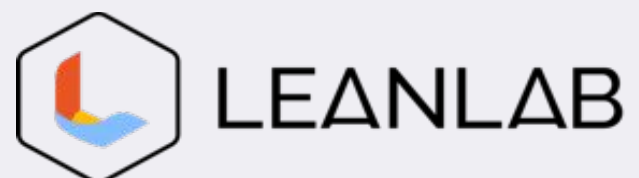


LeanLab Introduction

**How to collaborate and build
services together with
customers successfully?**

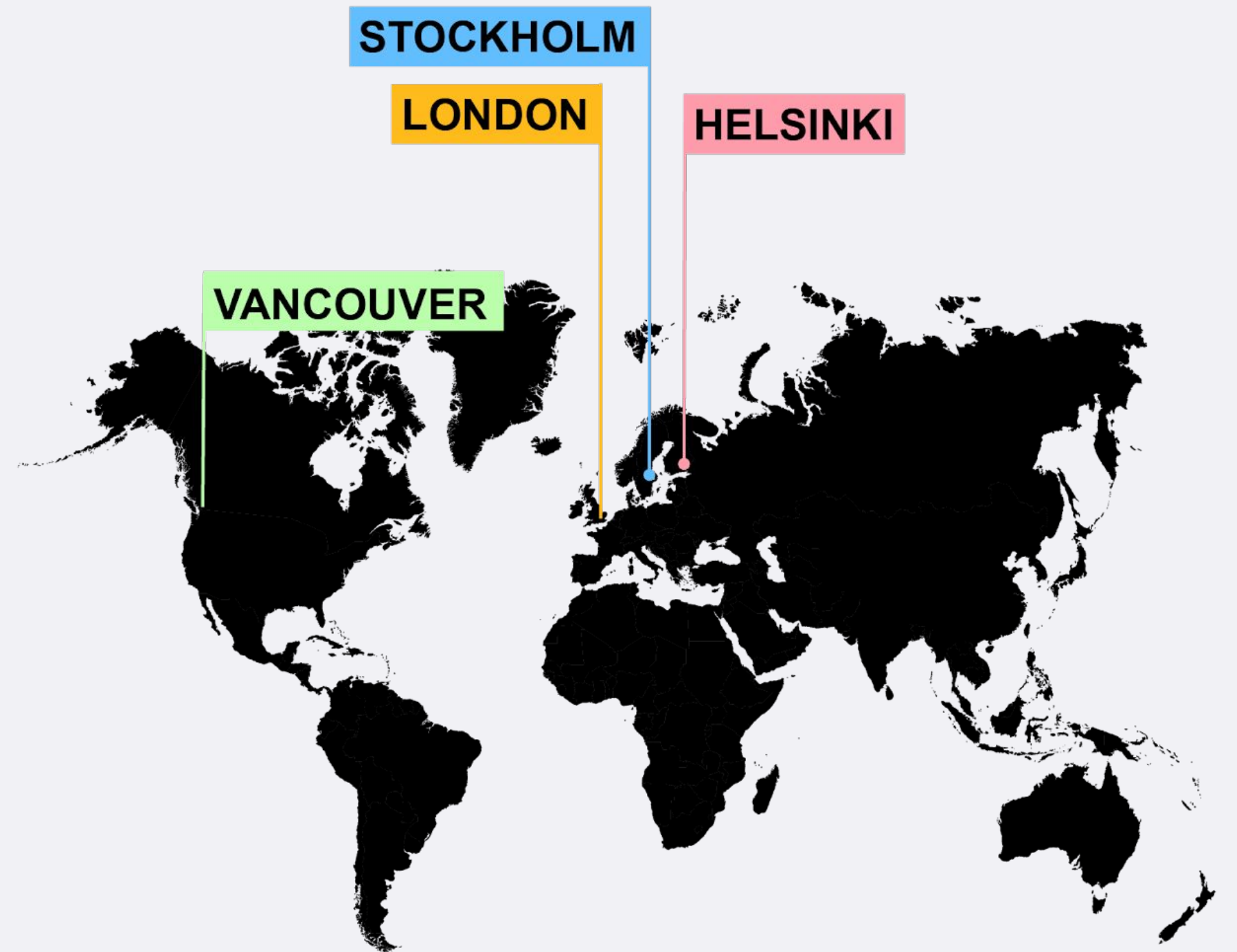


Contents

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LeanLab platform overview	4
Benefits of the approach	10
Timelines to set-up	11
Case studies	12
More LeanLab features & tips	19
Contact	34

LeanLab

- Mission to put customers at the centre of development and innovation
- SaaS customer collaboration platform for rapid and customer centred development
- Customers include Nordic blue-chips and scale ups such as Arla, Finnair, If Insurance, Nordea Life and Spotify among others.
- LeanLab is a part of Digitalist Group, a Nordic innovation and customer experience agency operating in 4 countries



LeanLab connects you with your customers

Your customer lab

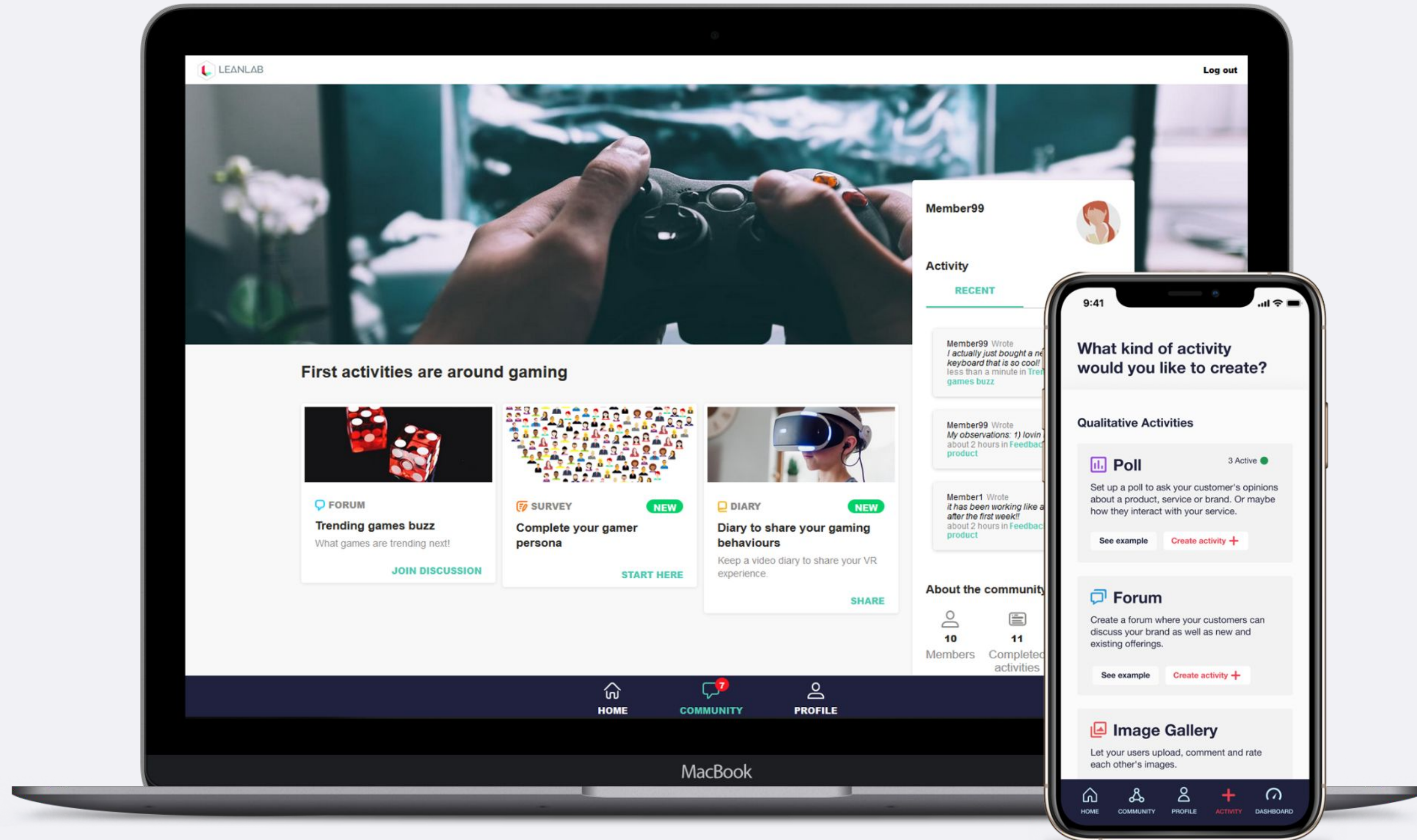
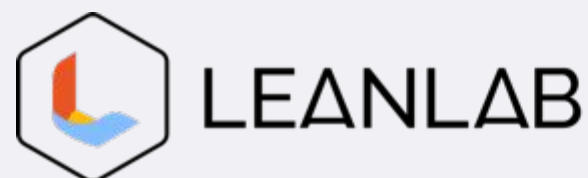
Recruit your own customer pool; 200-2000 participants

Your collaboration hub

Always on and ready to take part + research outside your regular pool

Mixed method platform

Switch effortlessly between different research techniques



Build your own Lean Learning Loops

Explore painpoints and opportunities

Run discussions on selected pain points on digital journey

Run customer-led ideation exercises

Better understand your customer segment needs and preferences

Track your business

Track new customers experience

Track cx on the key customer journey points

Measure customer satisfaction and repeated purchase

Reach problem-solution fit

Validate your designs, concepts, ideas with different personas using surveys and preference tests

Iterate concepts further with chats and video interviews

Get feedback on the launched service, continue developing the experience with engaged users

Launch

Beta test

beta-test your service for 1 week - 1 month

Do usability sessions through self completion surveys and video interviews

One hub for customer collaboration activities



Product / Design Teams

Digital Increments

Get users involved with your UX/UI development process to ideate, AB test and form beta groups to hone in your existing or to-be-launched digital experience

Strategic Product Initiatives

Stay in sync with different customer needs and motivations and collaborate with your customers to inform your more strategic product/service decisions



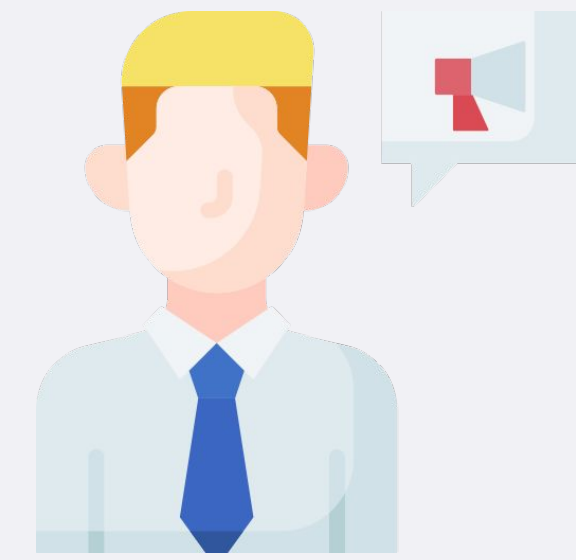
Customer Experience Teams

Customer Journey Development

Engage customers to have a say about the key moments along the customer journey from onboarding to continued use

Internal Process

Collaborate with staff to improve your internal tools and processes on how you deliver customer success



Marketing / Comms Teams

Message development

Understand buying journeys, improve your marketing pages, build real customer stories, pre-test marketing messaging or newsletter content and benchmark competitive messaging

MIXED METHOD PLATFORM

Engaging ways to ideate, experiment and validate with Customers beyond standard surveys

Qualitative techniques

Forum discussions

Diaries

Photo/video galleries

Ideation rooms

Launch video interviews

Quantitative techniques

Surveys

Preference testing (AB)

Polls

Drag&Drop

Heatmap

On-Going Community Activities



★ Image Rating

Which winter jacket design do you prefer?

Give feedback and vote on different product images of your choice.

[RATE JACKETS](#)



☑ Survey

What is your experience buying a winter jacket?

Please provide North Face with your brand or service experience when shopping and using a winter jacket.

[TAKE SURVEY](#)



🖼 Image Gallery

Pick your favourite brand colour for autumn

Please provide North Face with your brand or service experience when shopping and using a winter jacket.

[IMAGE GALLERY](#)



💬 Forum

Tell us your experiences with buying jackets

Please provide North Face with your brand or service experience when shopping and using a winter jacket.

[OPEN FORUM](#)



📅 Diary

What is your experience buying a winter jacket?

Please provide North Face with your brand or service experience when shopping and using a winter jacket.

