

KNow Reveals Need for Improvements Prior to US Product Launch

To ensure a successful product launch, a medical device company turned to KNow to test new OTC hearing devices to ensure successful launch



Business Challenge

Will potential users successfully navigate the unboxing process and app-based onboarding?

Prior to launching an OTC hearing device, the brand needed to understand if the target users could successfully navigate the product's set up and use, as well as measure overall satisfaction.

Participants included 50 consumers self-identifying as having mild-to-moderate hearing loss but had never used a hearing aid.



Methods Used

A hybrid in person interview and IHUT online study to understand user experience success and challenges

KNow conducted in-person usability tests in 3 US markets. In the height of the 2020 pandemic, **client observers watched participants navigate the device and smartphone app remotely thanks to KNow's Virtual Backroom technology.**

Interviews were followed by a 4-week at home use test with a digital diary, uncovering further insights about the user experience at home.

Business Outcomes

The product was sent to launch after app adjustments based on KNow findings

KNow uncovered opportunities to help the company create a more user-friendly product.

Insights led to further testing and improvements to the self-assessment process which led to a better product and customer experience.

The company increased customer satisfaction and reduced the number of returned products as a result of the research.

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Insights, delivered.

We can't emphasize the value the research has been to us already. We are grateful and impressed with the expertise each of you shared.
Brand Producer

Case Study

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