

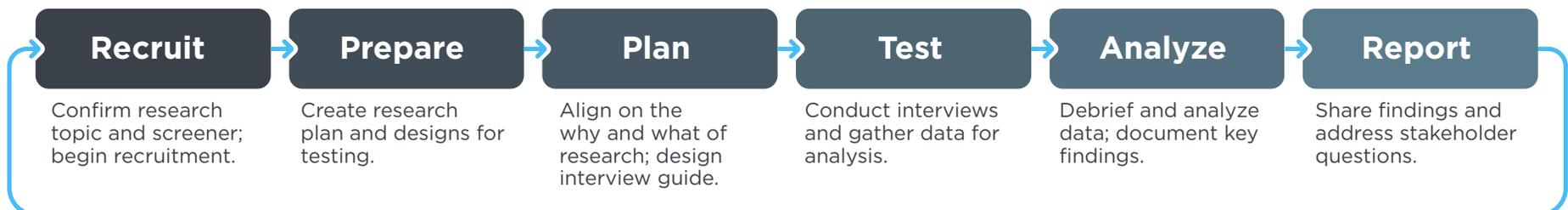
Rolling Research

A steady stream of quality customer insights to design products.

If your organization believes insights from customers should drive the design of products and services, but you struggle to get the time, money, resources, and buy-in to make that happen as often as you need, rolling research is for you.

Rolling research is a light-weight and fast-paced approach to answer research questions and get user feedback at a regular cadence.

- Ⓞ **Fast and effective** – constant feedback from users helps speed up product development
- Ⓞ **Minimize waste** - avoid building features that users don't need
- Ⓞ **Innovate** - get new ideas and solutions to improve customer experience
- Ⓞ **Integrate** - have research become a default part of the design process.



Get the insights rolling

Learn more about our rolling research service and how it can help drive innovation and efficiency in your organization.

Anthro-Tech is a woman-owned Human-Centered Design (HCD) consultancy focused on government agencies, nonprofits, and enterprises with a social impact mission.

- ③ **Leaders choose Anthro-Tech for our expertise, rigor, and unmatched passion.**
- ③ **Our team of UX Researchers, Designers, Content Strategists, Accessibility Specialists, and Organizational Change Managers is data-driven, highly collaborative, and partnership-oriented.**
- ③ **We involve stakeholders in all phases of the project and upon completion, leave a legacy of HCD through training, mentoring, and knowledge transfer.**

BILL & MELINDA
GATES foundation



∞ Meta



For over 25 years, we've partnered with many impactful organizations to transform how they engage their customers, including the Bill & Melinda Gates Foundation, the City of Seattle, Goodwill, Meta, Santa Clara County, WA Department of Transportation, and over 30 county, state, and federal organizations.

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