



After 13 years of agency life supporting global brands' UX research, Dan Berlin opened [WCR](#) in 2021 to offer research on **digital, physical, and real-world experiences** that will uncover ways to align these with users' expectations

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- Usability studies
  - User interviews
  - Product testing
  - Ethnography
  - User stories
  - Diary studies
  - Journey mapping
  - Research for Agile sprints
  - Empathy mapping
  - International research
  - Safe in-person research
  - UXR training
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Whether it's tactical usability or formative ethnography and interviews, we'll help you find the best way to learn what your users need and expect.

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Dan Berlin, Founder and Principal  
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- Need rigorous UX research?
- Out of UXR capacity on your team?
- Don't have a UX team or UXR expertise?
- Want to start a UXR team?

**WCR can help!**

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97 Things Every  
**UX Practitioner**  
Should Know



Collective  
Wisdom  
from the  
Experts

Check out the [97 UX Things podcast](#), a companion to [Dan's book](#)

# CASE STUDIES



## Pharmacy Business Process Interviews

- Client had a robust UX research team and engaged with WCR because the team was busy
  - Quickly learned about pharmacy operations via stakeholder interviews
  - Interviewed technicians and pharmacists to understand current physical / digital processes and opportunities to improve these
  - Produced process maps and associated suggestions for business process improvement
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## Google Cloud Backup Software Usability

- Client had no UX resources and knew they had opportunities to improve their software's interface
  - Conducted remote usability sessions over Zoom with the client's customers and potential customers
  - Provided actionable design insights and recommendations to better align the UI with users' expectations
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## Consumer Journey Map Interviews

- Client's UX team needed a project delivered quicker than they could have done internally
- Interviewed consumers and the clients' franchisees to learn how they went about particular processes
- Produced a journey map that captured the current state of customers' process frictions along the opportunities for franchisees and software to address these