



# Platform Overview

Our offering

# AI-Moderated Research.

**The scale of a survey.**

**The depth of an interview.**

# Let AI moderate the conversation.

Conduct 1000 conversations at once. Our multilingual AI interviewer is tuned to simulate a researcher and leads qualitative conversation guided by your custom training. It probes deep with participants and reacts to what they say – all with the goal of eliciting rich, qualitative insights.



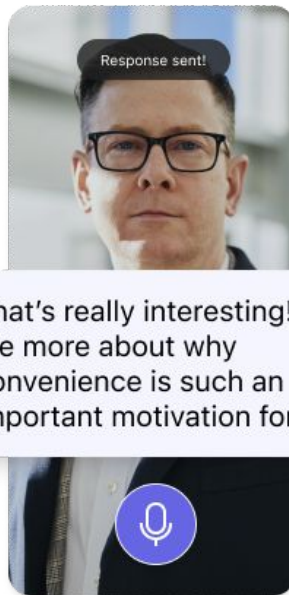
Multilingual



Video/audio



Stimulus

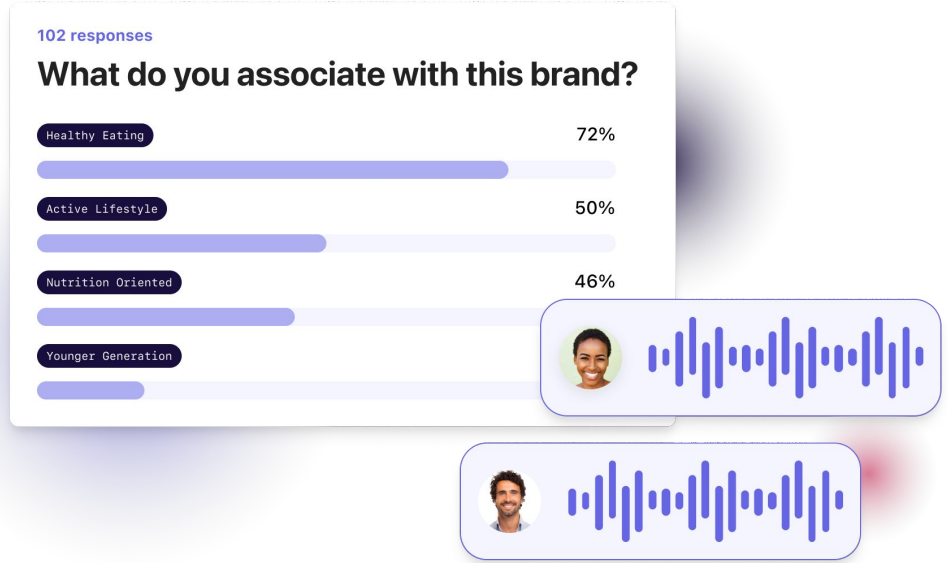


That's really interesting! Tell me more about why convenience is such an important motivation for you?



# Let AI **synthesize** your findings.

Our AI engine synthesizes results from AI-moderated interview transcripts. For every question, we scan the *entire* conversation to summarize insights, extract relevant verbatims, identify overarching themes, and put real numbers behind the data.



# Reap the rewards of AI-powered research.

## 1 Go deep, at scale.

By conducting hundreds of AI conversations at once, you are able to capture nuance and depth across massive (and multilingual) audiences. It's the deepest survey you've ever done and a true quant/qual mix.

## 2 Go faster.

By capturing and synthesizing rich, qualitative data in hours rather than weeks, you can deliver answers to the business 100x faster. It's the fastest qual project you've ever completed.

## 3 Spend less.

By empowering an individual researcher to quickly capture qualitative data from hundreds of participants, you can reduce the time and costs required to get the answers (and make the decisions) you need.

# Prioritize security with the reliability of Microsoft Azure.

Security in the application of AI is a top priority. That's why Outset uses Microsoft Azure OpenAI GPT4 service – the most secure and reliable AI system on the market; Outset and Microsoft **never** train models on the data you share. **We also never need to know any PII**, giving you piece of mind.



**SOC II  
COMPLIANT**

Methodologies

# Where & how to deploy **AI-moderated Research** with Outset.

# What makes a project a good fit?

When you want scale...

Compare markets / segments  
Get a quant / qual mix  
Better user representation  
Increase confidence in findings

When you need depth...

Uncover the 'why'  
Understand the context  
Discover nuances

When you have structure...

A clear set of questions to explore



# What types of research fit that profile?

**Strategic research**  
*Identify problems and opportunities  
for growth.*

Market landscape

Brand equity

Jobs to be done

Persona development

Attitudes & preferences

**Tactical research**  
*Test hypotheses, refine your strategy,  
and find the best solutions*

Concept testing

Usability / design

Positioning / ad testing

Customer experience

Brand measurement

# What does this look like in practice?

## Recent studies in the field



An AI-moderated concept testing study for in-home wellness products.



AI-interviews to uncover beliefs / biases about tap water / hydration in low income communities.



In-depth voice interviews testing new product concepts for fortune 100 client.



AI interviews to understand behaviors and extreme user profiles for dealing with at-home pest control



Evaluative study to explore the product-market-fit of a new offering.



Foundational study to understand insurance-buying experience and motivators.


# What does this look like in practice?

Please look at this image as context for your answer.  
[Click to enlarge](#)

**FruitiQue Clusters: Exotic Bite-Sized Delights**


Unwrap the taste of paradise with FruitiQue Clusters, the perfect symphony of exotic fruits and premium nuts. Each bite is a morsel of natural indulgence, with textures and flavors that transport you to the lush corners of the globe.

