user interviews

What's Next at User Interviews

Summer 2024

INTRO

Who you will hear from today

Zoe Nagara

Marketing

Carol Guest

Product

Paolo Appley

Product

Claire Mai

Product

INTRO

Agenda

- Top 5 Recent Releases
- Top 4 Coming Soon
- What’s Next: Roadmap Feedback

WHAT'S NEW

Top 5 Recent Releases

TOP 5 RECENT: HONORABLE MENTION

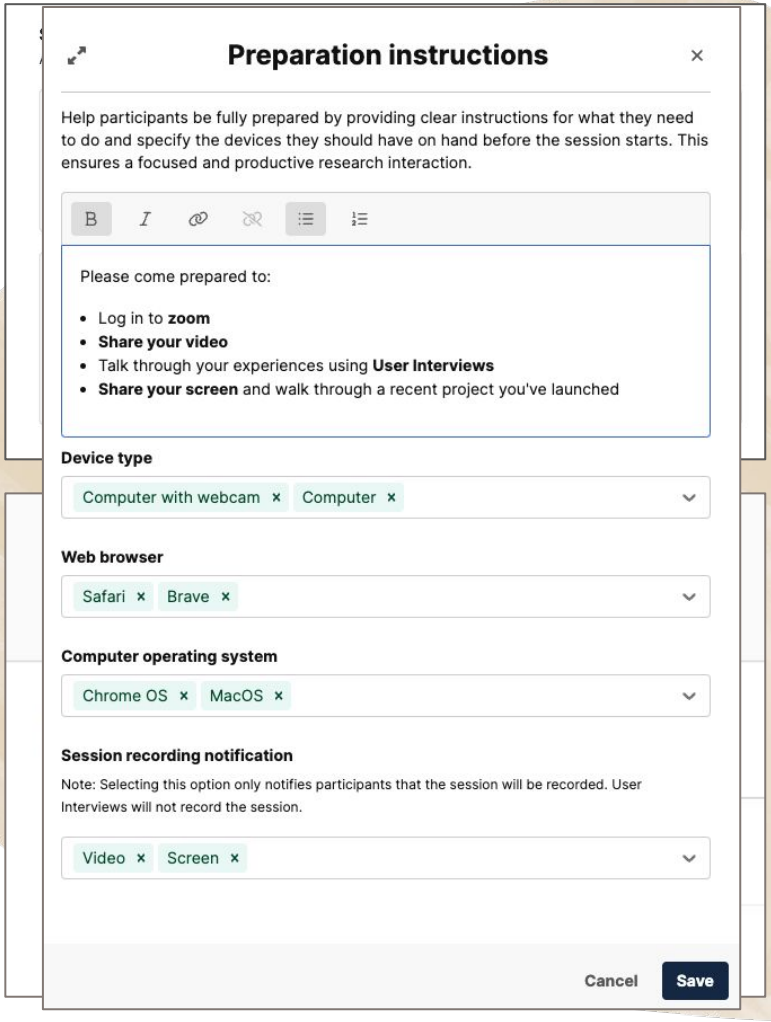
New Project Workspace

LAUNCHED

We launched a new project workspace in March and have released a number of iterations based on feedback:

- ✓ More scannable research design summary
- ✓ Easier to find and update availability and scheduled sessions
- ✓ New field: Preparation instructions for moderated research.

We have received **50+ pieces of feedback on the new workspace.** Lots of love, lots of ideas!



TOP RECENT: #5

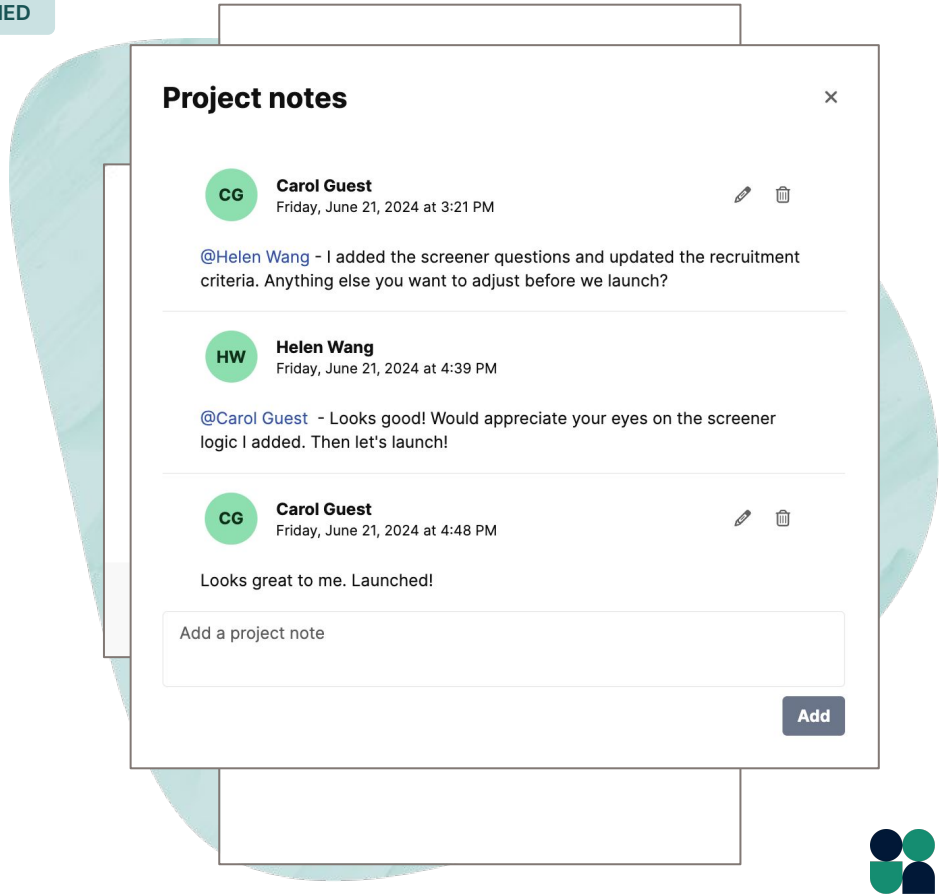
Updated collaboration flows

LAUNCHED

We've updated key flows to make it easier to invite and work with your team in User Interviews.

- ✓ **Invite team members** faster with autofill and invitation message
- ✓ **New onboarding flow** helps new researchers join the team
- ✓ **Tag your teammates** in project notes

Orgs with a democratized research culture are 2x more likely to state that research influences strategic decisions — Maze's Future of User Research Report

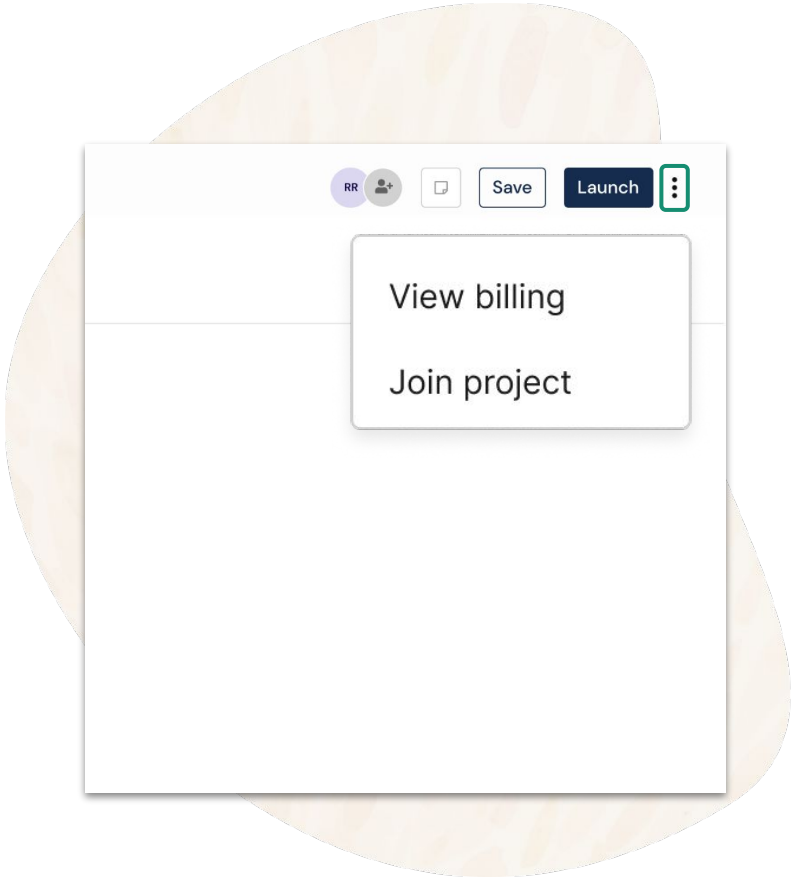


TOP RECENT: #4

Admins can join projects LAUNCHED

Team and org admins can join any project with full editor access, so that they can better support their team.

- ✓ Provide guidance and education
- ✓ Confirm recruitment best practices
- ✓ Cover staffing gaps and vacations



Top request from this group. Thank you for the feedback!

TOP RECENT: #3

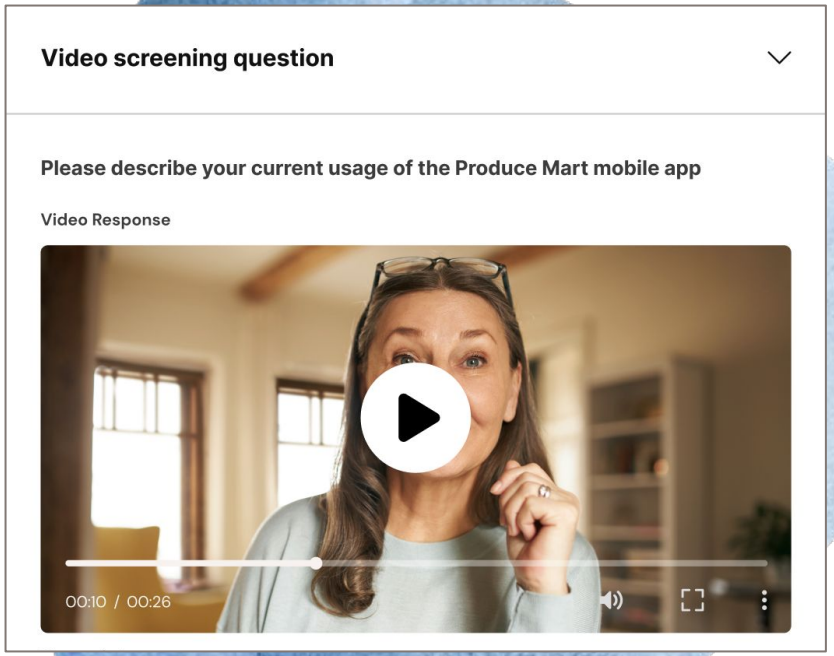
Video Screening

LAUNCHED RECRUIT

Review videos of participants answering a specific question prompt during the screening step.

