

A hands-on talk about

BUILDING AND WORKING WITH USER PANELS

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TV 2

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YouSee

INTRODUCTION TO US



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TOPICS OF TODAY

WHY DO WE WORK WITH A USER PANEL?

HOW DO WE DO IT?

WHAT VALUE DOES IT PROVIDE US?

QUESTIONS FROM LINKEDIN

Effort

How time consuming is it to run a user panel?

ROI

How can you make the return on this investment visible?

B2B & B2C

How to accommodate both a B2B and B2C segment?

Representativeness

How do to make sure the panel represent a wide range of your real users?

Size

What is the perfect size of a panel?

Insights sharing

How to share findings with the rest of the team/organization?

Activation

How often should a user participate?

User benefits

What do the users get out of being involved?

Recruitment methods

How to figure out if a user panel is the right method for recruiting?

Preely as platform

What are the advantage of Preely in relation to other tools for "storage" of a customer panel?

Super-users

How to consider the risk of participants turning into expert users?

IT'S NOT A ONE WOMAN JOB



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UX Designer

youSee



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OTHERS WORK WITH USER PANELS TOO



OUR USER PANELS

youSee

+1000 panelists.

Men is overly represented
in our panel in YouSee.

70% men & 30% women.

55 years in average.

An average customer in
YouSee is 50+

YouSee apps and services



Mit YouSee



Film & TV



YouSee
Musik



WiFi
Booster

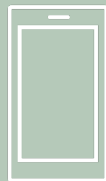
YouSee products



TV



Internet



Mobile



Mobile
Broadband

TV2

+1000 panelists.

On TV 2 Play the gender
split is 50/50.

40% men & 60% women.

44 years in average.

TV 2 products



TV 2 Play



TV 2 Sport



TV 2 Nyheder



TV 2 Vejret



TV Tid



www.tv2.dk

TV2 youSee



***WE HAVE DECIDED TO FOCUS ON HAVING
THE EXISTING CUSTOMER AS THE CORE
IN OUR USER PANELS.***

SETTING THE SCENE

Our challenge

How can we get in touch with our customers in a frictionless, easy and affordable way?

THE BENEFITS AS WE SEE THEM



To do proper user research you need to find the right customers.



Hacking the time-consuming recruitment process.







It's money well spent.



Supports a variety of needs and methods.

WAYS OF RECRUITMENT

	User panel	Social Media	Internal channels	Facing	E-mails	Website pop-up	External partner	External user panel
Effort 	● ● ●	● ●	●	● ●	● ●	● ● ●	●	●
Cost 	● ● ●	●	● ● ●	● ● ●	● ● ●	● ● ●	●	●
Hit-rate 	● ●	● ●	● ●	●	● ●	● ●	● ● ●	● ● ●
Automated process 	● ● ●	● ●	●	●	●	● ●	● ● ●	● ● ●

ESTABLISHING AND MAINTAINING A USER PANEL.

... AND WHAT TO THINK ABOUT BEFORE YOU ACTUALLY DO IT.

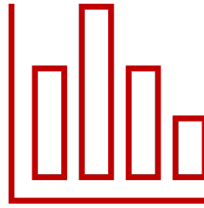
ESTABLISHING A USER PANEL

Why?

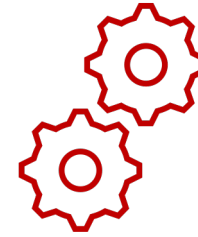
ESTABLISHING AND MAINTAINING A USER PANEL



**What research methods
should the user panel
support?**



**What data do you need
on your customers?**



What platform do you need?



