

RILL INSIGHTS

PRODUCT RESEARCH AND DESIGN

SERVICE OVERVIEW

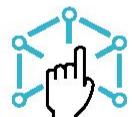


**WE HELP YOU ENVISION NEW FUTURES, IMPROVE
CUSTOMER EXPERIENCES, AND BUILD PRODUCTS
BETTER**

LETS BEGIN →

RILL INSIGHTS

WE TAKE A **HUMAN-CENTERED APPROACH**. THAT MEANS WORKING CLOSELY WITH YOU TO UNDERSTAND YOUR CHALLENGES, CO-CREATE SOLUTIONS, AND ENABLE YOUR TEAMS TO DEVELOP PRODUCTS EFFICIENTLY.



CORE SERVICES

DISCOVERY, UX RESEARCH & DESIGN,
CONTENT DESIGN, PRODUCT & RESEARCH OPS,
CX RESEARCH & STRATEGY, TRAINING & SUPPORT



INDUSTRIES

TECHNOLOGY, HEALTHCARE, AGAIN,
EDUCATION, TRAVEL, MUSIC, GAMES,
AND MORE



COMPANY

FOUNDED IN 2016. SERVING THE
DESIGN AND INNOVATION NEEDS OF
STARTUPS AND GROWING COMPANIES

WHAT PROBLEMS ARE YOU FACING?

UNCERTAIN IF I'M BUILDING THE RIGHT SOLUTION

PRODUCT PERFORMANCE IS LAGGING

PRODUCT OPERATIONS ARE INEFFICIENT

UNCLEAR IF CUSTOMERS ARE SATISFIED

THE 4 TRANSFORMATIONS WE PROMISE

BUILD WHAT PEOPLE WANT

CONNECT WITH YOUR CUSTOMERS

OPTIMIZE RESEARCH OPERATIONS

DESIGN BETTER PRODUCTS



THE CHALLENGE

I'M NOT SURE WE ARE BUILDING
WHAT PEOPLE WANT

AM I SOLVING A PROBLEM? IS THERE REALLY
A NEED FOR MY PRODUCT? HOW DOES MY
IDEA FIT WITHIN THE MARKET? THESE
QUESTIONS REFLECT THE STRUGGLE TO
UNDERSTAND PEOPLE, THEIR NEEDS, AND
THE MARKET OPPORTUNITY.

THE RISK

BUSINESS FAILURE

A LACK OF EVIDENCE CAN LEAD TO PRODUCTS
OR FEATURES THAT DON'T LAND WITH CUSTOMERS,
WASTED MARKET SPEND, LOSS OF PRODUCTION,
LOW TEAM MORALE, AND BUSINESS FAILURE

BUILD WHAT PEOPLE WANT



THE SOLUTION

DISCOVERY & VALIDATION

DISCOVERY RESEARCH CREATES A DEEP
UNDERSTANDING OF PEOPLE'S BEHAVIORS AND
NEEDS – THE WHO, WHAT, AND WHY.
VALIDATION ENSURES THAT YOUR PRODUCT
MEETS A REAL NEED IN A Viable MARKET. WE
HELP YOU UNDERSTAND PEOPLE AND
PROBLEMS, IDENTIFY AND VALIDATE SOLUTIONS,
AND CLARIFY YOUR PRODUCT'S PURPOSE.

RESULTS

SOLVE A BIG PROBLEM

INSIGHTS FROM RESEARCH LEAD TO CLARITY AND
CONFIDENCE THAT YOU ARE BUILDING THE RIGHT
THING. THAT TRANSLATES INTO INCREASED
REVENUE THROUGH CONVERSIONS AND FEATURE
ADOPTION, AND SAVINGS THROUGH LESS
DEVELOPMENT HOURS AND EMPLOYEE CHURN.

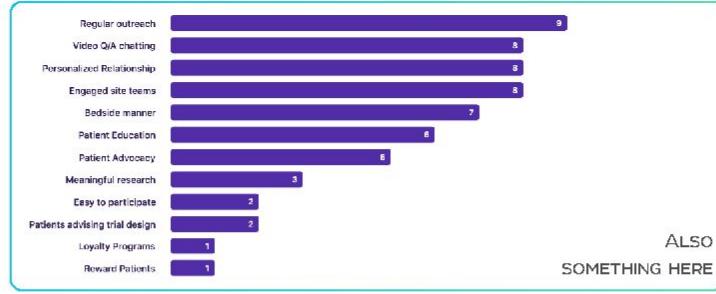


CONNECT2TRIALS

A PATIENT ENGAGEMENT & RETENTION PLATFORM FOR CLINICAL TRIALS

CONNECT2TRIALS WAS A PRODUCT IDEA FIRST CONCEIVED TO RESOLVE A CORE PROBLEM IN THE CLINICAL TRIAL INDUSTRY—POOR PATIENT ENGAGEMENT THAT LEADS TO LOW RETENTION AND MILLIONS IN LOST REVENUE.

