

# What's Next at User Interviews

Winter 2025



## Who you will hear from today



**Zoe Nagara**

Senior Director,  
Product Marketing



**Carol Guest**

VP of Product  
Management



**Paolo Appley**

Group Product  
Manager



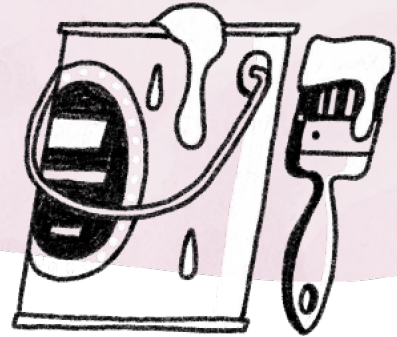
**Claire Mai**

Senior Product  
Manager



# Agenda

- Top 5 Recent Releases
- Top 5 Coming Soon
- On the horizon in 2025





WHAT'S NEW

# Top 5 Recent Releases





TOP RECENT #5

# Project Search on Dashboard

LAUNCHED

A small but common request: **Search for all projects on the project dashboard.**

The screenshot shows a project dashboard with a search bar at the top right containing the text 'UX Interface'. Below the search bar, there are two project cards. The first card is titled 'UX Interface Test - Q4 2024' and is in a 'Draft' state. It shows a status of 'Sessions coming soon' and a table with the following data: Requested (5), Qualified (5), Approved (0), Scheduled (0), and Completed (0). The second card is titled 'UX Interface Test - Q2 2024' and is in a 'Completed' state. It shows a status of 'Completed' and a table with the following data: Requested (5), Qualified (5), Approved (0), Scheduled (0), and Completed (0).

Requested	Qualified	Approved	Scheduled	Completed
5	5	0	0	0

Requested	Qualified	Approved	Scheduled	Completed
5	5	0	0	0



Top customer request



# Hub Salesforce Integration

LAUNCHED

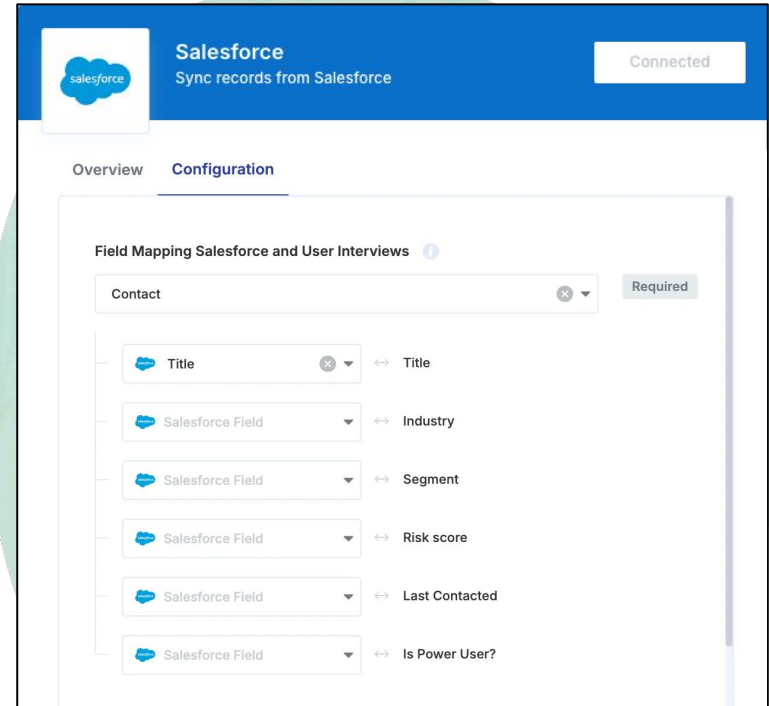
HUB

Get fresh participant data in Hub with a Salesforce integration.

- Import or augment participant data from other data sources
- In-app authentication and field mapping with no technical resources required
- Real-time syncing (SF to UI)



What data integration do you want to see next?



