



Case Study

User feedback survey

A leading US-based non-profit organization that offers an online database of genetic and molecular information widely used by the global science community as a reference for plant biology reached out to Maverick for expert assistance in conducting a worldwide, online survey of its users.

GOALS

The project's primary goal was the capture of qualitative and quantitative data so that they could confidently make evidence-based decisions on how to grow the product's appeal and attract more subscribers. Key areas for feedback included strengths and weaknesses, benefits, and future expectations.

APPROACH

Working closely with the client, Maverick developed a question set using a variety of single and multiple choice, Net Promoter Score, drag and drop, rating/ranking, and open-ended question styles. The survey was distributed via email and website. Once completed, the survey results were evaluated in detail to address each of the project's objectives, which were analyzed and written up in a closing report.

RESULTS

Having achieved an above-industry average response rate from a global cohort of respondents, the client had the data they needed to offer users an enhanced experience.

"This was a successful project. The information gathered will form a good foundation for our next steps, grant conceptualization, and writing."

- Chief Scientific Officer

For further information, please contact:

Rebecca Rinehart CEO and Head of US Operations

rebeccaR@maverick-os.com

Rebecca Moakes Head of EMEA Business Development

rebecca@maverick-os.com

George Farina Senior Associate

george@maverick-os.com