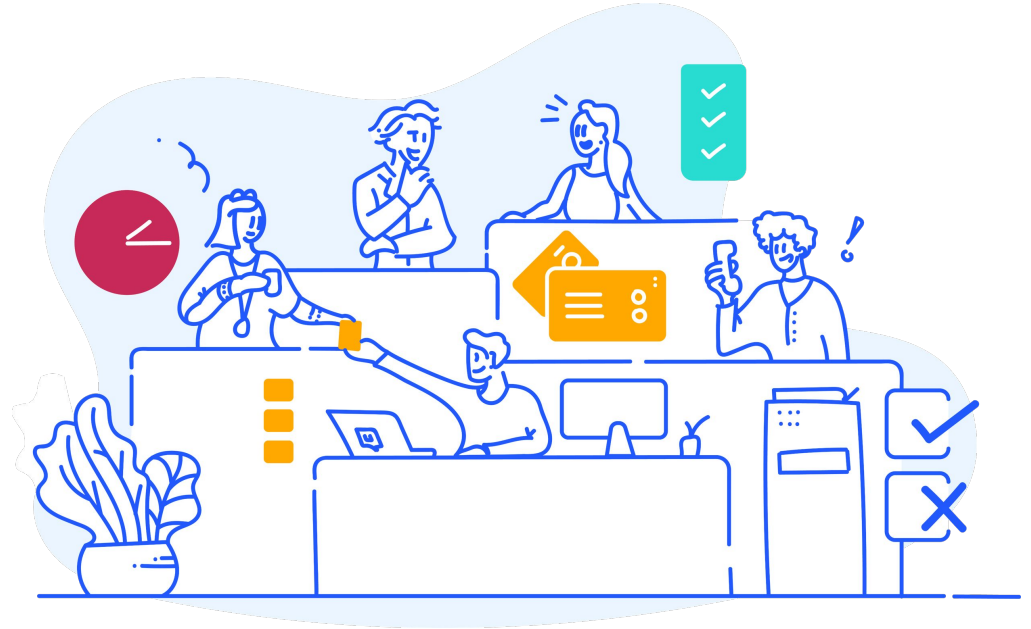# UserTesting Overview & Use Cases

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?

User Testing®

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
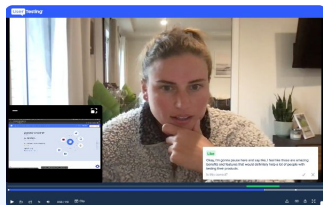
- AI-powered analysis and insights
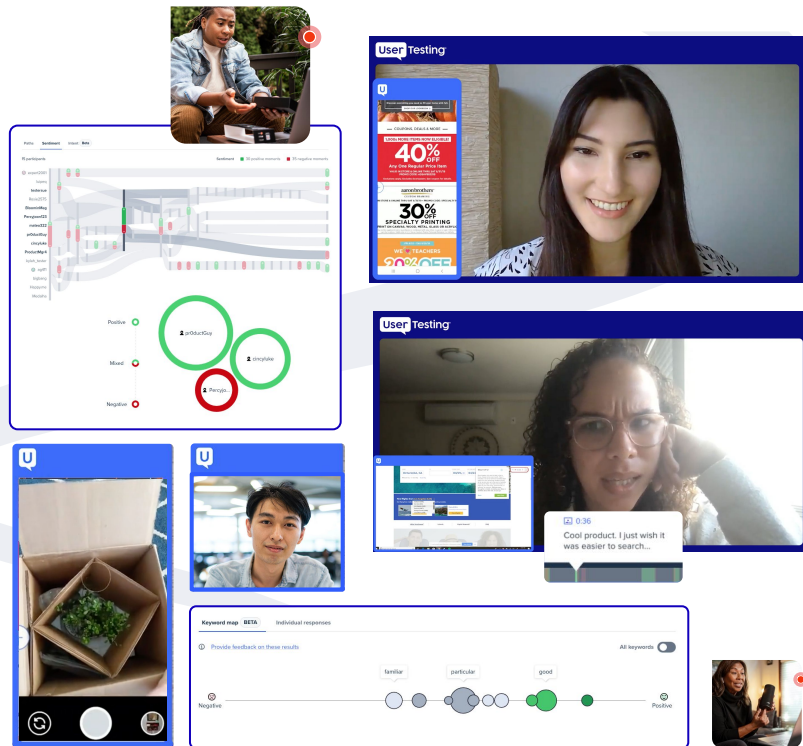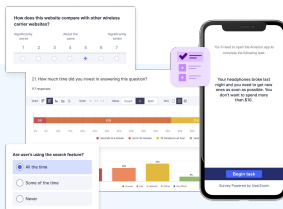
How UserTesting works