[OPEN DIARY](#)



📊 Poll

Which winter jacket design do you prefer?

Give feedback and vote on different winter products of your choice.

[TAKE POLL](#)



👉 Drag & Drop

Which winter jacket do you prefer?

Give feedback and vote on different winter products of your choice.

[TRY DRAG & DROP](#)



🔴 Heatmap

Show us where you would place a product

Give feedback and vote on different winter products of your choice.

[OPEN HEATMAP](#)



💡 Idea Rating

Rate these ideas for winter jacket brands

Give feedback and vote on different winter products of your choice.

[OPEN IDEA RATING](#)

Admin Dashboard

Activity set-up

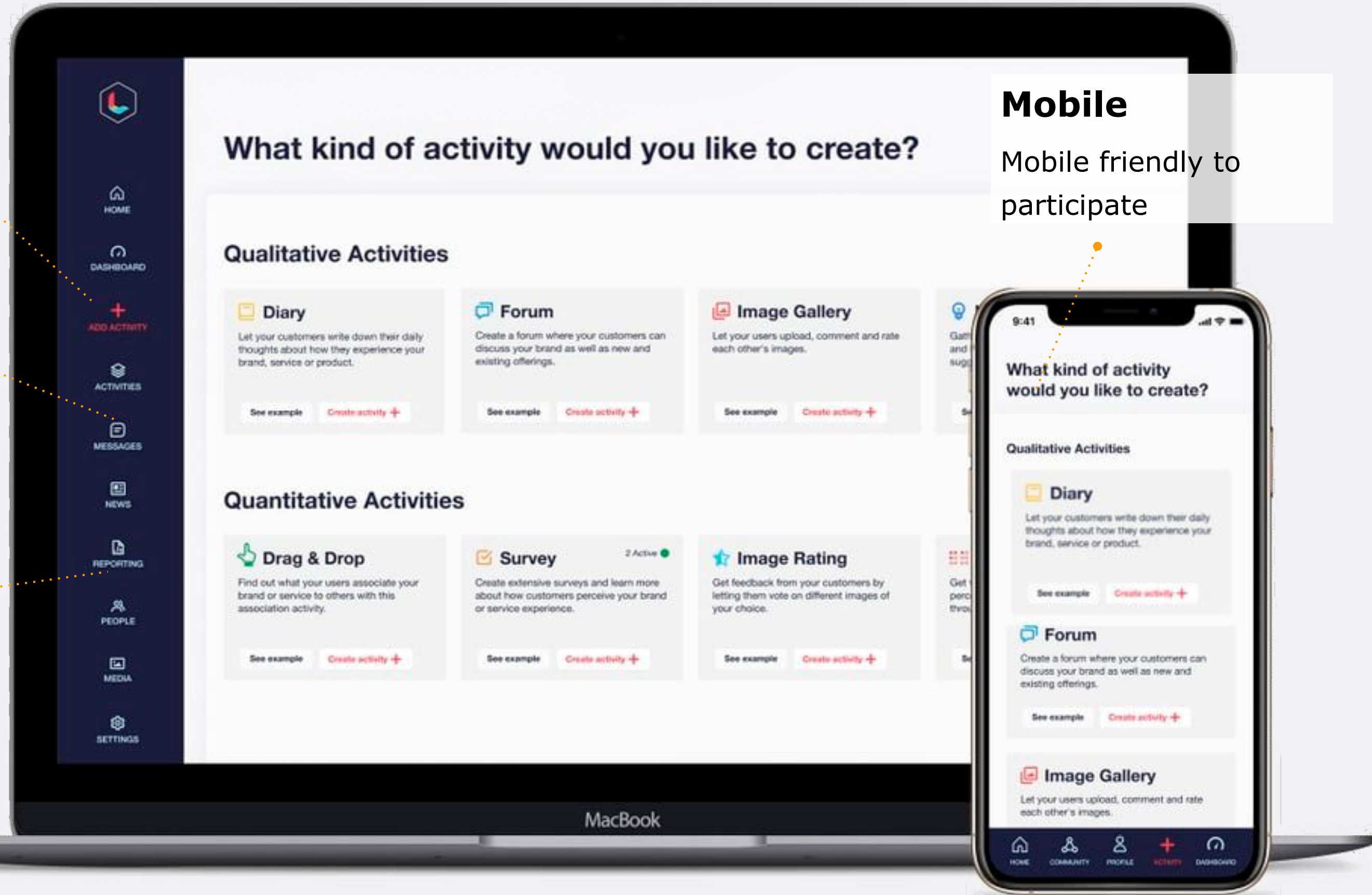
Easy 3 step process

Message centre

Invite and send reminders to your participants via email

Reporting

Analyse and share results instantly



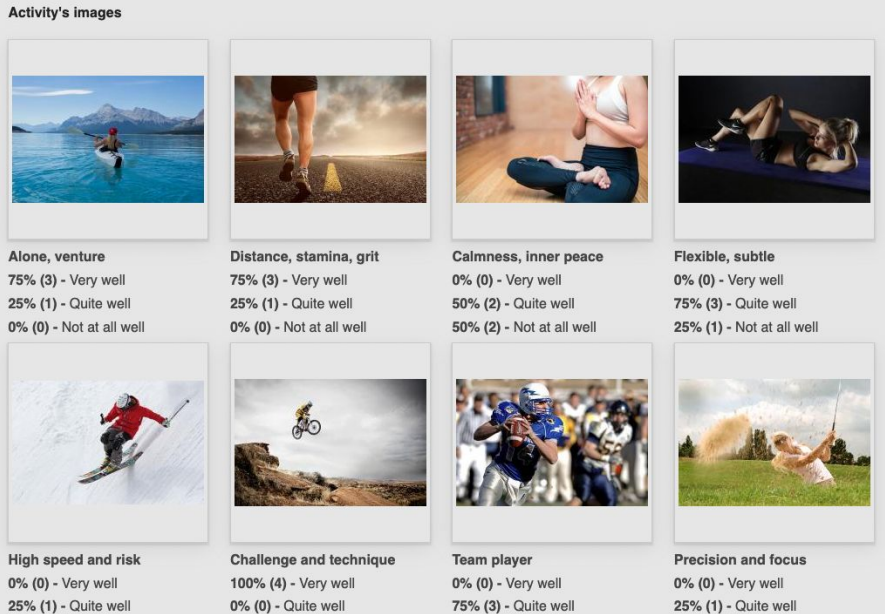
Analysis Dashboard

Intuitive dashboards

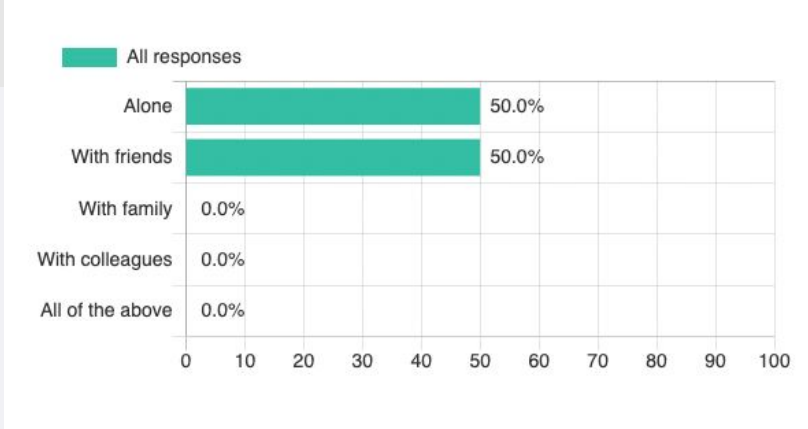
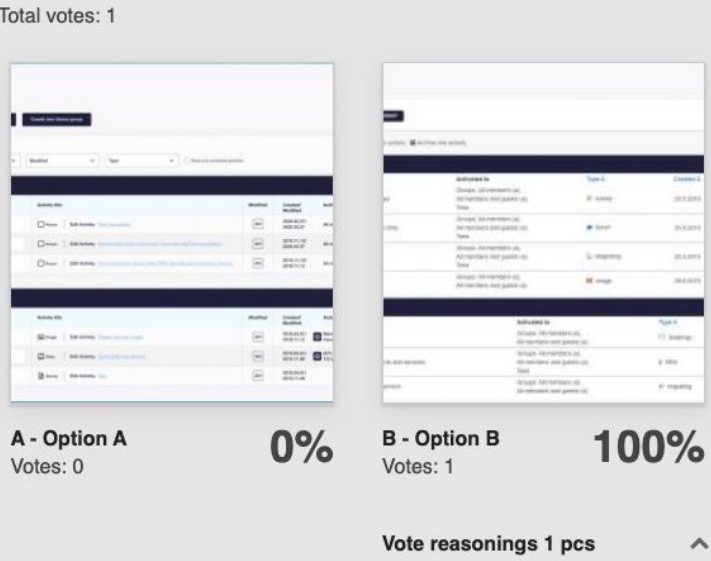
Self explaining dashboards for different activities

Activity	Title	Answers	Status	Start date	End date
Survey	LeanLab 2.0 - Recruitment	0	Live	2.10.2020	9.4.2025
Diary	Your weekly sport and exercise activities	0	Live	6.4.2022	31.12.2023
Idea rating	The ideal service experience	0	Live	6.4.2022	20.4.2023
Discussion	The current usage experience	0	Live	6.4.2022	20.4.2023
Heatmap	Amazon homepage	0	Live	20.1.2022	19.1.2023
Image gallery	Your favourite meals	3	Closed	6.4.2022	27.4.2022
Poll	Which of the following channels are you most likely to use for contacting customer service?	0	Live	6.4.2022	20.4.2022
Survey	Your Spare time Activities	2	Closed	18.2.2022	4.3.2022
Poll	Which of these is the most common reason for you not to shop online?	3	Closed	13.3.2020	6.10.2020
Survey	A test survey	0	Closed	9.4.2019	9.4.2020
Discussion	Tell us about your spare time	7	Live	13.3.2020	27.3.2020
Idea rating	The ideal future products and services	4	Live	6.5.2019	20.5.2019
Poll	Which one of these is your favourite brand?	6	Live	6.5.2019	20.5.2019
Sorting	A fun personality test	4	Live	30.4.2019	14.5.2019
A/B testing	Your favourite concept	1	Live	15.4.2019	29.4.2019

