

LEARN HOW ONE OF  
**BRAZIL'S BIGGEST  
MAGAZINES REINVENTED  
ITS DIGITAL PERSONA**  
AND SECURED THOUSANDS OF  
NEW SUBSCRIPTIONS

## Client

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:



**BRAZIL'S MAIN  
BUSINESS MAGAZINE**



**55 YEARS OF  
CONTINUOUS  
OPERATION**



**ESSO JOURNALISM  
PRIZES**



**47 MILLION  
VISITORS IN APRIL 2020  
ALONE**

## 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.**



## The BRQ Solution

### 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.



OPTIMIZED TIME AND LOWER COSTS;



PRODUCTIVITY GAINS;



GREATER ACCURACY IN ACTIVITIES;



PROCESS EFFICIENCY;



ENSURED VALUE FOR THE CLIENT;



ONGOING TEAM TRAINING.



## 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.



## 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.



## Personalized Interaction

**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:

1

INTERPRETING  
USERS' HABITS;

2

RECEIVING INPUT;

3

PERSONALIZING  
THE EXPERIENCE;

4

KEEPING  
ACTIVE USERS.



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

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