



methinks

Understanding your customer inside & out is key. We help you connect with and learn from them.

November 2017
CONFIDENTIAL

What We All Try to Do

Understanding users is the Key to Success



Key to building
a successful business



User research is best at developing an understanding of the need/problem/situation and how your solution fits into that. It helps determine how your solution solves the problem and **how it fits within users' lives.**

Validated User Research enhances ROI



SALES / USER CONVERSION



TRAFFIC / VISITOR COUNT



USER PERFORMANCE /
PRODUCTIVITY

"Return on Investment for usability"
- Nielsen Norman Group

Marketing Size
Research Market



\$16B
North America



9%
Growth

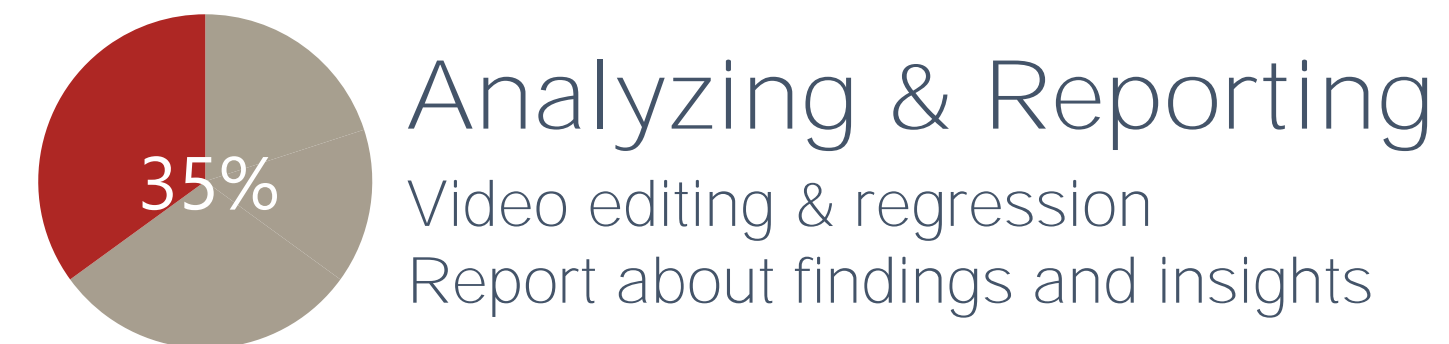
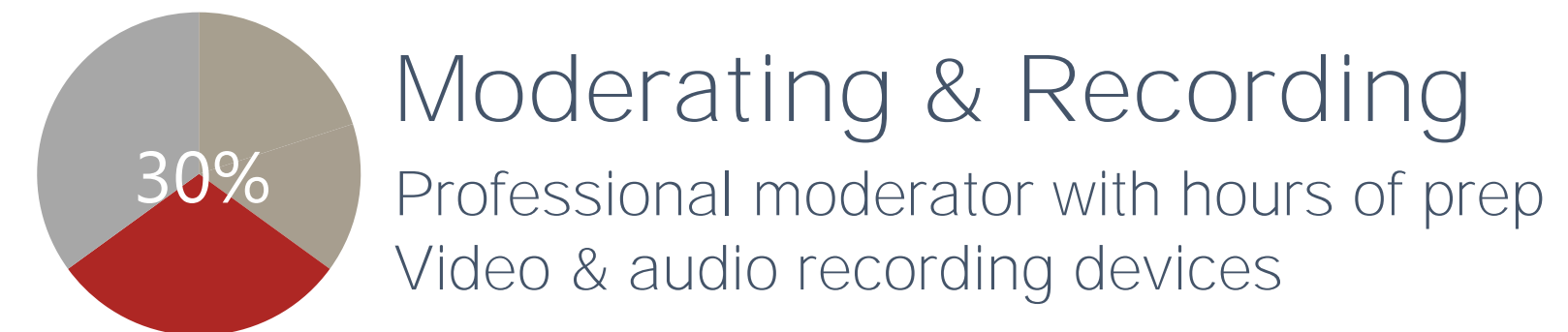
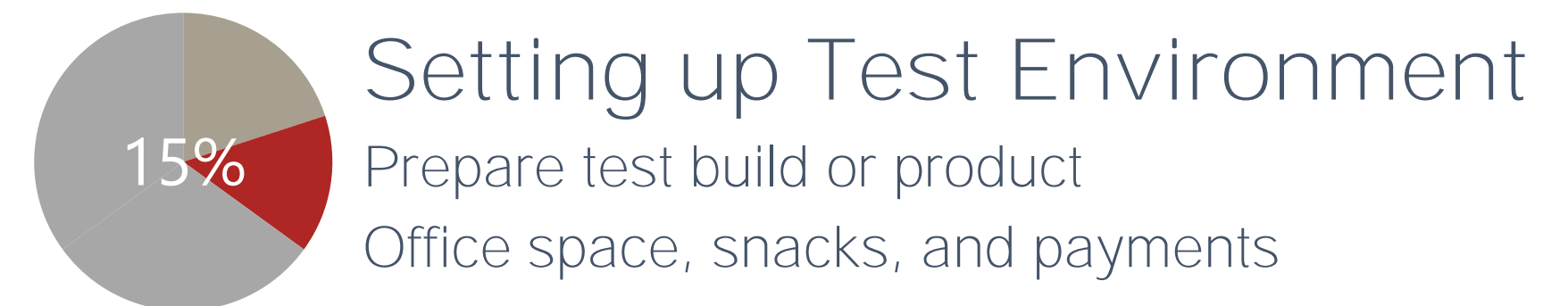
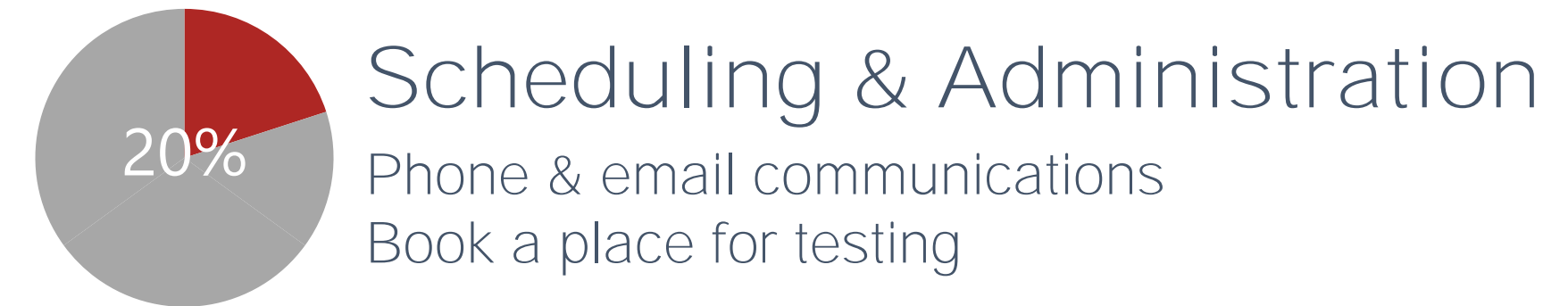
Most of growth are coming from new mobile platforms



