user interviews

Welcome to Product Talk #7

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 3 audience polls

We'd love your input on our roadmap

Welcome to Product Talk

JH Forster
SVP, Product

Carol Guest
Director, Product

Paolo Appley
Senior Product Manager

Hope Supernic
Director, Customer Success

Betsy Paige
Community & Events Manager

What's new at user interviews

Trusted recruits
Participant verification
Fraud reporting

Easy unmoderated
Participant journey
Tool integrations

Hub for enterprise
Multiple teams
Default branding
Invite limits

New Hub workflows
Add participants
Table customizations

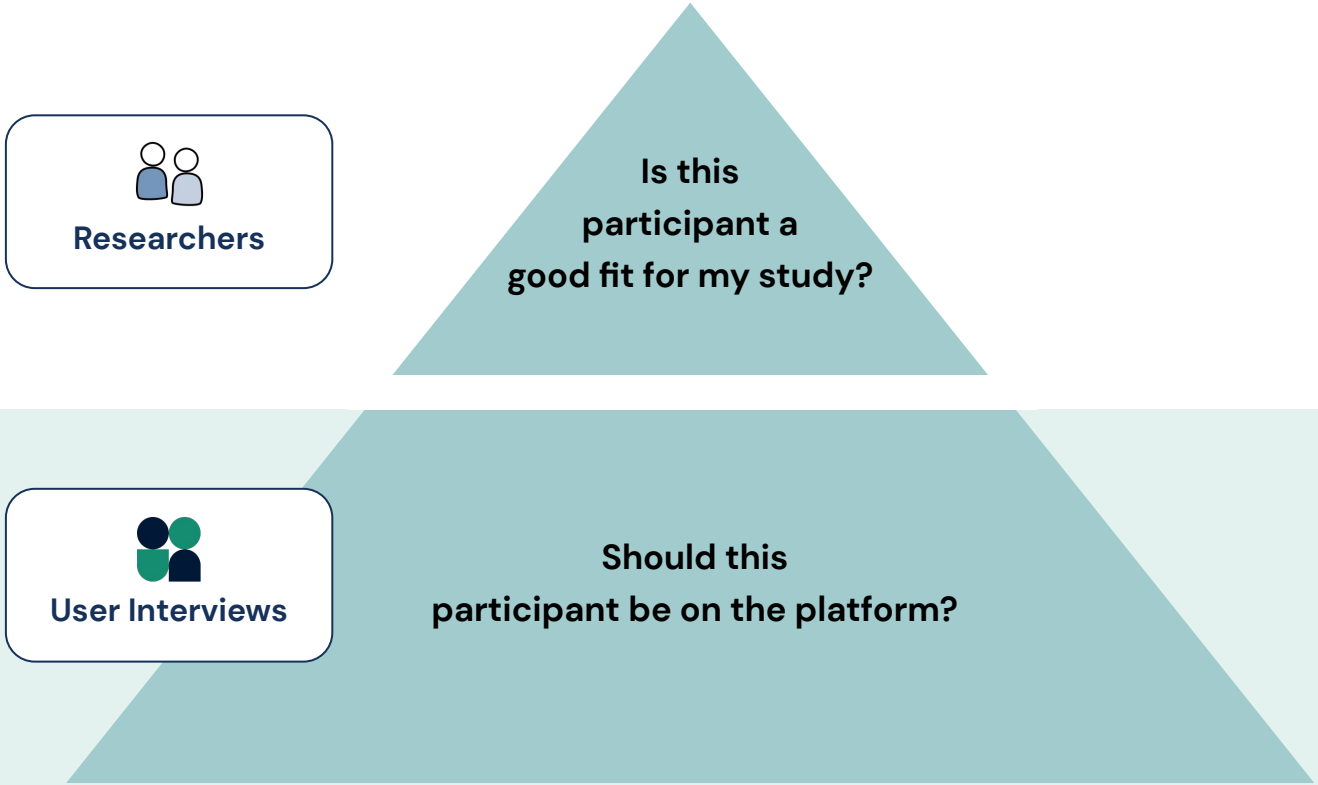
user interviews

Building trust in the quality of our participants

98%

Satisfaction rate on completed sessions

Participant Quality



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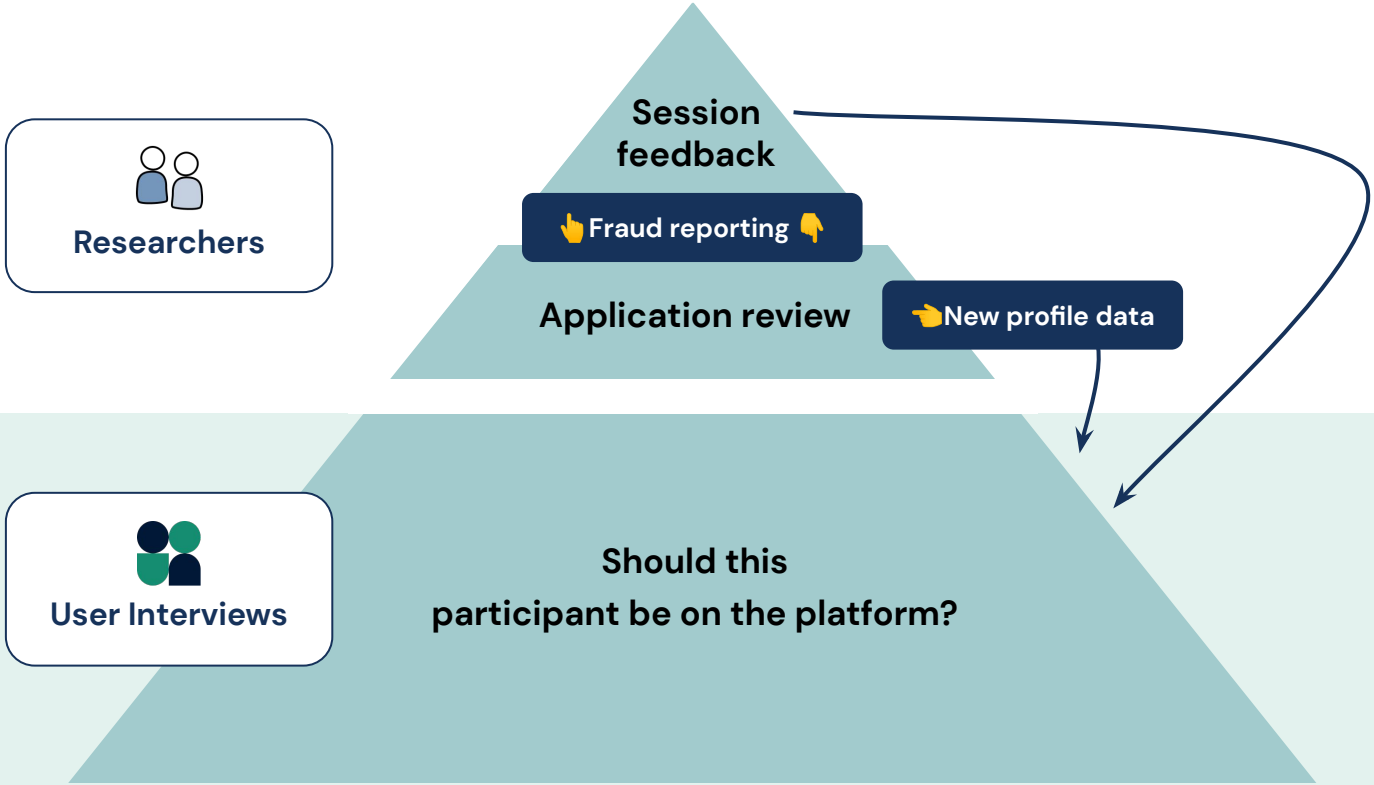
