

Client : Br!ng  
Phase: Beta  
Region: United Kingdom  
Sector: Private Sector

### **About Br!ng**

**Br!ng is an online marketplace where only the best and certified vintage sellers appear. All the items are incredible, clothes are delivered within two hours and vintage shopping is made easier.**

### Summary:

We carried out research on the Br!ng application to understand what the users of the app needs, what they enjoy about the product, their pain points and to make recommendations which improved the user experience for Br!ng users and increased productivity and sales for Br!ng.

### Client challenge:

Our client wanted to improve the user experience of the users who use the Br!ng app in order to increase productivity and increase in sales turnover.

### Solution:

We recruited users to partake in a usability testing which took place online. During the in-depth 1 hour interview session for each participant, we were able to gain valuable insights into the use of the App. We observed participants as they operated and navigated through the website while they expressed their pain points and recommendations.

### Benefits:

We gathered our findings from the research and analyzed it to get an in-depth look into the common underlying themes, key points and information. Our findings showed that users were satisfied with the App and recommended other features they would like to find on the App.

### With our Research:

- Br!ng stakeholders were able to understand their users' needs and what they currently enjoy.
- Our insights prompted the stakeholders, design team and development team to take action to improve user experience for Br!ng App users.
- Br!ng was able to increase productivity and sales by 80%
- Br!ng retained current customers and drew in new customers through recommendations from satisfied customers.