



Helping a prominent tech company pinpoint new feature names

One of our client's teams had the opportunity to run a pilot for a MaxDiff research study in order to highlight key findings for a new product feature.

Utilizing aytm's advanced survey platform and research services team, they were able to launch the survey and provide insight to key stakeholders within just a few weeks.

This pilot supported a business case for how agile, quick-turn research adds value to the tech company's marketing insights team.



The agile challenge

The goal was to identify the right name for a new button that would resonate with platform users and developers alike.

This meant testing collection of 20 names—including a couple competitive names for comparison purposes—amongst various categories of users.



The solution

The team partnered with aytm to conduct a full-service study.

The tech company collaborated with aytm's Research team to design an effective questionnaire, leveraging the aytm platform's automated MaxDiff methodology to quickly program, and analyze the results.



The results

The study fielded in just three days over the weekend.

Just two and a half weeks after kicking off the project, the Research team at aytm delivered a comprehensive report complete with recommendations that pinpointed two names for further testing among developers.