

# Bringing Clarity to Product Design with UX&D

## Case Study



MECHANICAL  
ROCK

# The Client

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Research Screener is a groundbreaking new product that uses machine learning to speed up systematic reviews in academic research.

More than 65,000 research students in Australian Universities have the task of finding research papers relevant to their project. Each individual researcher can spend hundreds of hours screening thousands of irrelevant research papers.

While the Research Screener algorithm can screen the abstracts in minutes, the actual overall process is still longer. This semi-automated approach can allow for thousands to tens of thousands of articles to be screened in hours / days rather than months.

The application has been validated in a research paper of its own and is currently being used by researchers in closed beta trials.



# The Challenge

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Research Screener is gaining traction and seeking to grow their customer base throughout Australia and the world.

To maximise the success of the product, Research Screener sought to :

- Understand their key user segment, the challenges they face and the business levers Research Screener can utilise to overcome those challenges
- Scale and streamline their key processes for onboarding new users
- Improve overall user experience to increase retention and satisfaction
- Have a deeper and clearer understanding of their users, their journey and overall experience when using the Research Screener app in order to improve it.



# The Solution

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Research Screener engaged Mechanical Rock's UX & Design Team to research, map and understand their customer journey.

Using a human-centred design approach we used a number of techniques to understand the needs of customers and define a better solution for them.

**Impact Mapping** - to understand the business goals and context of the solution and to prioritise actions based on their impact to the business.

**User Research** - the team identified primary and secondary customers, their goals, needs, tasks, emotions and pains/problems.

**Usability Testing** - by observing users in action we validated assumptions and gathered direct evidence of customer's experience.

**User Journey Map** - new and existing user's end-to-end journeys were mapped, capturing goals, phases, opportunities and ideas.

**UI Design Prototyping** - based on the knowledge already gained, the team proposed a series of improvements to the interface and flow.

# User Journey Map

## JOURNEY MAP - CURRENT STATE



# The Benefits

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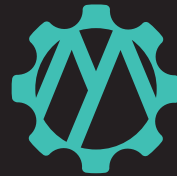
The fundamental UX&D work that Mechanical Rock delivered for Research Screener lays the foundation for its commercial success and continued growth.

## Key Benefits:

- Identified problems with onboarding, making signups easier
- Simplified the overall flow of the application, reducing friction for users
- Provided a clearer picture of what the machine learning engine is doing behind the scenes, increasing the user's trust in the system
- Laid out a roadmap for future improvements in user engagement

*"I already have referred people to Mechanical Rock. Very professional, very supportive. More than just IT, they care about your business. Very friendly staff, approachable and hard working. The final product was fantastic. Very important to us is that Mechanical Rock listened, to the founders and the users. I hadn't heard of UX & Design before meeting with this team but now I understand it's value to my business."*

Leo Ng, Co-founder of Research Screener



# Think we can help with your project?

Get in touch so we can chat about your plans over a coffee

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