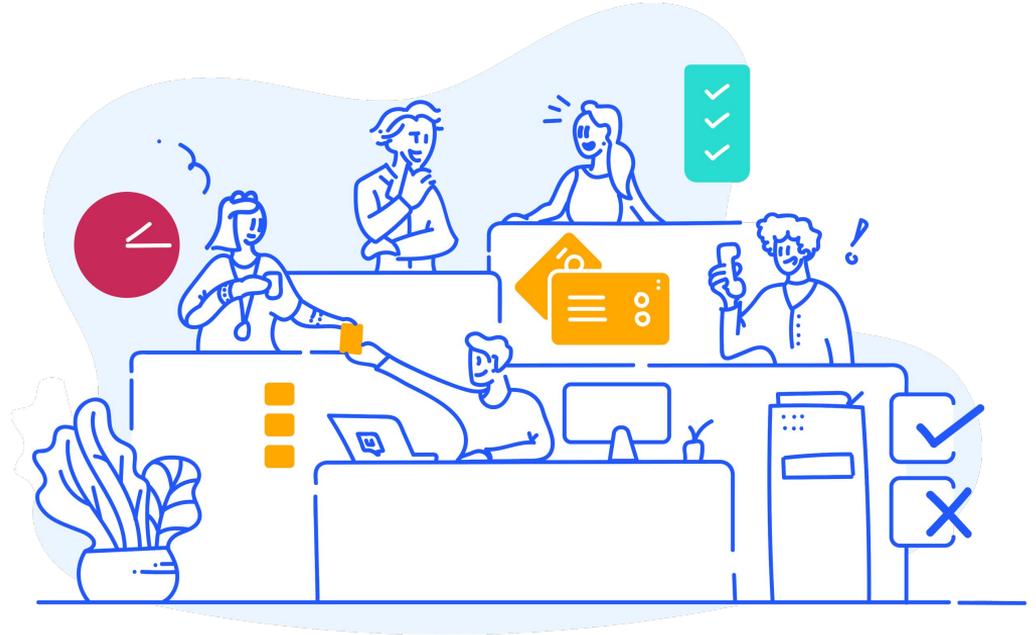


# UserTesting Overview & Use Cases



# UserTesting: The Human Insight Platform

# UserTesting helps us discover *'the why'* behind every data point

With Human Insights, we understand **context and intent** behind customer choices and behaviors, to help us:

- effectively satisfy customer needs
- drive repeat engagement and more business
- influence positive word of mouth and recommendations



It is difficult to explain customer attitudes or behaviors *based on quantitative data alone* (e.g. analytics we observe from a flow or A/B experiment).

We can measure conversion and actions taken but not:

- **Why** are customers dropping off at this point?
- **What** are they struggling with?
- **How** can we design more effective solutions to their problems?

# Fast Feedback and Insights

See and hear real people as they engage with products, apps, and experiences

- Capture perspectives from your target audience within just a few hours
- Gather feedback on mobile apps, live websites, prototypes, and more
- Easy to use platform for all teams
- Access to a library of 100+ templates
- AI-powered analysis and insights

The collage illustrates the User Testing platform's capabilities. It features a man using a laptop, a woman smiling in a video call, a heatmap visualization, a woman using a mobile app with a feedback bubble, a man in a video call, a woman using a mobile app with a feedback bubble, and a keyword map visualization.

**Heatmap Visualization:** A heatmap showing user interaction patterns on a website or app. The x-axis represents time (0:00 to 0:30) and the y-axis represents various elements like Navigation, Product, and Footer. A legend indicates Positive (green), Mixed (yellow), and Negative (red) feedback.

**Feedback Bubble:** A feedback bubble from a user using a mobile app. The text reads: "0:36 Cool product. I just wish it was easier to search...".

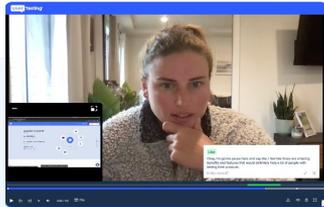
**Keyword Map:** A keyword map showing individual responses. The x-axis represents sentiment (Negative to Positive) and the y-axis represents keywords. The map shows a cluster of positive responses for the keyword "good".

# How UserTesting works



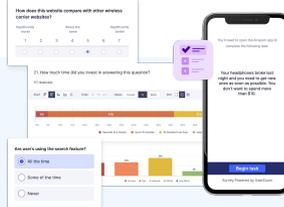
## Target Diverse Audiences

Quickly find and reach your target audiences from any of our purpose-built or partner networks.



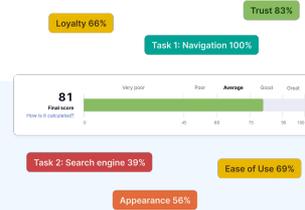
## See Experiences Firsthand

See and hear real people share their perspectives as they interact with your experiences, including products, apps, and brands.