View results - A fun personality test



Your favourite concept - results

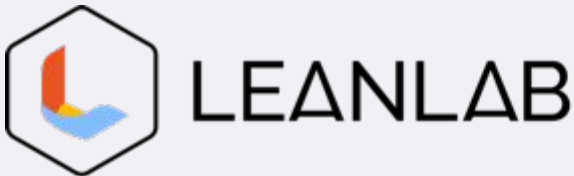


Segment analysis

Filter and segment results

Collaborate

Share results through links, PDFs or download for further analysis



Don't learn the hard way, learn the LeanLab way

LEARNING GAINS

Learn Frequently
3x or more the frequency you work with your customers

Learn Instantly
cut your time to insights from weeks to days

Learn Together
Have 10x or more of your people talking to customers



BUSINESS GAINS

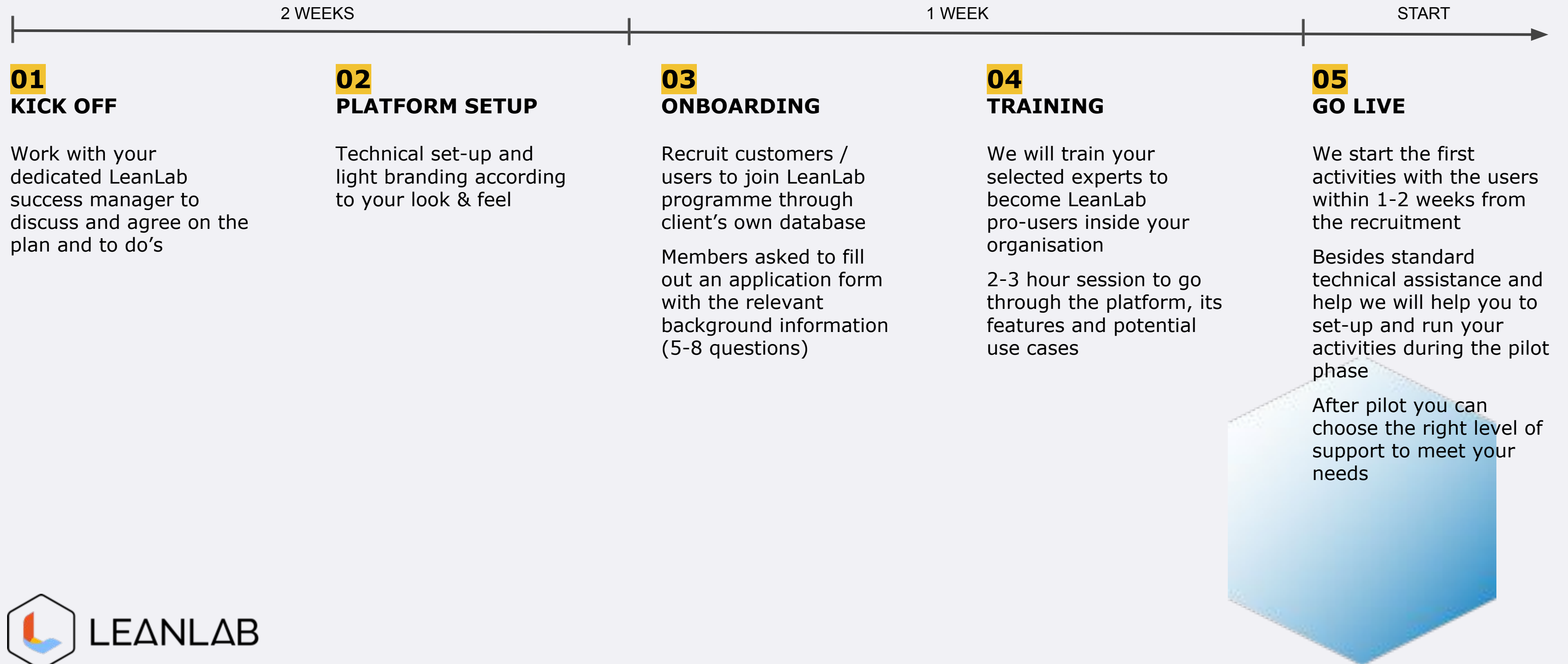
Launch Successfully
Get your solution right from the start and improve launch odds by up to 66%

Save Money and Effort
Get the required tools just with 1 subscription

Make Customers Happier
Better experience boost your loyalty KPIs by 10-30%

RELEVANT STEPS FROM THE GET GO

Activities and timelines to launch LeanLab



DIGITAL DEVELOPMENT CASE

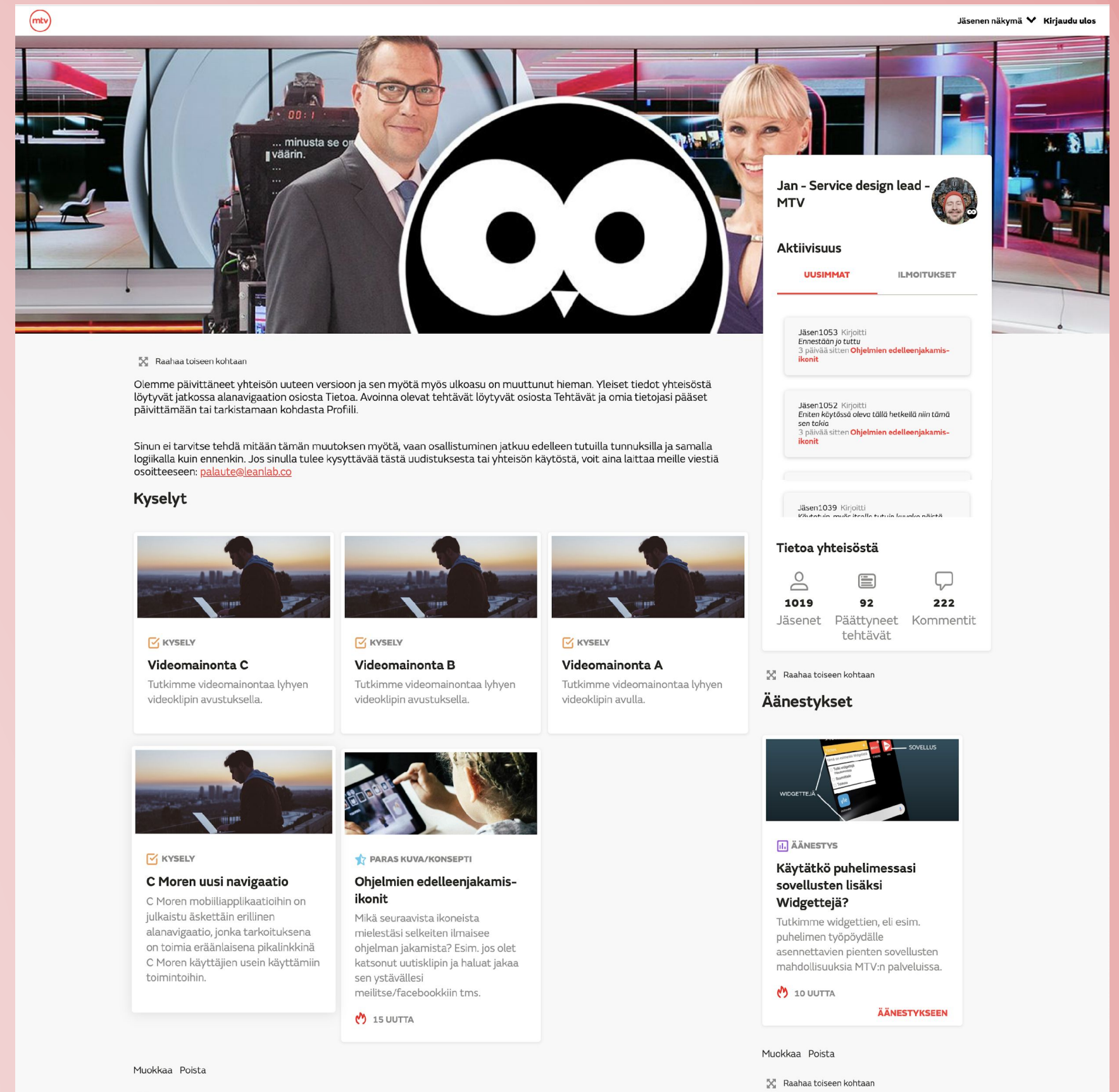
MTV Hautomo

LeanLab has helped:

- To **improve CX** measurement scores by more than 10% and **bring new revenues**
- Has made user involvement **seamless and truly agile** - results in days rather than in weeks
- Has increased **5X customer testing** in the creative process

Hautomo Lab

- 1000 participants; representing different customer segments and devices
- Customers involved on weekly and monthly basis. See webinar recording on [YouTube](#) (in Finnish)



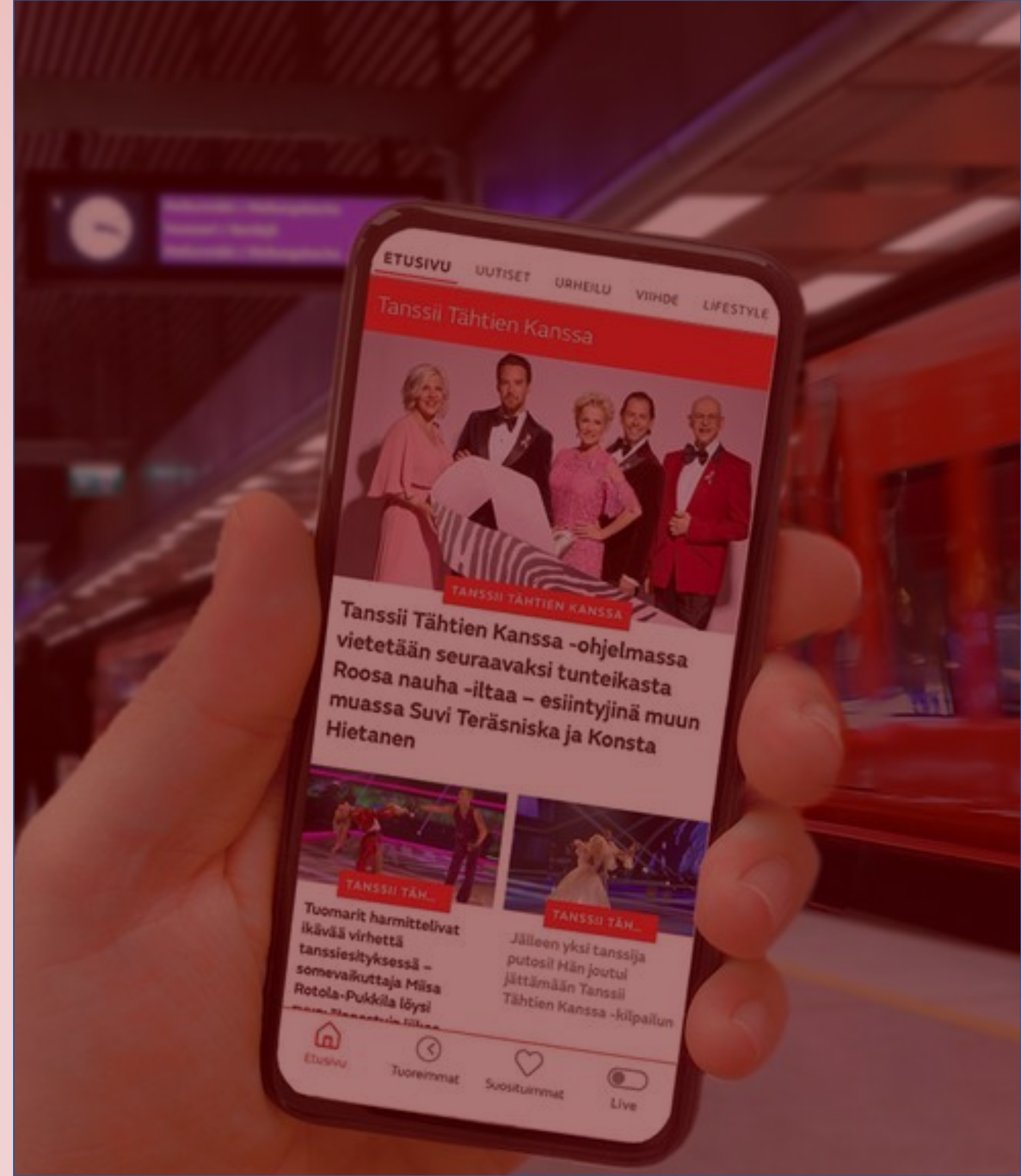
MTV HAUTOMO EXAMPLE

Seamlessly connected with the digital development

- Background: Developing a new browser based news app to replace the more expensive native app
- **The key business question:** The dev costs go down but how do we ensure that the cx doesn't?

4 iteration phases with users

- Phase 1: Chat on customer needs and expectations
- Phase 2: Prototype and usability test
- Phase 3: first beta test (1 week use) and feedback session
- Phase 4: second beta-test before go live



Largest independent Online Food shop in Finland

- **Problem:** too many development items going on and limited resources
- **Solution:** Customer lab used as a prioritisation tool
- **Result:** Clearer focus on areas which matter to customers and more speed

The screenshot shows the Kauppahalli24.fi website interface. At the top, there's a navigation bar with the logo and the text 'Kauppahalli24.fi'. Below the navigation bar is a large banner image featuring a brown paper bag with the Kauppahalli24.fi logo and the text 'luonnollisesti tuorein'. To the right of the banner, there's a user profile for 'Teea - LeanLab' with a circular profile picture. Below the profile, there's a section titled 'Viimeaikaiset tapahtumat' (Recent events) with two tabs: 'UUSIMMAT' (Newest) and 'ILMOITUKSET' (Notifications). Under the 'UUSIMMAT' tab, there are three task cards. The first card is titled 'LÄMPÖKARTTA' and 'Etusivun käytettävyys - tilausprosessin aloittaminen'. The second card is titled 'PARAS KUVA/KONSEPTTI' and 'Noutopiste'. The third card is titled 'KERRO MEILLE PARAS SIJAINTI'. At the bottom of the page, there's a navigation bar with icons for 'KOTI' (Home), 'YHTEISÖ' (Community), 'PROFIILI' (Profile), 'TEHTÄVÄ' (Task), and 'TYÖPÖYTÄ' (Dashboard). There's also a 'TRANSLATE TEXT' button on the left side of the navigation bar.

