



Case study

A closer look: Bringing new visibility to the studio experience.

Vista prides itself on being a design partner to its customers, both small business owners and those creating for their personal life. To this end, Vista's editing studio is core to their customer experience.

As Vista undertook a global replatforming initiative, that would also introduce a new user experience, Quantum Metric helped make the transition within studio as smooth as possible for the customer.





“We needed to see how our customers were using our editing tools in order to create a more intuitive Studio experience within the new site,”

— Kathleen Walsh

Product Director at Vista.

Since customers use the studio in different ways, it could be difficult to pin down the actual editing problem without being able to see it live. Quantum Metric provided the needed visibility, helping the studio team easily empathize with customer struggles and identify major issues.

According to Walsh, Quantum Metric gave a clear view into where customers were struggling most in the design experience. Watching the Quantum Metric sessions linked to the Vista customer Overall Satisfaction survey has been instrumental in helping Walsh and the Studio Product team understand what the top customer pain points were in the experience and prioritizing those fixes to deliver immediate customer impact.

Working with Quantum Metric, Walsh and her team uncovered customer frustrations including:

- 1.** The ability to access previous designs created on the legacy site and seamlessly integrating them into the new platform.
- 2.** Usability issues related to text-editing and image editing, such as cropping an image.
- 3.** Location of design and editing tools on mobile.



“Quantum Metric has helped us prioritize within our large backlog of different usability enhancements and determine where we are going to provide the most immediate value to the customer,” — **said Walsh**

Empowering her team to be more customer-centric through the Quantum Metric platform has helped Walsh to see an increase in on-site satisfaction. More importantly, they saw an improvement in their studio completion rate - citing that a customer completed the design process. The studio completion rate not only increased with the recent usability enhancements, but is now 4% higher than the studio completion rate of the old platform.