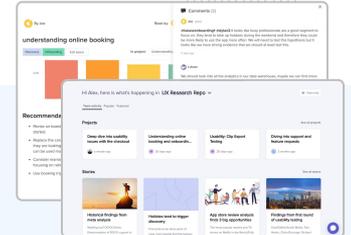
## Validate Findings with Confidence

Discover insights with machine-learning powered dashboards and visualizations. Validate learnings with higher sample-size studies.



## Measure & Benchmark Performance

Benchmark your experiences over time and vs. your competitors. Identify areas for opportunity and measure impact over time.

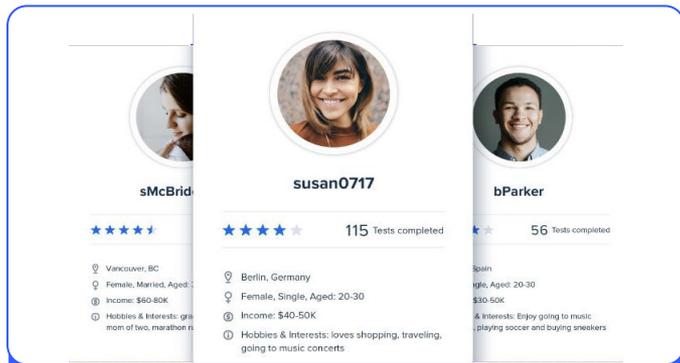


## Share Findings & Amplify Insights

Store, analyze, and collaborate with a centralized Insights Hub. Share insights via email, Slack, and more.

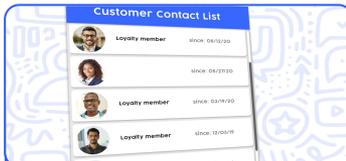
# Get high-quality perspectives, fast and at scale

## Multiple ways to target your audience



The image shows three user profiles from the UserTesting Contributor Network. Each profile includes a circular profile picture, a name, a star rating, and the number of tests completed. Below the profiles, there are icons representing location, gender, age, income, and hobbies/interests.

**Our network**  
UserTesting Contributor Network



The image shows a screenshot of a 'Customer Contact List' with three entries. Each entry includes a profile picture, the text 'Loyalty member', and a date 'since' followed by a date.

**Your existing network**  
Custom Network



The image shows two screenshots. The first is an email invitation from 'Curbside Experience' to 'Users@userstate.com', asking for their perspective. The second is a 'New Message' window with a blue message bubble.

**Any network you can reach with a link**  
Invite Network

## Unmatched speed, quality, & scale

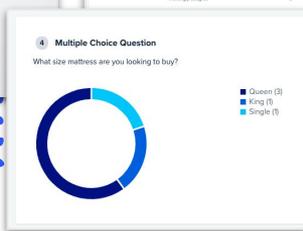
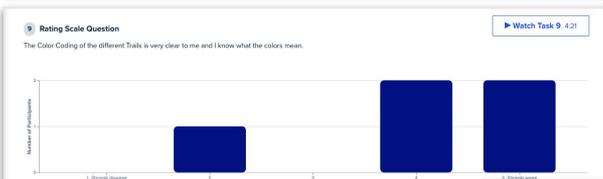
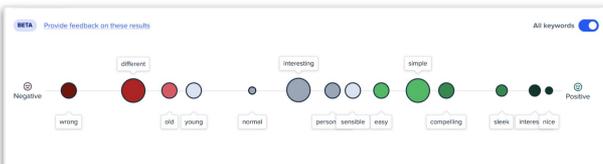
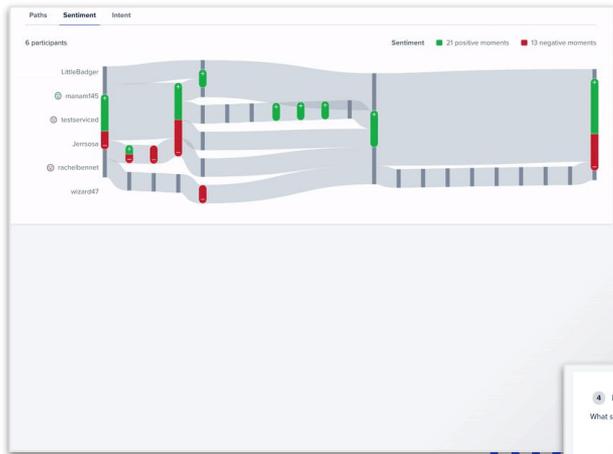
- *With the UserTesting Contributor Network, >80% of CxNs delivered in just a few hours*
- *80%+ of rated sessions receive a 4 or a 5 rating from customers*
- *Customers generate over 1M CxNs each year, representing tens of millions of minutes of video.*

# Intelligent Visualizations and Insights

AI-powered features, trained on proprietary data and models, automatically surface actionable insights

## Powerful Interactive Visualizations

Interactive Path Flows: sentiment paths & intent paths, friction detection, click maps, metrics and more



## AI-Powered Insights

ML-based smart tags, highlight reels, transcripts, insight summaries, and more

Transcript

Task 1

And how did you go about finding these interesting moment?