**How to recruit customers to
the user panel?**



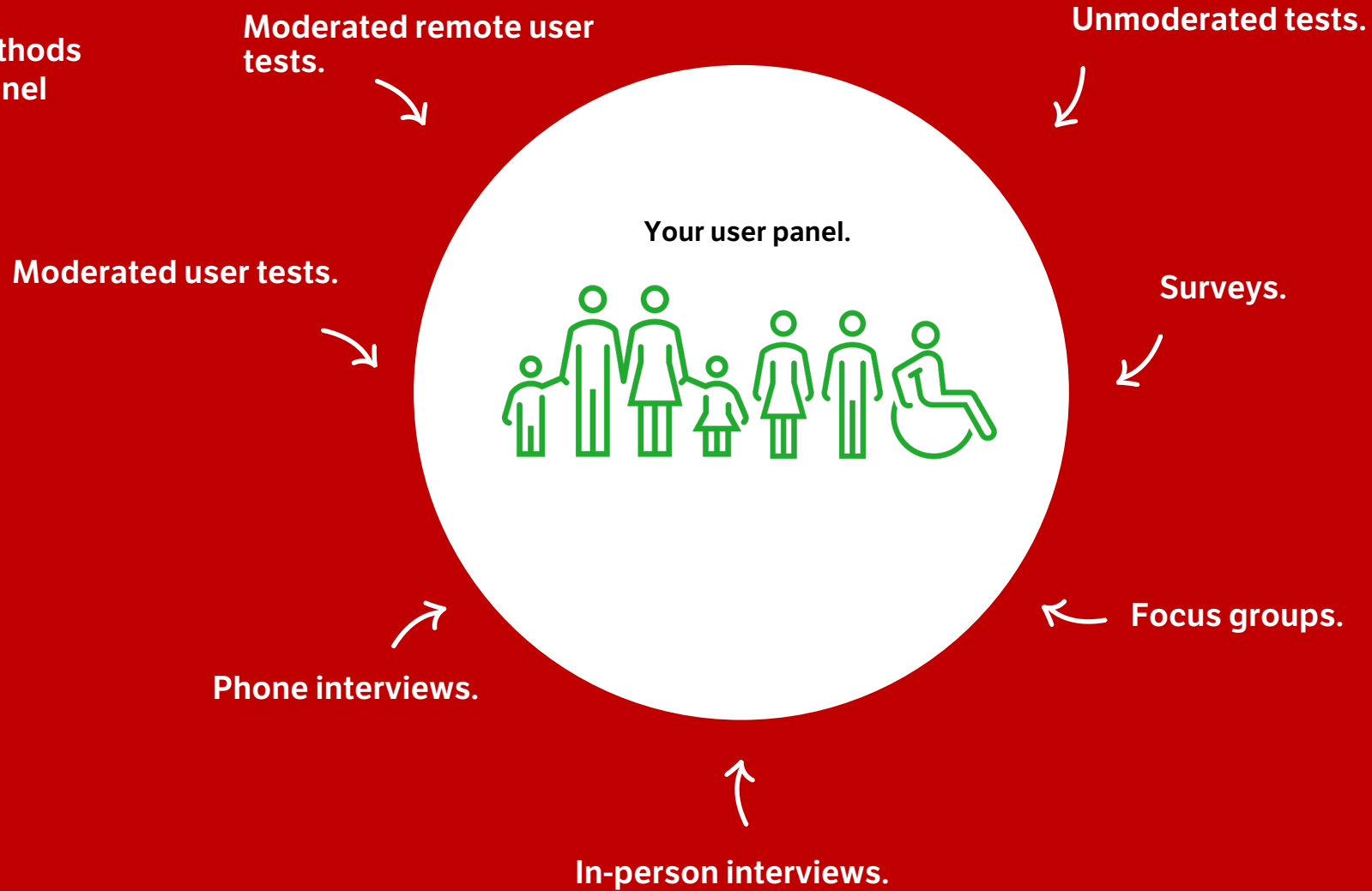
**What about activation
after sign-up?**

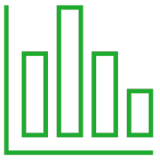


**Need for
governance?**



What research methods
should the user panel
support?





What data do you need on your customers?



Household size and situation.



Which of your products or services do they have in their home? If any?



Contact information?



Demographic data needs?



What devices do they have access to?



Do they have any disabilities to be aware of?



What platform?

