

Welcome to Product Talk #11

A quarterly preview of new features from the product team at User Interviews.

While we're waiting...



Introduce yourself in the chat

Share your name, role, and location



Use Q&A for questions

You can ask and upvote questions



Look out for several audience polls

We'd love your input

| Welcome to Product Talk



Carol Guest
Product Team



Claire Mai
Product Manager



Paolo Appley
Group Product Manager



Erin May
SVP Marketing

ICYMI: Top 5 Latest

Better Screeners

Multiple choice updates
More question types

Team Scheduling

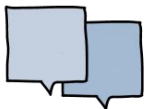
Session roles
Automatic scheduling

Workflow Overhaul

Redesigned workspace
Upcoming priorities

Supporting Admins

Guardrails
Visibility



What are you most excited to hear about today?

While we're here: Set your chat to **Everyone** so everyone can see your responses.

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ICYMI: Top Five Recent Launches

| Top Five Recent Launches

HUB ONLY

Use Hub emails to communicate regularly with your Hub population. Send emails about research initiatives to segments of your panel, without needing to create a project.

VIPs

Bulk Actions ▾

✓	Action	Email
✓	View	yeoh.m@everythingeverywh
✓	View	g.d.torro@pinnocchio.com
✓	View	b.fraser@thewhale.com
✓	View	m.m.keeravani@rrr.com
✓	View	e.berger@allquiet.com
✓	View	j.friend@allquiet.com
✓	View	j.l.curtis@everythingeverywh
✓	View	quank.y@allatonce.com

13 selected Select all 13 participants

Compose email for (13) participants




Create an email to send to your selected participants. Messages will use the default branding found in your team settings. This email will be sent to **each participant individually**.

Selected participants: ⓘ
Michelle Yeoh; Guillermo del Torro; Brenden Fraser; Marakathamani Keeravani; Edward Berger; James Friend; + 7 more

Sender profile (From): ⓘ
Star Research Labs (research@starlabs.com)

Subject line:
New feature update! Coming June 2023!!

Message:

B I   


Hi from Company X!
If you are reading this you participated in a study to help us make improvements to our by testing out a feature. We appreciate all the feedback and wanted to send you an update on progress.

We are currently in the process of refining the feature and working out some of the bugs. We are looking to have this feature available within the next couple of month!

[Send me preview](#) Cancel Send bulk email

←
🗑️ ⌚ ↺ 📁 📄 ⋮
24 of 3,621

New feature update! Coming June 2023!! Inbox x Updates x




Star Research Labs <research@starlab.com>

To me ▾

May 30, 2023, 2:46 PM (3 days ago)

★ ↶ ⋮



Company X

Hi from Company X!

If you are reading this you participated in a study to help us make improvements to our by testing out a feature. We appreciate all the feedback and wanted to send you an update on progress.

We are currently in the process of refining the feature and working out some of the bugs. We are looking to have this feature available within the next couple of month!

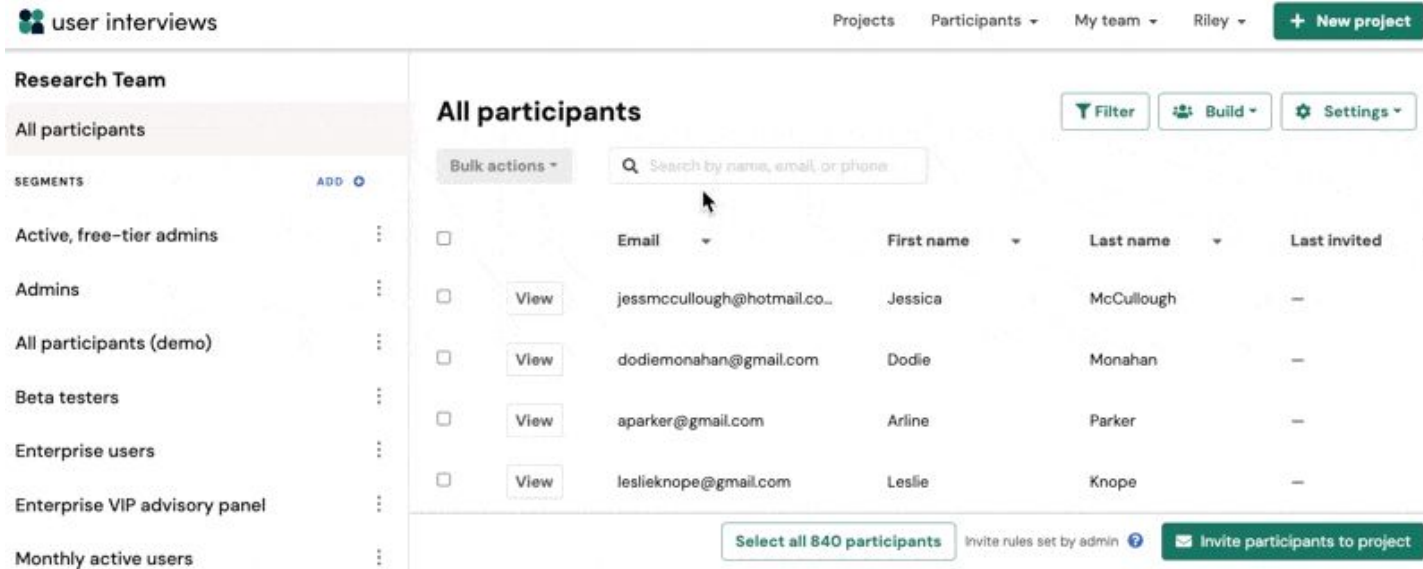
Best,
Jill

[Unsubscribe](#)

Top Five Recent Launches

HUB ONLY

Search for individual participants in Research Hub. Researchers can now search for participants in the Hub table using their first name, last name, email address, and phone number. Look for more updates to Hub search soon.



