Faster Research, the Same Underutilized Insights?

How MCPs (might) change the dynamic.

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Great Question

Hello.
I'm Tucker.

Director of Revenue at Great Question.

I sit at the intersection of our customers and our roadmap. I see what research, design and product teams ask for, and I see what they actually do once they get it.

Not ~~another vendor AI demo~~.

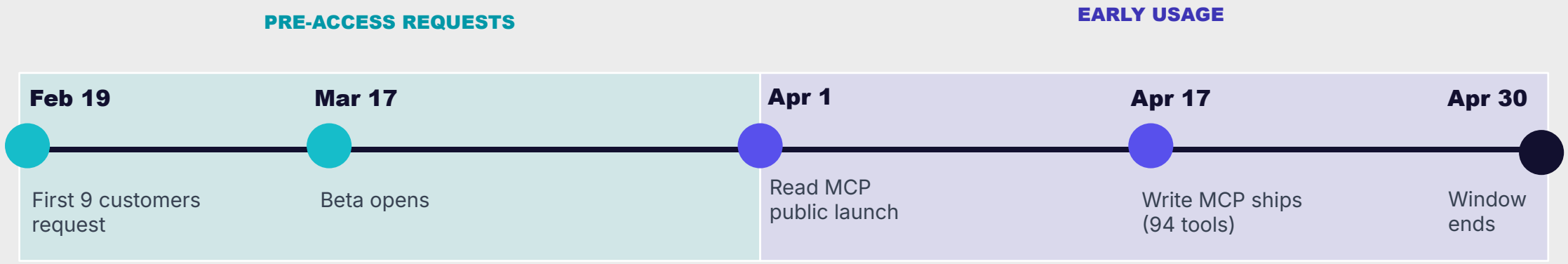
Wow, 30 minutes without mentioning AI?

— a hopeful audience member, somewhere

Excited to share data on how **100+ researchers*** are using our MCP in the first 30 days.

**researchers, designers, PMs, marketers...*

Our data window



Read MCP

The LLM consumes the repository, research insights are pulled in and accessible.

Write MCP

The LLM operates the platform. Creating studies, screeners, scheduling, recruitment.

What they asked for

"pull insights into Claude"

"synthesize themes across studies"

"chat with our research repo"

"compare historical studies over time"

"surface cross-study findings"

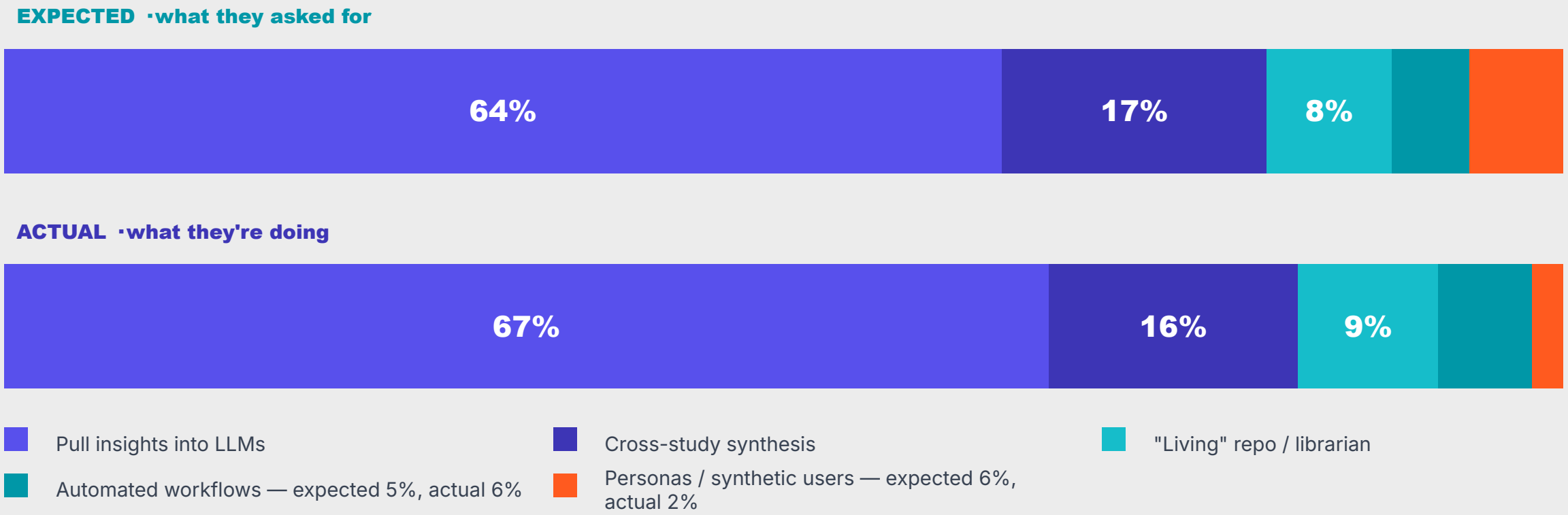
"patterns and gaps across studies"



