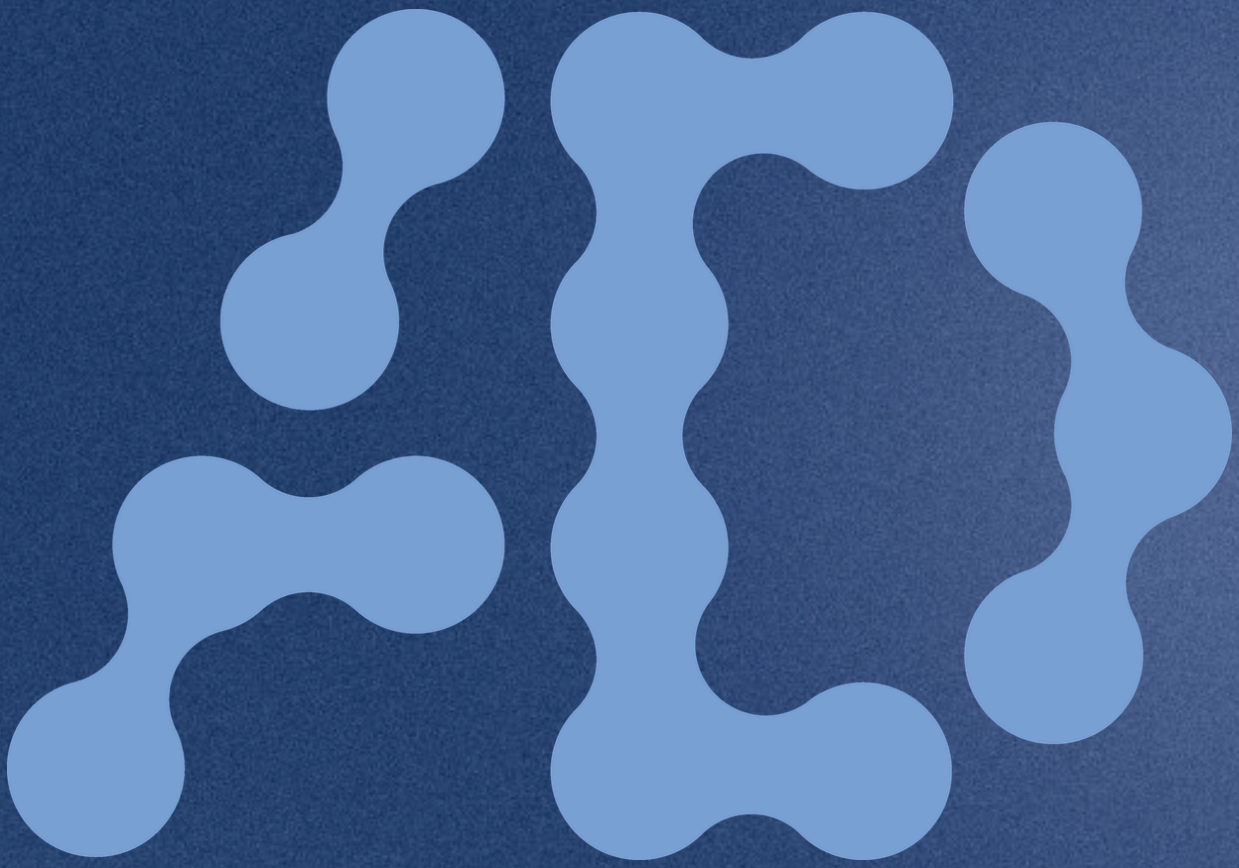


ADHERENCE, LLC
USER RESEARCH

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Our Approach

Our goal in completing user research for Adherence is to gather information about investors, researchers, or B2B partners. It is important for us to gather information about how these groups digest technical information whether they are familiar with the technology or not. In addition, we want to familiarize ourselves with B2B investors and partners, and what they are looking to achieve.

Our Approach

In order to gather this information, we used AI to complete user personas. The goal of this was to obtain information about the B2B partners and investors that Adherence is trying to reach. In addition, we completed research on other B2B technology companies. We evaluated aspects of the website that would be beneficial to the target audience and things we want to gear away from. Finally, we created a survey that will be sent out to professionals in order to help us understand how they navigate a technical website with similar goals to Adherence's.

User Persona

The most useful persona that we gathered was “Alex Rivera” a VP of product Innovation Lead at a company that relies on adhesives but does not manufacture them internally. His main challenge is reaching high product goals while adhering to technical adhesive specifications between suppliers and manufacturers. Alex is seeking a B2B advising partner to serve as a technical translator, ensure that adhesive solutions are feasible, and production ready.