The screenshot shows the 'All participants' view in the Research Hub. At the top, there are navigation tabs for 'Projects', 'Participants', 'My team', and 'Riley', along with a '+ New project' button. On the left, a 'Research Team' sidebar lists various segments like 'All participants', 'Active, free-tier admins', 'Admins', etc. The main area displays a table of participants with columns for 'Email', 'First name', 'Last name', and 'Last invited'. A search bar at the top of the table is labeled 'Search by name, email, or phone'. Below the table, there are buttons for 'Select all 840 participants' and 'Invite participants to project'.

	Email	First name	Last name	Last invited
<input type="checkbox"/>	View jessmccullough@hotmail.co...	Jessica	McCullough	—
<input type="checkbox"/>	View dodiemonahan@gmail.com	Dodie	Monahan	—
<input type="checkbox"/>	View aparker@gmail.com	Arline	Parker	—
<input type="checkbox"/>	View leslieknope@gmail.com	Leslie	Knope	—

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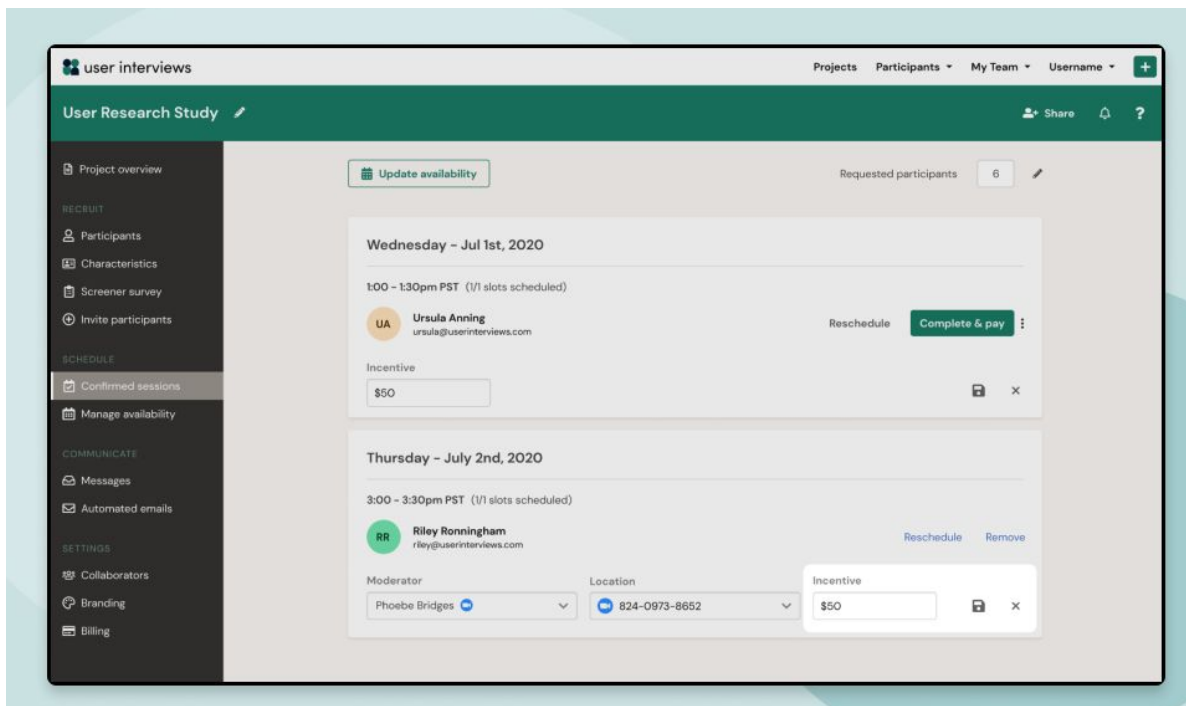
- Redesigned workspace
- Upcoming priorities

Supporting Admins

- Guardrails
- Visibility

| Top Five Recent Launches

Introducing flexible incentives: Adjust incentives after launching a project, or offer participants bonuses. Modify the incentive amount for your entire project or for an individual participant, depending on your needs



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| Top Five Recent Launches

Universal upgrades to participant profiles. Access all the user data you need to make the right recruiting decisions. Now including post-session notes.