- ✓ Grasp quality and fit in <90 seconds
- ✓ Identify the most articulate participants
- ✓ Double check screener responses

Available today for Recruit projects only.



TOP RECENT: #2

New Characteristics

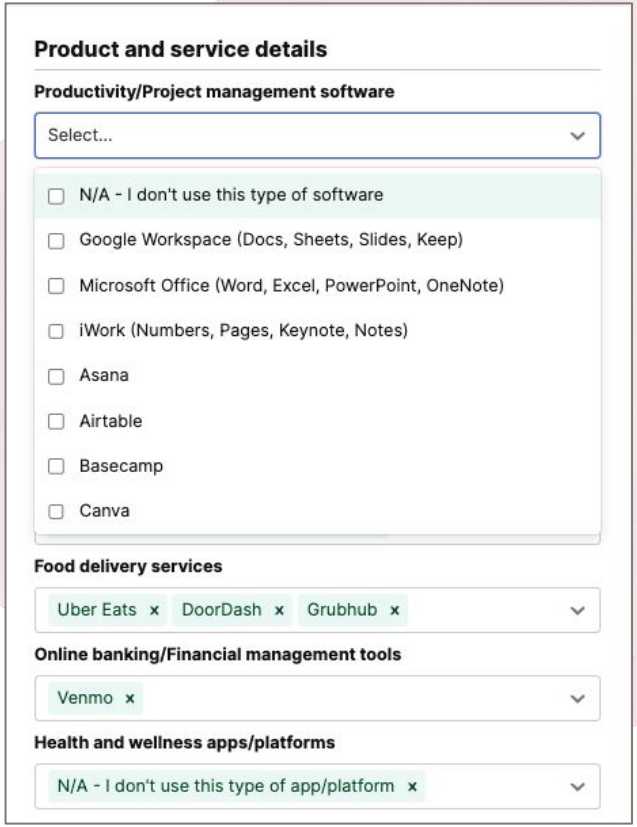
LAUNCHED RECRUIT

Find the best participants for any study with 23 new Recruit Panel characteristics.

- Languages
- Military service
- Neighborhood type
- Pets owned
- Work setting
- Pregnancy - *Coming soon*
- Products used - *Coming soon*
- Accessibility - *Coming soon*

130,000 participants are available for research with these fields

Participant view



TOP RECENT: #1

Opt-In Forms 2.0

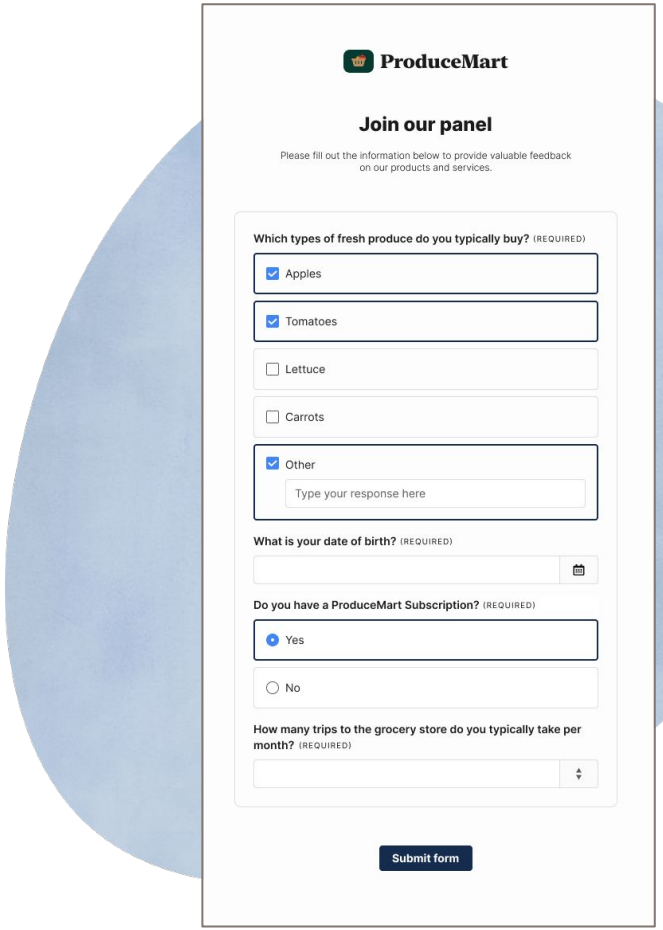
LAUNCHED HUB

We are making big changes to opt in forms to make them more flexible, powerful, and beautiful.

- ✓ Page separations and skip logic
- ✓ A more beautiful participant experience
- ✓ Easily update participant information

Available for new opt in forms today, existing opt in forms soon

Participants who join from an opt in are **6x more likely to respond** to an invite than participants who joined from a .csv upload or API.



WHAT'S NEXT

Top 4 Coming Soon

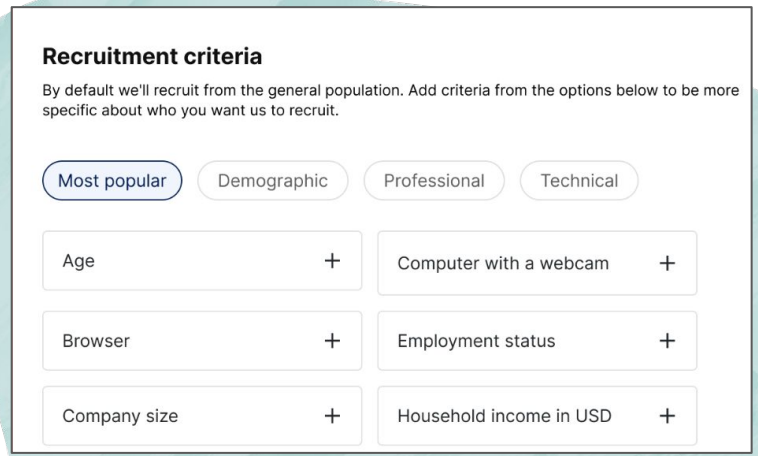
COMING SOON #1

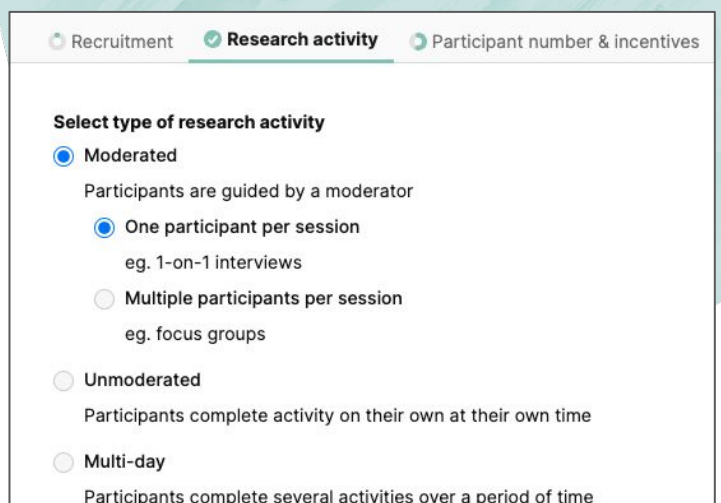
New Project Workspace JULY 2024

We continue iterating on the new workspace, with several improvements coming soon:

- ✓ **Redesigned recruitment criteria** drawer for discoverability and ease of use
- ✓ **Change study and recruitment** details anytime before launch
- ✓ **More reusable templates**

We have received **50+ pieces of feedback on the new workspace.** Lots of love, lots of ideas!





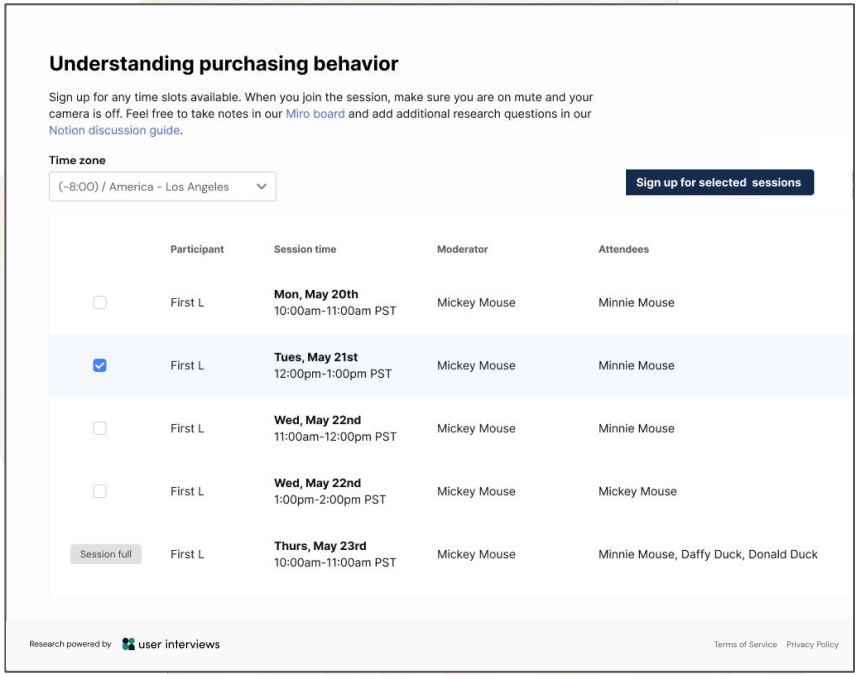
COMING SOON #2

Observer session sign up

JULY 2024

Your teammates can sign up to join sessions with less coordination overhead from you.