“I know what my product needs to deliver – I need help making sure the adhesive solution actually gets there”

AI Trascript: https://chatgpt.com/share/699e10d8-55bc-8004-8c56-3df509d20255

B2B Technical Website Research

Hydrosome Labs

https://hydrosomelabs.com/

Hydrosome Labs creates ultrafine bubbles that last over a year.

Plantible Foods

https://www.plantiblefoods.com/

Plantible Foods develops technology to create protein from plants.

UbiQD

https://www.ubiqd.ccom/

UbiQD creates particles of semiconductor material that manipulate color and light.

Hydrosome Labs

Pros:

1. Science Driven Content
   - Shows collaborations with universities and labs
   - There are lists of the specific studies and work they have done (showing the actual science of the project)
2. Application areas
   - Shows how the science and the project can actually be applied and used for different areas or industries
3. Offers ways to download the research reports
   - There are ways for investors or researchers to deeply analyze all of the science and research
   - It is not directly on the website, which is good to avoid having too many words or content that may stray people away
4. User Experience
   - The website is easy to navigate and has a navigation bar with drop-down menus that make it easy to understand
   - The branding across the website is standard and easy to digest

Cons:

1. Difficult for non-technical/ unfamiliar viewers to understand
   - There is no short/ big picture summary, and it jumps into detailed research
     - The big picture summary should explain why this product matters, the main scientific takeaways, and how the product can be differentiated.
2. Lack of visuals
   - Although the design of the website has lots of colors and is graphically designed well, it lacks pictures, charts, and tables
     - This is helpful to simplify the data, engage users, and tell a better story

1. Does not highlight use cases or impact
   - The research does not show examples of how the product has been implemented into other businesses or real-life scenarios. This might be less appealing to investors because they don't have examples of how it has benefited other companies
   - They also do not discuss the positive impact their science has had in a real-world environment. This shows a lack of credibility.
2. Lack of CTA's
   - There is a contact us button in the top corner, but it is not super visible
   - It would also be helpful to have a way to schedule a meeting instead of just contacting
   - It would also be helpful if there were specific CTA's associated with the contact button.
     - For example, "Request Technical Datasheet", "Speak with a Lead Scientist", "Apply for a Partnership Trial."

AI transcript: https://chatgpt.com/share/698df922-90ec-8000-93b9-1de65bd146c1

Plantible Foods

Pros:

1. Clear Mission
   - The site highlights Plantible's focus on sustainability. It shows how growing lemna (duckweed) on aqua farms uses less water, no crop land, and a high CO2 uptake compared to traditional crops.
     - This is helpful because it appeals to environmentally minded users which is what we want to do with the Adherence website
2. Informative
   - The main product is a plant protein and the website is able to explain the benefits of the product in a simple way for people to understand.
     - This is helpful because this is what we want to do with Adherence's adhesive technology
3. Educational Brand Story
   - The site tells a mission oriented story about how the company is transforming the food system with their products. It also provides necessary context for understanding why the product is important.
     - This is helpful because the website shows us what kind of information is needed to successfully explain what Adherence is/does

Cons:

1. Mostly B2B focus
   - This website mainly markets to businesses rather than certain individuals
     - This is helpful because with the Adherence website we also want to market to individual grant funders and people who just want to learn more about the website
2. Technical language
   - The website content involves too much technical language which makes it hard to digest for certain audiences.
     - This is helpful because it gives us an example of what is and isn't too hard to understand.

AI transcript: https://chatgpt.com/share/698df922-90ec-8000-93b9-1de65bd146c1

UbiQD

Pros:

1. High Level Explanation:
   - The front page clearly explains the technology and why it matters
     - This is helpful because it gives technical and non-technical readers a clear understanding from first glance.
2. Real World Applications
   - The website has examples of the technology being put to use
   - This is important because potential partners will want to see what it looks like when the technology is actually applied
3. Credibility
   - The site shows their licensing materials to make the technology
   - It also demonstrates awards they have won
   - It shows company updates and news for example “$20M Series B funding announcement”
   - This emphasizes their credibility
4. Visuals
   - There are lots of pictures and charts throughout the website that makes it more visually appealing

Cons:

1. Lack of Deep Technical Research
   - It doesn’t host full research papers, detailed methodologies, or raw data summaries on the main site itself
   - These are often essential for researchers
   - On our website we want to include downloadable technical reports, key datasets, or executive summaries of peer-reviewed results
2. Limited success metrics
   - It doesn’t show benchmark results, graphs, or performance comparisons relative to competitors or standards upfront.
   - For technical or investor audiences, showing metrics like: Efficiency improvements (%), Yield gains, Degradation/lifespan tests would be helpful

AI Transcript: https://chatgpt.com/share/698df922-90ec-8000-93b9-1de65bd146c1

Implementation & Strategy

Above defines the research we have completed on other companies who are developing new technologies and have similar goals and target markets to adherence. Based on these findings, our goal is to use these websites to develop an idea of what is beneficial for us to implement on Adherence's website and what we want to avoid or leave out.

