

UserTesting Product Insight

Modern product development moves at an increasingly rapid pace, far faster than traditional market research can move. This forces product managers to frequently make critical decisions based on limited information or guesses.

Product Insight helps product teams build better products without slowing development. It enables product managers and engineers to get feedback from their target customers within hours, at all stages of the development process, including:

- **Discovery interviews**
- **Customer needs and journeys**
- **Market and prototype validation**
- **Feature prioritization**
- **Rapid settlement of disagreements within the team, and with stakeholders**
- **Verifying usability**
- **Pre-launch validation of the first-time experience**



Easy, pre-formatted tests launched in minutes

- Quick Answers for Product Teams gives you fast insights on common product development problems, including validating concepts and prototypes, prioritizing features, settling disputes, and more
- Pre-designed tests enable you to create tests quickly by answering a few questions
- Tests are designed by research professionals - no accidental question mishaps or biases
- Save time with pre-formatted results that link you straight to key moments and video clips



Same-day video interviews

- Live Conversation lets you schedule and recruit live interviews in less than a day - talk face to face with video and also share screens
- Great for fast discovery, prototype testing, and more
- Interviews are automatically recorded and it's easy to share highlights
- Easily recruit your specific customers nationwide rather than being restricted to a single city, or settling for people who aren't your exact customers



Fast and easy to use

- The Product Insight dashboard is your customer insight emergency kit - quickly launch the test you need and see results instantly
- At a glance, learn the key test results and jump to video highlights
- Built-in chat gets you help from research professionals instantly when setting up tests and interviews



Intuitive experience, built on a powerful research platform

- All test results and interviews are automatically recorded to video
- Easily create, tag, and share video clips and highlight reels to help drive decisions
- Built-in video repository with security
- Notifications via email and other collaboration tools like Slack and Trello

Build better products by bringing customers into every stage of the product development process.



HEADQUARTERS

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ABOUT USERTESTING

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 48 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.