- Pull insights into Claude / Cursor / ChatGPT
- Cross-study synthesis
- "Living" repo / librarian agent
- Automated workflows — 5%
- Personas / synthetic users — 6%

Insight access is the theme: pull, synthesize, organize: 89% of requests.

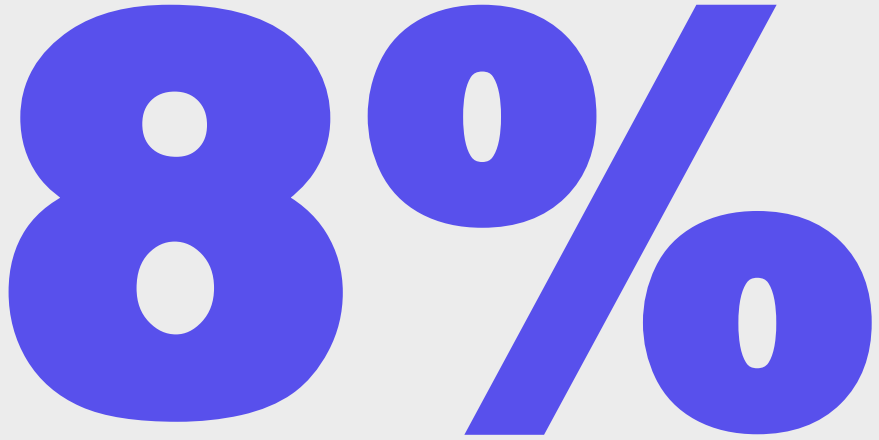
How teams are actually using MCP



Almost identical.

Not that interesting…

It's the minority that's worth watching.



are using our MCP to build research loops.

Personas (~2%) + automated workflows (~6%), the slice doing the most creative work, and the signal we're tracking.

An example from that minority



Matt Radel, VP of Design and UX

InvoiceCloud®

Matt and his team built a synthetic panel that updates with every new interview.

1

The repo

Every interview Matt's team has ever run already lives in Great Question. Transcripts. Tags. Highlights. Years of customer voices, indexed.

2

The MCP

The Great Question MCP exposes that repo to Claude, live.

3

The skill

A 50-line markdown skill Matt wrote with Claude's help. Tells Claude how to pull the right transcripts, cast a panel, stay in character.

4

The output

Matt types: **"I'm working on this problem. Build me a panel."** Claude returns three named characters with distinct voices, citing real transcripts.

Playing tennis with the panel.

1. **Drop a Figma frame**
2. **Three customers react in character**
3. **Refine**
4. **Hit again**

THE GUARDRAIL

Break the fourth wall.

At any moment Matt can ask: "Why did you say that?" The panel drops out of character and cites the studies it's drawing from.

Fiction with a footnote.

A synthetic panel that behaves like humans, but shows their evidence on demand.

