

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



Agenda

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





WHAT'S NEW

Top 5 Recent Releases



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!

Preparation instructions

Help participants be fully prepared by providing clear instructions for what they need to do and specify the devices they should have on hand before the session starts. This ensures a focused and productive research interaction.

Please come prepared to:

- Log in to **zoom**
- **Share your video**
- Talk through your experiences using **User Interviews**
- **Share your screen** and walk through a recent project you've launched

Device type

Computer with webcam x Computer x

Web browser

Safari x Brave x

Computer operating system

Chrome OS x MacOS x

Session recording notification

Note: Selecting this option only notifies participants that the session will be recorded. User Interviews will not record the session.

Video x Screen x

Cancel **Save**

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

Project notes

CG **Carol Guest**
Friday, June 21, 2024 at 3:21 PM

@Helen Wang - I added the screener questions and updated the recruitment criteria. Anything else you want to adjust before we launch?

HW **Helen Wang**
Friday, June 21, 2024 at 4:39 PM

@Carol Guest - Looks good! Would appreciate your eyes on the screener logic I added. Then let's launch!

CG **Carol Guest**
Friday, June 21, 2024 at 4:48 PM

Looks great to me. Launched!

Add a project note

Add



TOP RECENT: #4

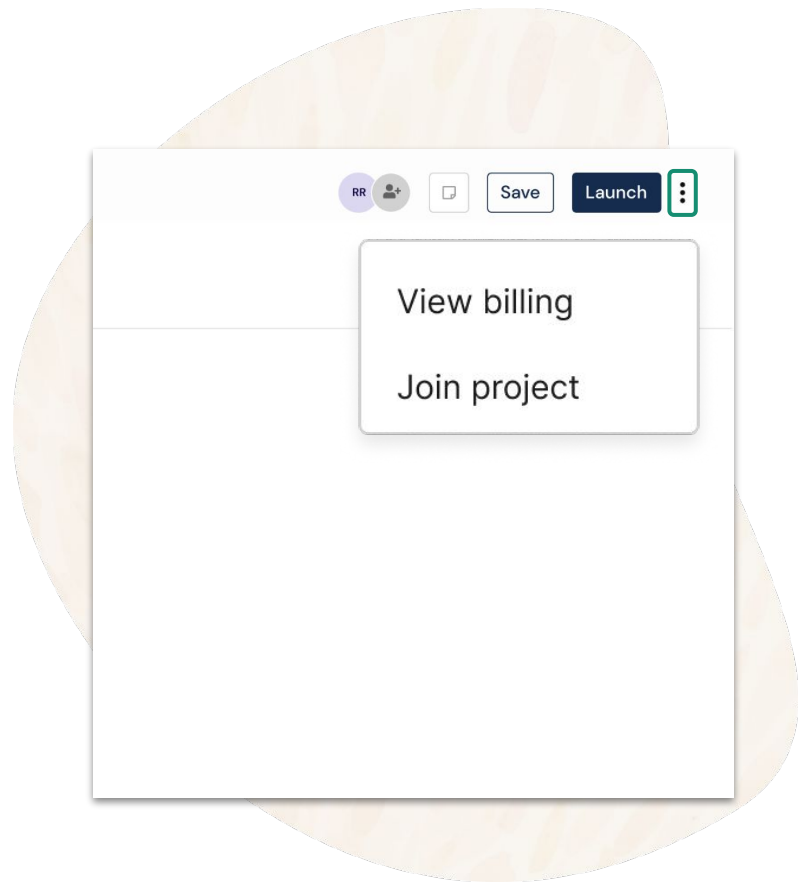
Admins can join projects LAUNCHED

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.

Video screening question

Please describe your current usage of the Produce Mart mobile app

Video Response

00:10 / 00:26

A screenshot of a video screening interface. At the top, it says "Video screening question" with a dropdown arrow. Below that is the question: "Please describe your current usage of the Produce Mart mobile app". Underneath is a "Video Response" section containing a video player. The video shows a woman with glasses on her head, looking thoughtful with her hand to her chin. The video player has a play button in the center, a progress bar at the bottom, and a timestamp of "00:10 / 00:26".

