



Headquarters: Redwood City, CA
Founded: 2004
Industry: Consumer technology

The challenge

Get customer feedback to support development cycles and ensure consistency across devices

The solution

Turned to UserTesting, including the on-demand panel, to secure feedback from a wide range of users

The outcome

Fifteen percent (15%) increase in user retention and increased user engagement

Evernote increases user retention 15% across multiple devices

Supports rapid product development with feedback from diverse user base

The challenge

Evernote helps customers capture, organize and share notes from anywhere and on any device. The company operates by a rapid development process, shipping betas to large populations weekly and general releases to the public every six weeks. They also build natively and need to ensure that their product is running properly on all devices and operating systems.

The Evernote team had completed formal usability studies previously. However, the high cost (tens of thousands of dollars) and operational hassle prevented the team from running studies as often as they needed to support their product cycles.

The solution

The team turned to UserTesting, leaning on the large, diverse on-demand panel of study participants to get a thorough understanding of where users encounter challenges within their apps. In addition to hearing the study participants as they narrate through their actions and decisions, Evernote product managers and designers are able to watch where the testers' hands are physically tapping, swiping, and even resting. This was especially helpful on Android since multiple devices run on the platform. Because the device type had an impact on the experience, the team needed to be able to identify and fix ergonomics issues before new products were released to the public.

15%

Increase in user retention from launching intuitive, helpful features

In addition to segmenting study participants according to browser, operating system and device type, the team can also share experimental products with participants who are unfamiliar with their application. Where turning to existing customers and user forums in the past might have yielded skewed feedback, targeting non-users that fit the profile of their target audiences results in objective feedback from “fresh eyes.”

The outcome

UserTesting is now a key part of Evernote’s product development cycle. Teams can launch studies whenever and as often as needed, including after design and development and before each refine and release phase. Securing feedback has raised the team’s confidence that they are launching easy-to-use and helpful products, which in turn has improved user retention by over 15 percent and increased user engagement with their apps.

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.



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