

00:18:41 Anthony Z - UXRS: Connect with us! Use our LinkTree with links to all our social media channels: <https://linktr.ee/uxrs>

00:18:54 Anthony Z - UXRS: Sign up for our Live Q&A session with Indi Young coming up in December: <https://www.eventbrite.com/e/live-qa-session-with-indi-young-tickets-428918415527>

00:19:36 Nate Wootten: Yay Matthew 🙌🙌🙌🙌

00:20:15 Paul Mashack: <https://www.linkedin.com/in/pmashack/>

00:20:48 Paul Mashack: Always up for connecting

00:21:38 Fernando Pérez: Hi! This is Fernando, let's connect!  
<https://www.linkedin.com/in/perezguajardofernando/>

00:21:48 Archana Belani: Hello from Chicago. I'm Archana, a senior design strategist. I am looking forward to this call and connecting with others.

00:22:18 Mo Goltz: <https://www.linkedin.com/in/mogoltz/>

00:22:26 Mikaela Pham: <https://www.linkedin.com/in/mikaelapham/>

00:22:55 Nate Wootten: Woo WillowTree!!

00:23:03 Courtney Wylie: 🙌 Hello from Maryland! <https://www.linkedin.com/in/couxrtneywylie22>

00:23:20 UXRS - Lauren Singer: If you have questions throughout the event - add them to the chat. We will monitor them and ask them in the Q&A session at the end!

00:23:21 Archana Belani: [linkedin.com/in/archanabelani](https://www.linkedin.com/in/archanabelani)

00:23:23 Paul Mashack: Yay Virginia!

00:23:28 Paul Mashack: Richmond here

00:23:33 Archana Belani: <https://www.linkedin.com/in/archanabelani/overlay/contact-info/>

00:23:37 Krista Z: Feel free to connect with me :) [www.linkedin.com/in/krista-zoetewey-1b3a9a245](https://www.linkedin.com/in/krista-zoetewey-1b3a9a245)

00:24:24 Afiya Stokes: Hello all from Maryland. Let's connect! <https://www.linkedin.com/in/afiya-stokes/>

00:24:30 Jen Blatz - UXRS: Love the level set on the terms!

00:24:47 Helder Martins: Feel free to connect with me :)

00:24:50 Helder Martins: <https://www.linkedin.com/in/heldermdmartins/>

00:25:23 Anthony Z - UXRS: Post your questions for Matthew in the chat

00:26:02 Youssef Medhat: Hello I'm youssef from Egypt looking forward to connect with everyone <https://www.linkedin.com/in/youssef-a-medhat/>

00:26:24 Emmin Chng: Hello! My name is Emmin and I'm living in Austin, Texas. Feel free to connect with me on LinkedIn: <https://www.linkedin.com/in/emmin-chng-102483161/>

00:30:05 Axel Hunger: i not see the last links

00:30:36 Freddy Cruz: Hi! I'm Freddy, a UXR in NYC. Feel free to connect! <https://www.linkedin.com/in/freddycruz91/>

00:30:49 Aaron Esau: In the realm of Client Success we refer to this as using your NPS score! what's the point of asking

for it if you don't follow up! 😊

00:31:58 Anthony Z - UXRS: Post your questions for Matthew in the chat

00:34:14 Anthony Z - UXRS: Question for Matt: How much success have you had recruiting from your online community? Can you fill an entire recruit at Braze that way? How long does it take using the community?

00:35:42 Judit Antos: question: what are the incentives for research study programs?

00:35:51 Axel Hunger: this event when finish, can you share and download

00:36:03 Roque Chavis: Question for Matthew: how many times is too many times to talk to the same users/participants?

00:36:07 Anthony Z - UXRS: This session will be recorded and posted on our Youtube channel after the event [https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view\\_as=subscriber](https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber)

Make sure to subscribe so you get notifications of when we have a new recording up!