BUT
USER STUDY
IS
HARD

Tough Reality

The reality : logistics headache



 % of expected time spent

Tough Reality

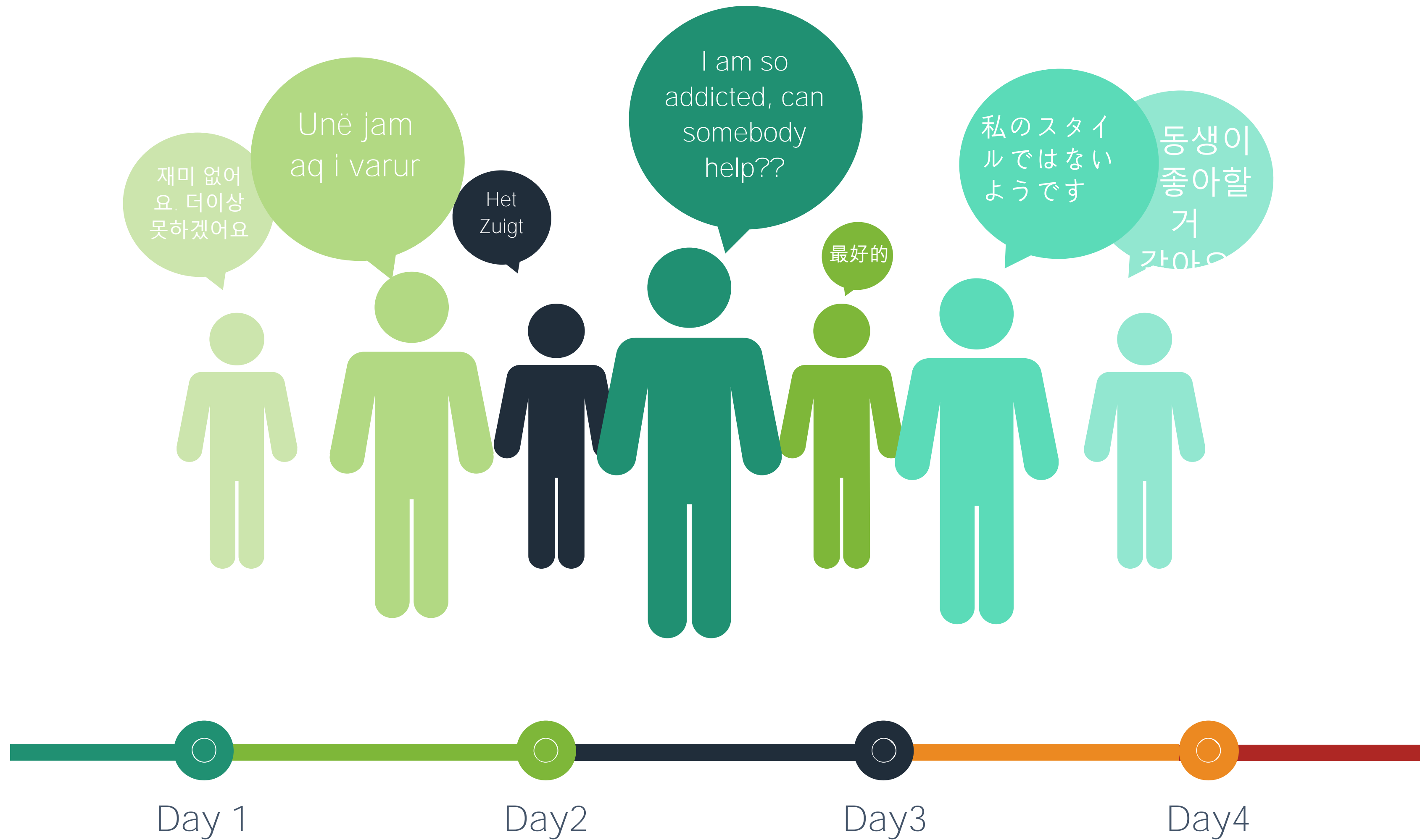
Finding the “New Customers” is tough



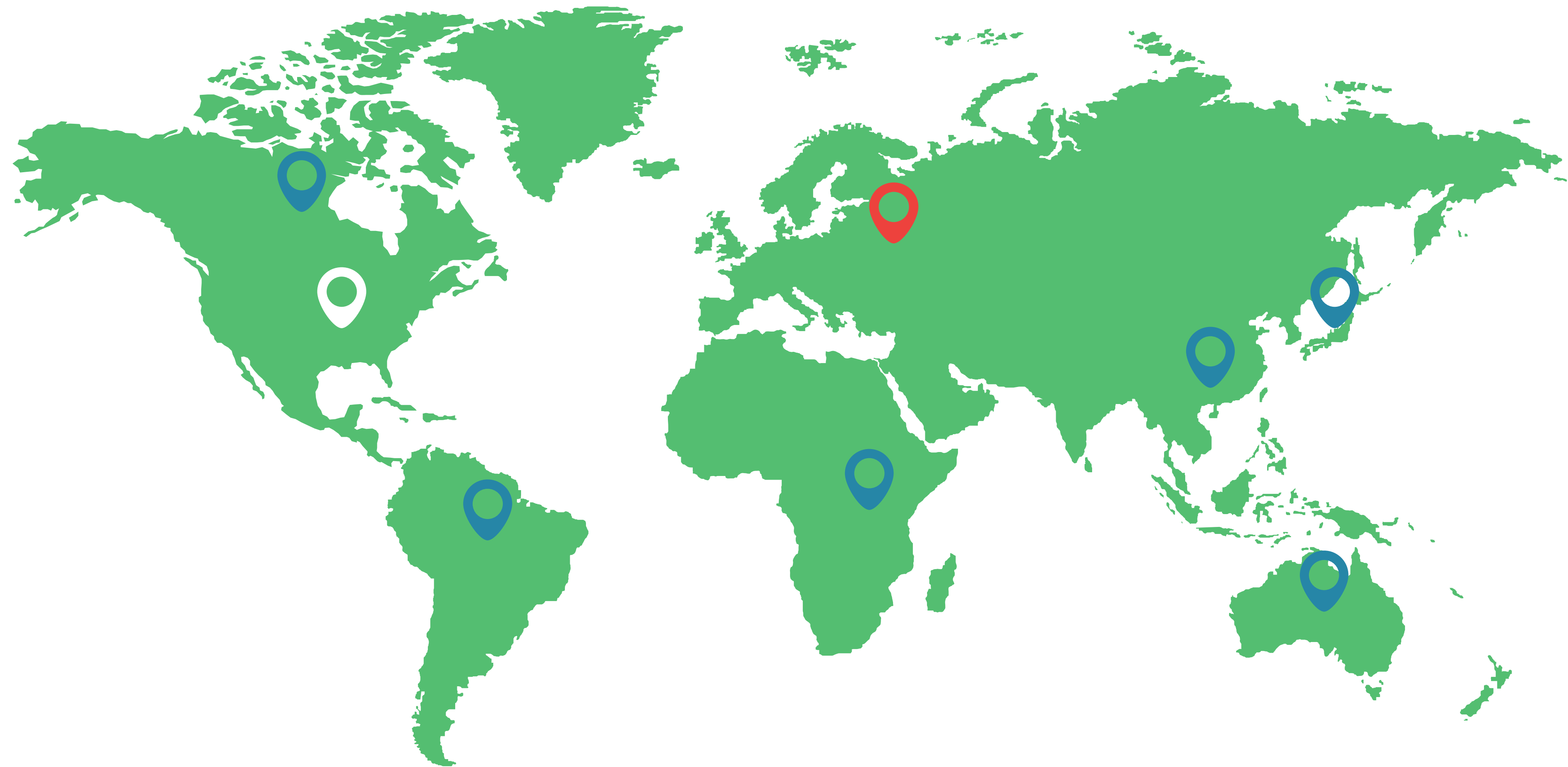
Sometimes, you **CAN'T** find your target demo in your area.

Tough Reality

What about N and longitudinal?



What if targeting global market?