Target Diverse Audiences

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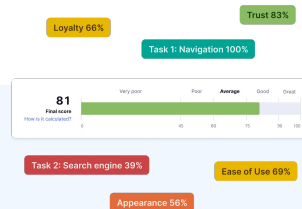
See Experiences Firsthand

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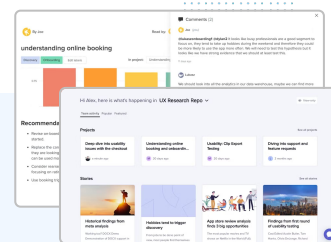
Validate Findings with Confidence

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.
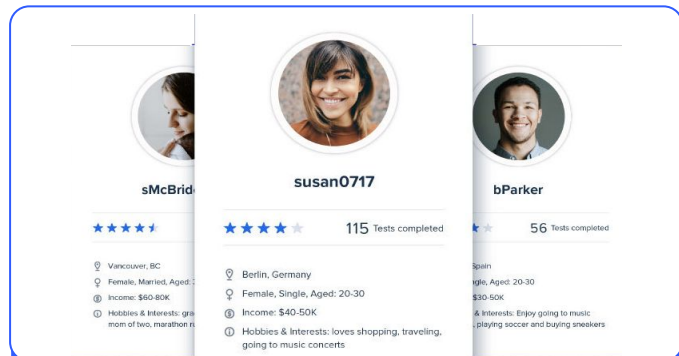
Share Findings & Amplify Insights

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

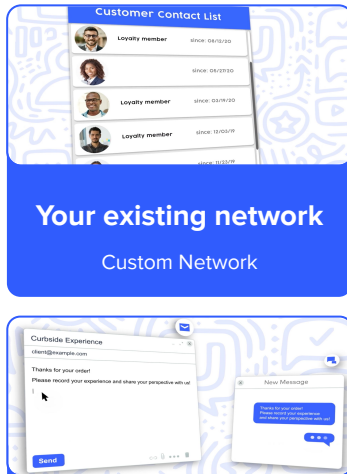UserTesting®

Get high-quality perspectives, fast and at scale

Multiple ways to target your audience

Our network

UserTesting Contributor Network

Your existing network

Custom Network

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
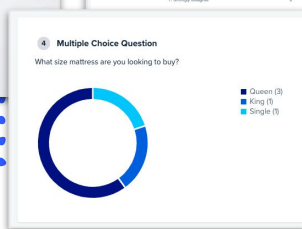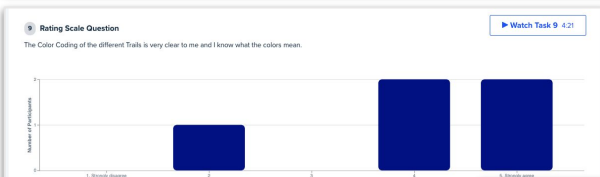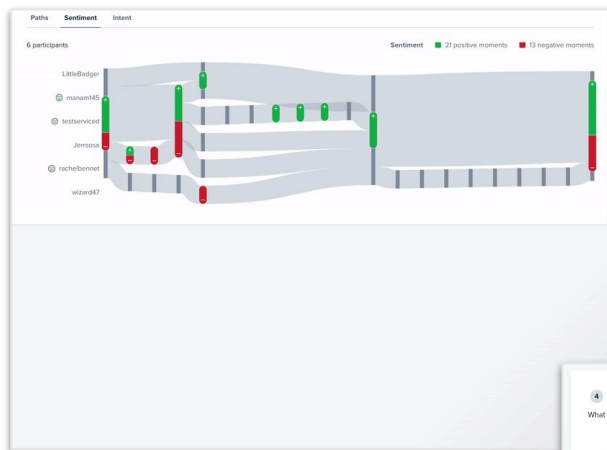
AI-Powered Insights

