

## **International Mining Usability Study**

### **Background:**

The end client was a global oil and gas company that want to understand the criteria involved when selecting lubricants. To this end the objective was to contact those involved and conduct usability sessions over a 3-4week period across a variety of commercial sectors and also to observe consumer purchasing and usage behaviour.

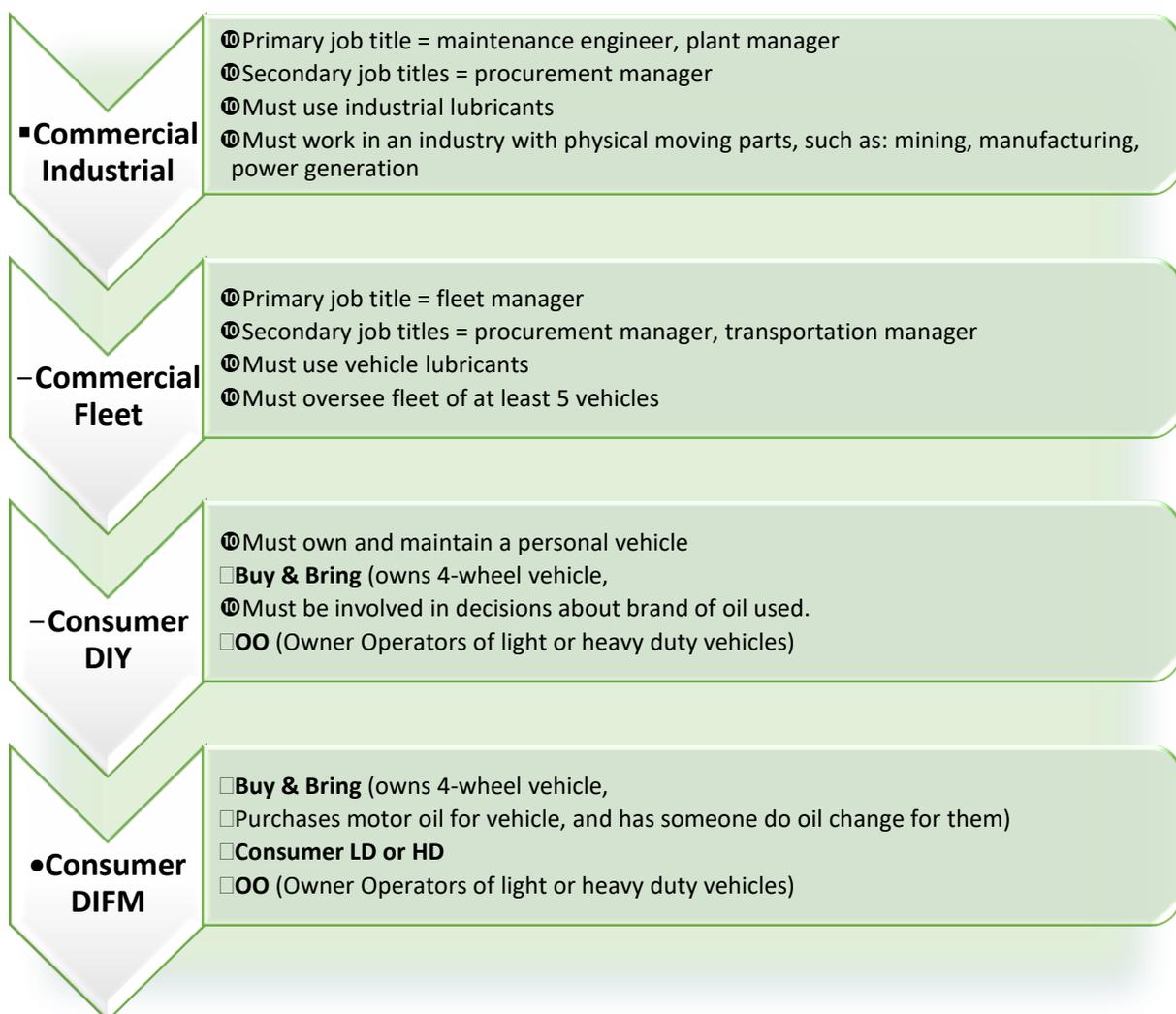
### **Methodology**

The client was located in the US and recruitment completed from London as the time differential allowed us to concentrate on both markets equally.



## Participant Profile & Quotas

- ⇒ Nationwide recruit in both the USA & India
- ⇒ All must be involved in decision making process for the lubricant relevant to their segment (e.g., industrial lubricants for Commercial Industrial)



**Conclusion:**

The screening criteria was quite specific and lengthy for both USA & India. We decided to programme the screener because it had up to 40 questions. This also helped reduce human error thus ensuring attracted only the most qualified respondents. Some respondents in India in particular proved to be unreliable so we had to make a number of enhancements to scheduling as client was located in the USA. Albeit we just had a small window to perform the IDIs due to the time difference, we managed to complete each and every recruit on time and within budget. The client was very happy with our diligent approach to the pursuit of participants and those that we recruited provided excellent feedback.