



Headquarters: Palo Alto, CA  
Founded: 2010  
Industry: Consumer technology

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#### The challenge

Ensure upcoming app update meets customer expectations

#### The solution

Gathered feedback using UserTesting's panel to identify feature preferences

#### The outcome

Better product experiences, making iterative product changes aligned with customer feedback

## Flipboard releases improved app tailored to the needs of customers

Generates rapid customer insights to influence product development

### The challenge

Flipboard is a web app that aggregates news and social media content, allowing customers to create personalized digital magazines tailored to their interests and passions. Some of the app's most passionate users invest hours into curating stories, videos and images and sharing their magazines with others.

Given the highly personalized and customer-centric nature of its product, Flipboard wanted to ensure that an upcoming update to its app would continue to delight customers and keep them engaged.

### The solution

Flipboard turned to UserTesting to get customer feedback before, during, and after launch. The Flipboard team was able to conduct a number of different studies, including moderated studies where they watched how customers were interacting with new product features, as well as real-time interviews where they could further probe customer wants and needs using open-ended questions.

By using the UserTesting on-demand panel, the team was able to collect feedback from a wide range of users, both Android and iOS users, and existing as well as first time Flipboard users. They also worked closely with a team of UserTesting researchers, who guided them on structuring their studies to generate maximum insights.

## Getting and integrating customer feedback has now become an essential part of the product and engineering team's workflow.

### The outcome

With access to study participants and research experts supporting their efforts, the team was able to uncover key insights into how changes in the product were affecting behavior and identify which features were (and weren't) working.

The entire development team—including product managers, designers, and engineers—gathered feedback as often and quickly as needed, in alignment with their rapid development cycle. In fact, UserTesting soon became an integral part of Flipboard's development and release process, allowing the team to make iterative changes to the mobile app based on user reaction.

The team shares the study videos across the organization, helping all team members feel more connected to their users. This in turn helps the team build better products based on a strong understanding of how people use them.

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### About Flipboard

Flipboard brings together news, popular stories and conversations around any interest or passion. There's a magazine for everyone—from photography to productivity, travel to technology, fashion to food. And with everything in one place, reading, collecting, and sharing stories has never been easier...or more beautiful. Learn more at [www.flipboard.com](http://www.flipboard.com).



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#### ABOUT USERTESTING

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](http://www.usertesting.com)