

Using Screencast Videography as a customer experience and journey mapping tool: A case study

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Improving customer experience and journeys can increase customer satisfaction by 20% and lift revenue by up to 15% while lowering the cost of serving customers by as much as 20% (Pulido, Stone and Strevel, 2014). However, for small businesses and particularly start-ups with limited resources and expertise, understanding and investing in digital customer experience and journey mapping can be beyond the scope and budget of most small businesses.

This paper reveals preliminary insights on Screencast Videography (Kawaf, 2019) as a possible approach for assessing the digital customer experience and journey mapping for such businesses with relatively simple to use tools and limited resources. We present a case study on Pic Tree, a creative multimedia agency providing services in the B2B market and show how simple screencasting of user journeys can create meaningful insights that are easy to comprehend and apply with limited resources.

Kawaf (2019, p170) defines Screencast Videography as *“a research method that adopts a dynamic visual form of inquiry. It is philosophically underpinned by the ontology of the moving image. The method uses screencasts – videos of screen activities or outputs – as its main mode of data collection. The screencast videos capture dynamic on-screen interactions and experiences as they occur. This helps offer detailed records of online experiences (e.g. online shopping, information search, dating, video gaming, gambling, etc.) that are not usually observable using conventional methods”*.

We employ screencast videography to capture the journeys users go through while on Pic Tree's website (www.pic-tree.com). As a starting point, we ask the company owner to create her own screencast navigating the website. This footage is not viewed by any other research team members at this stage and is left merely for comparison once the data from users who are not familiar with the site are captured. The research team then recorded their own screencasts in 'think aloud' mode with audio captured during the progression of the experience.

In total, six screencasts are captured (five are from the research team and one from the company owner) and analysed on Nvivo using Critical Incident Analysis (Edvardsson and Roos, 2001). The findings show an apparent discrepancy between how the company owner and the users progress through the site, hinting at a need to restructure the website that speaks to the user directly. In addition, the screencasts show excellent examples of 'tacit knowledge' that were unobtainable to the company owner otherwise. For example, the website home page appears differently to different users making it harder to interpret what services are offered depending on the version displayed. Using Allison et al.'s (2019) website evaluation framework, we identify persuasive content and lack of ease of use as the two dominant issues as per the visualisation of codes below:

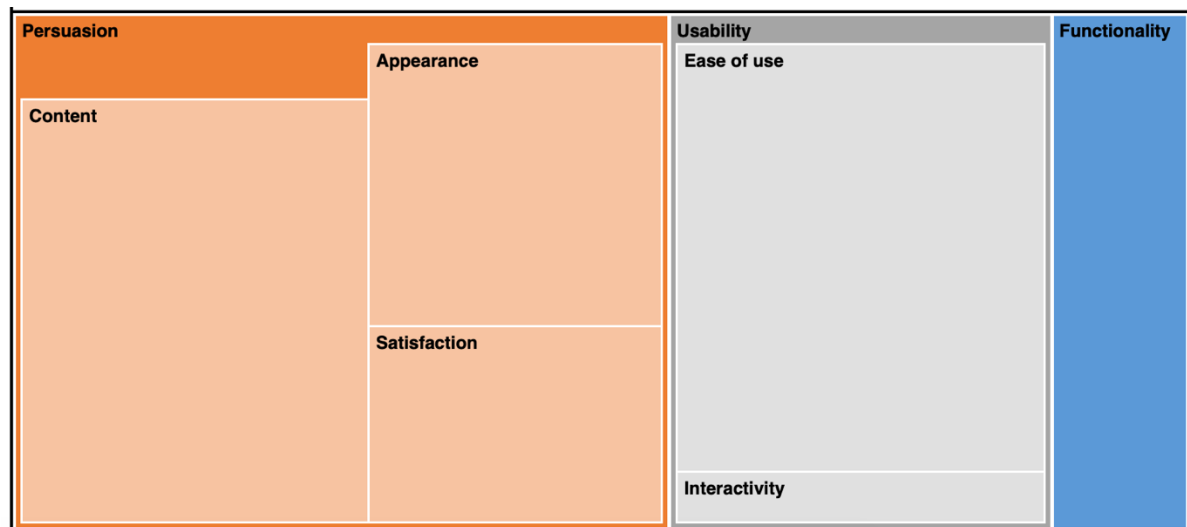


Figure 1 Results of coding - sizes are representative of the code coverage in the dataset

The use of screencasting allows us to precisely pin down functionality and usability issues as it highlights critical incidents as they occur.

References

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