LexisNexis
Case Study

ABOUT LEXISNEXIS

LexisNexis Legal & Professional is a global provider of legal, regulatory, and business information and analytics that helps customers increase productivity, improve decision-making and outcomes, and advance the rule of law around the world. LexisNexis Legal & Professional, which serves customers in more than 150 countries with 10,600 employees worldwide, is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

LexisNexis Legal customers include attorneys, law librarians, paralegals and legal assistants, and law students who rely on LexisNexis' products to conduct crucial research, win cases, manage their work more efficiently, serve their clients better, and grow their practices.

Global Organization Seeks to Better Leverage User Insights to Make More Informed Product and Business Decisions

As LexisNexis considers its product roadmap and ways to improve or add functionality, the company is dedicated to aligning its product plans with customer needs through user experience insights. As such, LexisNexis' team of researchers located around the world regularly conducts user interviews, in the form of surveys and open-ended conversations, to explore trends, user behaviors, and pain points. These user interactions help LexisNexis determine if users are fully leveraging the capabilities of the LexisNexis tools, if customers are using the right products to meet their needs, and if their needs require migration to a newer version or a different product.

LexisNexis researchers also connect with customers to conduct discovery. For instance, when LexisNexis considers building a new product or introducing new product functionality, researchers conduct concept evaluations and usability testing interviews. Researchers synthesize the information and present their findings to company stakeholders,

which include product managers, designers, engineers, and executives, such as the Chief Design Officer and the Chief Product Officer, who leverage the results to make critical product and business decisions.

To make its extensive user research efforts more productive and the feedback collected more accessible, LexisNexis aimed to find a solution that could help its researchers easily collect and analyze qualitative user data in a streamlined, collaborative manner. Additionally, the company required a more efficient and meaningful way to share user insights with decision-makers. To achieve these goals, LexisNexis engaged Tetra Insights, a leading provider of qualitative user experience insight solutions, to automate and streamline qualitative data analysis and insight work.clients better, and grow their practices.

User Insights Platform Enables Efficiency, Deeper Trend Analysis and Validation

LexisNexis chose Tetra Insights' qualitative user insights platform to help align product strategy with customer expectations to make better business decisions with confidence. The process begins with LexisNexis researchers who leverage a well-established list of customers willing to participate in surveys and interviews to share their user insights to influence product decisions. Researchers interview 8 to 12 customers for each inquiry.

Using Tetra's real-time note-taking, tagging, and annotation features, LexisNexis researchers conduct interviews and then use transcription and analysis tools built into the Tetra platform to quickly synthesize user insights. They can tag and categorize keywords and content to make user feedback easily accessible for fast reference and future use. LexisNexis researchers present their findings to appropriate stakeholders during a review meeting and work with decision-makers to determine next steps.

Oftentimes, before LexisNexis researchers arrange interviews with participants for research purposes, they use Tetra's universal search tool to access historical interviews in the Tetra repository to determine if existing user research can be leveraged to answer new questions about product usability or customer needs. By leveraging existing information, LexisNexis researchers can save significant time, company resources, and budget.

Additionally, the Tetra annotation and tagging tools enable researchers to search content within interview transcripts and tag keywords. This allows researchers to efficiently identify themes across user interviews and conduct a deeper analysis of precise user trends and usability feedback. This insight enables LexisNexis researchers to present more detailed findings to decision-makers that can result in greater actionable insights.

Thom Ferguson, a UX Researcher at LexisNexis, has been using the Tetra Insights platform since he joined the company three years ago. According to Ferguson, using the Tetra platform, researchers can classify and splice interview footage to create video reels that emphasize recurring trends and themes within 15 minutes and more extensive videos that coalesce 8 to 12 interviews within two hours. They can also quickly develop and share topic-specific videos with stakeholders upon their request.

Tetra Insights Helps LexisNexis Deliver Better Quality Products that Align with Customer Needs

Today, the Tetra platform is used by up to 30 LexisNexis researchers located in the U.S, U.K, Canada, France, Australia, and New Zealand and up to 40 decision-makers that include product managers, designers, engineers, and executives located around the world.

Ferguson provides training to his colleagues on how to use the Tetra platform. According to Ferguson, the Tetra platform is extremely intuitive and estimates training takes just 15 – 30 minutes.

In addition to its ease of use, Ferguson credits Tetra's level of customer service for some of the platform's popularity among LexisNexis researchers. "Customer service has been fantastic," Ferguson said. "Tetra is probably the most responsive company I've ever worked with."

Ferguson also credits the Tetra platform's depth of functionality. For example, Tetra's easily accessible repository of interviews enables researchers to find and review past interviews and glean interview questions from other, more seasoned researchers – all of which help researchers improve their interview skills and fine-tune their approach. According to Ferguson, using the Tetra platform results in better hypotheses, deeper insights, and more impactful interview results.

Furthermore, the Tetra platform makes LexisNexis researchers much more efficient through keyword searches, tagging, and annotations. Ferguson said the reuse of insights is incredibly powerful and beneficial from a time and cost perspective.

"Tetra's platform results in better hypotheses, deeper insights, and more impactful interview results."

—**TETRA CUSTOMER**

Additionally, according to Ferguson, highlight reels validate researchers' findings and create empathy among decision-makers. The highlight reels can showcase user delight and confirmation that the right decisions were made, and they can provide a front-row seat to user frustrations, complaints, and requests. This level of humanization adds an important layer of impact to findings, which Ferguson believes makes decision-makers more receptive to the feedback – good or bad.

Ferguson concluded, "The user insights our researchers can gather and present to stakeholders using the Tetra Insights platform informs decision-makers of the reality of the user experience and helps direct product development and design considerations resulting in better quality products that are more readily adopted by our customers."
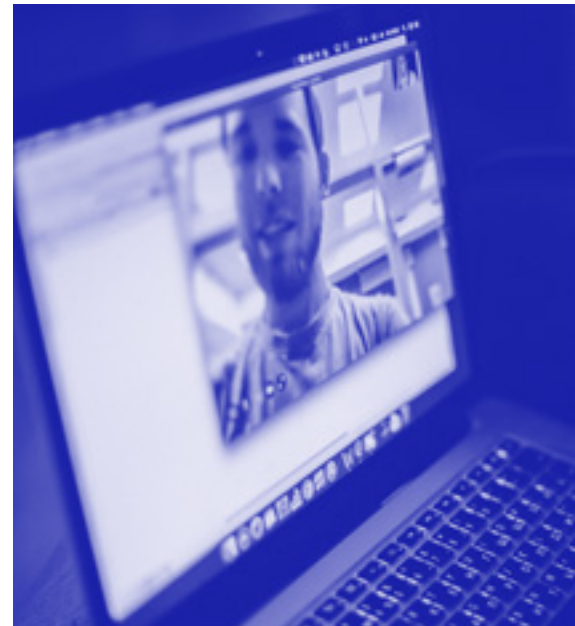
ABOUT TETRA

Tetra is the leading qualitative research platform for moderated interview analysis, reporting, and organization-wide access. Tetra's qualitative data and research tools enable global design teams to seamlessly align user insights with product strategy to meet customer expectations and gain a competitive edge.

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