

# 25 Questions to Ask Potential Experience Research Platform Providers

Make sure the tool you invest in can help you throughout the entire research lifecycle and beyond.

Use these questions as a jumping off point in your next demo.

## Recruit

1. Does the platform have a panel?
2. How are participants chosen? Are they vetted in any way? Are there video screeners? How do you prevent fraudulent participants?
3. Is there an option to automate participant recruitment based on my criteria?
4. Is there an option to manually review and choose participants on a 1-1 basis?
5. Is there an option to “bring our own” participants? Can we easily import them somehow? Will they be marketed to or automatically added to the vendor’s pool?
6. 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. How are projects displayed to participants? Are there mobile and desktop options? Do participants have to download and utilize an account or app?
3. Can I do research in a super short time frame, like a matter of days, not weeks?
4. Can I do multi-part, multi-media studies over an extended time?
5. Is there a limit on how many studies I can run at once?

## Manage

1. How are incentives processed? Is there a fee?
2. Can I set custom incentive amounts depending on complexity?
3. Are there ways to message or follow-up with participants?
4. For interviewing, can I schedule sessions directly from the platform?

## Analyze

1. Am I able to tag during analysis? Are there tag charts? Can I easily export to PDF or CSV?
2. What AI analysis capabilities do they offer?
3. Are there high-level summaries of close-ended questions, rankings, and word frequency?
4. Is there flexible filtering? Features like: sort, group, and filter by tags, groups, question types, demographics, and others?
5. What video features are available? Examples include: auto-transcription, the ability to add time markers and highlights, and the ability to cut them into playlists within 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? Do you have integrations with Figma, Miro, or Slack?