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

Product and service details

Productivity/Project management software

Select... ▾

- N/A - I don't use this type of software
- Google Workspace (Docs, Sheets, Slides, Keep)
- Microsoft Office (Word, Excel, PowerPoint, OneNote)
- iWork (Numbers, Pages, Keynote, Notes)
- Asana
- Airtable
- Basecamp
- Canva

Food delivery services

Uber Eats x DoorDash x Grubhub x ▾

Online banking/Financial management tools

Venmo x ▾

Health and wellness apps/platforms

N/A - I don't use this type of app/platform x ▾



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.

The screenshot shows a web form titled "Join our panel" from ProduceMart. The form asks for feedback on products and services. It includes several sections:

- Which types of fresh produce do you typically buy? (REQUIRED)**: A list of checkboxes for "Apples", "Tomatoes", "Lettuce", and "Carrots". "Apples" and "Tomatoes" are checked. There is an "Other" checkbox which is also checked, with a text input field below it containing "Type your response here".
- What is your date of birth? (REQUIRED)**: A date input field with a calendar icon.
- Do you have a ProduceMart Subscription? (REQUIRED)**: Radio buttons for "Yes" (selected) and "No".
- How many trips to the grocery store do you typically take per month? (REQUIRED)**: A dropdown menu.

A "Submit form" button is located at the bottom of the form.



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!

Recruitment criteria

By default we'll recruit from the general population. Add criteria from the options below to be more specific about who you want us to recruit.

Most popular Demographic Professional Technical

Age	+	Computer with a webcam	+
Browser	+	Employment status	+
Company size	+	Household income in USD	+

Recruitment **Research activity** Participant number & incentives

Select type of research activity

- Moderated**
Participants are guided by a moderator
 - One participant per session**
eg. 1-on-1 interviews
 - Multiple participants per session
eg. focus groups
- Unmoderated**
Participants complete activity on their own at their own time
- Multi-day**
Participants complete several activities over a period of time



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

Understanding purchasing behavior

Sign up for any time slots available. When you join the session, make sure you are on mute and your camera is off. Feel free to take notes in our [Miro board](#) and add additional research questions in our [Notion discussion guide](#).

Time zone

(-8:00) / America - Los Angeles

Sign up for selected sessions

	Participant	Session time	Moderator	Attendees
<input type="checkbox"/>	First L	Mon, May 20th 10:00am-11:00am PST	Mickey Mouse	Minnie Mouse
<input checked="" type="checkbox"/>	First L	Tues, May 21st 12:00pm-1:00pm PST	Mickey Mouse	Minnie Mouse
<input type="checkbox"/>	First L	Wed, May 22nd 11:00am-12:00pm PST	Mickey Mouse	Minnie Mouse
<input type="checkbox"/>	First L	Wed, May 22nd 1:00pm-2:00pm PST	Mickey Mouse	Mickey Mouse
Session full	First L	Thurs, May 23rd 10:00am-11:00am PST	Mickey Mouse	Minnie Mouse, Daffy Duck, Donald Duck

Research powered by user interviews

[Terms of Service](#) [Privacy Policy](#)

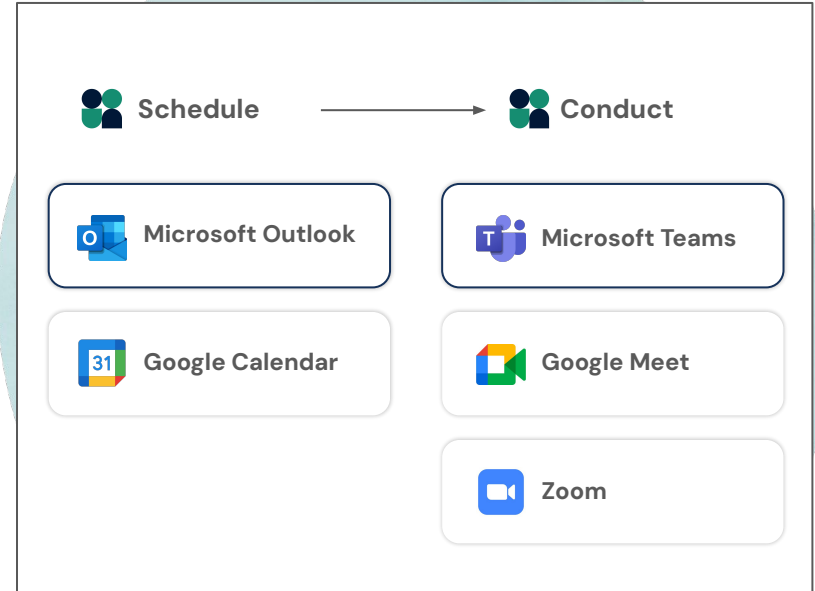


COMING SOON #3

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!



