How Your.MD Gained Quick User Validation Across Multiple App Features
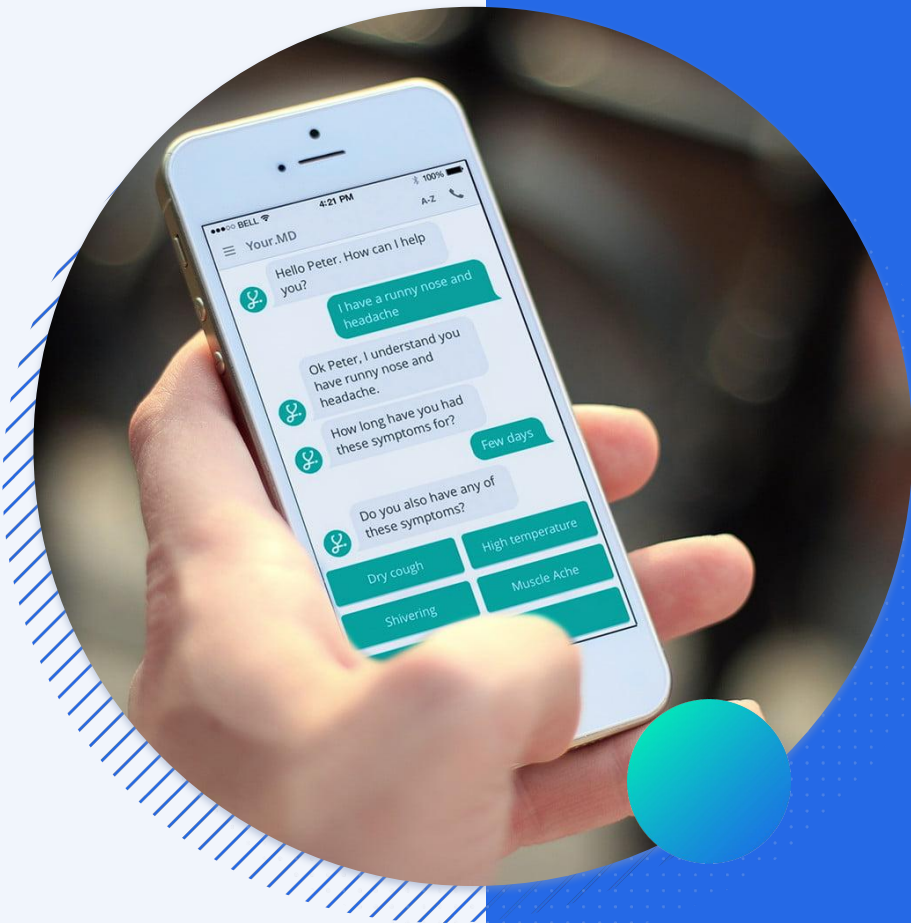
Website: www.your.md | **Industry:** Health Tech | **Region:** Global | **Size:** Medium | **Type:** B2C

How is Your.MD doing it?

Challenge: Your.MD has set out to help anyone, anywhere find safe, reliable and personalized support for their health. Your.MD sought out to enhance its UI and UX to strengthen their product, but decided using a recruitment agency to acquire testers was too time-consuming. The product team needed quick validation across multiple app features.

Solution: Your.MD primarily looked to gain more granularity on how their users behave and interact with the app first-hand, identifying any pain-points in the user experience. The team used both moderated testing with Live Conversations, as well as quick, unmoderated research.

Outcome: Your.MD gained crucial insights to inform their design concepts quickly, which meant the team was able to meet their deadline for going to market. This included verifying market positioning. With this input, they were able to increase US customers, as well as customer retention.

Impact

Increased customers and customer retention

Aligned feature development with user experience insights

Gained crucial insights in design concepts and market positioning

UserTesting has given us invaluable, instant insights into our customers

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