

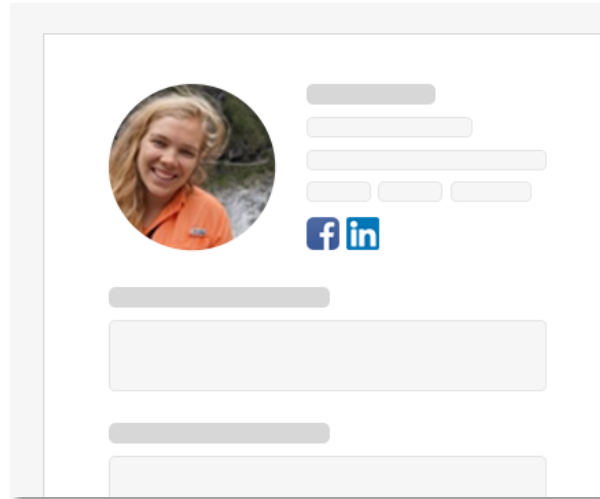
Recruiting in the Age of Covid

Agenda

1. User Interviews
2. Researcher activity
3. Participant activity

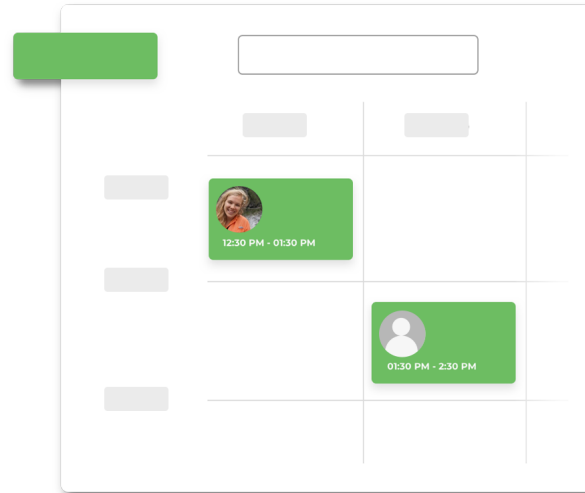
User Interviews

We're starting with helping companies gather insights



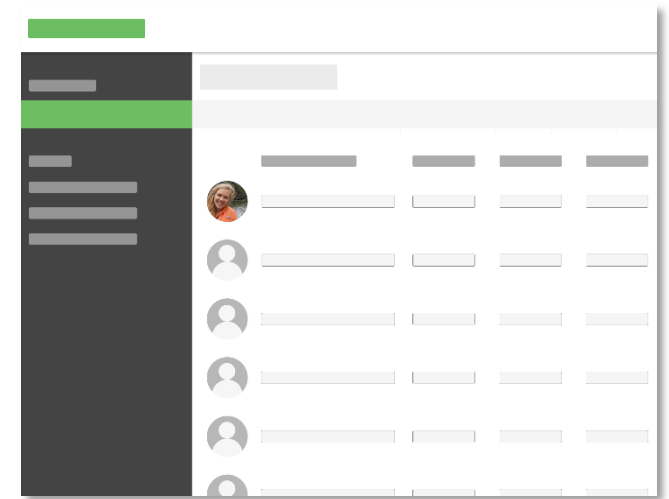
Find the right user

Recruit from our participant audience or upload your own users.



Invite them to research

We automate every step: invitations, screening, scheduling, payments, etc.



Manage relationships

Track user engagement across all teams with User Interviews' Research Hub as the system of record.

We power the research activity for hundreds of companies.

TECH



NON-TECH



We have data for thousands of research sessions a month

Data

Existing users and non-users

In-person and remote

Participant application rate

Incentives

No-shows

Scheduling

Moderated and unmoderated

Feedback

Limitations to our data

U.S. and Canada only (for now)

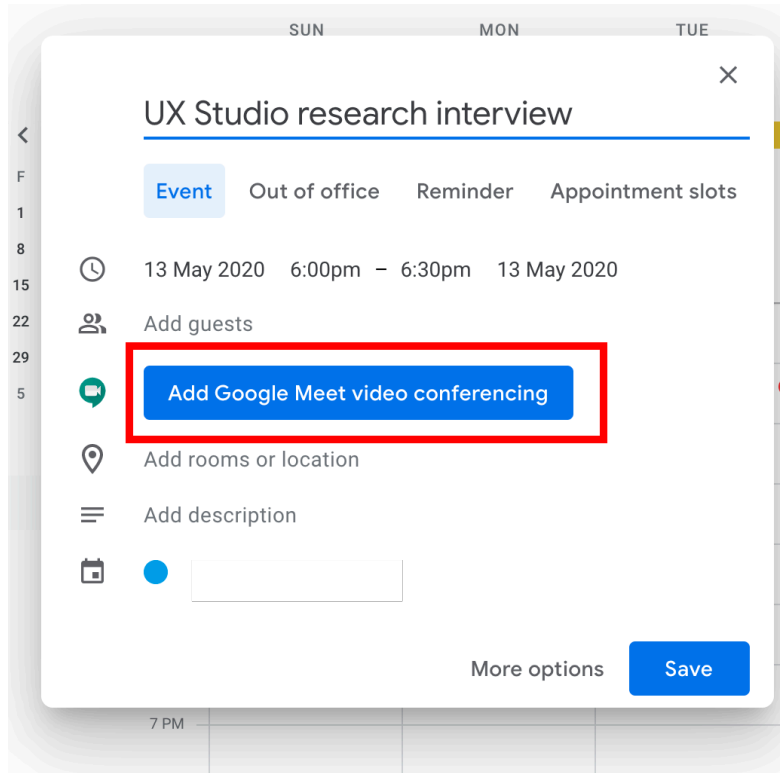
Primarily people who have opted-in

Researcher activity

3 types of research teams

| Name | Description | Effect on research | Example |
|------------------|---|---------------------|---------------------------|
| Quick iterations | User research to make quick product iterations | Increasing research | Most software |
| Long iterations | User research for long product cycles | Decreasing research | Toilet paper manufacturer |
| Strategic | User research for long-term strategic decisions | Increasing research | Remote work tools |