- ✓ Quickly share a link with anyone who may want to join
- ✓ Customize your instructions with ground rules and relevant links
- ✓ Automate invites and reminders



Orgs with a democratized research culture are 2x more likely to state that research influences strategic decisions — Maze's Future of User Research Report

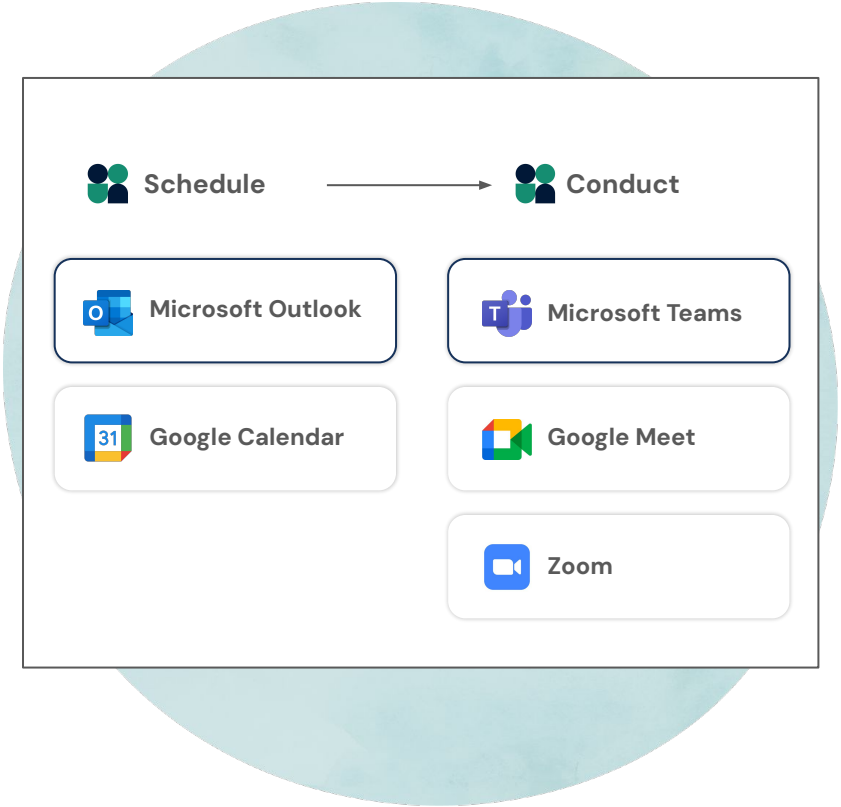
COMING SOON #3

Integrate with Microsoft

SEPT 2024

We are adding more integrations, so you can pull other tools into your workflow

- ✓ Outlook for automated scheduling
- ✓ Teams videoconferencing



Top request from this group. Thank you all for the ongoing feedback!

COMING SOON #4

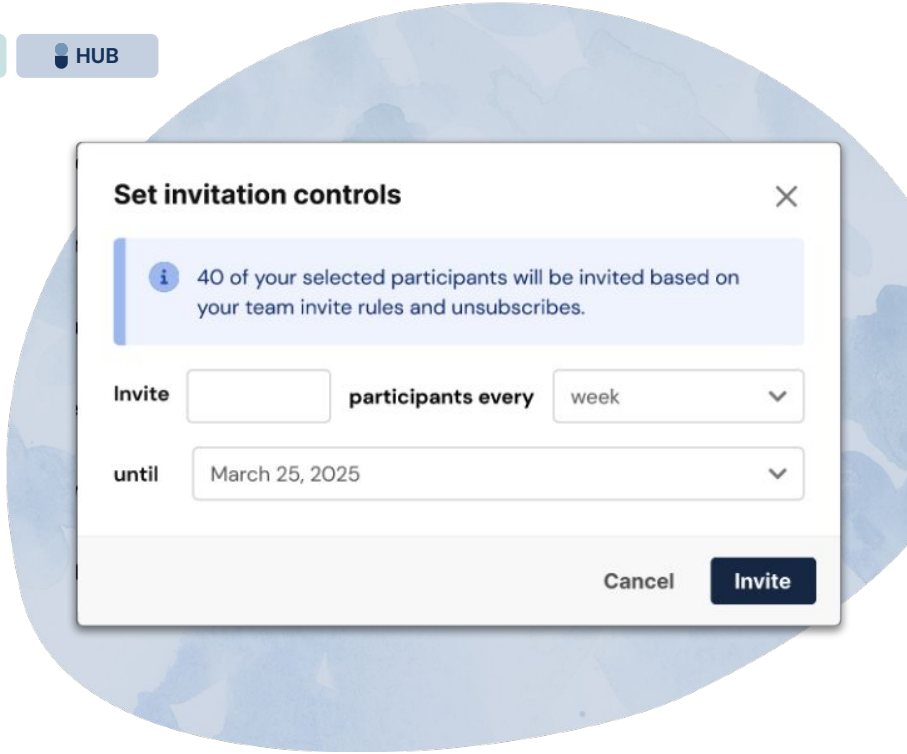
Controlled “Drip” Invitations

SEPT 2024 | HUB

We are exploring ideas to help researches send the right number of Hub invitations, without a lot of manual work.

Example Ideas

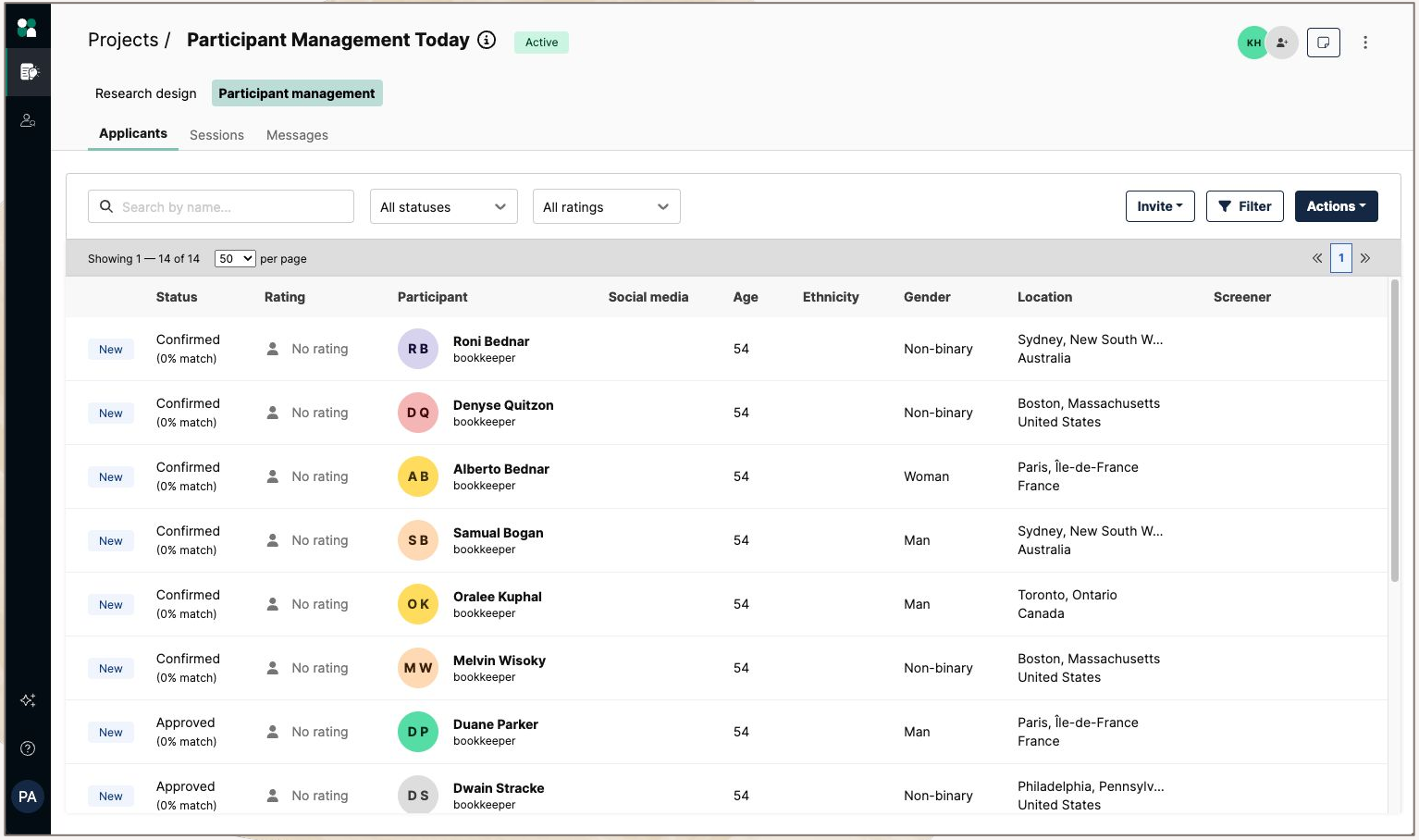
- ✓ Build a prioritized shortlist of participants
- ✓ Send drip invitations on a set cadence
- ✓ Automatically optimize send times



We’d love to hear from you if you are interested in participating in research in this area.

ON THE HORIZON

Roadmap Feedback



	Status	Rating	Participant	Social media	Age	Ethnicity	Gender	Location	Screener
New	Confirmed (0% match)	No rating	RB **Roni Bednar** bookkeeper		54		Non-binary	Sydney, New South W... Australia	
New	Confirmed (0% match)	No rating	DQ **Denyse Quitzon** bookkeeper		54		Non-binary	Boston, Massachusetts United States	
New	Confirmed (0% match)	No rating	AB **Alberto Bednar** bookkeeper		54		Woman	Paris, Île-de-France France	
New	Confirmed (0% match)	No rating	SB **Samual Bogan** bookkeeper		54		Man	Sydney, New South W... Australia	
New	Confirmed (0% match)	No rating	OK **Oralee Kuphal** bookkeeper		54		Man	Toronto, Ontario Canada	
New	Confirmed (0% match)	No rating	MW **Melvin Wisoky** bookkeeper		54		Non-binary	Boston, Massachusetts United States	
New	Approved (0% match)	No rating	DP **Duane Parker** bookkeeper		54		Man	Paris, Île-de-France France	
New	Approved (0% match)	No rating	DS **Dwain Stracke** bookkeeper		54		Non-binary	Philadelphia, Pennsylv... United States	

PARTICIPANT MANAGEMENT

Revamped Participant Management Experience

UPCOMING: H2

Reduce the effort to review, select and manage research participants.