ML-based smart tags, highlight reels, transcripts, insight summaries, and more
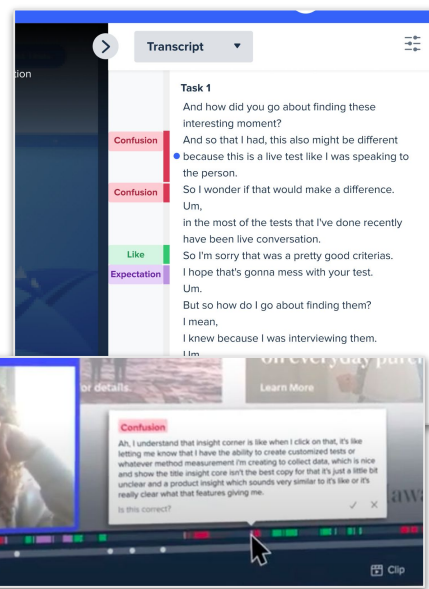
Imagine what's possible

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.

Discover opportunities and pain points

Understand the customer need, understand the market opportunity, ideate, and explore solutions.

Design concepts and prototypes

Validate the problem, validate concepts, define direction, and get feedback on concepts and prototypes, iteratively.

Optimize and iterate

Monitor, measure, uncover new opportunities, and iterate on your product and service continuously.

Build with confidence

Develop with confidence by incorporating feedback at each stage of your build. Capture critical feedback on messaging and campaigns as you prepare for launch.

Discover ›

Design ›

‹ Optimize

‹ Launch

Touchpoints and Research Across the Customer Journey

Blogs
Paid Content
Social Media Ads
Email
Search
PR
Radio/TV
Print Ads
Outdoor Ads
Word-of-Mouth
Online Ads

YouTube
Newsletter/Blog Subscription
Rewards Programs
Customer Support
Store Purchase
Online Purchase
App Purchase