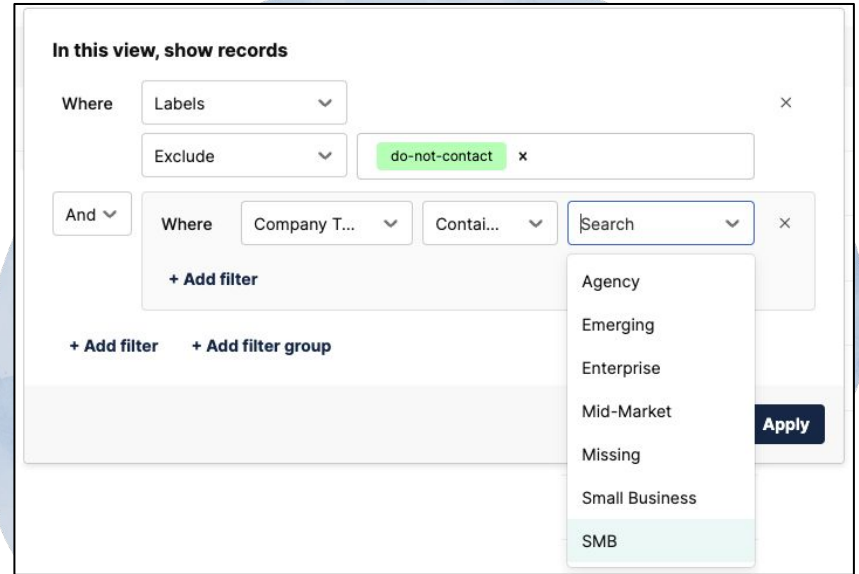
# More Powerful Filters in Hub

LAUNCHED

HUB

Find the best participants in Hub based on any criteria.

- More robust logic, including “or” filters and filter groups
- Filter on any Hub field
- Improved UX, including a dropdown list of options for each field



**94% of researchers** who recruit from Hub **use filters** to narrow their search



# Automated Hub Invitations

LAUNCHED

HUB

We overhauled the Hub invitation experience to give you more control of who you invite and when.

- Keep an ongoing list of candidates
- Automate recruitment with a steady stream of invitations



Research Hub users send  
**200k+ invitations each month**

### Set scheduled invites

From not yet invited participants,

Invite  participants every

starting  at  until

requested number of participants  have been scheduled.

Randomize invitation order

*Participants will only be invited if they meet the criteria set in your [Hub invite rules](#) at the time of invitation.*



TOP RECENT #1

# Faster Participant Review LAUNCHED

Find and track participants faster with completely redesigned participant management flows.

- Flexible table views
- Custom notes and tags
- Redesigned funnel view
- Bulk actions at every step

The screenshot displays a web application interface for participant management. At the top, it shows the project name 'Continuous discovery Q3 2024' and a status 'Active'. Below this, there's a 'Participant management' section with a funnel view showing counts for various stages: Not yet invited (25), Invited (15), Applied (8), Marked potential (0), Approved (0), Scheduled (0), Completed (0), and Removed (0). There are 'Invite' and 'Export' buttons. The main area is a table with columns for Participant, Status, Applied date, Tags, Notes, and How many pets do y... The table lists several participants, all with a 'Qualified 100% match' status and an applied date of September 9, 2024. A dropdown menu is open over the 'Tags' column, showing options to 'Find or create new tag' and three existing tags: 'Tentative', 'Best', and 'Poor'. The bottom of the interface shows 'Showing 1-20 of 10467' and '20 per page'.

Participant	Status	Applied date	Tags	Notes	How many pets do y...
<input type="checkbox"/> Joanne Spencer Legacy Response Producer	Qualified 100% match	September 9, 2024			3-5
<input type="checkbox"/> Bert Wilkinson Legacy Response Producer	Qualified 100% match	September 9, 2024			3-5
<input type="checkbox"/> Orville Donnelly Response Orchestrator	Qualified 100% match	September 9, 2024			3-5
<input type="checkbox"/> Drew Batz Response Orchestrator	Qualified 100% match	September 9, 2024			3-5
<input type="checkbox"/> David Conn Communications Supervisor	Qualified 100% match	September 9, 2024			1-2
<input type="checkbox"/> Maria Conn Accounts Administrator	Qualified 100% match	September 9, 2024			1-2
<input type="checkbox"/> Patsy Collier Implementation Associate	Qualified 100% match	September 9, 2024			1
<input type="checkbox"/> Thelma Senger thelmasenger@washon.com	30	White		Interesting candidate but....	1



WHAT'S NEXT

# Top 5 Coming Soon



COMING SOON #1

# Panel Quality

Q1 2025

Improve participant quality with behind-the-scenes and researcher-facing signals on suspicious behavior.

- Researcher tools to assess and control candidate quality
- Improve backend quality models
- Additional participant verification for B2B studies



**98% of sessions** receive positive or neutral feedback today

**A B** **Alec Bennett**  
Participant since X/XX/XXXX  
Last updated profile X days ago

Applied	Completed	Researcher rating
24	2	100% positive

Overview **Screener** Characteristics Task

**⚠️** One of more of this participant's open text responses were copied and pasted, which can be a signal of AI use.

**✓** Do you respond to and manage a queue of IT requests?  
Pick one  
 Yes (accept)

Researcher-facing quality signals



COMING SOON #2

# Unmoderated Integrations and Experience

Q1 2025

Integrate with best-in-class testing tools for seamless recruitment with any participants

- **Integrations in consideration:**  
UserTesting, Alchemer, Maze, UserZoom, Optimal Workshop, Usability Hub
- **Unmoderated insights with less effort,** likely includes participant flow updates and automatic payments



Use a tool that you use that's not on our list? Let us know.