Researcher goals we want to support:

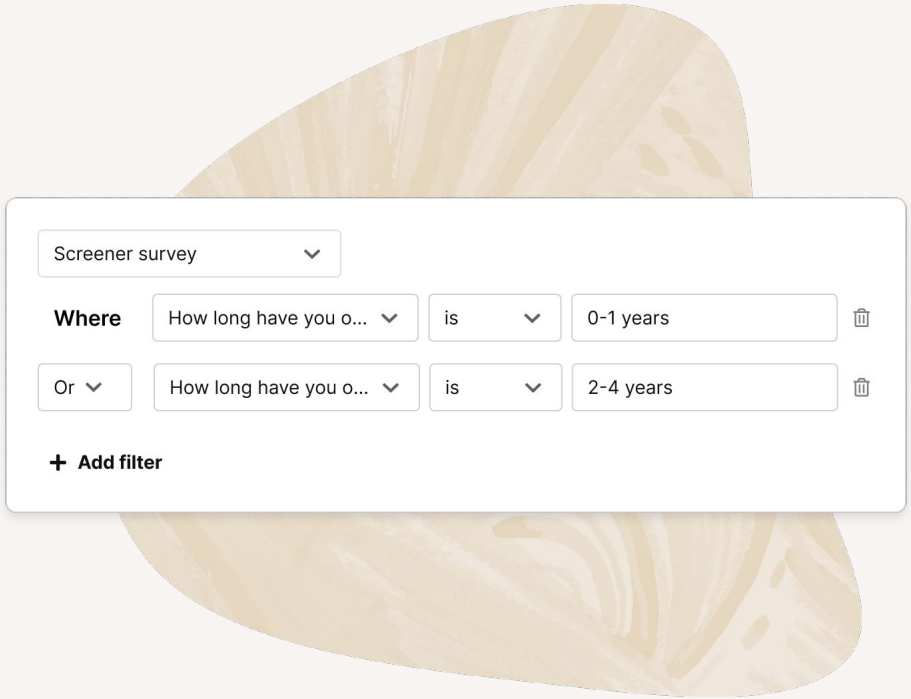
- Get enough good applicants
- Find and Approve the best applicants
- Organize and Categorize applicants and participants
- Manage approved participants
- Flag valuable participants for future research

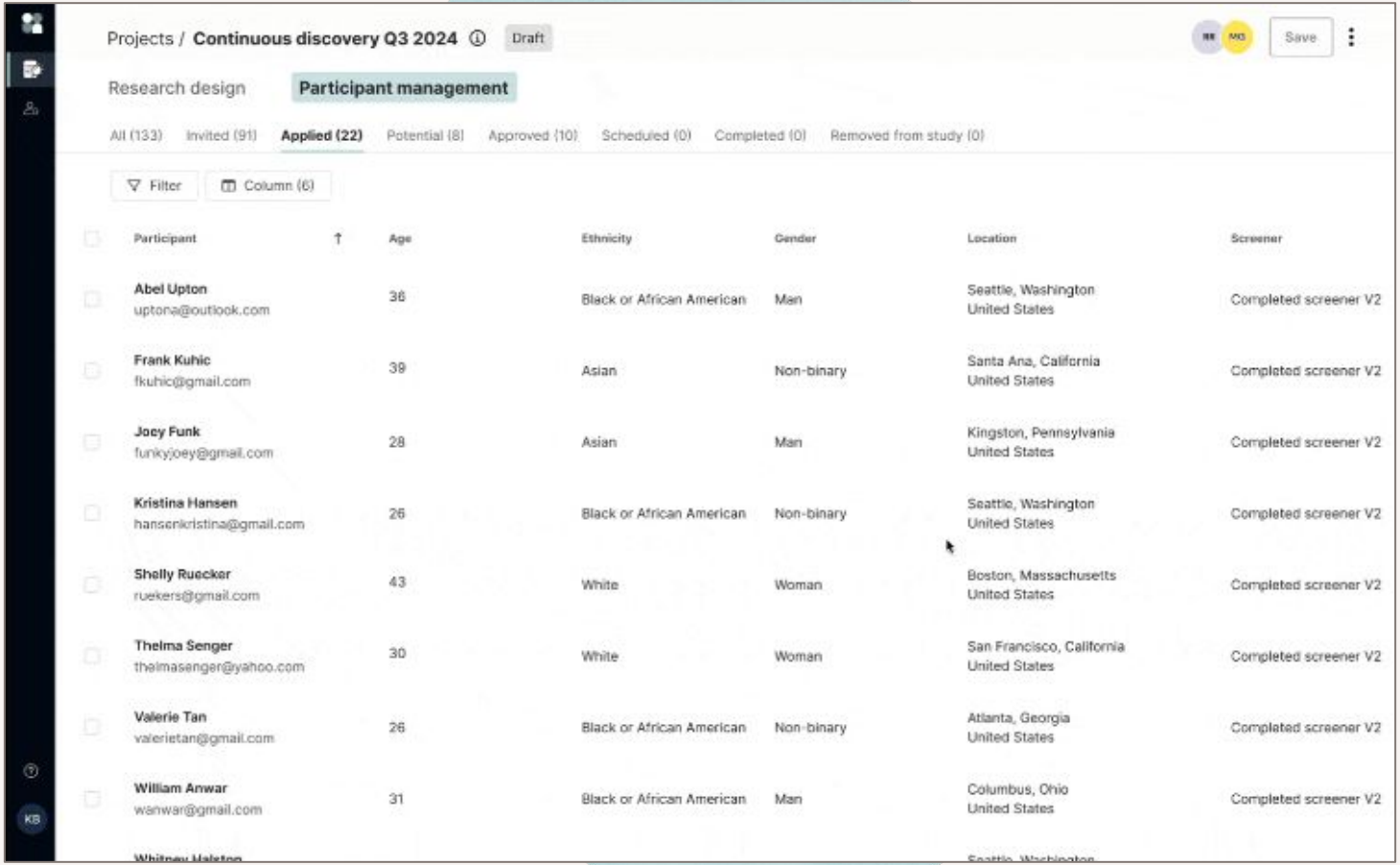
PARTICIPANT MANAGEMENT

Find and approve the best applicants easily

We want to make it easier for you to find, sort and approve applicants.

- Leverage more **powerful filters** to narrow your applicant pool
- **Customize the columns** you want to view
- **Sort your columns** to find like applicants more easily
- Take **bulk actions** on participants to




Projects / Continuous discovery Q3 2024
Draft
Save
Research design
Participant management
All (133)
Invited (91)
Applied (22)
Potential (8)
Approved (10)
Scheduled (0)
Completed (0)
Removed from study (0)
Filter
Column (6)
Participant
Age
Ethnicity
Gender
Location
Screener
Abel Upton
uptona@outlook.com
36
Black or African American
Man
Seattle, Washington
United States
Completed screener V2
Frank Kuhic
fkuhic@gmail.com
39
Asian
Non-binary
Santa Ana, California
United States
Completed screener V2
Joey Funk
funkyjoey@gmail.com
28
Asian
Man
Kingston, Pennsylvania
United States
Completed screener V2
Kristina Hansen
hansenkristina@gmail.com
26
Black or African American
Non-binary
Seattle, Washington
United States
Completed screener V2
Shelly Ruecker
ruekers@gmail.com
43
White
Woman
Boston, Massachusetts
United States
Completed screener V2
Thelma Senger
thelmasenger@yahoo.com
30
White
Woman
San Francisco, California
United States
Completed screener V2
Valerie Tan
valerietan@gmail.com
26
Black or African American
Non-binary
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Completed screener V2
William Anwar
wanwar@gmail.com
31
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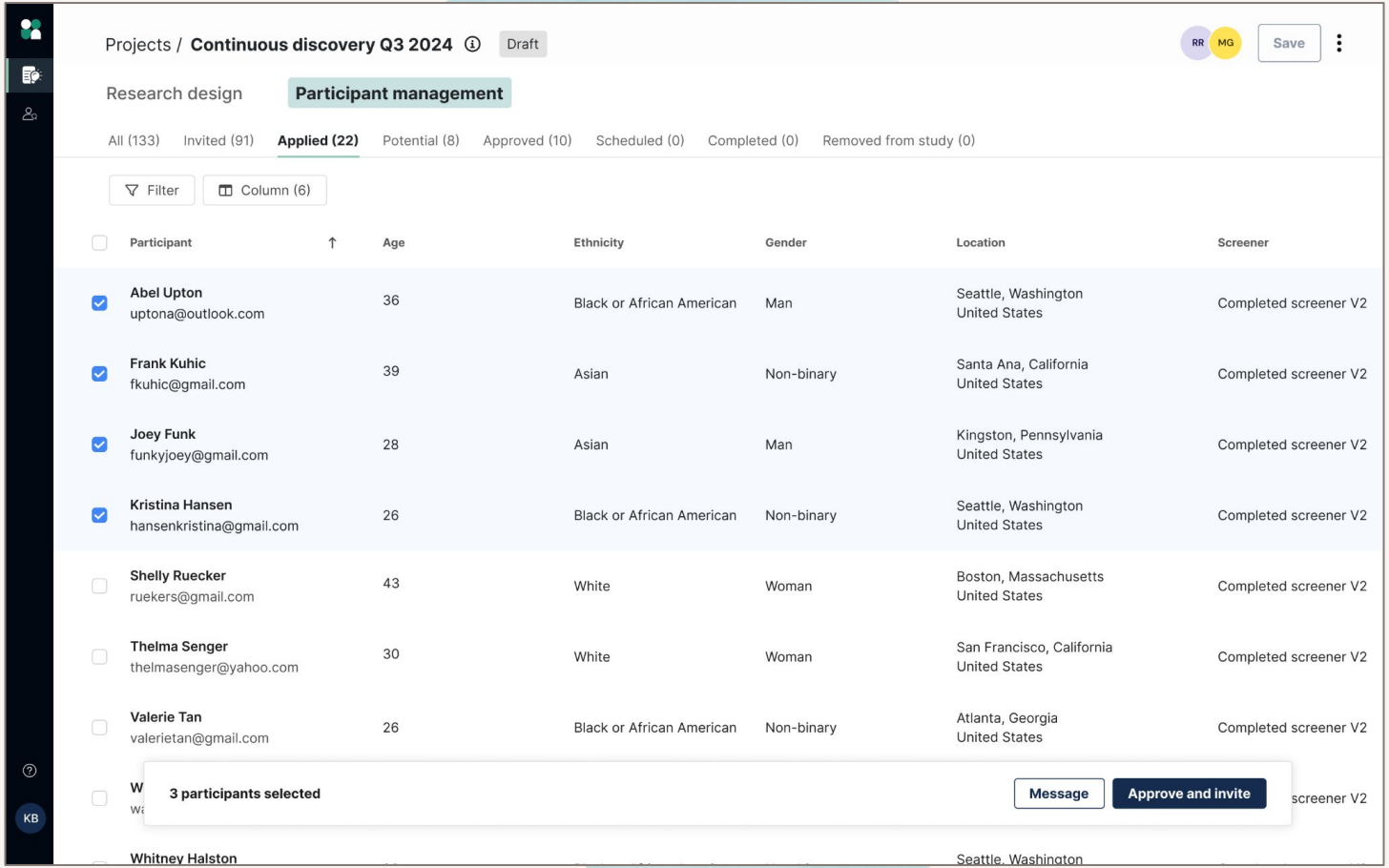
Man
Columbus, Ohio
United States
Completed screener V2
KB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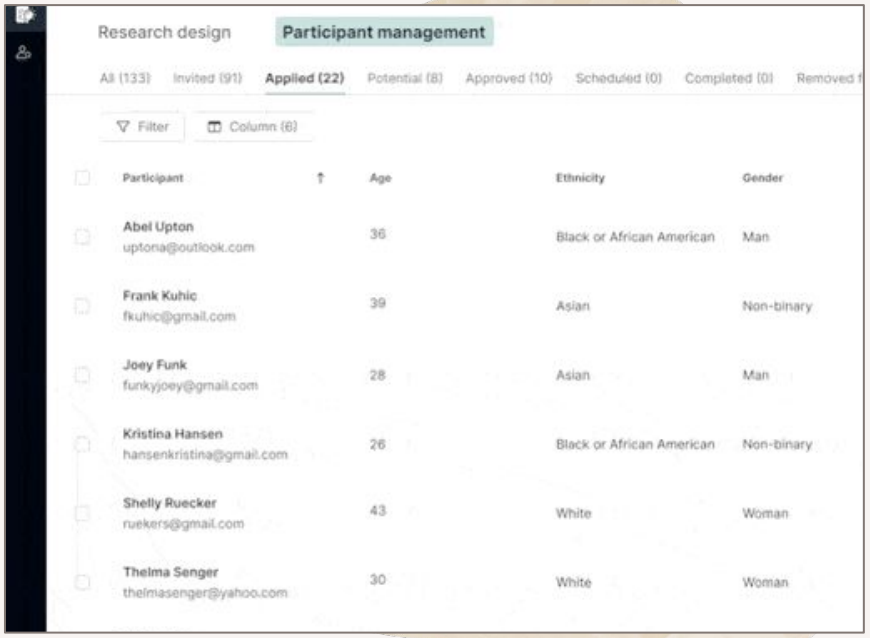
Completed screener V2
Valerie Tan
valerietan@gmail.com
26
Black or African American
Non-binary
Atlanta, Georgia
United States
Completed screener V2
3 participants selected
Message
Approve and invite
Whitney Halston
Seattle, Washington
KB