Participant Quality



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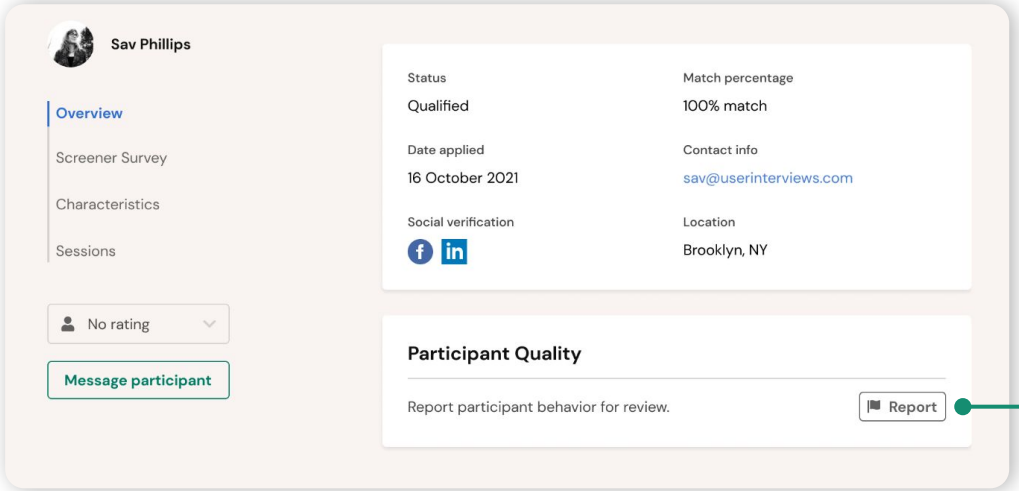
Fraud reporting

LAUNCHED

Report suspicious participants in-app, pre- or post-session.

- Flag participants for misrepresentation and prompt us to investigate
- Researchers have a clear path to resolve fraud concerns
- We get better signal about fraud on our platform to inform further investments



Report suspicious participants anytime

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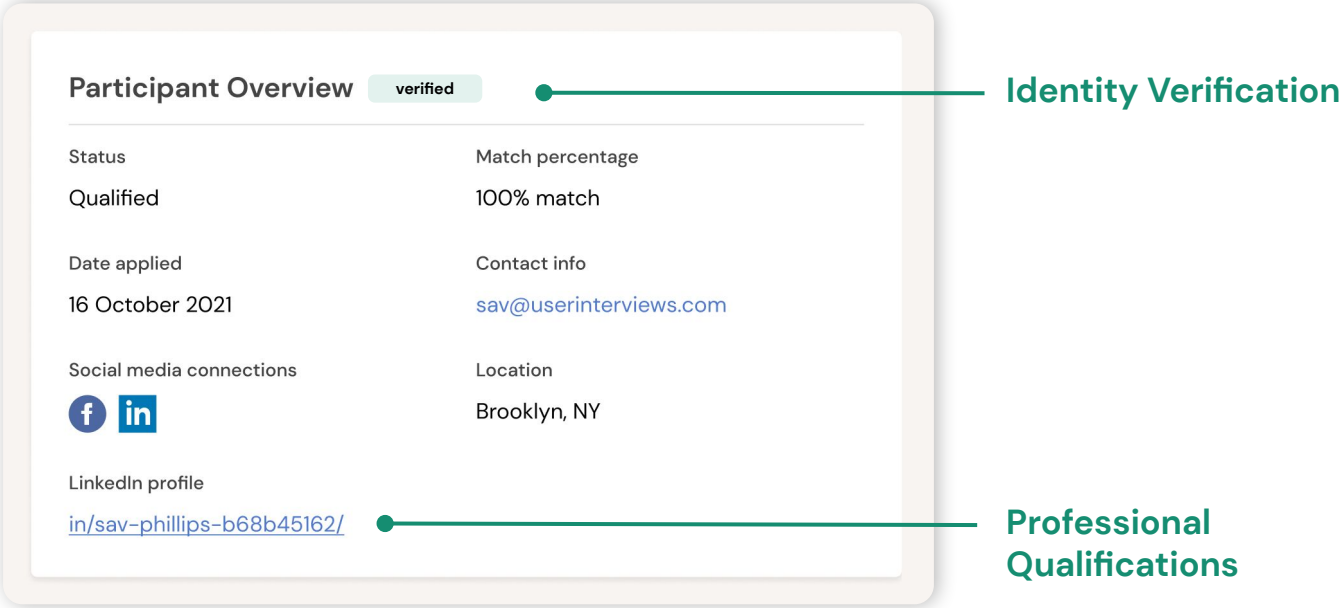
Participant verification

COMING SOON

Verify that the participant has right qualifications. Easily access their LinkedIn profiles to confirm professional characteristics. Coming soon: We will mark participants with verified identities via internal and third-party signals.