00:37:05 Naomi James: Hey everyone, I'm Naomi living in HTX. I'm a junior UX Researcher who is excited to continue learning more about the field by finding my first job/internship. Feel free to connect! <https://www.linkedin.com/in/naomijames22/>

00:37:13 Anthony Z - UXRS: Keep the conversation going after the event! Sign up for the UXRS Slack & introduce yourself <https://forms.gle/rJWFYnyB6Ms3wp2m8>

00:37:28 Jen Blatz - UXRS: Can you tell us more about look-alike users? What are the pros and cons of selecting those over real users?

00:37:55 Aaron Esau: I've been a tester for User Interviews too! 😊

00:38:39 Kirk Wheeler: Have you used Optimal Workshop's recruitment tool? How does it compare to userinterviews.com?

00:38:58 OLU DAREY: please is user interviews also user persona ?

00:39:08 Afiya Stokes: If finding users from your actual software is hard, wouldn't recruiting look-alike users (users of a similar software) be hard?

00:39:24 Jen Blatz - UXRS: User Interviews is an online tool to recruit participants.

00:39:38 Jen Blatz - UXRS: <https://www.userinterviews.com/>

00:39:42 Maryia Rusanava: Decoys are great for screening out "professional testers".

00:39:57 Beth Olarsch: I've had great luck w Respondent

00:40:32 Parker Sorenson: Yeah, I call them "maximizers" where they select as many options as possible to qualify for as many as possible

00:41:10 Laura Chang: You mentioned a few "personas", I also work with developers. Have you found specific channels/solutions work best for specific user groups

00:41:48 Rachel Kroft: Customer success also is meant to protect and nurture customer relationships

00:43:20 Christine Stacey: I worked in B2B sales for 4

years and we loved helping with UX Research. We did A/B testing with 2 versions of our catalog and Netsuite CRM kept track of the KPIs for the success of the study.

00:43:50 Aaron Esau: We need to feel included in the process, but we also need to be given boundaries! lol. we can be like the spouse that always speaks for the other spouse and never let them answer questions.

00:45:36 Holly Kosec: Christine, I'd love to connect with you - our company is about to roll out NetSuite as our ERP, and we may be utilizing their CRM as well.

00:45:45 OLU DAREY: @christinestacey 😊 great well a 1year on B2B and B2C

00:45:56 Holly Kosec: <https://www.linkedin.com/in/hollykosec/> If you're interested :)

00:46:01 Terri Haswell: What tools do you use to track participation and frequency?

00:47:29 Aaron Esau: Q for Matt: If you list the test as 30 minutes, what is etiquette or general acceptance if you ask certain testers to stay longer (for additional incentive of course) if they are providing a lot of insight?

00:47:42 Paul Mashack: <https://www.linkedin.com/in/pmashack/>

00:47:48 Paul Mashack: Let's connect!

00:48:19 Chris Tang: Will the slides be shared with attendees afterward?

00:48:19 Christine Stacey: @holly I sent a connection 😊 and @oludarey <3

00:48:37 Christine Stacey: Also if anyone wants to connect: <https://www.linkedin.com/in/christine-stacey-10831738/>

00:48:37 Anthony Z - UXRS: This session will be recorded and posted on our Youtube channel after the event [https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view\\_as=subscriber](https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber)

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00:48:48 Paul Mashack: Absolutely!

00:48:51 OLU DAREY: can we connect please <https://www.linkedin.com/in/iamoludarey/>

00:49:24 Sarah Wood: I would love to connect! <https://www.linkedin.com/in/sarahgeisswood/>

00:49:24 Aaron Esau: I offer 2-5 free test credits in exchange for completing a survey

00:49:40 Holly Kosec: What are your thoughts on incentives affecting bias? My company is very hesitant about providing any incentives as a result.

00:49:54 Paul Mashack: Yeah, I was gonna ask about biases

00:50:14 Shilan Golkar: Is offering a discount on the company's products/services acceptable as an incentive?

00:50:17 OLU DAREY: can I connect with you @christine

00:50:18 Anuoluwapo Adegboye: I offer the incentive as a donation from them to a charity of their choice. Works everytime.

00:50:33 Christine Stacey: Sure!

00:50:34 Holly Kosec: That's an interesting idea!

