Audi Business Innovation uses SurveyMonkey creatively at every step of the prototype process
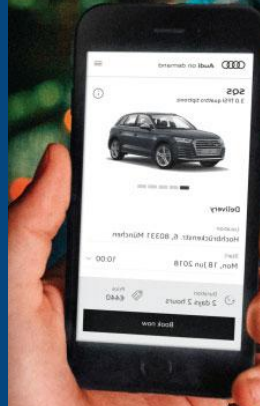
THE CHALLENGE

Building UX maturity companywide

Audi Business Innovation GmbH (ABI), a wholly owned subsidiary of AUDI AG, aims to rethink the automotive core business. As a digital product development and innovation company, ABI offers profound product and IT expertise for user-centric solutions. Headquartered in Munich, ABI provides the concept to digital services and business models, improves user experience and makes a measurable contribution to a premium customer experience. As part of Audi Business Innovation's former sustainable energy team, Julia Polleti and Annika Stumpf focus on user and customer experience to balance the needs of the end user with those of the business.

Polleti and Stumpf are proponents of the power of a user-first mindset. On their work for the sustainable energy team, success hinged on the ability to quickly gather feedback, create prototypes, adjust, and validate ideas. Tapping into the user's mindset early on helps avoid a number of adjustments and changes later in the prototyping process, but creating a process for gathering usable feedback efficiently can be a daunting task.

Just a few years ago, as the company worked to embed a user-focused mindset throughout the organization and mature its practices, the broader team was still new to the UX mindset. This meant that any tools brought into the mix needed to prove their value quickly and be intuitive to use to ensure adoption.

For Audi Business Innovation, Polleti said, SurveyMonkey Enterprise Has been a useful tool to help establish the UX mentality.

"In my opinion, quantitative data is one of the most important factors to convince stakeholders and to establish a UX mentality."

Julia Polleti, Audi Business Innovation

Company
Audi Business Innovation

Strategic goal
Build a user-centered mindset
company-wide
Save time and budget in the
prototyping process

Solution
Enterprise

Success factor
SurveyMonkey integration
across the organization
Reduced risk in prototyping
process
A user first mindset

Using surveys in creative, varied ways

After the analytics team in the mobility sector of Audi Business Innovation began using SurveyMonkey to better understand its end user, the platform was quickly adopted by other areas of the company. Teams have implemented applications ranging from data collection to prototype testing, and several groups use it as part of their scrum approach. In the sustainable energy group, Polleti and Stumpf leveraged SurveyMonkey on a regular basis in a variety of ways.

In one study for an early phase product, the team used SurveyMonkey at multiple points in the process. The team started by asking what the user needs, using surveys to ideate and begin building a concept. The team also used SurveyMonkey's built-in elements to mock up the intended interface of websites and tools and used the platform as a mock UX test, showing images and asking respondents questions about content. Lastly, the sustainable energy group used SurveyMonkey and the Van Westendorp method, a price sensitivity meter, to find the ideal pricing range for the potential product.

Saving time and reducing risk

Polleti and Stumpf said that Audi Business Innovation has become more UX-centered since integrating SurveyMonkey across the organization.

"Even teams like HR are using it, which I really like," Polleti said. "We have much more support now of the entire company for user-centered methods."

While the company was at a lower UX maturity level before adopting SurveyMonkey, a user-centric mindset is now at the core of many departments. Results from bigger studies done in SurveyMonkey are presented in company-wide meetings, and weekly information sessions allow any team member to bring an idea for new research projects.

"SurveyMonkey helps us keep the focus on the user and get all the qualitative and quantitative feedback we need for our products and services."

Annika Stumpf, Audi Business Innovation