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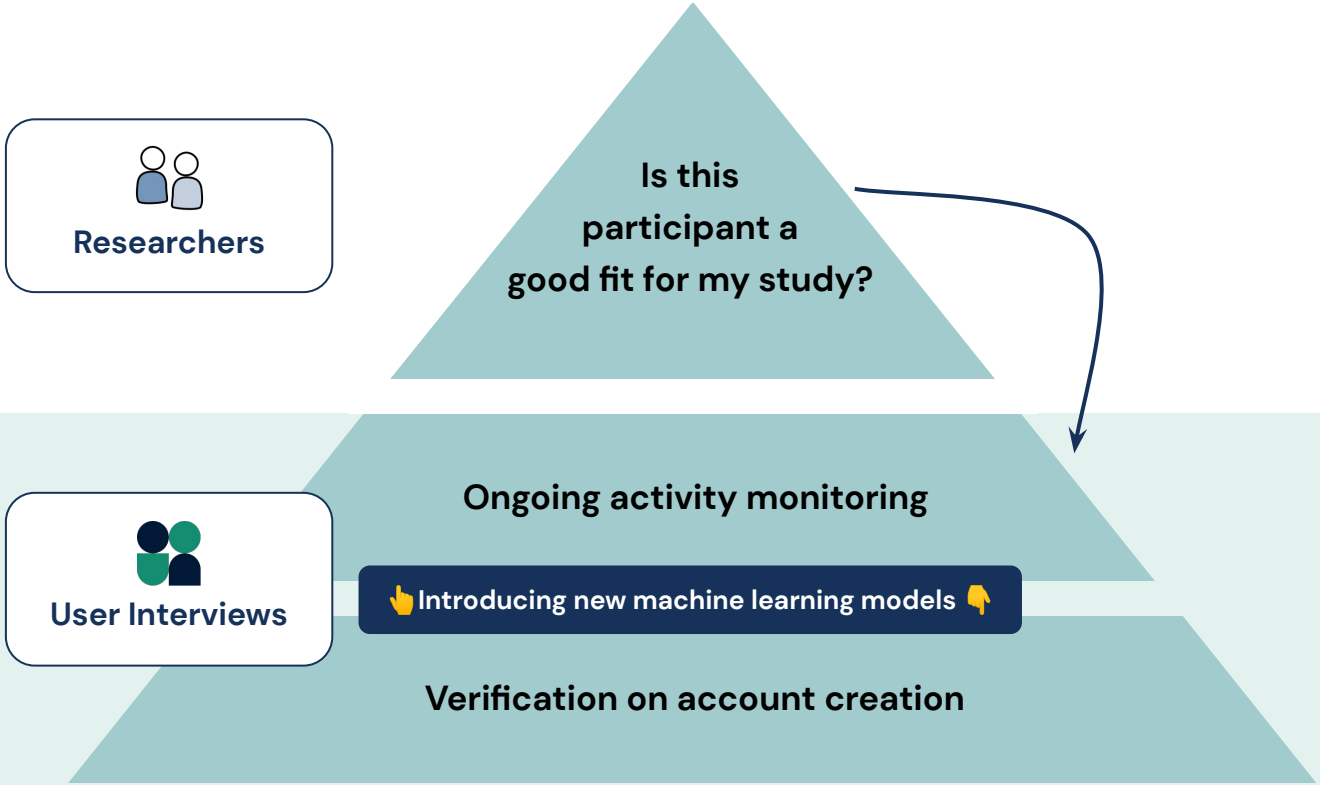

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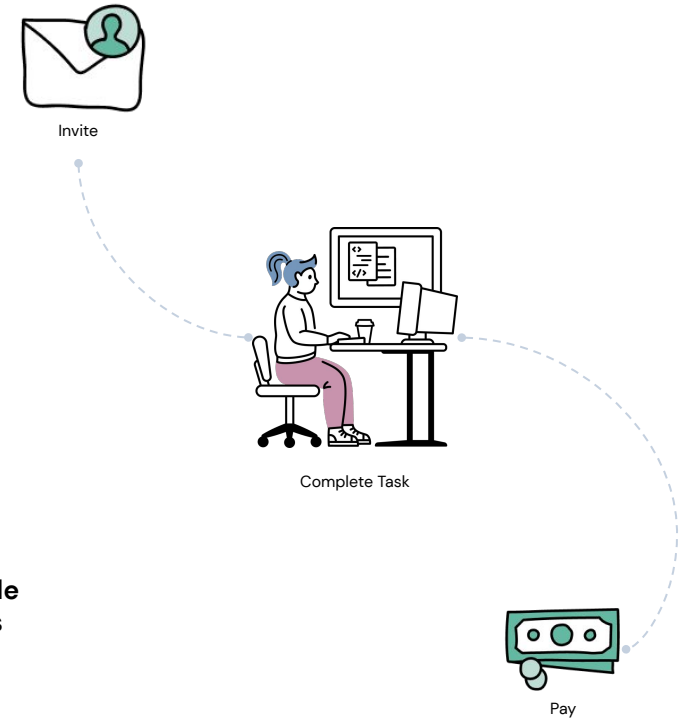
Revamping the unmoderated research experience

