

# WEVO's Methodology

WEVO uses an online survey and panel (or your list) to deliver high-volume, quantitative and qualitative insights to user experience testing. Each test is sent to a unique audience, using a standard questionnaire. Results are run through a proprietary scoring and benchmarking methodology, and are analyzed by WEVO's own UX experts who provide a synthesis of the test results.

## Why it works

WEVO generates authentic user responses to digital experiences using a test methodology that captures the user's emotional response to the experience. Unlike other methods which are based on traditional questions and answers, WEVO uses emotional elicitation methods to generate scores along key heuristics of human response. Then WEVO asks qualitative questions that give visitors the opportunity to share the "why" for their reactions. Visitors indicate what works and doesn't for them. WEVO does not lead, frame or guide them to provide feedback on specific areas.

## What makes WEVO different

WEVO combines AI and human expert analysis to generate actionable, reliable and industry-benchmarked results that give UX researchers and their stakeholders greater confidence. WEVO's reports, with key findings, then provide a holistic and reliable look at visitors' reaction to their experiences of a journey or page.

## Reliable

- Higher N (120-150) for scoring, benchmarking and comparisons
- Standardized monadic test structure
- Benchmarked against other like tests

## Effortless

- Automated intake allows test launch in less than 10 minutes
- AI checks ensure quality panel responses, matching to target scoring, and benchmarking of results against all other WEVO tests (by industry and product)
- Key findings are summarized by WEVO's US-based user research experts

## Why our N is 120-150

This allows WEVO to reliably score and benchmark experiences (or stimuli) within a reasonable price and time. On average, WEVO results have a statistical significance level of 95 percent, with a standard deviation of 2.

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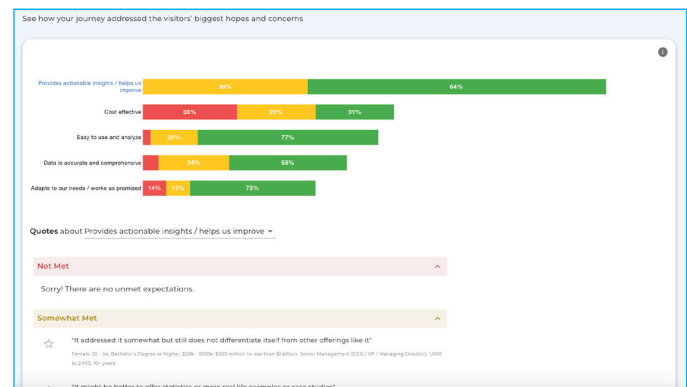
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Further, this number yields illustrative, rich qualitative and visual data to uncover the real reasons why an experience is effective – giving our customers more confidence in making decisions.

## The role of WEVO's AI

WEVO's AI and automation take on many of the time-consuming tasks of a study which actually don't require humans to perform, such as:

- **Panel participant selection:** WEVO is integrated with a global network of panel providers. This enables you to receive feedback from your precise target audience, drawn from a highly diverse set of more than 30 million individual consumers and business decision makers. WEVO's systems monitor response characteristics and demographics in real time to ensure the quotas you set are accurately met.
- **Grooming, curation and quote quality scoring:** WEVO evaluates all answers provided by respondents. If it is determined that a respondent is not taking the survey in good faith, not concentrating, or not providing quality responses, they are removed from the panel and replaced with a new respondent. Our sophisticated system allows us to groom, replace and update the requisite demographic mix while the survey is in field. In addition, WEVO's algorithm scores each qualitative response to assess its hierarchy in the display– so you see the most important responses first instead of low-relevancy ones.
- **Expectations theming:**  
WEVO's AI themes and categorizes responses and expectations of the experience, creating a visual of how well it met or didn't meet visitor expectations. This is more powerful than the traditional method of asking participants to rank a fixed list of five expectations/needs. Participants provide an open-end answer, and WEVO's AI groups responses together, removing the risk of researcher bias from the study.

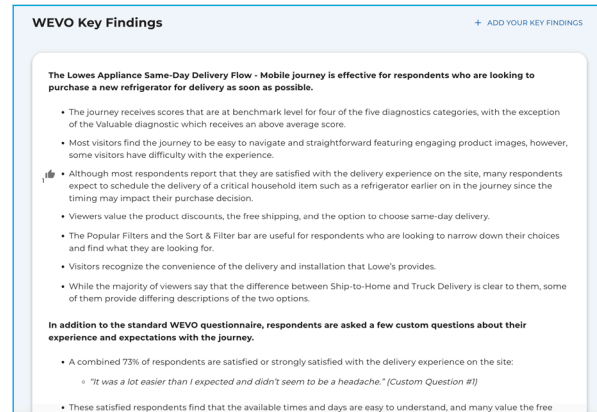


Sample of Expectations results

- **Quantitative benchmarks:** These help compile diagnostic and overall scoring. WEVO diagnostics are created using a unique method to elicit response, and a proprietary algorithm which scores and benchmarks.

## The role of WEVO's analysts

WEVO's in-house, US-based team of expert UX analysts perform insight synthesis, find central themes in the qualitative and quantitative data, review all test data and write the study's Key Findings summary. Besides saving you time, adds a layer of neutral review that helps reduce inadvertent bias or deliberately selected answers chosen to confirm a premeditated hypothesis.