## Available today

 Qualtrics

 SurveyMonkey

 Typeform

 Lookback

 Loop11

 Sprig

## In consideration

 Alchemer

 User Testing

 Optimal Workshop

 Maze





# Continuous Research Q2 2025

**Automate recruiting for continuous research** with improvements to scheduling and invitations.

- **Automate regular invites** with scheduled invitations for Research Hub (released)
- **Block off your schedule:** Create a block of availability and set max sessions per week to create a schedule for your team.

The screenshot displays a scheduling interface. On the left, a calendar view shows two columns for 'Thu, Jan 16' and 'Fri, Jan 17'. On Thursday, there are three yellow blocks for 'Nathalia' at 12:00-1:00, 3:00-4:00, and a blue block with an 'X' at 2:00-3:00. On Friday, there is a yellow block for 'Nathalia' at 12:00-1:00 and a large purple block with an 'X' at 1:00-4:00. On the right, a configuration panel includes: 'Scheduling type' set to 'Manual'; 'Attendance and location' with a link to 'Scheduling rules'; 'Timezone' set to '(-8:00) - America / Los Angeles'; 'Scheduling rules' section with a description: 'Control how many sessions can be scheduled per day, the buffer time between meetings, frequency of available time slots, and more.'; 'Minimum scheduling notice' set to '2' hours; 'Buffer time' set to '10' minutes; 'Start time increment' set to '10' minutes; and 'Maximum number of confirmed sessions per day' set to '2'.

*Block availability concept*



COMING SOON #4

# Panels

H1 2025

HUB

**Organize & manage access to participants,** so that each team member has only the participants they need.

- Create an opt-in only panel
- Define panels by product or persona
- Permissions and access defined by individual researcher or Team

**Pepsi Panel** ▾

Pepsi Panel 10,456 participants

Recruit panel 12,420 participants

Sprite Panel 5,456 participants

Coca-cola panel 6,306 participants

Everyone 50,876 participants

Add panel +

Segment A 8965 participants 2 Filters

Segment B 7569 participants 2 Filters

Segment C 6234 participants 2 Filters

Segment D 4389 participants 2 Filters

Segment E

	Search	Select subset	Labels
<input type="checkbox"/>	Lena Roberts lena-roberts8@gmail.com		product-design-team x
<input type="checkbox"/>	Micah Andrews micah.andrews@gmail.com		research-team x
<input type="checkbox"/>	Henry Diaz henrydiaz83@gmail.com		marketing-team x
<input type="checkbox"/>	Leslie Smith leslie.s@gmail.com		design-system-team x

Showing 1-20 of 10467 20 per page

*Panel concept exploration*

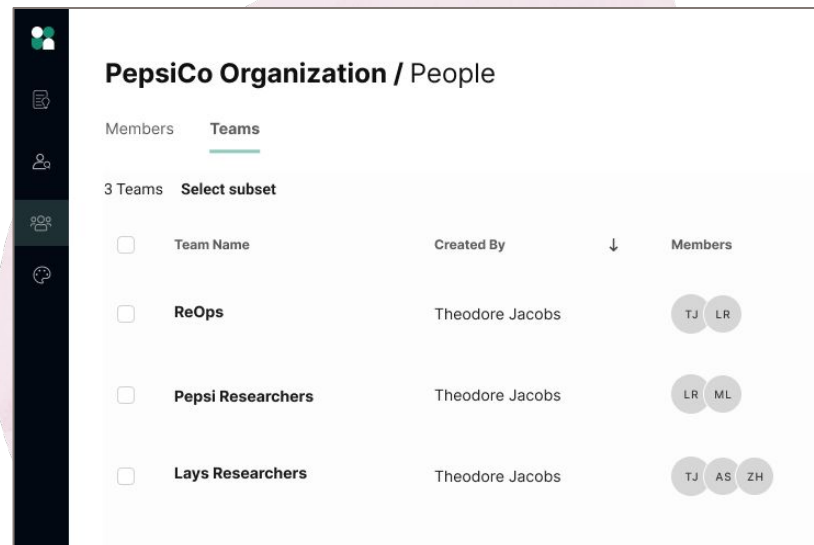


# Teams

H1 2025

**Team management makes it easy to govern research** and enable teams operating at scale.

- **Organize researchers into Teams** with their own panel, branding, project visibility, templates, reporting, and credits
- **Researchers can join multiple teams** and assets can be shared across teams
- **Easily onboard researchers** into teams with the right guardrails