ECOMMERCE CASE KAUPPAHALLI 24

KH24 Customer Lab

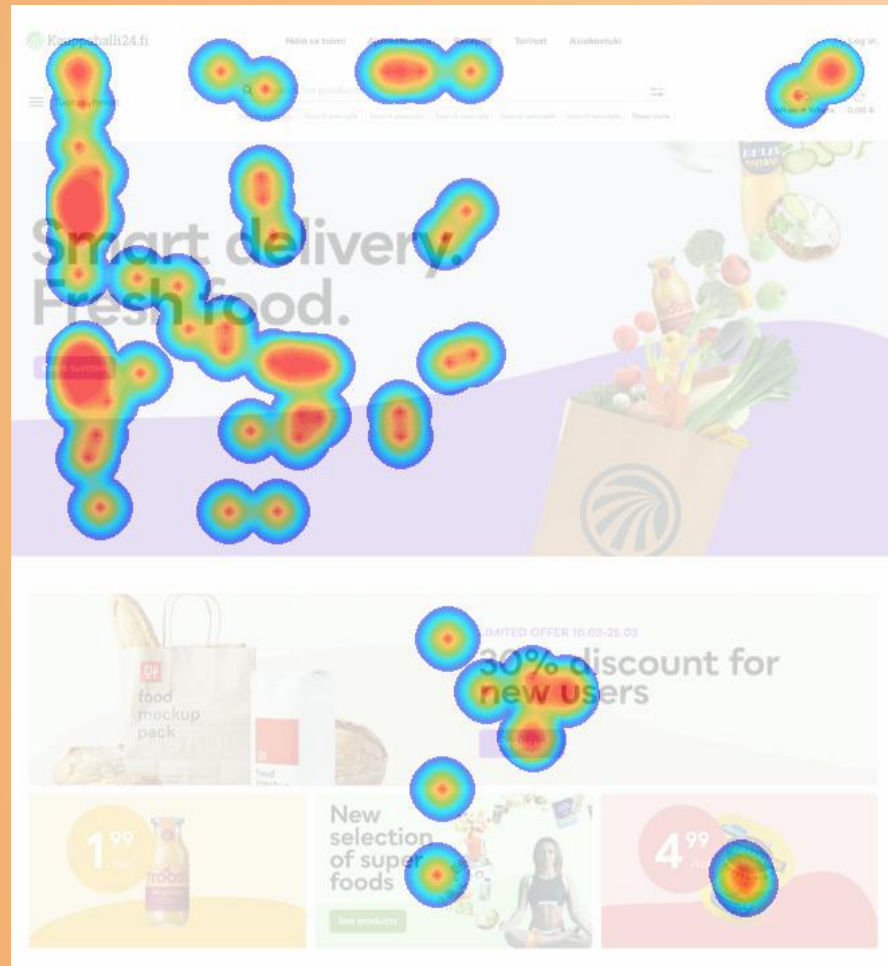
- 200 customers
- Recruitment from store/crm
- Regular monthly activities
- Connecting all teams across digital, marketing and CX

The screenshot displays the Kauppahalli24.fi mobile application interface. At the top, the logo and name 'Kauppahalli24.fi' are visible, along with user options like 'Jäsenen näkymä' and 'Kirjaudu ulos'. The main content area features a large banner image of a grocery bag with the company logo and the text 'Kauppahalli24.fi luonnollisesti tuorein'. Below the banner, a community feed shows posts from other users, including one about a 'LÄMPÖKARTTA' (heatmap) for the checkout process and another about 'Noutopiste' (pickup points). A user profile for 'Tea - LeanLab' is shown on the right, with a list of recent activities and statistics: 164 members, 14 completed activities, and 64 comments. The bottom navigation bar includes icons for 'KOTI' (Home), 'YHTEISÖ' (Community), 'PROFIILI' (Profile), 'TEHTÄVÄ' (Activities), and 'TYÖPÖYTÄ' (Workbench).

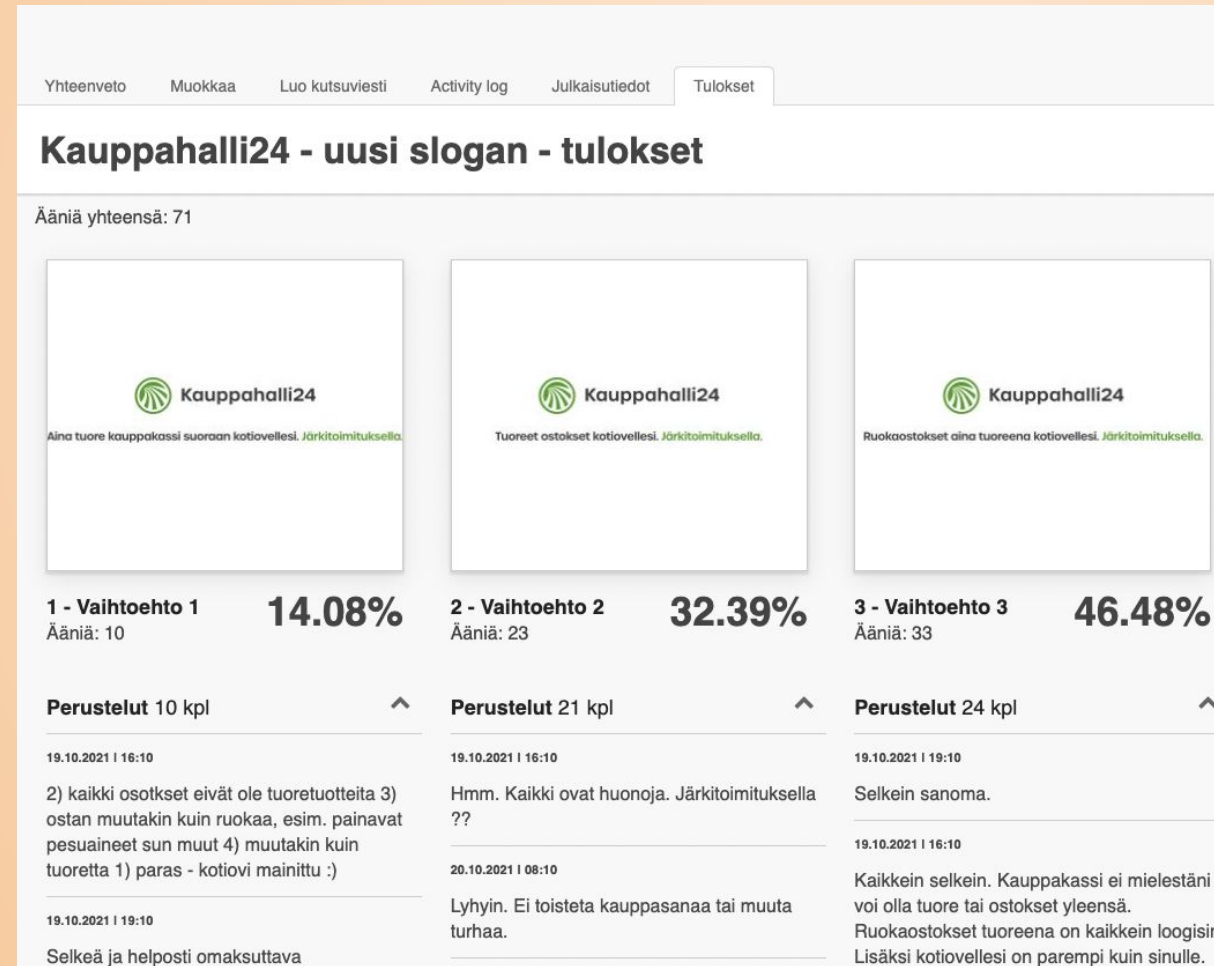
ECOMMERCE CASE KAUPPAHALLI 24

Applications

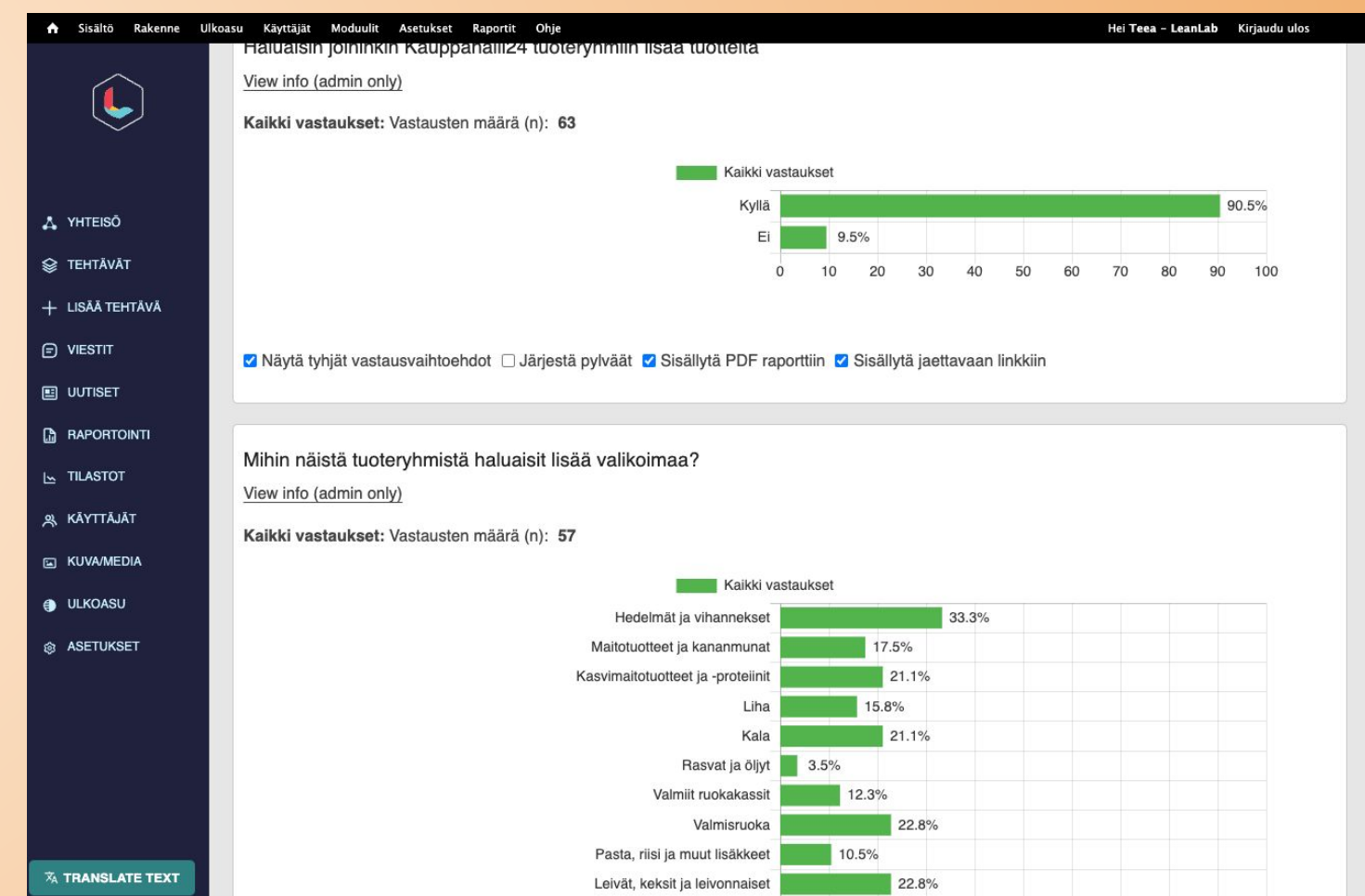
Website UI/UX development



Marketing development



Product sortiment development



CUSTOMER EXPERIENCE CASE

Finnair

LeanLab has helped

- **Systematically work** on every step of the customer journey to differentiate from the competition
- **Customer-friendly** the development process with realtime customer feedback and understanding
- **Save money and time** compared to previous methods of customer interviews and focus groups
- Get **high customer engagement rates** compared to standard surveys

Customer Lab

- 1000 customers recruited through the loyalty programme across 4 different market areas.
- Customer Lab used monthly basis for strategic and more tactical business decisions by the team