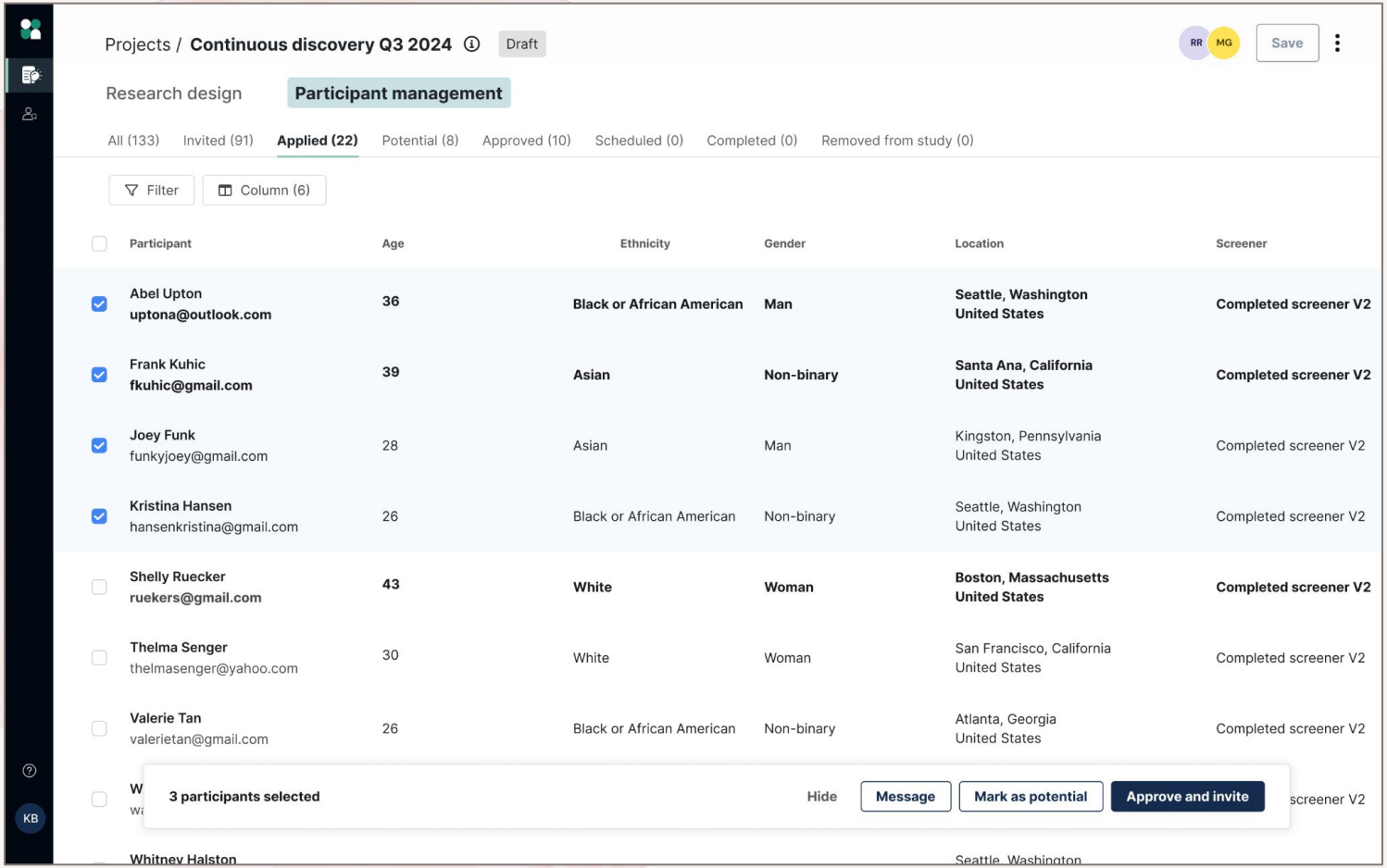
PARTICIPANT MANAGEMENT

Organize and categorize applicants/participants

We want to introduce new ways to let you organize applicants to fit your workflows.

- Track your participants through the **research funnel**
- Streamline your review through an **applicant inbox**
- **Mark potential** participants for consideration
- Create participant **notes**
- Create and add **tags**

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United States
Completed screener V2
Valerie Tan
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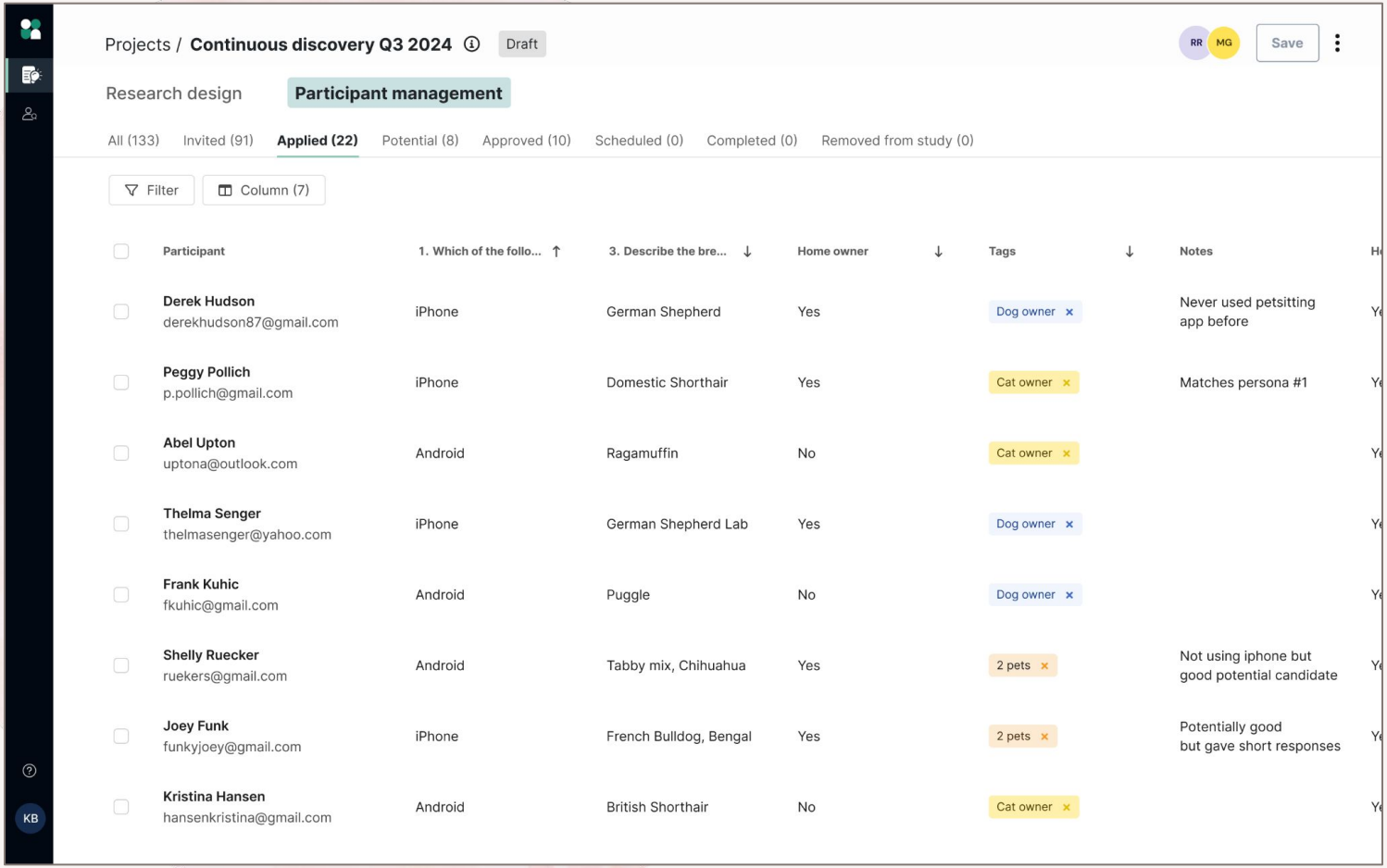
Black or African American
Non-binary
Atlanta, Georgia
United States
Completed screener V2
3 participants selected
Hide
Message
Mark as potential
Approve and invite
Whitney Halston
Seattle, Washington
KB