*Teams concept exploration*





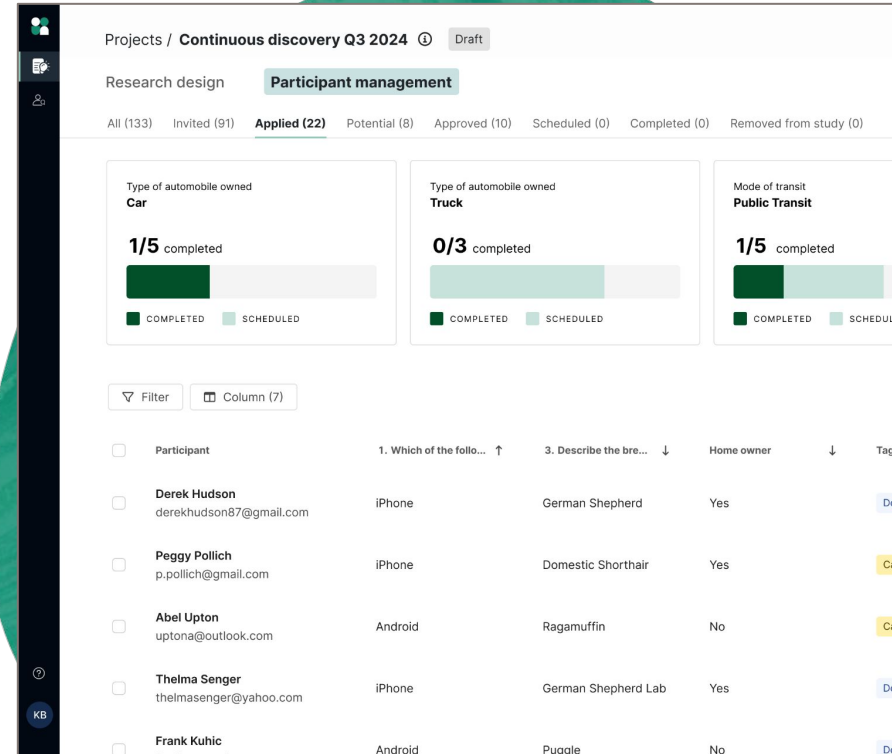
ON THE HORIZON

# 2025 Look Ahead



# Participant Selection and Experience

- **Improved screening** – More logic and question types, image uploads, required video screeners
- **Quotas** – Quota visualization and advanced filters in participant management
- **Streamlined participant experience** – Custom flows (e.g. skip screener, straight to incentive), improved participant messaging

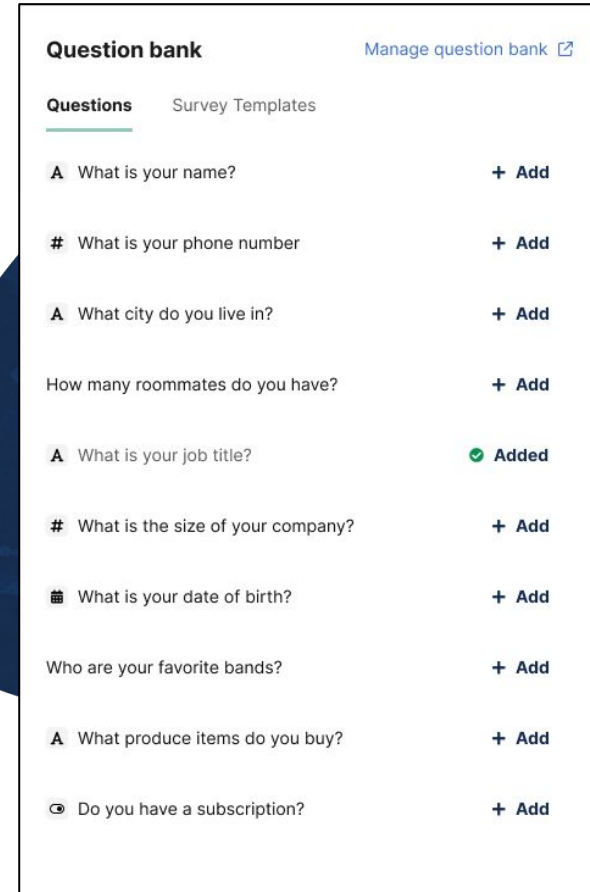


Quota concept exploration



# Research Hub Panel Management

- **Screener question bank and mapping**  – Admins can create a screener library and map screener questions to Hub columns.
- **Data integrations**  – Support more direct data integrations with Hub (e.g. Qualtrics, Snowflake)
- **Table usability**  – Faster participant selection and editing. Surface behavioral data on participants (e.g. responsiveness).