- Preely
- External partner
- Facebook Page
- Custom-build solution
- Excel

USER PANEL

☒ Peter

☐ Alex

☒ Susan

☒ Ali

☒ Judith

☒ Karin

☐ Joe

☒ Anna

SEGMENTATION

Last participation

Activation

Country

Age

Product

Last contact date

In person

Gender

Devices

preely.

FEEDBACK

Susan ●

Ali ●

Karin ●

Judith ●



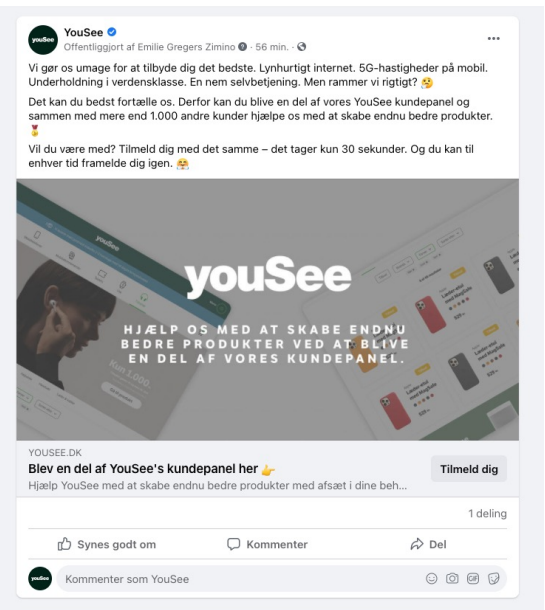
TV2 youSee



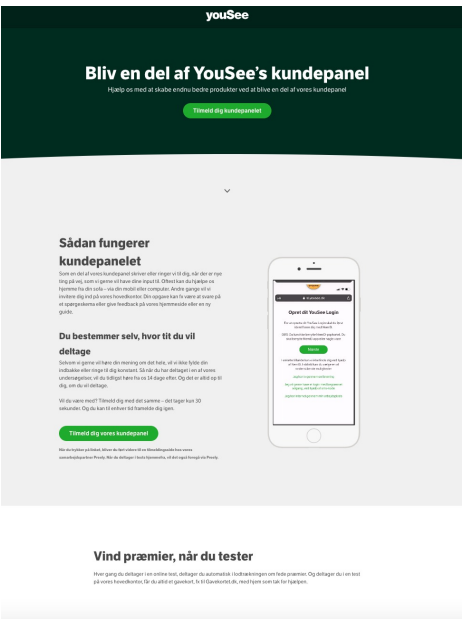
How to recruit customers to the user panel?



Own product/channels.



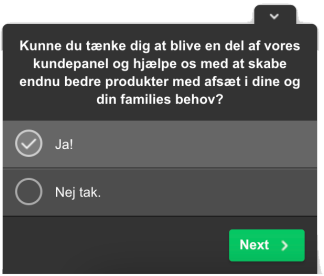
Facebook ad.



Landing page.



Newsletter.



Pop-up on website.

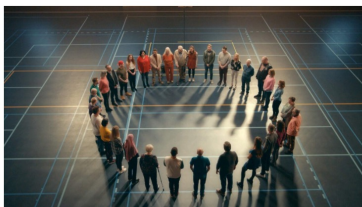
AN EXAMPLE OF HOW WE GOT STARTED



Customer sees the post on Facebook or tv2.dk

Bliv en del af TV 2s digitale brugerpanel

12. jul. 2021, 12:02



Arkivfoto. Foto: TV 2

af Redaktionen

Du kan være med til at gøre TV 2 bedre.

Hvad er TV 2s digitale brugerpanel?

Hos TV 2 vil vi gerne give vores brugere de bedste digitale oplevelser. Derfor har vi oprettet et brugerpanel, hvis medlemmer

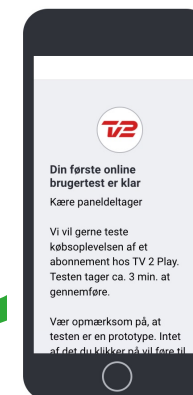
Goes to the landing page to sign-up.