00:50:59 Ijeoma Ochuba: awesome

00:51:11 Anthony Z - UXRS: I had a customer say, "Give my gift card to my Customer Success manager because he is so awesome"

00:51:12 OLU DAREY: @christine thank you

00:51:28 OLU DAREY: wish to learn more for top

00:51:33 Aaron Esau: can't necessarily promise, but you could advise that by participating their ideas are more likely to be heard by developers (which translates to more likely to be included in the development cycle)

00:54:57 Anthony Z - UXRS: Tell us what you thought of today's event: <https://forms.gle/dsaBQx4d8LNAhmpv9>

00:55:05 Paul Mashack: 👍

00:55:12 Steve Kutz: 🙌

00:55:13 Naomi James: Thank you Matthew this has been amazingly helpful!

00:55:14 Sarah Monks: Thank you, Matthew!

00:55:20 OLU DAREY: 🙌

00:55:20 jules hare: THAAAANK YOU

00:55:22 Christine Stacey: Thank you!

00:55:25 Alex Munteanu: thank you! This was useful

00:55:26 Michelle: Thank you Matthew!

00:55:27 Ana Barenque: Could you give us some examples of getting creative with recruitment?

00:55:29 Arina van Spijker: Thank you

00:55:31 Afiya Stokes: That was great!! thanks Matthew

00:55:31 Sarah Wood: Thank you! That was useful!

00:55:32 Courtney Wylie: Great job Matthew 🙌🙌🙌

00:55:32 Rachel Kroft: Can you say more about incentives - what to do if not giving \$?

00:55:35 Marjolein - Lisboa - UXR: 🙌 Great ideas, thanks a lot :D

00:55:37 james lung: Excellent material and great presentation skill

00:55:38 Youssef Medhat: thank you Matthew

00:55:40 Terri Haswell: Great to hear about your learnings Matthew!

00:55:53 Matthew Morrison: <https://forms.gle/UKDQb2gKwhLKQhHS9>

00:55:53 Li Ping Su-Kubricht: Thank you, Matthew!

00:55:54 Kait Schell: Thanks, Matthew!

00:55:59 Paul Mashack: Super informative

00:55:59 Marie: 🙌🙌🙌

00:56:09 Lorenzo Effe: 🙏

00:56:29 Rich (He/Him): Thank you, Matthew! This was great!

00:57:07 Kelene (k-leen): sorry if this was covered already, but what do you do in situations where the target participant might be nervous about preserving their anonymity, but you also need to verify their identity/job title

00:57:08 Marie: You just confirm most of my instincts about how to recruit. 😊

00:57:32 Laura Chang: Do you try to schedule sessions as

you identify users or do you try to cluster sessions all at one go?  
What are the pros and cons?

00:59:29 Lorenzo Effe: It depends

00:59:39 Sarah Monks: Considering the constraints you've mentioned on recruiting B2B users, does that impact the sample sizes you usually work with?

00:59:41 Aaron Esau: Have a different person interview each time?

00:59:58 Emilio Suarez [Multiplica]: Hello!

We recently had problems recruiting specialist doctors such as neurologists and cardiologists.

Have you had experience recruiting low incidence profiles such as specialist doctors, scientists or other more specific profile?

00:59:59 Tracy Dennis: Are you using any tools to send research invites and track # of touchpoint across the company?

01:00:14 Lynn Cronin: +1 to Sarah Monks question

01:00:17 Jane Itkis: How to avoid hiring false users for testing?

01:00:29 Beth Leber: One thing I've done is ask B2B research participants at the end of their interview if they'd like us to consider reaching out to them in the future, and if so, how long should we wait to reach out? 3 mo? 6 mo? 1 year?

01:00:31 Tracy Dennis: We use P3M

01:00:35 Lorenzo Effe: @Emilio Suarez "you gotta pay"

01:01:07 Afiya Stokes: What are the standard incentives for B2B research studies?

01:02:09 Kelene (k-leen): has anyone had success using Respondent dot io?

01:02:12 Michael L: We proposed that the last question asked at each phone call / interview: How long would you like us to wait before we contact you again?