Quick iterations examples



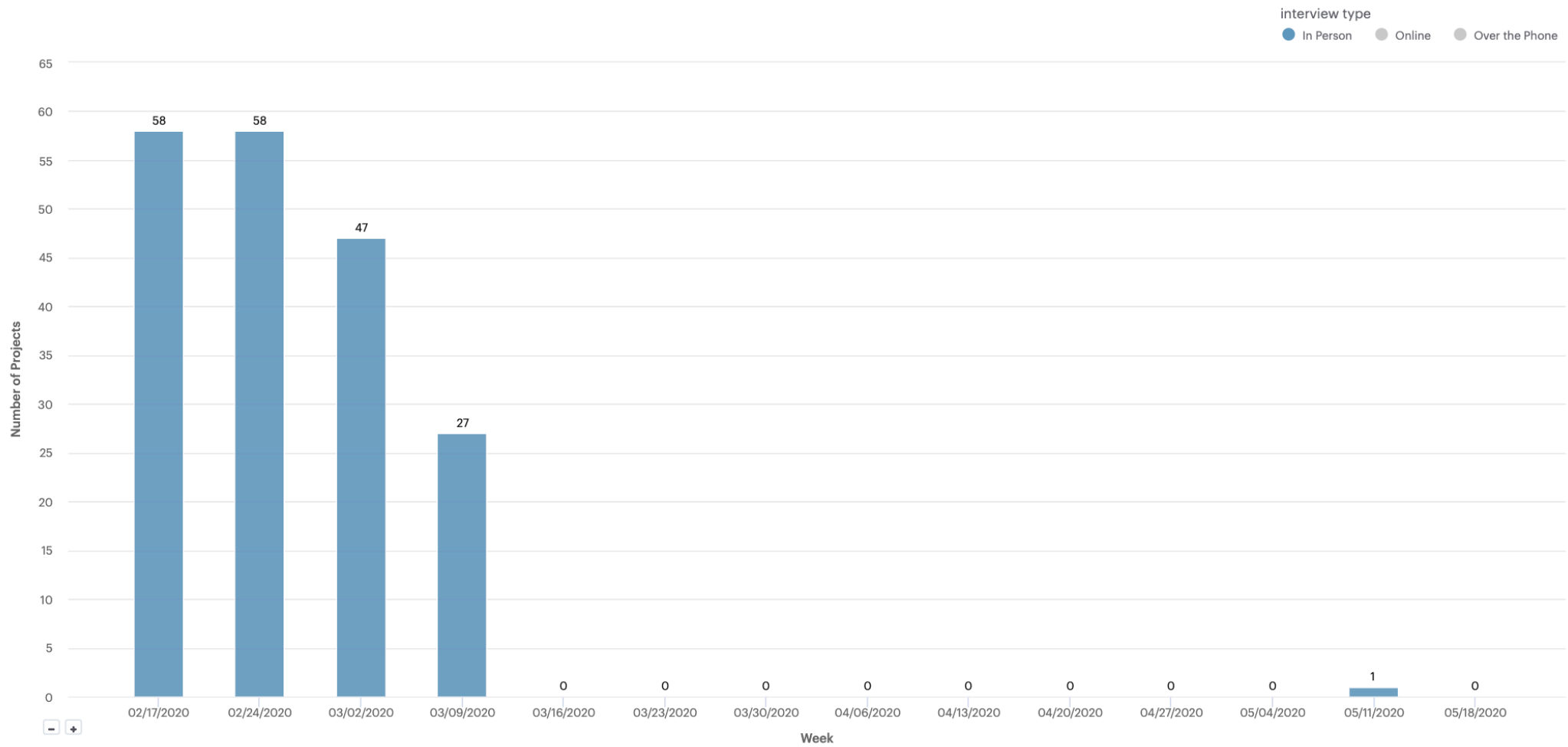
Announcing Virtual Event Functionality and More

By Eric | March 25, 2020 | Customer Success, Product | [Leave a comment](#)



