

Real feedback from real people in real situations in real-time



opiria at Mercedes-Benz Research and Development

SHORT INTRODUCTION IN OUR WORK

The Mercedes-Benz User Experience & Innovation team in Silicon Valley uses a wide range of methods to incorporate user insights and feedbacks throughout design processes for passenger and commercial vehicles.

PROBLEM DEFINITION

Gathering customer feedback on a product in an artificial lab environment can be misleading. Limitations are often discovered over time when customers use the product in their everyday life. However, real-time customer experience can provide crucial insights when predicting the long-term value of a product.

Traditionally, the diary study approach is a popular method used to collect long-term data. Customers share daily experiences on a product using paper-pencil questionnaires or sending updates via email. However, this can cause a lot of effort on both the participant and the researcher side.

WHY OPIRIA

At the first glance, text messengers have features similar to opiria. However, these applications can't be conducted anonymously because a phone number or email address is required.

On top of that, opiria offers useful features such as rating scales and questionnaires. Once filled out by the participant, all data is saved in one place and visualized, which can save time during the data analysis.

RESULT

Last spring, our research team conducted a study in which Mercedes-Benz customers tested an app for their vehicle over a two-week time period. Through opiria, we received daily feedback in forms of either comments, pictures or videos from our customers.

Overall, opiria is an effective tool to conduct remote research gathering real-time customer data over longer periods of time.

“opiria is a great tool for researchers to gather customer data remotely and in real-time. Videos and pictures sent from customers bring their experience to life.” says Laura Frueh, Sr. UX Researcher at Mercedes-Benz Research & Development North America”

ABOUT OPIRIA

Opiria is a market and usability research platform. Opiria helps companies worldwide, including many Fortune 500 companies, to better understand the needs and requirements of their customers and to design better products and services as well as to perfectly target marketing and sales activities.