01:02:38 Lorenzo Effe: This is the way. Automate it. Good call

01:02:59 Lynn Cronin: UserInterviews

01:03:08 Christine Stacey: When I worked in B2B sales we tracked everything in our CRM so you can mass email certain groups of people and it also tracks who has gotten emails. We also are able to use codes to track the incentives

01:03:41 Parker Sorenson: I've been wondering the same Michael. I know people are pretty bad about predicting future behavior/attitudes though. Perhaps something about how they've felt about prior outreach (too much, just right, wish there was more)

01:03:58 Mike Christoff: UserInterviews so expensive...

01:04:07 Mikaela Pham: i agree

01:04:21 Maryia Rusanava: Does B2B research have to be moderated?

01:04:33 Tim C.: <https://www.userinterviews.com/blog/research-incentives-report>

01:04:43 Jessica Martinez: Let's suppose that we want to map a specific B2B administrative process but these tasks are not necessarily performed by people with the same positions in each company, do you recommend anything else in their recruitment besides asking what tasks they perform?

01:04:56 Jen Blatz - UXRS: <https://>

www.userinterviews.com/lp/ux-research-incentive-calculator

01:05:27 Steve Kutz: Everyone loves chocolate! 🍫

01:05:31 Jen Blatz - UXRS: This incentive calculator just came out.

01:05:43 Beth Leber: incentives also depend on geo location of participants

01:06:28 Lorenzo Effe: Doctors are expensive...

01:06:50 Craig Burtenshaw: It's quite reassuring actually that we aren't alone in the struggle trying to get B2B participants. All the way from Australia here

01:06:52 Andrew Schechterman: (We ask Lawyer participants to pay us = : )

01:07:33 Anthony Z - UXRS: We tried that, but finance didn't like it because the accounting is tricky

01:07:38 Craig Burtenshaw: Incentives are illegal in Australia - it's seen as a bribe

01:08:06 Lorenzo Effe: @Craig Even Amazon coupon?

01:08:19 Afiya Stokes: @Craig, how to you incentive them then? Food?

01:08:28 Lorenzo Effe: lol

01:09:35 Anuoluwapo Adegboye: I have never used userinterview and respondent, hence I am asking this question. Are there any other recruitment tool that is solely focused on recruitment and nothing more? I have research tools that work for me (Lookback and Dovetail). I just have a lot of struggle with recruiting participants only.

01:09:55 Emilio Suarez [Multiplica]: @lorenzo Effe We already tried paying a ton of money to doctors

01:10:12 Lorenzo Effe: And the outcome?

01:10:23 Lorenzo Effe: Satisfied?

01:10:32 Craig Burtenshaw: There is a \$\$ threshold where it becomes illegal - so then most corporates then make it a policy to blankly refuse to give and receive incentives so as not to fall on the wrong side

01:10:37 Parker Sorenson: @ Anuoluwapo if you're only looking for recruitment Prolific is an option.

01:10:43 Beth Olarsch: I've been using Respondent and it's been great. They verify the candidates

01:11:01 Anthony Z - UXRS: This session will be recorded and posted on our Youtube channel after the event [https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view\\_as=subscriber](https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber)  
Make sure to subscribe so you get notifications of when we have a new recording up!

01:11:08 Anuoluwapo Adegboye: Thank you for the responses.

01:11:34 Archana Belani: How do you mitigate confidentiality challenges, such as investigating potential competitors or being transparent about the reasons for the research?

01:11:47 Kirk Wheeler: Matthew: What's your percentage of no shows?

01:11:55 Chris Tang: You can minimize bias in the intro by stating that you personally didn't work on the research stimuli. You won't be hurting my feelings if you have negative feedback. We really want to learn where we can improve to help users. (or

something to that effect)

01:12:30 Jen Blatz - UXRS: Chris Tang that is how I start. Point out I was not the designer and my feelings won't be hurt.

01:13:13 Emilio Suarez [Multiplica]: @Lorenzo Effe Not at all. The incentive was equal to one consultation as a patient. However, they did not prioritize the interview in their schedule.

