

**Leverage Coca-Cola's complimentary usability testing resource to uncover actionable feedback and insights to optimize your websites and apps.**

## Key Features

- Remote, online usability testing platform
- Understand how guests navigate through your digital experiences and why they make certain decisions throughout the process
- Video/audio recordings of feedback + a robust findings report
- Fast timeline (2-6 weeks depending on scope)
- Access to a panel of over 1 million people
- Works on desktop, tablet, and mobile devices
- Dedicated support throughout the study
- No cost for Coca-Cola customers to run studies

## Types of Studies for COVID-19 Efforts

- Takeout ordering experiences
- Delivery ordering experiences
- General website and app usability
- Loyalty programs



*“How do I add an item to my meal order?  
How do I add payment methods?”*

