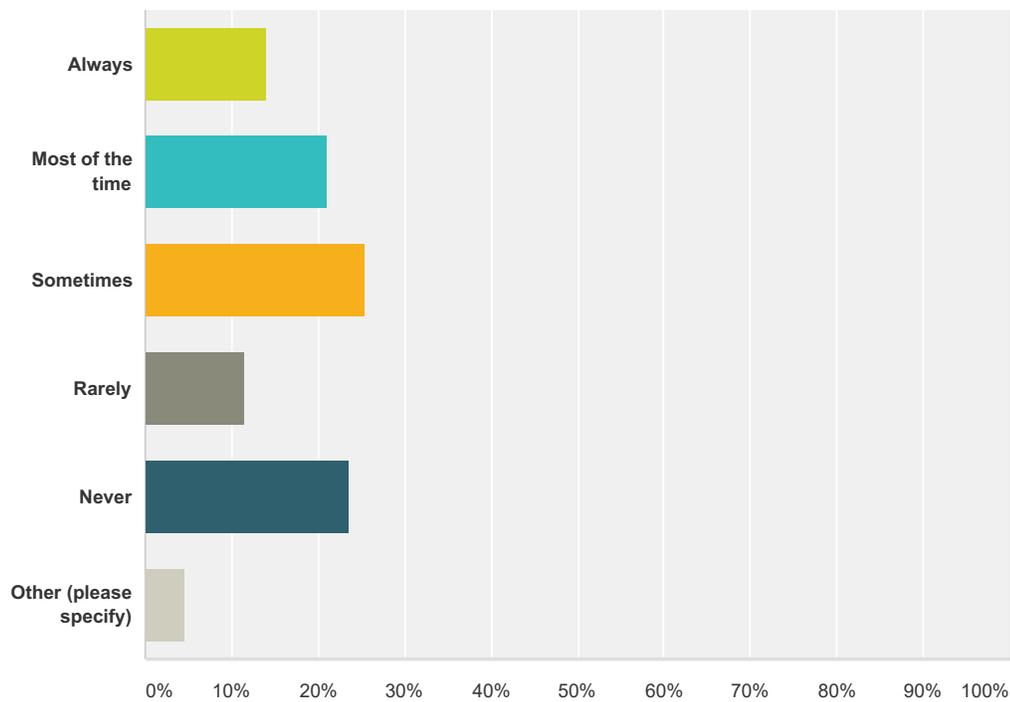


Q1 Do you use Picture-in-Picture video when you do usability tests?

Answered: 200 Skipped: 0



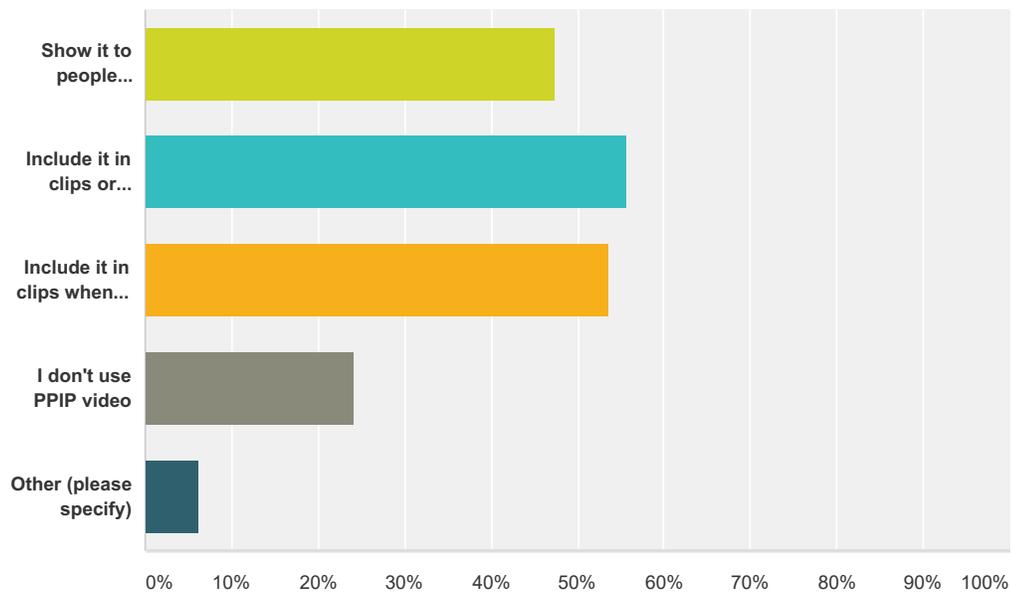
Answer Choices	Responses	
Always	14.00%	28
Most of the time	21.00%	42
Sometimes	25.50%	51
Rarely	11.50%	23
Never	23.50%	47
Other (please specify)	4.50%	9
Total		200