Unmoderated: Revamped to be simple, hands-off and affordable

Everything you love about moderated research with User Interviews, now for unmoderated



- **Simple** for Participants
- **Hands-off** for Researchers
- **Affordable** for Teams

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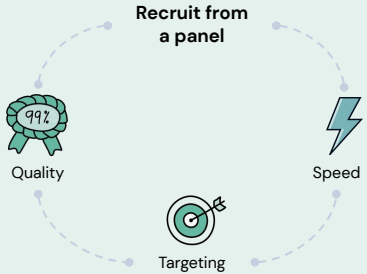
Unmoderated Research

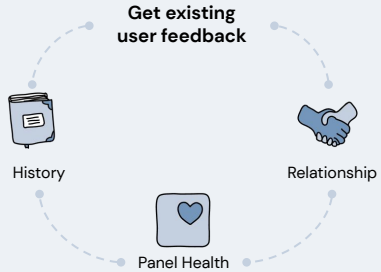
Moderated

Unmoderated

RECRUIT



RESEARCH HUB



Distribute Incentives

Consents & NDAs

Automatic Reminders

Participant Communication

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| Unmoderated Research

Unmoderated

What we heard from Researchers

- The participant experience is too complex
- The researcher experience requires monitoring
- Pricing for high volume surveys, doesn't fit our budget

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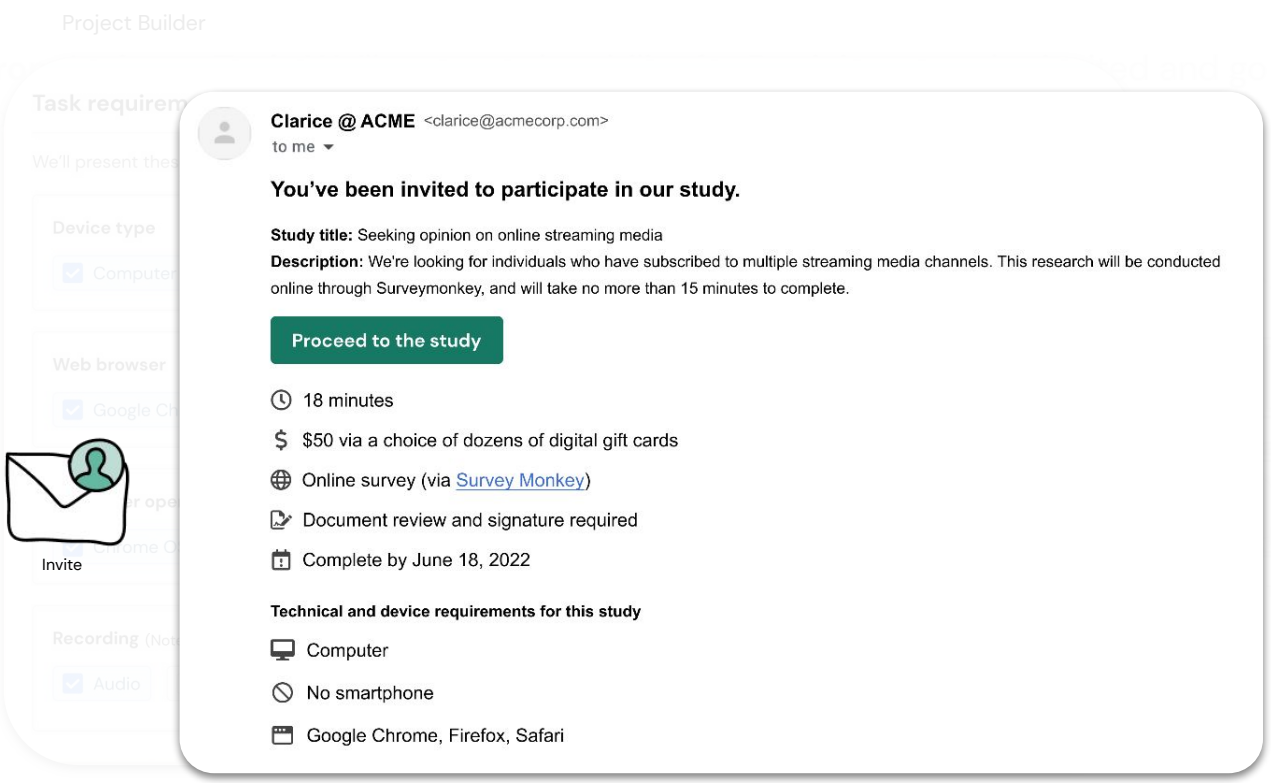
Simplifying the Participant Experience