Confusion

And so that I had, this also might be different because this is a live test like I was speaking to the person.

Confusion

So I wonder if that would make a difference. Um, in the most of the tests that I've done recently have been live conversation. So I'm sorry that was a pretty good criteria. I hope that's gonna mess with your test. Um. But so how do I go about finding them? I mean, I knew because I was interviewing them. I'm

Like

Expectation

Ah, I understand that insight corner is like when I click on that, it's like letting me know that I have the ability to create customized tests or whatever method measurement (I'm creating to collect data, which is nice and show the title insight core isn't the best copy for that it's just a little bit unclear and a product insight which sounds very similar to it's like or it's really clear what that features giving me.

is this correct?

This interface shows a transcript of a user's conversation. The transcript is displayed in a scrollable view with various tags (Confusion, Like, Expectation) highlighting specific parts of the conversation. A video player is visible in the background, showing a user interacting with the product.

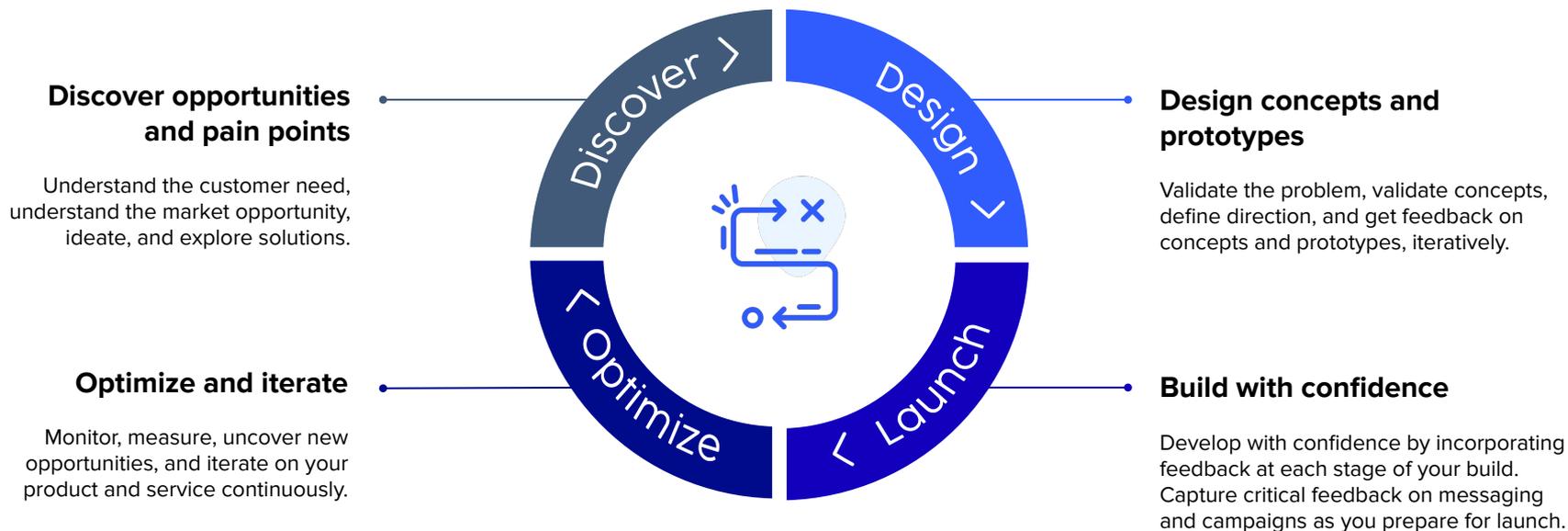
# Imagine what's possible

Learn about common use cases

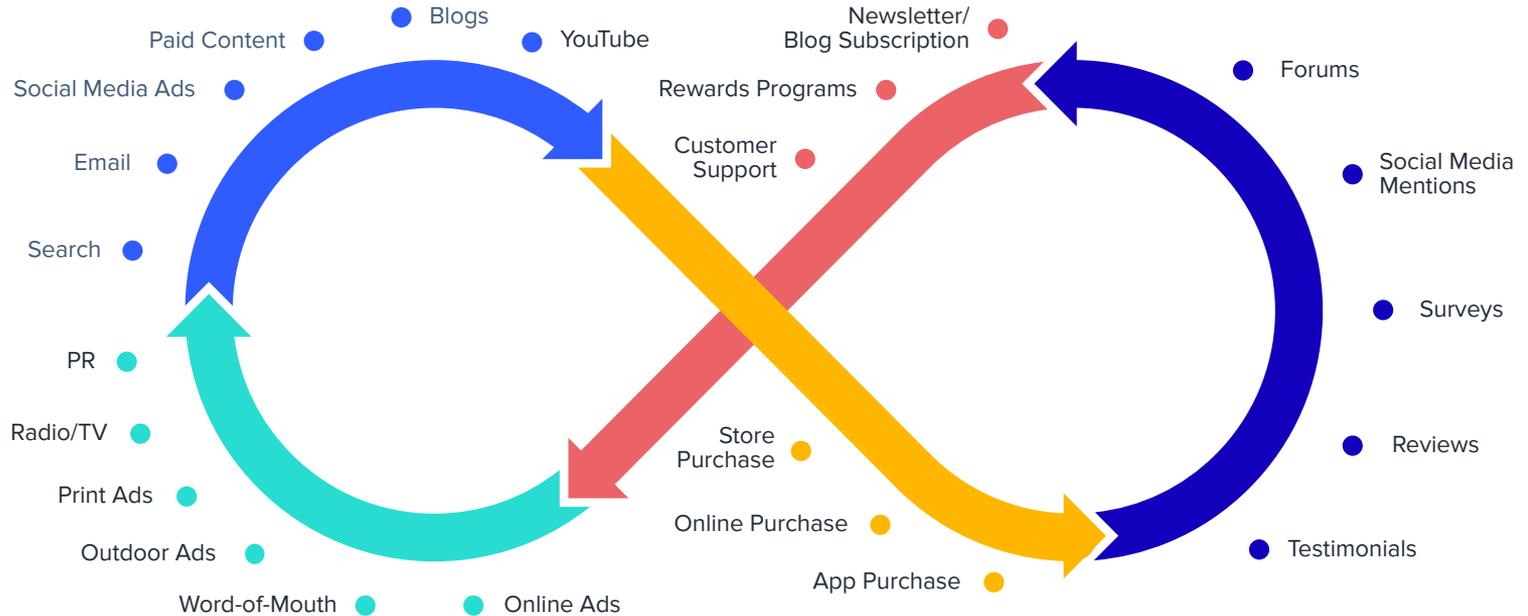


# Transform the way products and experiences are built

Learn from customers early in the process. Build and iterate with confidence.