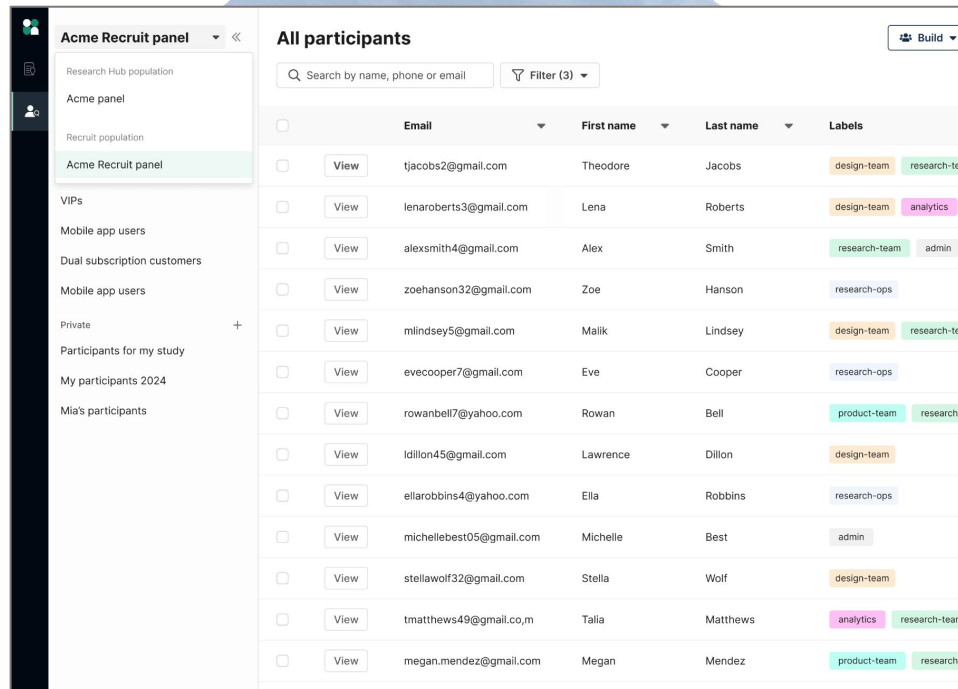


*Screener question bank mockup*



# Recruit Participant Management

- **Build a panel of your best Recruit participants** using the same powerful functionality as Research Hub, replacing the existing “Recruit Participants” view



The screenshot displays the 'Acme Recruit panel' interface. On the left is a sidebar with a navigation menu containing items like 'Research Hub population', 'Acme panel', 'Recruit population', 'Acme Recruit panel', 'VIPs', 'Mobile app users', 'Dual subscription customers', 'Mobile app users', 'Private', 'Participants for my study', 'My participants 2024', and 'Mia's participants'. The main area is titled 'All participants' and features a search bar and a filter dropdown. Below is a table of participants with columns for Email, First name, Last name, and Labels. Each row includes a 'View' button and a checkbox.

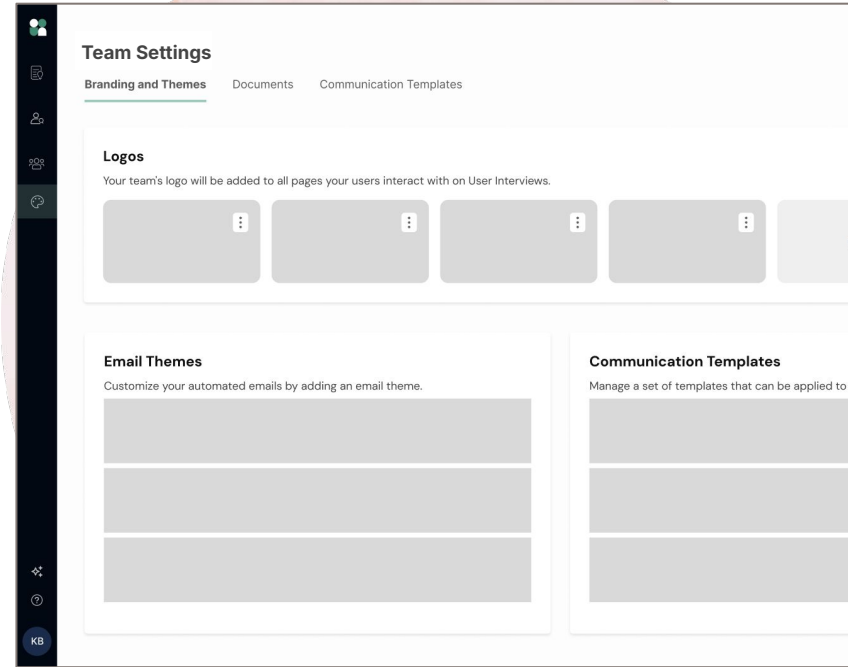
	Email	First name	Last name	Labels
<input type="checkbox"/>	<a href="#">View</a> tjacobs2@gmail.com	Theodore	Jacobs	design-team research-te
<input type="checkbox"/>	<a href="#">View</a> lenaroberts3@gmail.com	Lena	Roberts	design-team analytics
<input type="checkbox"/>	<a href="#">View</a> alexsmith4@gmail.com	Alex	Smith	research-team admin
<input type="checkbox"/>	<a href="#">View</a> zoeahanson32@gmail.com	Zoe	Hanson	research-ops
<input type="checkbox"/>	<a href="#">View</a> mlindsey5@gmail.com	Malik	Lindsey	design-team research-te
<input type="checkbox"/>	<a href="#">View</a> evecooper7@gmail.com	Eve	Cooper	research-ops
<input type="checkbox"/>	<a href="#">View</a> rowanbell7@yahoo.com	Rowan	Bell	product-team research
<input type="checkbox"/>	<a href="#">View</a> ldillon45@gmail.com	Lawrence	Dillon	design-team
<input type="checkbox"/>	<a href="#">View</a> ellarobbins4@yahoo.com	Ella	Robbins	research-ops
<input type="checkbox"/>	<a href="#">View</a> michellebest05@gmail.com	Michelle	Best	admin
<input type="checkbox"/>	<a href="#">View</a> stelawolf32@gmail.com	Stelia	Wolf	design-team
<input type="checkbox"/>	<a href="#">View</a> tmatthews49@gmail.co,m	Talia	Matthews	analytics research-tear
<input type="checkbox"/>	<a href="#">View</a> megan.mendez@gmail.com	Megan	Mendez	product-team research