Controlled “Drip” Invitations

SEPT 2024

HUB

We are exploring ideas to help researchers 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

Set invitation controls ×

i 40 of your selected participants will be invited based on your team invite rules and unsubscribes.

Invite participants every ▼

until ▼

Cancel **Invite**



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





ON THE HORIZON

Roadmap Feedback



Research design **Participant management**

Applicants Sessions Messages

All statuses 

All ratings 

















Invite 

Filter 

Actions 

Showing 1 — 14 of 14 per page

<< 1 >>

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



Revamped Participant Management Experience

UPCOMING: H2

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

Researcher goals we want to support:

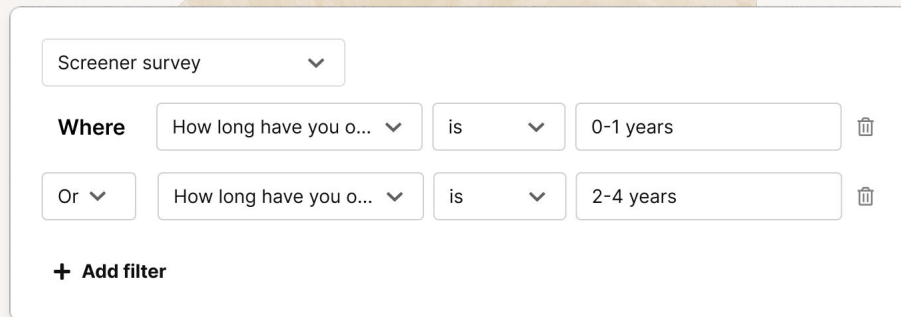
- Get enough good applicants
- Find and Approve the best applicants
- Organize and Categorize applicants and participants
- Manage approved participants
- Flag valuable participants for future research



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



The screenshot shows a filter configuration interface. At the top, there is a dropdown menu labeled "Screener survey". Below this, there are two filter rows. The first row is labeled "Where" and contains three components: a dropdown menu with the text "How long have you o...", a dropdown menu with the text "is", and a text input field containing "0-1 years". To the right of this row is a trash icon. The second row is labeled "Or" and contains three components: a dropdown menu with the text "How long have you o...", a dropdown menu with the text "is", and a text input field containing "2-4 years". To the right of this row is another trash icon. At the bottom of the interface, there is a button labeled "+ Add filter".



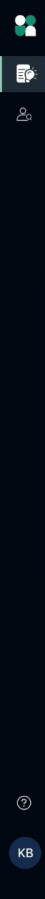
All (133) Inverted (91) **Applied (22)** Potential (8) Approved (10) Scheduled (0) Completed (0) Removed from study (0)

Filter

Column (6)

<input type="checkbox"/>	Participant	↑	Age	Ethnicity	Gender	Location	Screener
<input type="checkbox"/>	Abel Upton uptona@outlook.com		36	Black or African American	Man	Seattle, Washington United States	Completed screener V2
<input type="checkbox"/>	Frank Kuhic fkuhic@gmail.com		39	Asian	Non-binary	Santa Ana, California United States	Completed screener V2
<input type="checkbox"/>	Joey Funk funkyjoey@gmail.com		28	Asian	Man	Kingston, Pennsylvania United States	Completed screener V2
<input type="checkbox"/>	Kristina Hansen hanserkristina@gmail.com		26	Black or African American	Non-binary	Seattle, Washington United States	Completed screener V2
<input type="checkbox"/>	Shelly Ruecker ruekers@gmail.com		43	White	Woman	Boston, Massachusetts United States	Completed screener V2
<input type="checkbox"/>	Thelma Senger thelmasenger@yahoo.com		30	White	Woman	San Francisco, California United States	Completed screener V2
<input type="checkbox"/>	Valerie Tan valerietan@gmail.com		26	Black or African American	Non-binary	Atlanta, Georgia United States	Completed screener V2
<input type="checkbox"/>	William Anwar wanwar@gmail.com		31	Black or African American	Man	Columbus, Ohio United States	Completed screener V2
<input type="checkbox"/>	Whitney Maletos					Seattle, Washington	