Forums
Social Media Mentions
Surveys
Reviews
Testimonials
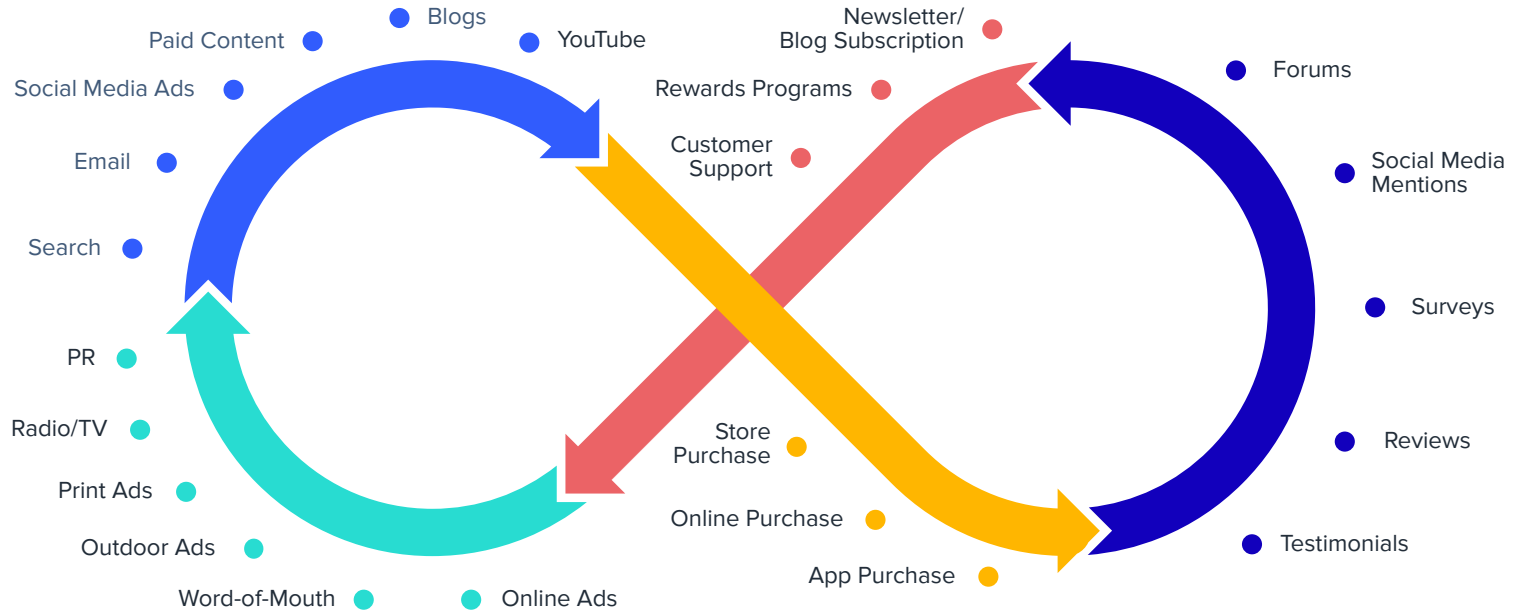
Use a variety of methods to connect with people

Discovery
Needs, goals, gaps

User needs
Do people need a solution?

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

Delivery
Direction, evaluation, comparison

Usability
Can people use the solution?

Explore the solution space
Preference testing
Concept testing
Card sorting
Participatory design
Prototype testing

Competitive evaluation
Comparative usability testing
Brand perception testing

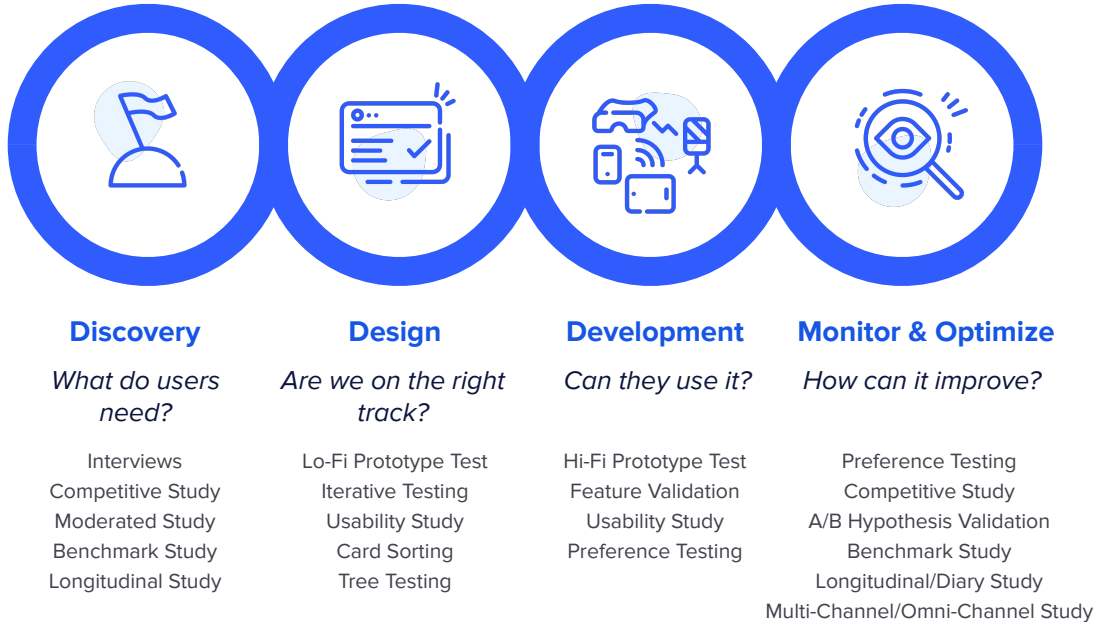**Test the solution**
Heuristic evaluation
Quantitative usability testing
Qualitative usability testing
First click testing
Eye tracking
Tree testing

