user interviews

What's Next at User Interviews

Fall 2024

Who you will hear from today

Zoe Nagara

Marketing

Carol Guest

Product

Claire Mai

Product

Agenda

- Top 3 Recent Releases

- Top 5 Coming Soon

- A look ahead to 2025 – Feedback requested!

Top 3 Recent Releases

Opt-In Forms 2.0   `LAUNCHED`   `HUB`

We launched a major update to new opt in forms to make them more flexible, powerful, and beautiful.

- ✓ Page separations and skip logic
- ✓ A cleaner participant experience
- ✓ Easily update existing participant information

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.

Observer session sign up   LAUNCHED

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

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

Integrate with Microsoft LAUNCHED

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

✓ Outlook for automated scheduling
✓ Teams videoconferencing
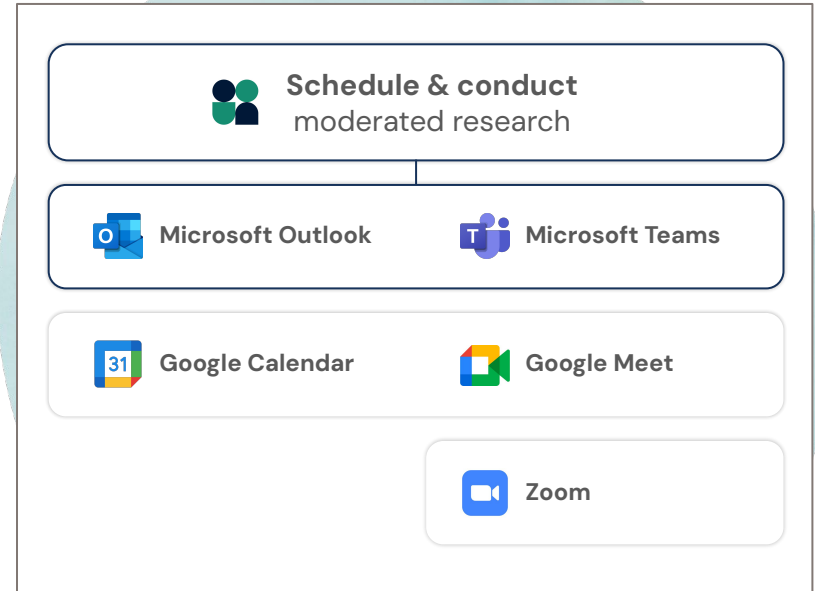
Top request from this group. Thank you all for the ongoing feedback!

Top 5 Coming Soon

Project Dashboard Search   OCT 2024

A small but common request: **Search for all projects on the project dashboard**.

Top customer request

Faster Participant Review   **FALL 2024**

We're revamping the participant review process to find the best participants faster and easily track them through research.

- ✓ More flexible table views
- ✓ Clearer participant funnel
- ✓ Bulk actions
- ✓ Notes and tags

Participant Review – Flexible Table Views

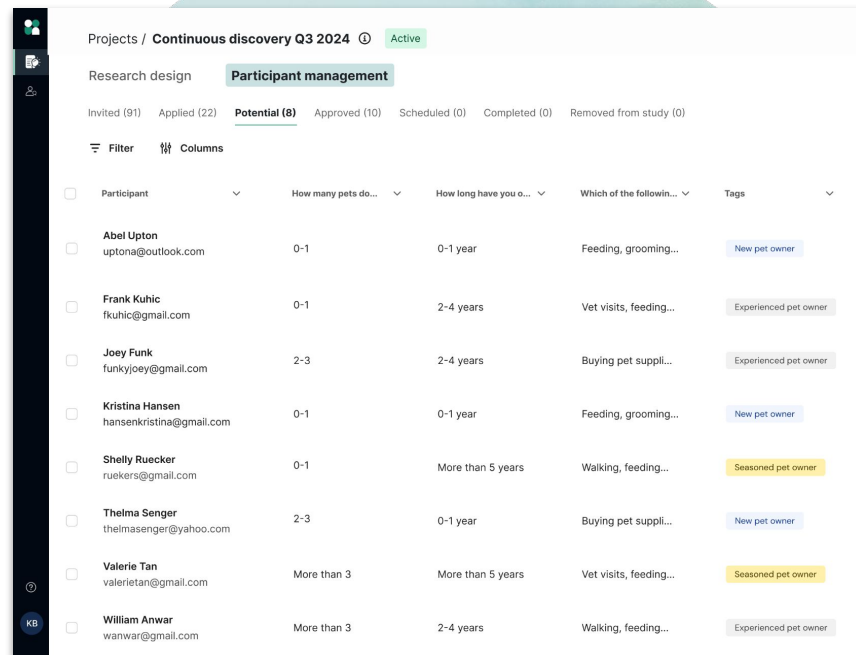Projects / **Continuous discovery Q3 2024** ⓘ Active   RR MG Save ⋮

