

Digital Strategies Live Observational Research

Your first impression

Let's face it. As technology evolves, the majority of consumers shop online for banking products. But how can your credit union determine if consumers are finding your website and what they're looking for on the site once they do?

See it live

Filene Research Institute brings you Live Observational Research. We saw a need for open ended, qualitative one-on-one research. Credit unions that have participated in Live Observational Research agree that the experience of watching members in our sessions is incredibly valuable. Not only are keen issues brought to light, executives are able to reach an overall consensus on where they should implement specific changes.

See what other credit unions have to say: filene.org/impact/program/digital-strategies

Let's get started

When you sign-up for Live Observational Research your credit union will receive:

The Review...

- A thorough evaluation of the current member experience online or via your mobile app
- Immediate insights based on our experience with online tactical and strategic pitfalls

The Research...

- One-on-one observational sessions with members and potential members
- Approximately forty five to sixty minutes per session
- Typically lasts one to two days
- Consists of eight to ten subjects per day
- Conducted at a local facility
- Gives you an accurate portrayal of how consumers view your content

The Subjects...

- Prospects in your target market
- Recruited by an outside firm hired by Filene Research Institute
- Encouraged to use their own devices as they would at home
- Given as little direction as possible to see their behavior most accurately

The Team...

- All executive staff and stakeholders are highly encouraged to attend
- Watch prospects interacting with your business together
- Reach alignment on the next steps to improving your online and mobile channels

What you'll leave with

Filene's Analysis...

- Identify key patterns and latent needs
- Summary of core findings

Findings Report...

- Expert recommendations
- *A presentation you can repurpose for sharing with your Board of Directors or Executive Team*
- Facilitated consensus
- Prepare project team to report final outcomes

For a customized proposal, contact Tansley Stearns at 608.6661.3753 or tansleys@filene.org
filene.org/impact/program/digital-strategies