Tough Reality

Mobile Ethnography : How to capture

●●●●●



Hard to create a motional repo due to the nature of mobile usage



How methinks works

Fastest research on demand



Why methinks
Find & Connect



Why methinks
methinks' Approach



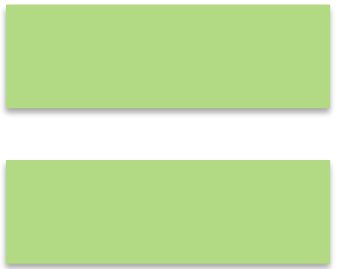
Mobile Recruiting

methinks can easily access any users with mobile phone
Advanced search with installed app and exact locations



Remote Research

State-of-art research tools for perfect remote interview experience
Advanced screening and A/B testing capability



10X Faster
Easier

Optimized for agile/rapid development and releases

Why methinks
The strength
●●●●●

- 1 | Longitudinal in-depth user study
- 2 | Mobile apps and games
- 3 | Actionable qualitative insights



netmarble



FOX





What we've learned

Market feedback



Lessons Hard to Scale



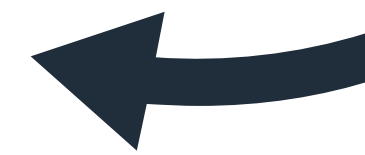
Downside of live interviews
Hard to schedule
Rate of no-show



Large deal size
Need big commitment from client
Typically take longer time for closing a deal



Nature of Qualitative Research
Need interpretation of large data
Significant time even with automation



Heavy training needed
Even intuitive methinks app, thinkers need tech setup

Reluctance of recurring service



Don't test all the time

Irregular schedule of production
Mostly driven by business side



Too early to test publicly

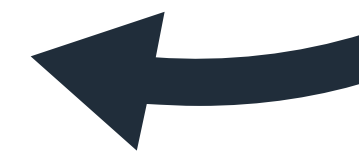
Dev are typically reluctant to test early
Right before or right after launch only

methinks



Don't know how to start

No in-house research expert
Making questions is hard



Don't know how to interpret

Hard to understand statistical meaning
Lots of videos, but no time to watch them all

What we are hearing?



1 | I have team, friends and users
why should I use Thinkers?



2 | Like to test my apps, but don't need
expensive in-person research



3 | Need qualitative data from large
sample size in different regions



4 | Can we use methinks for live app,
like intercepting live user feedback?



5 | What's the meaning of the insights
or ratings we have?



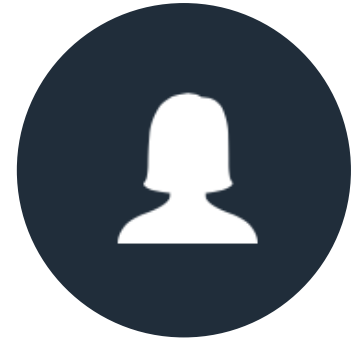


methinks offerings

New ways of getting user's feedback



Insights Qualitative Insights : Evolved



Face-to-face interviews

You can have live interview with participants of your choice



AI Researcher for scale

Decision tree based AI researchers could make massive scalability.