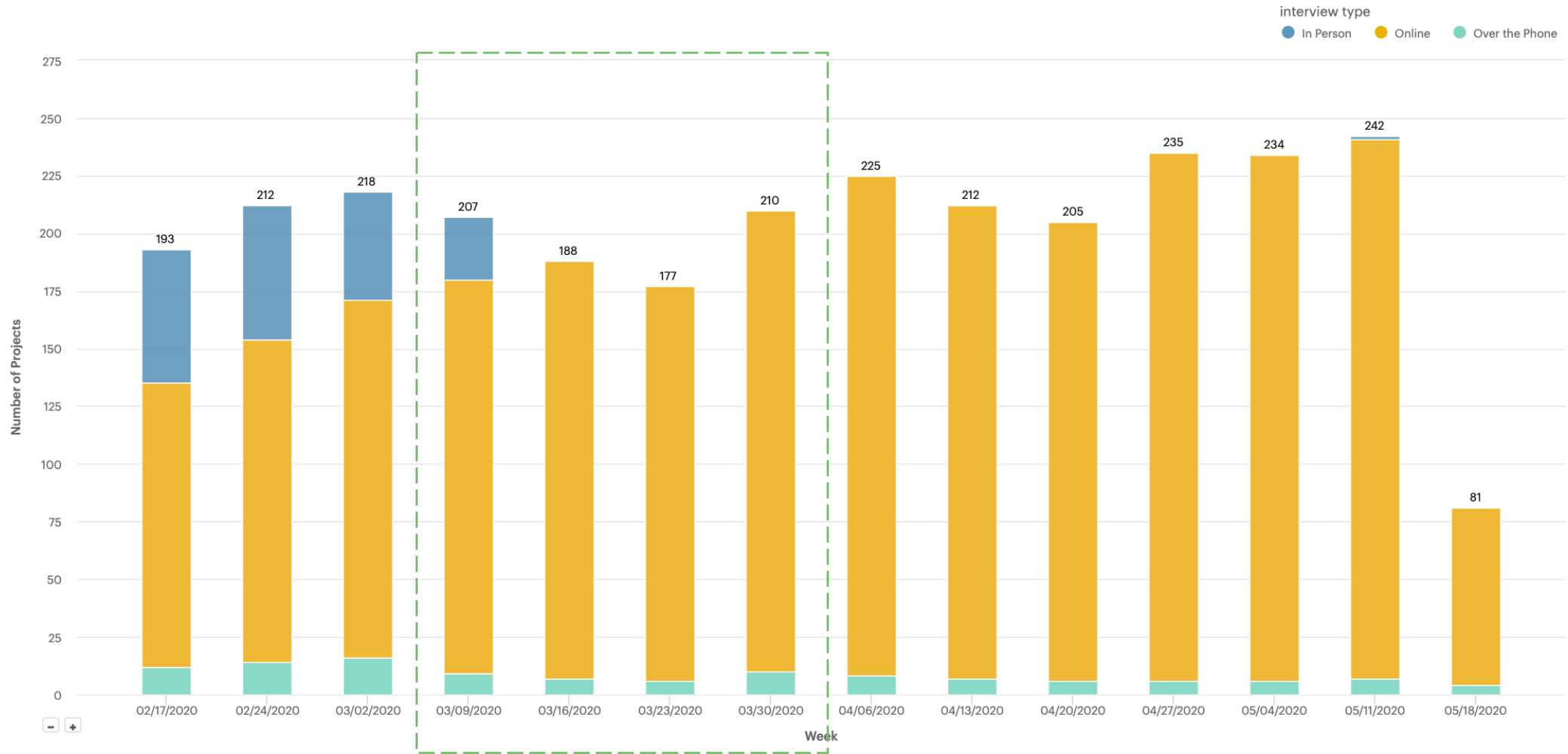
In-person projects went to 0

Weekly Projects Created by Interview Type



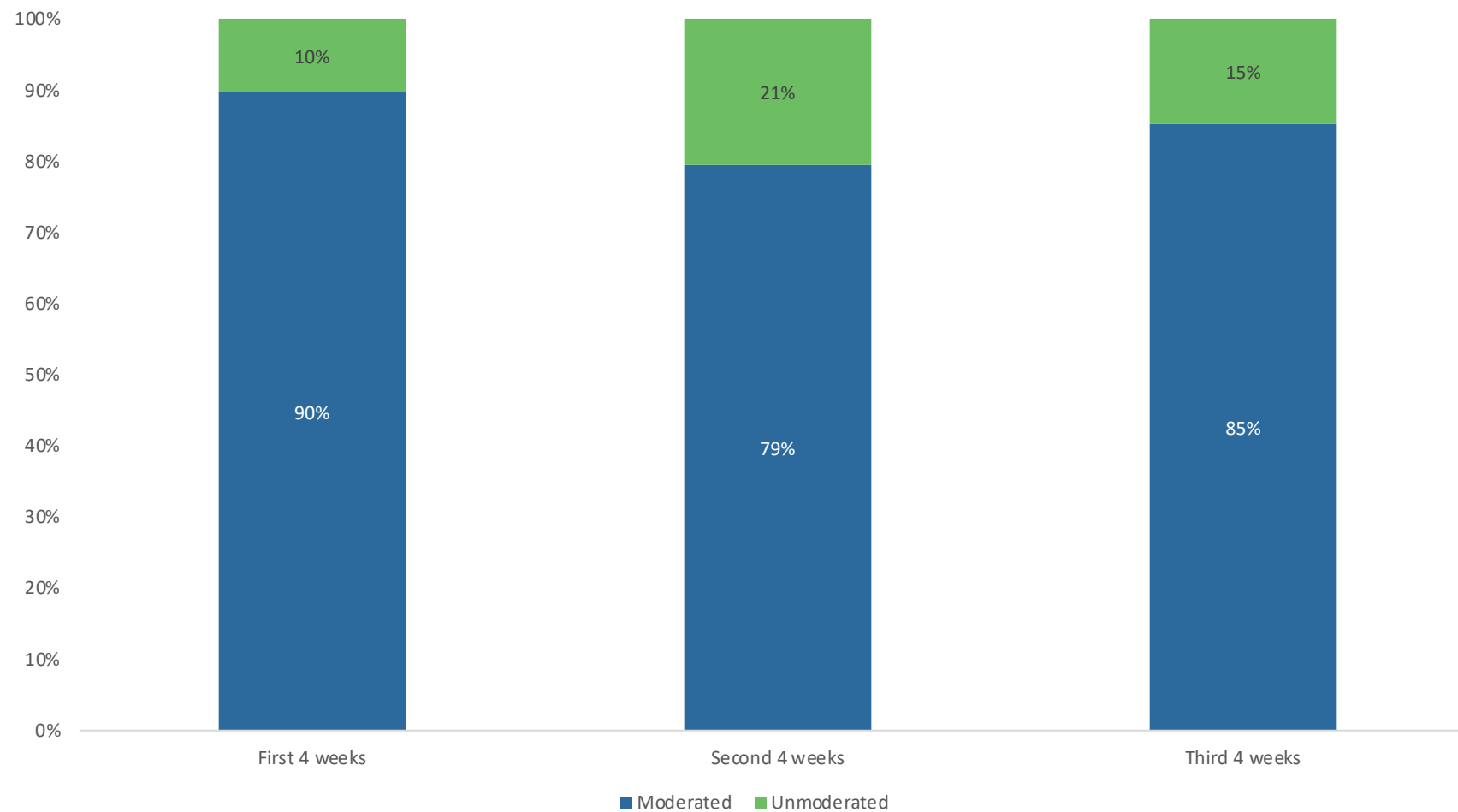
They were replaced by remote projects

Weekly Projects Created by Interview Type



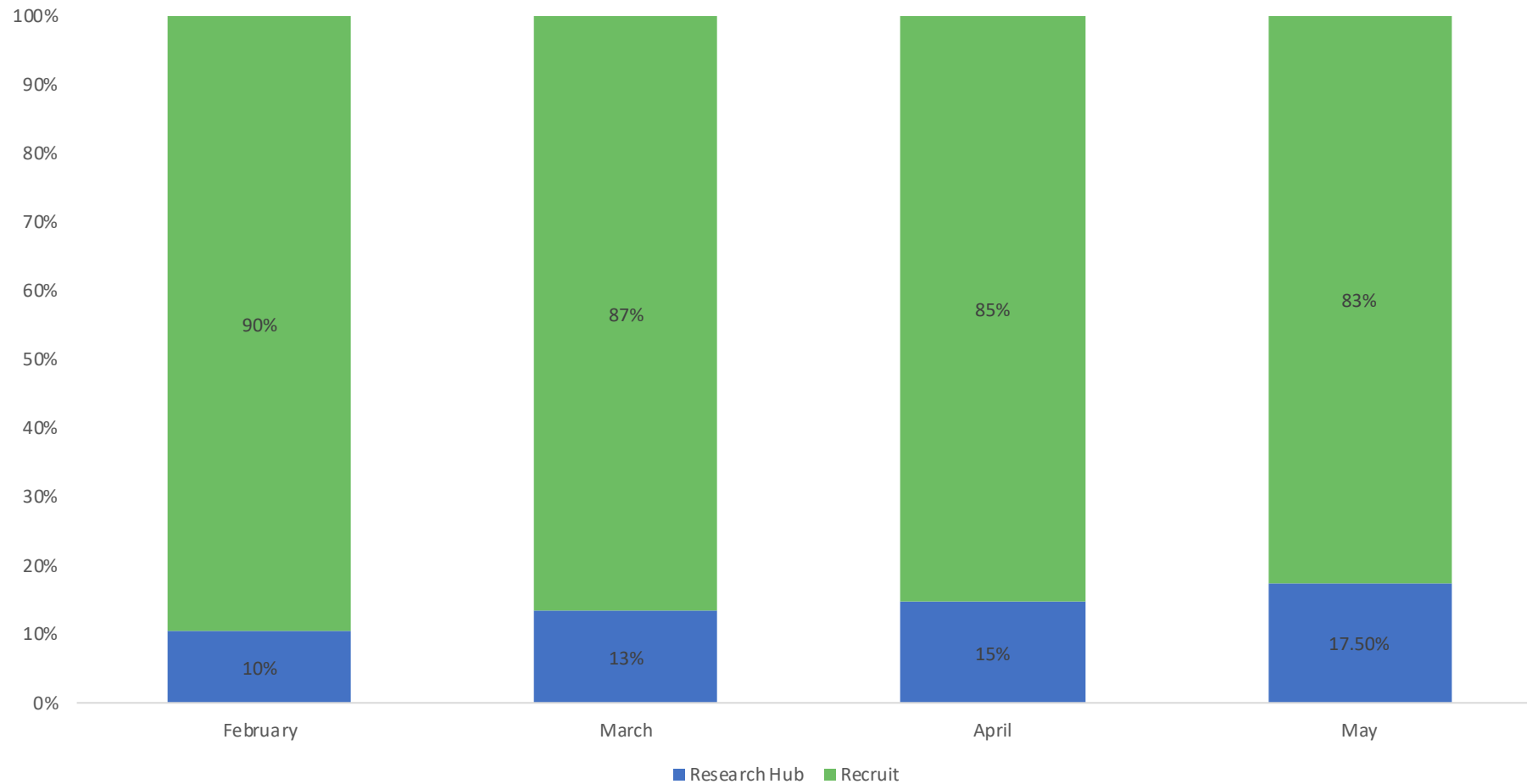
Initially we saw a spike in unmoderated projects relative to moderated

