



**Headquarters:** Dublin, Ireland

**Founded:** 1984

**Industry:** Travel

### THE CHALLENGE

Lean research team must provide insights to support rapid development cycles

### THE SOLUTION

Compares two self-service solutions, with one clear winner

### THE OUTCOME

- Selects UserTesting based on speed to insights and ease of use
- Rich, shareable findings pinpoint the right product improvements for greater customer satisfaction

## Ryanair flies past the competition with intuitive experiences for booking travel

Europe's #1 airline turns to customer insights as the cornerstone of product improvements

### The Challenge

As the world's largest airline for international flights and Europe's largest airline full stop, Ryanair is a brand rightfully associated with scale and efficiency. This is certainly true for Rui Pereira, Head of UX Research & Usability. As the head of a lean research team supporting Ryanair Labs, the company's digital innovation hub, he was tasked with unveiling insights to support critical customer experience initiatives across Ryanair's flight, accommodation, car rental and full vacation offerings.

For Pereira, this meant a lot of work for a team of two. Explains Pereira, "With every prototype or redesign, teams would come to me for feedback. We do a lot of 1:1 interviews at the airport in addition to other customer qualitative research, remotely, inhouse, and via other methodologies. We have lots of design teams here at Ryanair operating under tight deadlines. We needed to empower product designers to do more of the research and validation on their own."

### The Solution

Dipping a cautious toe into self-service customer insights solutions, Pereira selected two vendors to try out concurrently: UserTesting and another solution. While the two solutions seemed similar, in reality they could not have been more different.

#### 1. Ease of use

Looking back, Pereira recalls, "UserTesting was straightforward and self-explanatory. In just a few minutes, teams were able to use it. [The other solution] was difficult. I had to wait a few months before I could even understand how to use it. And for a non-researcher? Forget it. The research and methodology was too complex for someone who wasn't coming from a research background."

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**New designs may work well in theory, but then in practice, they may not convert for a variety of design reasons. We realize that even small differences can have great impact.**

## 2. Speed to insights

In addition to ease of use, UserTesting provided much faster insights that better aligned with Ryanair's rapid product development cycles. "With UserTesting, I would receive responses within 20 minutes, while [the other solution] had turnaround times of one day at a minimum. With all of the projects we're working on and our tight timelines, it's simply not feasible for us to wait one day or more for these valuable insights."

## 3. Self-service solution

The size of UserTesting's study panel was only part of the swift turnaround. The completely self-service nature of the UserTesting solution made it incredibly fast and easy to get studies out the door. "With UserTesting, it was just about ticking a few boxes and my study would be ready to share. With [the other solution], I had to spend more effort defining sample size and types of customers; I had to do a lot of the legwork and this really slowed things down."

## The Outcome

Pereira found that between the two solutions, there was no contest. The Ryanair team now relies exclusively on UserTesting to support customer-first innovations ranging from large projects to incremental improvements. They used test findings to support a recent redesign of their platform, as well as subsequently to troubleshoot and correct specific features.

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He describes the flight selection experience as one example. "A customer would select the outbound portion of their flight, and in the initial concept design, nothing would change. When we tested it with the UserTesting panel, we realized that the next step wasn't clear and that we needed to do the work for them. With the next update, we made sure the design provided enough affordance to ensure the customer knows what to do next—select the return flight."

The benefits extend beyond incremental product improvements to inform high level strategy. The team turns to UserTesting for competitive benchmarking, getting a pulse on what customers really want that they may not yet be providing. This was helpful as they were improving upon Ryanair Rooms.

"When booking accommodation, we know filtering results is an important part of helping customers evaluate and select their best option. When we spoke with our customers, we found out that what they really want to see is the distance between the hotel and major landmarks. It's something that we noticed about competitor sites but we hadn't realized the importance. We used UserTesting to refine this feature. UserTesting feedback helped us make the right decisions about our product experience moving forward."

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UserTesting  
played a big part  
in that success.**

Having the recordings of the studies makes it easy for Pereira to communicate across teams and to get everyone working together on the next steps. “Anytime I present my findings, I attach the videos of the UserTesting panel. This persuades even the skeptics. If a team member raises a question as to why we need to change a design, I present the video and they can instantly understand and empathize.”

It also instantly grabs the attention of all project and business stakeholders. “When I’m explaining my recommendations, the videos ensure that everyone is 100% engaged. There is something very important and compelling about seeing your customers interacting directly with your products. It’s like you understand—almost immediately—what you need to do to keep them happy.”

Adds Pereira, “Four years ago, we had 60 million customers and today we are flying 140 million. UserTesting supports the team responsible for this success. And we have 1.8 million customers visiting the website daily, making us the most visited airline website in the world. While this is an amazing accomplishment, it also brings a lot of responsibility— but one that we are ready and excited to handle.”

### About Ryanair

Ryanair is Europe’s number 1 airline, carrying over 130 million customers on more than 2,000 daily flights from 86 bases. Ryanair has a team of more than 13,000 highly skilled aviation professionals delivering Europe’s No.1 on-time performance, and an industry leading 33-year safety record. Learn more at [www.ryanair.com](http://www.ryanair.com)

## UserTesting

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## ABOUT USERTESTING

UserTesting enables every organization to deliver the best customer experience powered by human insights. With UserTesting’s on-demand human insights 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 delivers human insights to over 35,000 customers, including the top 10 largest web properties, and is backed by Accel and OpenView. UserTesting is headquartered in Mountain View, CA. To learn more, visit [www.usertesting.com](http://www.usertesting.com).