



Testing Website Design Concepts with Financial Decision Makers

Partnering with an Agency to Gather Feedback from Their Target Audience

CHALLENGE

A team from a digital agency was working on a website redesign for their commercial banking client. They wanted to gather feedback on website layouts and concepts from their client's target audience of financial decision makers. The target population spanned a variety of industries and geographies, including aerospace, telecom, gaming, restaurants, and transportation in countries like Brazil, Australia, Germany, China, the U.K., and beyond.

THE GLG APPROACH

The GLG solutions and research teams recruited and scheduled video sessions with 36 Network Members across geographies and industries. GLG also sourced a moderator with experience in brand management and consumer insights who executed these calls on the agency's behalf.

The moderator walked each expert through a mock website to gather their feedback and suggestions for improvements that would resonate with financial decision makers. The moderator compiled and analyzed these notes in a synthesized report for the agency.

OUTCOME

The client team used the feedback gained from the expert sessions to improve the site's usability and recommend new content selections that would better resonate with the targeted global users.

FEATURED PRODUCTS



GLG Integrated Insights

GLG partnered with an agency to share a website design draft with their target audience, using a moderator who conducted video sessions on their behalf and compiled the feedback in a report.

Why GLG?

Project Breadth

Thirty-six moderated expert video calls
One moderator
One report and analysis

Precise Matches

GLG sourced a group of financial decision makers from a variety of industries across 10 countries who could provide the feedback on the website.

Extension of the Team

The moderator conducted the video calls on behalf of the agency, compiled the feedback, and analyzed the findings in a report. By partnering with a skilled moderator, the agency quickly gathered the insights they needed to light the path ahead and was able to focus their time on recommendations for their client.

[Learn more](#)

As the World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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