New User Onboarding Study Active

Project overview

RECRUIT

Participants

Screener survey

Invite participants

SCHEDULE

Confirmed sessions

Manage availability

COMMUNICATE

Messages

Automated emails

SETTINGS

Collaborators

Branding

Billing

Help

Search by name or email... All statuses All ratings Filter Actions

Showing 1 - 7 of 7 50 per page

Status	Rating	Participant	Email	Phone
Approved (100% match)	No rating	L K Leslie Knope	leslieknope@gmail.com	
Qualified (100% match)	No rating	Z F Zackary Feeny	zfeeny1@gmail.com	
Qualified (100% match)	No rating	M B Myra Bartoletti	myra.b@hotmail.com	
New Qualified (100% match)	No rating	D M Dodie Monahan	dodiemonahan@gmail.com	
New Qualified (100% match)	No rating	A P Arline Parker	aparker@gmail.com	
Not a fit (67% match)	No rating	J G Jarvis Gleichner	jgleichner@gmail.com	
New Unqualified (67% match)	No rating	J M Jessica McCullough	jessmccullough@hotmail.com	

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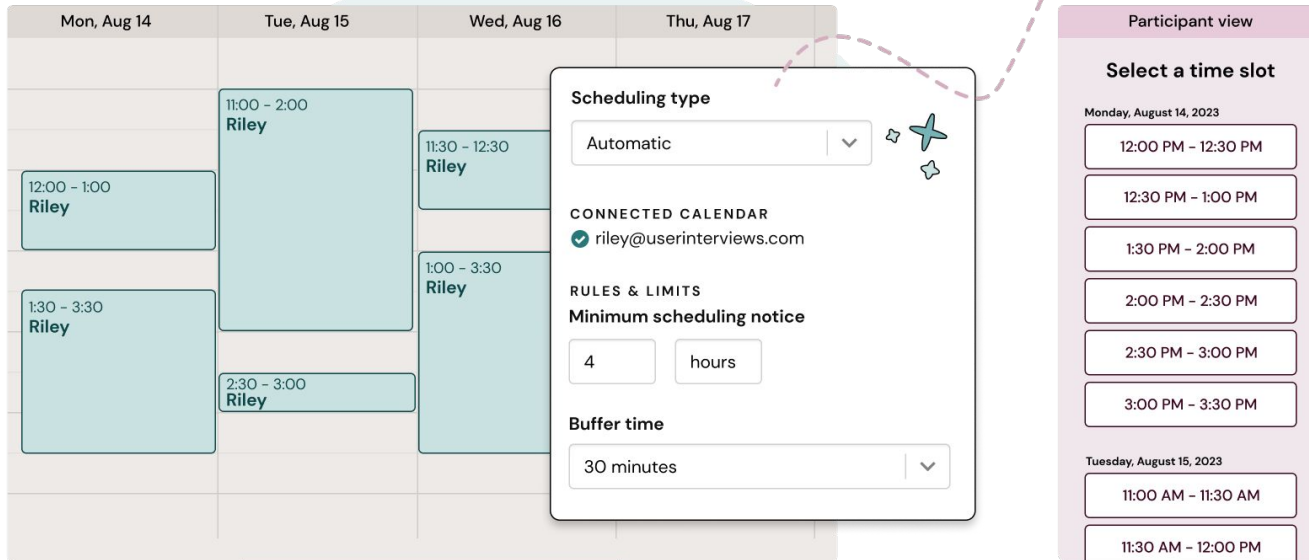
Guardrails
Visibility

| Top Five Recent Launches

Automate scheduling for your research project. Simply sync your calendar and set your preferences and participants will be able to find times with you in any open slot.
Now available for projects with a single moderator and Google calendars.

CALENDAR

Manage sessions



The screenshot displays a calendar interface for managing sessions. The calendar shows dates from Monday, August 14 to Thursday, August 17. Sessions are represented by teal blocks with names like 'Riley' and time slots. A modal window is open over the calendar, showing scheduling preferences:

- Scheduling type:** Automatic (dropdown menu)
- CONNECTED CALENDAR:** riley@userinterviews.com (checked)
- RULES & LIMITS:**
 - Minimum scheduling notice:** 4 hours
 - Buffer time:** 30 minutes

To the right, a 'Participant view' panel shows a list of available time slots for Monday, August 14, 2023, and Tuesday, August 15, 2023.

Participant view

Select a time slot

Monday, August 14, 2023

- 12:00 PM - 12:30 PM
- 12:30 PM - 1:00 PM
- 1:30 PM - 2:00 PM
- 2:00 PM - 2:30 PM
- 2:30 PM - 3:00 PM
- 3:00 PM - 3:30 PM

Tuesday, August 15, 2023

- 11:00 AM - 11:30 AM
- 11:30 AM - 12:00 PM

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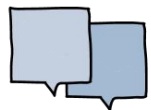
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In the chat, have you used any of these features? What's working?
What's missing?