Research design   **Participant management**

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

≡ Filter   ⚙ Columns   🔍

☐	Participant ⌄	How many pets do... ⌄	How long have you o... ⌄	Which of the followin... ⌄	Tags ⌄	Notes ⌄	Where d
☐	**Abel Upton** uptona@outlook.com		0-1 year	Feeding, grooming...	New pet owner	Possibly caring for a puppy	Online
☐	**Frank Kuhic** fkuhic@gmail.com		2-4 years	Vet visits, feeding...	Experienced pet owner	-	Social
☐	**Joey Funk** funkyjoey@gmail.com	2-3	2-4 years	Buying pet suppli...	Experienced pet owner	Laid back owner	Vet
☐	**Kristina Hansen** hansenkristina@gmail.com	0-1	0-1 year	Feeding, grooming...	New pet owner	Possibly caring for a puppy	Friends
☐	**Shelly Ruecker** ruekers@gmail.com	0-1	More than 5 years	Walking, feeding...	Seasoned pet owner	Practical caretaker	Social
☐	**Thelma Senger** thelmasenger@yahoo.com	2-3	0-1 year	Buying pet suppli...	New pet owner	Ask: are all their pets 0-1y?	Social
☐	**Valerie Tan** valerietan@gmail.com	More than 3	More than 5 years	Vet visits, feeding...	Seasoned pet owner	Practical caretaker	Friends
☐	**William Anwar** wanwar@gmail.com	More than 3	2-4 years	Walking, feeding...	Experienced pet owner	Age range?	Vet

Menu overlay on "How many pets do..." column:
- 🚫 Hide
- ↑ Sort ascending
- ↓ Sort descending
- ▣ Freeze

Participant Review – Full Participant Funnel

Projects / **Continuous discovery Q3 2024** ⓘ Active

RR MG

Research design   **Participant management**

Shortlisted (10)   Invited (50)   **Applied (21)**   Marked potential (10   Approved (12)   Scheduled (6)   Completed (3)   Removed (2)

Filter   Columns

	Participant ∨	Status ∨	Applied date ∨	How would you desc... ∨	What features or qualities do you... ∨	How many pets do y...
☐	**Theodore Jacobs** Electrician	**Qualified** **100% match**	**September 10, 2024**	**He's active, and...**	**Durability and price, how w...**	**1-2**
☐	**Joanne Spencer** Legacy Response Producer	Qualified 100% match	September 9, 2024	Very outgoing, lo...	Quality of materials used...	3-5
☑	**Drew Batz** Response Orchestrator	Qualified 100% match	September 9, 2024	Quiet and chill	I'll look at the price range...	3-5
☑	**David Conn** Communications Supervisor	Qualified 100% match	September 9, 2024	Likes people, esp...	How durable it is, and whe...	1-2
☑	**Maria Conn** Accounts Administrator	Qualified 100% match	September 9, 2024	Generally active...	Quality of materials used...	1-2
☑	**Patsy Collier** Implementation Associate	Qualified 100% match	September 9, 2024	Clever and outg...	How durable it is, and whe...	1

☐ **4 participants selected**   Potential fit   Not a fit   Approve

Valerie Tan

Showing 1-20 of 10467   20 ∨   per page   1   2   3   ...   >

Participant Review – Bulk Actions

Projects / **Continuous discovery Q3 2024** ⓘ   Active

Research design   **Participant management**

Shortlisted (X)   Invited (X)   **Applied (X)**   Marked potential (X)   Approved (X)   Scheduled (X)   Completed (X)   Removed (X)   **Invite**   **Export**