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)

<input type="checkbox"/>	Participant	↑	Age	Ethnicity	Gender	Location	Screener
<input checked="" type="checkbox"/>	Abel Upton uptona@outlook.com		36	Black or African American	Man	Seattle, Washington United States	Completed screener V2
<input checked="" type="checkbox"/>	Frank Kuhic fkuhic@gmail.com		39	Asian	Non-binary	Santa Ana, California United States	Completed screener V2
<input checked="" type="checkbox"/>	Joey Funk funkyjoey@gmail.com		28	Asian	Man	Kingston, Pennsylvania United States	Completed screener V2
<input checked="" type="checkbox"/>	Kristina Hansen hansenkristina@gmail.com		26	Black or African American	Non-binary	Seattle, Washington United States	Completed screener V2
<input type="checkbox"/>	Shelly Ruecker ruekers@gmail.com		43	White	Woman	Boston, Massachusetts United States	Completed screener V2
<input type="checkbox"/>	Thelma Senger thelmasenger@yahoo.com		30	White	Woman	San Francisco, California United States	Completed screener V2
<input type="checkbox"/>	Valerie Tan valerietan@gmail.com		26	Black or African American	Non-binary	Atlanta, Georgia United States	Completed screener V2
<input type="checkbox"/>	Whitney Halston					Seattle, Washington	Completed screener V2

3 participants selected

Message

Approve and invite

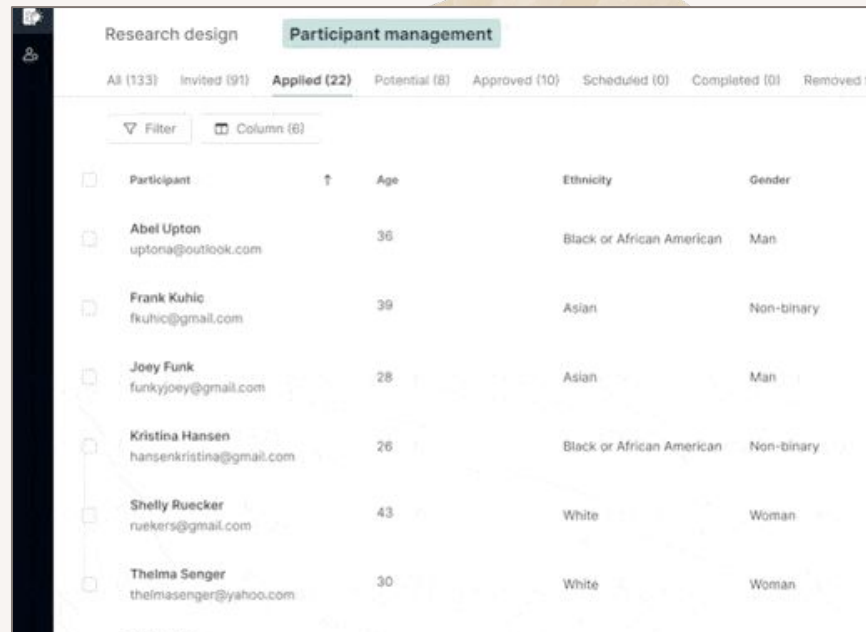
KB



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**



The screenshot shows a 'Participant management' interface. At the top, there are tabs for 'Research design' and 'Participant management'. Below the tabs, there are filters for 'All (133)', 'Invited (91)', 'Applied (22)', 'Potential (8)', 'Approved (10)', 'Scheduled (0)', 'Completed (0)', and 'Removed (0)'. There is also a 'Filter' dropdown and a 'Column (6)' selector. The main table lists participants with columns for 'Participant', 'Age', 'Ethnicity', and 'Gender'. Each row includes a checkbox, the participant's name and email, their age, ethnicity, and gender.

