

# 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



# BUILD WHAT PEOPLE WANT

## 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

## 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.



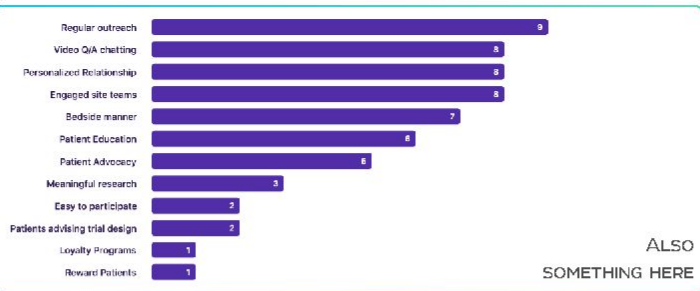


# CONNECT2TRIALS

## A PATIENT ENGAGEMENT & RETENTION PLATFORM FOR CLINICAL TRIALS

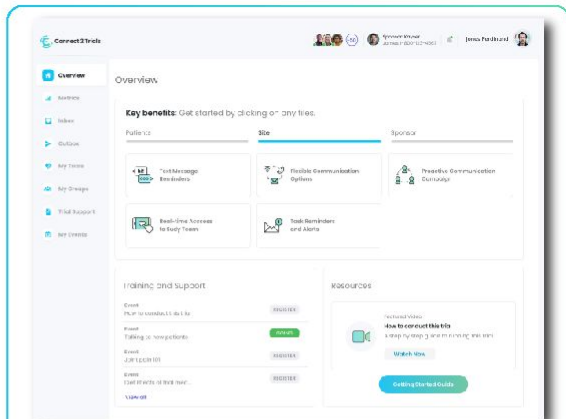
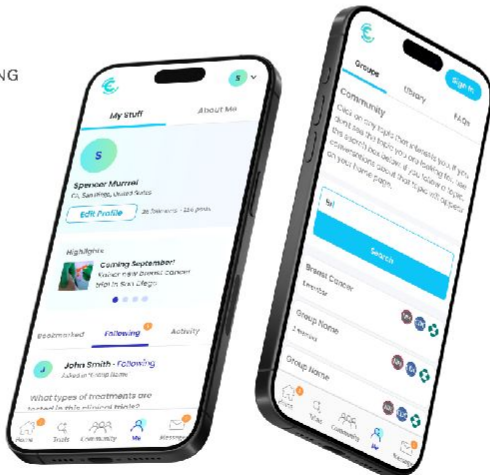
CONNECT2TRIALS WAS A PRODUCT IDEA FIRST CONCEIVED TO RESOLVE A CORE PROBLEM IN THE CLINICAL TRIAL INDUSTRY—POOR PATIENT ENGAGEMENT THAT LEADS TO LOW RETENTION AND MILLIONS IN LOST REVENUE.

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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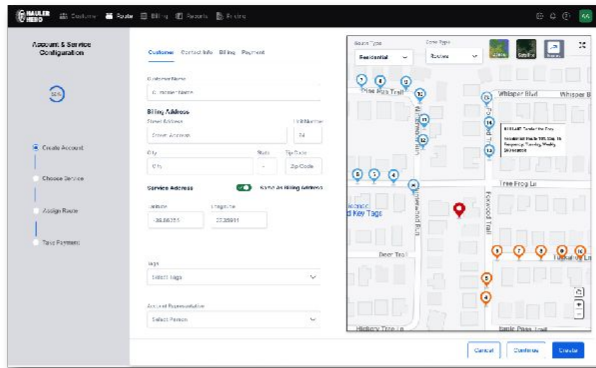


## ROI:

FROM 50% CHURN IN 1 MONTH TO 700%

GROWTH IN ARR OVER 5 MONTHS

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



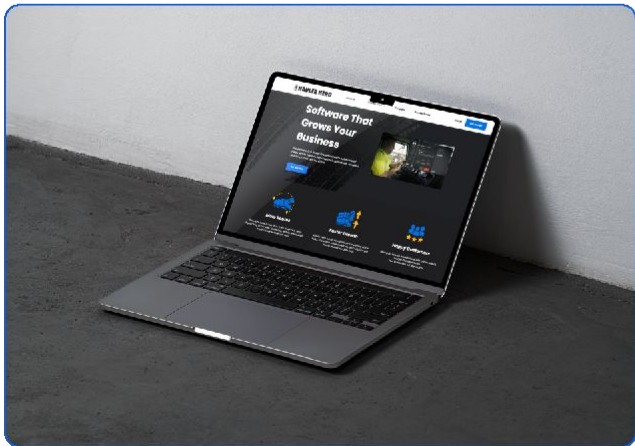
SHORT BLURB HERE ON  
THE USER INTERFACE  
AND NEW USER ONBOARDING

## 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





# DESIGN BETTER PRODUCTS

## 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.



## 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.

# CONNECT WITH YOUR CUSTOMERS

## 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.



## 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

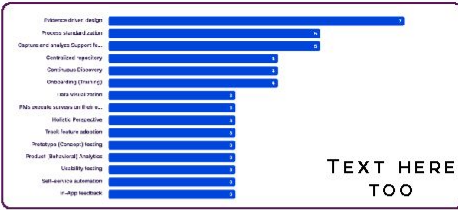
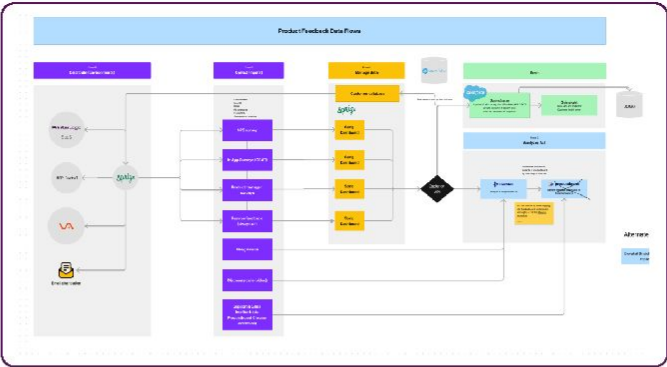
### HAPPY CUSTOMERS

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.

# VASION

## 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



TEXT HERE  
TOO

### VASION PLATFORM



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.