marvin

Reducing time to impact

Solving the problem of too much data, too many tools, and not enough time in research

Sound familiar?

Surveys piling up.

Interviews waiting to be tagged.

Stakeholders needing customer insights yesterday.

When research isn't built into your team's workflow, you hit a dreaded wall: too much data, too many tools, and not enough time. Marvin solves this by turning scattered feedback into actionable insights at the speed of business.

wave | **PANTHEON** | **Included HEALTH**

See how these companies overcome the challenge with Marvin's help:

Uncover customer insights in minutes, not days

Automate manual tasks to scale capacity without adding headcount

Share insights broadly, so not just researchers read findings

Embed customer understanding into every business and product decision

Always keep a pulse on what customers want

Gain insights 20x faster

Wave's sole researcher, **Josh Litwin**, single-handedly analyzes thousands of NPS survey responses. Before onboarding Marvin, he manually labeled responses, identified themes, and took notes. He spent **half the month, every month,** painstakingly annotating valuable customer feedback.

Manual Workflow

Label responses	Make notes	Identify themes	Manually write report	Share report	Before Marvin
					15 Days

With Marvin's AI, he's automated the entire note-taking and labeling workflow. He runs the annotated data through in-depth thematic analysis to identify patterns. He verifies insights from the referenced sources, then uses Marvin to compile them into a report. Josh now shares takeaways from the NPS survey with stakeholders in just two days.

Automated Workflow with Marvin

Automated labeling & note-taking	AI-assisted thematic analysis	Verify results and add to a report	Marvin auto-updates everyone on Slack and email	After Marvin
				2 Days

He uses the two-week gain to focus on strategic projects and empower non-researchers to run studies independently on Marvin. By removing the bottleneck of manual analysis, Wave can now use customer research to make better business decisions.

> "
>
> We had all the data, but we weren't using it. Now everybody has this pulse on all of these things that are happening. **We can get to a concrete insight in probably half a day**.
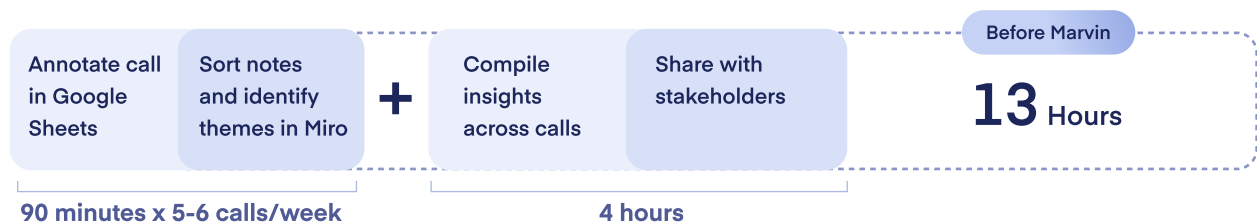>
> *Josh Litwin*
> Researcher at Wave

⚡ PANTHEON™

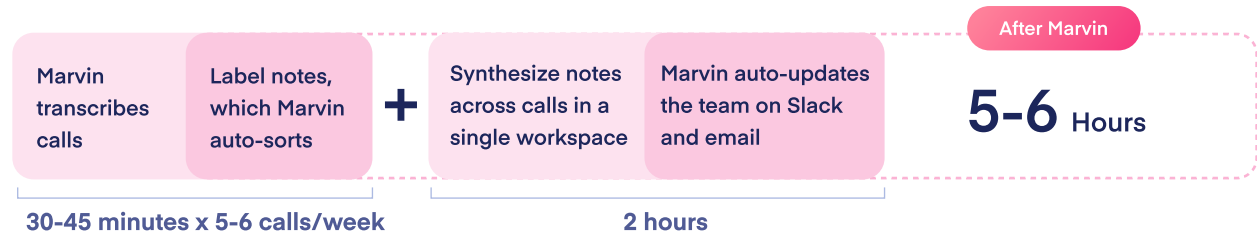# Double research efficiency with one tool

Jenna Harmon, a UX researcher at Pantheon, used to spend a majority of her time annotating customer calls. She took notes in Google Sheets and then transferred them to Miro to identify themes. She spent over 90 minutes compiling insights for each call.

Manual Workflow

Annotate call in Google Sheets	Sort notes and identify themes in Miro	**+**	Compile insights across calls	Share with stakeholders		Before Marvin **13** Hours
90 minutes x 5-6 calls/week			**4 hours**			

Marvin's AI automates transcription, auto-labeling, and note sorting, allowing Jenna to spend more time on synthesis and storytelling. Now, Pantheon's research team doesn't just deliver findings; they lead strategic conversations that shape the roadmap.

Automated Workflow with Marvin

Marvin transcribes calls	Label notes, which Marvin auto-sorts	**+**	Synthesize notes across calls in a single workspace	Marvin auto-updates the team on Slack and email		After Marvin **5-6** Hours
30-45 minutes x 5-6 calls/week			**2 hours**			

> "
> Because I have all my customer calls in one file, I don't need to work across different Google spreadsheets. The **time that it takes me to do the analysis** and share out work from this project **has dropped by 50%**.
>
> *Jenna Harmon*
> UX Researcher at Pantheon

Do 4x more research with the same team & budget

Traditionally, researchers run user studies, deliver findings in stakeholder presentations, and then no one touches it again.

Included Health's **Staff UX Researcher, Mahad Bullo,** used Marvin to help everyone become a researcher, and pull customer feedback out of the shadows. Instead of scaling research with additional headcount, Mahad empowers non-researchers to run their own studies.

Before Marvin

Usability test

Unmoderated survey

Find past research

User study

Create reports

Researchers have to answer all requests, creating a bottleneck

After Marvin

Product managers

Designers

Senior stakeholders

Non-researchers use Marvin to independently run studies

Product managers and designers use Mahad's guidelines, vetted templates, and Marvin's AI-powered platform to conduct and analyze user interviews. And their research finds its way into the work of the product, clinical, and engineering teams

Creating a self-serve research workflow reduced turnaround times down to a single week. Included Health keeps costs low and quality high with Marvin's capabilities.

> "
> The ability to analyze data in Marvin was earth-shattering… **We're doing studies at less than $400 a study now.**
>
> *Mahad Bullo*
> Staff UX Researcher at Included Health

You don't need more research.
You need faster access to what you already have.

Researchers at **Wave**, **Pantheon**, and **Included Health** now spend less time sorting data and more time driving strategy.

They discovered that with Marvin, speed doesn't come at the expense of depth.

Whether you're a solo researcher or part of a big enterprise team, Marvin gives you the leverage to do more of what matters, and less of what doesn't.

Ready to cut research time in half and amplify your team's impact?

Have questions or want a customized walkthrough?

Book Demo