

Harri Thomas

Growth at **Great Question**

Co-Founder at  **RESPONDENT**

UXR at **facebook**



Great Question

The all in one UX research tool, built for the enterprise

Backed By



Trusted by



The research industry is rapidly maturing

eyMonkey®

User Testing

lookback

Ethnio

Voxpopme®

USE

marvin

OW OPTIMAL WORKSHOP

Dovetail

maze

Rally

Aha

lently

maze

Sprig

playbook ux

ho

RESPONDENT

qualtrics^{XM}

TestingTime

Lyssna

viable

Loop¹¹

user interviews

Pollfish

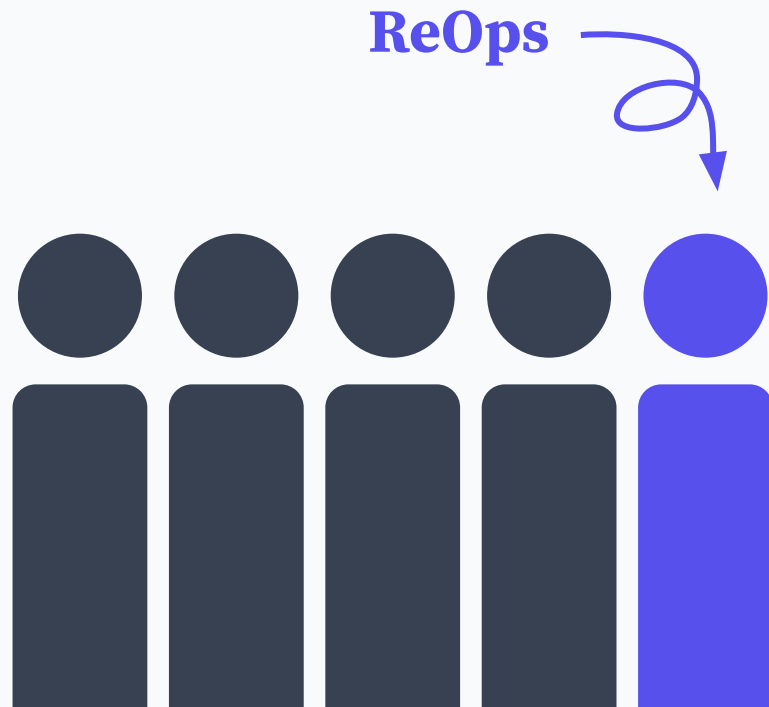
TREMENDOUS

12

The average number of research tools organisations are using

**22% of researchers have
Research Ops Support**

Because they need it

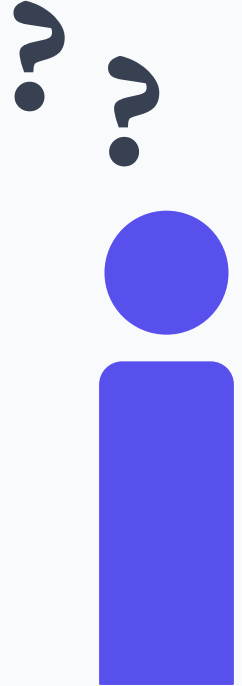


How do I recruit?



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What tools should I use?



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Where do I store findings?



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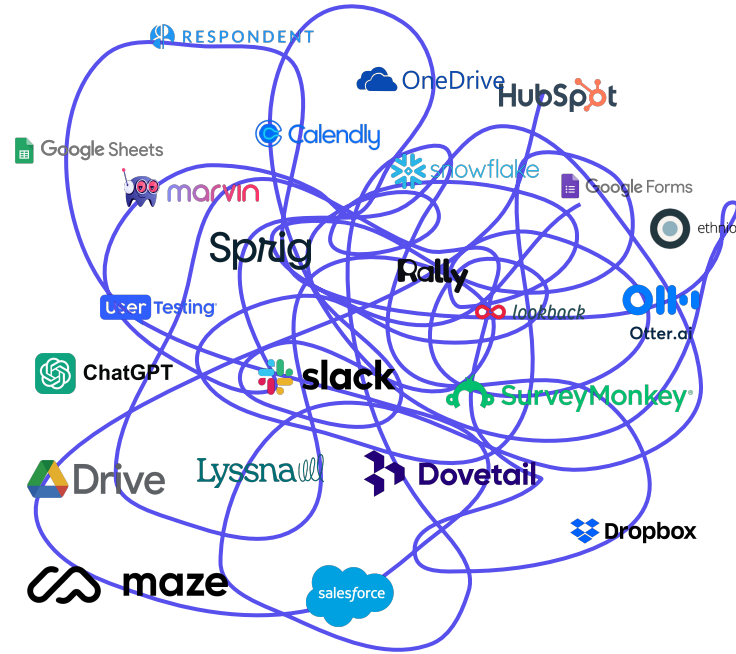
How do I share findings?

How do I protect PII?

What's been done before?

greatquestion.co





It's a mess

Recruit & schedule

Conduct research

Analyse and share

It's time to straighten things out

All in a single place

Recruit & schedule

Conduct research

Analyse and share

But how does it work?

