance to the target audience and usefulness to the customer

2. **Key Insights:** Analysts begin to weave a story after synthesizing the data, providing tailored findings based on the qualitative data as a whole, in the context of the test goals, to answer the top questions WEVO customers want to answer from their tests. They also:



- a. Highlight verbatim responses that illustrate respondents' mindsets. These provide helpful context, and can be used in additional deliverables to stakeholders
- a. Provide relevant quantitative data points to support qualitative findings

3. Recommended Further Testing: After assembling areas of strength and areas of potential improvement, our research experts highlight key areas of opportunity, noting where respondents identify pain points, as well as alternatives respondents suggest to improve their experience. Our team:



- a. Delivers targeted recommendations for additional tests to unearth a deeper “why” based on respondents’ feedback
- b. Provides examples of changes requested by respondents in order to improve their overall experience

4. Lead Analyst Review: The Insights team includes multiple reviews from leadership members responsible for conducting a quality assurance process on each test before publishing to the customer. The Lead Analyst:



- a. Conducts a thoughtful review of each data set to ensure accuracy and consistency
- a. Polishes the Key Findings and checks for spelling and grammatical errors
- a. Performs a final check to ensure test goals are addressed and audience demographics are correct
- a. Publishes the study and notifies WEVO’s customer success team members

Our deliverables

WEVO's Key Findings are a **digestible and actionable set of in-depth insights** from the quantitative and qualitative data collected in your survey.

Each summary digs into the most critical themes that arise in the data, as well as highlights the areas of possible improvement for your team to consider in order to:

1. **Go beyond the top-level insights** to find the narrative, building a story around respondents' authentic experiences as they navigate a website flow.
2. **Reduce bias**, delivering key stakeholders a more naturally neutral set of insights and pinpointing areas that can be improved.
3. **Contextualize performance**, using WEVO's benchmarking based on our large-and-growing database of studies. Benchmarks are based on all tests, industries, or, at their most granular, product-level averages.
4. Translate respondent feedback into a list of **actionable opportunities for future testing** to continue to iterate and refine your experience.



Additional questions?

Reach the WEVO team at
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