Takeaways

It is important that Adherence's website contains a clear and high level proposition on the initial page of the website. Then, more technical information is layered into the site. This ensures the information is digestible and simple for anyone who may not be familiar with the technology. Then, if users are interested in learning more their is more information further into the site.

In addition, our research demonstrates the benefits of providing real world applications to the technology being showcased. This can be applied to Adherence's website by showcasing how the adhesive technology is being used (ex. fruit stickers).

We have also concluded that having a strong foundation of credibility will help improve the site we build for Adherence. Examples of this we found on our research include downloadable reports and research on the technology. Another example, is a tab for news updates or awards the company has received.

Adherence's goal is to act as a consulting company for the adhesive technology. So, a large part of the websites goal is for investors or potential partners to set up a meeting with Adherence. This requires clear CTA's. For example, easy ways to schedule and appointment or to get in touch.

AI transcript: https://chatgpt.com/c/699fa1c9-31c0-8330-bfc3-083a0dafc0d3

Survey

Our final step of user research has been to develop a survey that Evan White will send out to other faculty members. These faculty members have a similar technical background and understanding of B2B websites. The survey includes a link to the website we have researched. Then, we have developed questions that ask respondents how well they are able to understand the content, what would motivate them to take make a website conversion, and their likes/ dislikes of the functionality of the site.

AI Transcript: https://chatgpt.com/share/699b653c-f6c8-8000-894b-40c6655b2838

Survey Questions

UGA Faculty Website Survey - Adherence

Thank you for taking a few minutes to review the Plantible Foods Website. This survey is being used to research how investors, partners, or researchers may interpret and digest scientific and business information on a sustainably focused B2B website.

* Indicates required question

1. What are your first impressions of the website (clear mission, confusing, too technical, too simplistic, visually appealing, etc.)? *

2. How effectively did the website communicate Plantible's mission and goals (sustainable protein innovation)? *

Mark only one oval.

- ◯ Very Clearly
- ◯ Somewhat Clearly
- ◯ Neutral
- ◯ Somewhat Unclearly
- ◯ Very Unclearly

3. Please explain your answer choice above: *

4. For a B2B audience (researchers, investors, industry partners) how well does the website explain Plantible's value proposition? (What the company offers, why it matters, and why someone should partner or invest) *

Mark only one oval.

- ◯ Excellent
- ◯ Good
- ◯ Average
- ◯ Poor
- ◯ Very Poor

5. Please explain your answer choice above: *

Survey Questions

6. Did the site provide enough scientific detail to understand the innovation and technology? *

Mark only one oval.

- Too much detail
- Just right
- Too little detail
- Confusing scientific terms

7. Please explain your answer choice above: *

8. What specific information would you like to see to better evaluate the company from an investment or partnership perspective? (Check all that apply) *

Check all that apply.

- Market size / opportunity
- Data on sustainability impact / metrics
- Peer-reviewed research or publications
- Financial performance or funding history
- Customer or partner case studies
- Product demonstrations
- Regulatory status (e.g., FDA approvals)
- Other:

9. How easy was it to find the information you were looking for on the site (e.g., mission, product details, contact info)? *

Mark only one oval.

- Very easy
- Somewhat easy
- Neutral
- Somewhat difficult
- Very difficult

10. Please explain your answer choice above: *

11. What options would be the most beneficial to prompt a B2B visitor to take an action on the site? *

Check all that apply.

- Download scientific whitepapers
- Request a product sample or demo
- Access technical specifications/data sheets
- Apply for research collaborations
- Other:

12. Were the visuals, layouts, or diagrams helpful in understanding the technology? *

Mark only one oval.

- Very helpful
- Helpful
- Neutral
- Not very helpful
- Not helpful at all

13. Please explain your answer choice above: *

14. What is one thing you would change about this websites user experience for someone in research or investment fields? *

Next Steps

Based on the information we have gathered from out user personas and website research, we plan to implement our findings while we continue to build our website.

Also, we will send out survey out and use the respondents information to guide how we create the visual look of the site as well as its functionality.