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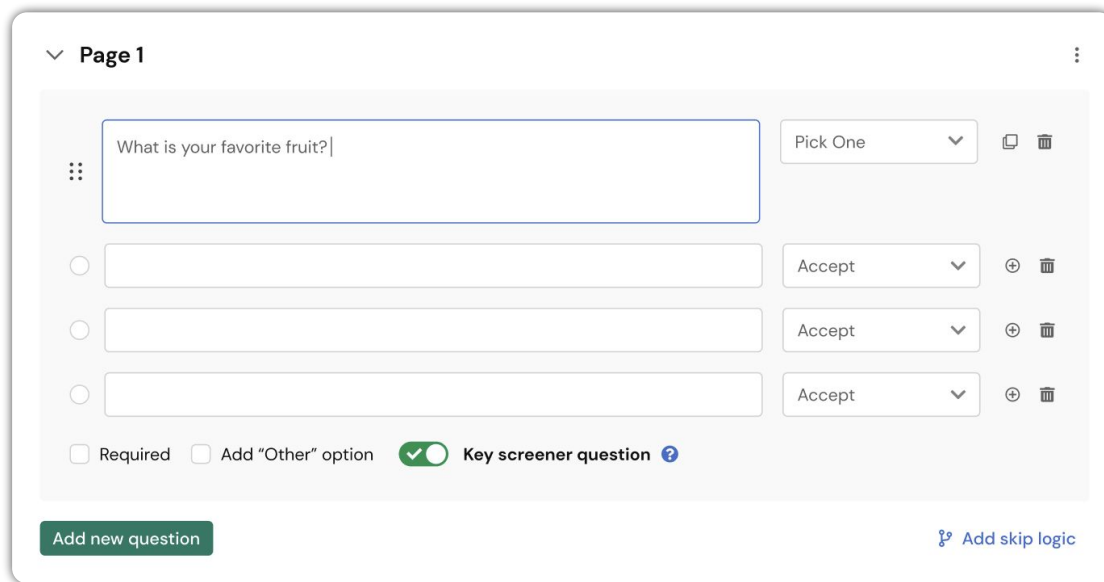
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 user interviews

Better Screeners

Build screeners faster with updated multiple-choice questions. We made a number of improvements to our most popular question type. Researchers can bulk enter answer options for multiple choice questions and participants can write in an “Other” option.



The screenshot shows a question editor interface for a multiple-choice question. At the top left, it says "Page 1" with a dropdown arrow. The question text is "What is your favorite fruit?". To the right of the question text is a dropdown menu set to "Pick One" and two icons (copy and delete). Below the question text are three answer options, each with a radio button, a text input field, and a dropdown menu set to "Accept". To the right of each answer option are two icons (add and delete). At the bottom left, there are three checkboxes: "Required" (unchecked), "Add 'Other' option" (unchecked), and "Key screener question" (checked). To the right of the "Key screener question" checkbox is a question mark icon. At the bottom left, there is a green button labeled "Add new question". At the bottom right, there is a blue link labeled "Add skip logic" with a plus icon.

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Get more valuable input with more question types. Next up, we're exploring several ways to help you find the right participants, including matrix questions, skip logic enhancements, and participant video and photo uploads.

Question 1

Please select your preferences for the following food items

Pick any - grid

	Dislike	Neutral	Like
Ice cream	May select	May select	May select
Pizza	May select	May select	May select
Cheeseburger	May select	May select	May select

+ Add row + Add column

🖱️ Edit qualification logic by clicking on the cells within the grid

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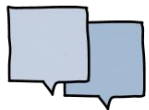
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Which screener enhancements would most help you and your team?

- Matrix questions
- Video and file uploads in the screener answer
- Video and photos in the screener question
- Question skip and display logic
- Find participants on past screener answers
- Other – Share in the chat!

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On the horizon, a stronger panel over time. We are exploring ways to capture and find more valuable participant information across the User Interviews panel and Research Hub.



Capture more information on each participant with updates to screeners and opt-in forms and keeping participant profiles up to date.



Find your best participants by searching on across the full participant profile in Hub and Recruit.

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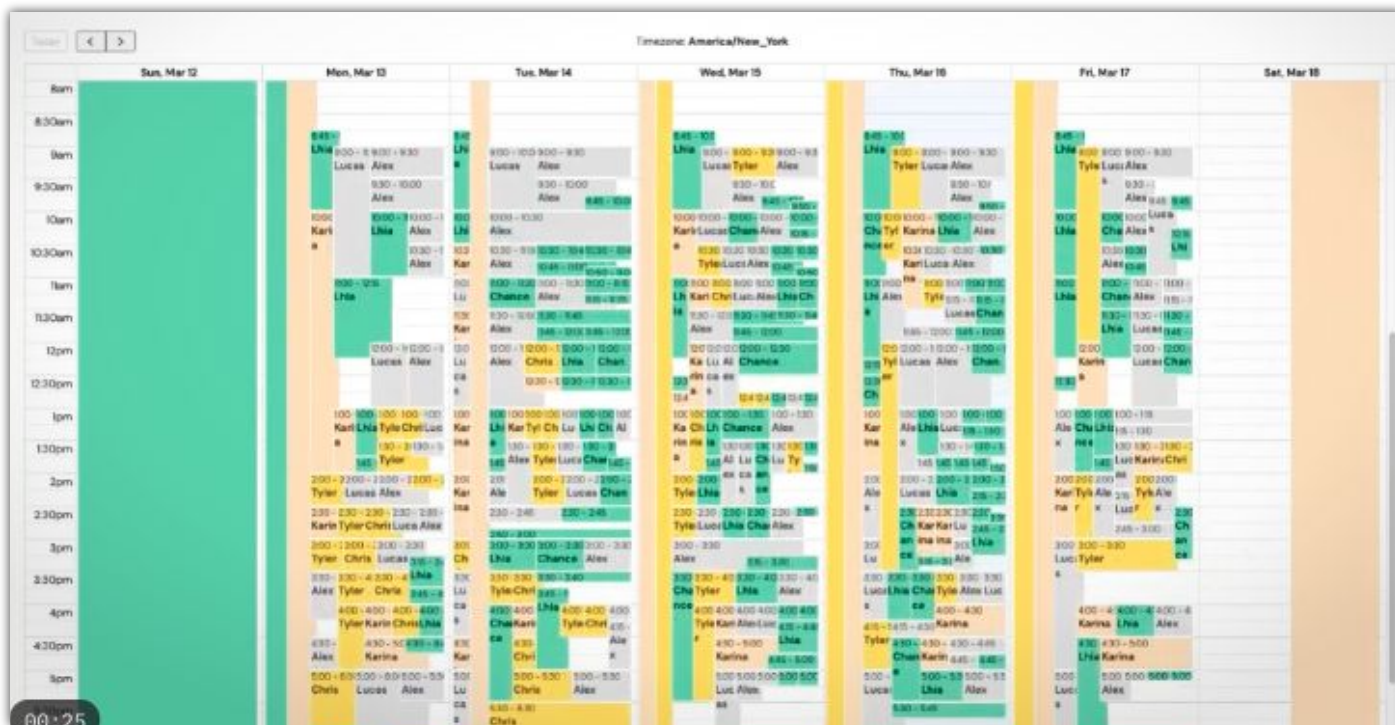
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Scheduling with your Team