A screenshot of the TV 2 digital user panel sign-up form. The form is titled 'Bliv en del af TV 2's digitale brugerpanel!'. It includes sections for 'ENHEDER' (Device), 'HVLKE AF FOLG MOBILET/LETT' (Which of the following mobile/tablet), 'BRUGER DU TV2' (Do you use TV2), 'HAR DU ET TV 2' (Do you have a TV 2), and 'HVA ER DIN EMAIL?' (What is your email?). There are checkboxes for 'Smartphone (i)', 'Tablet (Android)', 'Desktop (F-ak)', 'TV 2 Nyheder', 'TV 2 Vej', 'TV 2 Sport', 'TV 2 Id', 'TV 2 PLAY', 'Ja, dagligt', 'Ja, men ikke i', 'Nej', 'Låner login af', 'Ja', 'Nej', 'Låner login af', 'Vi ser frem til at byde dig velkommen i TV 2's digitale brugerpanel!', and 'Hvad er din email?'. There is a 'NESTE' button and a 'TILBELD' button.

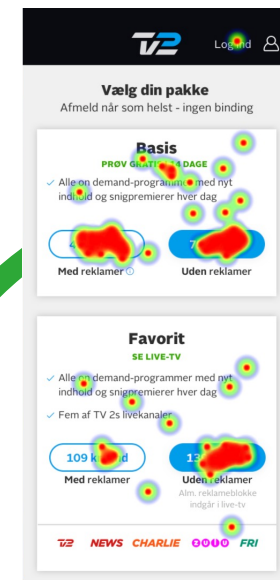
Customer signs-up to the user panel and answers the required questions.

A screenshot of the TV 2 digital user panel dashboard. It shows a table with columns for 'Kategori', 'Titel', 'Beskrivelse', 'Status', 'Dato', and 'Længde'. The table contains 10 rows of data. There are also buttons for 'TILBELD', 'TILBELD', 'TILBELD', and 'TILBELD'.

Customer is now a member of the user panel.



