

## VOXPOPME CASE STUDY

# From Friction to Flow: How a Global Consumer Brand Streamlined UX Research with Voxpopme.

## OVERVIEW

When a global consumer goods company prepared to launch a new line of sustainable household products, they needed to validate whether the eco-friendly claims and packaging designs would resonate with everyday shoppers across both digital and physical contexts.

The team designed a multi-part study to test consumer perceptions of sustainability messaging, gather feedback on the on-pack communication hierarchy, and evaluate the usability of their product detail pages (PDPs) on retailer sites.

But as the project kicked off, their existing UX research setup quickly showed its limits. Running even basic interviews required navigating multiple disconnected platforms and clunky workflows. Testing stimulus and collecting structured follow-up data required hacks and workarounds. The process became more about managing software than uncovering insights.

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**“We were trying to run a pretty standard test, that is, get reactions to the packaging, test a PDP, and follow up with a few rating questions. And we had to jump through four platforms to do it,”** SENIOR CONSUMER RESEARCH MANAGER

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That’s when the team shifted the entire study into Voxpopme.

**75%**

Reduction in execution and reporting time.

**60x**

Faster analysis with AI-powered tool.

**100%**

Tool consolidation for a unified research workflow.

## THE CHALLENGE

### A Broken Stack for a Simple Test.

The research team faced several key pain points with their previous toolset:



**Clunky UX for Participants:** Some participants struggled to access the test environment, especially on mobile devices, impacting completion rates and requiring additional support.



**Delayed Synthesis:** After interviews, the team spent days manually transcribing and coding open-ended responses just to summarize key findings.



**Trial Setup Complications:** During a pilot run of a new workflow, technical barriers slowed progress and kept the team from fully accessing AI-powered synthesis tools that could've saved hours.

Capturing the mood of the team due to the challenges, the lead researcher said,

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**“We weren’t stuck because we lacked ideas. We were stuck because we lacked a system that could do all this in one place.”** LEAD RESEARCHER

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## THE SOLUTION

### How Voxpopme Helped Turn the Project Around.

After consulting with Voxpopme’s customer success team, the research team relaunched the project on Voxpopme’s integrated platform. Here’s what changed:

#### All-in-One Platform, No Workarounds

The team uploaded stimuli, set up the study flow, and invited participants, all within Voxpopme. There were no extra tools or fragmented handoffs. Everything ran in one intuitive workspace.

#### Flexible Study Design Without Compromising Qual Depth

Instead of trying to force rigid rating scales into the research flow, the team embraced Voxpopme’s open-ended video questions, which were analyzed with AI-powered sentiment detection and automated theme extraction. This allowed them to explore reactions to packaging, messaging, and trust in sustainability claims, without sacrificing speed or structure.

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**“We didn’t need to ask, ‘Rate this 1–5.’ The AI pulled out exactly what mattered, where we were winning and where we were losing people’s trust,”** SENIOR CONSUMER RESEARCH MANAGER

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#### AI-Powered Synthesis and Highlight Reels

As responses came in, Voxpopme’s AI transcribed, tagged key themes, and generated video highlight reels the team could instantly share with stakeholders. They told us that they,




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**“...sent our product team a showreel of shoppers explaining why they didn’t trust our sustainability claims. That landed more than any slide deck ever could.”** SENIOR CONSUMER RESEARCH MANAGER

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## Real-Time Follow-Ups with Interview Rooms






For deeper exploration, the team booked moderated interviews using Voxpopme's built-in rooms, complete with:

-  Backroom viewing for stakeholders.
-  Auto-notes and timestamped insights.
-  Clipping tools to package feedback into impactful, insight-ready snippets.

## RESULTS

### From 5 Tools to 1, and 60x Faster Synthesis.

By shifting to Voxpopme, the team delivered the project faster and more effectively than ever before:

-  **75% reduction** in execution and reporting time.
-  **60x faster synthesis** with AI-driven transcription, tagging, and summary tools.
-  **100% platform consolidation**, replacing multiple tools with one.
-  **Full flexibility in study design**, combining structured and open-ended feedback.
-  **More engaged stakeholders**, driven by video-first insight sharing.

## A Simpler Process That Drives Bigger Decisions

Since transitioning to Voxpopme, the team hasn't looked back. With one intuitive system, they've moved on to test:

-  PDP updates for seasonal promotions.
-  Label and copy tweaks for regulated categories.
-  Claims and iconography for a new health-focused product line.

**They're moving faster, learning more, and spending more time influencing product decisions rather than managing backend logistics.**