# Touchpoints and Research Across the Customer Journey



# Use a variety of methods to connect with people

## Inform requirements

- Comparative assessment
- Task analysis
- Bench research
- Pluralistic walkthrough

## Understand the problem space

- Interviews
- Ethnographic studies
- Diary studies
- Contextual inquiry

## Understand people

- Surveys
- Observation and field studies
- Persona interviews
- Accessibility needs
- Journey mapping
- User stories

## Uncover gaps

- Sales & support interviews
- Support call monitoring
- Phone/video interviews

## User needs

Do people need a solution?



## Discovery

Needs, goals, gaps

## Usability

Can people use the solution?



## Delivery

Direction, evaluation, comparison

## Explore the solution space

- Preference testing
- Concept testing
- Card sorting
- Participatory design
- Prototype testing

## Competitive evaluation

- Comparative usability testing
- Brand perception testing

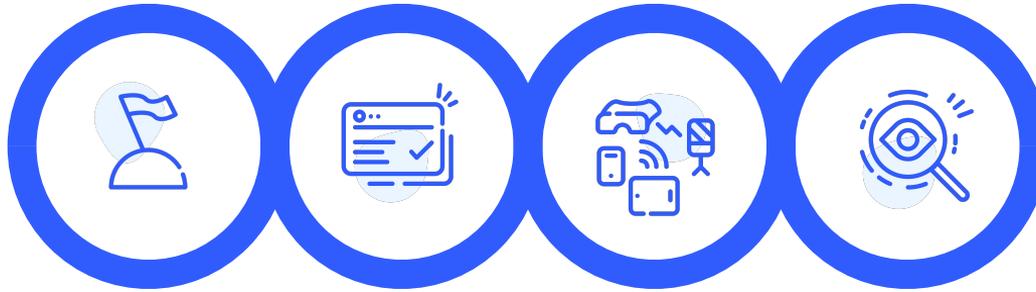
## Test the solution

- Heuristic evaluation
- Quantitative usability testing
- Qualitative usability testing
- First click testing
- Eye tracking
- Tree testing

## Track the experience

- A/B Testing
- Clickstream/Analytics
- Customer feedback
- Benchmarking
- Accessibility evaluation
- Bug review
- Search log analysis

# Map project stage to associated methodologies



## Discovery

*What do users need?*

Interviews  
Competitive Study  
Moderated Study  
Benchmark Study  
Longitudinal Study

## Design

*Are we on the right track?*

Lo-Fi Prototype Test  
Iterative Testing  
Usability Study  
Card Sorting  
Tree Testing