Percent of projects by project type

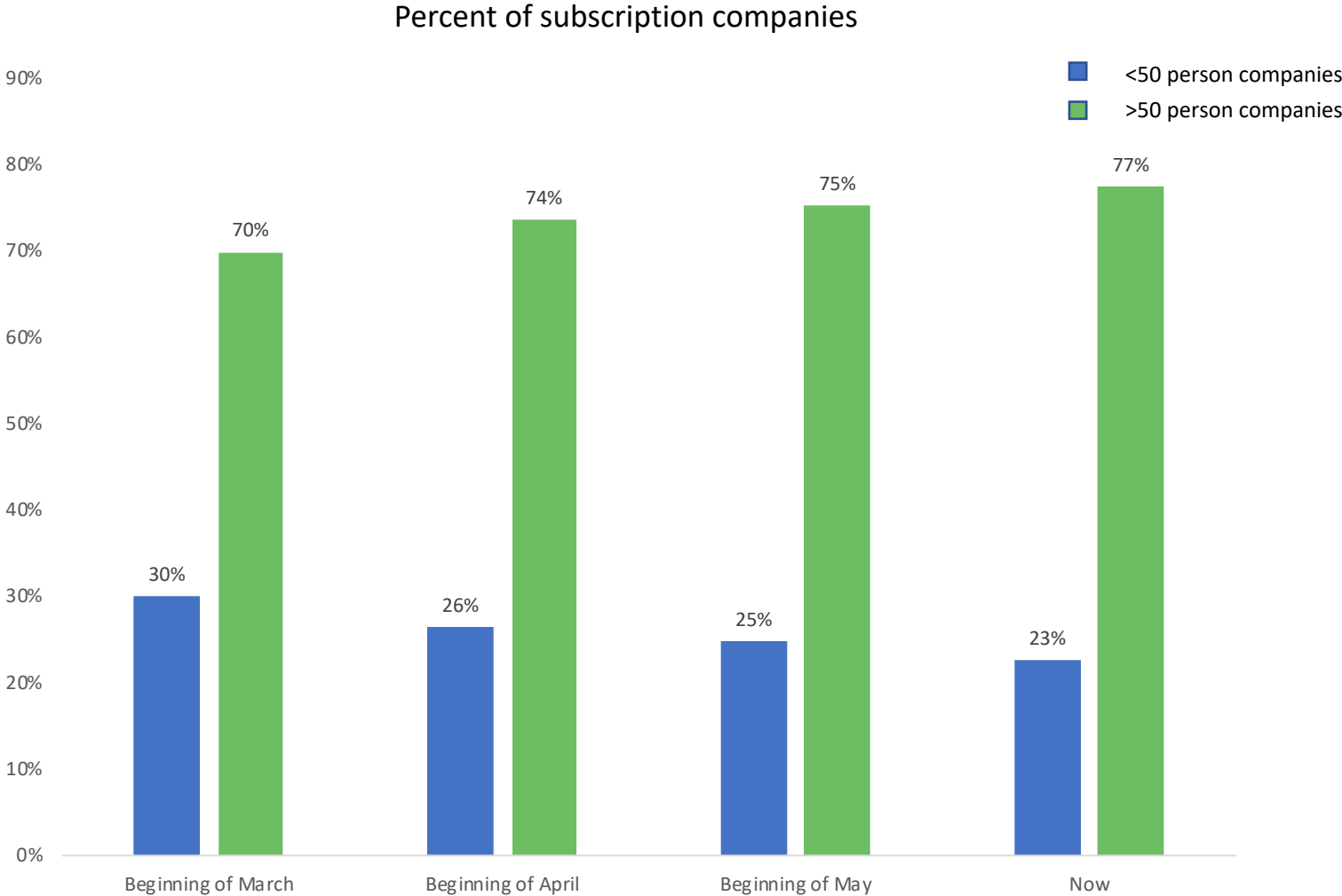


Projects with existing users increased relative to users from our panel

Percent of projects by project type



Smaller companies are decreasing research while larger companies are increasing research



What hasn't changed?