Scheduling is work for one person. And real puzzle for a team.



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| Team Scheduling COMING SOON

Coordinate your team with session roles. You can designate who must attend and who is optional, so you can find times that work for the team and schedule only those that need to be there.

The screenshot shows a scheduling interface for the week of April 30 to May 6, 2023. The calendar grid displays sessions for various team members: Mickey (11am-12pm), Minnie (12pm-1pm), Donald (1pm-2pm), and Daisy (1pm-2pm). A 'MANAGE SESSIONS' panel is open, showing the following session roles:

- Moderator**: They will own session location links and calendar invites. Use their connected calendar to determine availability.
- Required**: They will be invited to all sessions. Use their connected calendar to determine availability.
- Optional**: Do not consider their availability. They will receive invites to all sessions.
- Not included**: Do not schedule around their availability and do not invite to sessions.

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| Team Scheduling COMING SOON

Automate scheduling for your team. Connect your calendars, set your preferences, and we'll do the rest for you. We will find times with work for your whole team and send calendar invites and reminders, so you can focus on the research.

The screenshot displays a calendar interface for the week of April 30 to May 6, 2023. The calendar shows sessions for Mickey, Minnie, and Daisy. A settings panel on the right is open, showing options for 'Scheduling type' (Automatic and Manual) and 'Session distribution'. A tooltip is visible over the 'Automatic' option, explaining that it makes any available times fit your scheduling rules available to participants. Below the tooltip, there are checkboxes for 'Daisy Duck' and 'Donald Duck', and options to 'Invite collaborators to confirmed sessions' and 'Show unconfirmed sessions on my calendar'.

	Sun 4/30	Mon 5/1	Tue 5/2	Wed 5/3
all-day				
7am				
8am				
9am				
10am				
11am			11:00am - 1pm Mickey	
12pm		12:00pm-1:00pm Minnie	1:00pm-1:30pm Daisy	
1pm				

Automatic
Any available times that fit your scheduling rules will be available to participants.

Manual
Click to define exact time ranges you would like participants to sign up for.

- Daisy Duck
- Donald Duck
- Invite collaborators to confirmed sessions
- Show unconfirmed sessions on my calendar

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Revamping the Research Workflow

| Revamping the Research Workflow

Researchers have four important needs for leading research. We are redesigning the project setup and management process in User Interviews to support more fast, iterative, collaborative, and flexible research.



Fast

Researchers have a sense of urgency



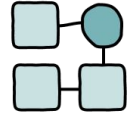
Iterative

Researchers learn as they go



Collaborative

Researchers want research to be a team sport

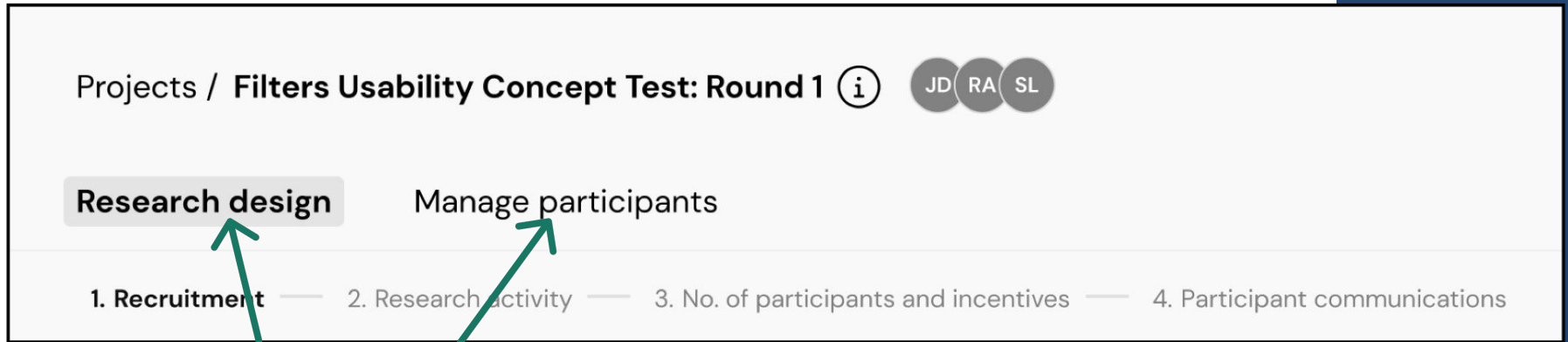


Flexible

Researchers have a wide variety of research approaches

| Revamping the Research Workflow

Fast and iterative. A single interface for setting up and managing the research experience.