COMING SOON



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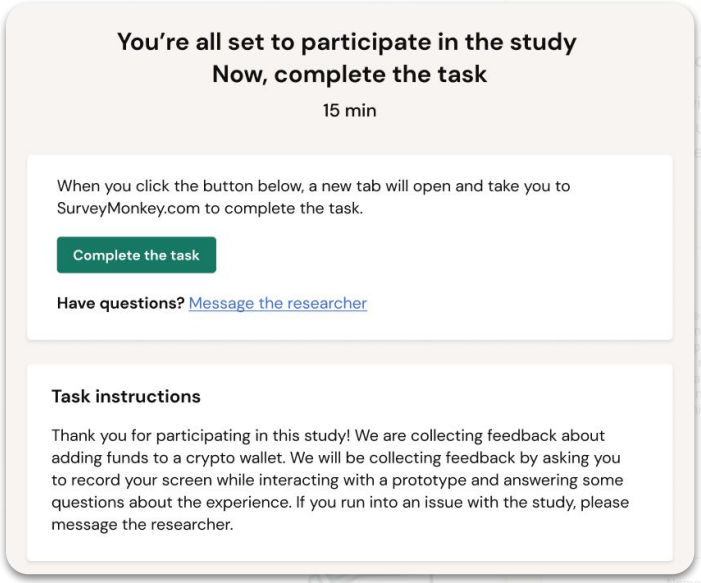
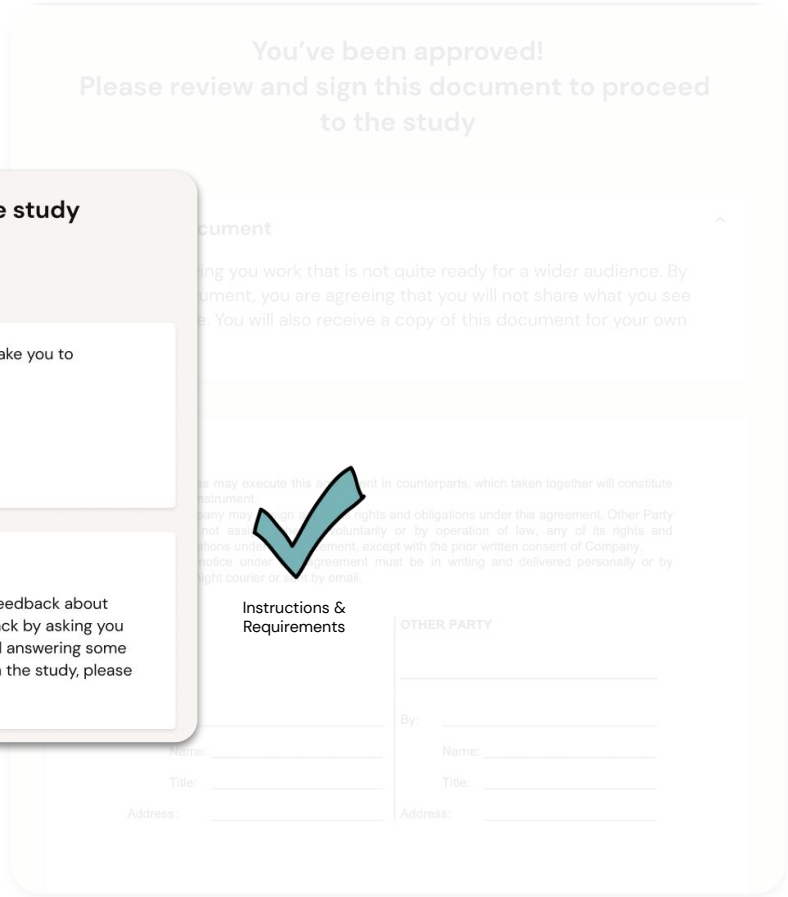
Flexible Workflows, *less* monitoring

LAUNCHED



Instructions & Requirements

NDAs / Consents



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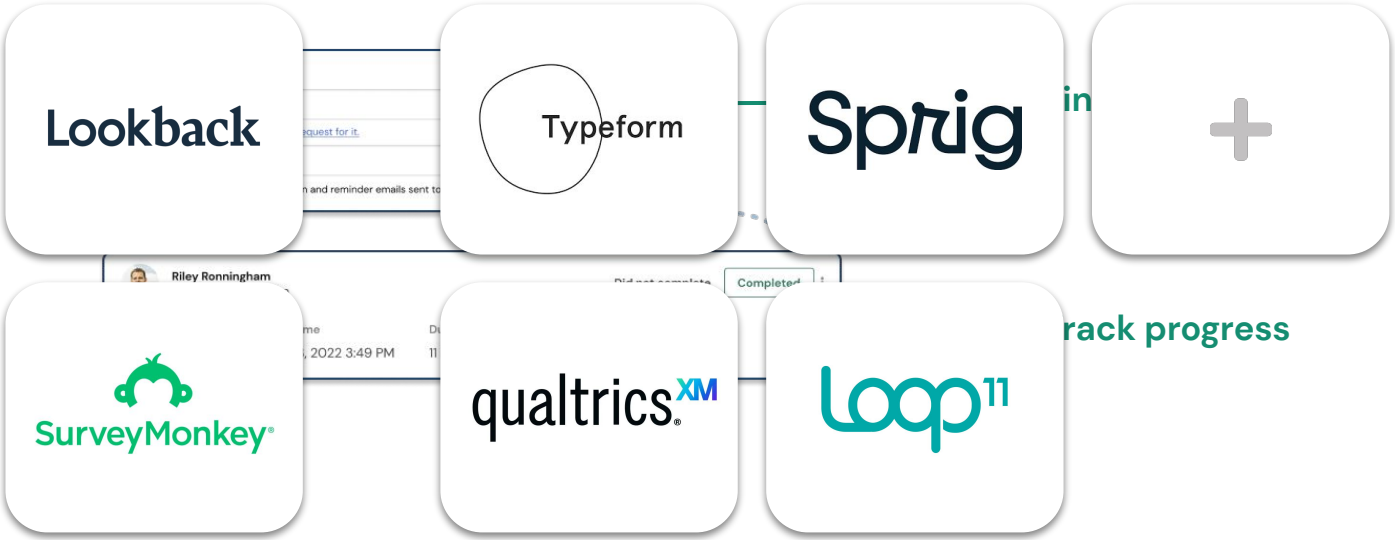
Integrations: Less set-up & monitoring

Project Set-up, Participant Tracking. Speed up project set-up; know when participants start and complete tasks; have the data to do a quality check before you pay.

RECENTLY LAUNCHED

COMING SOON



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Updated pricing for Surveys

LAUNCHED

Survey pricing that scales. Tap into our panel, built for high-quality qualitative research, with rich profile and screener data, at a cost that scales.

FOR ALL RECRUIT SUBSCRIPTIONS

$12

per completed response

B2C RECRUITING

$24

per completed response

B2B RECRUITING

Curious about survey pricing? Select “yes” in the poll.
Email tucker@userinterviews.com with questions.