*Example of a test's Key Findings*

## The WEVO survey method

WEVO uses a standardized survey and recruits a different audience for each experience (monadic design) so that panelists' experiences are not biased by reactions to different versions of the experience.

## Customization

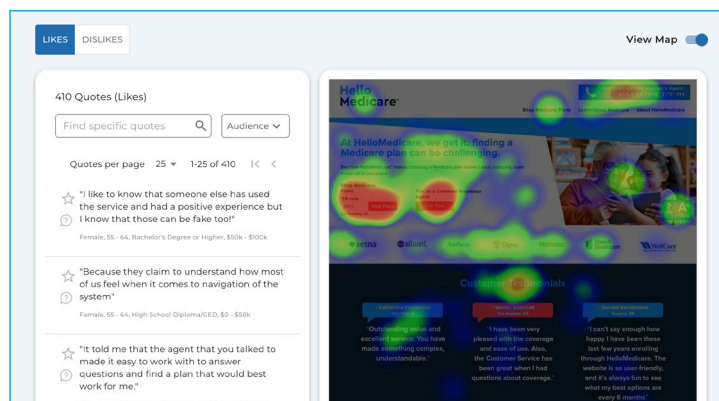
The WEVO platform allows you to use custom questions so you can get the answers to the concerns most relevant to your study.

## Panel recruitment, grooming and validation

- WEVO has integrated with top panel providers, giving you access to tens of millions of consumers and business professionals, highly matched to your requirements (demographics and behavioral filters).
- WEVO aims to collect an N of 120 for every test. However, some highly specialized audiences may result in 75-100N. So even with a niche audience, you'll likely find more of the people you're looking for than with other typical tools or methods.
- WEVO's AI grooming and curation of results ensure top-quality participants.

## How WEVO measures response to the journey (or stimuli)

WEVO findings are based on well-established indicators of experience and emotional elicitation techniques to measure that experience. Results reflect WEVO's dual processing methodology, including both associative and reflective/reasoning thinking methods. Scores are based on an associative approach, and follow up with open-end questions which call on reasoning to discern the "what" or "why." This System 1/System 2 model is detailed in *Thinking, Fast and Slow* by Daniel Kahneman.



Example of WEVO's visualized findings and verbatim user feedback

## Why this method?

Consumers are often challenging to understand. WEVO's methodology generates more authentic results by relying on panelists' emotional response and eliminating the rational answer (what panelists feel they should say) for all scoring questions.

WEVO uses well-tested techniques such as word buckets, emotion facial images, etc. to generate the most authentic (vs. contrived) response.

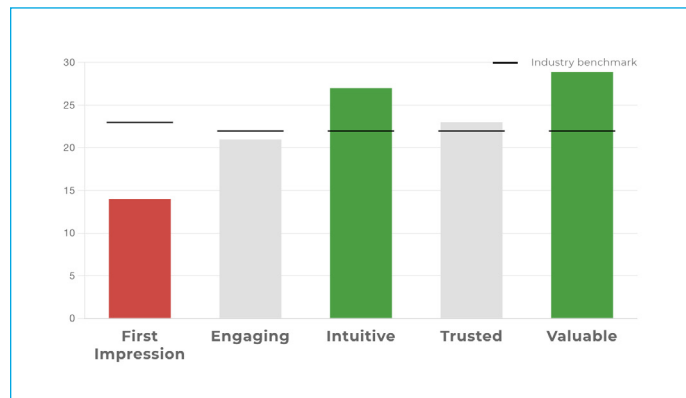
- Visitors select words that best reflect their experience from a series of word banks.
- WEVO's proprietary method transforms word choice into a raw score which is converted to a standard range with normal distribution, leveraging a historic median.
- Visitors complete open-end responses after completing each word bank which provide the "why" for each of the diagnostics.
- Responses are filterable by sentiment, demographics and custom filters.

All relevant qualitative responses are included in the report WEVO compiles, which then can be shared easily with stakeholders of any function.

## WEVO diagnostics

WEVO provides an overall experience score, and breaks that score down into five diagnostics:

- **First Impression:** Visitors' instinctive (and unaided) responses to the experience
- **Engaging:** The extent to which the experience retains visitors' attention and interest.
- **Trusted:** The level of trustworthiness and authenticity that the product, service or brand conveys through the experience
- **Valuable:** How effectively the experience conveys the value of this product or service and motivates visitors to consider it and take the next step
- **Intuitive:** Visitors' ability to find the information they are looking for and the ease in which they interact with it



*Example of Diagnostics scoring*

## Benchmarks

All WEVO tests are compared against other tests in the same industry/product area and type (e.g. B2B vs. B2C). Standardized scoring methodology allows us to measure the effectiveness of a user's experience of your digital products. WEVO uses a proprietary scoring method that includes diagnostic, industry, and product level normalizations.



**See WEVO in action.**

No technical integration. No plug-ins. No live traffic required.

Book your demo at [wevo@wevoconversion.com](mailto:wevo@wevoconversion.com).