Recruit panel exploration



# Governance and Reporting

- **Governance** – Research leads can provide libraries, templates, guardrails, and in-app enablement to support more researchers in User Interviews.
- **Reporting** – Research leads have more robust in-app reporting to understand spend, demographic or research trends and showcase value



*Team settings exploration*



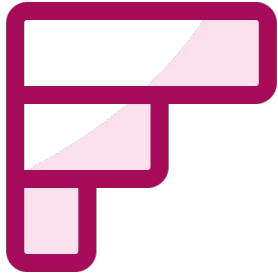


## Questions

- What investments would most benefit you and your team?
- What did we miss?



slido

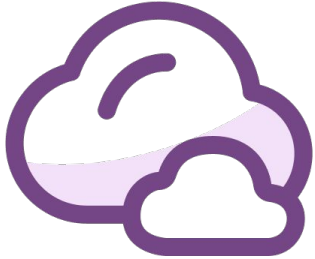


# What investments would most benefit you and your team?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



slido



## What did we miss?

- ① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.





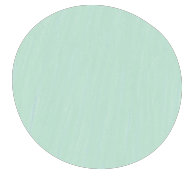
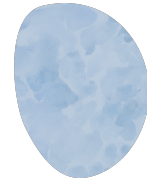
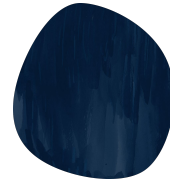
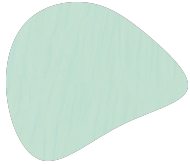
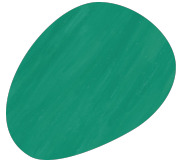
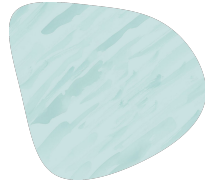
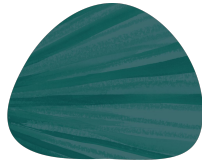
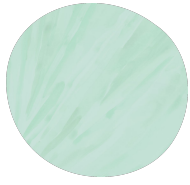
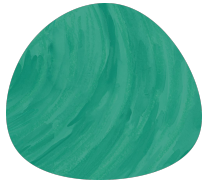
# Questions?

See you at the **What's Next at UI** webinar in April 2025!