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

User Testing

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

User Testing®
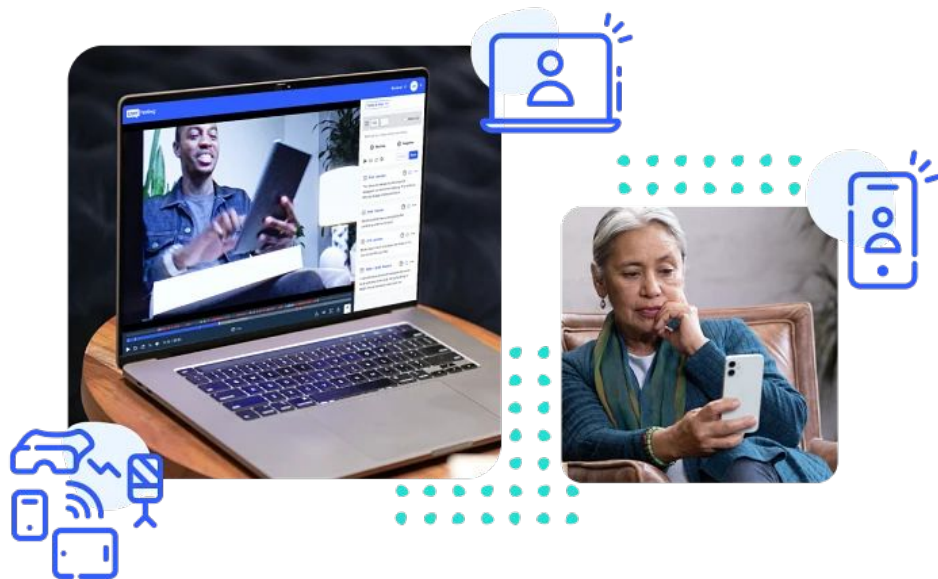
Record Real World Experiences

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.

