



AUTOMATTIC

Headquarters: San Francisco, CA

Founded: 2005

Industry: Consumer technology

Automattic drives customer-centric improvements on Wordpress.com

Unites a geographically distributed team to focus on optimizations with greatest impact

The challenge

Making product improvements based on support requests didn't yield substantially better experiences

The solution

Outside perspective provided by UserTesting panel yields valuable, shareable customer insights

The outcome

Alignment across a distributed team for optimized product releases results in higher quality products

The challenge

It is estimated that about 25 percent of all websites are built using Wordpress, a popular website platform managed by parent company Automattic. As an open source project run by the Wordpress Foundation, the platform is built and maintained by hundreds of community volunteers as well as several 'Automatticians.'

Due to its open source nature and because there isn't tracking analytics on Wordpress.org, the team does not have much insight into what's working and what's not working on the site. And this was a serious issue for the organization, which actively cultivates a culture that is focused on its customers.

The solution

The team turned to UserTesting to identify potential pain points and areas of friction for users. Collecting user feedback and sharing findings has enabled the team to make strategic product improvements before each release.

Additionally, without a central office and with teams meeting in-person only a few times each year, the ability to easily share insights has been invaluable. Design Engineer Mel Choyce notes, "It's particularly useful for us as a distributed team because we can't all do everything in person. Having something recorded online and in a central place makes it easy to be able to share with our co-workers."

Shaun Andrews, a Designer at Automattic, adds, "We've watched the study recordings at team meet-ups, with people gathered around a TV. Sometimes, it's mind-boggling to watch these videos."



Centralized, shareable insights connect remote team, ensuring everyone is focused on high-impact product improvements.

The outcome

The insights have helped align teams, ensuring everyone is on the same page and focused on providing quality products for users. And whereas the team had previously made updates based on feedback from support requests—a reactive process that didn't necessarily move the product forward in overall experience—gaining objective insights from UserTesting has resulted in the team's ability to build better products for their users. Adds Andrews, "Getting that outside perspective has been really valuable."

About Automattic

Founded in 2005 by Matt Mullenweg, Automattic is passionate about making the web a better place. Automattic projects include WordPress.com, Jetpack, Gravatar, VaultPress, and Akismet. They also contribute to the open source WordPress community through their themes, core development, mobile projects, and more.



ABOUT USERTESTING

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UserTesting enables every organization to deliver the best customer experience powered by human insight. With UserTesting's on-demand Human Insight Platform, companies across industries make accurate customer-first decisions at every level, at the speed business demands. With UserTesting, product teams, marketers, digital and customer experience executives confidently and quickly create the right experiences for all target audiences, increasing brand loyalty and revenue. UserTesting has over 1,200 subscription customers including half of the world's top 100 brands, and has delivered human insights to over 35,000 companies to-date. Backed by Accel and OpenView, UserTesting is headquartered in San Francisco, CA. To learn more, visit www.usertesting.com.