

Choosing The Right Tool

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Recruiting

- ☐ Participant panel
- ☐ Set quotas for multiple types of users
- ☐ Custom screening questions
- ☐ Multiple languages
- ☐ Bring your own users
- ☐ External-panel integration

Qualitative Data

- ☐ Record screen & audio
- ☐ Record participant's face
- ☐ Timestamped notes
- ☐ Export & download capabilities
- ☐ Share recordings via URL
- ☐ Produce video-highlight reels
- ☐ Automatic transcription

Study

- ☐ Test websites (desktop, mobile, & prototype)
- ☐ Test desktop apps
- ☐ Test native mobile apps
- ☐ Custom welcome & final screens
- ☐ Skip logic to personalize tasks
- ☐ Randomize task order
- ☐ Collaborate with colleagues
- ☐ Supports moderated testing

Quantitative Data

- ☐ Simple rating questions
- ☐ Custom ratings & written questions
- ☐ Time on task metrics
- ☐ Filter speeders & cheaters
- ☐ Rate of task abandonment
- ☐ Data export (csv or xls)
- ☐ Data-visualization charts
- ☐ Success rate by click / URL
- ☐ Click-pattern data