

London, 5th May 2020

VoIP Studio is an award-winning application offering telecommunications services for business users via the Internet. It offers the full range of PBX functions and a wide variety of integrations. It is aimed at the international market, including the United States.

A intuitive and user-friendly interface is the most important aspect of an application from the user's point of view, which may play a key role in choosing a solution. Thus we have decided to commission Webmetric to conduct scenario studies with users, focusing on two key elements.

The studies were conducted in two groups - IT specialists, responsible for choosing the solutions, and sales specialists, the end-users of the application. During the study the specialists from the agency have observed user behavior and listened to the feedback.

The users were provided with a number of task scenarios, the end result of which were recordings for our development team and a detailed report including recommendations.

The data presented allowed our team to learn about the users' real behavior and notice barriers and difficulties on the way to conversion and satisfaction from using the application. We were able to take a step back and look at the solutions we create from a fresh perspective and better understand our users. Thus the studies have become the foundation of the changes on which the new and improved version of the application is based.

Yours sincerely,



Rob Seymour
MARKETING DIRECTOR