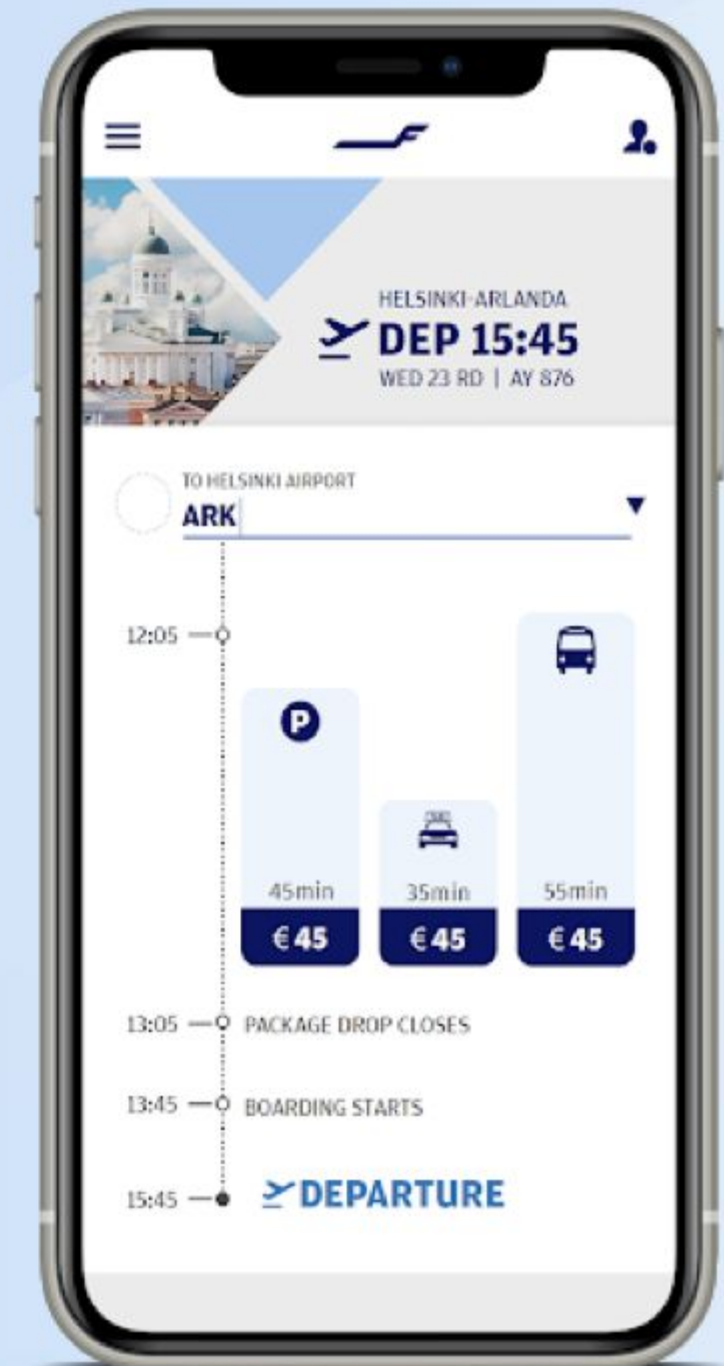
FINNAIR



Loyalty improvement



Customer journey enhancement



New digital service and concept creation



Customer Lab used across the business by the cx, marketing and digital transformation teams

LeanLab Features

Unboxing

Mixed Method platform

Home page

Qualitative Explatory methods

Quantitative validation methods

Admin Dashboard

Analysis Dashboard



MIXED METHOD PLATFORM

Engaging ways to ideate, experiment and validate with Customers beyond standard surveys

Qualitative techniques

Discussion boards

Ideation boards

Diaries

image/video galleries

Launch video interviews

Quantitative techniques

Surveys

Polls

Preference testing (AB)

Sorting

Heatmap

On-Going Community Activities



★ Image Rating

Which winter jacket design do you prefer?

Give feedback and vote on different product images of your choice.

RATE JACKETS



✓ Survey

What is your experience buying a winter jacket?

Please provide North Face with your brand or service experience when shopping and using a winter jacket.

TAKE SURVEY



🖼 Image Gallery

Pick your favourite brand colour for autumn

Please provide North Face with your brand or service experience when shopping and using a winter jacket.

IMAGE GALLERY



💬 Forum

Tell us your experiences with buying jackets

Please provide North Face with your brand or service experience when shopping and using a winter jacket.

OPEN FORUM



📅 Diary

What is your experience buying a winter jacket?

Please provide North Face with your brand or service experience when shopping and using a winter jacket.

OPEN DIARY



📊 Poll

Which winter jacket design do you prefer?

Give feedback and vote on different winter products of your choice.

TAKE POLL



👉 Drag & Drop

Which winter jacket do you prefer?

Give feedback and vote on different winter products of your choice.

TRY DRAG & DROP



🔴 Heatmap

Show us where you would place a product

Give feedback and vote on different winter products of your choice.

OPEN HEATMAP



💡 Idea Rating

Rate these ideas for winter jacket brands

Give feedback and vote on different winter products of your choice.

OPEN IDEA RATING

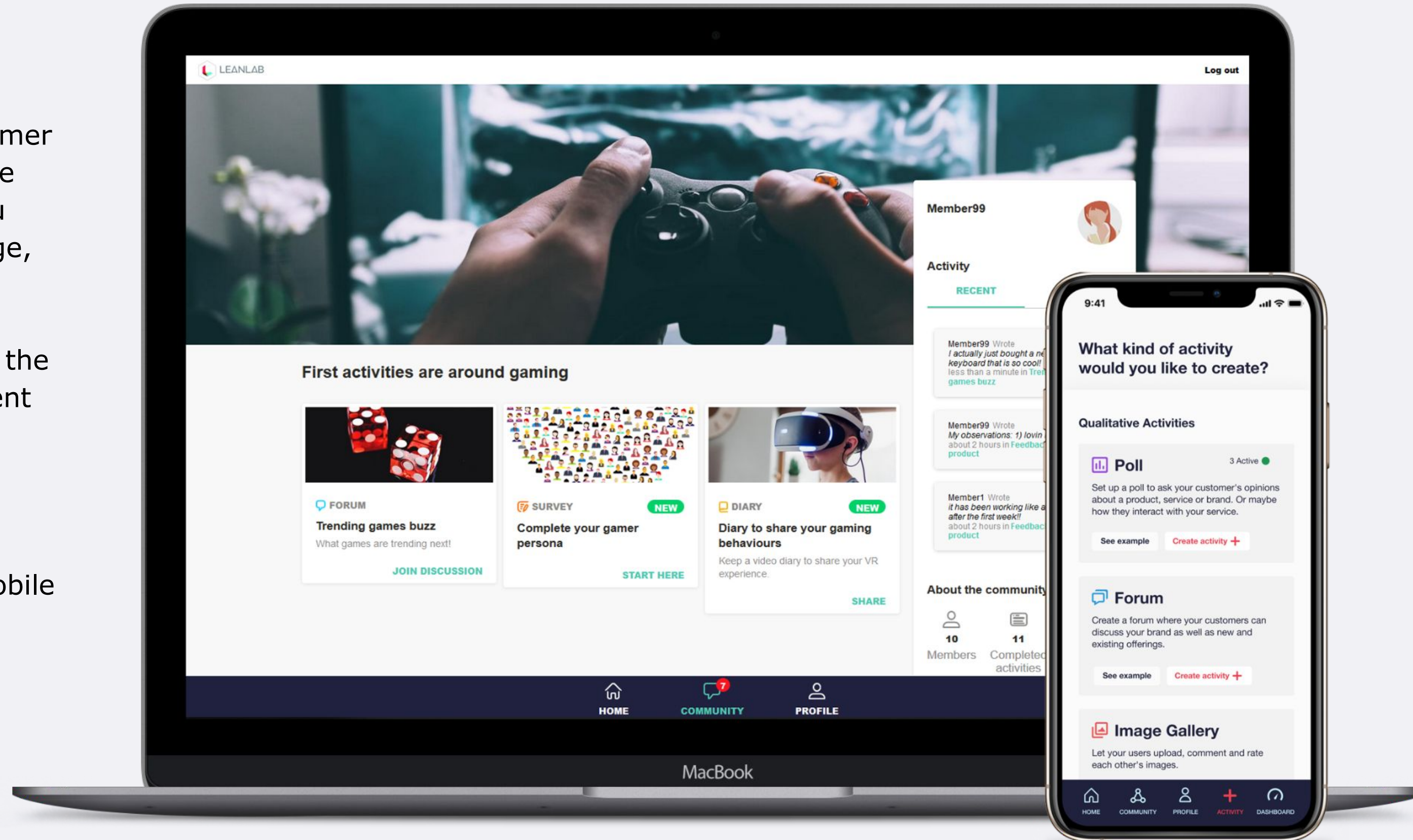
Customer Lab / Community home page

Home page

This is what a member of a customer lab would see as they login. The environment is branded for you (logo, images on top of the page, text colour)

Home page acts as the hub for the members to take part in different activities seen here as forums, survey, diaries etc.

Activities are set-up by the administrator (you) and the mobile screen here gives an example.



QUALITATIVE EXPLORATORY METHODS

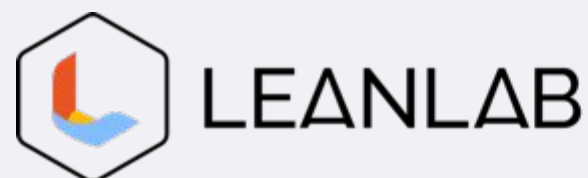
Discussion Board

Discussion board is essential qualitative method to capture in-depth feedback and run true dialogue with Lab members.

Discussion boards are used particularly for exploratory research capturing general user understanding, exploring themes/topics/attitudes and talking about specific experiences with products and services.

The board can be set-up for 1-2-1 interviews, group discussions (with 5-50 members) or made open to all Lab members.

Admin users can 'tag' discussions so it is easy to do analysis on-the-go as you moderate discussions you can then later visit the most fruitful discussions and comments using tags.



In-depth interview: Your spare time

Hi!

Welcome to the in-depth interview. The interview will last one hour and starts at **11am on Monday the 1st of July**.

During the interview we will ask you to share your spare time experiences and thoughts on CSSC Sports & Leisure.

Please start by telling us what activities you do in your spare time.

Leave a comment

Hi! Please start by telling us what activities you do in your spare time.

0



Lotta - Community Host

almost 2 years sitten

... REPLY

ADD GROUPING: **SELECT**▼

Hi! Please start by telling us what activities you do in your spare time.

0



Lotta - Community Host

almost 2 years sitten

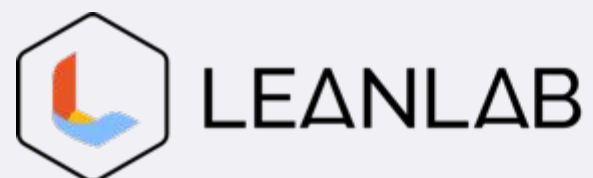
... REPLY

QUALITATIVE EXPLORATORY METHODS

Ideation Board

Ideation board is great to crowdsource completely new ideas and suggestions but also to prepopulate with some existing ideas and then develop those ideas further with your customer lab members.

Ideation board is an extension from the discussion board with the added functionality to 'vote' for ideas. The higher the vote (the number seen on the screen) the higher those ideas are presented on the board.



The ideal products/ services :

What do you think of the products listed here? Scroll down to look through the ideas already listed and share your thoughts. Which one is your favourite?

Also feel free to add your own ideas on how you think the CSSC Sports & Leisure membership can be improved. What would make the membership more appealing to you?

Share your idea *

Write your idea

ADD ATTACHEMENT PUBLISH IDEA

+
11 Free hot drinks from selected coffee shop chains available to

Lotta - Community Host
almost 2 years ago

5 comments
ADD A COMMENT

REVIEW GROUP SELECT

+
9 semi-regular emails (opt in) with what is going on in your area in the near future as I wouldn't make a habit to check the website regularly.

Member290
almost 2 years ago

7 comments
ADD A COMMENT

REVIEW GROUP SELECT

+
8 A single reward card for members providing upfront discount on purchases from major retailers

Lotta - Community Host
almost 2 years ago

2 comments
ADD A COMMENT

REVIEW GROUP SELECT


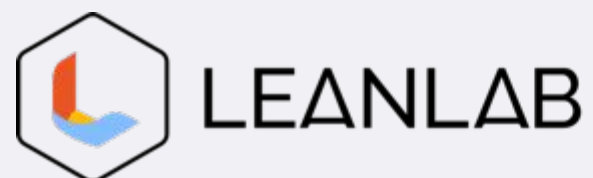
QUALITATIVE EXPLORATORY METHODS

Diary

Diaries can be set up for members to complete during each day, week or month. They are often set-up for 5-25 members so the data is highly qualitative

Each member answers the diary questions as instructed through the diary period using open-ended questions.

There is also a possibility to add video, images or other files.



Your weekly sport and exercise activities

Tell us about your weekly sport and exercise routines and preferences over the next month.
Share your routines and preferences weekly, every Sunday by answering the following questions.