01:13:53 Archana Belani: thanks

01:15:31 Anthony Z - UXRS: We would love to hear your feedback! Tell us what you thought of today's event: <https://forms.gle/dsaBQx4d8LNAhmpv9>

01:16:46 Craig Burtenshaw: <https://www.nngroup.com/articles/how-many-test-users/>

We have struggled to even get 5 sometimes

01:17:00 Lorenzo Effe: Great dilemma!

01:17:02 Jeffrey Mok: I find A/B testing to be really effective and changing it up makes a big difference in performance

01:17:11 Paul Mashack: Less formal

01:17:22 Jeffrey Mok: Differences in not only copy but format and design of the message

01:17:45 Jeffrey Mok: I've had differences of 2% > 14%

01:18:06 Lorenzo Effe: Do not discourage yourself!

01:18:28 Beth Leber: Patience and build in extra time!

01:18:50 Lorenzo Effe: Network and evangelize!

01:19:08 Christine Stacey: Talk to customer service and Sales too! We love talking with our customers and anything that helps them also helps us and our paycheck so it's a win-win

01:19:25 Paul Mashack: Yes

01:19:31 Lorenzo Effe: @christine +1

01:19:34 Parker Sorenson: Thank you Matthew!

01:19:36 Paul Mashack: Yay!

01:19:42 Courtney Wylie: 🙌🙌🙌🙌🙌

01:19:46 Anthony Z - UXRS: This session will be recorded and posted on our Youtube channel after the event [https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view\\_as=subscriber](https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber)

Make sure to subscribe so you get notifications of when we have a new recording up!

01:19:47 Sarah Monks: 🙌

01:19:56 Archana Belani: Thanks so much Matthew 🙌

01:20:01 Christine Stacey: Thank you Matthew and everyone!

01:20:02 Chris Tang: great job! Thank you Matthew and everyone

01:20:06 Anthony Z - UXRS: Eventbrite for all upcoming events. Subscribe and don't miss a single event. <https://ux-research-and-strategy.eventbrite.com/>

01:20:07 Roger J: Thanks Matthew and UXRS!

01:20:11 Mo Goltz: Thank you.

01:56:03 Mike Christoff: @margo linde follow me on linkedIN

01:56:11 Kirk Wheeler: Got to run. Thanks all!

01:56:20 Alex Munteanu: It was very useful

01:56:57 Fernando Pérez: Jules, Chris & everyone, my

LinkedIn:

<https://www.linkedin.com/in/perezguajardofernando>

01:57:54 Kelene (k-leen): <http://linkedin.com/in/kelenelee> it's been great to meet everybody!

01:57:58 Jeffrey Mok: Maze is great

01:58:15 Bai Pai: Looking forward to connect anymore here: <https://linkedin.com/in/baipai>

01:58:19 Mike Christoff: <https://www.linkedin.com/in/michael-christoff-126277a0/>

01:58:25 Fernando Pérez: Gotta go! Nice to meet you all!

01:59:23 jules hare: That sounds awesome Christine!

02:00:29 Jeffrey Mok: <https://maze.co/>

02:02:01 Jennifer Blatz: One more call for your feedback!

Tell us what you thought of today's event: <https://forms.gle/dsaBQx4d8LNAhmpv9>

02:02:20 Jeffrey Mok: Dovetail

02:02:31 Jennifer Blatz: I hear Otter is good

02:02:50 Lisa Dance: Reduct

02:03:18 Margot Linde: I've used Rev in the past and it was pretty good

02:03:18 Alex Munteanu: I've been using Zoom and Google Meet transcription. They're ok at best

02:03:50 Aaron Esau: We send our tests through Amazon Web Services for our customers' transcriptions

02:04:25 Bai Pai: Maze also have the conference this two days: <https://maze.co/discoconf-22/>

02:04:32 Jeffrey Mok: Haha same!

02:05:32 Jeffrey Mok: <https://dovetailapp.com/>

02:11:56 Jeffrey Mok: <https://www.intercom.com/drlp/surveys>

02:12:53 Jeffrey Mok: <https://www.intercom.com/blog/announcing-intercom-surveys/>

02:14:03 Naomi James: Thank you everyone! This has been great

02:14:06 elizabeth: Thank you, this was great!!!