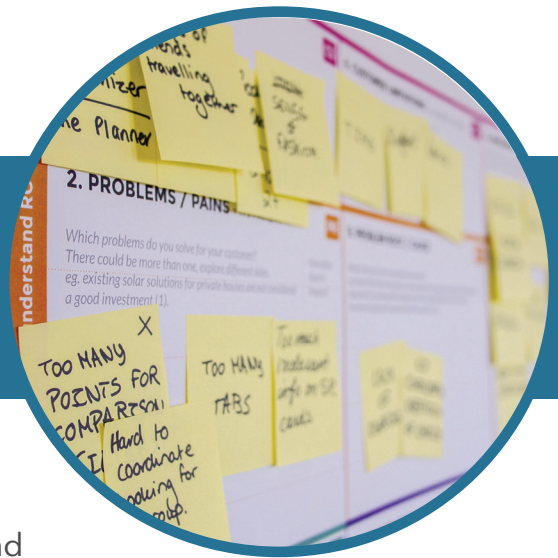


Unparalleled Insights. Fast. Our Rapid Labs Approach

AnswerLab's Rapid Labs approach adds our best in class UX experts to your product design toolkit without missing a beat in your development schedule. We bring deep domain expertise and best practice recommendations from a broad digital perspective to all of your user questions. Our user-driven, prioritized strategic and tactical recommendations allow your team to realize quick wins and continue making your products –and your business – better.



How Rapid Labs work

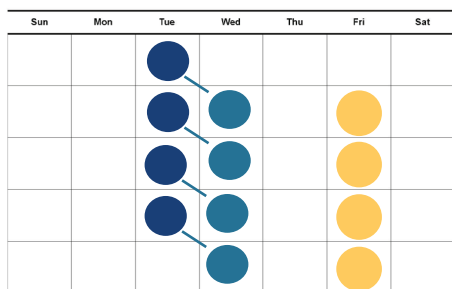
A Rapid Labs engagement is a flexible program of research employing one-on-one research sessions for first-hand observation of user interactions with product concepts, messaging, prototypes, websites, apps, and features. Iterative and fast moving, rapid research utilizes regularly scheduled research sessions to give a consistent stream of insights that inform design decisions. With swift and easily duplicated sessions, this approach helps teams prioritize research on a set schedule.

From planning to findings, a Rapid Labs study can be completed in as little as two weeks when using consistent recruiting criteria. Typically, studies include six participants, recruited for 60-minute sessions which can be remote or in-person. After the sessions, you'll receive findings in a debrief session with the researcher and your choice of either a key takeaways document or a short powerpoint report.

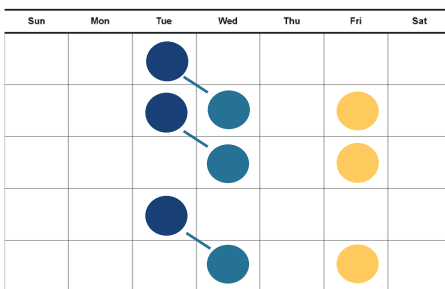
Trusted by the World's Leading Brands

Variety of Timing Implementations for Rapid Labs

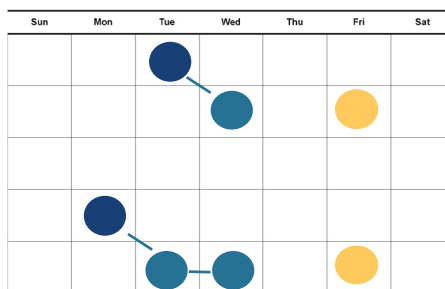
1 Regimented Schedule



2 Semi-Regimented Schedule



3 Customized Schedule



Kickoff Meeting



Test Day



Debrief of Findings

What You Get

What good is fast research if the results aren't actionable? With each round of research, you get:

- Consistent oversight and a project management team who understands your business
- A pool of dedicated researchers who know your products
- Study design by a UX expert so you get the most out of your limited time with your users
- Fast results without sacrificing the analysis and synthesis of an experienced researcher
- Findings designed for maximum impact with prioritized pain points, strengths and opportunities, and recommendations for improving what's not working

Why Choose Rapid Labs

A Rapid Labs engagement provides focused insights at any stage of a product's lifecycle—from validation of design concepts to guiding the optimization of wireframes, prototypes, and live products. Use Rapid Labs when you need to:

- Obtain essential, timely user feedback at any stage of your fast-paced development cycle
- Manage stakeholder requests with limited internal research resources
- Run multiple rounds of research to test new product concepts or iterate on one design
- Get going quickly without additional contracting
- Realize the benefit of consistent recruits & test dates to keep you on schedule

Let's talk about what you need to accomplish: info@answerlab.com

AnswerLab offers insights and expertise to help create experiences people love. Our suite of user experience research methods, consulting services, and flexible research engagement models enable companies to apply a human-centered design process to every product they launch. We help digital experience leaders scale their impact and influence across the organization and achieve key business goals as a result. The world's most innovative brands trust AnswerLab to be their strategic partner.



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