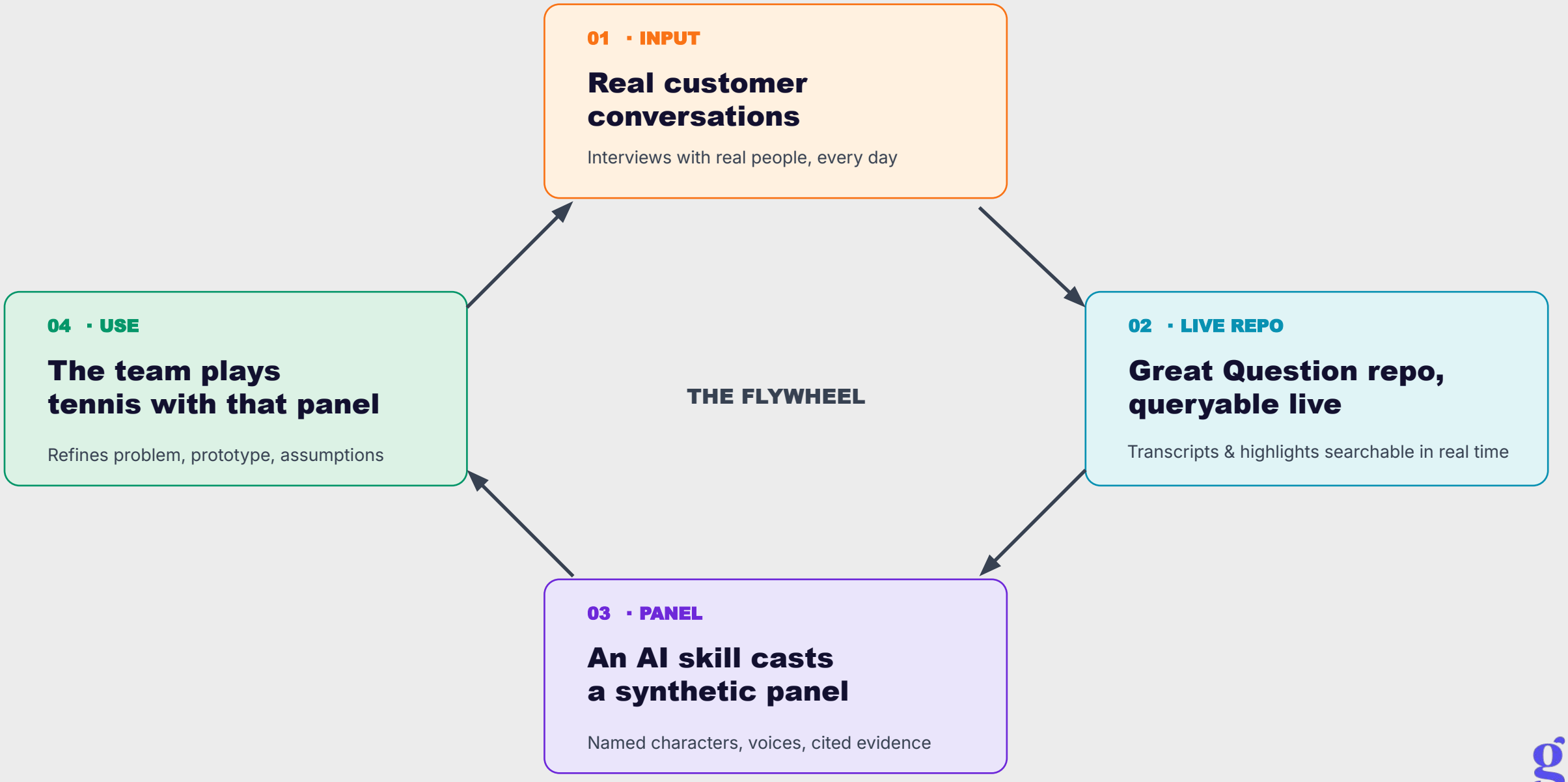
"This looks too much like the old QuickBooks flow. Where's the unread count?"

— Synthetic Carol, Finance Ops Manager (grounded in 3 real interviews)

THE REAL PAYOFF

> *I want to spend the budget we used to spend prototyping actually talking to customers, and building greater, stronger personas.*
>
> *— Matt Radel, VP of Design and UX at InvoiceCloud*

Synthetic users aren't a shortcut around customers. **They buy back time to talk to more of them.**


01 · INPUT
Real customer conversations
Interviews with real people, every day
02 · LIVE REPO
Great Question repo, queryable live
Transcripts & highlights searchable in real time
03 · PANEL
An AI skill casts a synthetic panel
Named characters, voices, cited evidence
04 · USE
The team plays tennis with that panel
Refines problem, prototype, assumptions
THE FLYWHEEL

We're testing it ourselves.

Same survey. Two panels: synthetic vs. real.

WHY US, WHY NOW

We're a research platform. We have the customers, the survey infrastructure, and the live repo to run a credible test, and the obligation to show our work, including where it doesn't hold up.

THE SCHEDULE ·4 WEEKS

WK 1	Frame & define
WK 2	Build with rigor
WK 3	Head-to-head
WK 4	Decision tree + skill, open-sourced

Whose roadmap are you tied to?

