

VOXPOPME CASE STUDY

Scaling Global UX Research with Streamlined Testing for a Leading Travel Platform.

OVERVIEW

A leading global travel brand, known for its hotel and vacation search engine, set out to scale UX research across priority international markets with a specific focus on Brazil and Portugal.

The company had long used a well-established UX testing platform to conduct moderated and unmoderated research, but as their research needs became more complex and international, the tool became increasingly difficult to scale and manage.

While their previous platform supported core functionality, like task-based testing and video capture, the team struggled with global reach, translation workflows, and project cost, especially when working in non-English-speaking markets or needing to test longer user journeys.

They turned to Voxpopme to streamline workflows, unlock market access, and speed up global insight delivery without compromising on research quality.

60x

Faster analysis with AI-powered workflows.

48%

Reduction in global research costs.

2x

Increase in monthly project volume.

THE CHALLENGE

Complexity, Market Access, and Workflow Inefficiencies.

Despite using a platform that supported both moderated and unmoderated testing, the research team at this travel brand hit repeated friction points:



Difficulty Scaling Globally: Recruiting in Brazil and Portugal consistently proved to be slow, expensive, or unreliable. These markets were critical to the company's expansion efforts, but lacked the seamless recruitment experience of their core regions.



Translation Bottlenecks: Portuguese-language responses required manual translation, often adding several days to the research timeline, which made rapid iteration nearly impossible.



Tool Complexity and Workflow Friction: The previous platform had numerous capabilities, but integrating them through various connections and external project management portals resulted in frustration. As the lead UX researcher put it: "It often felt like we were working around the platform, not with it."



Task Limitations in Mobile Journeys: Mobile is mission-critical for the company's users, but capturing long-form mobile flows, like booking accommodations, filtering results, and toggling between tabs, was cumbersome. Tests were cut short or required workaround setups.



Cost and Usage Constraints: Budget management was a constant challenge. The pricing structure meant unutilized sessions were often lost, and conducting multi-country studies could require additional seats or costly service hours.

THE SOLUTION

How Voxpopme Enabled Scalable, Cost-Effective UX Research.

Already familiar with Voxpopme's video feedback capabilities, the team expanded their use of the platform to include mobile-optimized screen recording, global recruitment, and AI-powered synthesis, all in one environment.

This meant:

Seamless Access to Brazil and Portugal

Using Voxpopme's global panel, the team recruited native speakers in Brazil and Portugal with ease, launching studies in days rather than weeks. They gained valuable feedback on localized booking flows, including how users interpreted payment installment options and navigated translated filter labels.

End-to-End Mobile Journey Capture

With no time restrictions, researchers captured real mobile behavior from start to finish, observing how users:



Selected travel dates and locations.



Compared room types and price tiers.



Navigated loyalty perks and cancellation policies.

“With our old setup, we’d lose the context halfway through a mobile task. Now, we capture the full journey, from tap to checkout, with zero drop-off,” **UX RESEARCH LEAD**

Moderated Testing Without the Overhead

When deeper exploration was needed, Voxpopme's Interview Rooms enabled moderated sessions with built-in backroom observation, automated note-taking, and timestamped highlights, all while reducing session prep and post-session analysis time.

Built-in Multi-Language Analysis

Voxpopme's analysis workflows included Portuguese transcription and sentiment analysis, eliminating the need for external translation services. This accelerated synthesis and empowered researchers to create insight-ready clips and summaries within hours.

RESULTS

Faster, Scalable UX Research with Global Reach.

Switching to Voxpopme delivered measurable improvements across the team's international UX research efforts:



60x Faster analysis through AI-driven transcription, sentiment tagging, and showreel generation.



48% Cost Reduction in global testing efforts, by consolidating tools and avoiding duplicate session fees.



2x Increase in project volume, enabled by more efficient study setup and faster turnaround.



Full Market Access to Brazil and Portugal, unlocking insights from previously hard-to-reach users.



Mobile Testing Without Limits, enabling full task flows without workarounds.

"This is the first time we've had a single platform that works for unmoderated tasks, deep dives, mobile journeys, and global testing." SENIOR RESEARCHER, UX & DIGITAL EXPERIENCES

Organizational Impact of Cost-Efficient UX Decisions

With faster insights, broader market access, and greater cost efficiency, they eliminated the operational friction and market gaps that had long slowed their UX work. Product teams now receive real-time feedback on global user flows. Localization teams act faster on language-specific UX bugs. And research operates with greater independence and control, driving insight-led decisions across design, product, and content.

By replacing complexity with clarity, the team is now positioned to scale globally, iterate faster, and deliver research that meets the pace of the business.