## Development

*Can they use it?*

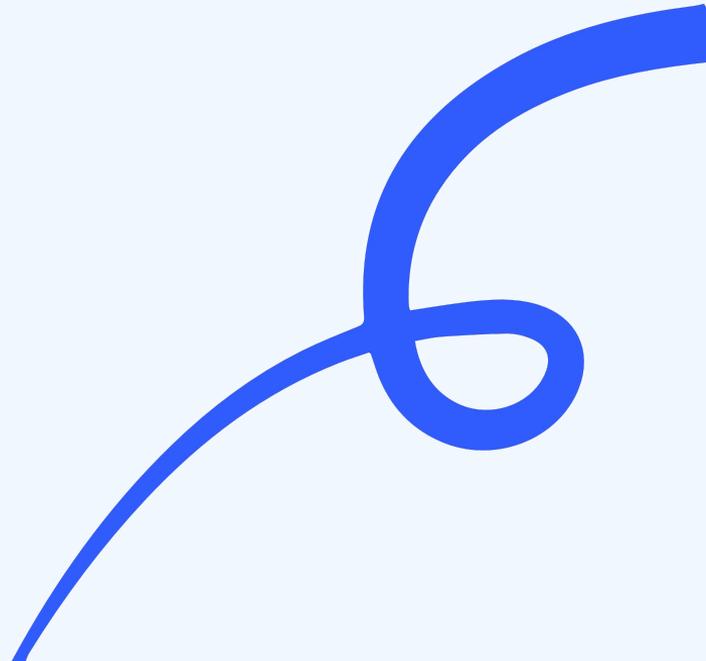
Hi-Fi Prototype Test  
Feature Validation  
Usability Study  
Preference Testing

## Monitor & Optimize

*How can it improve?*

Preference Testing  
Competitive Study  
A/B Hypothesis Validation  
Benchmark Study  
Longitudinal/Diary Study  
Multi-Channel/Omni-Channel Study

# Use Cases

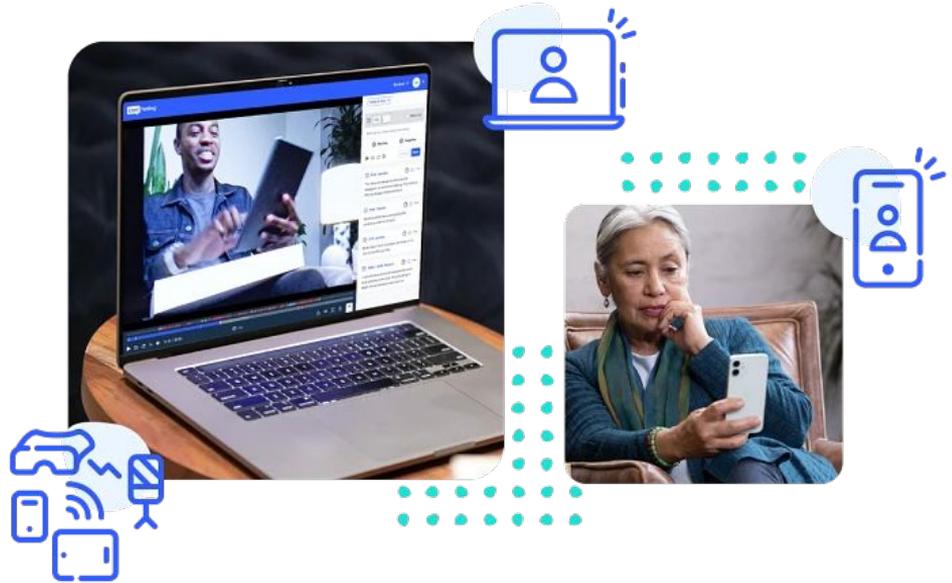


# Explore New Opportunities and Uncover Needs

- Connect with participants to develop a deeper understanding of user needs
- Understand problems and opportunities
- Identify opportunities for innovation
- Determine product strategy and inform roadmap

## Project / Task Types

- Survey
- Live Conversation (Moderated)
- Diary Studies using Unmoderated Mobile Tests



# Record Real World Experiences

Understand what people do by having them show you:

- Their life at home
- How they shop in stores
- How they experience your brand
- In person agency experience
- How they do their jobs, etc.