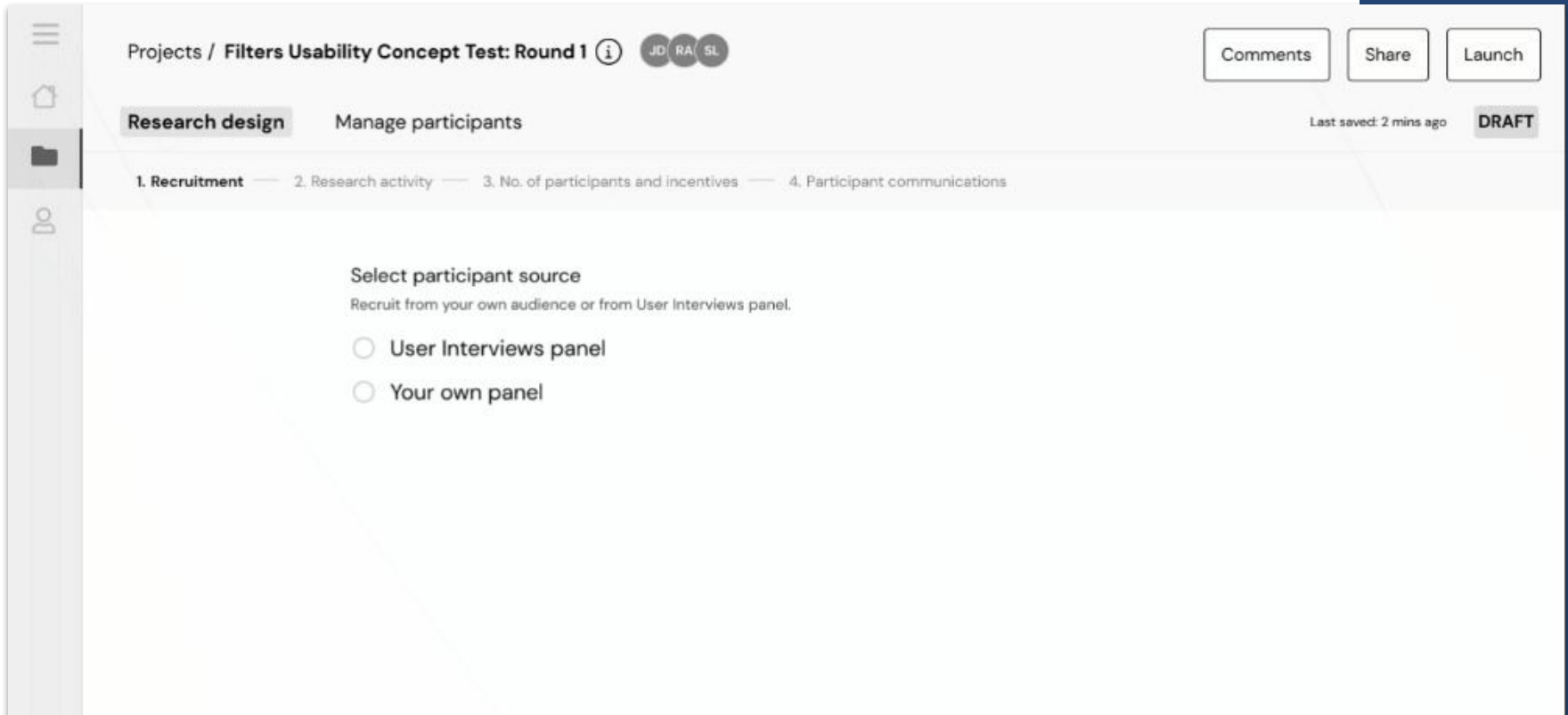


The screenshot shows a web interface for managing research projects. At the top, it displays 'Projects / Filters Usability Concept Test: Round 1' followed by an information icon and three user avatars labeled 'JD', 'RA', and 'SL'. Below this is a navigation bar with two main sections: 'Research design' (highlighted with a grey background) and 'Manage participants'. Under 'Research design', there are four numbered steps: '1. Recruitment', '2. Research activity', '3. No. of participants and incentives', and '4. Participant communications'. Two green arrows originate from a text box below and point to the 'Research design' and 'Manage participants' sections.

Single interface for
setting up and managing
research

| Revamping the Research Workflow

Redesigned setup experience



The screenshot displays a web interface for a research project. At the top, the breadcrumb 'Projects / Filters Usability Concept Test: Round 1' is followed by an information icon and three user avatars labeled 'JD', 'RA', and 'SL'. On the right, there are buttons for 'Comments', 'Share', and 'Launch'. Below the breadcrumb, the 'Research design' tab is active, with 'Manage participants' as a sub-tab. A status indicator shows 'Last saved: 2 mins ago' and a 'DRAFT' label. A progress bar at the bottom of the header shows four steps: '1. Recruitment' (active), '2. Research activity', '3. No. of participants and incentives', and '4. Participant communications'. The main content area is titled 'Select participant source' and includes the instruction 'Recruit from your own audience or from User Interviews panel.' Two radio button options are provided: 'User Interviews panel' and 'Your own panel'.

