

Case study

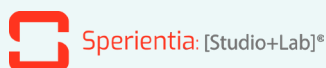
Empowering UX Teams with Loop11: Sperientia's Remote Testing Success



Loop11 features used by Sperientia

- ✓ Quantitative research
- ✓ Remote usability testing
- ✓ A/B testing
- ✓ Multilingual testing

About Sperientia



en.sperientia.com

Sperientia: [Studio + Lab]® is a consulting and research company that assists organizational leaders in establishing innovation strategies with a customer and user experience focus, leading to the development of better products and services. They work with various industries, including retail, logistics, health, government, telecommunications, and finance, in Mexico, the United States, and Latin America. With a highly skilled team, Sperientia specializes in user research and usability testing, acting as champions of the end user by testing with them in mind and providing human insight. Their holistic approach ensures clients receive the best possible results.

Industry

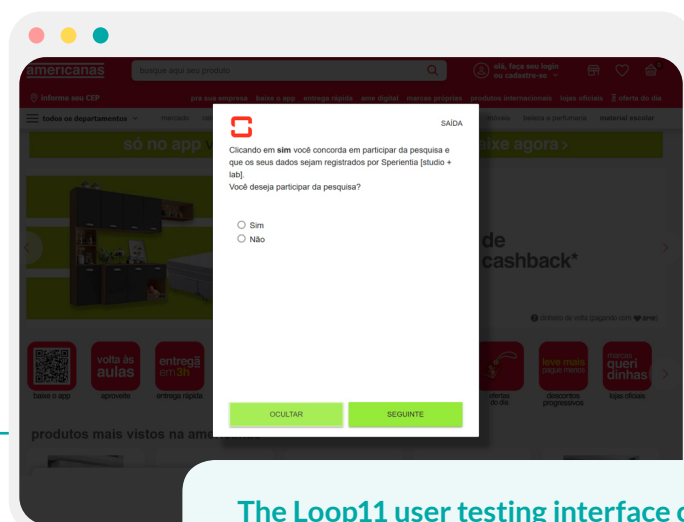
Consulting and Research

Trusted UX insights with Loop11

Clients come to Sperientia when they want to better understand the way their websites, apps or other products are being used, or to deliver their products and services more effectively. When quantitative research is required, the Sperientia teams always use Loop11.

Although they work remotely, the team plans their UX projects together over Zoom and then co-creates a Loop11 study. No one person is responsible for managing Loop11 projects - the team believes it's best that everyone is skilled to the same level, and can share in the knowledge gained through the research process.

Sperientia's clients are often reluctant to trust in data or participants. But Sperientia's expert use of Loop11 wins them over. A UX project in Loop11 gives the team broad vision across of the problem, exploring questions like: What is happening? What is going wrong? What is not working? Would something else work better?



The Loop11 user testing interface can be used in multiple languages making it accessible to users around the world.



Delivering Quantitative Data

After running tests, gathering relevant metrics, and forming insights about pain points and solutions, the team presents their research to a satisfied client. Recently, that has included a cryptocurrency platform, a bank and a grocery store.



More efficient UX testing with Loop11

Loop11 helps Sperientia's UX team work more efficiently. It has been the ideal tool for a global, remote team who could be running up to eight projects at any one time.

"Loop11 saves us lot of time because we can reach more people than we could if we were doing in-person interviews."

Sarai Prado, Lead UX Researcher and Lab Lead

A/B testing is also straightforward using Loop11. Sperientia will often test different variations of a website or app and compare the results, to discover which design or feature is most effective.

"Loop11 helps us to collect data around metrics, and then we can drive conclusions about which side performed better based on the data that we collect."

Sarai Prado, Lead UX Researcher and Lab Lead

The Sperientia team's expertise in user research and usability testing, combined with their use of Loop11, allows them to provide their clients with valuable insights and data-driven recommendations that improve their products and services.



Testimonials

Sarai Prado

Lead UX Researcher and Lab Lead

"Using Loop11 allows us to deliver quantitative data so the client can see where the painpoints of their users are and where to tackle the usability issues in their platform."

"We like Loop11 because we have flexibility when we are gathering data."

Sperientia's team of over 40 researchers is divided across four professional research laboratories, two design studios, and two apprentice labs. Staff are based in multiple countries, including Mexico, USA, Costa Rica, Canada, Argentina, Colombia, Peru, Chile, and Brazil. The company's values – empathy, respect, honesty, fellowship, trust, tolerance, solidarity, integrity, humility, and transparency – are reflected in the collaborative team dynamic and structure.

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