Packaged in eco-friendly pouches, FruitiQue Clusters are your guilt-free pass to snack on the wild side. They're gluten free, non-GMO, and without any artificial sweeteners. Ideal for on-the-go snacking, in your lunchbox, or as a nutritious pick-me-up any time of the day.




**AI INTERVIEWER**


That's great to hear! Could you please elaborate on what specific health benefits appeal to you and why they motivate you to try this snack?



My video is not working

**AI INTERVIEWER VOICE**



 Hit to interrupt

[Switch to text chat](#)

# What does this look like in practice?

The image displays a collage of screenshots from the Outset AI interface, illustrating its practical application in user research. The screenshots include:

- Outset Transcript:** A transcript of a user's response to a question about their financial goals. The user discusses their desire for passive income and property investment in California. The transcript includes a timestamp of 1/23/2024, 11:17 PM and a download icon.
- AI Summary:** A summary of the transcript, highlighting that the user finds Outset AI more engaging than a survey because it allows her to speak her answers, which she feels allows for more detail and nuance. It also notes that she finds Outset AI easier to use than a survey.
- Saved Highlights:** A section titled "Saved Highlights" featuring a video thumbnail of a smiling man, with a caption: "Yes just the it is a part of a larger financial plan. I really w...".
- Question 4:** A question titled "What do people like about this snack concept?" presented as a multi-select question. Below the question is a bar chart showing the results of the multi-select question. The categories and their approximate values are: Price (10), Ingredient Quality (9), Health Benefits (8), Packaging (7), Dietary Alignment (6), Variety (5), Visual Appeal (4), Texture (3), and Other (2).
- QUOTES:** A section displaying several quotes from users, such as "Yeah, it looks good. I would try it. It's low in carbs and it seems quite natural and high in healthy fats." and "Well, from my understanding, there seems to be nuts in the snack and there's also fruit. And so these are, you know, nuts are super high in protein and there's no, it doesn't seem to be a lot of carbs, or at least I wouldn't expect for there to be too many carbs in a nuts and fruit snack.".

# FAQs

## *How does this compare to open-ended survey questions?*

Open-ended survey questions get notoriously low engagement (you often need to send it to 1000+ people just to get a few dozen good answers). Our AI-interview probes deeper and reacts in real-time to respondents' answers, which evokes deeper, more actionable conversation.

## *Is this as good as a human interview?*

AI-moderated research is a powerful tool in a research team's toolkit to get in-depth data at a speed and scale that's never been possible with traditional methods. AI-moderated research is additive – uncovering insights you aren't getting today – but may not replace humans in all research cases. In fact, many researchers use this to augment human-moderated methods to build a more vibrant picture of their audience by achieving scale.

## *We need help recruiting participants. Can Outset help?*

We offer integrations with top panel companies and can help with recruiting upon request. Our customers use a combination of their own user base or customer lists, panel company integrations, or professional recruiters.

## *We are sensitive about our users' data. How do we send participants to Outset without sharing PII?*

Outset does not need *any* PII. You can use URL parameters to pass metadata to Outset so that you can analyze participant responses without sharing PII. Additionally, none of the interview data is used to train AI models. Ever.

## *I have a unique analysis process. Can I export this data?*

Yes! You can export a CSV of all conversations as well as AI-generated categories for each participant under each question.

## *How do we provide incentives to participants through Outset?*

We support multiple methods. We can pass you completion data, collect emails, or provide special codes for participants so you can use your current system for incentives.

## Case study deep dive



## Outset for Enterprise

Using Outset, WW unlocked **deep insights** that informed a new audience segmentation framework for member growth & experience.

<24

Hours in the field

1.5

Weeks saved

>100

In-depth conversations

“I expect Outset will afford my team the opportunity to significantly **increase the speed of delivery** and the volume of data they are able to collect.



**Wilson Readinger**

Head of UX Research @ WeightWatchers

## Outset for Enterprise

WeightWatchers needed to quickly understand the real **why** behind weight loss.

### Context:

Previous surveys were proving too surface-level to understand deeper motivations, and the team didn't have enough bandwidth for a large enough interview series. But understanding the deeper 'why' was critical for their marketing and personalization efforts.

### Business objective:

Drive top of funnel growth via personalization by identifying underlying weight loss motivations.

## THE PROBLEM

“The **depth** and **thoughtfulness** from a survey are often disappointing and with interviews, we are limited by researcher bandwidth.



**Wilson Readinger**

Head of UX Research @ WeightWatchers



- What advice do you have for other research teams considering Outset?

“If you find yourself forced to make a choice between the **richer, contextualized data** collected in an interview and the **broader reach of a survey**... choose both!



**Wilson Readinger**

Head of UX Research @ WeightWatchers

We got research results in days — and not weeks — and they included categories, counts and rich quotes, which minimized the time, energy and effort it took to create a report and finish my synthesis.



**Nii Codjoe**  
UX Researcher @  
WeightWatchers

Outset is great for digging deeper on more open ended topics...I see this bring value across our innovation insights, UXR, and brand research teams.



**Holly Listmann**  
Head of Product Insights  
and Program Development  
@ WeightWatchers

Outset was able to gain so many insights in such a short period of time from so many respondents – and then seeing everything analyzed helped help me understand the story really quickly...10 out 10.



**William Rothwell, PhD**  
Senior Innovations  
Researcher @  
WeightWatchers