UserTesting

UserTesting is a video-based platform that enables marketers, researchers, and product teams better understand customer experience (CX). With UserTesting's opt-in video platform, templates, analytics, and audiences, companies can gain contextual insights into customers' experiences with Web sites, prototypes, mobile applications, content, and products.

— Marketers can understand customers' actual experiences with marketing journeys, Web sites, and virtual experiences to improve usability and accelerate positive outcomes.

— Product developers can test and gain insights on product experiences to improve product development and delivery.

— Software developers and designers can analyze and understand users' experience with their software to make design more intuitive, increase adoption, and increase end-user productivity.

In its first release since its initial public offering (IPO) in November, UserTesting announced new capabilities to support testing of metaverse experiences as well as new capabilities to expand its reach.

FROM THE SUMMIT

UserTesting helps companies understand and improve customer experiences by capturing and analyzing customer sentiment and satisfaction in real time as they interact with products or digital assets, rather than relying on after-the-fact surveys that provide only limited self-reported data that is often out of context.

DEEP DIVE

New capabilities quickly expand audiences to customers, internal teams, and partners with a simple Web link (with no download or plugin). New administrator features make it easier for companies to understand and manage platform usage. More guidance and training flatten the learning curve and give researchers new approaches.

LONG VIEW

UserTesting enables a systematic and data-driven approach to improving experiences. This approach naturally expands to testing metaverse experiences, an emerging area for CX as companies test the willingness of customers to interact in new virtual realms for sales, marketing, and service.

MONEY: A UserTesting "free test" offer enables customers to try before they buy, clearly a penetration strategy. Pricing is tiered based on level of features, the number of users on the platform, and the number of tests.

MARKET: In a crowded CX market, UserTesting's video-first approach is a differentiator, as are its prebuilt templates, filtering, and analytics, and training and support that enable rapid deployment and time to value.

PEOPLE: Experience is important for attracting and retaining customers and employees, and surveys provide limited insights. UserTesting is applicable to both CX and employee experience (EX) as well as emerging areas like the metaverse.

TECH: The promise and practicality of the metaverse is still evolving, and it risks being overhyped. Before jumping on the metaverse bandwagon, companies should evaluate its actual applicability, as well as its potential value and risks.