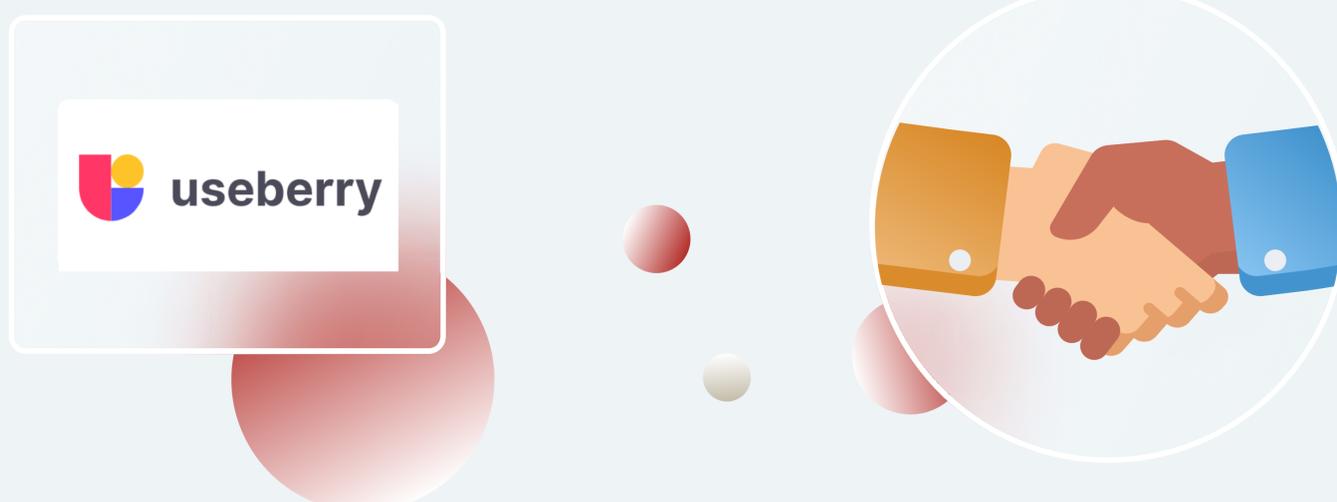


Connecting Useberry and Prolific for one seamless research experience



Useberry's one-stop solution for quick remote user testing and rich, actionable insights enables product teams to make informed user-centered decisions. Useberry makes testing prototypes seamless by enabling the UX community to import their assets from the most popular design & prototyping tools (Figma, ProtoPie, AdobeXD, InVision, Sketch & Marvel) and test them with a variety of research testing methods (e.g. First Click, 5 Second Test, Usability Testing).



The challenge

Finding participants for research can often be time-consuming. Many end up being untrustworthy and may give responses that aren't relevant or helpful. When that happens, designers and researchers have to recruit new participants and start over, losing valuable time and money.

Useberry wanted to partner with a tool that would give its customers access to certified participants who would put thought and effort into every study they completed. They also wanted to offer participants to their customers in a way that felt seamless.



The solution

After extensive research and many failed attempts to procure a tool with sufficient data quality, Useberry found Prolific.

Teo Tokis, co-founder at Useberry, explains:

'As we were in the process of testing with several tools and struggling with low-quality participant responses, we found an article by Prolific on data quality of platforms and panels for online behavioral research. We decided to run a series of tests to evaluate the data quality of participants offered by several panels and concluded that Prolific's participant quality was superior. Prolific has strict criteria and vets all participants, ensuring they have the best data quality on the market. They place quality over quantity. And with a plethora of attributes, users can adjust the audience to match even the most niche needs.'

When discussing partnership, it was also important to Prolific that Useberry had aligned values and a similar focus on data quality.

Useberry integrated with Prolific's API so their customers can use Prolific hassle-free. Rather than researchers having to create a Prolific account, they interact with Prolific's features through Useberry's account and app, creating one holistic research experience.

Taking it a step further, Useberry has introduced another layer to ensure absolute quality for your responses. They have developed a quality detection algorithm, which works on both recruitment options (sharing link and participant pool). It automatically screens out any low-quality responses, providing extra assurance that the result will be the highest quality.



The results

Since the partnership began, Useberry has reported that 20% of their current customers use the Participant Pool on a monthly basis. This recurrent usage of the Pool suggests that customers are extracting value from the tool. Feedback from customers have been even more positive:

'I love the number of filters available'

'Great for segmenting customers and getting really targeted feedback'

'It's great to be able to build audiences at various levels'

To begin your user testing studies and to find out more about Useberry's Participant Pool powered by Prolific, visit Useberry's website.

Sign up to research

Get started