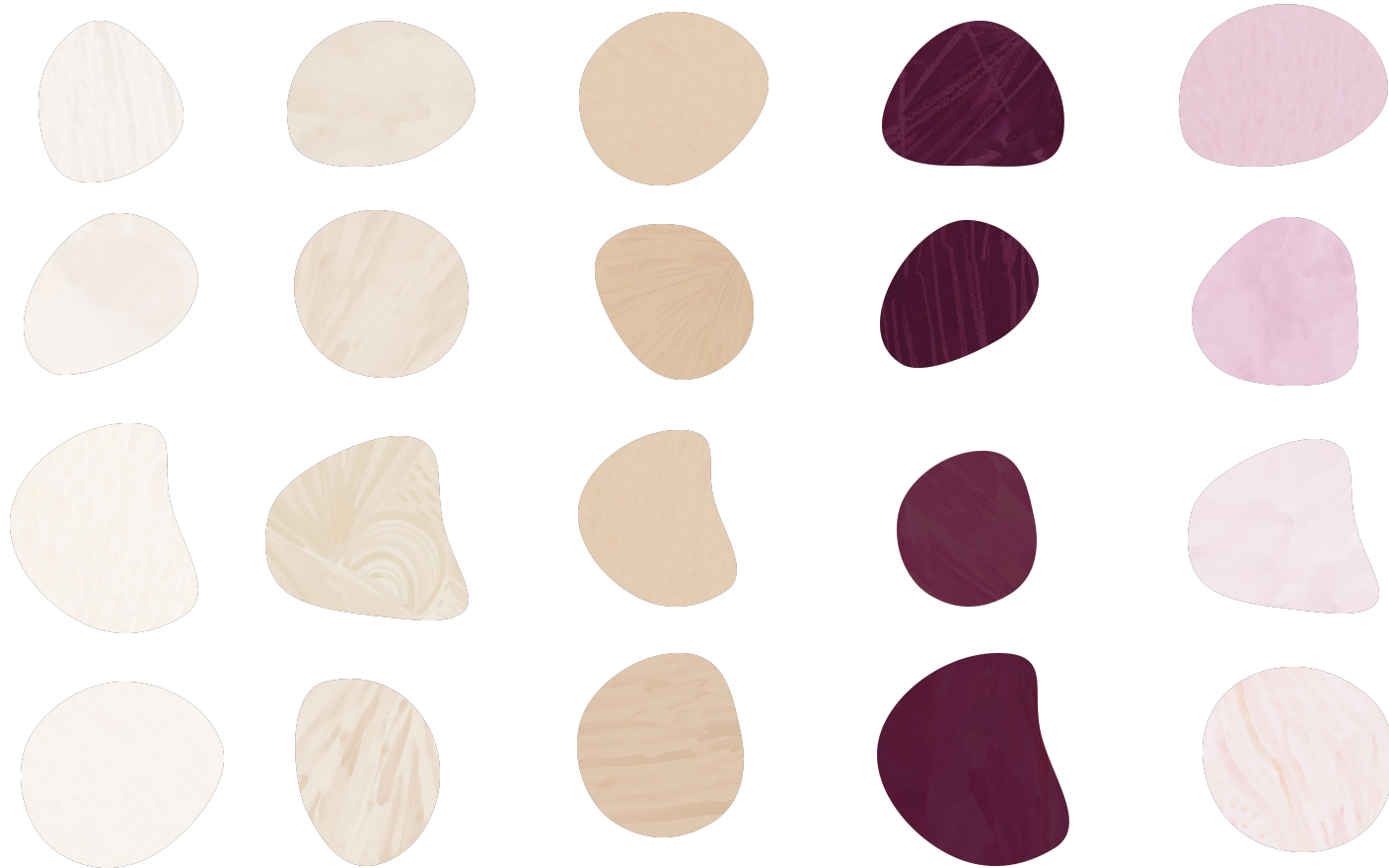


# Blobs - Emerald/Teal/Navy

Psst...looking for white illustrations to pair with darker blobs? [Click here!](#)



