

MetrixLab collects user attitudes via preferred entertainment device

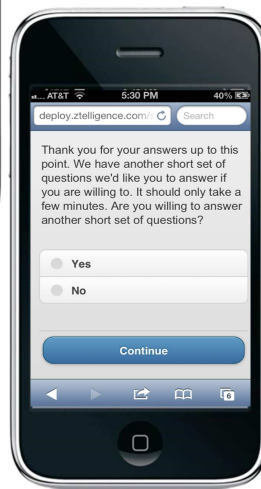
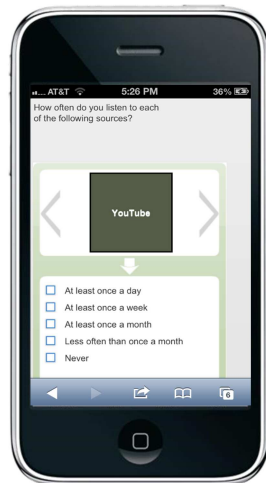
Digital Entertainment, 2014
Responsive Design, User Profiling

Client objective

In profiling entertainment users, how do we get the most useful and complete information from users who primarily engage through a mobile device?

MetrixLab's Solution Mobile Optimized Responsive Design

For this entertainment brand, many of their users use their services either primarily or exclusively through a mobile device. Reaching these users through that device (be it phone or tablet) is crucial to providing a complete picture of preference segments. It is also crucial to have the user interact on the same device that they use the service so that they report a comparable experience, and ensure more accurate reporting.



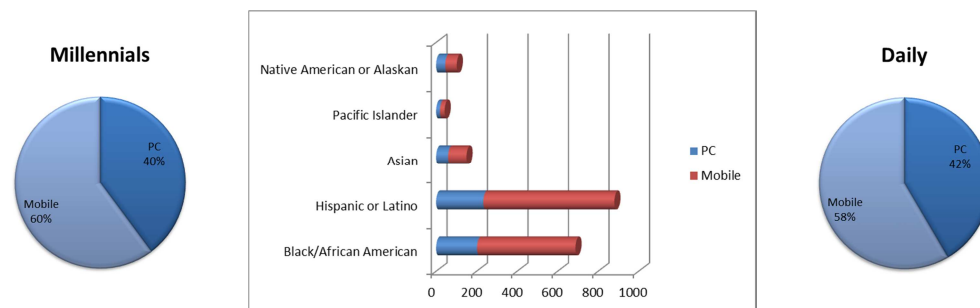
As an additional metric, the client was interested in building out the profiles of their extensive Spanish speaking users. The respondent centric survey experience allowed end users to participate on the device of their choosing, in whichever language they preferred.

Results

Identified targetable profiles and established a baseline for future measurement and comparison

Being able to access a representative group within these targets is critical.

- Mobile access by age (mobile device skews higher for Millennials)
- Mobile access by ethnicity (mobile device skews higher for minorities)
- Frequency of use (mobile users skew to more frequent use)



Several distinct personas were identified, each with their own product enhancement and marketing opportunities.



Uniqueness

MetrixLab leverages multi-screen survey technology to reach more users and provide comprehensive user profiles that are highly actionable for the brand. By including responsive design and multi-language support for tablets and smartphones, the results include a more complete and robust profile of users rather than understanding a smaller slice of the community who engage only on desktops.