Inside the platform, you get our 25. Inside an MCP, you get all of it.



Great Question engineers

contributing to our codebase



Anthropic staff

shipping into Claude

**per public reporting, Anthropic 2025*

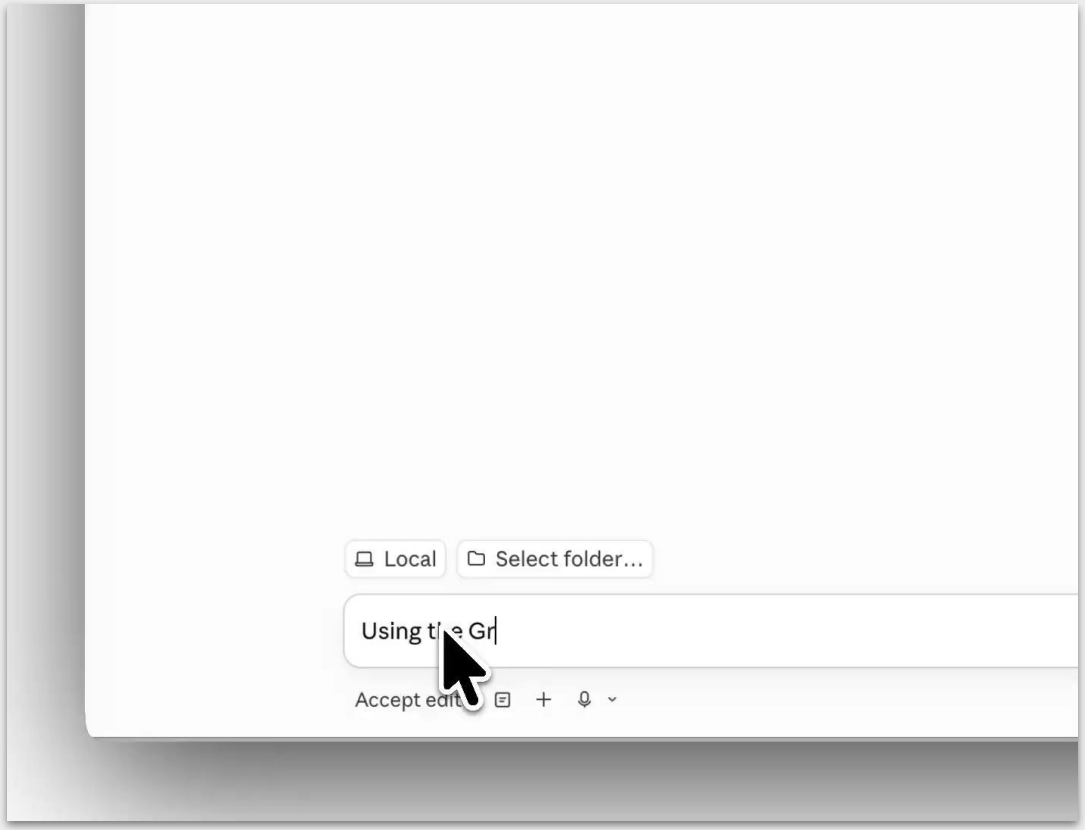


Great Question users

writing their own MCP workflows

And the Write MCP just shipped.

Now teams can build studies and surveys without leaving their LLM.



150

studies, surveys,
and screeners created

What's been your experience?

When do insights get ignored?

- What's a piece of research that should have changed how your team built or shipped, but didn't?
- Where do insights die in your org? Handoffs, prioritization, or memory?
- Have you ever caught yourself ignoring research that didn't fit your roadmap?

Who is doing research now that wasn't six months ago?

- Who in your org has started touching customer research because of MCPs or AI tools?
- How are you handling research-as-a-skill becoming distributed across functions?
- What's at risk when everyone has a "research" button?

Synthetic users / personas?

- Where are synthetic users actually replacing real research, and where are they failing?

- How are you grounding synthetic personas to avoid the people-pleasing problem? (cf. ACM Interactions, Jan-Feb 2026)

Who is using MCPs for research already?

- What workflows have you wired up via MCP? Across which tools?
- What's the most surprising thing your team has built with research data + an LLM?
- Where do MCPs fall down? What hasn't worked yet, or worked badly?

Thank you!



Scan the QR code or visit:
greatquestion.co/features/mcp-integration

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