## Project / Task Types

- Unmoderated Mobile Tests

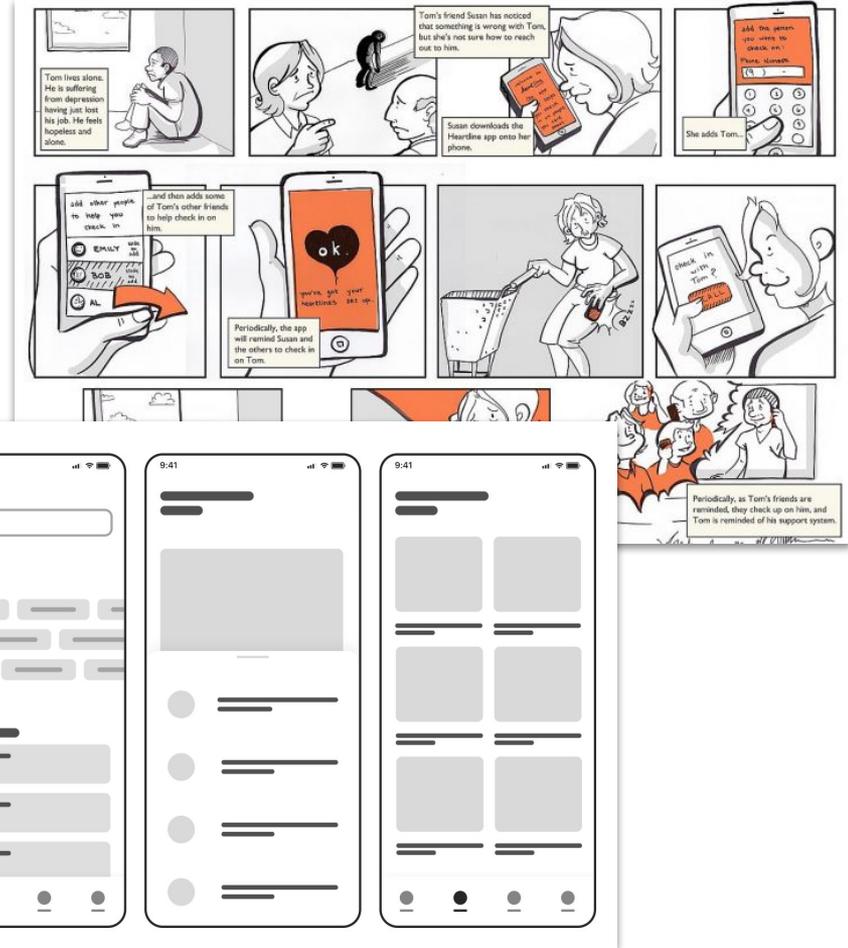


# Obtain Early Feedback

- Learn about users' perceptions, attitudes, and preferences
- Understand first impressions (e.g., Ad, Homepage Design)
- Determine effectiveness of Call-to-Action areas

## Project / Task Types

- Survey
- Unmoderated Study - Image, Video or Audio assets

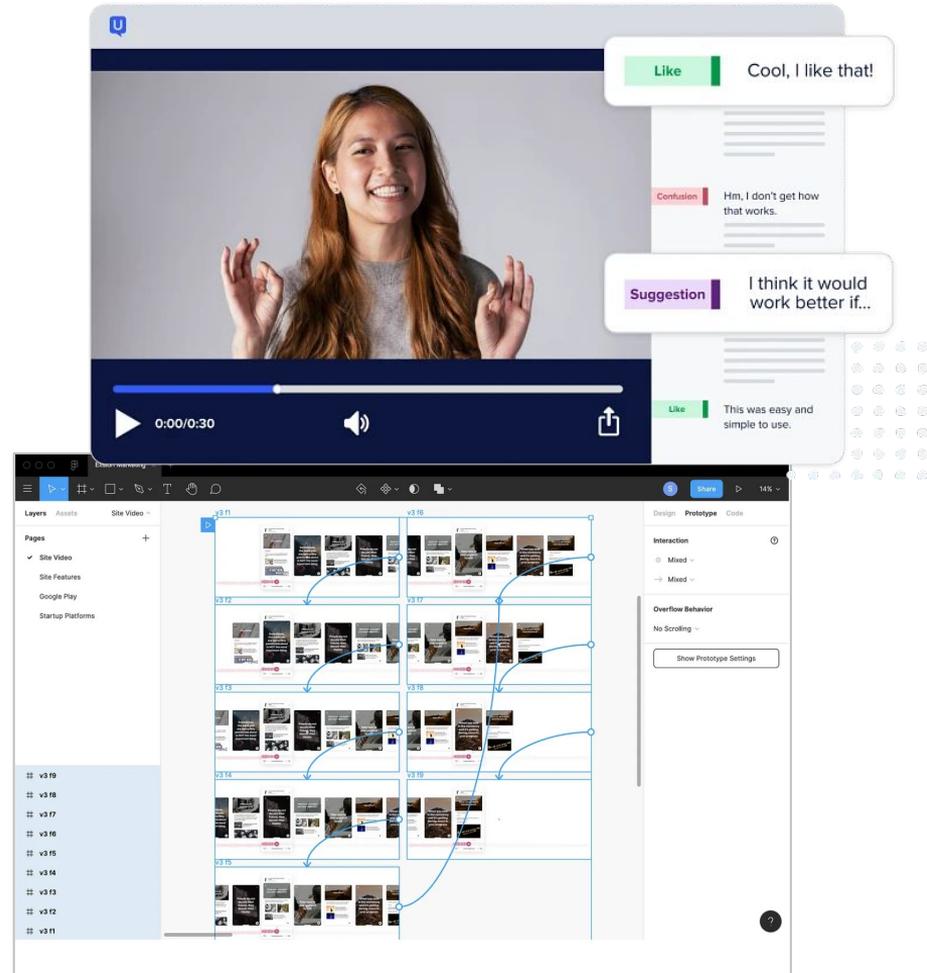


# Identify Usability Issues

- Learn if users can find relevant information
- Find out if users can complete core tasks
- Understand pain points
- How usable is this new prototype, and how can I improve it?
- Where are users dropping off in the journey?
- What might be difficult for users to find?