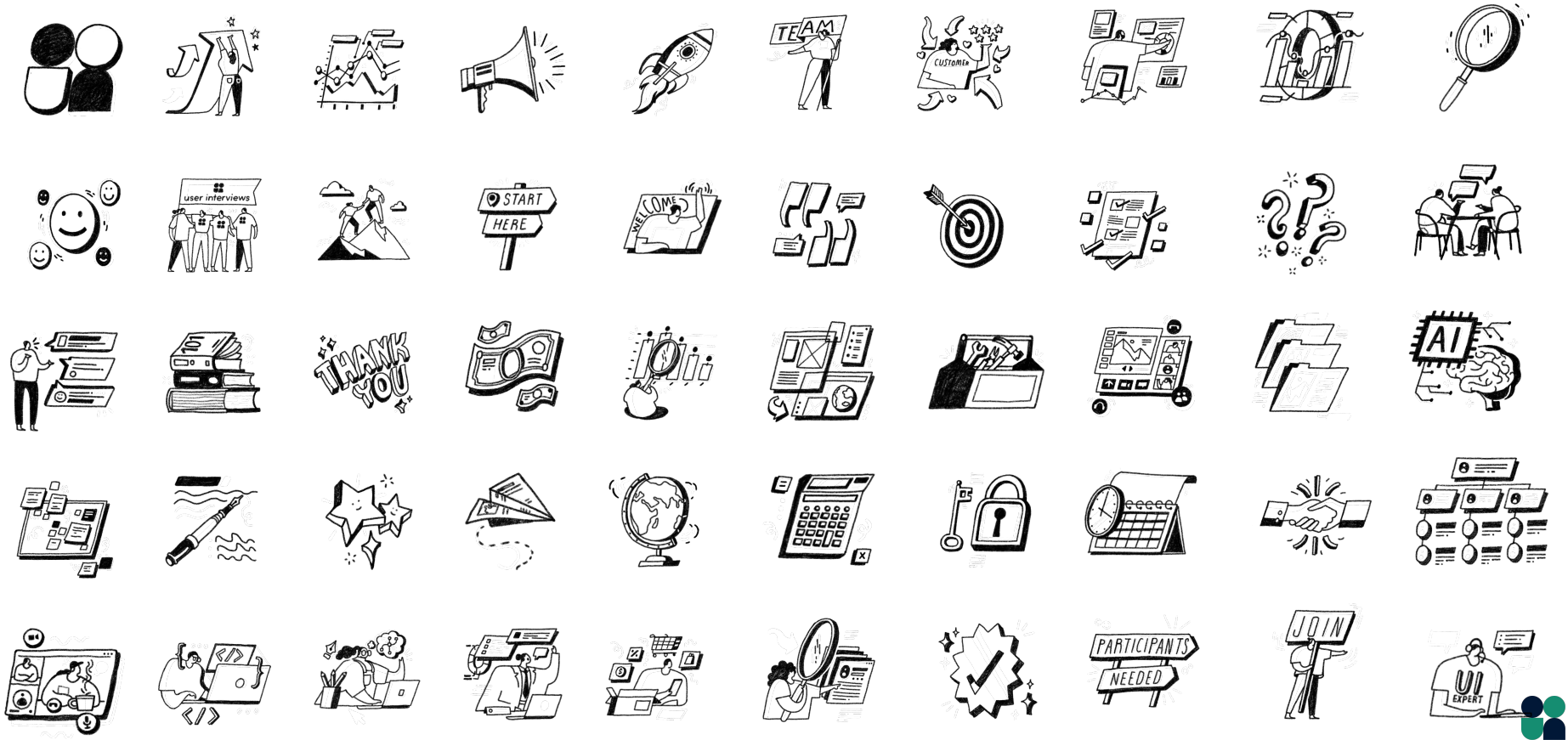
# Blobs - Neutrals/Berry



# Illustrations



[Click here for more!](#) Browse by topic, color, and more!







## Key challenges today

All this boiled down to a few specific problems researchers face when inviting and managing participants:

- **Managing the invite cadence** takes a lot of manual effort
- **Finding and approving the best applicants** is hard
- **Organizing and categorizing applicants** is a challenge
- **Managing approved Participants** can be a drag

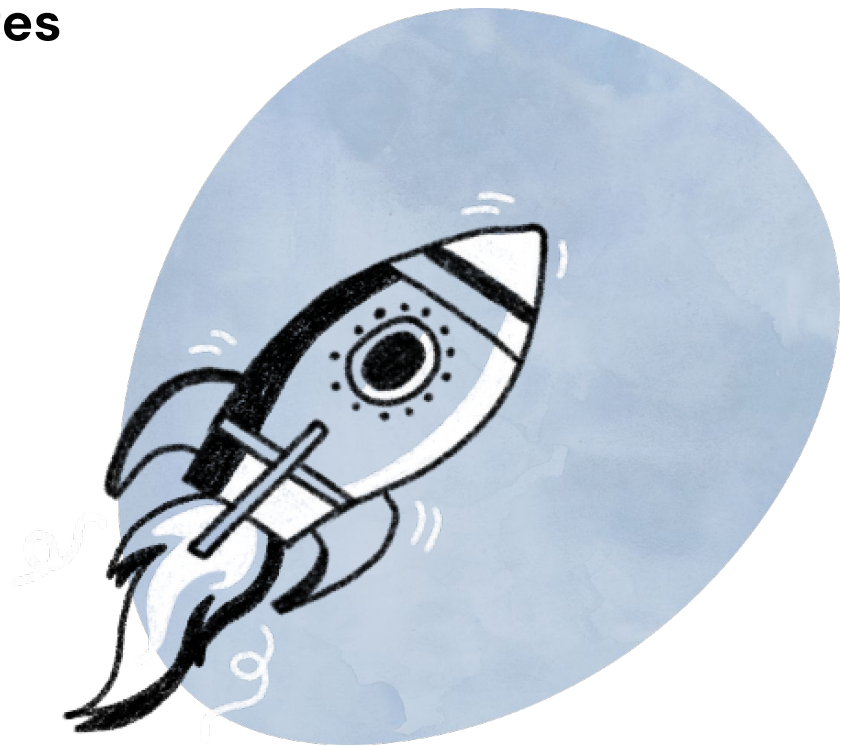


[Change]

## Participant Management: Key Changes

So we've introduced a number of specific solutions:

- Revamped invite Management in UI
- Automated Hub Invitations
  - Set a cadence or schedule a send
- Easy Participant Review and Tracking
  - Track progress with Participant Funnel
  - Customize the table view
  - Bookmark Applicants as Potential
  - Add custom tags and notes
  - Bulk Actions to speed up the process



COMING SOON #3

# Teams

H1 2025

**Teams makes it easy to govern research** and enable teams operating at scale.

- ✓ Organize researchers into Teams with their own panel, branding, project visibility, templates, reporting, and credits
- ✓ Researchers can join multiple teams and assets can be shared across teams
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