

# S4N, a Leading LATAM Software Firm, works with methinks to Learn from US Tech Execs ahead of Seattle Office Opening

## S4N

### Research Needs

Global expansion means revisiting brand identity and marketing communications.

### Key Insights

S4N collected insights from real customers by holding live interviews with business and technology executives.

### Impact

Revamped website with improved content and informational design for better understanding of S4N, customers and business principles.

### Summary

methinks Thinker feedback leads to better S4N site design, information architecture and target customer understanding.

### About the Company

S4N is a software development company that functions as an extension of a client company's internal development team, creating high-quality solutions fitting the specific business needs and systems architecture of each client.

Based in Colombia, S4N has been servicing Fortune 500 businesses in the US and industry-leaders throughout LATAM since 2008. After a decade of success, S4N is expanding globally, opening a new office in one of North America's busiest technology and business hubs, Seattle, Washington.

## Research Need

S4N's expansion in Seattle forced the team to revisit their site messaging and positioning in order to appeal to a global audience and communicate their new, expanded capabilities. Paramount in S4N's marketing and communication flow, the company's US-English website needed to be rethought in terms of design and information architecture, accommodating a new visitor type with little-to-no understanding of S4N's rich business history and brand legacy.

## Key Insights

In order to reach a wider audience, S4N's Grace Cabana, UX Designer, and Karen Suárez, Head of Communications, knew that their product required quick, one-on-one interviews for critical customer insights from US-based business and technology leaders. The critical challenge was in recruiting C-Level executives responsible for resourcing software development, especially operating executives focused on difficult-to-solve business and technological challenges. After recognizing the difficulty in recruiting operating executives, S4N approached methinks with their research needs in hopes of finding an easier, faster way to connect with their target customers.

Headquartered in Colombia, S4N expected lengthy timelines and a significant investment with the potential for uncertain results. After seeing a product demonstration, S4N chose to work with methinks in part due to the nearly 400,000 mostly-American Thinkers accessible with one research posting. After an initial lookup, methinks was able to identify dozens of high-tech executives living in-and-around major US tech hubs, many of whom were willing to talk with S4N as soon as possible.

In working with methinks, Grace and Karen were able to reach US business and tech executives, conduct interviews and collect valuable insights to share with their teams at S4N, all within one week.



When reflecting, Grace noted that when working on the initial S4N website, her team carefully crafted messaging to encapsulate S4N's identity. However, after conducting live video interviews with US execs, Grace pivoted to surface S4N's value proposition immediately in new user sessions so that executives unfamiliar with the firm could learn what S4N does well, learn who S4N's key clients are, and then discover the company's business principles and their amazing experience and work history.

*"We were structuring information in a way that would require you to click three times to get to the specific information you were looking for, but the feedback we got from Thinkers was that the prospective customers want to understand our service value, quickly, otherwise they lose interest. We needed to become clear about what we do and what our differentiator is at the very first glance or else we'd lose their attention. We still had to find the right balance between innovation and practicality for our busy target users."*

"By using methinks we were able to expand our vision, we were able to discover what kind of content really matters and adds value to our site and communications."

**Karen**

Head of Comms @ S4N

Karen noted that the interviews with C-Level executives let the S4N team discover that they also care about the firm's culture:

*"We were surprised to find that C-Level Thinkers were as interested in the Careers section as the dev candidates we interviewed. They mentioned that, in order to make a decision, they want to make sure that there is a cultural fit between companies. Knowing how committed and satisfied our employees are helps them have an idea of how mature the company culture and values really are."*

## Tooling

When preparing to conduct user research studies, it's critical to have access to a cutting-edge platform with the most up to date technology so that actionable results are derived quickly and efficiently. And, live video interviews are critical to gauging participant sentiment. Reading customer feedback is helpful, but there's so much more to be gained from hearing tone-of-voice, seeing facial expressions, emotions and reactions.

"We discovered that our target audience see the people behind our company as key differentiators, not so much what we do or how we do it, but the experiences and backgrounds."

## Grace

UX Designer @ S4N



Because methinks is a complete solution, S4N was able to interview their target customers, schedule interviews, exchange messages with Thinkers, hold live video interviews, add video bookmarks, use the methinks transcription tool and share insights internally.

*“As a moderator of the sessions, I found the transcriptions really useful because I was able to just add a bookmark to a good quote that we could use, in order to share the insights that we collected with our stakeholders . . . And it’s also really great to be able to re-watch the video interviews later on and export the most interesting feedback bits in a timeline, so that if I also wanted to dig a bit deeper into what Thinkers said in a specific moment I can just click on that text in the transcription and it takes me to that specific moment during the video interview. That was pretty useful.”*


## Impact

In gathering the insights of C-level execs, S4N’s team was able to quickly implement key changes to their website. The professional research assistance provided by methinks let S4N focus on the Thinker feedback and learn from the very first interview:

*“I was really pleased with the amazing help that methinks provided from the very first interview . . . it was really great to find a company that wanted to join us on our journey. Other companies might try to just sell a product, but methinks made sure we got the exact study outcome we were looking for. With real executive feedback, we were able to improve our content, our design and even the strategy behind our website.”*







*“When we started the conceptualization of our digital product, we defined a business hypothesis, which guided the tone and messages we wanted to deliver to our audience. All our design efforts were based on those values.*

*Our validation process with methinks was enlightening; it proved us wrong! Learning from real users, who were the closest to our target, helped us to redefine our strategy before it was too late or expensive. We moved rapidly and could be back on track.”*

Global expansion requires a significant investment of time and money. S4N’s team used methinks to better understand what their target users wanted to see on their site. They came back with actionable insights in a week’s time and were able to redesign their site geared towards what their customers were looking for.

You can see their redesigned site [here](#).

“We are happy with the final result, since we launched the site, our clients feel more connected to our brand and the candidates get a good perception of our company.”

**Angélica**

Head of Service &  
Product Design @ S4N

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#### About methinks

methinks is a leading qualitative research marketplace. Leveraging a mobile-first platform that connects researchers with verified consumers and experts via a mobile app, you can get immediate insights 10x faster, 5x cheaper. Don't believe us? Put us to the test.

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