BEGINNING WITH DISCOVERY, WE LED PRODUCT RESEARCH AND CONTINUOUSLY TESTED IDEAS WITH THE TARGET MARKET TO ENSURE THAT THE RIGHT PRODUCT WAS BUILT. WE PARTNERED WITH UX DESIGNERS TO TRANSLATE THE VISION INTO A FULLY INTERACTIVE PROTOTYPE, THEN MANAGED THE PRODUCT THROUGH THEIR DEVELOPMENT TO MVP.



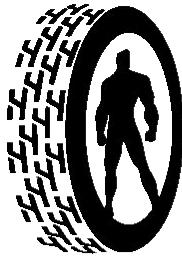
FROM CHAOS TO CLARITY: DESIGNING A PATIENT ENGAGEMENT PLATFORM

MAYBE SOMETHING
HERE TOO



WRITE SOMETHING HERE
ABOUT THE DASHBOARD
AND TALK ABOUT SPECIFIC
FUNCTIONS THE DASHBOARD HAVE

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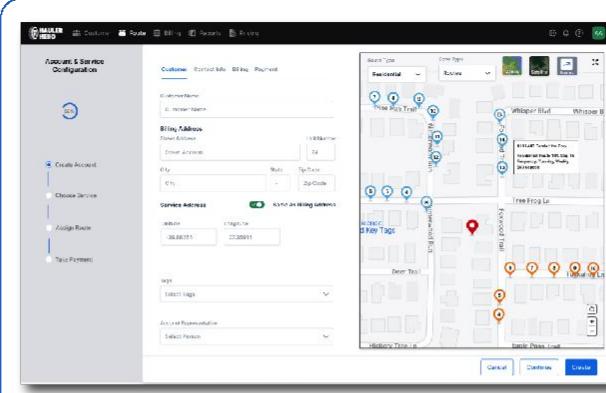
HAULER HERO

ROI:

FROM 50% CHURN IN 1 MONTH TO **700%**

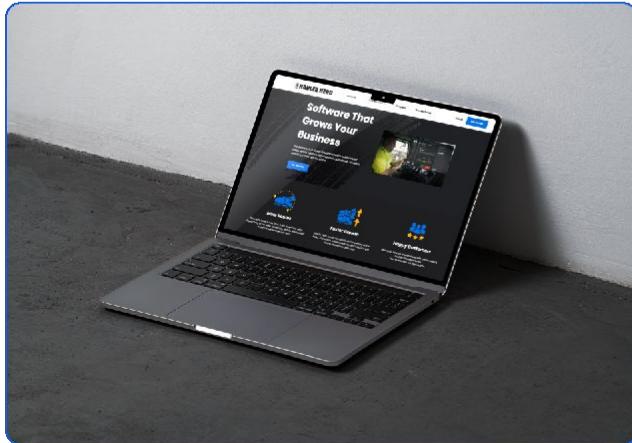
GROWTH IN ARR OVER 5 MONTHS

\$40K ARR TO \$1 MILLION ARR IN 6 MONTHS



SHORT BLURB HERE ON
THE USER INTERFACE
AND NEW USER ONBOARDING

BURNING BRIDGE: BRINGING FOCUS TO A SAAS PRODUCT



HAULER HERO IS POISED TO REVOLUTIONIZE THE WASTE MANAGEMENT INDUSTRY WITH CUTTING EDGE SAAS SOFTWARE, BUT THE PRODUCT WAS FAILING ON LAUNCH DUE TO A POOR USER EXPERIENCE AND FEATURE CREEP.

RILL INSIGHTS STEPPED IN TO IDENTIFY USABILITY ISSUES, CONDUCT DISCOVERY RESEARCH TO UNDERSTAND THE CORE NEEDS OF CUSTOMERS, AND PUT A PRODUCT FEEDBACK STRATEGY INTO PLACE. THESE FINDINGS HELPED THE COMPANY SCALE BACK THE PLATFORM AND REDesign FEATURES TO MEET VALIDATED NEEDS, SHEDDING THE SCOPE CREEP TO DELIVER A PRODUCT THAT FIT THE MARKET AND WORKFLOWS OF CUSTOMERS.