Jose Bloggs

- UX researcher
- Large organisation
- Inform roadmap priorities
- Due in 2 weeks (classic!)
- Qual research study



Participant CRM

- Filter
- Invite
- Screen
- Schedule
- Incentivise

Participants		
Name	Plan type	Eligible
John S.	Free	Eligible
Anna A.	Team	Eligible
Jessica M.	Enterprise	Eligible
Karina T.	Enterprise	Eligible
Mike N.	Enterprise	Eligible
John B.	Team	Eligible

Invite to Study

Candidates
Sending to 5 candidates

Sender
 Mike Ross (mike.ross@hooli.co) ▼

Email preview

Participate in a research call



Hi {{candidate.first_name}},

We're running some research to build a better user experience and I was hoping you might have some time to be a part of it.

Take a look at the details below and let me know what you think:

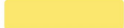
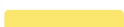
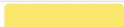
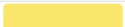
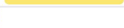
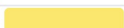
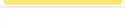
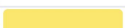
- Video call

☐ Send study invites in batches

[Send invite](#) [Edit email](#)

Easy scheduling

- Wait lists
- 'Propose a time'
- Focus groups
- Automated reminders

 Event details > 30 minutes, Standard 1:1 Zoom, Observer live stream enabled	MON	TUE
 Attendees >  James Webber (Moderator) 5 observers	   	   
 Availability > Date Range, Dec 18 - Jan 18 Mon - Fri, 9am - 5pm	   	   
 Additional options > 15 minute buffer 2 weeks max notice, 2 hours min notice Allow waitlists Allow time proposals	   	   

Recruit & schedule

Conduct research

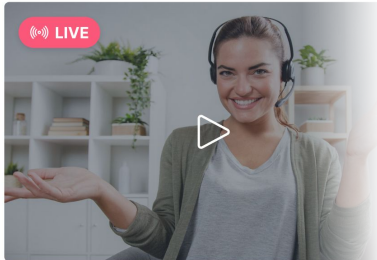
Analyse and share

Interviews

- Transcribed
- Observer rooms
- All the methods you could possibly want

Interview with Sam B.

👤 Sam Bryant 📅 Mon, April 3, 2023 ⌚ 1:00 PM



Transcript Auto-scroll

Sarah A.
Hey there, Sam. How are you?

Sam B.
Doing well. Super excited for this session. I'm really curious about great questions, so I'm glad we're here.

Sarah A.

Create new study

Select a type of research to get started.



Customer interviews

Schedule calls with participants.



Focus groups

Schedule group calls with participants.



Survey

Create and send out questions.



Unmoderated test

Test a prototype asynchronously.



Online task

Launch a test from a different provider.



Panel recruitment

Drive opt-ins to participate in future research.

Recruit & schedule

Conduct research

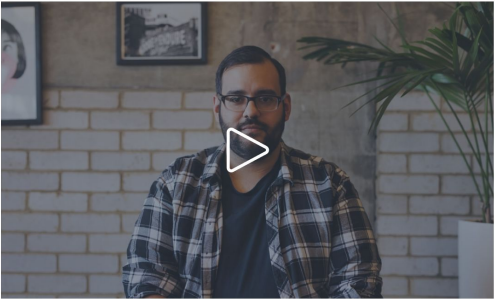
Analyse and share

AI Powered Repository

- AI generated summaries
- Query your interviews with natural language queries to pull out themes

Interview with Ava

👤 Sarah O. 📅 Mon, Aug 26, 2024 ⌚ 10:30 AM EDT -6



Chapters

⚙️ Generated by Great Question AI

- 00:11 Introduction and Purpose
- 00:35 AI Usage Examples
- 01:15 AI Functionality and Management
- 05:10 Privacy Considerations
- 07:37 Future of AI
- 11:39 AI Research and AI Overview

Ask AI

 **Mike**
Did anyone provide feedback about the new dashboard layout?

 **Assistant**
Yes, the re-designed dashboard page was discussed in two different interviews:

- In [Interview with Ava](#), [Ava](#) reacted positively to the new layout, stating that "I just noticed the new layout. I actually, that's, yeah I really like it. First of all, it looks just great. I like that I can see the messages at the top and the to-do items in the same view".
- In [Interview with Jean](#), the new dashboard was raised by [Jean](#), who stated that the "re-design has almost completely solved the issues" he was having with website navigation.

👍 🗨️

🔍 Enter any query... 

Recruit & schedule

Conduct research

Analyse and share

Highest levels of enterprise security on the planet





Jose The Hero

- Delivered in 2 weeks
- Safe & Secure
- Informed roadmap priorities



On average, our clients...

1. Cut recruiting time down from 2 weeks to 20 mins

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2. Reduce from 12 tools to 2

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2. Reduce from 12 tools to 2
3. Save 29% on tooling costs

Trusted by leading companies

appfolio

auth0

Blinkist

servicenow

Brex

Canva

Clever

DASHLANE

gusto

MOODY'S

Vinted

okta

DRIFT

Figma

Zocdoc

Robinhood

informa

xero

City of Seattle

adidas

RØDE
MICROPHONES

Procure
SOLUTIONS

Hired

Plus 100's of others...



"We're able to self-serve the entire research process, from pushing our data in and managing email outreach to conducting interviews and paying incentives."

Tessa Pollard
Research Operations Manager

Canva

Too many tools?

Want a free t-shirt?

harri@greatquestion.co