Projects / Continuous discovery Q3 2024
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MG
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Research design
Participant management
All (133)
Invited (91)
Applied (22)
Potential (8)
Approved (10)
Scheduled (0)
Completed (0)
Removed from study (0)
Filter
Column (7)
Participant
1. Which of the follo...
3. Describe the bre...
Home owner
Tags
Notes
Derek Hudson
derekhudson87@gmail.com
iPhone
German Shepherd
Yes
Dog owner
Never used petsitting app before
Peggy Pollich
p.pollich@gmail.com
iPhone
Domestic Shorthair
Yes
Cat owner
Matches persona #1
Abel Upton
uptona@outlook.com
Android
Ragamuffin
No
Cat owner
Thelma Senger
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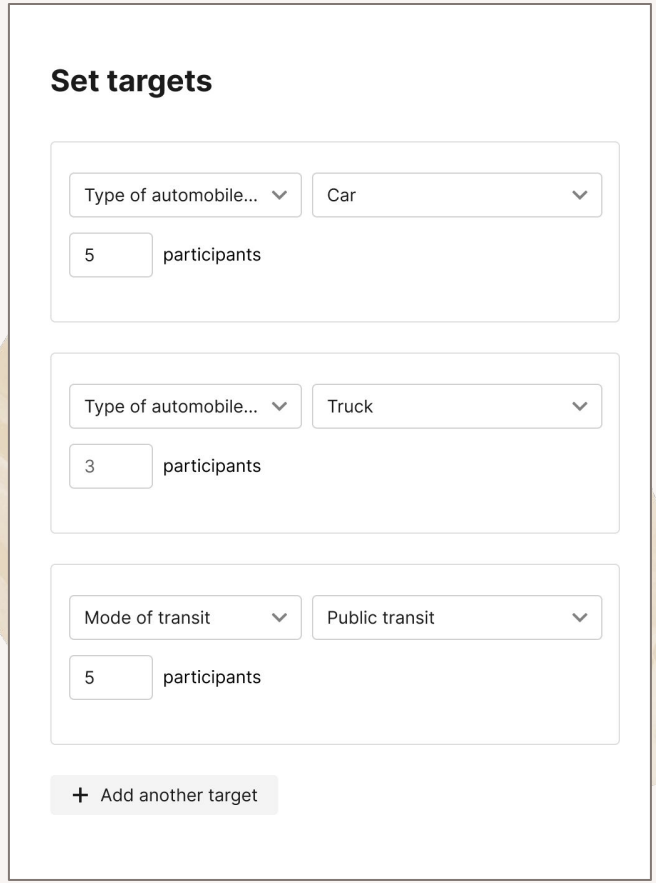
iPhone
German Shepherd Lab
Yes
Dog owner
Frank Kuhic
fkuhic@gmail.com
Android
Puggle
No
Dog owner
Shelly Ruecker
ruekers@gmail.com
Android
Tabby mix, Chihuahua
Yes
2 pets
Not using iphone but good potential candidate
Joey Funk
funkyjoey@gmail.com
iPhone
French Bulldog, Bengal
Yes
2 pets
Potentially good but gave short responses
Kristina Hansen
hansenkristina@gmail.com
Android
British Shorthair
No
Cat owner
KB

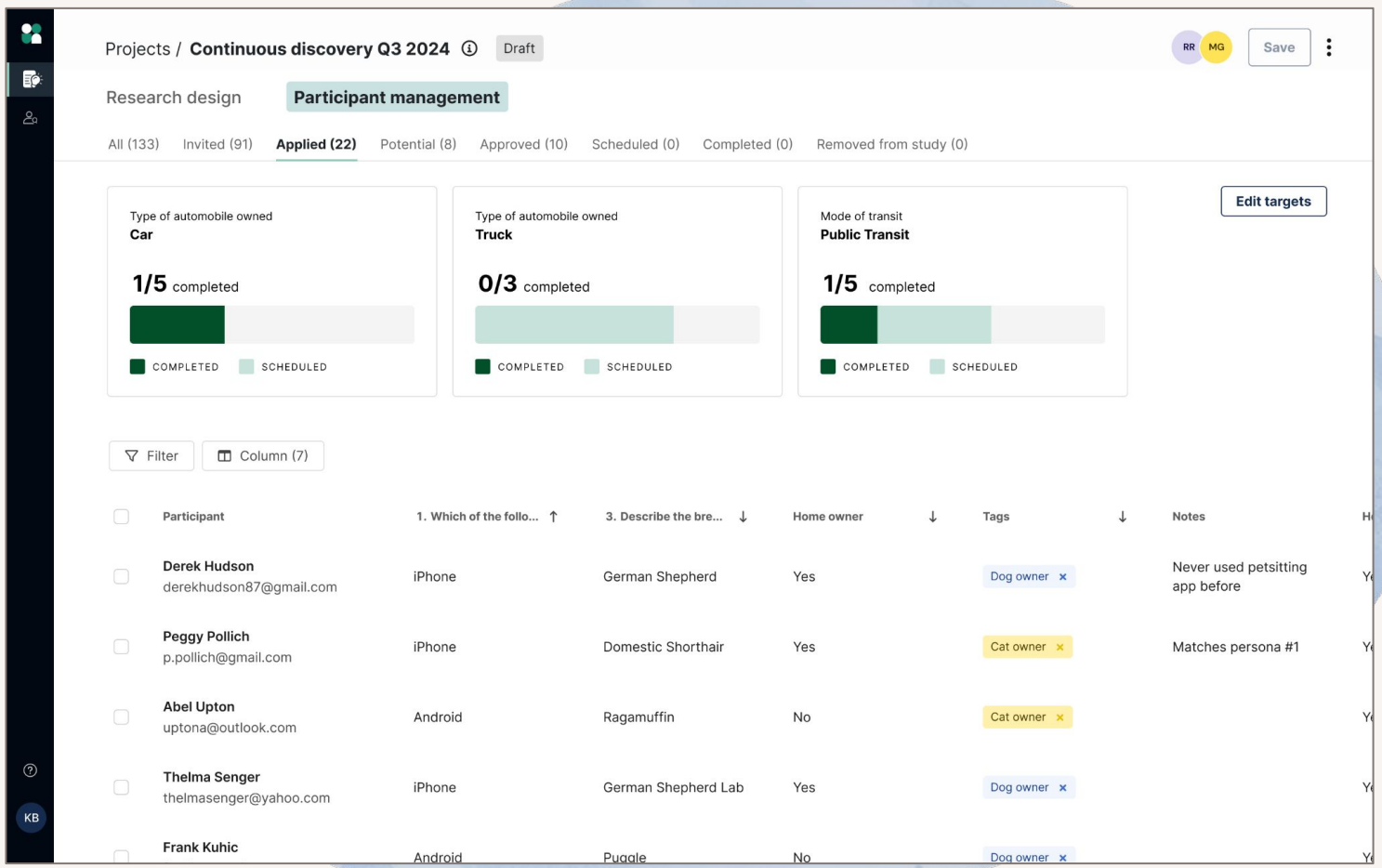
PARTICIPANT MANAGEMENT

Get enough people to hit specific attribute targets or balancing

We want to support quota management as we help you to define and set specific participant targets.

- Set participant targets
- Recruitment editing to meet targets
- Auto-adjust recruitment based on targeting signals




Projects / Continuous discovery Q3 2024
Draft
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MG
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Research design
Participant management
All (133)
Invited (91)
Applied (22)
Potential (8)
Approved (10)
Scheduled (0)
Completed (0)
Removed from study (0)
Type of automobile owned
Car
1/5 completed
COMPLETED
SCHEDULED
Type of automobile owned
Truck
0/3 completed
COMPLETED
SCHEDULED
Mode of transit
Public Transit
1/5 completed
COMPLETED
SCHEDULED
Edit targets
Filter
Column (7)
Participant
1. Which of the follo...
3. Describe the bre...
Home owner
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Derek Hudson
derekhudson87@gmail.com
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Thelma Senger
thelmasenger@yahoo.com
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German Shepherd Lab
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Dog owner
Frank Kuhic
Android
Puggle
No
Dog owner
KB

HUB PANEL

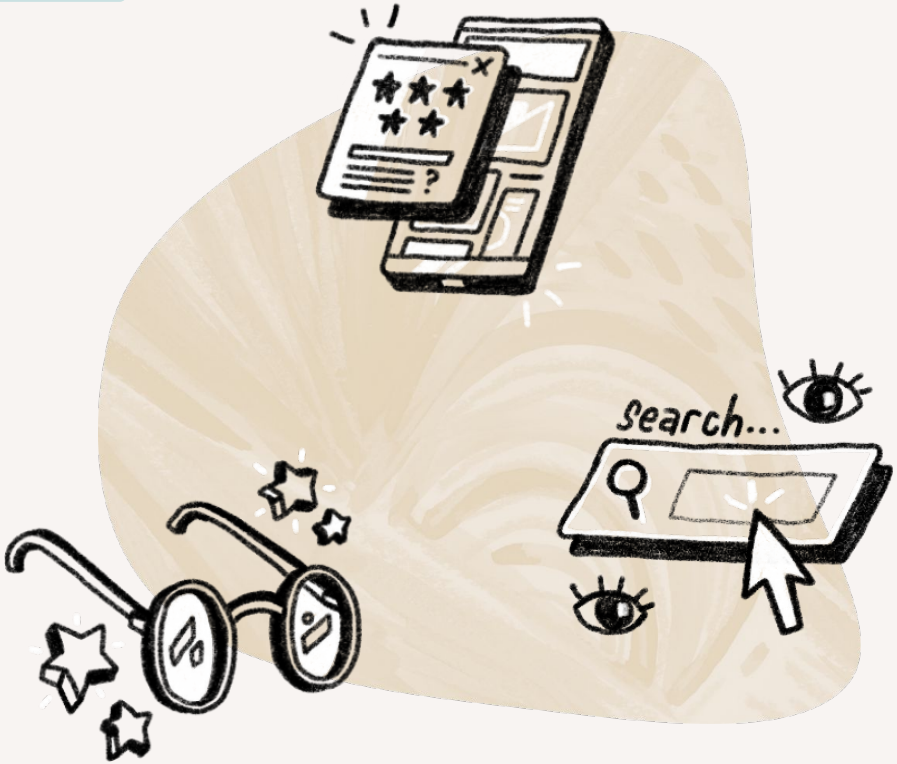
Hub Panel – Core Workflows

UPCOMING: H2

Pinpoint & recruit the right participants from your panel with rich targeting & tracking.

