

UserTesting Product Insight

Put the customer at the center of your product development process

Modern product development moves at an increasingly rapid pace. Without fast access to customer insights, product managers are frequently forced to make critical decisions based on limited information or “best guesses.”

To successfully launch products that customers love—on schedule and without any rework—product managers must get fast customer feedback throughout development.

Get customer insights within hours to help you build better products

UserTesting Product Insight makes it possible for product teams to see, hear and talk to customers as they experience your products, services, apps and messaging.

Pre-formatted tests based on each phase of development

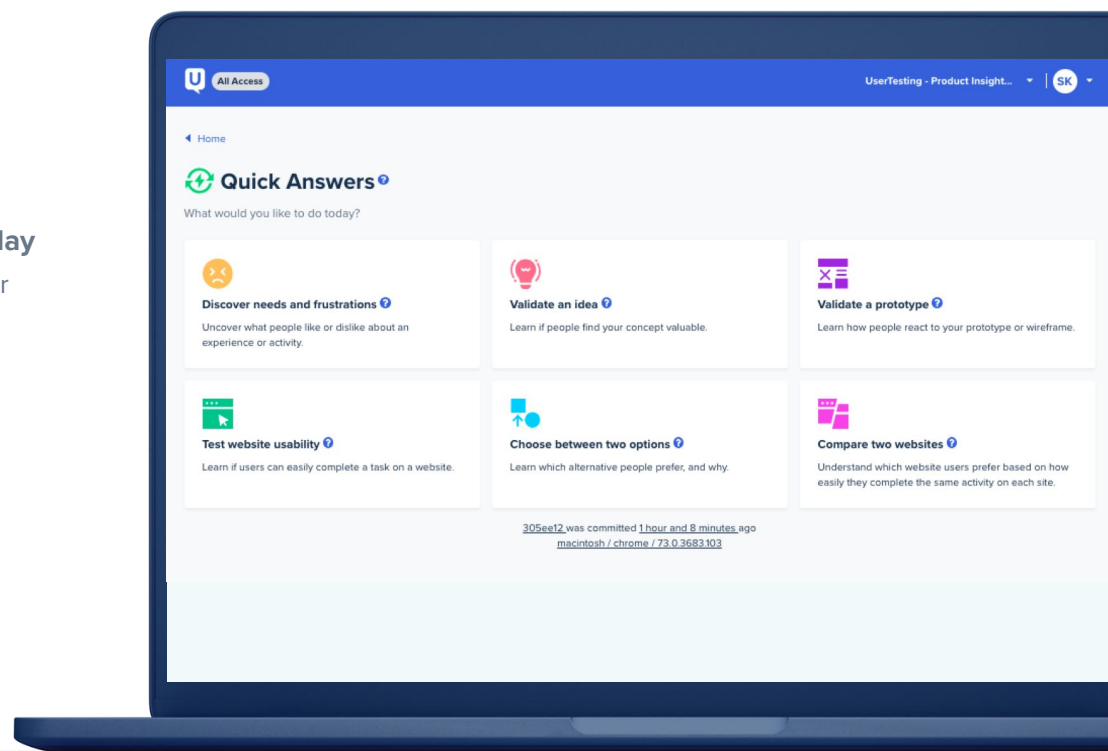
Set up and launch in a snap.

Live interviews in less than a day

Have face-to-face conversations or share prototypes for immediate feedback.

Video results in hours

At-a-glance summaries make it easy to view and share video highlights that convince and drive informed decisions.



A scalable solution your entire team can leverage

Get the insight you need on any experience and at any stage of product development

- Needs and pain point discovery
- Validating experience pre-launch
- Defending and explaining product decisions
- Settling feature disagreements internally
- Feature prioritization
- Understanding user behavior against analytics

Achieve business and operational goals

Innovate Faster



Decreased time invested in conducting research by 80%

Reduce Risk



Achieved 32% improved communication related to launch of new app

Align Teams



Prioritized initiatives to better serve a diverse community of parents across the US

Partner with the market leader

With more than 1,200 subscription customers and powering half of the top 100 brands in the world, we have delivered human insights to over 35,000 companies to-date.



Products That Count

Best Product Award for Product Testing Innovation Segment



Silver Award for Front-Line Customer Service Team of the Year -Technology Industries



Leader in User Research Management Software

80%

of videos completed in 2 hours or less



About UserTesting

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UserTesting enables every organization to deliver the best customer experience powered by human insight. With UserTesting's on-demand Human Insight Platform, companies across industries make accurate customer-first decisions at every level, at the speed business demands. With UserTesting, product teams, marketers, digital and customer experience executives confidently and quickly create the right experiences for all target audiences, increasing brand loyalty and revenue. UserTesting has over 1,200 subscription customers including half of the top 100 brands in the world, and has delivered human insights to over 35,000 companies to-date. Backed by Accel and OpenView, UserTesting is headquartered in San Francisco, CA. To learn more, visit www.usertesting.com