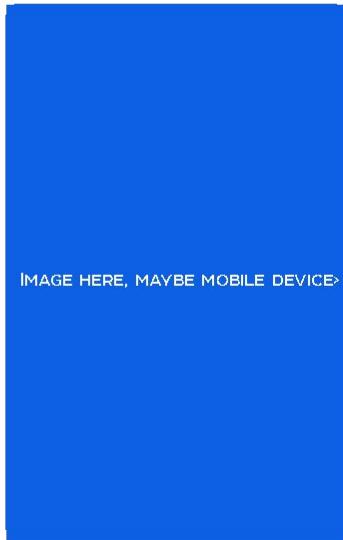


IMAGE HERE, MAYBE MOBILE DEVICE?

THE CHALLENGE

WE NEED HELP DESIGNING &
DELIVERING A GREAT PRODUCT

WHAT IS HUMAN-CENTERED DESIGN AND
HOW CAN IT HELP ME? HOW CAN I HELP MY
PRODUCT MANAGERS ACT STRATEGICALLY?
HOW DO WE CONDUCT RESEARCH
EFFECTIVELY? THESE QUESTIONS ARE
INDICATORS OF YOUNG AND UNSTRUCTURED
PRODUCT AND RESEARCH OPERATIONS.

THE RISK

LACK OF ADOPTION & RENEWAL

POOR USER EXPERIENCES ARE EXPENSIVE. THE
COSTS OF DEVELOPMENT AND QA HOURS TO FIX
PROBLEMS AND CUSTOMER SERVICE HOURS SPENT
ADD UP QUICKLY. THE DOWNSTREAM EFFECTS ON
NPS, SALES, AND RETENTION MAKE IT HARD TO
MEET BUSINESS GOALS.

DESIGN BETTER PRODUCTS



THE SOLUTION

HUMAN-CENTERED DESIGN

WE CAN BRING YOUR VISION TO LIFE. OUR TEAM
LEVERAGES RESEARCH & DESIGN METHODS TO
ENSURE THAT WHAT WE BUILD NOT ONLY MEETS
NEEDS, BUT ALSO DELIGHTS. WE FOCUS ON
CREATING A SEAMLESS USER EXPERIENCE (UX),
DELIVERING EFFICIENT, EFFECTIVE, AND
SATISFYING PRODUCT EXPERIENCES THAT USERS
CAN UNDERSTAND AND ADOPT EASILY.

RESULTS

GROWTH & RETENTION

A GOOD USER EXPERIENCE IS MORE THAN A 10X
FACTOR. IT IS MORE LIKE 100X, A VALUE SEEN IN
EARLY GROWTH, STRONG RETENTION, REDUCED
SERVICE COSTS, AND RENEWALS. GOOD UX
TRANSLATES TO BRAND LOYALTY AND HAPPY
CUSTOMERS, A WIN-WIN FOR EVERYONE.

THE CHALLENGE

I NEED TO TRACK THE CUSTOMER EXPERIENCE

HOW ARE CUSTOMERS USING MY PRODUCT? WHAT ARE THEY STRUGGLING WITH? HOW DO I GET THE VOICE OF THE CUSTOMER TO MY PRODUCT TEAM? THESE QUESTIONS ARE VITAL TO MEASURING TRACTION AND INFORMING THE PRODUCT ROADMAP.

THE RISK

CONFUSION & WASTE

POOR CUSTOMER ENGAGEMENT CREATES BLIND SPOTS AROUND THEIR EXPERIENCE AND HOW TO IMPROVE IT. PRODUCT TEAMS FACE UNCERTAINTY ABOUT WHAT TO BUILD, AND CUSTOMER FACING TEAMS ARE FORCED TO MITIGATE DAMAGE TO REPUTATION AND ALIENATION OF CUSTOMERS.

CONNECT WITH YOUR CUSTOMERS



THE SOLUTION

PRODUCT RESEARCH

WE LEVERAGE USER RESEARCH AND PRODUCT ANALYTICS TO IDENTIFY WHAT IS AND ISN'T WORKING WITH YOUR PRODUCT, DELIVERING INSIGHTS & RECOMMENDATIONS. FOR ORGANIZATIONS WHO AIM TO BE CUSTOMER-CENTRIC, WE CO-CREATE A PRODUCT FEEDBACK STRATEGY AND SET UP CHANNELS TO CAPTURE THE VOICE OF THE CUSTOMER (VOC).