<input type="checkbox"/>	Participant	Age	Ethnicity	Gender
<input type="checkbox"/>	Abel Upton uptona@outlook.com	36	Black or African American	Man
<input type="checkbox"/>	Frank Kuhic fkuhic@gmail.com	39	Asian	Non-binary
<input type="checkbox"/>	Joey Funk funkyjoey@gmail.com	28	Asian	Man
<input type="checkbox"/>	Kristina Hansen hansenkristina@gmail.com	26	Black or African American	Non-binary
<input type="checkbox"/>	Shelly Ruecker rueckers@gmail.com	43	White	Woman
<input type="checkbox"/>	Thelma Senger thelmasenger@yahoo.com	30	White	Woman



Projects / **Continuous discovery Q3 2024** ⓘ Draft RR MG 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)

<input type="checkbox"/>	Participant	Age	Ethnicity	Gender	Location	Screener
<input checked="" type="checkbox"/>	Abel Upton uptona@outlook.com	36	Black or African American	Man	Seattle, Washington United States	Completed screener V2
<input checked="" type="checkbox"/>	Frank Kuhic fkuhic@gmail.com	39	Asian	Non-binary	Santa Ana, California United States	Completed screener V2
<input checked="" type="checkbox"/>	Joey Funk funkyjoey@gmail.com	28	Asian	Man	Kingston, Pennsylvania United States	Completed screener V2
<input checked="" type="checkbox"/>	Kristina Hansen hansenkristina@gmail.com	26	Black or African American	Non-binary	Seattle, Washington United States	Completed screener V2
<input type="checkbox"/>	Shelly Ruecker rueckers@gmail.com	43	White	Woman	Boston, Massachusetts United States	Completed screener V2
<input type="checkbox"/>	Thelma Senger thelmasenger@yahoo.com	30	White	Woman	San Francisco, California United States	Completed screener V2
<input type="checkbox"/>	Valerie Tan valerietan@gmail.com	26	Black or African American	Non-binary	Atlanta, Georgia United States	Completed screener V2
<input type="checkbox"/>	Whitnev Halston				Seattle, Washington	screener V2

3 participants selected Hide Message Mark as potential Approve and invite



Projects / **Continuous discovery Q3 2024** ⓘ Draft RR MG 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 (7)

<input type="checkbox"/>	Participant	1. Which of the follo... ↑	3. Describe the bre... ↓	Home owner ↓	Tags ↓	Notes
<input type="checkbox"/>	Derek Hudson derekhudson87@gmail.com	iPhone	German Shepherd	Yes	Dog owner x	Never used petsitting app before
<input type="checkbox"/>	Peggy Pollich p.pollich@gmail.com	iPhone	Domestic Shorthair	Yes	Cat owner x	Matches persona #1
<input type="checkbox"/>	Abel Upton uptona@outlook.com	Android	Ragamuffin	No	Cat owner x	
<input type="checkbox"/>	Thelma Senger thelmasenger@yahoo.com	iPhone	German Shepherd Lab	Yes	Dog owner x	
<input type="checkbox"/>	Frank Kuhic fkuhic@gmail.com	Android	Puggle	No	Dog owner x	
<input type="checkbox"/>	Shelly Ruecker ruekers@gmail.com	Android	Tabby mix, Chihuahua	Yes	2 pets x	Not using iphone but good potential candidate
<input type="checkbox"/>	Joey Funk funkyjoey@gmail.com	iPhone	French Bulldog, Bengal	Yes	2 pets x	Potentially good but gave short responses
<input type="checkbox"/>	Kristina Hansen hansenkristina@gmail.com	Android	British Shorthair	No	Cat owner x	

KB



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

Set targets

Type of automobile...

participants

Type of automobile...

