

Understanding Usage & Barriers of Coffee Machine Prototype

Highlight.

IHUT by the Numbers

Highlight's team:

40

distributed 40 prototypes to category users, with representation across key demographics

9

collected feedback across 9 key product usage occasions

100%

achieved a 100% completion rate

THE CHALLENGE

A leading brand in the kitchen appliance space was ready to launch a new, advanced coffee machine into market. The team needed to understand ease of use and identify concerns across a range of the coffee machine's functionality. Highlight's IHUT design allowed for in-depth product usage to validate the product's readiness for launch and get ahead of any pain points.

THE RESEARCH SOLUTION PROTOTYPE TESTING

Highlight recruited target consumers to test the prototype product in-home, over the course of one month. Consumers utilized different features of the coffee machine, recorded videos of product usage, and answered three surveys to provide thorough feedback throughout the course of testing.

THE RESULTS & IMPACT

1 PROTOTYPE VALIDATION

Seeing first-hand how testers used the product via video responses validated the user experience, and gave the customer the confidence to move forward with the final development stage

2 BARRIER IDENTIFICATION

Testers helped identify specific concerns in using the product, which gave the customer insight into product issues to resolve prior to launch.

3 ENABLING FOLLOW-THROUGH

Highlight's dedicated testers continued to give feedback, even beyond testing period, for customer to deep-dive on specific areas of concern.