EBG

+ COOPER'S HAWK

We focus on helping your organization close experience gaps for the audiences you care about. By imagining new solutions, improving current processes, and implementing programs, we help you innovate, remove friction and build loyalty.

The Challenge

Cooper's Hawk created a restaurant app for diners and wine club members. During the roll-out, we sought out user feedback to analyze user satisfaction and overall experience, including in-restaurant experience utilizing app functions (like pay-in-app).

✓ The Result

EBG was able to analyze the qualitative and quantitative data collected from the three phases of user feedback and provide Cooper's Hawk with our recommended updates and edits to the app's UX/UI to optimize future user experience.

We are equipped to access, analyze, and translate experience-driven data into actionable items for your team. Let's work together to make your business better.

The ExperienceBuilt Group | AT MMR

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The Solution
A Comprehensive Approach

1 Pre-Launch Pilot via TestFlight

Select Wine Club Members log app UX/UI feedback via diary entries and a survey to provide real-time data access to the CH team.

2 Limited Launch via app store

Participants from Phase 1 repeat process from Phase 1, this time re-downloading CH app from app store instead of from TestFlight.

3 Final Launch via app store

Participants from Phases 1 and 2 re-download CH app from app store and complete a survey and 30-minute conversation regarding app UX/UI.