participants

Mode of transit

participants

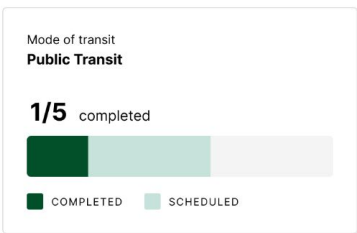
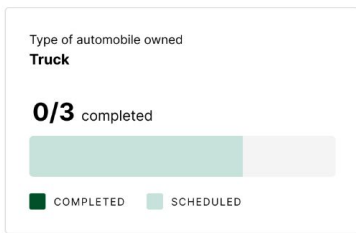
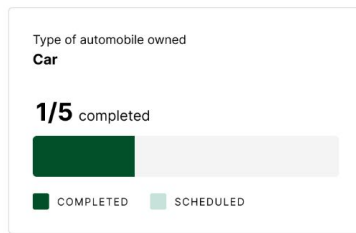
+ Add another target





Research design **Participant management**

All (133) Invited (91) **Applied (22)** Potential (8) Approved (10) Scheduled (0) Completed (0) Removed from study (0)



[Edit targets](#)

Filter Column (7)

<input type="checkbox"/>	Participant	1. Which of the follo... ↑	3. Describe the bre... ↓	Home owner ↓	Tags ↓	Notes	
<input type="checkbox"/>	Derek Hudson derekhudson87@gmail.com	iPhone	German Shepherd	Yes	Dog owner x	Never used petsitting app before	Y
<input type="checkbox"/>	Peggy Pollich p.pollich@gmail.com	iPhone	Domestic Shorthair	Yes	Cat owner x	Matches persona #1	Y
<input type="checkbox"/>	Abel Upton uptona@outlook.com	Android	Ragamuffin	No	Cat owner x		Y
<input type="checkbox"/>	Thelma Senger thelmasenger@yahoo.com	iPhone	German Shepherd Lab	Yes	Dog owner x		Y
<input type="checkbox"/>	Frank Kuhic	Android	Puggle	No	Dog owner x		Y