Insights from right moments

Find out where and when your participants are experiencing something unusual

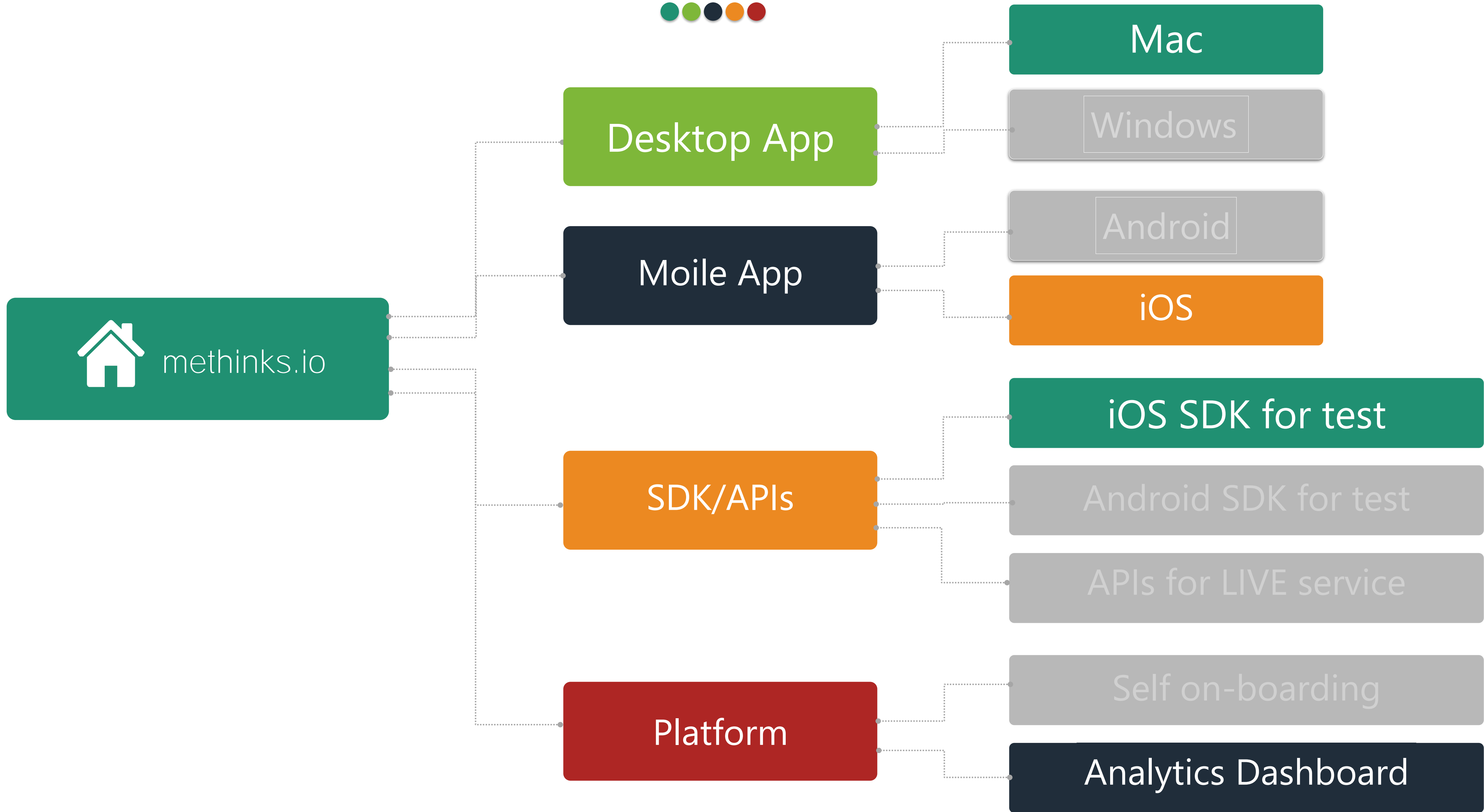


User Journey tracked right

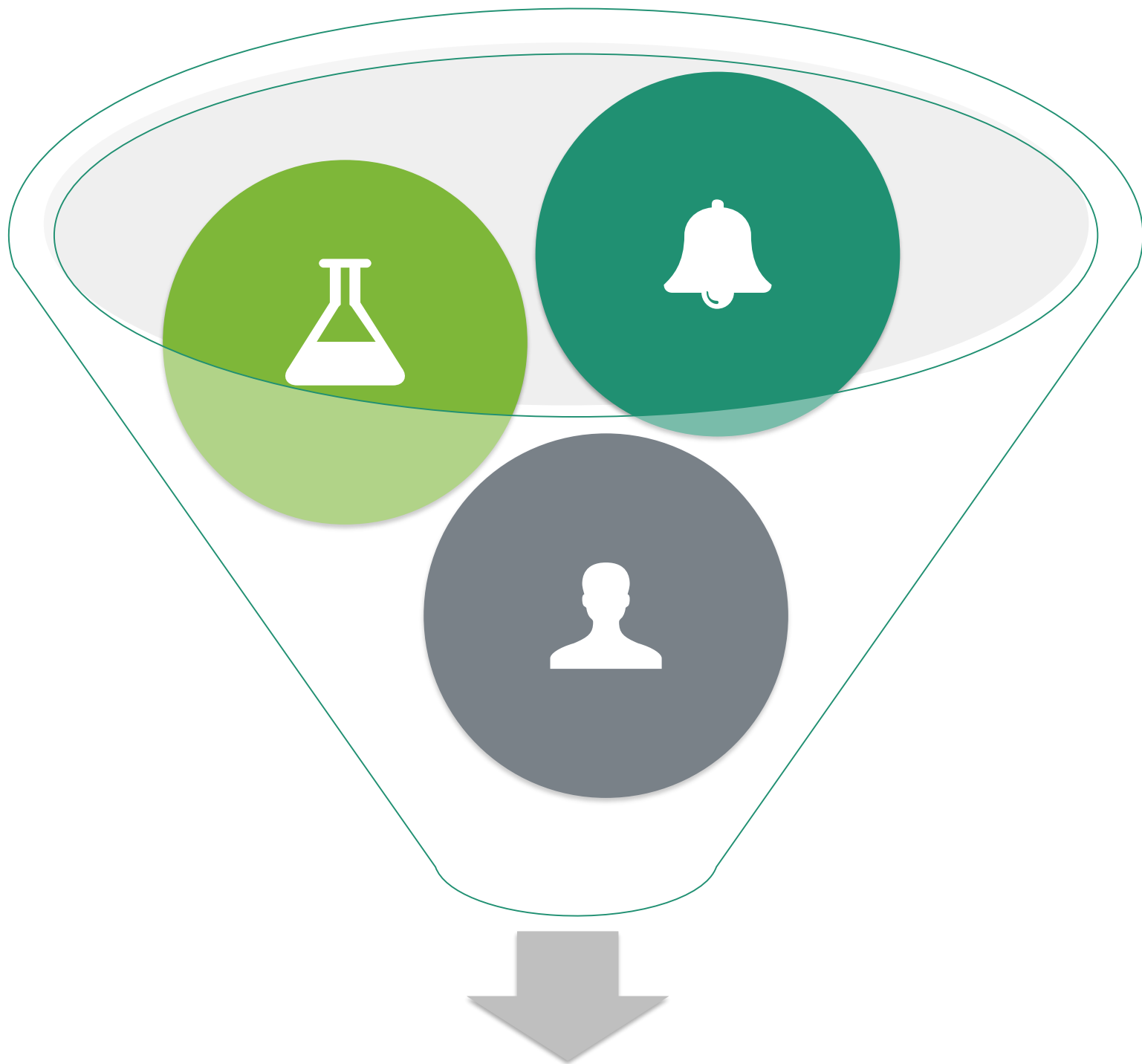
Fully customizable study to track multiple days of user experiences



Product Roadmap
Product Roadmap



Now Offering Self-serve platform



For any size
When your product is ready, with just a few taps, you can distribute your build to any size of audiences instantly.

 **Small Team**

Easy to access from conceptual level of product and perform frequent tests



 **Existing Customers**

Best source of product validation from your existing loyal customers



 **New customers**

For new insight from your potential customers from all around the world



Now offering

Low priced, large participants



“Extremely” mobile

Thinkers only install the target app and play. Nothing else.



A.I., Template Based

Decision tree based questions, categorized for standard areas, capturing localized languages



methinks score

methinks scores indicating where to focus, details quotes for focus areas

Now offering
Research on-demand



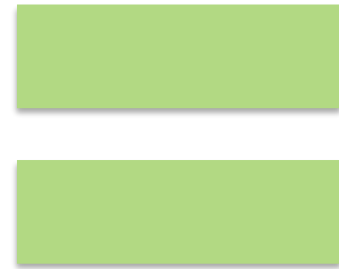
Instant Recruiting

Your exact target audiences based on lifestyle in seconds



Expert Researchers

Highly trained industry expert will perform research with focus



Actionable Item

Deliver actionable item you need within a week with video and important user quotes.

Made for mobile app

Real time app testing with Beta Builder™



Distribution

1 build for a tester identity
Individual announcement
No need for TestFlight



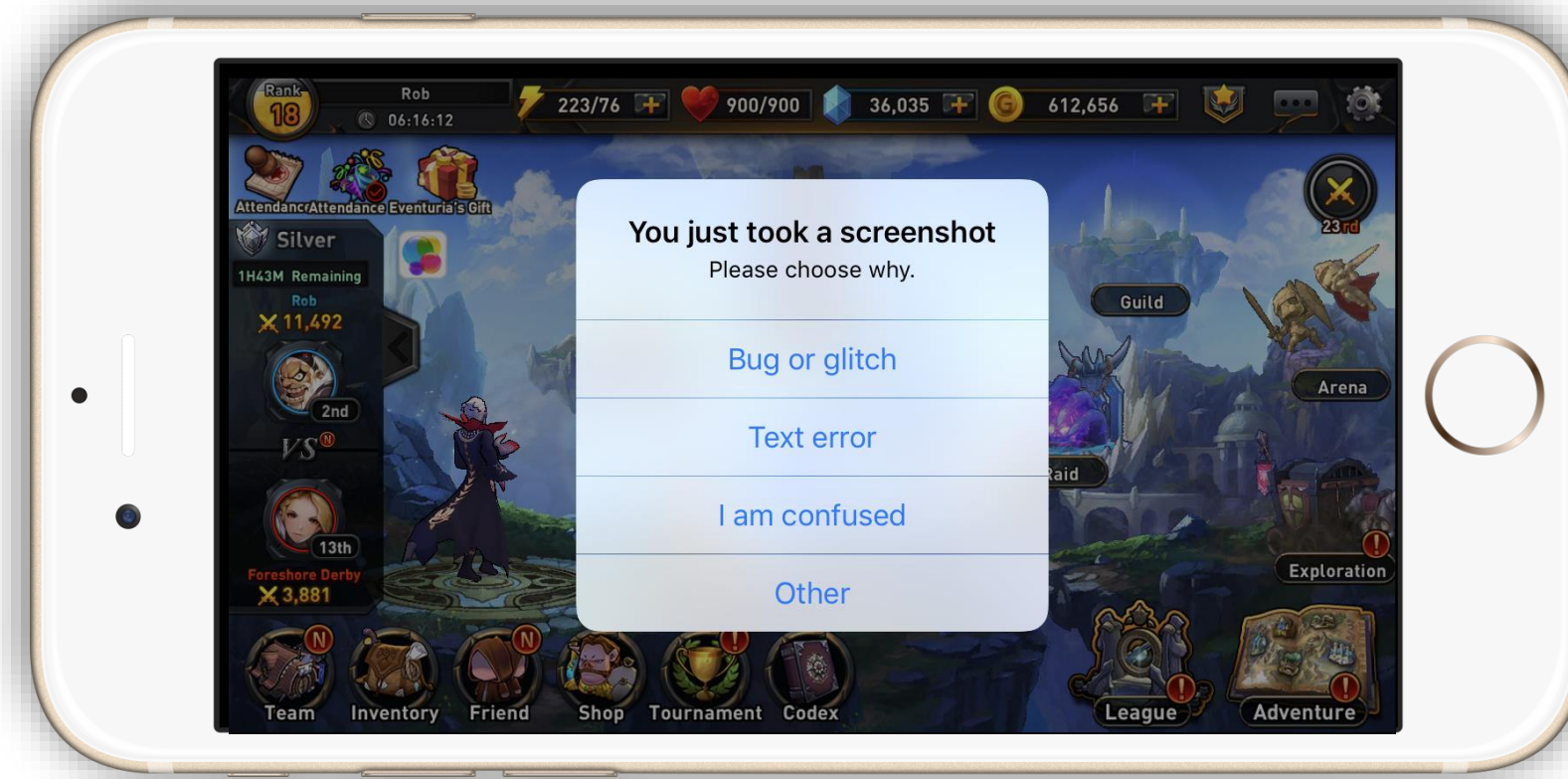
Deep Integration

Moment Capturer*
In-app surveys



Live Stream

HD quality live streaming(BETA)
Recorded screen with voice & video
Hit map display