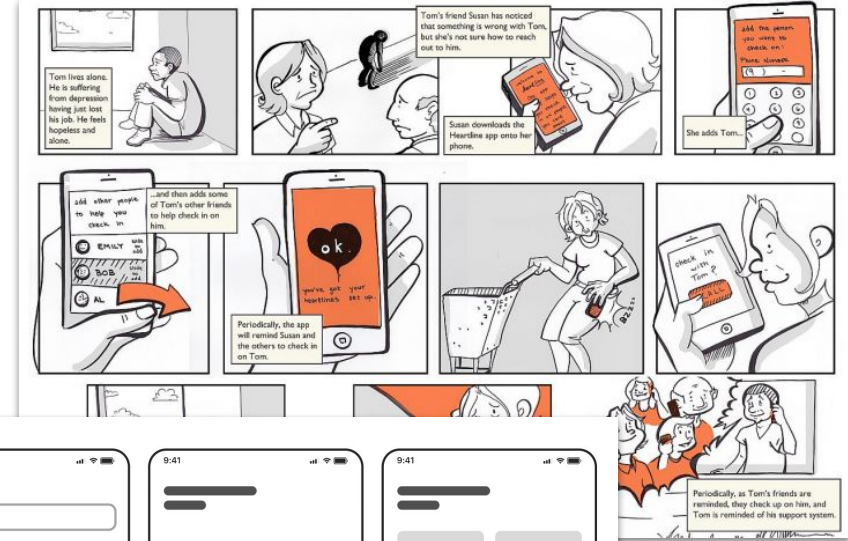**Project / Task Types**

- 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)
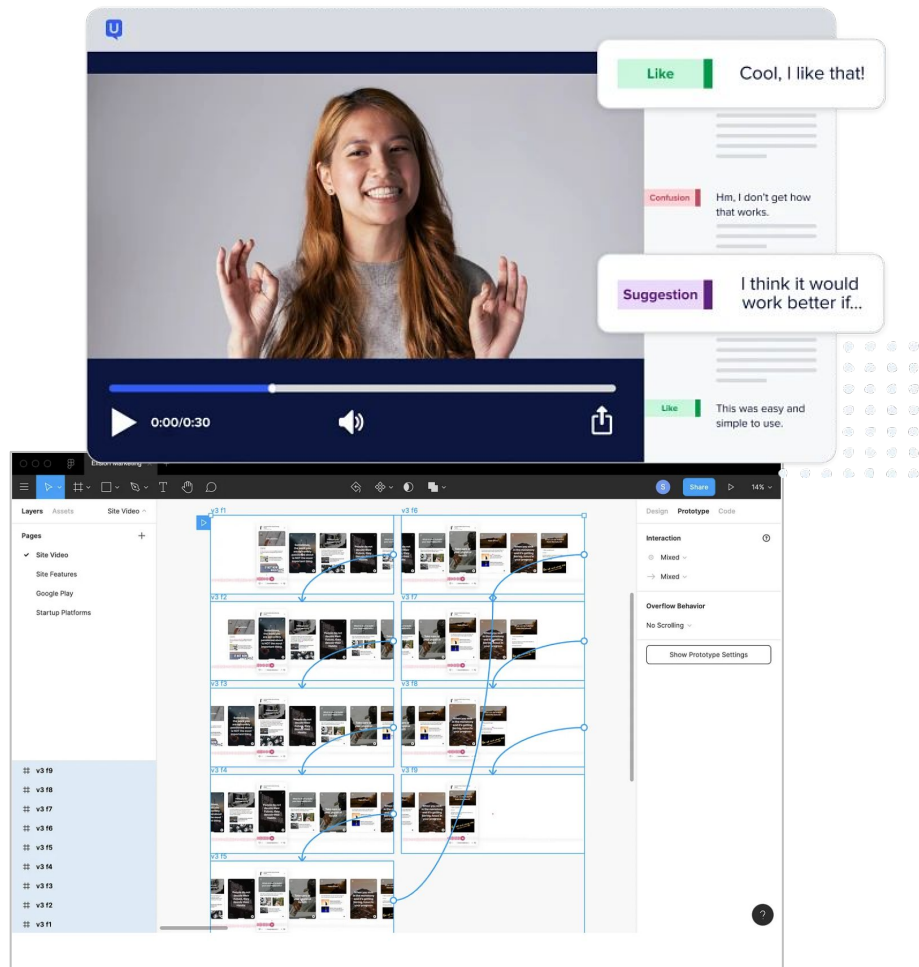
Determine if your Content Resonates

