

Case Study:
C3 Research at Magic Leap:
Collaboration, Co-Presence, Creation

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C3 Research at Magic Leap

**COLLABORATION.
CO-PRESENCE.
CREATION.**

- My team conducted research throughout 2019 that continually showed that consumers were not ready to adopt the Magic Leap technology at its current price and with its current offerings
- Based on that research and strategic business initiatives, Magic Leap pivoted to becoming an Enterprise-focused product- with a special focus on healthcare.



Why do this **RESEARCH?**

- Expand research beyond just consumers and developers
- To find out more about who potential Enterprise customers are, how they currently collaborate, co-present, and create, and what kinds of tools they use
- To gather input and direction on what tools and functionality to develop in future sprint cycles
- To validate tools already developed in order to understand what Enterprise customers want and need

Creating a **RESEARCH PLAN**

- Met with the Executive Leadership Team and the head of Brand & Digital Experience to discuss business objectives
- Met with my team of researchers to plan out the research
- Chose three researchers to execute the plan
- Together, we decided on a mixed methods approach



Study

DETAILS

- The team who conducted this research included:
 - Myself (UX Research Manager): Photos, videos, alternate moderator
 - 2 Senior UX Researchers: Main Moderators, notetakers
 - 1 Junior UX Researcher: Alternate Moderator, Notetaker
 - 1 Product UX SME: Observer, Product demo
- 4 weeks to conduct interviews in 3 cities
- 2 weeks for data synthesis, analysis, and write-up
- 6 interviews in NYC, 6 interviews in Orlando, and 4 interviews in S. Florida



Recruiting and **SCREENING**

Challenges: Difficult to find and recruit Enterprise customers with specific roles; costly to recruit people in these roles; and difficult to plan because of their busy schedules and geographically dispersed locations

Overcoming Challenges:

- Assigned an additional junior researcher on the team to work with someone from the marketing team to identify potential recruits for this study
- Used Hubspot data from our website to identify potential customers who opted in to receive communications from our company
- Researchers then created an email and screener to assess interest in and fit for the study
- Of those who replied, we screened even further by job, location, and other pertinent characteristics

Study

PARTICIPANTS

- Work full-time for a medium to large sized company
- Company engaged in the field of XR
- Decision maker/tech influencer within their company
- Have an active role in their company's involvement with XR



Mixed Research METHODS



1) Exploratory: Detailed on-site interviews with current and potential Enterprise decision makers (CEO's, CMO's, CTO's, Technology Leaders, Creative Directors, etc.)

- Two hour interviews at their places of work
- Discussed methods and technologies they currently use for C3
- Discussed positives and drawbacks of their current C3 methods and technologies

2) Generative: User were given a demo of the device and shown C3 solutions in order to help them brainstorm ideas on what features and functionality would make the device useful for their company's employees.

- Documented ideas on sticky notes and had them prioritize ideas into 'nice to haves', 'must haves', and 'can live without'

Mixed Research

METHODS (CONT.)

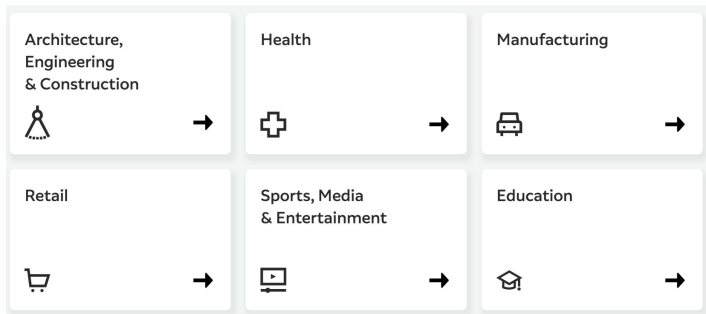


3) Validation: Gather early user feedback on current C3 solutions to inform UI/UX team on what is resonating with users and what isn't

4) Quantitative: Analyze data from previous surveys and create follow-up questions to ask during interviews. Set up baseline measures while the site is still Consumer focused. Monitor results when it switches to Enterprise focus. Compare site traffic and conversion rates of Enterprise vs. Consumer.

Study

RESULTS



- Users thought the technology was groundbreaking and had potential for use in their industry
- But that potential was not enough to translate into a purchase
- The three verticals that expressed the greatest need for better and more efficient C3 tools included: Health, AEC, and Education
- Greatest interest and potential identified in health vertical.

Based on these results, Magic Leap pivoted 2020-2021 initiatives to focus on Enterprise healthcare solutions.

- **XLT:** Informed Enterprise strategy and pivot to healthcare focus for 2020/2021
- **UI/UX:** Informed the next iteration of features and functionality and design decisions for the new operating system
- **Brand & Digital Experience Team:** Informed changes to the website
- **Research Teams:** Used to develop Enterprise personas to be used company-wide

Success of
RESULTS



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