Core elements include:

- Revamped search & filtering
- Screener data in Hub
- Data visuals
- Participant card views



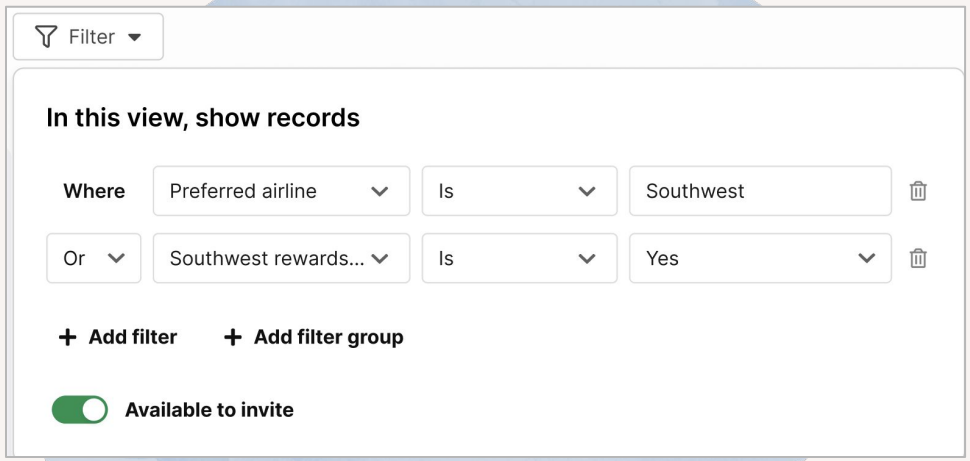
HUB PANEL

Revamped Search & Filtering

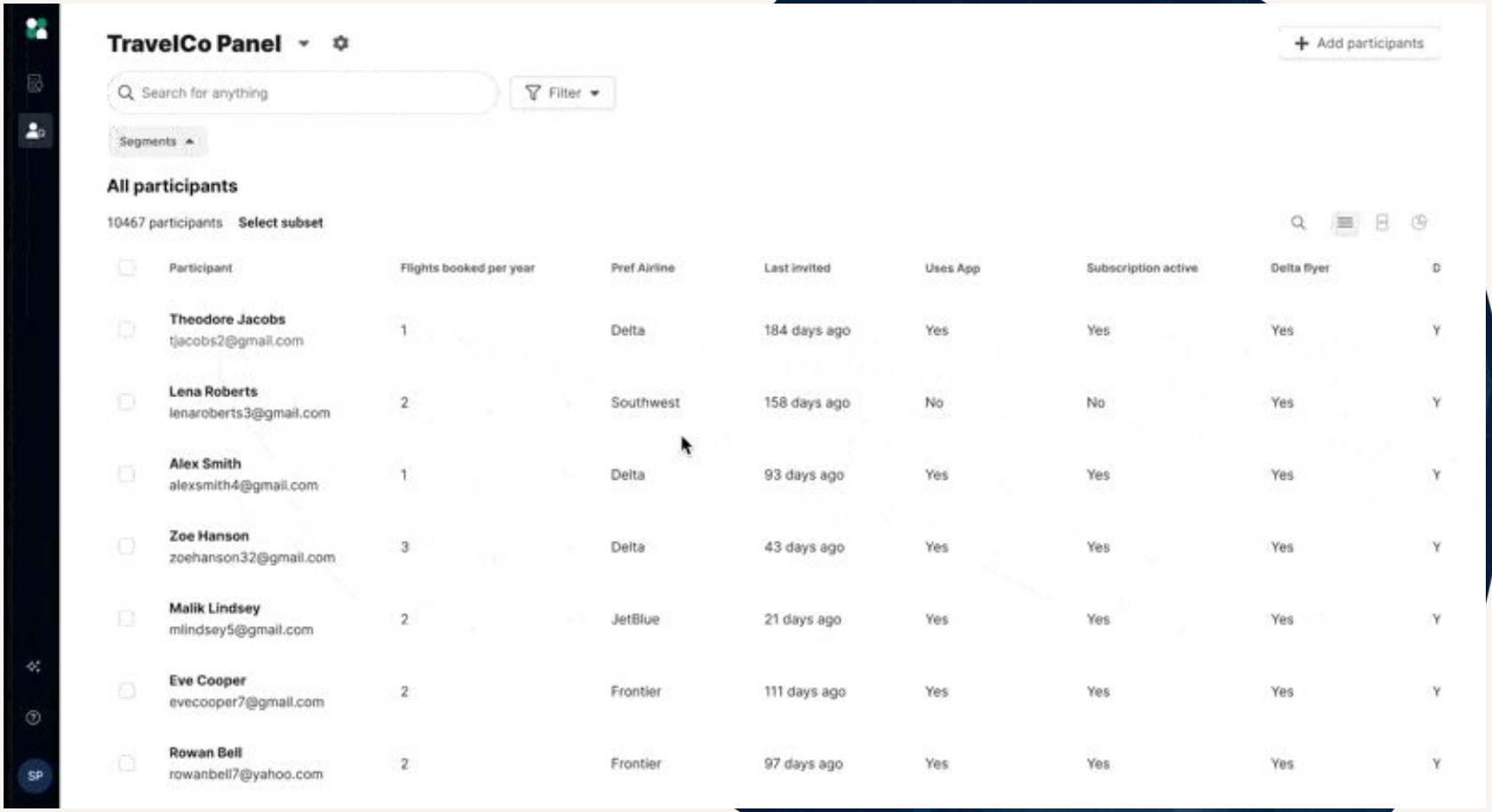
UPCOMING | H2 2024

We're designing a more robust & powerful search & filter experience, so teams can easily discover the right Ps in Hub.

- ✓ Filter on more fields in any combination
- ✓ Search across any field
- ✓ Search for keywords in screeners or notes from participant profiles



I can't always filter how I need to without an "or" option between filters. ***- researcher***


TravelCo Panel
Add participants
Search for anything
Filter
Segments
All participants
10467 participants
Select subset
Participant
Flights booked per year
Pref Airline
Last invited
Uses App
Subscription active
Delta flyer
Theodore Jacobs
tjacobs2@gmail.com
1
Delta
184 days ago
Yes
Yes
Yes
Lena Roberts
lenaroberts3@gmail.com
2
Southwest
158 days ago
No
No
Yes
Alex Smith
alexsmith4@gmail.com
1
Delta
93 days ago
Yes
Yes
Yes
Zoe Hanson
zoehanson32@gmail.com
3
Delta
43 days ago
Yes
Yes
Yes
Malik Lindsey
mlindsey5@gmail.com
2
JetBlue
21 days ago
Yes
Yes
Yes
Eve Cooper
evecooper7@gmail.com
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Frontier
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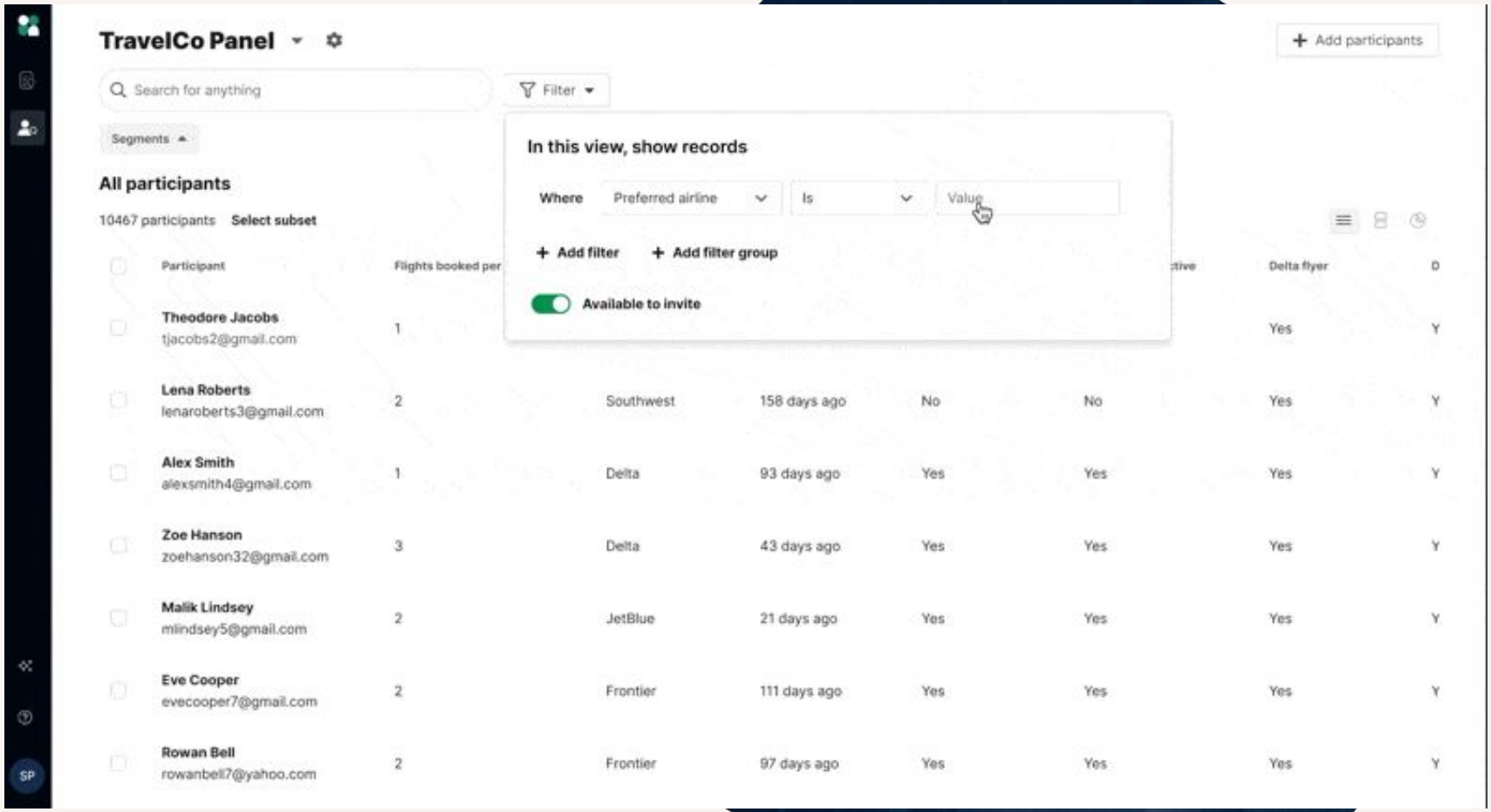
Yes
Yes
Yes
Rowan Bell
rowanbell7@yahoo.com
2
Frontier
97 days ago
Yes
Yes
Yes
SP