☰ Filter   ⚙ Columns   🔍

☐	Participant ⌄	Status ⌄	Applied date ⌄	How would you desc... ⌄	What features or qualities do you... ⌄	How many pets do y...
☐	**Theodore Jacobs** Electrician	**Qualified** **100% match**	**September 10, 2024**	**He's active, and...**	**Durability and price, how w...**	**1-2**
☐	**Joanne Spencer** Legacy Response Producer	Qualified 100% match	September 9, 2024	Very outgoing, lo...	Quality of materials used...	3-5
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☑	**Patsy Collier** Implementation Associate	Qualified 100% match	September 9, 2024	Clever and outg...	How durable it is, and whe...	1

☐   **4 participants selected**   Potential fit   Not a fit   **Approve**

Valerie Tan

Showing 1-20 of 10467 | 20 ⌄ | per page   1   2   3   ...   >

Participant Review – Custom Notes and Tags

Automated Hub Invitations

FALL 2024 · HUB

We are overhauling the Hub invitation experience to give you more control of who you invite and when.

✓ Keep an ongoing shortlist of candidates
✓ Automate recruitment with drip invitations

Research Hub users send
200k+ invitations each month

Set automated invitation cadence ✕

Invite [5 ▾] **participants every** [2 ▾] [weeks ▾]

starting [📅 Select date ▾] at [🕐 Select time ▾]

until [a specific date ▾] [📅 Jan 1, 2025 ▾]

Participants will not be invited unless they meet the criteria set in your Hub invite rules at the time of invitation.

Cancel   **Set invitation cadence**

Projects / **Continuous discovery Q3 2024** ⓘ Draft

RR MG Save ⋮

Research design **Participant management**

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

≡ Filter ⚏ Columns 5 Select subset 🔍

	Participant		f Airline	Last invited	Uses App	Subscription active	Delta flyer	D

Select a specific number

[3] participants

🔘 Start at the top of list
⚪ Select in random order

Cancel **Select**

	Andrew King andrew.king5@gmail.co		elta	184 days ago	Yes	Yes	Yes	Y
	Lena Roberts lenaroberts3@gmail.cor		uthwest	158 days ago	No	No	Yes	Y
	Alex Smith alexsmith4@gmail.com		Delta	93 days ago	Yes	Yes	Yes	Y
	Zoe Hanson zoehanson32@gmail.com	3	Delta	43 days ago	Yes	Yes	Yes	Y
	Malik Lindsey mlindsey5@gmail.com	2	JetBlue	21 days ago	Yes	Yes	Yes	Y
	Eve Cooper evecooper7@gmail.com	2	Frontier	111 days ago	Yes	Yes	Yes	Y
	Rowan Bell	2	Frontier	97 days ago	Yes	Yes	Yes	Y

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Projects / **Continuous discovery Q3 2024** ⓘ Draft

RR MG Save ⋮

Research design **Participant management**

Shortlisted (22) Invited (91) Applied (91) Potential (8) Approved (10) Scheduled (0) Completed (0) Removed from study (0) ⊕ Import ⬇ Export

▽ Filter ⚙ Columns 5 Select subset 🔍

	Participant	Flights booked per year	Pref Airline	Last invited	Uses App	Subscription active	Delta flyer	Delta flyer
☑	**Andrew King** andrew.king5@gmail.com	1	Delta	184 days ago	Yes	Yes	Yes	Yes
☐	**Lena Roberts** lenaroberts3@gmail.com	2	Southwest	158 days ago	No	No	Yes	Yes
☑	**Alex Smith** alexsmith4@gmail.com	1	Delta	93 days ago	Yes	Yes	Yes	Yes
☑	**Zoe Hanson** zoehanson32@gmail.com	3	Delta	43 days ago	Yes	Yes	Yes	Yes
☐	**Malik Lindsey** mlindsey5@gmail.com	2	JetBlue	21 days ago	Yes	Yes	Yes	Yes
☐	**Eve Cooper** evecooper7@gmail.com	2	Frontier	111 days ago	Yes	Yes	Yes	Yes
☐	**Rowan** rowanbell7@yahoo.com							Yes