#	Other (please specify)	Date
1	I would if I had the capabilities.	5/15/2017 10:06 AM
2	I only do UserTesting.com studies, without PIIP, and I don't do other types of moderated studies.	5/15/2017 4:44 AM
3	I used to - when I started but now most of my studies are unmoderated and don't have this	5/15/2017 2:53 AM
4	We use 2 screens for face + screen	5/13/2017 5:06 AM
5	When participant is in person, yes, always.	5/12/2017 11:01 AM
6	When possible - nature of work doesn't always allow	5/12/2017 9:07 AM
7	When requested by clients (usually never with healthcare)	5/12/2017 1:57 AM
8	I record the user expressions using Lookback connected to Marvel	5/11/2017 12:43 PM

9	I haven't due to technology restrictions	5/11/2017 7:31 AM
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Q2 If you do record PIIP video, how do you use it? (choose all that apply)

Answered: 194 Skipped: 6



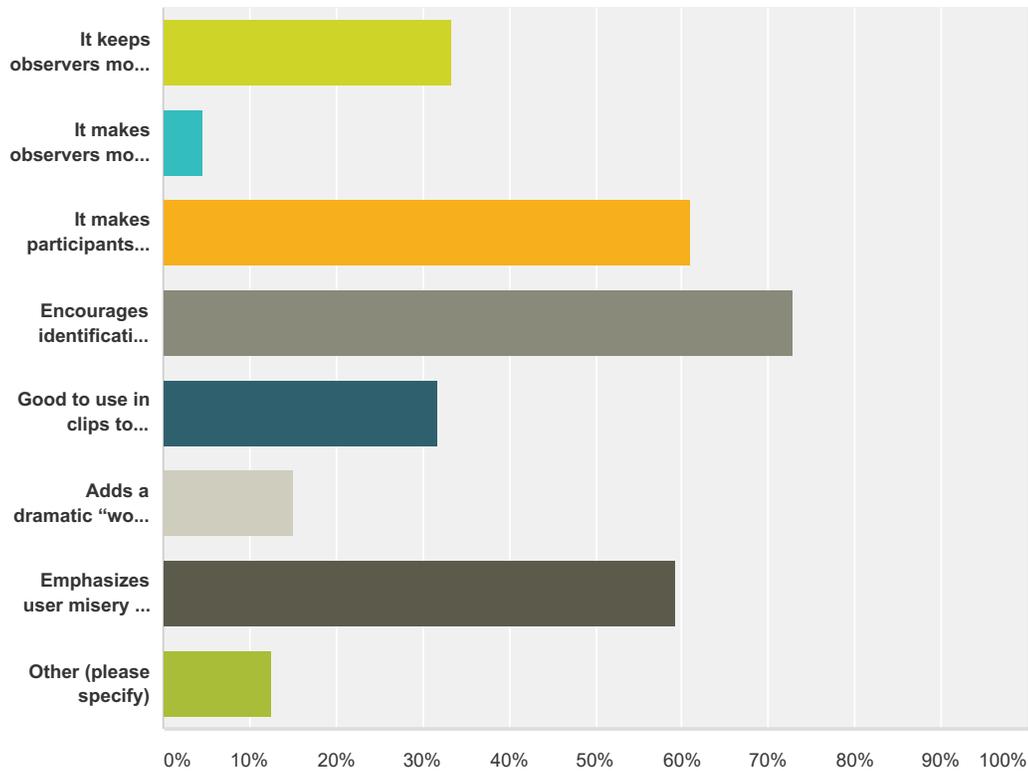
Answer Choices	Responses
Show it to people observing the tests "live"	47.42% 92
Include it in clips or archived video available to view later	55.67% 108
Include it in clips when presenting results	53.61% 104
I don't use PIIP video	24.23% 47
Other (please specify)	6.19% 12
Total Respondents: 194	

#	Other (please specify)	Date
1	It's on the recordings but rarely used in analysis & reporting. Helpful at times IF the client watches the recordings.	5/16/2017 12:48 AM
2	To identify points of possible discomfort, confusion, joy, etc., and see if I can correlate that with other data that came out of the test.	5/15/2017 3:18 PM
3	Included in clips when the participants gestures or expressions add to the issue under consideration.	5/15/2017 2:08 PM
4	Use images of participant to illustrate who we talked to during the study	5/15/2017 10:44 AM
5	I mainly used it to watch facial reactions - nonverbals - to see when they might really be confused or thinking about something	5/15/2017 2:53 AM
6	Required to record it, but don't see as much value	5/15/2017 12:03 AM
7	I use it for context on their behavior. Sound and action isn't everything.	5/12/2017 9:44 PM
8	recording peoples faces and the screen they see at the same time	5/11/2017 7:51 PM
9	I use it as a time-marker to faster scroll in the video to users "pain points"	5/11/2017 5:29 PM
10	I don't usually make clips	5/11/2017 10:09 AM
11	Look back at participants facial expressions when analysing the research	5/11/2017 8:09 AM