Projects / Filters Usability Concept Test: Round 1 ⓘ JD RA SL

Comments Share Launch

Research design Manage participants

Last saved: 2 mins ago DRAFT

1. Recruitment — 2. Research activity — 3. No. of participants and incentives — 4. Participant communications

Select participant source

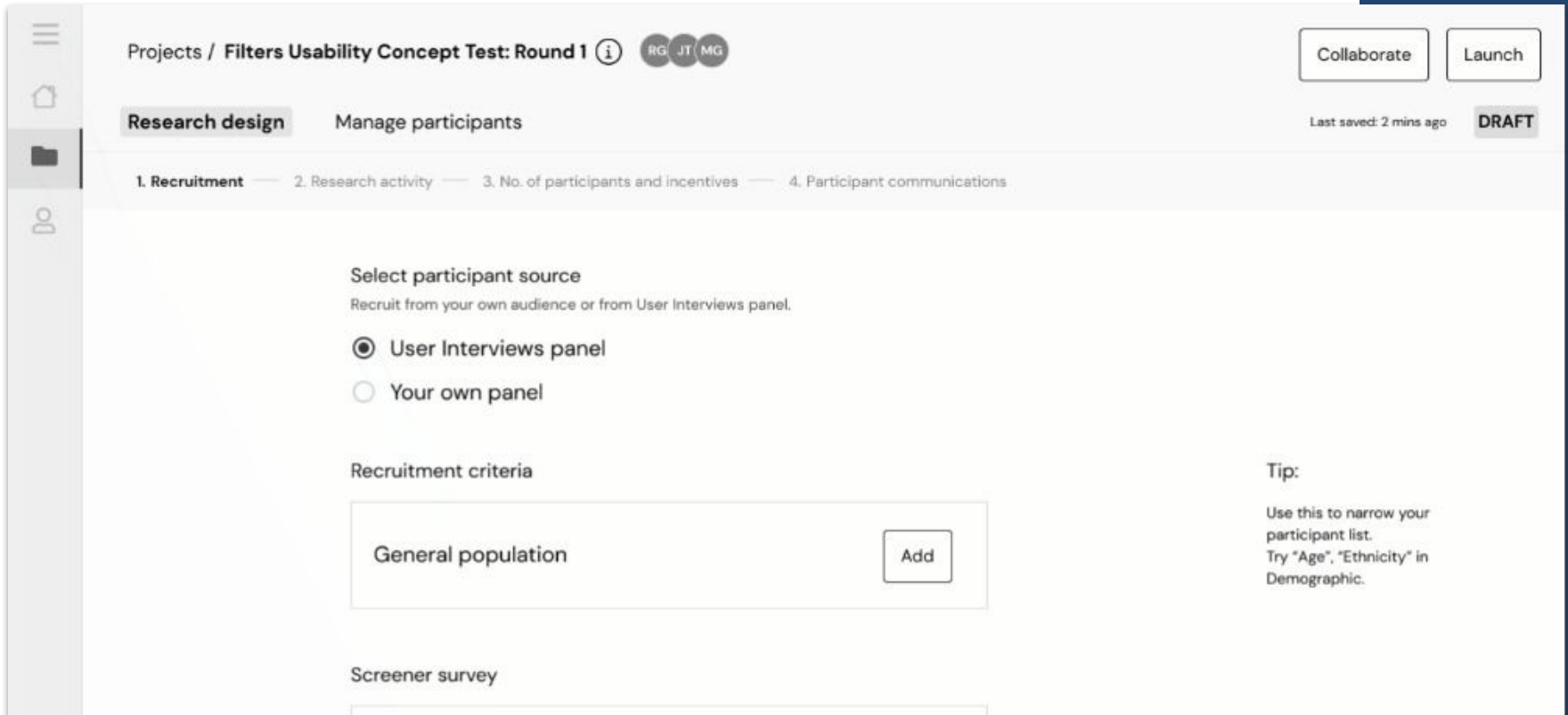
Recruit from your own audience or from User Interviews panel.

User Interviews panel





Your own panel

| Revamping the Research Workflow

Collaboration first. Collaboration during setup and throughout the research project.



The screenshot displays the 'Research design' section of the User Interviews platform. The top navigation bar includes the project name 'Projects / Filters Usability Concept Test: Round 1', an information icon, and user avatars for RG, JT, and MG. On the right, there are 'Collaborate' and 'Launch' buttons, and a 'DRAFT' status indicator with the text 'Last saved: 2 mins ago'. The left sidebar contains navigation icons for home, folder, and profile. The main content area shows a progress bar with four steps: 1. Recruitment (active), 2. Research activity, 3. No. of participants and incentives, and 4. Participant communications. Below the progress bar, the 'Select participant source' section offers two options: 'User Interviews panel' (selected) and 'Your own panel'. The 'Recruitment criteria' section features a text input field containing 'General population' and an 'Add' button. A 'Tip' box on the right suggests using 'Age' and 'Ethnicity' in the demographic field to narrow the participant list. The 'Screener survey' section is partially visible at the bottom.

