Voxpopme®

VOXPOPME CASE STUDY

Scaling UX Research with Mobile-Friendly Testing for a Digital-First Skincare Brand.

OVERVIEW

A digital-first skincare brand, known for its personalized, direct-to-consumer (DTC) approach, needed to optimize its mobile-first customer experience. With 80% of its audience on mobile and an experience built around multi-step product quizzes, personalized regimens, and mobile checkout flows, the company's consumer insights team faced mounting pressure to deliver actionable UX learnings, fast.

However, the team was small, overextended, and reliant on a rigid legacy testing platform that made it challenging to capture comprehensive user journeys. Running frequent moderated interviews was also not scalable. That's when they turned to Voxpopme.

80%
Faster turnaround on complex mobile UX tests.

60x
Faster analysis after moderated interviews.

2x
More projects completed monthly.

THE CHALLENGE

Limited Bandwidth Meets Inflexible Tools.

Despite the team's strong research culture, they were stuck navigating a set of compounding issues:

Team Bandwidth Was Tapped Out: The team couldn't afford to run lengthy moderated sessions for every test, especially for iterative product flows like product quizzes or checkout optimizations.

Tool Limitations for Complex Tasks: Their current testing platform lacked the flexibility for multi-step experiences. Users were often cut off mid-task, or the recordings lacked the depth needed to inform design decisions.

Mobile Testing Was a Struggle: With the vast majority of their customers shopping on mobile, the team needed authentic, mobile-native feedback, not desktop recordings or simulated mobile flows.

"We had a task where users had to go through a quiz, pick products, and check out. It's five or six screens deep. Our current tool would either cut off or we'd lose context midway," CONSUMER INSIGHTS MANAGER

THE SOLUTION

How Voxpopme Delivered Seamless, Scalable Mobile UX Research.

Voxpopme gave the team a frictionless path forward, offering everything they needed in a mobile-first, flexible UX research solution:

1. Mobile-Ready Screen Recording

Using Voxpopme's app-powered mobile panel, the team launched unmoderated tests that captured true user behavior across multi-step journeys like:

- Completing skincare quizzes.
- Navigating personalized regimen builders.
- Adding products to cart and adjusting auto-replenishment settings.

These tests ran with no time limits, giving researchers full visibility into the experience.

2. Moderated Interviews That Don't Drain Resources

For deeper dives, the team used Voxpopme's Interview Rooms, with:

- Backroom access for team observers.
- Automated note-taking and timestamped observations.
- Built-in tools to clip and share key moments with stakeholders.

"We used to spend half a day just recapping interviews. Now the notes and timestamps are waiting for us as soon as the session ends. You can't begin to grasp how freeing this is,"
CONSUMER INSIGHTS MANAGER

3. Built-In AI Features Without Overhead

Even within a tight budget, the team could use automated transcript mapping, theme extraction, and sentiment analysis, reducing manual synthesis while staying within scope.

4. All-In-One, Flexible Workflow

Because screen recordings, interviews, and AI analysis happened on a single platform, the team could move from test design to stakeholder-ready deliverables in less time with less effort.

RESULTS

Leaner Research, Deeper Insights, Faster Delivery.

With Voxpopme, the team dramatically improved both the pace and quality of their research:

- **80% Faster turnaround** on complex task-based mobile tests.
- **60x Faster post-interview synthesis** with automated note capture.
- **2x More Projects** completed monthly, thanks to reduced researcher time.
- **Full visibility into true user journeys,** start to finish, on mobile.

The insights helped them optimize high-value flows, such as quiz conversions, skincare routine builders, and cart recovery strategies.

With a mobile-first, flexible UX research platform (read: Voxpopme), this skincare brand transitioned from bandwidth bottlenecks and tool limitations to a research engine that scaled with their team.

Richer insights, faster workflows, and effortless mobile testing help them shape digital experiences that match the quality and care of their skincare products.