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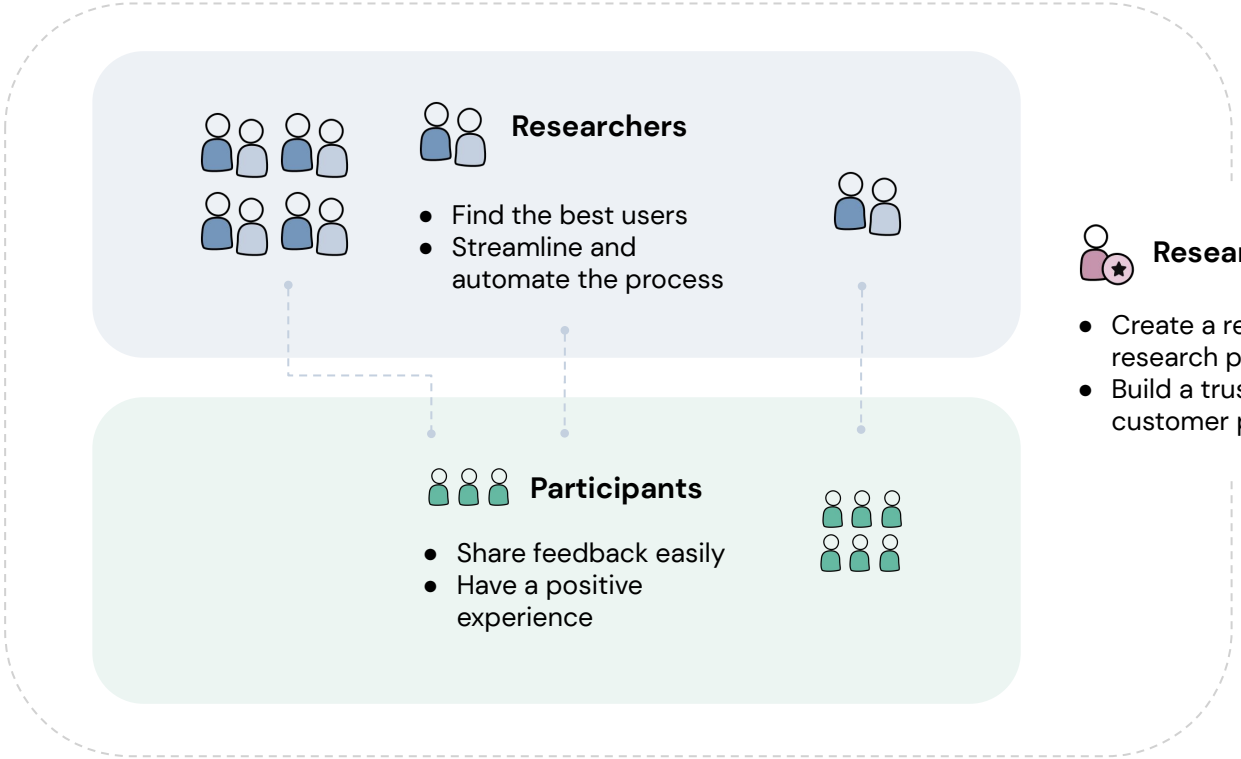
Scaling customer research with Hub for Enterprise

Hub for enterprise



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Multiple teams and panels

ALPHA

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Multiple teams and panels

ALPHA

Org Admin

- Manage research team members
- Customize the participant experience
- View and edit projects
- Manage participants and panels

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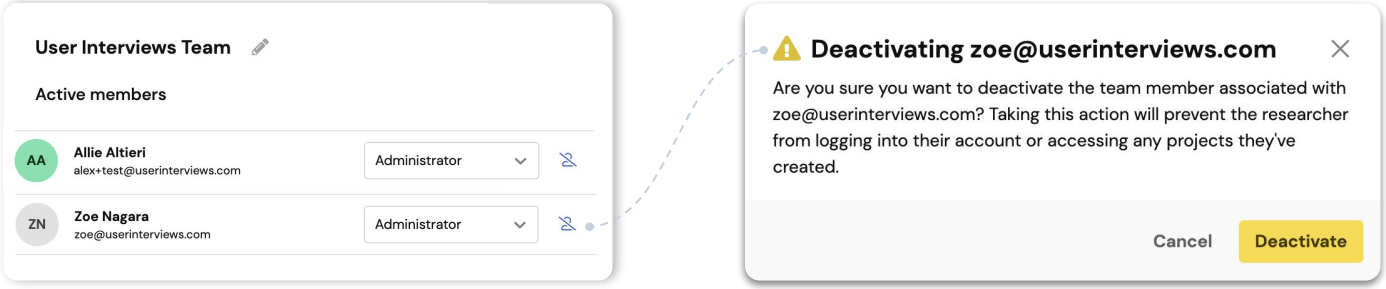
Manage team members

LAUNCHED

Org Admins can onboard and manage researchers.

Org Admins can adjust permissions and deactivate team members. More granular permissions are coming soon.