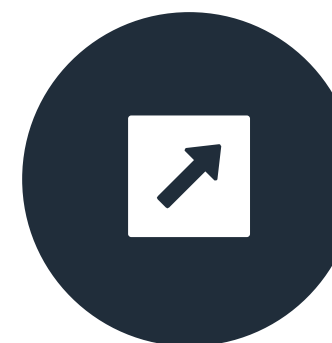


*Supported on iOS only



Enhanced Security

Screenshot blocker
Remote kill switch



SDKless Event Tracking

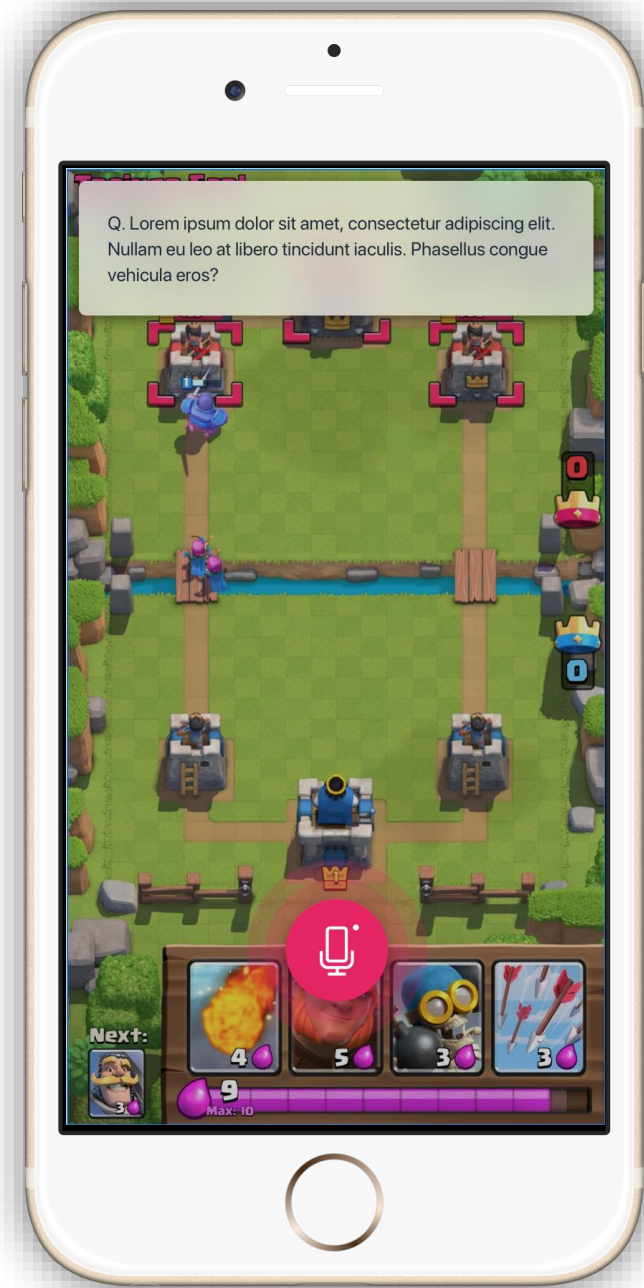
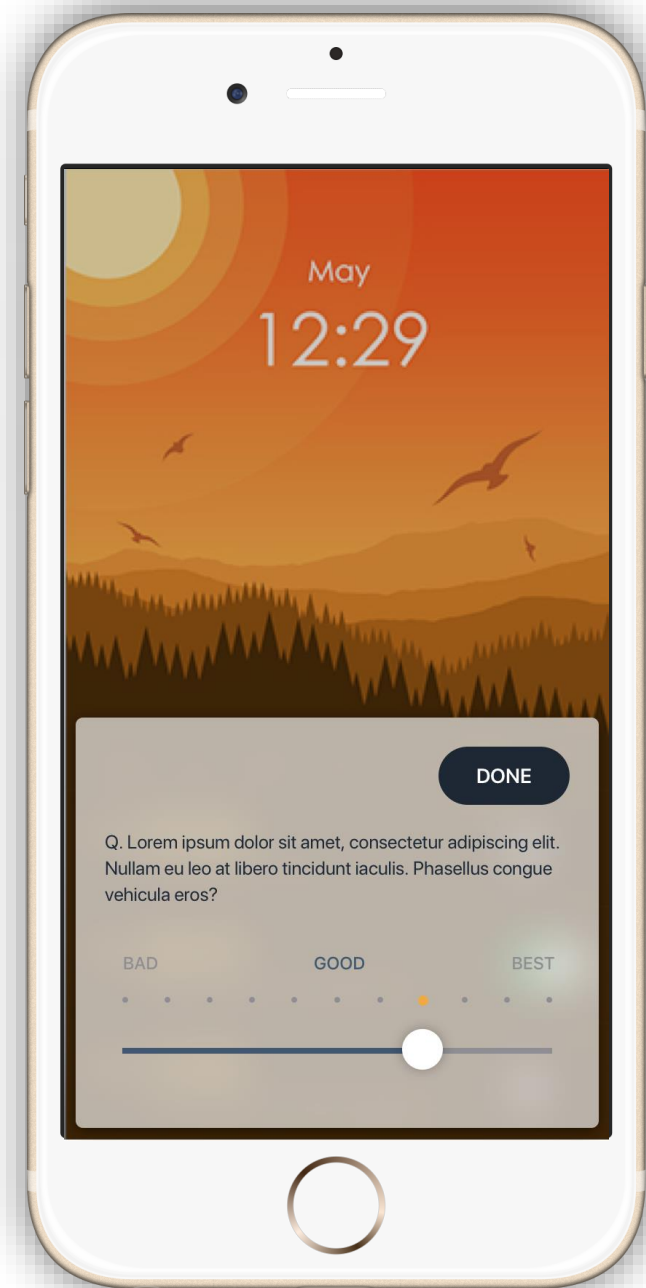
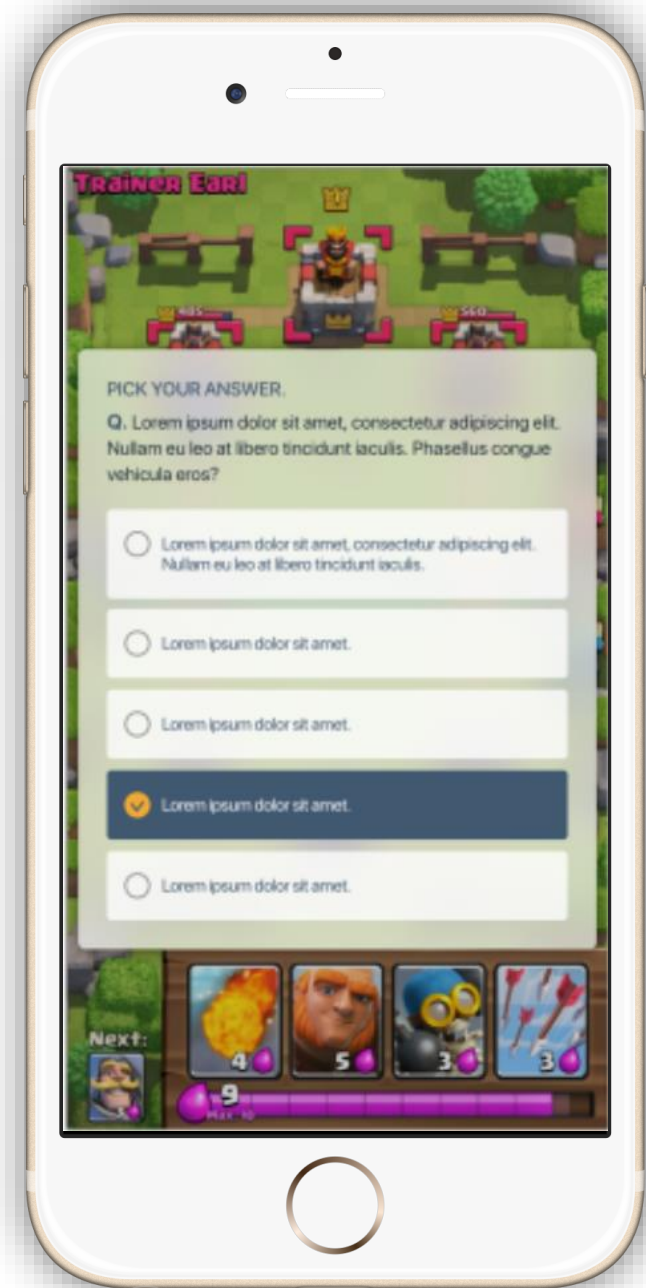
No SDK integration
Tracking important events