## Project / Task Types

- Unmoderated Study - Navigation tasks, Verbal tasks, Survey questions
- Live Conversation (for complex prototypes or applications)



# Determine if your Content Resonates

- Get feedback on your marketing and sales materials, emails, ads, social media and more
- Learn if your content meets users' needs and how it helps them accomplish their tasks
- Understand attitudes
- Test clarity and comprehension, visual appeal, photos, videos and more
- Learn what customers would do next

## Project / Task Types

- Survey
- Unmoderated Study - Image, Video or Audio assets
- Cart Sort

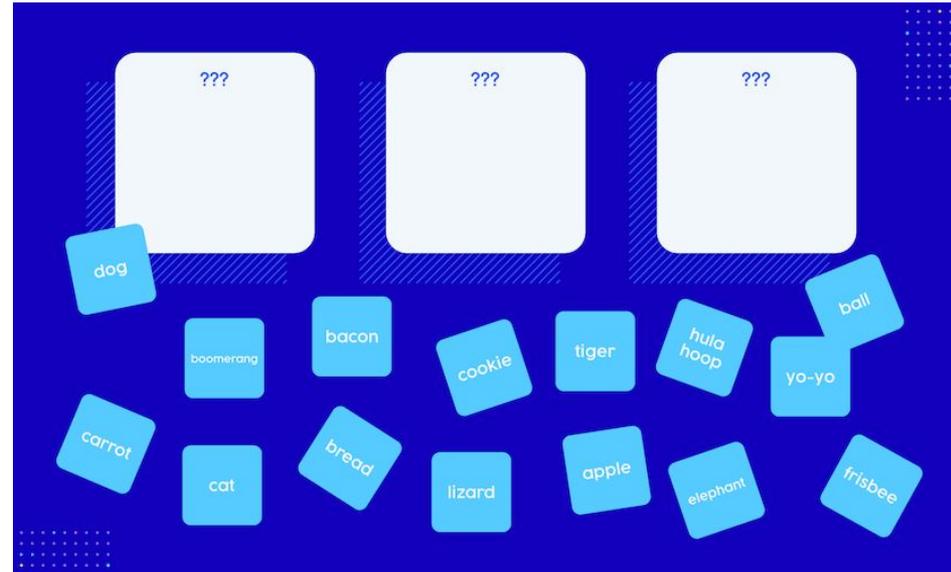
The image displays two digital marketing assets side-by-side. On the left is a screenshot of the United Healthcare website. The top navigation bar includes links for Medicare, For Providers, For Employers, and For Brokers. The main header features the United Healthcare logo and navigation for Insurance Plans, Member Resources, and Health. A breadcrumb trail shows: Home > Member resources > Health care programs > Renew Active. A sidebar on the left lists various health care programs such as Clinical support programs, Employee Assistance Program, HouseCalls, Member support and advocacy resources, Mental health programs, Quit For Life, Rally, Real Appeal, Renew Active, and Substance use. The main content area is titled 'Renew Active' and includes the sub-header 'Jump-start your quest for better health, body and mind'. The text describes the program as a fitness program designed for Medicare members to reach fitness goals. A 'Learn how to join Renew Active' button is visible. Below this, there are three sections: 'Renew Active is the gold standard in Medicare mind', 'Stay fit: move your body at a local gym or fitness center', 'Stay focused: train your brain', and 'Stay connected: Take care of your social well-being'. On the right is a screenshot of a Walgreens Weekly Ad. The top banner reads 'Walgreens Weekly Ad' and 'Unlock savings with myWalgreens'. Below this is a search bar for weekly ads. The ad features three promotional banners: 1) 'BOGO 50% off mix & match select skin and sun care' with a 'Shop now' button. 2) 'BOGO 50% off mix & match select sunglasses' with a 'Shop now' button. 3) 'BOGO FREE with myWalgreens Nature's Bounty Probiotics, Vitamins and Supplements' with a 'Shop now' button.

# Improve Findability and Navigation

- How do users group content together?
- How should we label our site/app menus?
- Do our menu items make sense?
- Can users quickly find what they need from our proposed new menus?
- Does the way we structure content make sense?
- Would this new menu structure improve navigation?

