Invite Network: Pre-study checklist

Invite Network allows you to create and launch a study with anyone anytimee. Use this checklist to help you prepare to launch a successful study.

Step 1: Determine your target demographics

With Invite Network, you have the flexibility of inviting anyone to participate in a study by sending them a link. Before you start inviting contributors, decide what demographic you'd like to target with your study. Note that you can conduct different studies with different segments. Some potential groups may include the following:

- Power users
- Customers
- Employees
- Partners
- Ideal customer personas

Step 2: Determine how many contributors you need—then increase by 10x

One major difference between conducting a study with the UserTesting Contributor Network versus your own networks is that the conversion rate is lower when using a smaller set of contributors. Your networks are busy, and it can be difficult to catch them at a time where they're able and willing to provide feedback.

To help with this, we recommend increasing your pool of potential contributors by 10 times. So for example, if you need at least 5 contributor, send your study out to 50 potential participants. Your study will close once 5 people have completed it, so it's always better to cast a wide net early on.

And consider experimenting by sending out these tests in batches on different days of the week for the best results.

Step 3: Create compelling incentives

Having a compelling incentive is important to help your study get to the top of the 'to do' list of your network.

Experiment with different incentives beyond monetary compensation, such as

- Advanced access to a product
- Free or discounted products
- Access to special events

Step 4: Determine what channels of communication your contributors prefer

Using the preferred channel of communication for your target audience will help increase your response rate by making it easy—and more likely—for people to join your study. Clearly communicating to the contributor how their feedback will be used helps to increase the chances of your customer to participate.

Look at your networks' past patterns and preferences. Do they tend to respond better to email or to instant messaging platforms, like Slack? Find out what works best for each audience, then be sure you're communicating with them on those channels when it's time to launch your study.

Step 5: Time the launch of your study appropriately

As you're gathering contact information for your audiences, note their time zone. If a contributor is on the east coast, they might miss your invitation if it's sent out in the afternoon on the west coast.

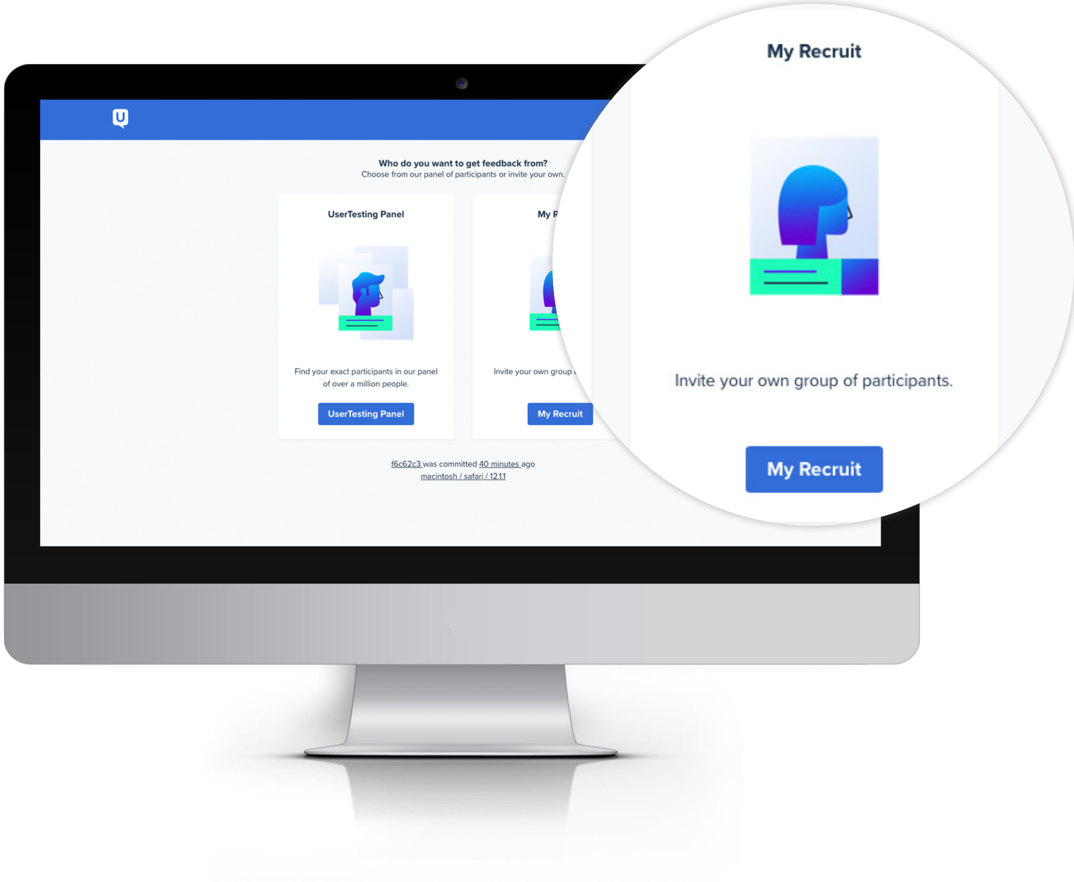
Step 6: Follow-up with contributors

This is the last—and important—step in launching a successful study with Invite Network. People are generally willing to help and want to feel heard in providing feedback—sometimes they just need an extra nudge to bring your email to the top of their inbox.

Keep track of who you've contacted and when. Follow up with individuals who haven't responded, but don't overdo it—we recommend no more than two to three follow-up's per contributor.

☐ Step 7: Launch your study!

Now you're ready to send out your study! Check your UserTesting dashboard for updates and watch videos from your target audience as soon as they complete your study.



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