How NU.nl uses the feedback of millions of users to optimize its digital products

NU.nl is an online news provider. Launched in 1999, NU.nl has been bringing news to the Netherlands for twenty years. As a digital news company, NU.nl uses data to drive daily decisions. That’s why they came to Usabilla looking to collect user feedback to drive their roadmap and optimize their products. User feedback gives NU.nl a better understanding of their users wants and needs, and has quickly become an integral part of their product and processes.

Why did NU.nl choose Usabilla?

Ease of implementation and advanced targeting options were leading in the decision to integrate Usabilla. The team at NU.nl chose Usabilla specifically for its speedy mobile implementation and capacity of load within apps. NU.nl reaches millions of people every day, so it’s important for them to use secure third-party technology and to be able to target very specific groups within their apps. Because implementing Usabilla and collecting feedback is quick and easy, NU.nl chose Usabilla for its impressive time-to-value.

NU.nl also needed an easy-to-use and customizable feedback solution. Team members using the HTML-editor inside a form or campaign chose Usabilla based on how easy it is to adjust a feedback form just how you want it to be. One NU.nl team member commented on the ease of use saying, “It shows the possibilities a platform like Usabilla has.”

Project:
NU.nl integrated Usabilla in the process of redesigning the website. Before the redesign, NU.nl determined a few qualitative performance indicators important to the NU.nl products. While the team A/B tested the redesigned parts of the website, they targeted users in the control-version and the variant-versions through Usabilla.

Process:
They asked users to give a grade to those qualitative performance indicators like ‘ease of reading’ and ‘overview’. They compared the qualitative results of the control versus the variant. They then combined those results with the data from the A/B test to make their final design decisions.

Results:
One of the A/B tests variations showed a positive result in the quantitative data, but a very negative result in the qualitative result. Oftentimes, quantitative data tells you what is going, but qualitative data shows you why. With Usabilla’s qualitative feedback, they decided not to change that aspect of the website.
Benefits

**Product Roadmap**
User feedback constantly gives NU.nl input for the roadmap and for product optimizations.

**Products & Processes**
User feedback became a natural part of NU.nl’s products and the processes. The NU.nl team integrates uses user feedback into all aspects of their digital process. From signaling new features to finding and fixing bugs, making UX improvements, prioritizing their roadmap and validating their A/B-tests.

**Integrations**
NU.nl uses the Usabilla integration with Zendesk to quickly follow-up and ask for more details if they need to reproduce a certain bug.

**Dark Mode**
The number of users requesting “dark mode” in the NU.nl app forced the NU.nl team to see how important dark mode was to their users, so they decided to build it. Now, ten to fifteen percent of their user-base uses dark mode. Thanks to Usabilla’s feedback collection methods, this is currently one of NU.nl’s main features.

NU.nl began collecting feedback from their millions of viewers every day in an effort to become more data-driven. Whether capturing feedback on A/B variant tests as a means to measure qualitative improvements, recreating bugs to fix in Zendesk, or learning about features customers really want, like Dark Mode, NU.nl has the voice of its customers in the palm of their hand. With Usabilla, they can maintain customer-centricity by listening directly to their customers and making changes based on the insight Usabilla offers to them.

“The support is great!”

**Niels Kaspers**
Product Manager