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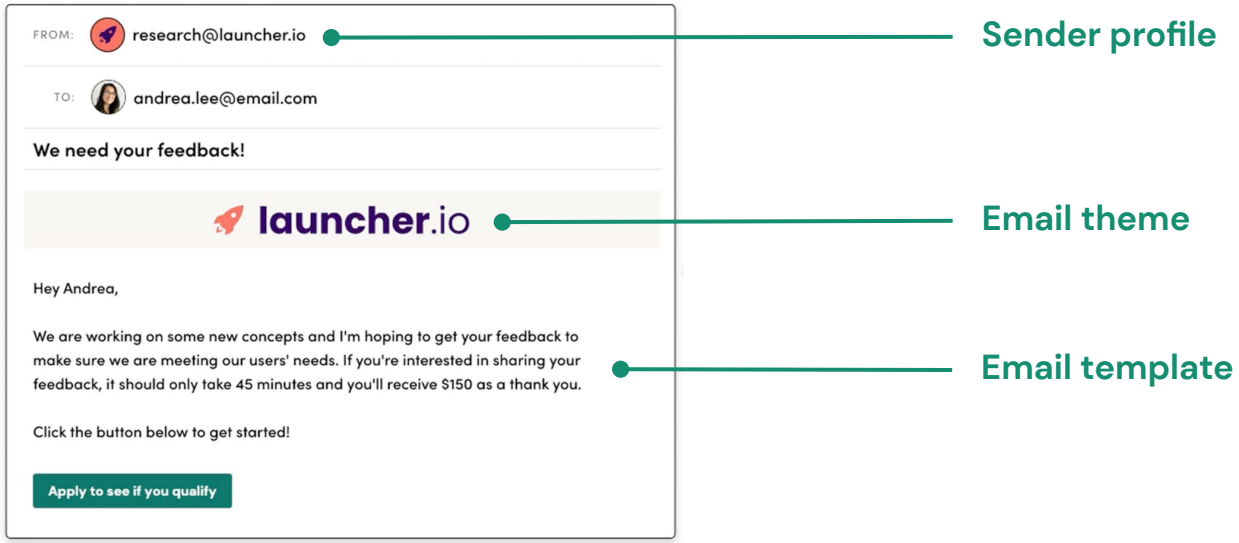
Branding & communication defaults

LAUNCHED

Team Admins can configure default branding and communication settings for email themes, email templates, and sender profiles, to guide researchers towards the best and safest options. Team Admins can can also customize the confirmation page that participants will see after applying to a study.



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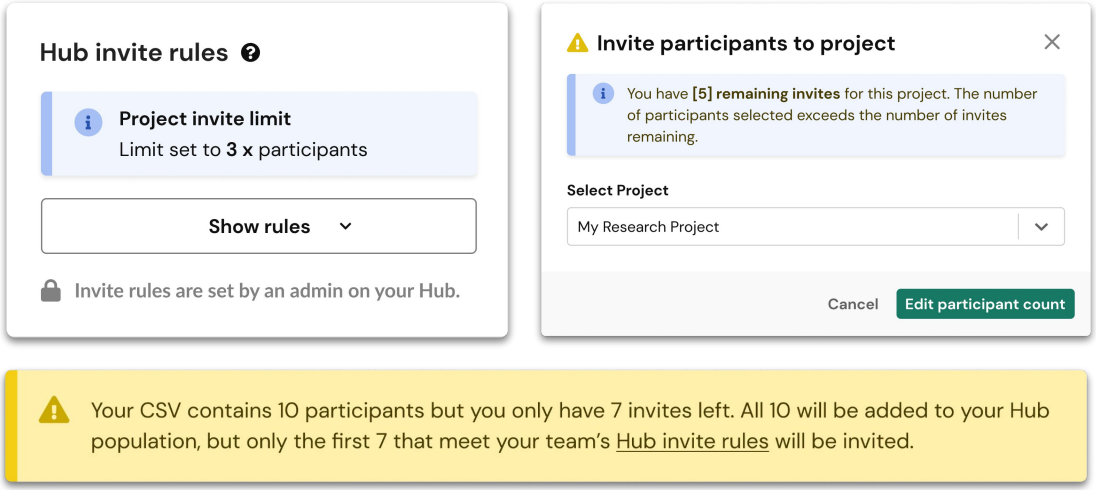
Invite limits

COMING SOON

Admins can limit the number of participants a researcher can invite to a study to avoid over-contacting. Limits are enforced across all invite methods — from the panel, or CSV.



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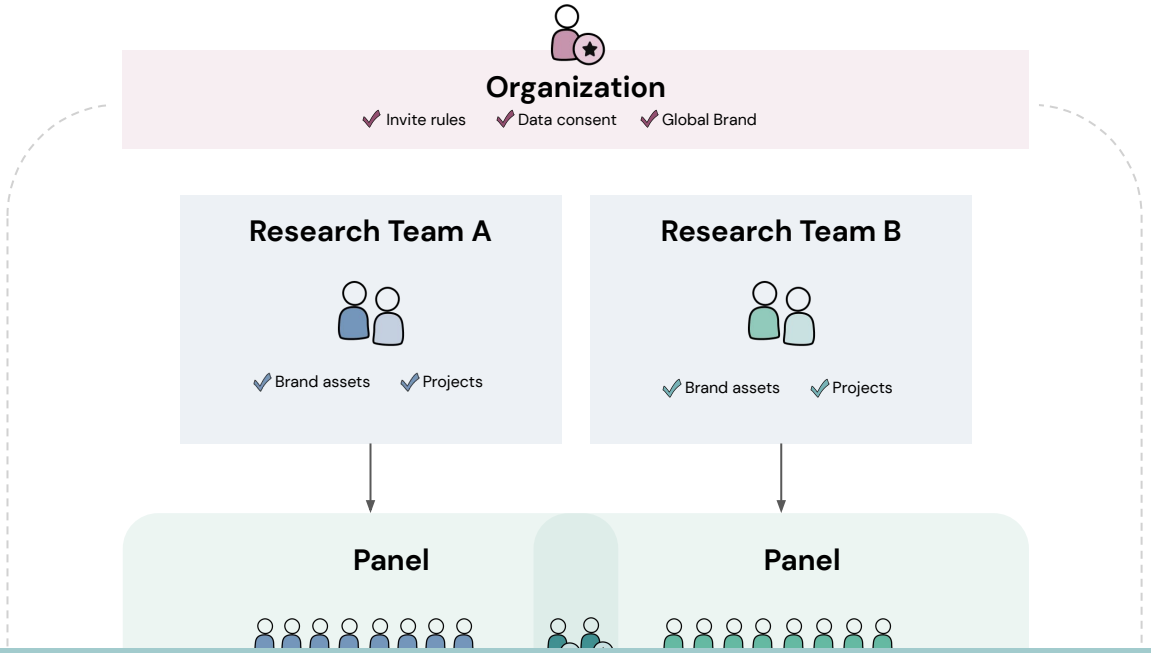
Multiple teams and panels

ALPHA



Interested in multiple teams and panels for your organization?
Contact success@userinterviews.com.