## Project / Task Types

- Cart Sort
- Tree Test

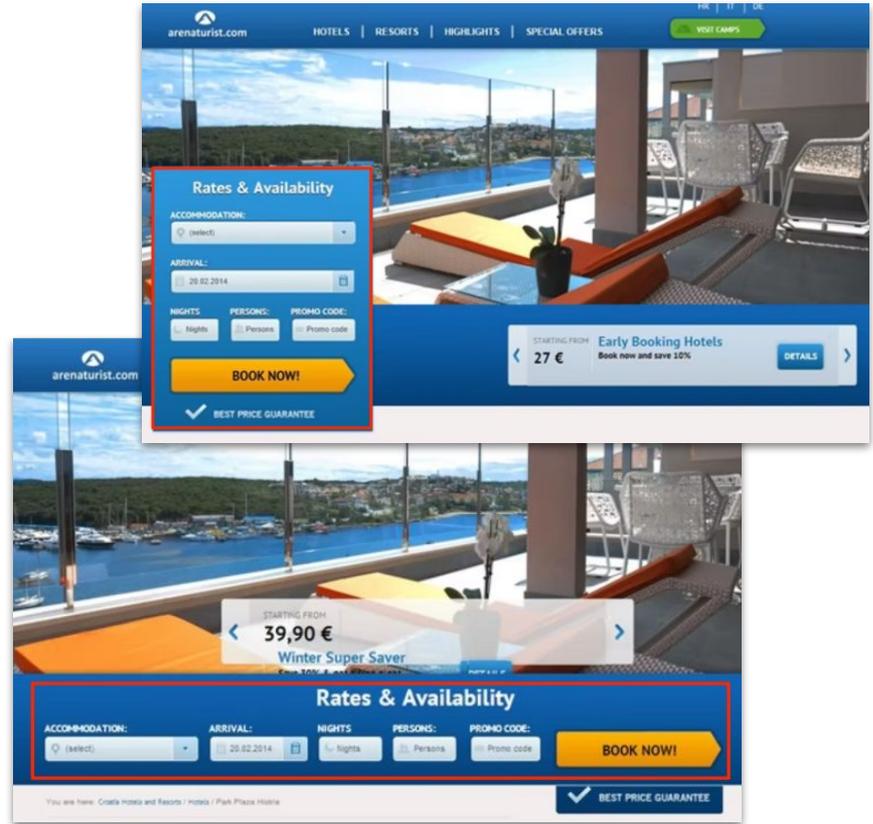


# Optimize Designs, Test and Iterate

- Compare options, refine and iterate during the design phase
- Determine if users notice call-to-action buttons
- Understand which version is most appealing / most effective
- Complement quantitative A/B product testing with qualitative studies on UT

## Project / Task Types

- Unmoderated Study - Balanced Comparison
- Unmoderated study - Navigation tasks, Verbal tasks, Survey questions

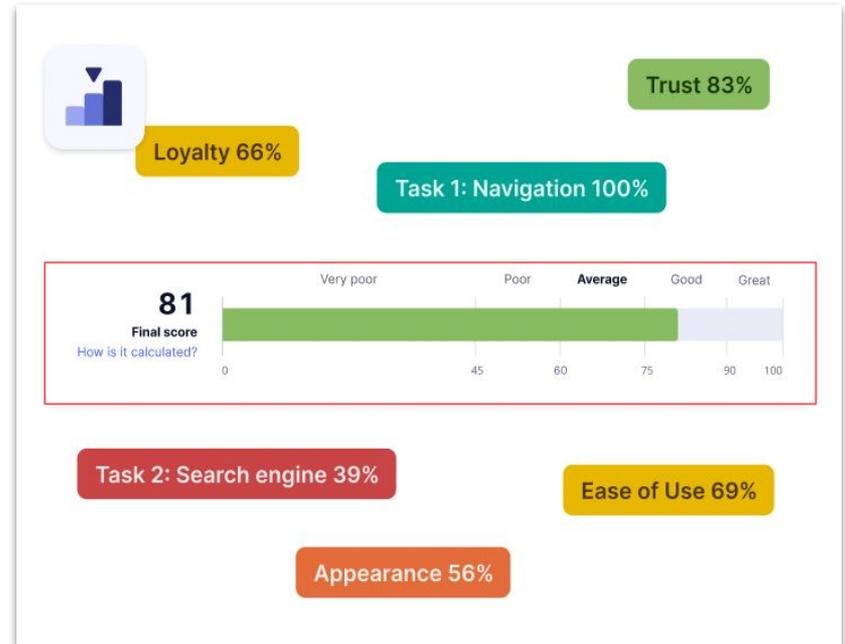


# Measure the Product Experience

- Measure the impact of revenue critical experiences over time and against competitors
- How are customer attitudes changing?
- Understand pain points of the current experience
- Learn what currently works well
- Determine how redesign efforts impacts the User Experience
- Determine impact of UX Research on business KPIs

## Project / Task Types

- SUS+ (System Usability Scale)
- QXscore - *coming in early 2025!*



# Learn how you Compare

- Understand how site compares to other government agencies
- Uncover opportunities for improvement
- Determine if we need to invest in new functionality a competitor has

## Project / Task Types

- Balanced Comparison
- Unmoderated study - Navigation tasks, Verbal tasks, Survey questions
- SUS+ (System Usability Scale)
- QXscore - *coming in early 2025!*

Your Brand



Competitor