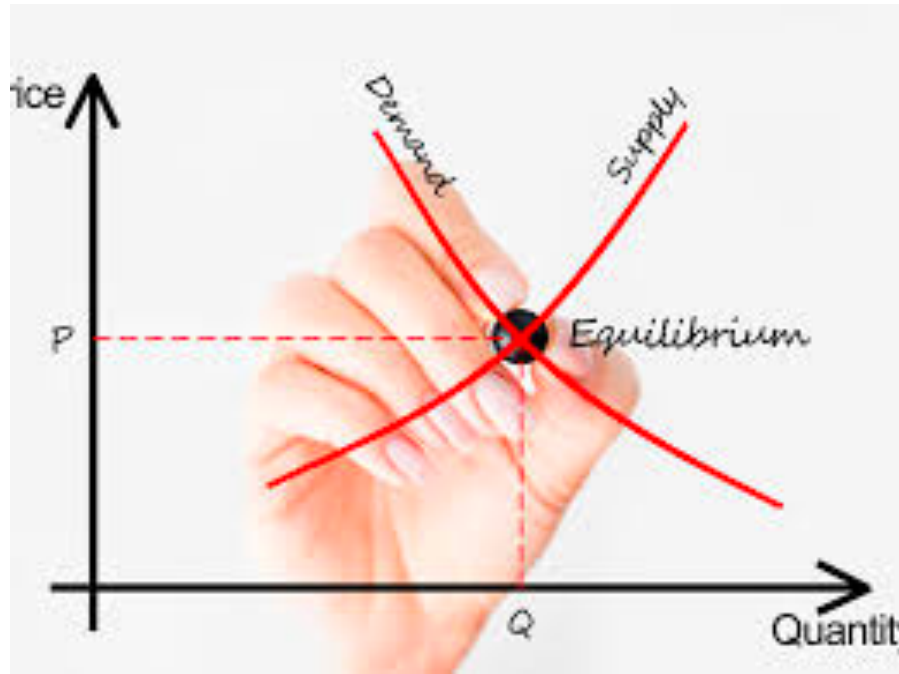
B2B vs B2C distribution

Project size

Average incentives

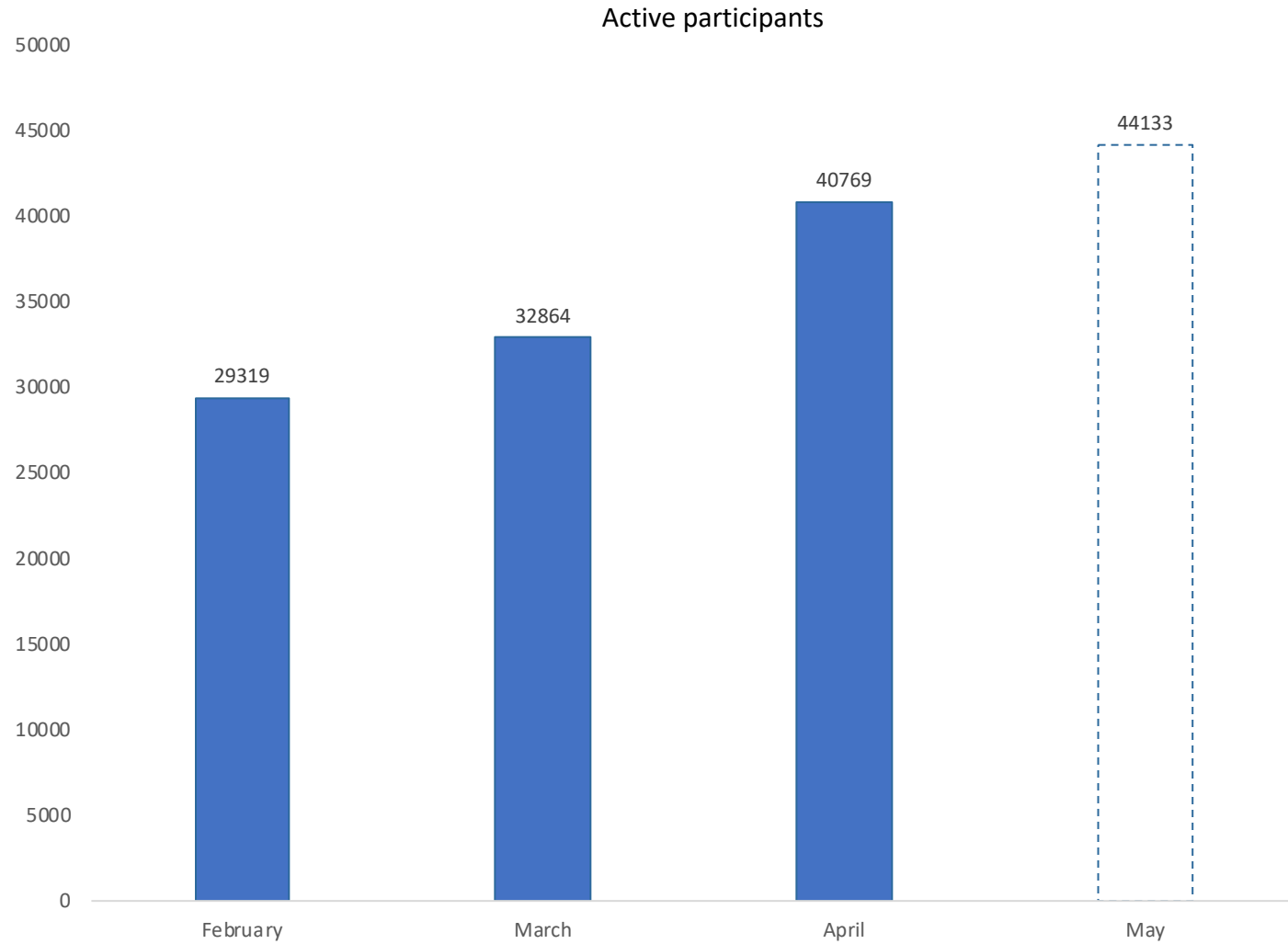
Participant activity

Participants are much more active



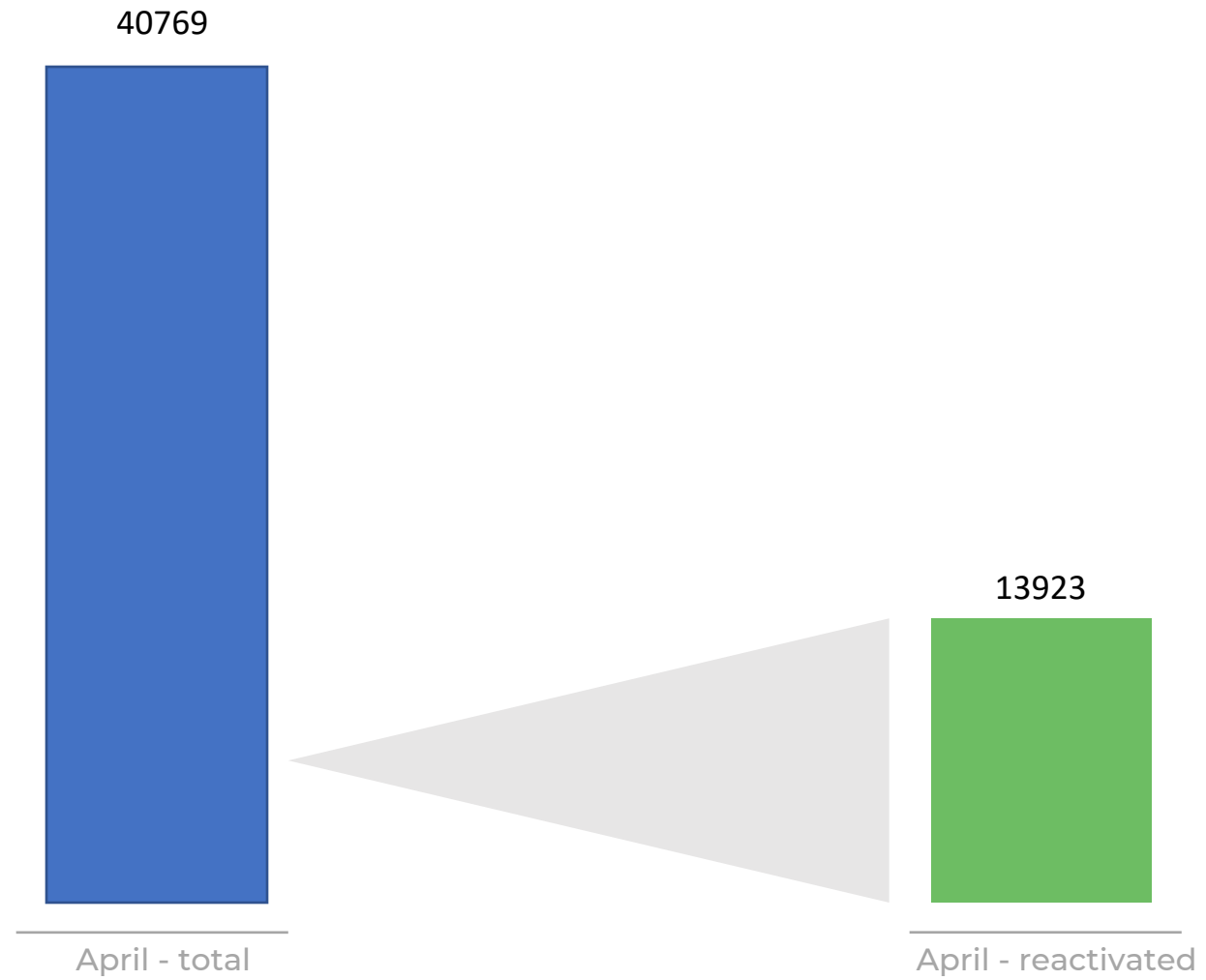
1. More free time
2. More people looking for side income

