

Overview

Based in Berlin, Germany, and founded in 2007, Babbel is the top-grossing language-learning app worldwide. Using an empirically-proven method that enhances language learning with advanced technology, Babbel has millions of active subscribers.

Key takeaways

- User feedback allowed Babbel to create personas to better understand its language learners, the problems they face, and how to better serve them.
- Integrating user feedback helps Babbel prioritize key objectives and improve the customer experience within the product roadmap.
- Faster validation on new features and products with quick turnaround on user feedback.

Babbel wanted an easy way to identify and target users across multiple platforms, including its highly-rated mobile and web apps. It needed to capture actionable data from its diverse user base, which consists of users selecting from 14 languages across 7 different display languages (over 100 language combinations), to help teams make the right product decisions.

The challenge

Babbel transitioned to a customer-centric approach, in which product teams sought to implement changes based on understanding user problems instead of relying on internal logic and team structure. Despite its best intentions to incorporate user feedback, Babbel was unable to gather feedback from the right users. As a result, teams tested solutions with users who did not represent their target audience. Teams were only able to run qualitative experiments, leaving them without quantitative validation of their proposed solutions.

“ After implementing Usabilla, it was the first time we were able to get a fully representative understanding of our mobile app users, which are our core user base. ”

Kristina Kennedy
UX Researcher, Babbel

The solution

Babbel searched for an easy to use and flexible tool that satisfied both the research team and tech team. Usabilla was the perfect solution because it offered the research team the ability to gather feedback from their core audience across multiple platforms. It also provided UX Researchers with rich data coming from the web, Android, and iOS apps.

“*With the targeting abilities for campaigns, you can increase confidence within your teams that you’re talking to the right people. With Usabilla, we can make sure that we’re getting the most representative audience that we can.*”

Rachel Lynch

UX Researcher Lead, Babbel

After implementing Usabilla, Babbel gathered survey responses from over 2,000 mobile learners. The feedback helped Babbel build a new segmentation model of its user base, which was presented to the whole company in the form of user personas. These personas are now routinely used throughout the company by a variety of teams, many with very different goals. Teams now develop solutions tied to validated user problems because they have a better understanding of who the users are, what problems they face, and their required needs.

The Usabilla implementation also enabled Babbel’s product team to drastically decrease the time required to prioritize problem-solving solutions. Previously when tackling a problem, Babbel’s teams would consider various options and spent a full quarter working through a list of possible solutions. Now, teams can execute quantitative validation of multiple solutions with Usabilla within two weeks. This allowed more user-centric decisions to be made, and ultimately led to faster product improvements for Babbel’s language learners.

Usabilla has helped Babbel to

- Make informed decisions while building a roadmap based on users’ actual needs.
- Deliver value to other groups beyond UX quickly, thanks to the richness of the incoming data and smooth implementation.
- Collect omnichannel feedback through the site and app to get a clear representation of the entire customer base.
- Increase confidence across all teams, knowing they are talking to the right customers by using Usabilla’s targeting feature for campaigns.
- Monitor changes in customer satisfaction via NPS data collected on a rolling basis
- Improve the speed of concept testing by over 10 weeks, all through quantitative validation using Usabilla.

Overall, Usabilla has helped Babbel improve its product development through the use of personas, encourage other teams to incorporate user research, and to prioritize the product roadmap.

Up next, Babbel is committed to delivering the product its users need. The company is developing persona-specific questions to help identify particular users within the product and recruit them for research. With this, Babbel can accurately target campaigns to specific personas for richer data.