

Title (en)
SYSTEMS AND METHODS FOR THE GENERATION, ADMINISTRATION AND ANALYSIS OF USER EXPERIENCE TESTING

Title (de)
SYSTEME UND VERFAHREN ZUR ERZEUGUNG, VERWALTUNG UND ANALYSE VON BENUTZERERFAHRUNGSTESTS

Title (fr)
SYSTÈMES ET PROCÉDÉS DE GÉNÉRATION, D'ADMINISTRATION ET D'ANALYSE DE TESTS D'EXPÉRIENCE D'UTILISATEUR

Publication
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- US 201916730957 A 20191230
- US 2020012218 W 20200103

Abstract (en)
[origin: WO2020159665A1] Systems and methods for generating, administering and analyzing a user experience study are provided. They include the selection of participants as either ones supplied by the user, or ones the system provides. The participants the system provides includes screening a large pool of participants by a set of basic metrics (age, gender and income) or by advanced query questions have branched answers. These screener questions may be nested to allow for various participant groups to be generated. After the participants are screened, they may be invited to join the study. The study itself may be a card sorting exercise, survey, tree study, click test, basic navigation, or advanced recorded study. Results from the study may be filtered across various participant dimensions and validation criteria. Video recording analysis includes transcriptions to allow for searches and automatic clip generation.

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