Participants are much more active

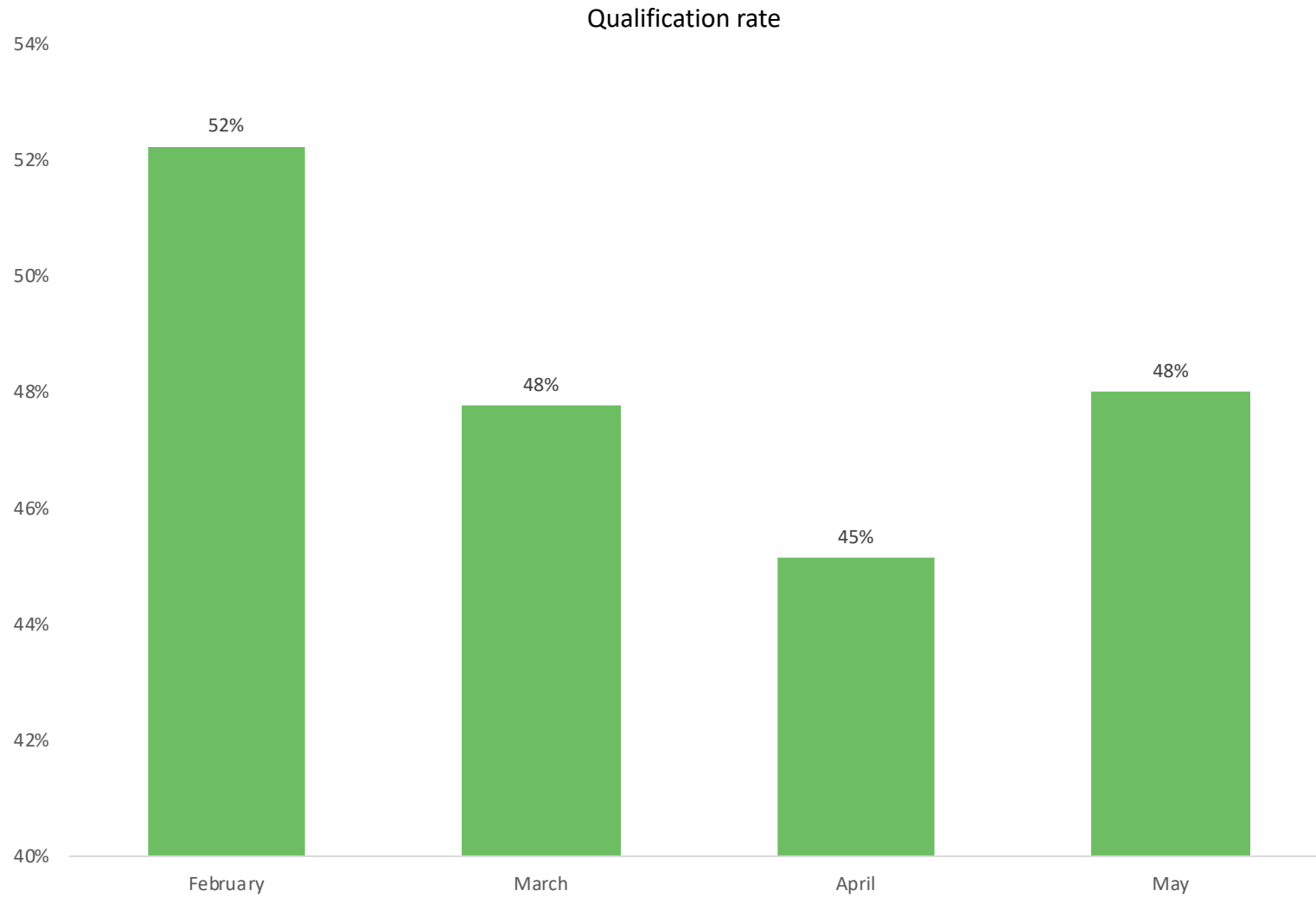


1. More free time
2. More people looking for side income

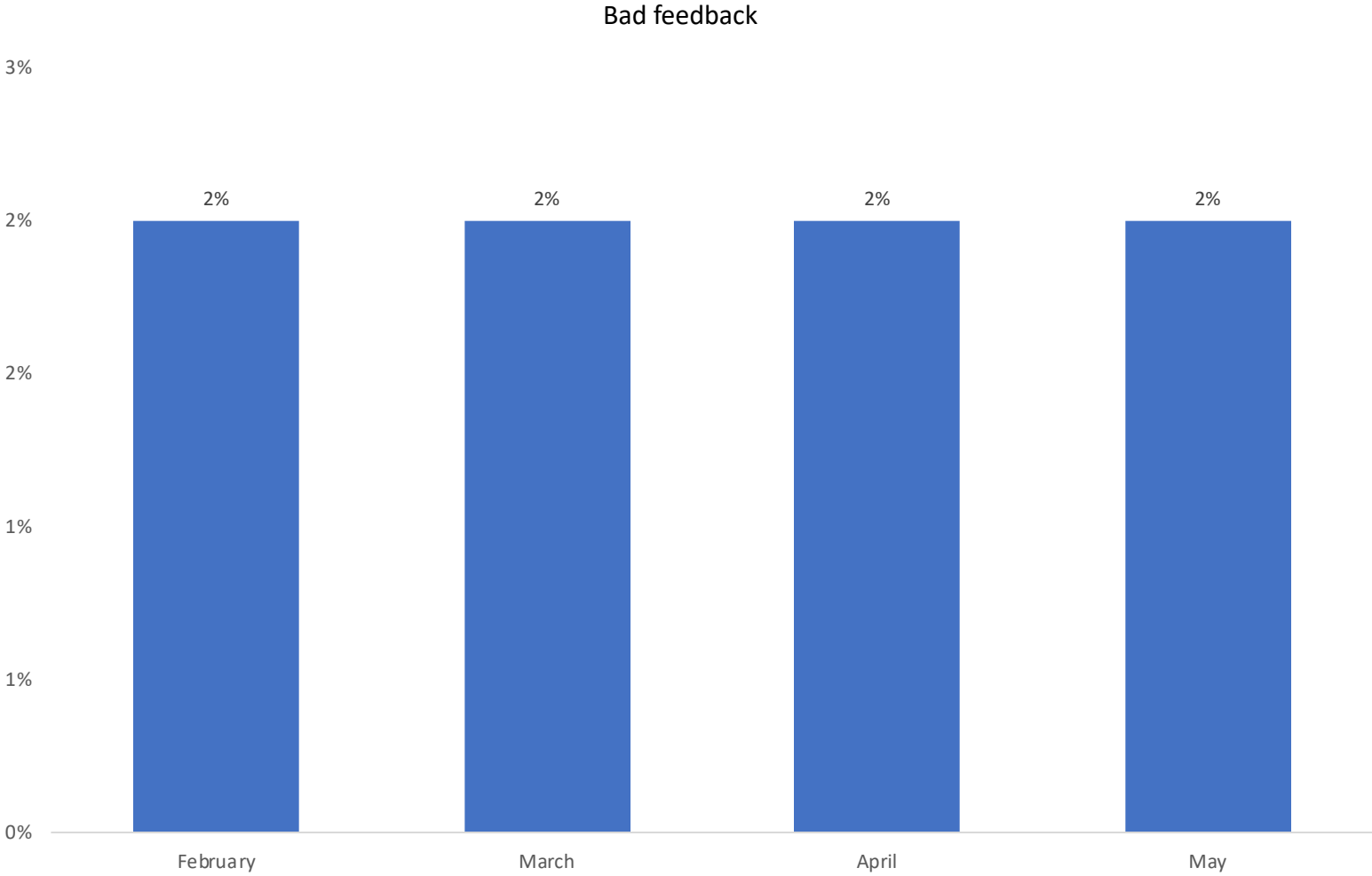
