

Quantum DLTape | User Research & Strategy

# DLT living.

## Diving deep into user experience to create new product opportunities

### Overview

Quantum's DLTape is the storage and back-up media of choice in many industries. The value of the platform traced in large part to the unwavering backward compatibility of new drives with legacy tapes. With new competitors challenging the franchise, Quantum needed to understand the archival tape user experience more deeply, in order to identify opportunities for innovation without disruption of established processes and protocols of their installed base. Over the course of four months, Catapult Thinking observed 30 Quantum tape users as they documented the habits and habitats of their DLTape systems usage with annotated photo diaries. Using these diaries and additional data from contextual interviews, experience collages and quantitative surveys, we modeled the consumer experience, recommended improvements to the current product and identified new product initiatives.

### Impact

Our database of innovation opportunities, linked to video clips of users by segment and by activity type, served not only as a resource for new product development initiatives, but as a powerful qualitative archive of DLTape users and their user experience.

- Scope
- User Research
- Product Strategy
- Communications Strategy
- Market Strategy



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.

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