

How Stockholms Länstrafik Made User Testing Effortless with inamo

Stockholms Länstrafik (SL) is the force behind Stockholm's public transport — running everything from buses and metros to ferries and commuter trains. Their goal? Make travel safe, sustainable, and accessible for everyone in the region. But even the best systems need real-world input.



The Challenge

Hard to Test Without the Right People

SL had plenty of ideas and improvements in the pipeline. What they didn't have was a **reliable way to find the right people to test them**. Finding qualified participants was slow and complicated, which often led to delays and missed opportunities to improve user experience.

The Fix

Bringing inamo Onboard

That's when inamo came in. **SL defines the kind of users they want for a particular test ; inamo handles the rest**. From finding the right match to making sure they're prepped and show up on time, Inamo took recruitment off SL's plate entirely.



Here's how inamo delivered qualified participants, fast

- 1 SL submitted a project via the inamo Customer Portal
- 2 The project was published to inamo's member base
- 3 Continuous updates & dialogue went on recruitment status
- 4 Participants were reviewed, booked & confirmed via the portal
- 5 Legal agreements signed prior to participation
- 6 Testing was conducted; with inamo on standby
- 7 Participants were compensated directly

The Results

Faster Research, Better Feedback

Inamo is more professional than several other providers I have worked with in the field of user research support. They understand what is important and what we want to achieve with their services. They are proactive and eager to continuously improve their offering and services.

— Gro, Design Lead SL

In 2025 alone, SL completed

12 Successful Projects | with | 61 Participants

all arranged by inamo.

What changed?

No more scrambling for participants

Every session started on time

Testers were engaged, diverse, and tech-ready

SL's team could focus on insights, not logistics



Why the Partnership Worked

This isn't a one-off. SL and inamo continue to work together on project after project. Sometimes inamo runs full-scale recruitment; other times they just support behind the scenes.

Whatever the need, inamo stays
flexible, fast, and easy to work with.



The Bigger Picture

With the participant piece finally handled, SL can keep doing what they do best ; building better transport experiences for everyone in Stockholm. This is how Swedish public transport is taking a new leap



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