UserTesting Panel
Real people, matching your criteria — on demand

Most organizations agree: getting customer feedback in order to design customer-centric experiences is a best practice. However, many struggle with the time-consuming tasks of finding, vetting and recruiting people towards this goal.

THE USERTESTING PANEL PROVIDES FAST, IN-THE-MOMENT FEEDBACK
The UserTesting panel gives you access to a diverse and global on-demand group of study participants. Share your study with the UserTesting panel and receive completed studies in as little as 1-2 hours. You can also use Live Conversation to schedule live interviews with panel members as soon as that same day.

Diverse panel located across the globe. The majority of panelists are located in the US, Canada, UK, India, and Australia. We also have smaller panels in a number of countries.
- Foreign language capability. All panelists speak and write in English by default. You can also get feedback in non-English languages, including French, Spanish and German.

Screened for quality. Our panel members are selected through an application process.
- Technical checks. We use leading-edge technology to eliminate fraud in the process.
- Assessed for quality. Only 5% of panel applicants are approved to participate.
- Customer reviews. Panelists are continually rated by our customers based on their performance in completed studies.

Technology to help you find the right personas. By including participant requirements and screener questions, you can ensure that the right panelists, with suitable backgrounds, experiences or personas, participate in your studies.

Instructed on how to complete “speak out loud” studies. Our panel members are shown how to provide clear and articulate feedback as they follow your directions and complete requested actions. The result is helpful, actionable insight from real people interacting with your digital experiences.

Target study participants according to basic demographics:
- Age
- Gender
- Income
- Country
- Technical expertise/familiarity

Additional criteria recently added:
- Employment status
- Industry
- Company size
- Job role
- Family status
PINPOINT SPECIFIC AUDIENCES FOR YOUR STUDY

In addition to selecting from available demographic, geographic and technological screeners—such as gender, country, and operating system—additional features help you segment and target panelists for your study.

**Custom requirements.** Create custom requirements for panelists to qualify for study participation, such as language ability or profession.

![Custom requirements](image)

**Custom screeners.** Create custom screeners to find panelists based on association with or opinions on specific topics.

![Custom screeners](image)

Sharing your studies with the UserTesting panel means that you get fast, actionable insights—often within hours, not days or weeks as with alternative methods—from the audiences that matter to your business.

And by continually getting feedback and integrating learnings into your design and development process—for digital as well as real-world experiences—you support a more streamlined internal workflow by driving alignment amongst your stakeholders, and help improve your chances of launching products and campaigns that better match customer expectations.

ABOUT USERTESTING

UserTesting enables every organization to deliver the best customer experience powered by human insights. With UserTesting's on-demand human insights platform, companies across industries make accurate customer-centric 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 delivers human insights to 37 of the top 100 brands in the world, and a total of more than 35,000 customers, and is backed by Accel and OpenView. UserTesting is headquartered in Mountain View, CA. To learn more, visit [www.usertesting.com](http://www.usertesting.com).