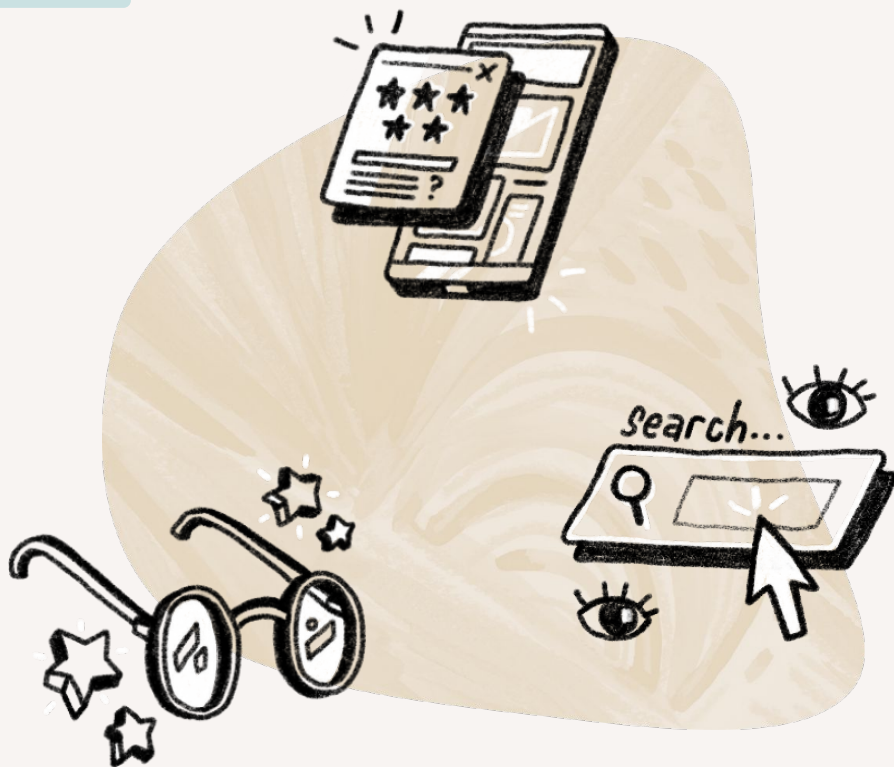
Hub Panel – Core Workflows

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

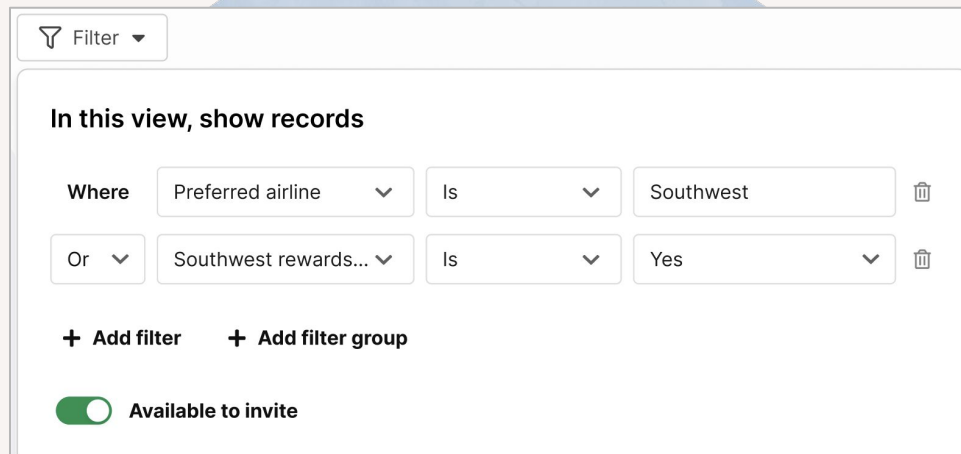


Revamped Search & Filtering

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



The screenshot shows a filter panel with a 'Filter' dropdown at the top. Below it, the text 'In this view, show records' is displayed. There are two filter groups. The first group has a 'Where' label, a dropdown menu with 'Preferred airline', an 'Is' dropdown menu, and a text input field with 'Southwest'. The second group has an 'Or' dropdown menu, a dropdown menu with 'Southwest rewards...', an 'Is' dropdown menu, and a dropdown menu with 'Yes'. Below the filter groups are two buttons: '+ Add filter' and '+ Add filter group'. At the bottom, there is a toggle switch for 'Available to invite' which is currently turned on.



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



Segments ▲

All participants

10467 participants [Select subset](#)

<input type="checkbox"/>	Participant	Flights booked per year	Pref Airline	Last invited	Uses App	Subscription active	Delta flyer	D
<input type="checkbox"/>	Theodore Jacobs tjacobs2@gmail.com	1	Delta	184 days ago	Yes	Yes	Yes	Y
<input type="checkbox"/>	Lena Roberts lenaroberts3@gmail.com	2	Southwest	158 days ago	No	No	Yes	Y
<input type="checkbox"/>	Alex Smith alexsmith4@gmail.com	1	Delta	93 days ago	Yes	Yes	Yes	Y
<input type="checkbox"/>	Zoe Hanson zoehanson32@gmail.com	3	Delta	43 days ago	Yes	Yes	Yes	Y
<input type="checkbox"/>	Malik Lindsey mlindsey5@gmail.com	2	JetBlue	21 days ago	Yes	Yes	Yes	Y
<input type="checkbox"/>	Eve Cooper evecooper7@gmail.com	2	Frontier	111 days ago	Yes	Yes	Yes	Y
<input type="checkbox"/>	Rowan Bell rowanbell7@yahoo.com	2	Frontier	97 days ago	Yes	Yes	Yes	Y

TravelCo Panel

+ Add participants

Search for anything

Filter

Segments

All participants

10467 participants [Select subset](#)

<input type="checkbox"/>	Participant	Flights booked per	Delta flyer	Active				
<input type="checkbox"/>	Theodore Jacobs tjacobs2@gmail.com	1	Yes	Y				
<input type="checkbox"/>	Lena Roberts lenaroberts3@gmail.com	2	Southwest	158 days ago	No	No	Yes	Y
<input type="checkbox"/>	Alex Smith alexsmith4@gmail.com	1	Delta	93 days ago	Yes	Yes	Yes	Y
<input type="checkbox"/>	Zoe Hanson zoehanson32@gmail.com	3	Delta	43 days ago	Yes	Yes	Yes	Y
<input type="checkbox"/>	Malik Lindsey mlindsey5@gmail.com	2	JetBlue	21 days ago	Yes	Yes	Yes	Y
<input type="checkbox"/>	Eve Cooper evecooper7@gmail.com	2	Frontier	111 days ago	Yes	Yes	Yes	Y
<input type="checkbox"/>	Rowan Bell rowanbell7@yahoo.com	2	Frontier	97 days ago	Yes	Yes	Yes	Y