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New workflows for better panel management

Adding Participants

Multiple paths to build your panel

- Add or update participants via CSV upload or our participant API
- Share a link to invite users to a specific project or the panel
- **New:** Add a single participant

Adding Participants

Multiple paths to build your panel

- Add or update participants via CSV upload or our **new** participant API (alpha)
- Share a link to invite users to a specific project or the panel
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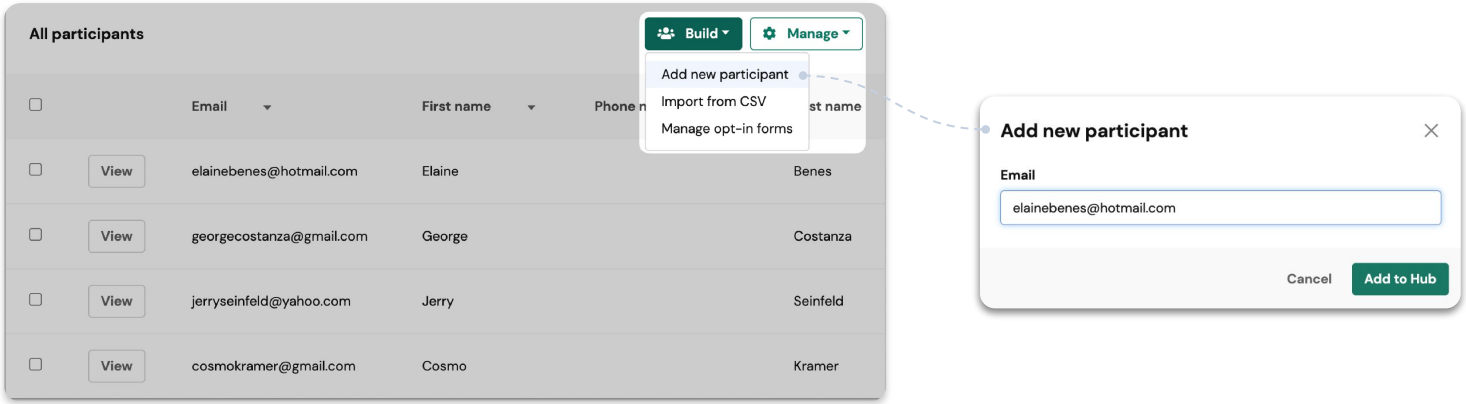

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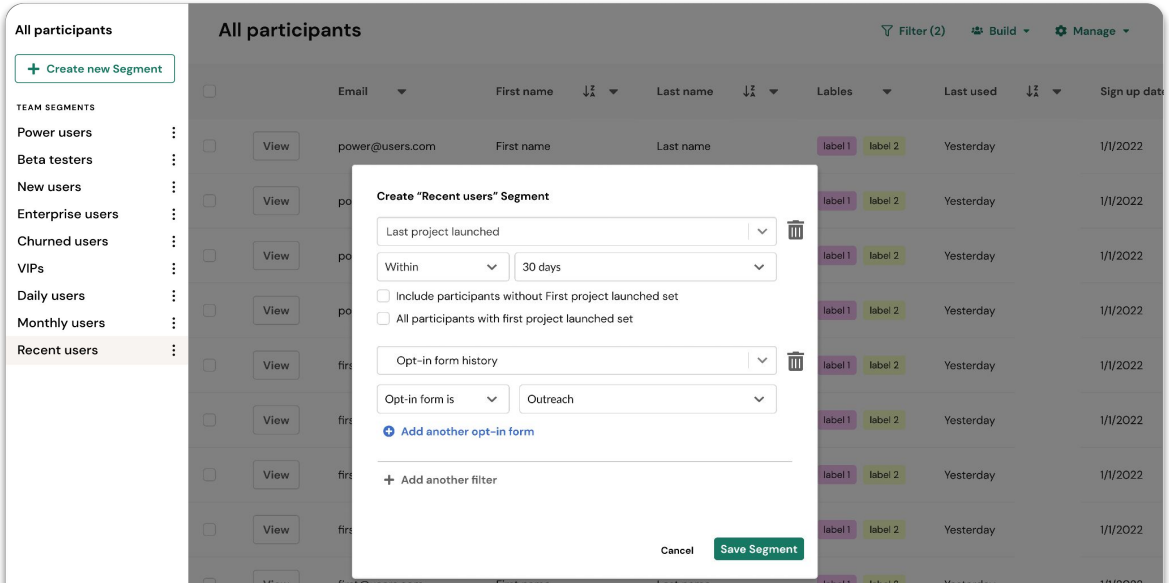
IN PROGRESS

Use custom views, labels & segments to find the right participants fast.

- Create and save a custom view of the Hub table by hiding and reordering columns.
- Use labels to track participant groups, like new users, power users & beta testers.
- Coming soon: Create and manage dynamic participant segments.



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Global Research

COMING SOON

We will soon support paying incentives in more currencies, so you can bring your global research practice into Research Hub.

- United States
- Canada
- Australia
- Great Britain
- Germany
- France
- South Africa

Coming to Hub this Friday!

- Argentina
- Austria
- Bulgaria
- Belgium
- Brazil
- Bulgaria
- Czech Republic
- Finland
- Ireland
- Italy
- India
- Netherlands
- Philippines
- Poland
- Portugal
- Romania
- Singapore
- Spain
- Sweden
- Switzerland
- UAE

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Powerful panel management and recruitment automation

The best panel software for teams that research at scale

- **Customizable** by Research Ops
- **Self-serve** for Researchers
- **Trusted** by Participants

user interviews

Audience Q&A

user interviews

Thank You

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

See you in November for Product Talk #8!