RESULTS

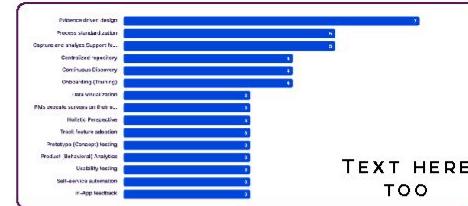
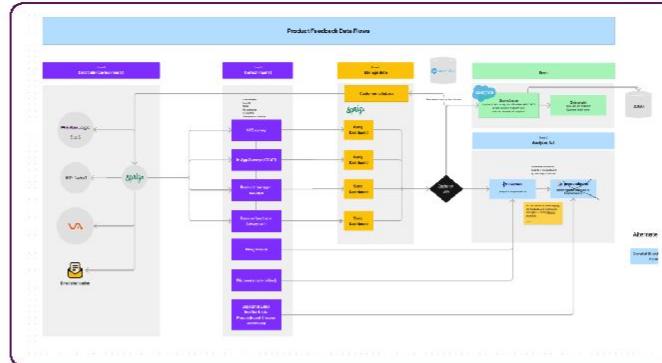
HAPPY CUSTOMERS

A FOCUS ON THE CUSTOMER EXPERIENCE HELPS THE PRODUCT TEAM CONTINUALLY RELEASE ENHANCEMENTS AND FEATURES THAT CUSTOMERS WANT. TRACKING ADOPTION AND BEHAVIORS ARE ALSO VITAL TO PROVING PRODUCT MARKET FIT.

DISCOVERY LED GROWTH: FROM REACTIVE TO PROACTIVE PRODUCT DEVELOPMENT



TEXT HERE
LIKE THEIR
MOTTO



VASION IS A GROWING COMPANY THAT AIMS TO MAKE DIGITAL TRANSFORMATION ACCESSIBLE FOR EVERYONE. THE COMPANY WAS ADOPTING A HUMAN-CENTERED DESIGN APPROACH TO HELP SCALE THE BUSINESS, BUT LACKED THE SYSTEMS AND SKILLS TO MAKE IT WORK.

RILL INSIGHTS HELPED CREATE AND IMPLEMENT A PRODUCT FEEDBACK STRATEGY THAT BROUGHT THE VOICE OF THE CUSTOMER TO THE PRODUCT TEAM FROM MULTIPLE CHANNELS, HELPING PRODUCT MANAGERS MAKE EVIDENCE-BASED DECISIONS. WE THEN SETUP A CENTRALIZED RESEARCH REPOSITORY TO CAPTURE ALL CUSTOMER RESEARCH, AND PROVIDED GOVERNANCE AND TRAINING TO ENABLE THE TEAM.

VASION MET THEIR REVENUE TARGETS AND HAS AN EMPOWERED TEAM CREATING AN ENTIRELY NEW B2C PRODUCT LINE...ALL DRIVEN BY HUMAN-CENTERED DESIGN PRACTICES AND THE INSIGHTS THAT COME FROM LISTENING CLOSELY TO THE CUSTOMER.

VISION

Digitize & Automate Your Business

Integrate capture, signature, workflow, and content management with a single SaaS solution. Deliver compliance, accountability, and scalability to your business.

Get a Demo

VISION PLATFORM

- Document Capture
- Automated Workflow
- Electronic Signature
- Content Management

TEXT HERE
TOO

WORKING WITH BRYAN AND HIS TEAM HAS BEEN AN EXCELLENT EXPERIENCE AND PROCESS. BRYAN WAS ENGAGED TO PROVIDE TRAINING AND BE A GUIDE AS TO 'HOW' TO IMPLEMENT WHAT WAS TAUGHT. THE CONCEPTS OF RESEARCH, THE PROCESS OF DISCOVERY, AND SUBSEQUENT ANALYSIS TO ELICIT THE 'VOICE OF THE CUSTOMER' PROVIDED AN EXCELLENT FOUNDATION FOR THE PRODUCT MANAGERS TO COALESCE THEIR ACTIVITIES IN A MORE FOCUSED WAY. TRAINING ON THE TOOL SETS HE RECOMMENDED AND SET UP MEANT THERE WAS A READY FRAMEWORK TO STORE AND ORGANISE THE FINDINGS FROM DISCOVERY. THE TRAINING WAS EXCELLENT, BUT EVEN MORE IMPACTFUL WAS THE APPLICATION OF THAT TRAINING THROUGH 1:1 ENGAGEMENTS IN INDIVIDUAL PROJECTS WHERE THE FEEDBACK FROM THE PMs HAS BEEN SO POSITIVE, 'IT MAKES SUCH A REAL DIFFERENCE' AND 'THE LIGHT HAS DAWNED' BEING TWO VERBATIM COMMENTS.

- NEIL THOMAS, DIRECTOR OF PRODUCT - PRINTERLOGIC.