In this view, show records

Where Preferred airline Is Value

+ Add filter + Add filter group

Available to invite

Menu, Refresh, Reload icons

Vertical sidebar with icons: Home, Profile, Settings, Logout, SP



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



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

Illustrative design

Manage attributes

9 attributes

Search attributes

+ Create

Attribute	Type	Source
Name	Text	Opt-in form, Screener
Email	Text	Opt in form
Mobile app user	Boolean	API
Has subscription	Boolean	API
Southwest rewards m	Boolean	CSV

Create new attribute

Screener question

Select a project

Select from previous questions

Map to attribute

Cancel Create



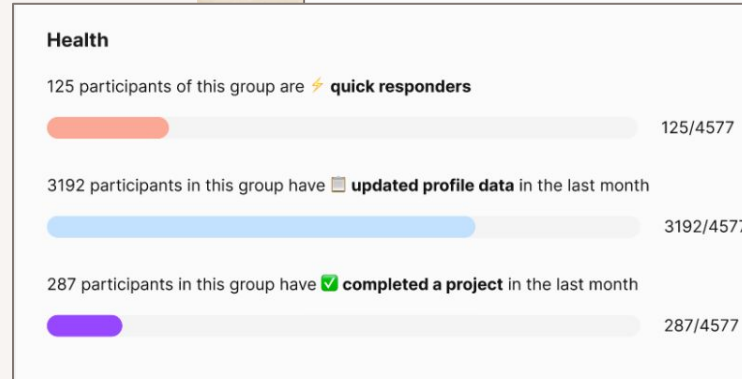
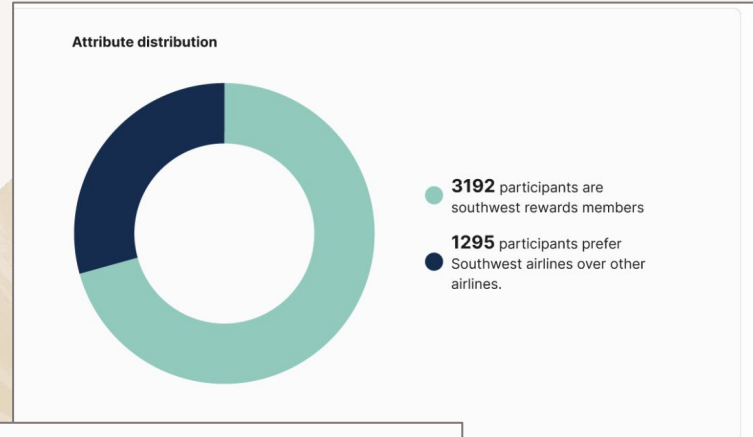
Hub Data Visuals

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



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

The image shows a mockup of a web interface for viewing participant cards. At the top right, there is a close button (X). Below it, the title "Delta flyers" is displayed next to a filter dropdown menu showing "Filter (1)". Underneath, it says "467 participants" and "Select all". The main content area contains a list of seven participant cards. Each card has a checkbox on the left, followed by the participant's name and a star rating. To the right of the name and rating, there are two buttons: a blue one showing the number of business class flights booked and a green one labeled "Available to invite".

Participant	Rating	Business class flights booked	Available to invite
<input type="checkbox"/> Cady Heron	4.1 ★	5	Available to invite
<input type="checkbox"/> Regina George	2.1 ★	3	Available to invite
<input type="checkbox"/> Janis Ian	5.0 ★	7	Available to invite
<input type="checkbox"/> Gretchen Wieners	4.3 ★	9	Available to invite
<input type="checkbox"/> Glen Coco	5.0 ★	1	Available to invite
<input type="checkbox"/> Damien	5.0 ★	4	Available to invite
<input type="checkbox"/> Aaron Samuels	3.2 ★	4	Available to invite

See more

