



Case Study:

99Pay

How Toluna Start Helped 99Pay
Bring The Consumer Into The
Decision-Making Process

toluna  99PAY

The Challenge

Juliana is the Senior Manager of Insights for 99Pay, which is the digital wallet for Didi, one of the world's largest ride-hailing companies based out of China. When the strategy and planning team was thinking about offering a different service for payment methods, they came to her to test those ideas with consumers.

Juliana is a self-proclaimed superfan of MaxDiff analysis for its ability to provide clear answers. However, the vendors they had been using lacked user-friendly tools and were slower-moving because they manually conducted MaxDiff studies. Additionally, she knew from previous experience working at an MR firm that it was challenging to pull off at pace.



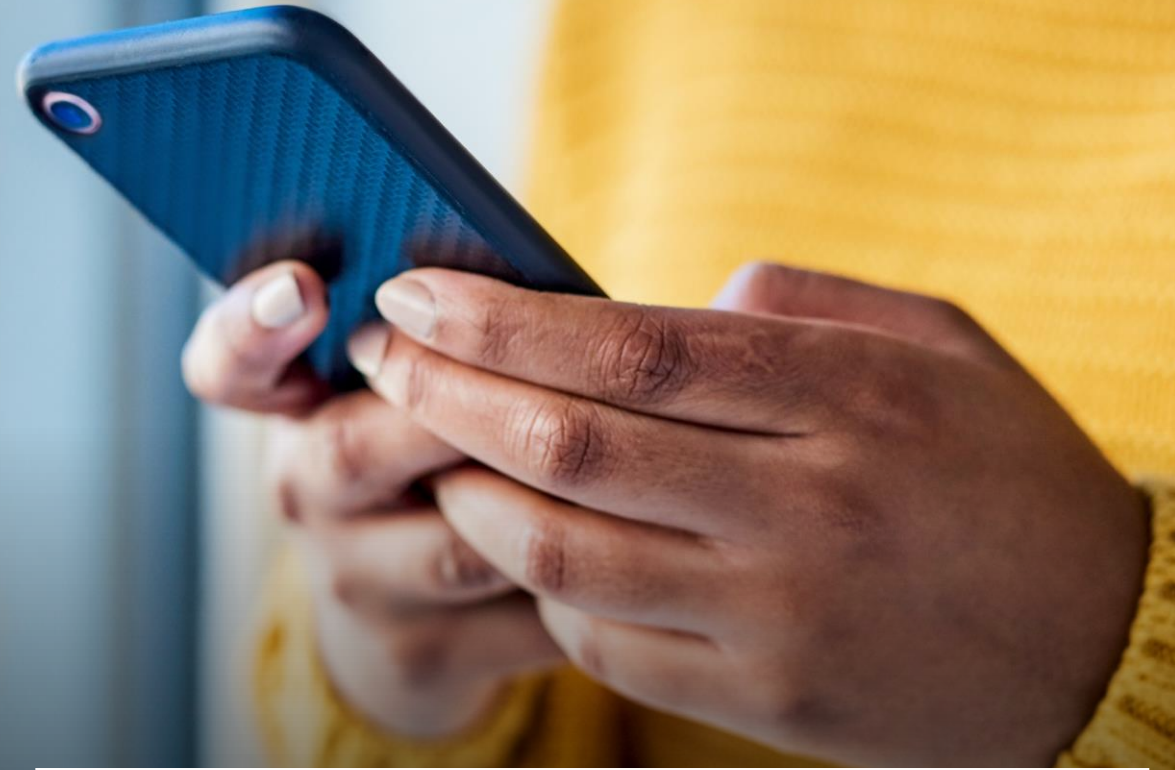
“When we did MaxDiff analysis before, it was always something that had to involve more people and had to involve other steps.”

Juliana Pansera, Senior Manager of User Research & Insights

The Solution

Juliana had been building a relationship with Toluna, so she shared her challenge with us and was able to leverage our automated MaxDiff solution. The user-friendly setup helped her conduct the study in a DIY manner amongst consumers in Brazil.

With the flexibility to incorporate MaxDiff as a question type within a larger survey, she first asked four screener questions on category use. From there, she tested the ten potential services via MaxDiff. From ideation to results, the process took just three days.



“The MaxDiff question itself was super easy. Just copy and paste all the service options we had and that was that.”

Juliana Pansera, Senior Manager of User Research & Insights

The Impact

In a matter of just three days, Juliana was able to obtain clear results that showed her colleagues what consumers truly wanted. Thanks to the solution's flexibility and ease of use, she was able to save time—an already-scarce resource—and conduct MaxDiff studies in a more agile manner than ever before.

✓ Ease of Use

“It was a pleasant surprise how easy the process was.”

“It's a very easy-to-use product. The methodology itself is great.”

“I thought I would have to be way more involved, but it was super easy and intuitive.”

✓ Confident, Clear Results

“It's something that helped me really easily, with data, show the team what people want. Being able to show everyone in just three days from start to finish, that was a huge help.”



Juliana Pansera
Senior Manager of User
Research & Insights

The Impact

✓ Speed

“It was super quick... In my mind, I thought it wouldn't be as automatic as it was.”

“It's automatic, basically. When we did MaxDiff analysis before, there were always other people and steps that were involved... Being able to do that super automatically and have the project run in just one day, that was amazing.”

“I'm a superfan of MaxDiff analysis in general... being able to do MaxDiff without all the time that it typically takes is super valuable to us.”

“It saved me time, which is kind of a scarce resource for me right now.”