What sport/ exercise activities have you done this week? What about these activities do you find appealing and enjoyable? *

Please describe the feeling you had after doing these activities? *

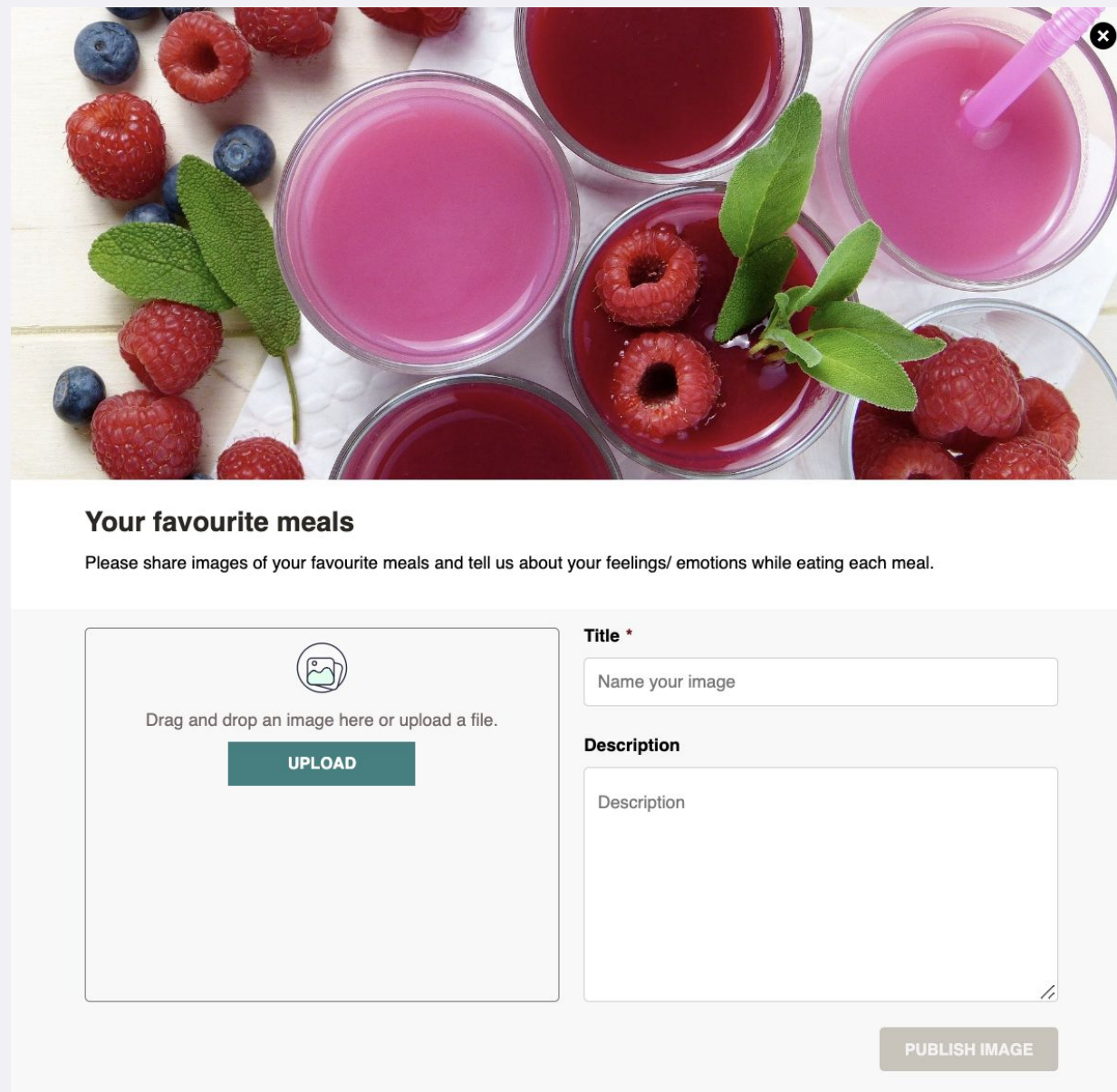
Did you have any challenges doing your sport/ exercise activities this week? If so, what were they?

[ADD ATTACHMENT](#) [PUBLISH DIARY](#)

QUALITATIVE EXPLORATORY METHODS

Image Gallery

Image gallery allows members to share photos and/or video to get more visual understanding on user's experience or context.



Your favourite meals
Please share images of your favourite meals and tell us about your feelings/ emotions while eating each meal.

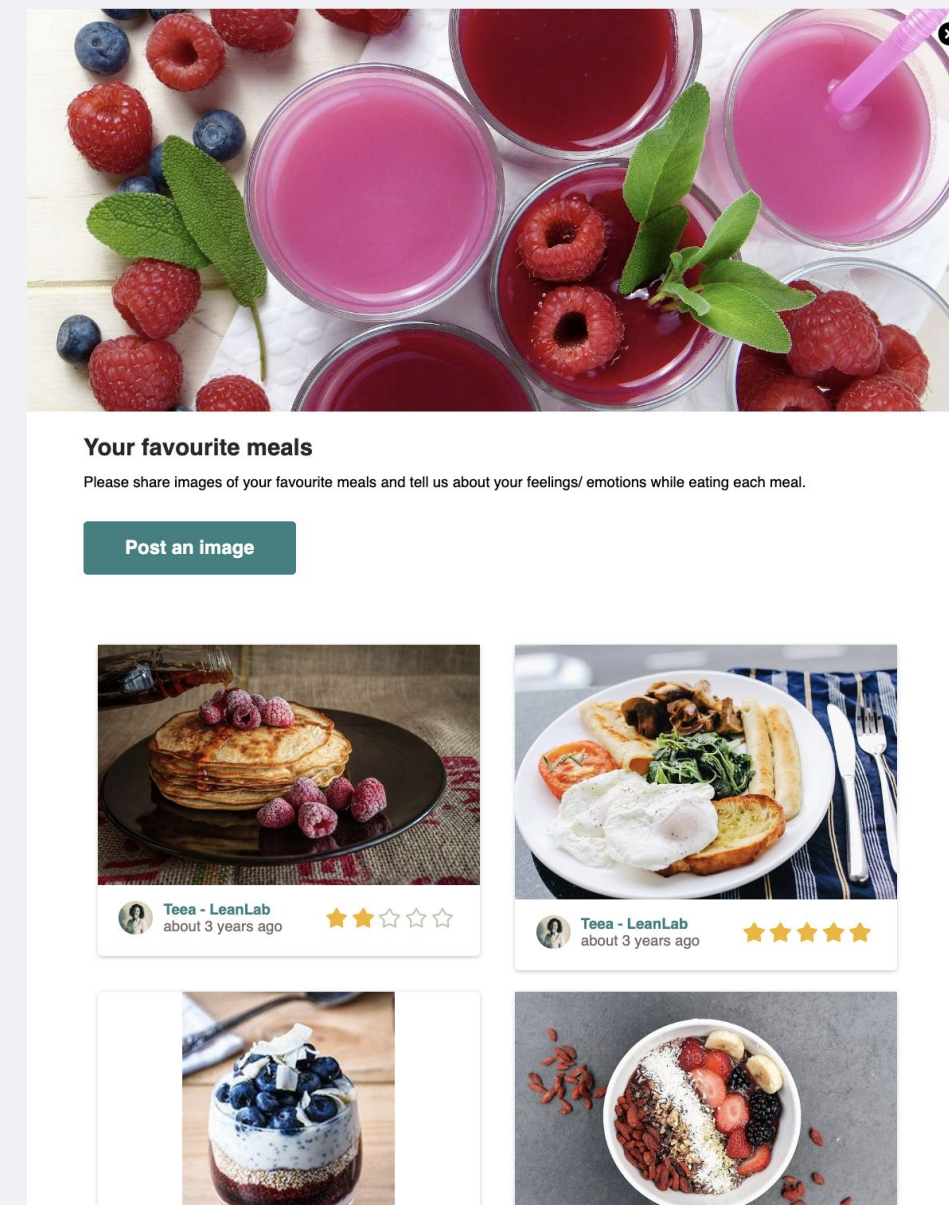
Drag and drop an image here or upload a file.
UPLOAD

Title *
Name your image

Description
Description

PUBLISH IMAGE

Step 1. The member uploads the image and provides a short description of it.



Your favourite meals
Please share images of your favourite meals and tell us about your feelings/ emotions while eating each meal.

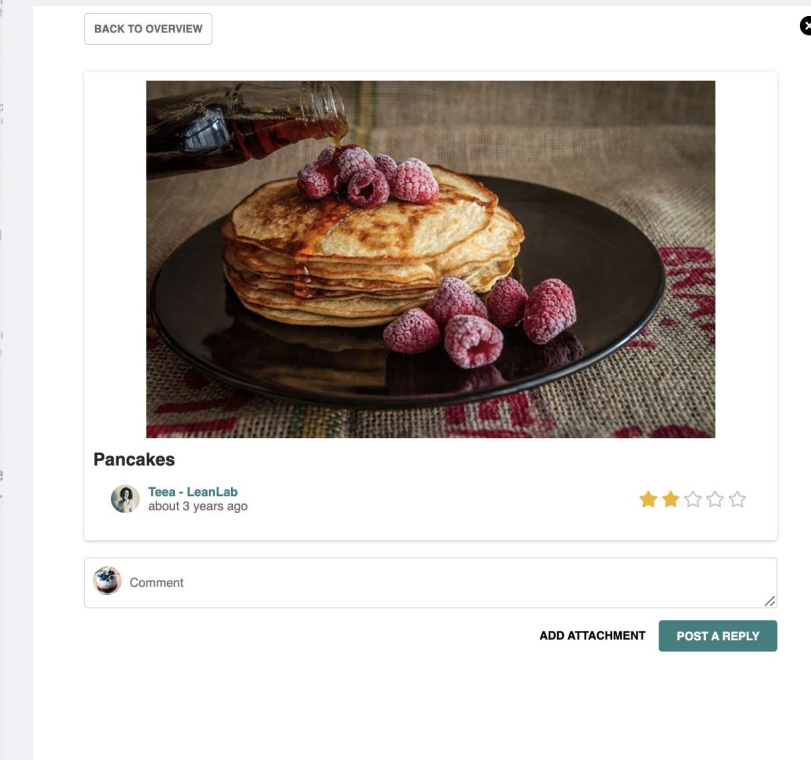
Post an image

Pancakes
Tea - LeanLab about 3 years ago ★★☆☆☆

Tea - LeanLab about 3 years ago ★★☆☆☆

Tea - LeanLab about 3 years ago ★★★★★

Step 2. Members can see other pictures uploaded by other members OR see only self uploaded images controlled by the admin (useful for more discrete tasks)



Pancakes
Tea - LeanLab about 3 years ago ★★★★★

Comment

ADD ATTACHMENT **POST A REPLY**

Step 3. Members give star ratings to images and comment/discuss on them

QUANTITATIVE VALIDATION METHODS

Survey

Surveys are useful when you want to get a more robust and quantitative view to support your early stage user understanding or to further validate your concepts/designs.

LeanLab survey feature has all the standard features (multiple choice, grid, rotating answer options, questionnaire branching etc) available.

The reporting also allows you to quickly analyse results on total level and also drill down to your desired customer segments to compare results.

Digitalist

Hi!

We have been developing a new feature for the website for selecting products. Next we would like you to test the current prototype and share your feedback to be able to improve it further.

It will only take a few minutes to complete the test. Start by reading the instructions:

1. Open the live prototype view: <http://LINK>
2. Select the relevant products to you and follow the steps. The test is completed when you can see the following message on your screen "Thank you for updating your product selection."
3. After the test is completed, return to the survey and answer the below questions.

1. Were you able to complete the task? *

Yes

No

2. How would you describe the product selection process? *

Very easy

Quite easy

Neither easy or difficult

Quite difficult

Very difficult

3. Here you can share your thoughts of the new product selection feature. What do you think we well? *



QUANTITATIVE VALIDATION METHODS

Poll

Polls are handy when you are looking for quick answer from your members to 1 question.