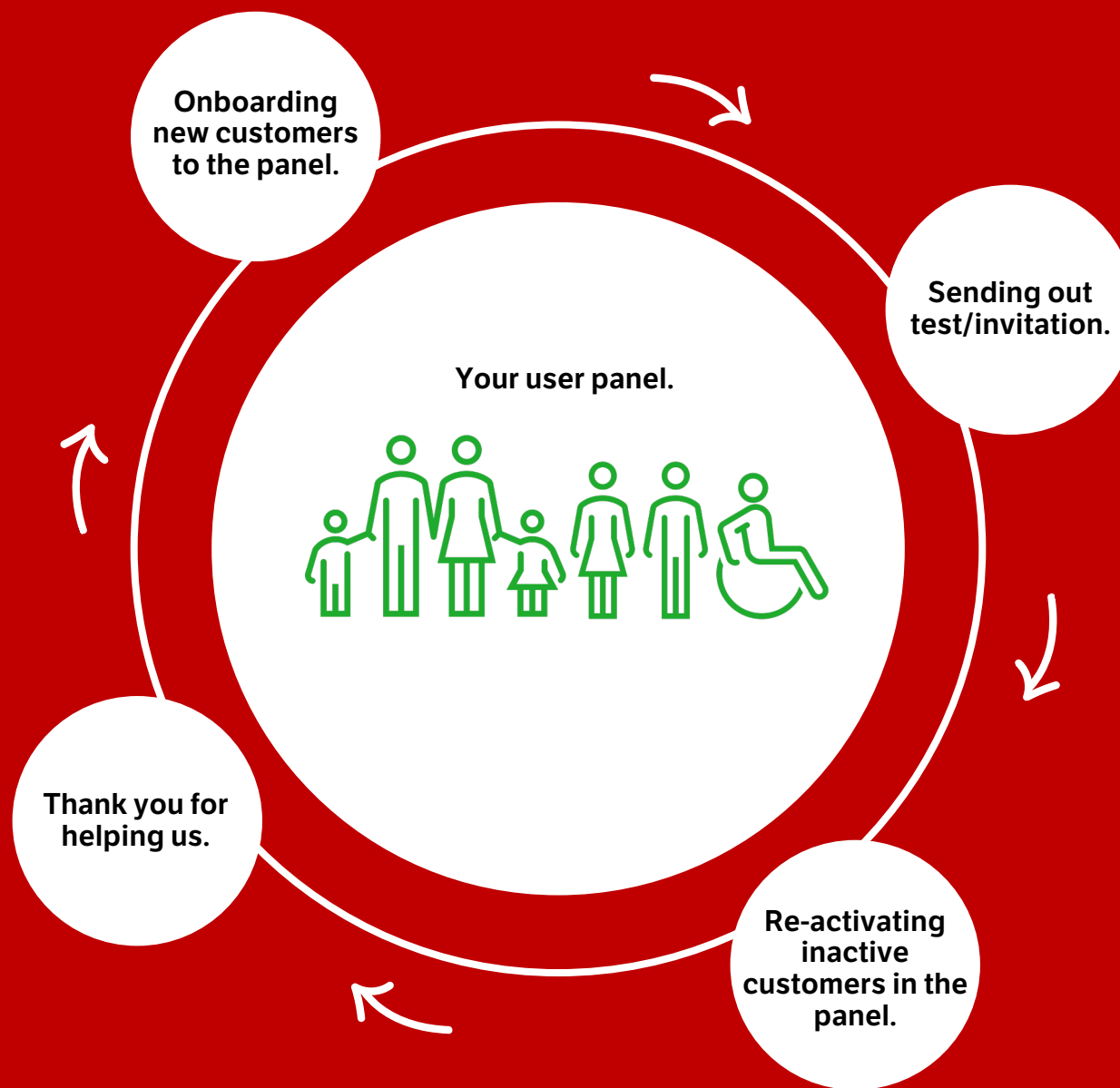
Customer receives their first invitation to a test.



Getting the first test results.



What about activation after sign-up?





Need for governance?

The answer is yes!



Need for governance?

