



CUSTOMER PROFILE

Headquarters: Redwood City, CA
Founded: 2004
Industry: Software, Technology
URL: www.evernote.com



THE GOAL

Understand customer interaction across multiple platforms, improve functionality to increase engagement and streamline the sign up process.



THE RESULT

15% increase in user retention and dramatic increase in user engagement.

Evernote Increases User Retention by 15%

UserTesting.com Delivers Actionable Insights on Evernote's Apps Within an Hour and at a Fraction of the Cost of Formal Usability Studies.

UserTesting.com services used by Evernote

- Mobile testing
- Desktop testing
- Moderated testing
- Prototype testing
- Research team
- UserTesting.com panel

How Did They Do It?

UserTesting.com provides Evernote with a large, diverse panel of testers who record their screen and voice as they speak their thoughts. This allows Evernote to uncover where its users might get stuck or frustrated while using their apps. UserTesting.com proved so effective that it is now a key part of Evernote's product development lifecycle – after design and development, and before each refine and release phase. To date, results include improved user retention at a rate of over 15%, as well as a dramatic increase in user engagement.



“Our goal is to provide the best user experience possible on every platform from mobile to desktop to browsers.”

Philip Constantinou | VP of Product, Evernote

“It’s critical that our product teams are independent, can iterate quickly, and can build natively,” said VP of Product at Evernote, Philip Constantinou. “UserTesting.com fits right into our philosophy. With UserTesting.com panels, we receive invaluable feedback, on demand, and across multiple browsers, operating systems and devices. With UserTesting.com, I know we’re making a great product.”

Top 5 Benefits of Evernote’s Implementation with UserTesting.com



1. Device Agnostic

With UserTesting.com, Evernote product managers and designers can watch the app testers’ decisions being made on the screen, as well as where the tester’s hands are physically tapping, swiping, and even resting. Because Evernote apps are available on all three screens (PC, mobile, tablet) across a wide array of devices, this feature is critical.

“This was especially informative on Android because of the variety of Android devices in the market and the various ways people use them. Through UserTesting.com, we discover devices and fix related ergonomics issues before we release anything to the public.”

- Philip Constantinou | VP of Product, Evernote



2. “Fresh Eyes” (From Your Target Audience)

With UserTesting.com, Evernote can select testers that represent specific demographics and target audiences. For Evernote, it was key to get their app in front of users who had never seen it.

“In the past, we used beta testing together with forums to gather early feedback, but UserTesting.com gives us high-fidelity audio/video feedback much more quickly. Also, UserTesting.com lets us try out experimental versions of our applications, which is something we could not do with traditional beta testers.”

- Philip Constantinou | VP of Product, Evernote



3. On-Demand and Lightning Fast

Because of Evernote’s rapid development process (especially for mobile apps), Evernote needed a usability testing solution that could keep up with its frequent iterations and agile process. The company ships betas to large populations weekly and pushes releases to the public every six weeks. UserTesting.com delivers user feedback to Evernote within an hour.

“On a slow Friday night, I have been able to push a build to UserTesting.com and receive quality tester videos in 20 minutes! It’s addictive to find out almost immediately what people think.”

- Philip Constantinou | VP of Product, Evernote



4. Cost-Effective

UserTesting.com provides fast, affordable feedback. Evernote had completed formal usability studies costing tens of thousands of dollars before enlisting UserTesting.com.

“With UserTesting.com’s Enterprise Platform, we can make big changes quickly, virtually eliminated the need for expensive and onerous formal studies. We can also set up tests whenever we want at a fraction of the cost.”

- Philip Constantinou | VP of Product, Evernote



5. Easy-To-Use

With UserTesting.com’s full-featured dashboard for annotating and sharing clips, Evernote can easily make comments while reviewing video clips to mark key insights and analysis. A built-in clip editor also makes it easy to create presentations to share with the development team.

“It’s really easy to sit there, watch a video and annotate it. UserTesting.com’s interface saves comments in exactly the right place. The whole process is almost effortless.”

- Philip Constantinou | VP of Product, Evernote

“With mobile apps, a good user experience will help you avoid those condemning 1-star reviews; increase download numbers; and drive user retention and engagement.”

- Darrell Benatar | CEO and CoFounder, UserTesting.com



“Evernote is passionate about providing the best user experience to its customers, and we are fortunate to have partnered with them.”

Darrell Benatar | CEO and CoFounder, UserTesting.com

Ready to Try UserTesting.com Enterprise?

UserTesting.com Enterprise is a web-based, full service research platform, so no IT support is needed. Our experienced research team administers tests, bookmarks key findings in your videos, and even delivers an actionable report showing you what’s working and what needs improvement.



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About **EVERNOTE**

Evernote is helping the world remember everything by building innovative products and services that allow individuals to capture, find and interact with their memories. Evernote apps are available on all major computer, web, mobile, and tablet platforms. For more information, please visit www.evernote.com.

About **UserTesting.com**

UserTesting.com provides the fastest and most affordable web, desktop and mobile app testing in the market. The company gives marketers, product managers and UX designers, on-demand access to users in their target audience, who deliver audio, video and written feedback on websites or apps in less than one hour.

Used by the top 10 web properties in the U.S., UserTesting.com has run hundreds of thousands of usability tests. UserTesting.com is headquartered in Mountain View, CA. User panels are currently available in the U.S., Canada, and the UK. For more information, visit www.UserTesting.com.