Atlassian gets fast customer feedback with UserTesting at annual event

An innovative approach to capturing user feedback from hundreds of customers, resulting in new feature validation and improved marketing campaigns.
A forum for user feedback

This year’s annual client event, Summit, brought over 2,100 Atlassian customers together for a 3-day experience. Finding target audiences for user testing their enterprise software can be tough going; but at Summit, they had everyone in one place.

Atlassian was looking for a way to collect actionable customer feedback and empower as many customers as possible to voice their thoughts and opinions on early- and late-stage features.

Welcome to the Test Lab

Knowing that there would be more customers in attendance than their team would ever be able to talk to individually, Atlassian decided to create an in-person Test Lab. The lab, complete with kiosk stations, was set up to facilitate unmoderated sessions on-demand. Having these self-guided tests meant their facilitators could accommodate many more customers and check in with people periodically to make sure they heard important feedback.

UserTesting’s cloud-based solution enabled Atlassian’s global team to resolve issues related to their studies on the fly. Their script authors were able to analyze incoming video results while the conference was still in session and quickly iterate. They could capture results, edit prototypes and scripts remotely, and make necessary adjustments to their tests, all without wasting their customers’ time.

Be the Change You Seek

“At Atlassian we encourage everyone to create positive change—we’re constantly looking for ways to improve our company, our products and our environment.”

One of Atlassian’s Core Values

“This combination of in-person facilitation and self-guided usability tests gave a diverse customer audience the chance to collaborate with us on new features in development.”

Ruth Buchanan | UX Researcher, Atlassian
More than 200 sessions—a model worth repeating
Atlassian collected actionable, meaningful feedback across 16 different usability tests. Among those, they validated late-stage features, like JIRA Agile reports. The team even learned that they were using the wrong iconography for a high-profile campaign. They are now considering hosting a booth at other corporate events that they sponsor, like Getting Git Right, so they never lose a chance to gain customer feedback again.

Ready to try UserTesting?
Bad experiences on websites and apps aren’t just frustrating for customers, they cost companies millions of dollars a year. UserTesting makes it easy for you to quickly get feedback from your target market so you can protect your brand, boost conversions, and provide amazing experiences.

About Atlassian
Atlassian is the maker of JIRA, Confluence, Bitbucket, Stash, HipChat, and many other products for collaboration and product development.

Excerpts used in this case study are from an original blog post by Atlassian.

About UserTesting
UserTesting provides the fastest and most affordable web, desktop, and mobile app testing in the market. Watch videos of your target market using your site and gain the insights you need to increase your organization’s customer retention, conversion, and profitability. Improve customer experience and boost your company’s success.