1

**Create a team around
the user panel.**

2

**Secure quality and
coherence with templates
and how-to guides.**

3

**Create rules for using
the user panel
(frequency, amount and
reward).**

4

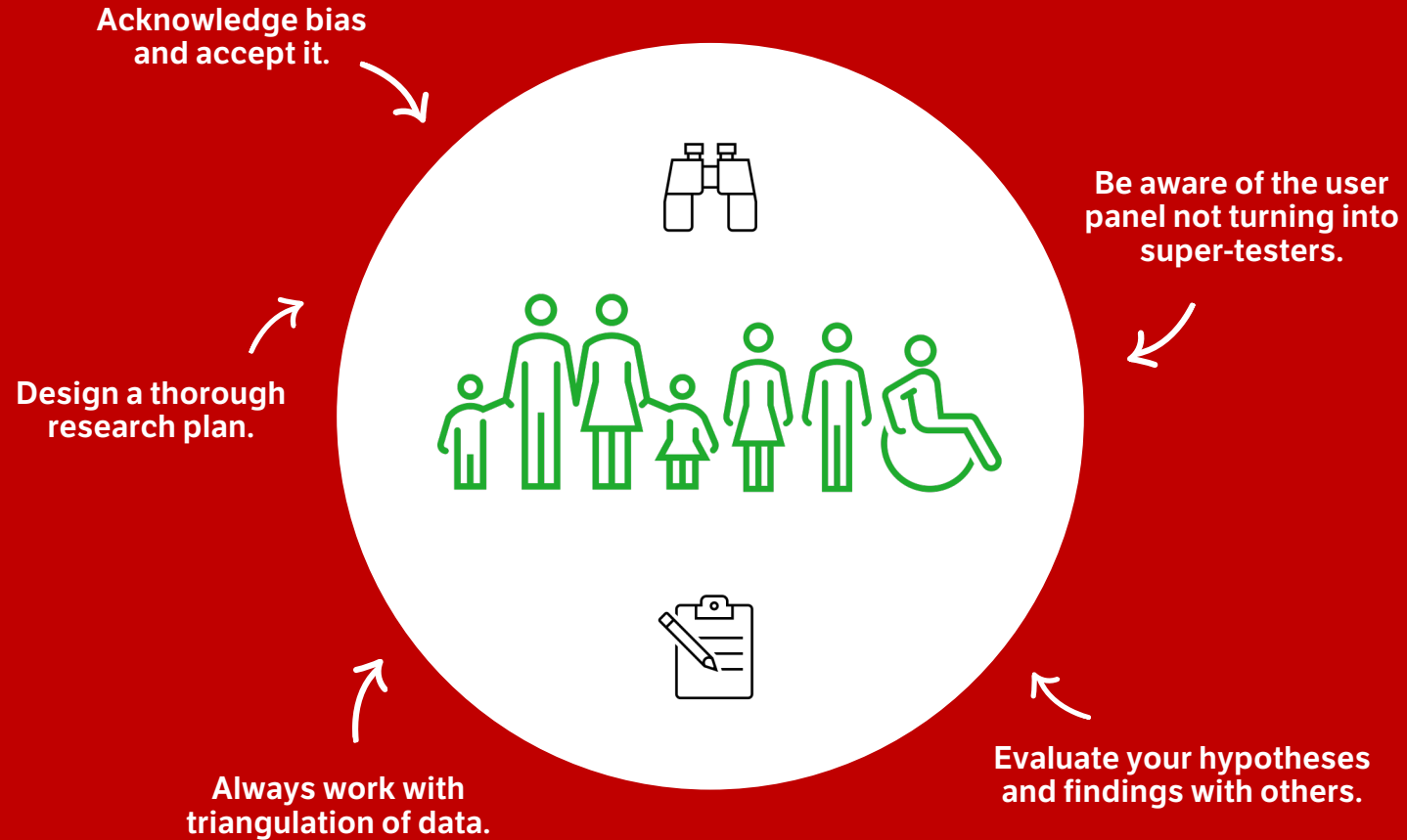
**Align with legal and
finance to secure GDPR-
compliance.**

A woman with blonde hair is looking through binoculars. The background is a blurred green, suggesting an outdoor setting. The text is overlaid on the left side of the image.

OUR THOUGHTS ON BIASES WHEN WORKING WITH A USER PANEL.

... THIS IS SOMETHING WE ARE ASKED A LOT.

OUR THOUGHTS ON BIASES WHEN WORKING WITH A USER PANEL.



Internal research study in the YouSee Guild

WHY DO THE CUSTOMERS SIGN UP TO THE USER PANEL?

... WE WERE CURIOUS, SO WE ASKED THEM!

WHY DO THE CUSTOMERS SIGN UP TO THE USER PANEL?

Their primary reasons

- To be able to share their experiences with YouSee and influence their products.
- To get involved in co-creation and actively contribute to product development.
- To be a first mover, and be the first to test and try new solutions.

”

”I can speak my mind and test the usability of the products I use every day in my home...”

”It’s manageable and anything but time-consuming...”

”Because I can influence how your website works...”

OUR NEXT STEPS WITH WORKING WITH USER PANELS?

OUR NEXT STEPS



- New recruitment plan (we need to equalize the gender gap and product split).
- Re-activating colleagues and onboarding new ones.
- Activating new customers in the user panel.



- Increase testing!
- Engage more colleagues in using the user panel.
- Reduce inactive customers in the user panel.



Key takeaways from today.

1

How does a user panel support your need?

2

Don't do it alone!

3

Maintenance and planning is key.

4

Make templates for quality and coherence.

5

Be clear on who should have access to your panel.

6

Make clear guidelines for rewards when customers help.

THANK YOU FOR LISTENING

**FEEL FREE TO REACH OUT IF
YOU HAVE ANY QUESTIONS OR
WANT TO SPARE WITH US!**

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