- 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
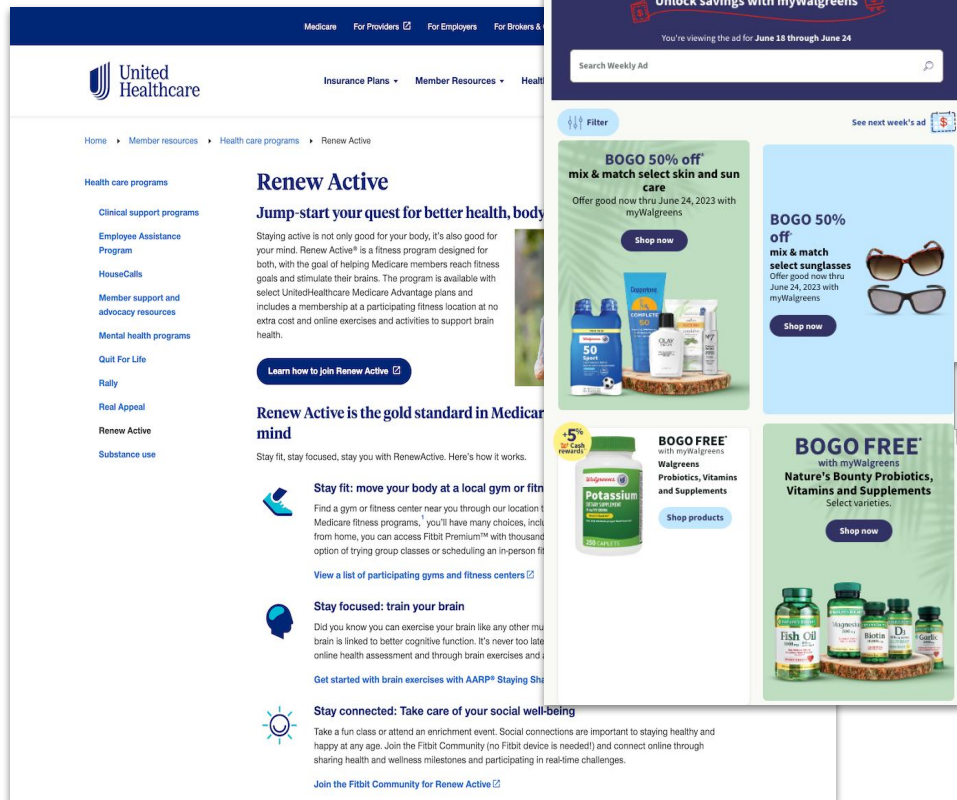
Improve Findability and Navigation

- 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
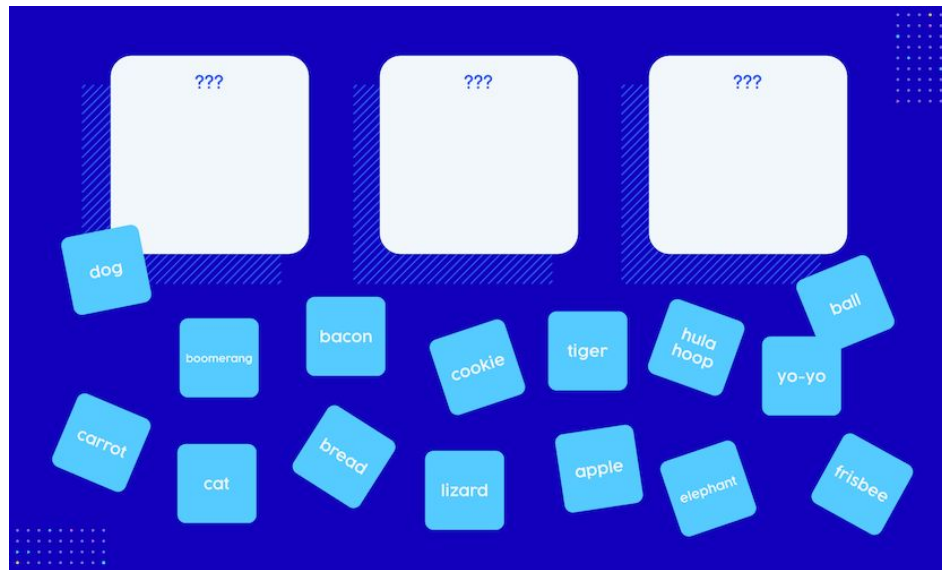
Optimize Designs, Test and Iterate