Natural Test Setting

Testers test product at their natural environment

Made for mobile app Tech demo



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Service Name
User 48 | In Progress 12 | Team 4

Wilson Li

- Dashboard
- Recruit
- Campaign
- Invitation
- Techcrunch

Sat Virk (Name)
iPhone, iOS 10

Wilson Li
iPhone, iOS 10

Philip Yun

Jinyoung Jung

Sat Virk (Name)
Device Information

Wilson Li
iPhone, iOS 10

QUESTIONS LIVE ANSWER 12

Enter your |

Information About live Question ; Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eu leo at libero tincidunt iaculis. Phasellus congue vehicula eros.

SEND QUESTION

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. 12:21:08

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Future offer

Ongoing Live Research



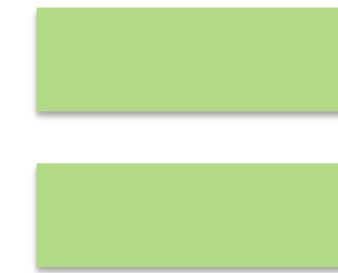
Live launch with SDK

Launch with methinks SDK in live version



Live stream, Live Convo.

Watch and talk to your whale, new user in real time with no friction



Best way to understand users



Automated research

A.I. based automated research for new users, whales and any cohorts

Future offer
BETA Launching platform



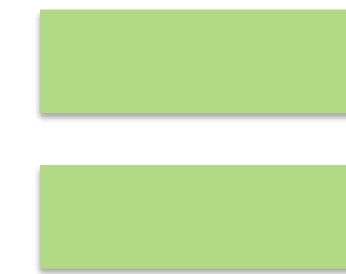
Soft Launch in methinks

Launch with methinks SDK in methinks user pool



Real time feedback

Watch and learn what's happening
real time. Event-based feedback



Launch with insights

Understand pain points and identify target users based on cohort metrics

Why methinks

Why Our Clients Choose Us



High quality vetted panelists with panel partners worldwide



80,000+ Vetted panelists

24 hours Recruiting



Most of candidate searches done within 24 hours

methinks drastically save your time and money as compared to traditional methods



\$9,000+ Savings

100% Satisfaction Guarantee



Unlimited candidate search until clients are satisfied

Why methinks
Valued Clients

vevo

NETFLIX



verizon^v



greylockpartners.



SUPER EVIL
MEGACORP



Appendix



Founders



Philip Yun



CEO / Front-end / UX

About Philip Yun

Philip Yun graduated Seoul National University, class of 1999. He majored in Business and has been building his career on business, marketing and engineering on global companies like,

- IBM Korea
- Sony Computer Entertainment
- NHN(Naver), NHN USA

After finished his role of CEO in NHN USA on 2010, Philip has been working on startups which creates value chain in matching business and customers

- Outspark(San Francisco)
- XOO Inc(Palo Alto)
- FUNNER Inc(Palo Alto)



Wilson Li



Director of Engineering

About Wilson Li

Wilson Li graduated University of California, Los Angeles class of 2010. He studied math and statistics and started working with Philip from Outspark.

He's been developing his excellence on data modeling and analysis, back-end server architecture. He is working as Director of Engineering.

- Outspark(San Francisco)
- XOO Inc(Palo Alto)
- FUNNER Inc(Palo Alto)

Researchers Key Researchers



Michelle Little



Lead Researcher

about Michelle Little

Michelle Little has Ph.D in Developmental Psychology and studied at Yale University. She taught Psychology in University of Texas and research scientist at Northrop Grumman.

- Northrop Grumman
- University of Texas
- Arizona State University

Her publication is well received in the field of data science in Psychology, including

- *Assessment of social anxiety*
- *Other 26 publications*



Michael Liang



Lead Researcher

about Michael Liang

Michael Liang graduated University of Rochester and got his MA in Claremont Graduate University in Organizational Behaviors. He works as UX researcher in

- Electronic Arts
- GREE

He specialized in UX research in mobile apps and games.

