

# Community: unu & beta

The aspiration of this initiative was to give unu customers a voice, in order to foster a user-centred design culture. Ultimately, to improve brand perception.

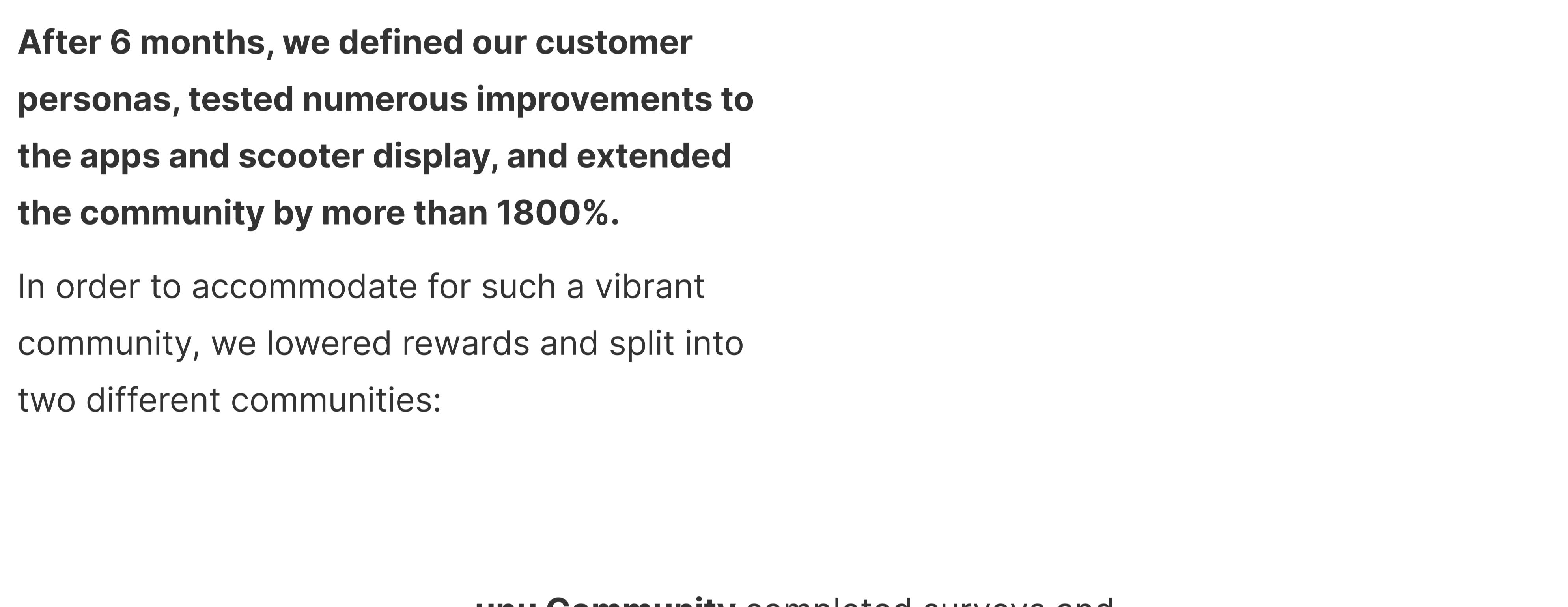
## Goal

Deepen relationship with customers, through validation of user needs and solutions.

## Process

My plan was to recruit a small group of Berlin-based customers willing to participate in regular interviews, answer surveys, and test the beta versions of our new features.

After screening, I selected 15 customers and extended them contract: for 6 months, I captured their feedback and reactions, in the exchange for a voucher. Results were pitched to senior leadership and the whole company regularly.



unu Customers insights | 2022 Q3 21

Preview of results from a survey about understanding our customers and their most used capabilities.

[Results report →](#)

## Outcome

After 6 months, we defined our customer personas, tested numerous improvements to the apps and scooter display, and extended the community by more than 1800%.

In order to accommodate for such a vibrant community, we lowered rewards and split into two different communities:

unu Community completed surveys and

interviews, for a mostly quantitative contribution to our product.

About 200 participants.

Beta Community tested our Beta features and reported back to us on the outcomes, for a mostly qualitative contribution.

About 80 participants.

Scooter VIN	First name	Last name	Email Address	Different app email	City	Gender	Scooter usage	Technology	Scooter FW	App FW
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...	...	...	...	...	Berlin	Man	Summer Winter	Android/iOS	1.9	...
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