Participants are reactivating after churning previously



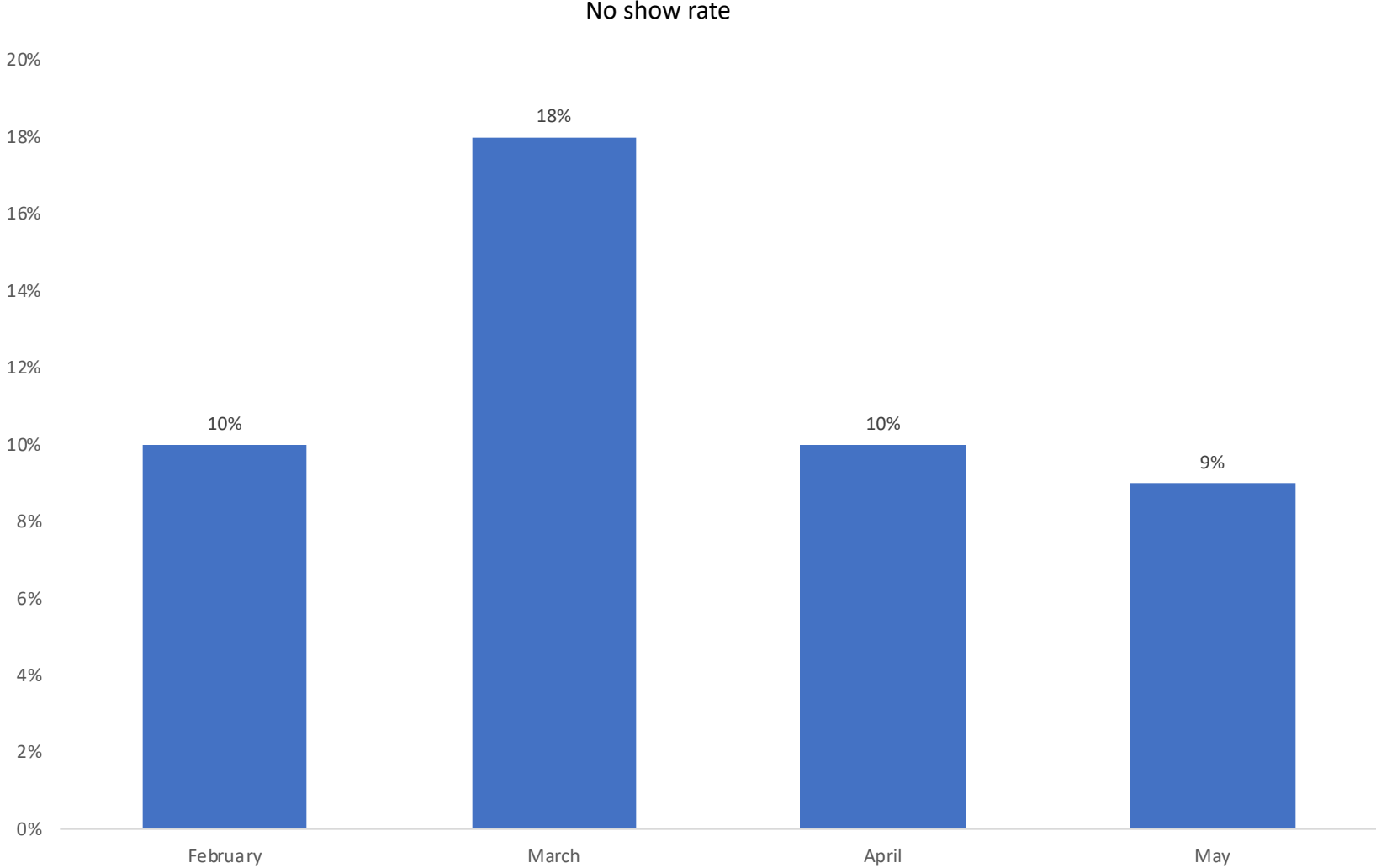
Unfortunately, qualification rate is declining