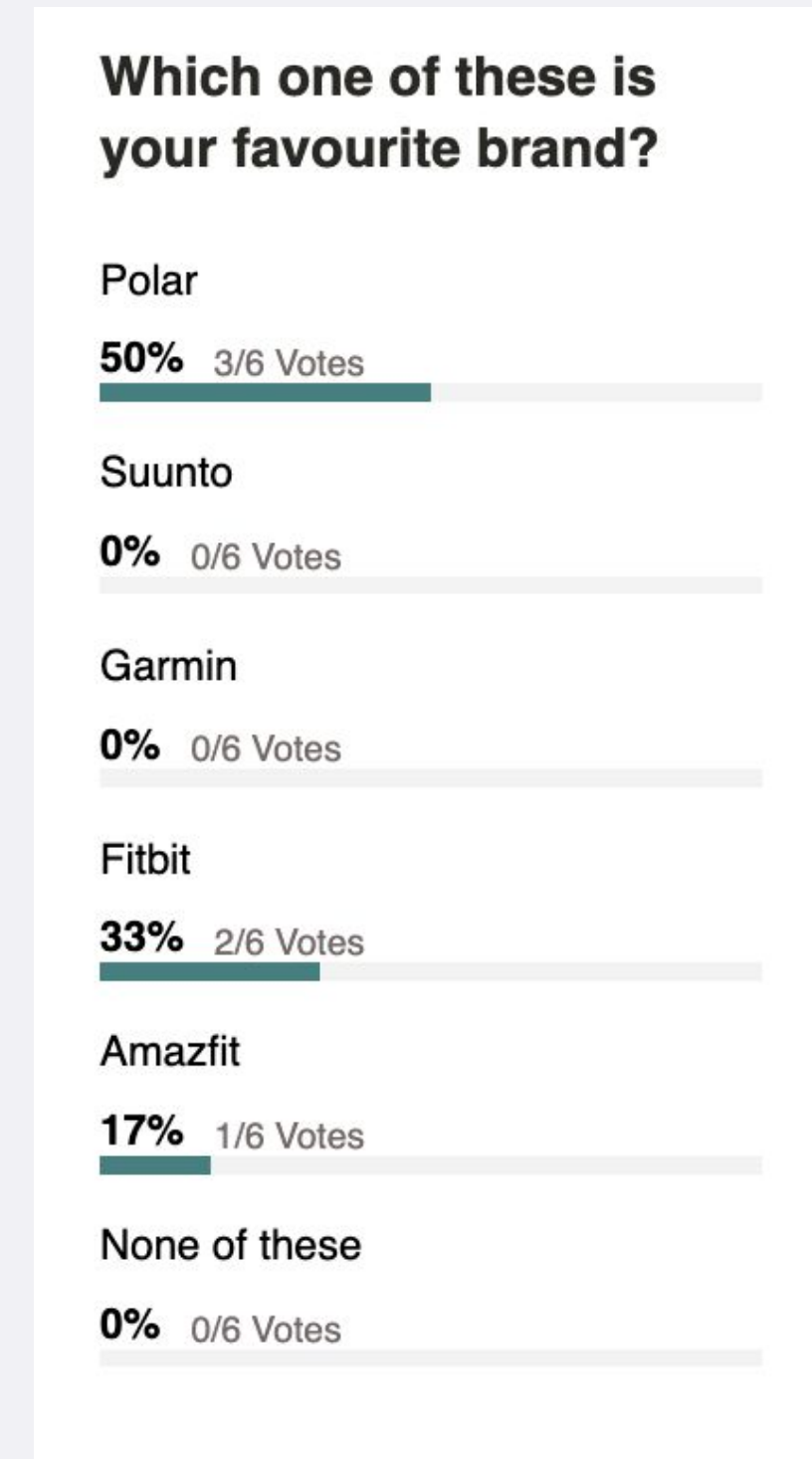
The results of the poll are also shared with members making it engaging for members to see what other lab members have answered.

When you want to dig deeper you then build a survey.

Which one of these is your favourite brand?

- Polar
- Suunto
- Garmin
- Fitbit
- Amazfit
- None of these

Submit



QUANTITATIVE VALIDATION METHODS

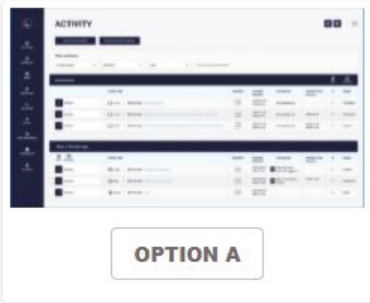
Preference (A/B) testing

Preference testing is good for quickly capture feedback and preferences on different ideas or concepts (up to 5).

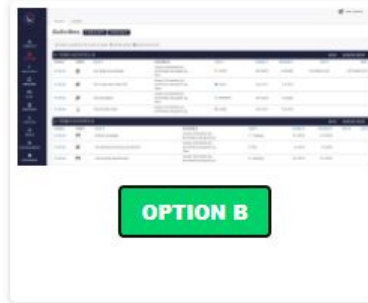
Typical use cases are website layouts, icons, process flows, marketing slogans, ad concepts, product concepts - anything you can display with an image to a user.

The reporting combines quantitative feedback (seen as percentages) + open ended verbatims that members provide when they select their preferred option

Your favourite concept
Which one of these concepts do you prefer?



OPTION A



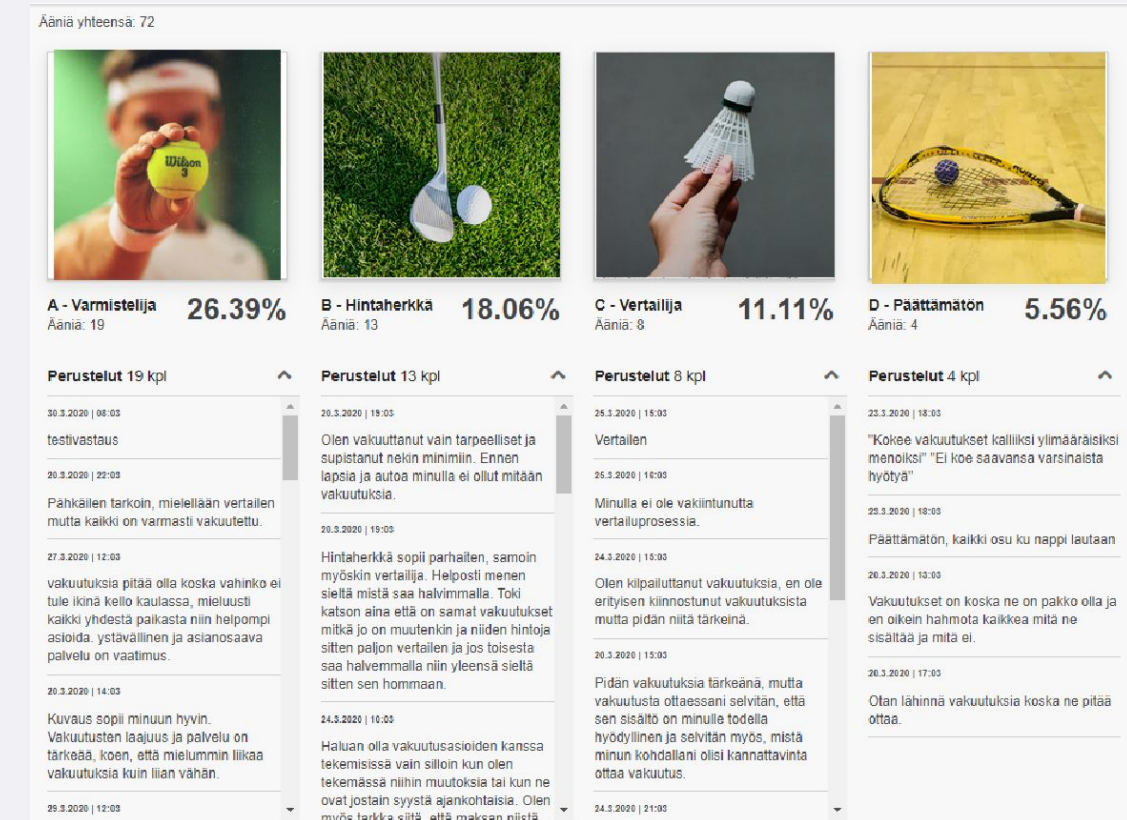
OPTION B

NONE OF THESE PLEASURES ME VISUALLY

Please specify your answer (other members will not see this)

Please specify

Save



QUANTITATIVE VALIDATION METHODS

Sorting

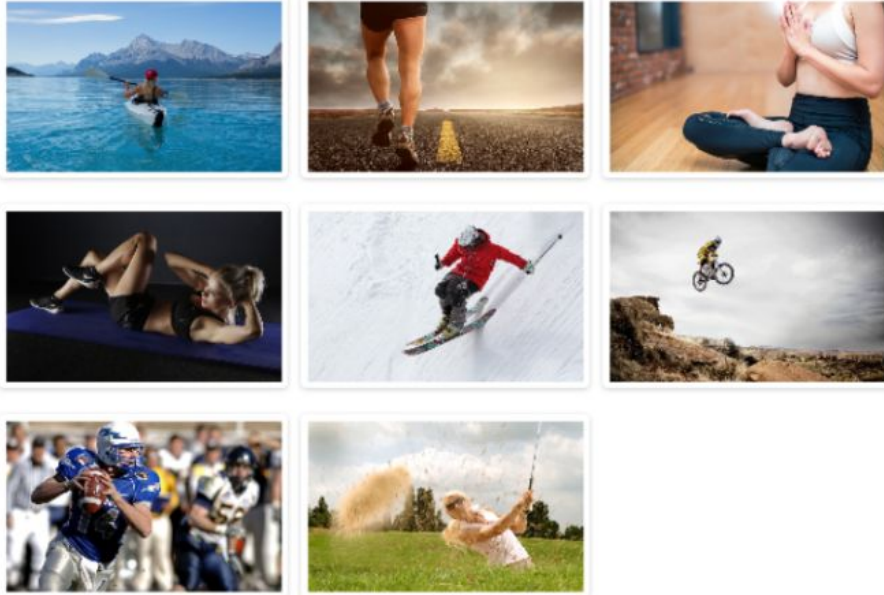
Sorting is great engaging activity for members to select and show their preferences.

There are wide range of use cases for general user understanding (like the image here), website development down to branding and communications.

The member is asked to drag and drop images or text (can be either or) to given baskets (there can be 5 different boxes and you can name them as you like).

A fun personality test

If you were trying to describe your personality through sports how well do the following sports describe you?
Click through the images and select the suitable option.



Very well Quite well Not at all well

Here you can also describe your sporting personality in your own words.

Submit

QUANTITATIVE VALIDATION METHODS

Clickable Heatmap

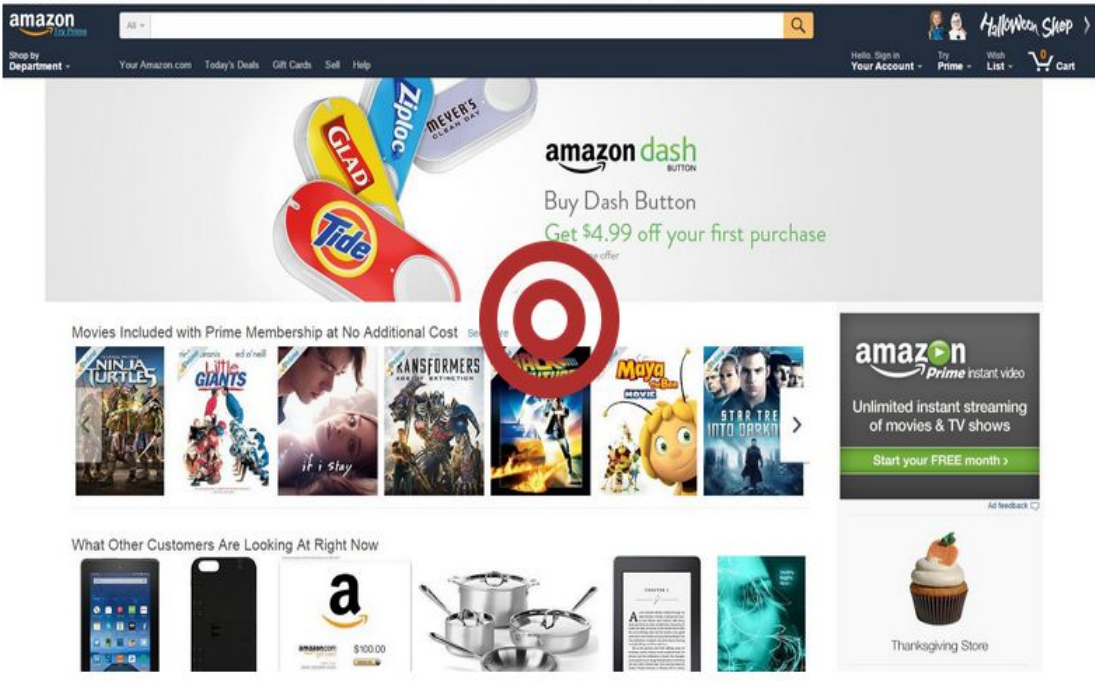
Typical use cases are website, ad or packaging concepts. Also real physical environments can be studied such as retail stores, architectural designs.

