BRAZIL'S BIGGEST
MAGAZINES REINVENTED
ITS DIGITAL PERSONA

AND SECURED THOUSANDS OF NEW SUBSCRIPTIONS







ONE OF BRAZIL'S MOST WELL-ESTABLISHED NATIONAL MAGAZINES FOCUSED ON CUSTOMER EXPERIENCE, REINVENTED ITS ONLINE PRESENCE, AND EVEN GAINED 40,000 NEW SUBSCRIPTIONS IN THE FIRST FEW MONTHS AFTER DEPLOYING ITS NEW APP.

THIS PROCESS INVOLVED THE USE OF SOPHISTICATED TECHNOLOGIES BASED ON ANALYTICS AND USER EXPERIENCE (UX).

ABOUT THE CLIENT:











Business Challenge

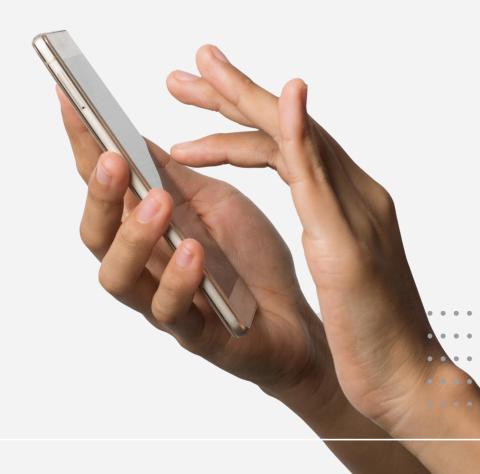
THE CLIENT NEEDED TO DEVELOP A NEW APP THAT WOULD BRING ALL READERS, INCLUDING SUBSCRIBERS WHO READ THE PRINT VERSION ONLY, INTO THE DIGITAL ENVIRONMENT.

The process of implementing an app is complex. The transition to an intuitive, responsive digital model was our client's main challenge. To make this transition, the journey will start with the original concept for an app and end with effective release for users. The work is arduous and requires a high level of technical specialization since it involves evaluating:

DATA SERIES
AND INFORMATION TO BE IMPLEMENTED;

MARKET
CHARACTERISTICS
AND VARIABLES;

BEHAVIOR OF POTENTIAL APP USERS.







WE BUILT THE APP WITH A FOCUS ON USER EXPERIENCE,

SO NAVIGATING IT WOULD BE MORE ENJOYABLE FOR READERS. TO MAKE THIS HAPPEN, WE PRIORITIZED UX IN CONSTRUCTION AND DESIGN.





The BRQ Solution

UNDERSTANDING UX BETTER:

UX IMPROVES DEVELOPMENT OF A VARIETY OF APPS, WEBSITES AND SYSTEMS.
THIS IS EASIER TO UNDERSTAND WHEN WE THINK ABOUT SOME OF ITS PILLARS:



- TECHNICAL PERFORMANCE;
- VISUALLY ATTRACTIVE PRESENTATION;
- INNOVATION;
- USER ENGAGEMENT;
- BRAND CREDIBILITY;
- INTUITIVE USE.

BRQ built not just the app, but also the client's website. The site became more responsive and got a modern, sophisticated layout, reflecting the client's concern about adapting to the digital market. We also rebuilt the magazine subscription process to shorten the reader journey and close the sale. This streamlined the procedure and increased sales conversion.

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Results





INCREASED USER
AUTONOMY IN THE APP;



OPTIMIZED EXPERIENCE

WITH THE MAGAZINE'S PRODUCTS AND SERVICES



MORE TIME SPENT INTERACTING WITH CONTENT;



40,000 NEW SUBSCRIPTIONS

AT THE START OF SEPTEMBER 2020;



1,000 APP DOWNLOADS

IN THE LAUNCH PHASE.







PEOPLE LOOK FOR A PERSONALIZED, INTUITIVE EXPERIENCE.

TO ENSURE THIS EXPERIENCE,
A COMPANY MUST GATHER
INFORMATION AND WORK WITH
ANALYTICS AND BEHAVIORAL
ANALYSIS.

THE CLIENT CAME TO UNDERSTAND USER BEHAVIOR BETTER. FOR EXAMPLE:

INTERPRETING USERS' HABITS;

RECEIVING INPUT;

PERSONALIZING
THE EXPERIENCE;

KEEPING ACTIVE USERS.

FACING A SIMILAR CHALLENGE? SCHEDULE A TALK WITH **OUR SPECIALISTS**

CONTACT US

