

25 Questions to Ask Potential Experience Research Platform Providers

Make sure the tool you invest in can help you throughout the entire research lifecycle. Use these questions as a jumping off point in your next demo.

RECRUIT

1. How are participants chosen? Are they vetted in any way?
2. Is there an option to automate participant recruitment based on my criteria?
3. Is there an option to manually review and choose participants on a 1-1 basis?
4. Is there an option to “bring our own” participants? Can we easily import them somehow?
5. What’s your average number of no-shows/incomplete missions?

FIELD

1. Can I do moderated (e.g., interviews) and unmoderated (e.g., task-based) research?
2. Does the platform have a panel? If so, who comprises it? Can I bring my own participants? And will they be marketed to or automatically added to the vendor’s pool?
3. How are projects displayed to participants? Are there mobile and desktop options? Do participants have to download and utilize an account or app?
4. Can we do foundational, generative and evaluative research?
5. Can I do research in a super short time frame, like a matter of days, not weeks?

MANAGE

1. How are incentives processed? Is there a fee?
2. Can I create my own panel or participant pool?
3. Is there transcription for audio or video data?
4. What analysis capabilities are on-tool (e.g., tagging, note taking)?
5. Are there ways to message or follow-up with participants?
6. For interviewing, can I schedule sessions directly from the platform?

ANALYZE

1. Am I able to tag during analysis, tag charts, and easily export to PDF or CSV?
2. High-level summaries of close-ended questions, rankings, and word frequency
3. Flexible filtering: sort, group and filter by tags, groups, question types, demographics, and more.
4. Expert handling of video data: auto-transcription of your videos, add time markers and highlights, and cut them into insights directly in the platform.

SHARE

1. What kinds of account access or seats are available?
2. Can stakeholders view sessions or data while the study is in progress?
3. Can I limit what viewers can see (i.e. to protect the privacy of participants)?
4. How easy is it to make a highlight reel or export other visuals like photos or word clouds?
5. What integrations do you offer so stakeholders can view outputs where they are comfortable operating?