Key Researchers



Satyugjit Virk



Head of Research Tech

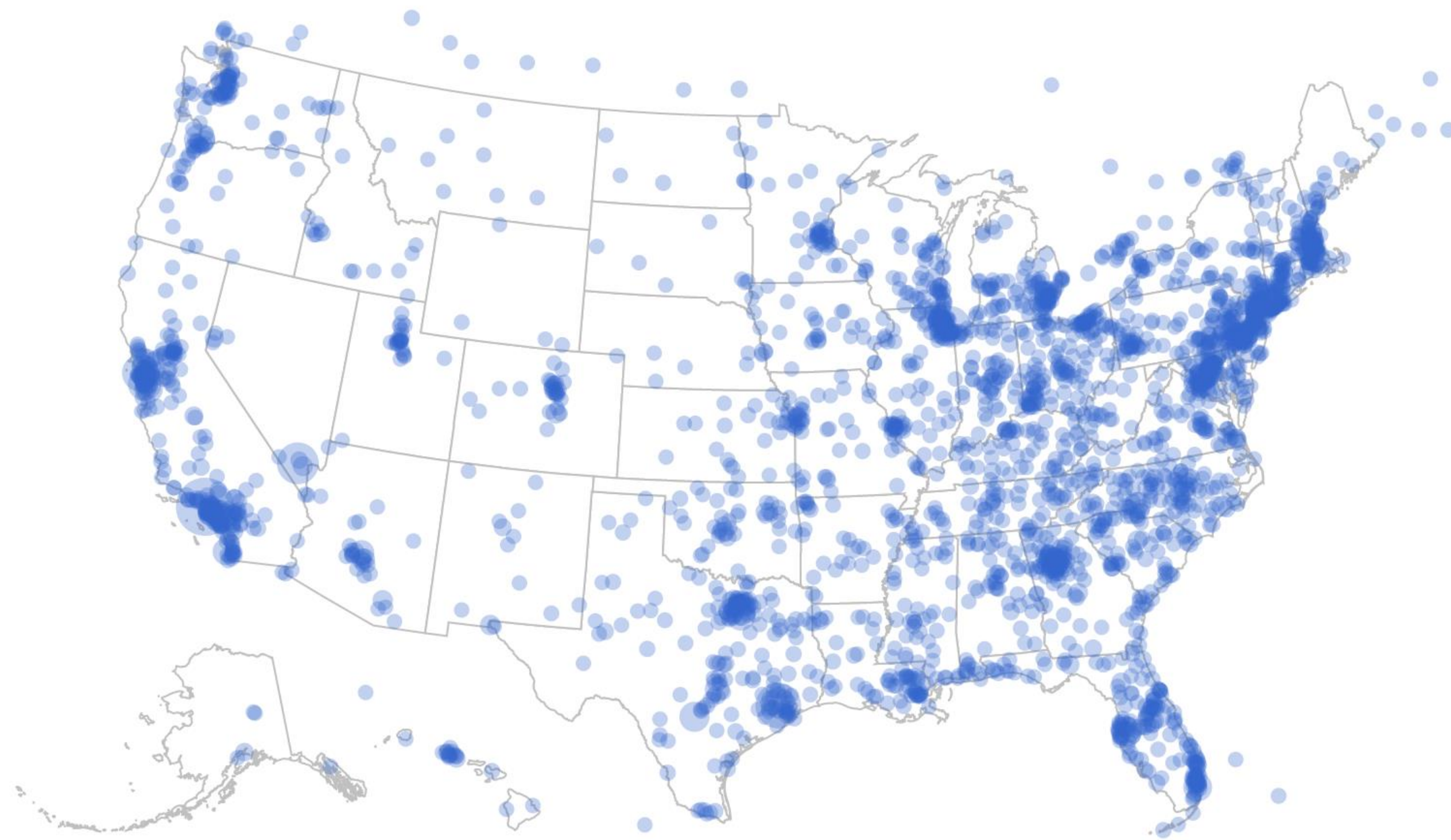
about Satyugjit Virk

Satyugjit got his B.A in Cognitive Science at U.C Berkeley and got his Ph.D at Columbia in Cognitive Science. Sat is an expert in Machine Learning, AI

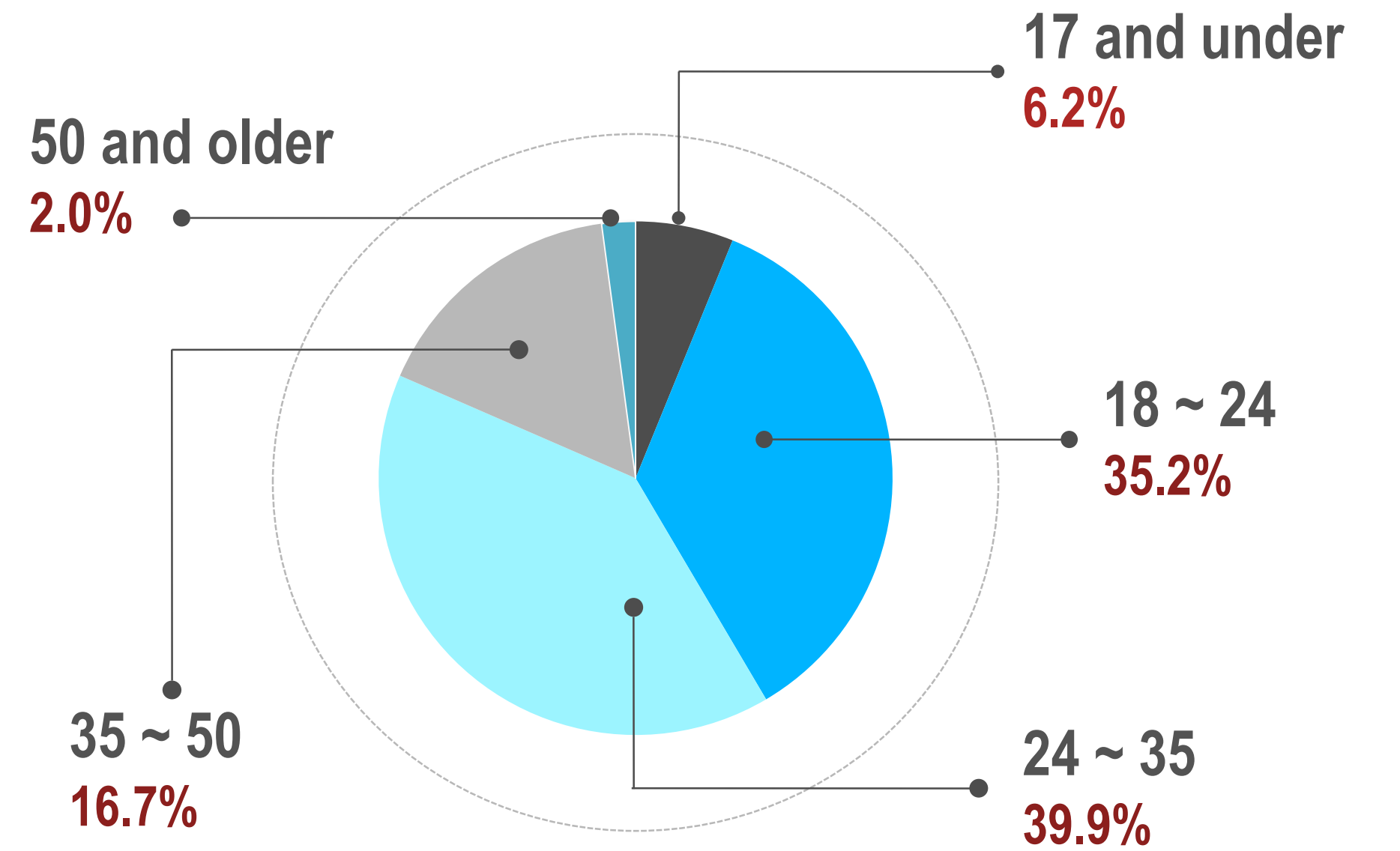
- Fitzgerald Analytics (Data engineering)
- uChoose (Product manager)


User info

methinks Panelists Overview



 Cover most of urban areas across the US



 Trendy young mobile demo

Result Deliverables



1 Recorded videos with notes & timestamps

2 Participants Info & Screening Results

3 Comprehensive insight reports

4 Transcription & User Quotes

	Video 2 26 minutes 57 seconds
	Video 2 17 minutes 46 seconds
	Video 2 11 minutes 26 seconds
	Video 1 20 minutes 9 seconds
	Video 1 15 minutes 8 seconds

Pilar Pinkus Add to Favorite
★★★★★ (5)
Corpus Christi, Texas
FEMALE 27 WHITE SINGLE URBAN
SPORT FAN

Julie Schumacher
★★★★★ (3)
Fremont, California
FEMALE 23 WHITE SINGLE SUBURBAN
SOCIAL SPORT

Jonathan Griffiths
★★★★★ (1)
Babylon, New York
MALE 31 WHITE MARRIED URBAN
SPORT FAN GAMER TECHY

RESEARCHER COMMENT: "Jonathan overall like the idea a lot, but he doesn't understand main UX, especially transitioning from main view to each chat room."