A member selects a spot on the image as instructed, e.g. what draws your attention, what is unclear etc (using a cursor) and then provides a commentary on the open-ended box.

The reporting is simple but powerful showing hot spots with open ended verbatim commentary aside.


Amazon homepage

Which part of the homepage catches your eye? Why? Please, move the question mark to the spot that got your attention first.



COMMENTS

Submit



Lataa kuva

KOMMENTTI

- 1 Mielenkiintoinen dash button, mikä se on?
- 2 Se oli kaikkein kirkkaimman värinen kohta ja katse meni siihen heti.
- 3 Kiiltävät kattilat erottautuivat kuvasta
- 4 Varmaan siinä oli eniten white spacea ympärillä ja isomman kontrastin värit
- 5 Iso kuva ja kirkkaat värit vievät ensimmäisenä huomion.
- 6 Iso, värikäs elementti
- 7 Yläpalkin tekstit ovat niin pieniä ja alhaalla on sellainen sillisalaatti pikkukuvia.
- 8 Iso ja värikäs mainos keskellä sivua
- 9 Iso näkyvä mainos heti sivun alussa, taustasta erottuvat värit kiinnittävät huomion.

Admin Dashboard

Activity set-up

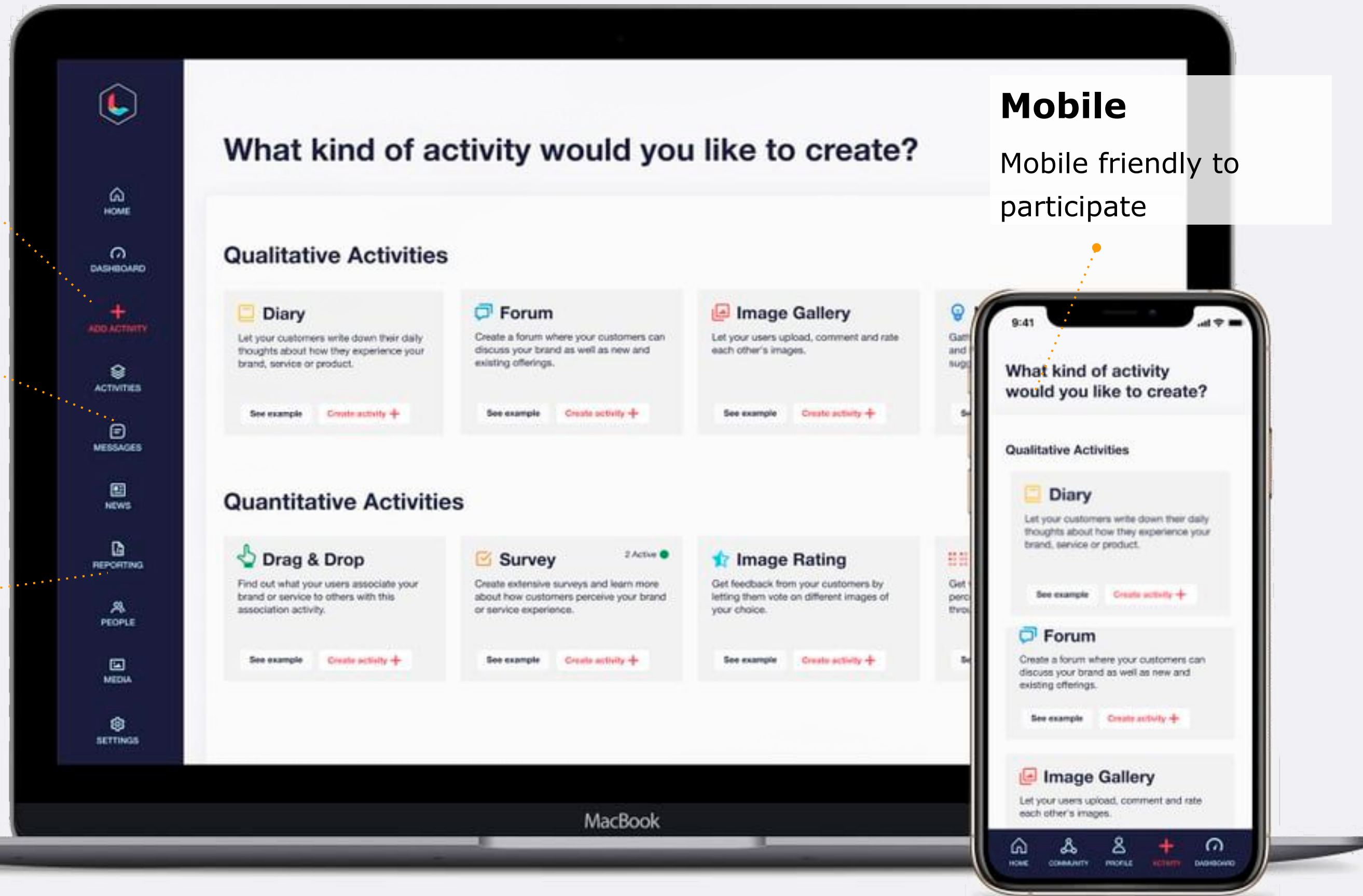
Easy 3 step process

Message centre

Invite and send reminders to your participants via email

Reporting

Analyse and share results instantly



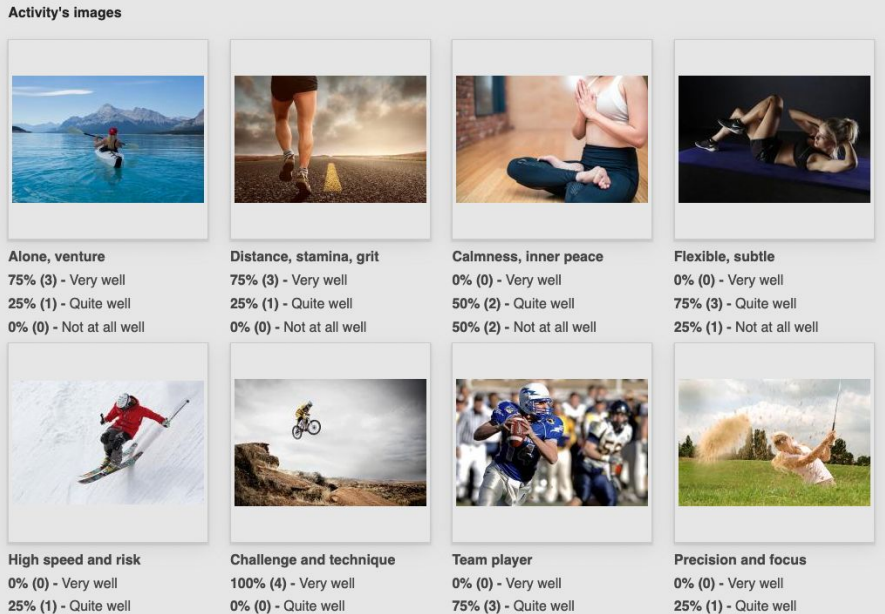
Analysis Dashboard

Intuitive dashboards

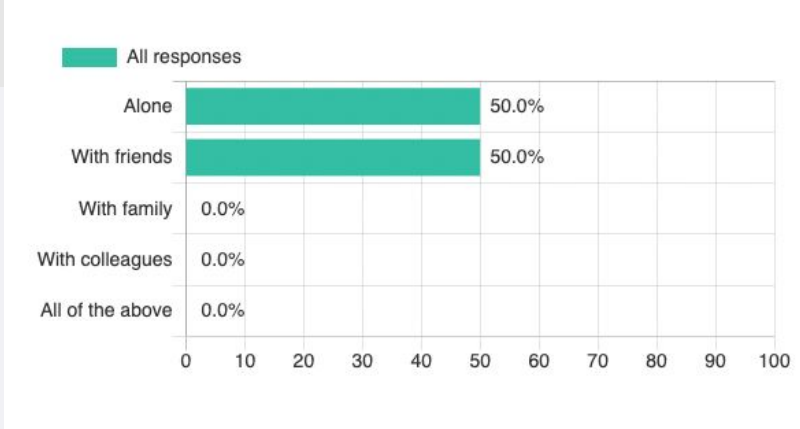
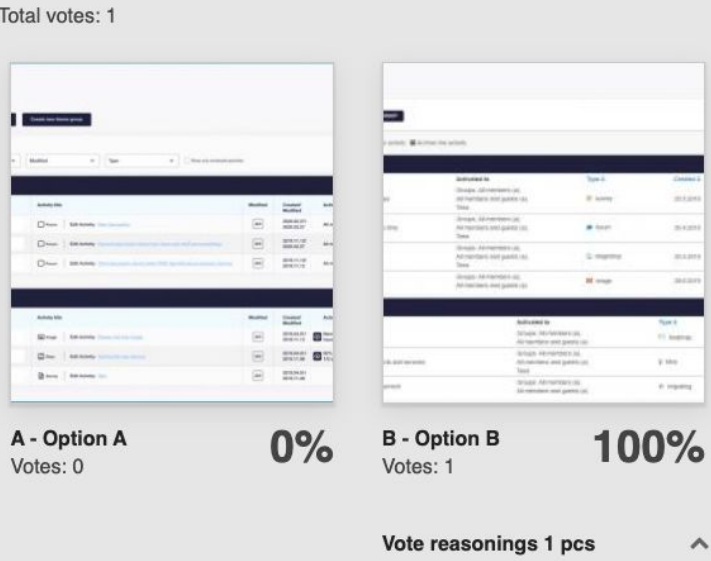
Self explaining dashboards for different activities

Activity	Title	Answers	Status	Start date	End date
Survey	LeanLab 2.0 - Recruitment	0	Live	2.10.2020	9.4.2025
Diary	Your weekly sport and exercise activities	0	Live	6.4.2022	31.12.2023
Idea rating	The ideal service experience	0	Live	6.4.2022	20.4.2023
Discussion	The current usage experience	0	Live	6.4.2022	20.4.2023
Heatmap	Amazon homepage	0	Live	20.1.2022	19.1.2023
Image gallery	Your favourite meals	3	Closed	6.4.2022	27.4.2022
Poll	Which of the following channels are you most likely to use for contacting customer service?	0	Live	6.4.2022	20.4.2022
Survey	Your Spare time Activities	2	Closed	18.2.2022	4.3.2022
Poll	Which of these is the most common reason for you not to shop online?	3	Closed	13.3.2020	6.10.2020
Survey	A test survey	0	Closed	9.4.2019	9.4.2020
Discussion	Tell us about your spare time	7	Live	13.3.2020	27.3.2020
Idea rating	The ideal future products and services	4	Live	6.5.2019	20.5.2019
Poll	Which one of these is your favourite brand?	6	Live	6.5.2019	20.5.2019
Sorting	A fun personality test	4	Live	30.4.2019	14.5.2019
A/B testing	Your favourite concept	1	Live	15.4.2019	29.4.2019

View results - A fun personality test



Your favourite concept - results

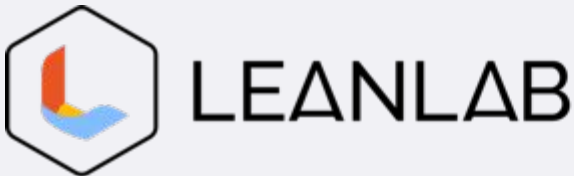


Segment analysis

Filter and segment results

Collaborate

Share results through links, PDFs or download for further analysis



Tips for participant motivation & engagement

PRESENCE & PERSONAL TOUCH

Provide direct contact & discussion with relevant/responsible people. Be present, discuss, answer questions.

INTERESTING CONTENT, POSSIBILITY TO LEARN

Give access to information, new ideas. Bring interesting people to the platform to share their thoughts (discussion hours, videoclips...). Create a "inner circle" that shares and learns together.

APPEALING VISUALS + COMMUNICATION

Landing page, "marketing material", tone of voice, platform visual appeal.

VARIABLE CONTENT

Not only surveys - try to find many different ways of participating - individual tasks as well as group tasks and discussion / co-creation.

MEETING VIRTUALLY / F2F

Consider possibilities for engaging participants also in video meetings and workshops.

COMMUNICATING GOALS & FEEDBACK

Be open about the goals + keep participants informed about what you have achieved through the co-creation.

INCENTIVES

Incentives are a good addition and help keeping members engaged especially in longer and more time consuming programmes .

Start doing.

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