- 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
- Compliment 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
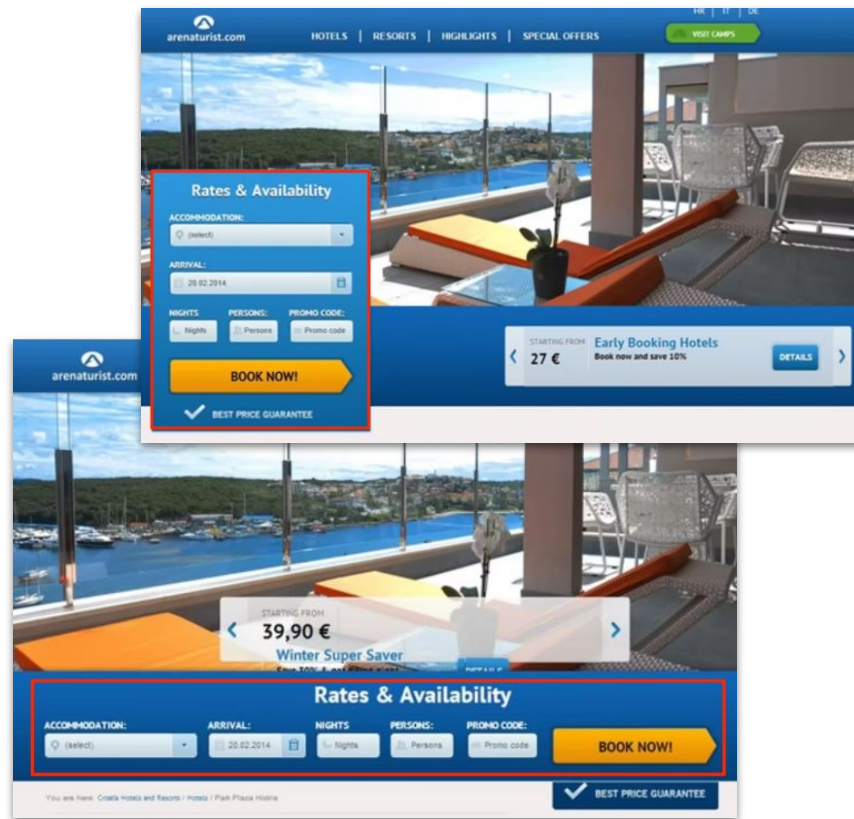
Measure the Product Experience

- 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!*
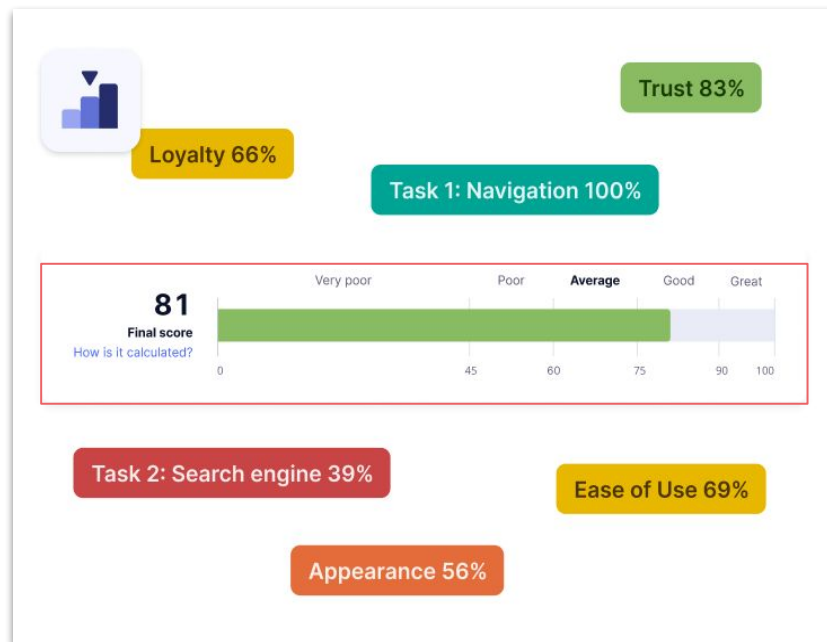
Learn how you Compare

- 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

63 qxScore

Competitor

74 qxScore