Are you using any similar apps for making extra cash? If so, what are they? Are they having any problems or issues? 1:41

She is not using any other 2:00

New Finding* 3:05

Ipsy 3:14

She is making YouTube video maker. Channel for fashion, makeup 4:08

SEE MORE

Understanding Concept: 2.25
On-boarding Overall: 3.75
Main UI/UX understanding: 2.25
Engagement with news feed: 3.75
Understand Bar and Table: 3.75
Willingness to join to table: 3.75
Willingness to invite friends: 3.75
Feeling of completeness: 3.75
Network stability: 3.75

Purpose

Conduct a 4-day remote playlist, and use remote video chat to get some feedback about the W.A.R game. Specifically trying to identify people's attitudes about the similarities this game has with games competitors offer, and their experiences with the new features this game has to offer. We look to identify concerns and pleasure they may experience. Ultimately correlating this to a targeting or similar strategy for market penetration.

Participants (24)

High Level Findings (cont.)

- Openness to meeting new people (0 = not open at all, 10 = totally open)
- Preference of video chat vs text chat (0 = not at all, 10 = totally open)
- Advances in seeing out chat roulette type of apps (0 = none, 10 = total)
- Openness to video chatting with new people (0 = not open, 10 = total)
- Onboarding Experience (0 = horrible, 10 = perfect)
- Understanding of UI (0 = confused, 10 = intuitive)
- Concerns about privacy (0 = no concerns, 10 = super concerned)
- Likelihood to use the app (0 = not likely at all, 10 = definitely)

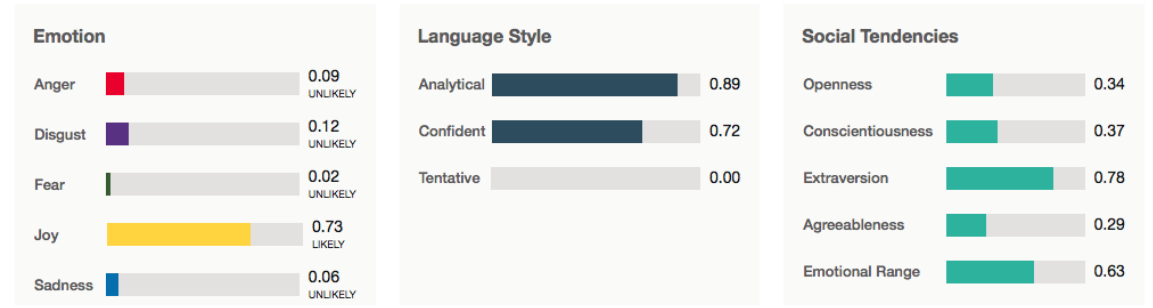
Speaker 2 7:32
no i was confused it was just more like i mean 'cause the more added them more questions asked me kind of things or it would stay like here there's clipper this is what's going on i didn't know if there was like a i guess like in often or if this is like all of the i really didn't mess with that very much a mess of that for about a minute so

Speaker 1 8:01
but

Speaker 2 8:02
maybe with you we would go through more stuff

Speaker 1 8:05
yeah well we will do absolutely and on the it just finally question of them will die for a few different components of the what do you remember all saddam boarding protests you said they'll clip what the earth headlines what else do you one of your cold major component that they walk you through because i mean who most of it but not quite all of the walk through i think

Speaker 2 8:35
yeah it asked me i mean the only thing i remember is that it asked me like us to add either a player's name or like teams that i like okay and then it told me like okay would you like to know more about this is that kinda what you're asking you're my really off

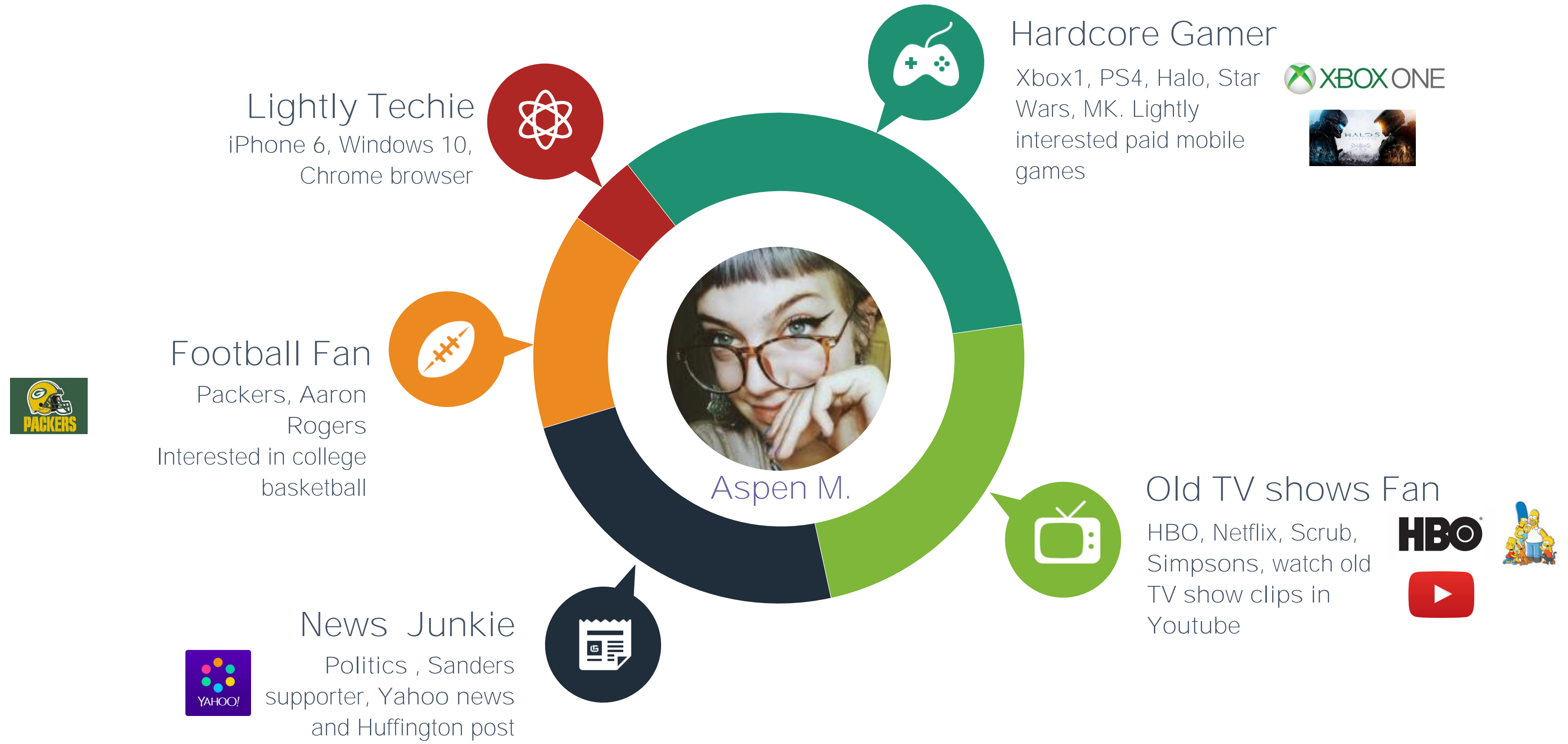


Profiling example

How methinks profile users (1)



19, single, high school diploma, Oregon

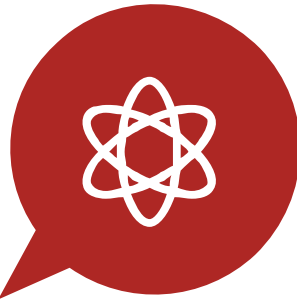


Profiling example

How methinks profile users (2)



20, single, in college, New Jersey



Techie, Programmer

Mainly interested in computer programming, Python and, Rail. Highly interested in SmartTV and Drone tech



New York Sport Fan



Frequent game goer, fantasy sport, Yankees and Knicks fan



Megahit TV show Fan



Game of Thrones, The walking dead, The Arrow



Mobile gamer

Casual mobile games, Stampede, Candy Crush Soda, Pokemon Go