TravelCo Panel
Add participants
Search for anything
Filter
Segments
In this view, show records
Where
Preferred airline
Is
Value
Add filter
Add filter group
Available to invite
All participants
10467 participants
Select subset
Participant
Flights booked per
Delta flyer
Theodore Jacobs
tjacobs2@gmail.com
1
Yes
Lena Roberts
lenaroberts3@gmail.com
2
Southwest
158 days ago
No
No
Yes
Alex Smith
alexsmith4@gmail.com
1
Delta
93 days ago
Yes
Yes
Yes
Zoe Hanson
zoehanson32@gmail.com
3
Delta
43 days ago
Yes
Yes
Yes
Malik Lindsey
mlindsey5@gmail.com
2
JetBlue
21 days ago
Yes
Yes
Yes
Eve Cooper
evecooper7@gmail.com
2
Frontier
111 days ago
Yes
Yes
Yes
Rowan Bell
rowanbell7@yahoo.com
2
Frontier
97 days ago
Yes
Yes
Yes
SP

HUB PANEL

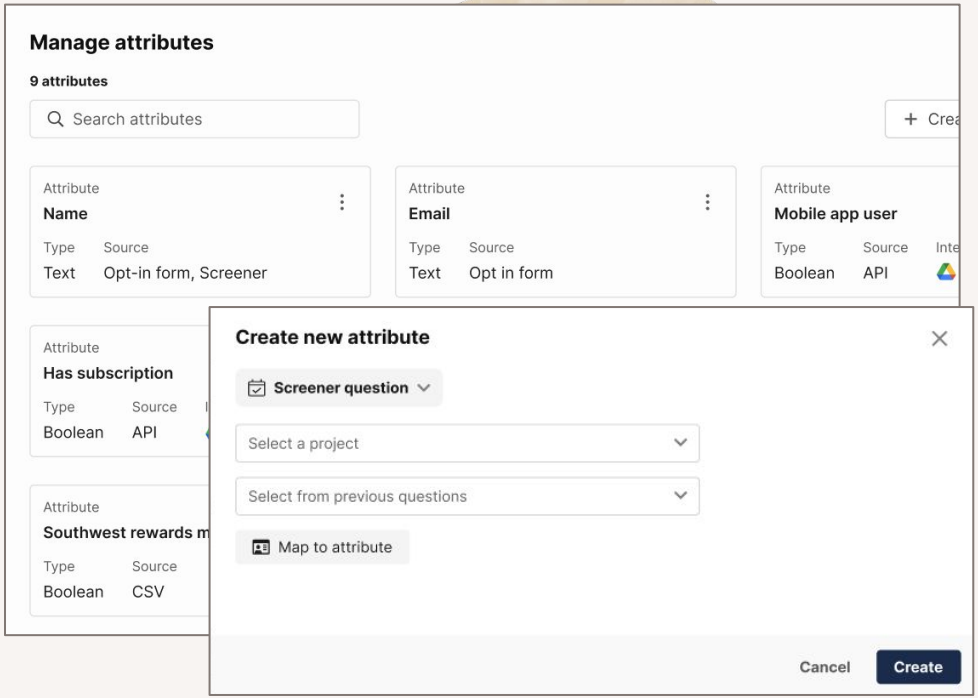
Screener Data in Hub

UPCOMING | H2 2024

Make all participant data easily discoverable in Hub by surfacing screener questions and responses.

- ✓ Map screener questions to Hub columns
- ✓ Search and filter on screener responses

Illustrative design



23,000 screener surveys were completed by Hub participants in the last month

HUB PANEL

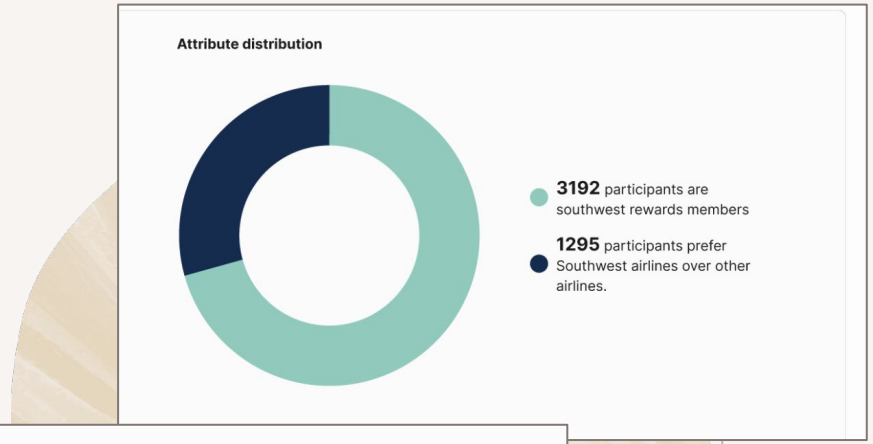
Hub Data Visuals

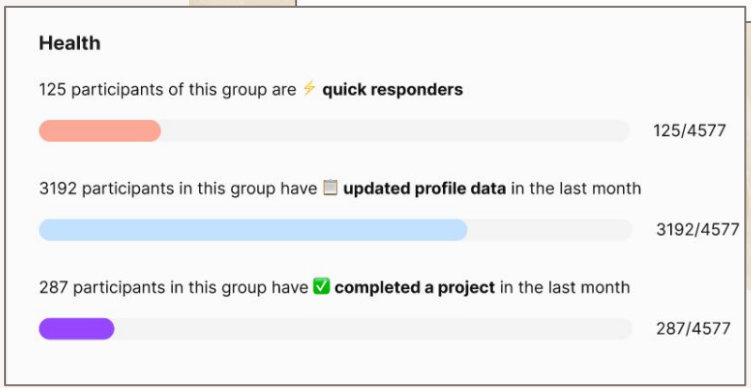
UPCOMING | H2 2024

Illustrative designs

Summarize & showcase the richness of panel data with dynamic data visuals

- ✓ Graphs & charts that display a breakdown of participant attributes
- ✓ Visualize all of Hub or a subset of selected participants





"We'd love to have some kind of dashboard to identify trends"
- Team Admin

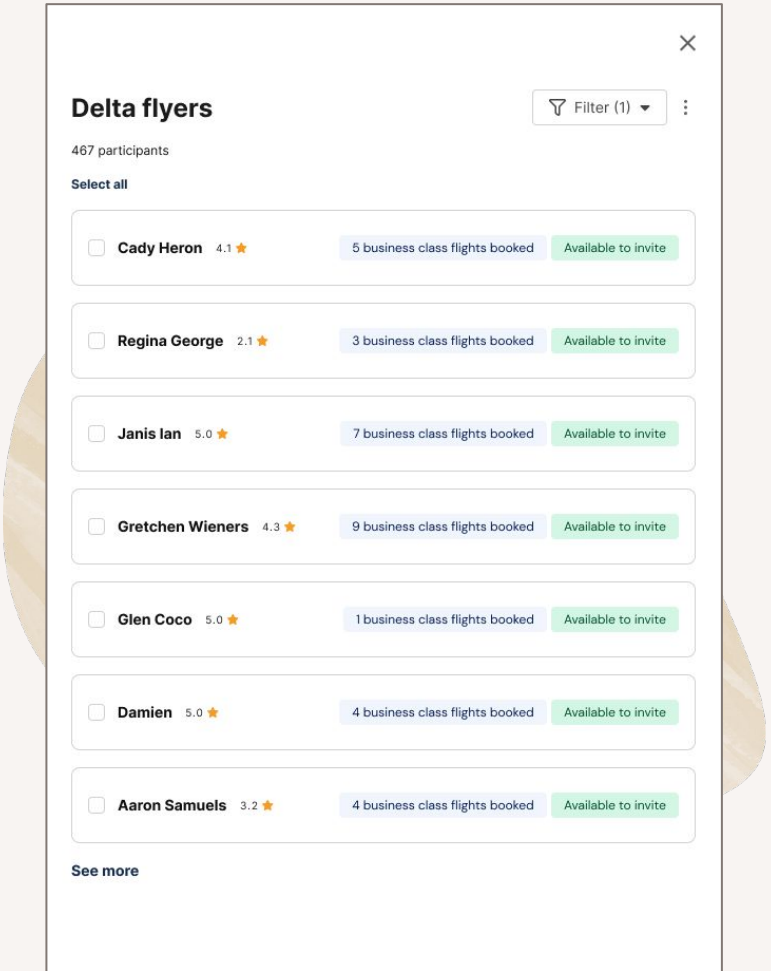
HUB PANEL

Participant Card Views

UPCOMING | H2 2024

Dynamic cards that highlight key participant data, tailored to support at-a-glance recruitment decisions

- ✓ Allow easier review of participant information in a less text-heavy format
- ✓ Teams can pin attributes to display on cards
- ✓ Surface notes & ratings from researchers

We've heard that researchers often review: previous participation, comments & ratings, & several key attributes for each participant.

Illustrative designs