Projects / Filters Usability Concept Test: Round 1    

Collaborate **Launch**

Research design Manage participants

Last saved: 2 mins ago **DRAFT**

1. Recruitment — 2. Research activity — 3. No. of participants and incentives — 4. Participant communications

Select participant source
Recruit from your own audience or from User Interviews panel.

User Interviews panel
 Your own panel

Recruitment criteria

General population

Tip:
Use this to narrow your participant list.
Try "Age", "Ethnicity" in Demographic.

Screener survey

On the horizon, researchers can get started faster, have more flexibility, iterate as they learn, and can work collaboratively with their teammates.



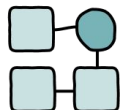
Enable the reuse of best practices. Create templates for project components (e.g. screener questions, recruiting criteria)



Enable easier testing pre-launch. Create a project test mode to more easily do dry runs before you launch.



Enable research as a team sport. Automate reminders and progress updates to your collaborators and stakeholders.



Enable flexible research design. Recruit from multiple audiences or run multiple activities in the same study.

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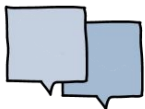
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Which of these is most important to your team?

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Guardrails and Visibility for Admins

Streamline launch with shared payments. Whether you pay by invoice, credit card, or a prepaid balance, remove decisions from the launch process by providing a primary payment method for your team. Other guardrails are in consideration now.

Available payment methods

Manage which payment methods can be selected by your team at project launch. At least one payment method must be enabled.

Prepaid balance (3) Default

Enabling this option will allow this payment method to be used by team members with access. Share access on the [prepaid balance page](#).

[Manage balances](#)

Credit Cards (3)

Enabling this option will allow team members to use credit cards as a payment method. Individuals must manage their credit cards on their account billing page. Find out more in [our credit card support page](#).

[Set as default](#) [Manage cards](#)

Invoice

Enabling this option will allow team members to use invoicing as a payment methods. You can learn

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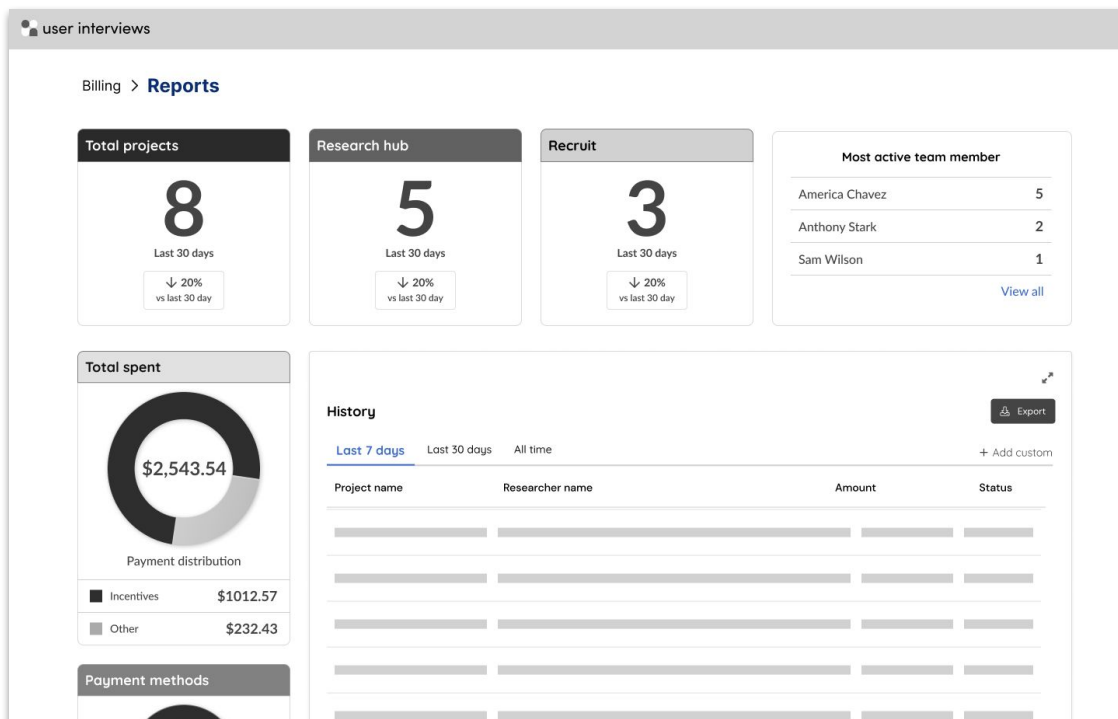
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| Guardrails and Visibility

COMING SOON

More visibility into usage and spend. Up next, we're planning to provide more insight into the research happening at your company with reporting on usage and spend in User Interviews.



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On the horizon, research leaders have the visibility and control to scale your research practice.



Get visibility into research happening across your company with usage reporting and real-time notifications on research updates.



Streamline the process for researchers with best practices, defaults, and guardrails built into the research workflow.



Ensure a positive participant experience through permissions, data privacy, & panel management tools.

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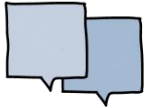
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Which focus area would most help you lead your research organization?

Share more context in the chat

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Audience Q&A

Thank You

We'll send the deck, recording, and write up shortly.

See you in December for Product Talk #12!