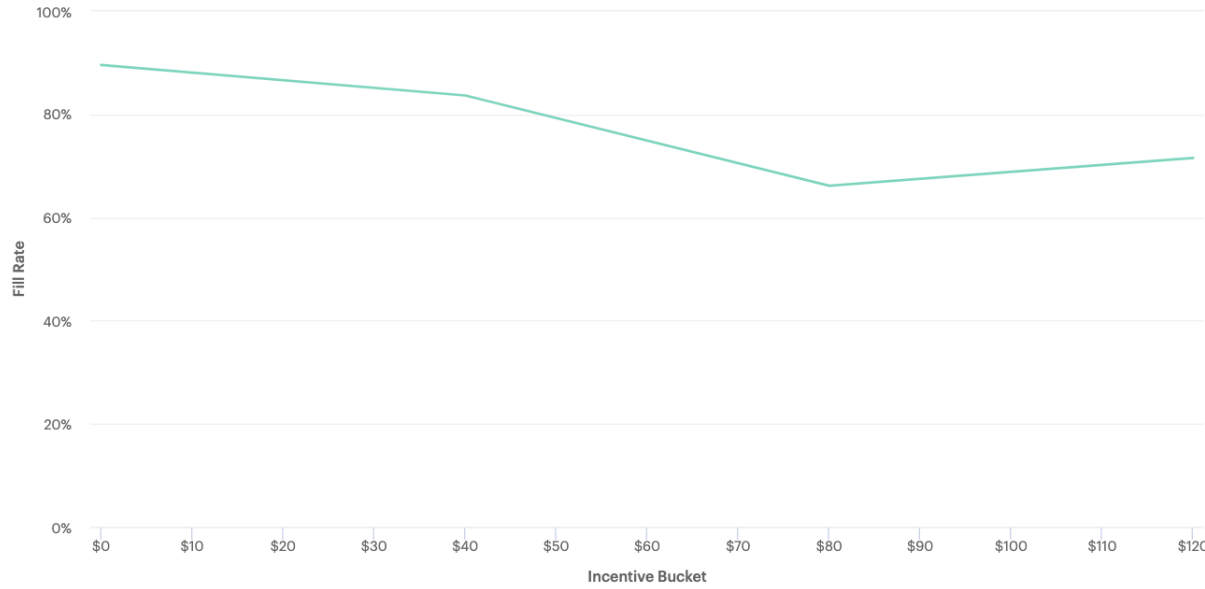
Fortunately, we have not seen an increase in fraud/bad participants get through



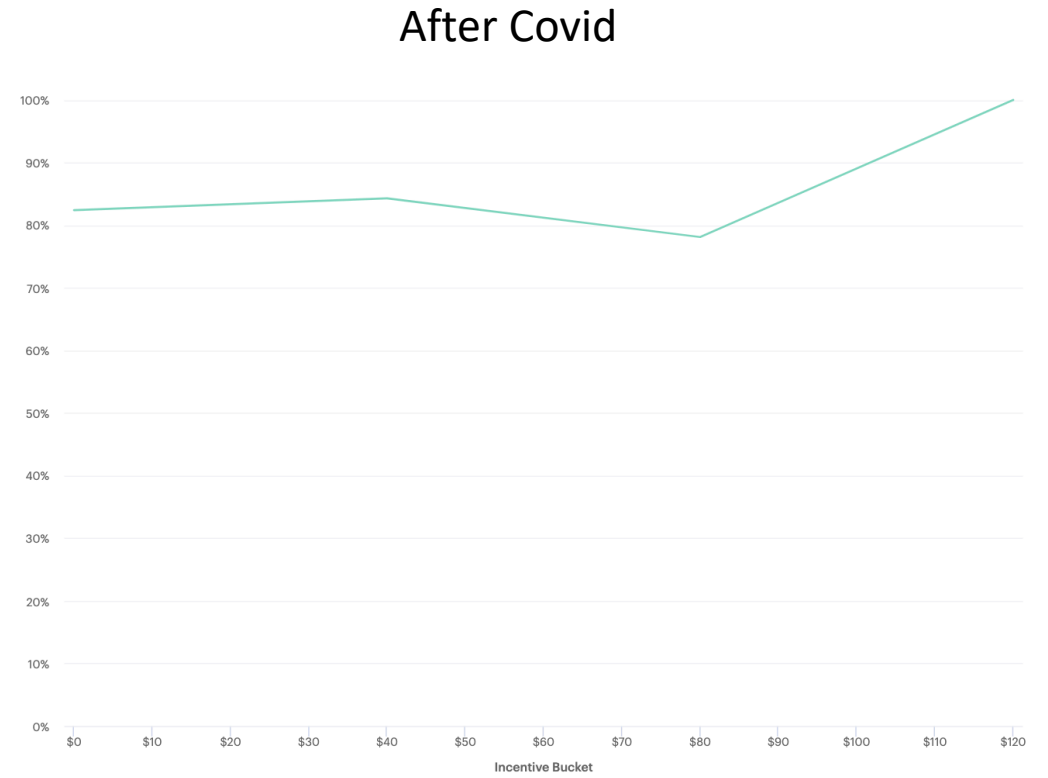
No-shows spiked in March as everyone transitioned their lives



Incentives are a stronger motivator



Before Covid



After Covid

Free Offer

Incentives are a stronger motivator

3 free sessions

[Userinterviews.com/gift](https://userinterviews.com/gift)

3 free months

Email me at basel@userinterviews.com

Thanks!