3 participants selected Remove from project **Launch project and invite participants**

Showing 1-22 of 22 Page 1 of 3
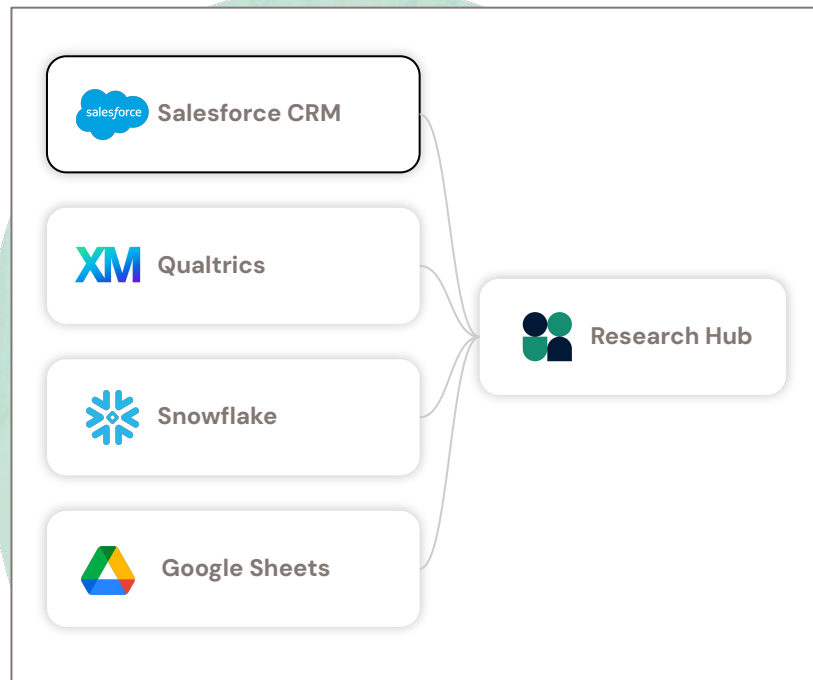
Concept – Design in progress

Hub Salesforce Integration `OCT 2024` `👤 HUB`

Get fresh participant data in Hub with an embedded Salesforce integration.

- ✓ In-app authentication and field mapping
- ✓ No technical resources required
- ✓ Real-time syncing (SF to UI)
- ✓ In consideration: Qualtrics, Snowflake, Google Sheets

Salesforce is top requested integration among Hub users. What does your team use?

More Powerful Filters in Hub   FALL 2024   🌡 HUB

Find the best participants in Hub based on any criteria.

- ✓ More robust logic, including "or" filters and filter groups
- ✓ Filter on any Hub fields
- ✓ Improved UX, including enumerated options for each field and the ability to add a list of filter terms

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94% of researchers who recruit from Hub **use filters** to narrow their search

In this view, show records

| Where | Preferred airline ⌄ | Is ⌄ | Southwest | 🗑 |

| Or ⌄ | Where | Delta rewards me... ⌄ | Is ⌄ | Yes | 🗑 |
| | | And ⌄ | Frequent flyer ⌄ | Is ⌄ | Yes | 🗑 |

+ Add filter

+ Add filter   + Add filter group

⬤— Available to invite

Clear filters   **Apply**

ON THE HORIZON

2025 Look Ahead

Recruit 2025 Investment Themes

Recruit Mission: Find quality participants for any study and make it effortless to conduct research with those participants.

Audience Quality

Trusted, verified participants with less screening required

Audience Feasibility

From niche participants to a global audience

Research Workflow

Screeners, quotas, scheduling… everything you need to find Ps fast

Everything Unmoderated

New pricing, experience & integrations to make more research possible

Research Hub 2025 Investment Themes

Hub Mission: Build the best panel of your own users to accelerate recruitment and build insight over time.

Panel Management

Build, manage, and maintain multiple panels with ease

Participant Experience

Seamless and flexible flows for every participant

Research Workflow

Screeners, quotas, scheduling... everything you need to find Ps fast

Everything Governance

Guardrails, templates, enablement, and oversight to manage your team

Questions?

See you at the **What's Next at UI** webinar in January 2025!