12	watch it myself, referenced their reaction in notes.	5/11/2017 7:30 AM
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Q3 What do you think are the three most important reasons *for* using PPIP? (choose up to three)

Answered: 192 Skipped: 8



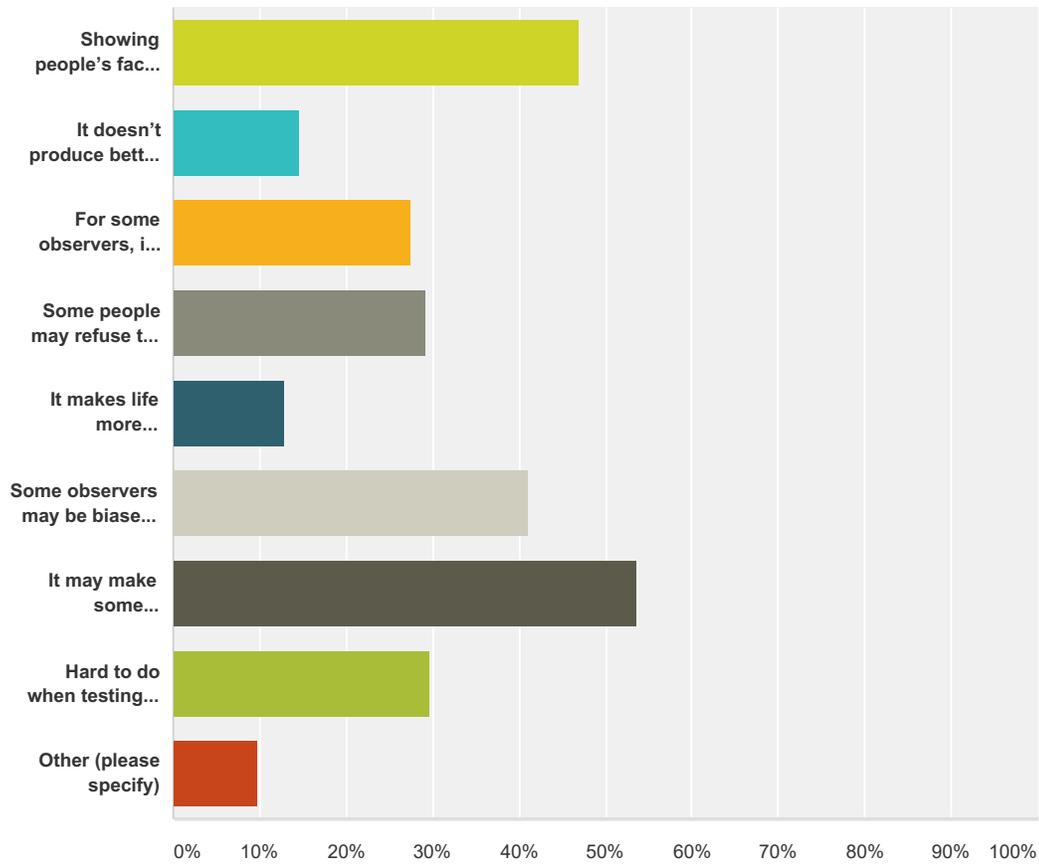
Answer Choices	Responses
It keeps observers more engaged	33.33% 64
It makes observers more likely to attend live tests	4.69% 9
It makes participants' problems more visible and vivid	60.94% 117
Encourages identification with and empathy for the user	72.92% 140
Good to use in clips to convince people who can't/won't take time to observe whole tests	31.77% 61
Adds a dramatic "wow" factor	15.10% 29
Emphasizes user misery in a way that is more convincing and likely to produce changes	59.38% 114
Other (please specify)	12.50% 24
Total Respondents: 192	

#	Other (please specify)	Date
1	When remote testing, mitigates some of the awkwardness when not in the same room with the participant. I can see if they are pausing to study something, or waiting for me to speak.	5/16/2017 2:21 AM
2	PPIP is useful for tasks that aren't supposed to require much thought or problem solving. That's when the emotion heuristics seem to be more relevant, in my experience.	5/15/2017 3:18 PM

3	It is expected (i.e. previous sessions have used PIP)	5/15/2017 11:29 AM
4	Helps disambiguate comments or hesitations.	5/15/2017 9:54 AM
5	Keeps it real! Nothing like seeing the squints, squirms and head tilts	5/15/2017 6:28 AM
6	it provides clues to confusion and frustration when participants aren't talking	5/15/2017 5:43 AM
7	Makes silence easier to interpret. Lots of hesitation and doubt are evident in facial expressions but not captured on audio.	5/15/2017 5:24 AM
8	Artifact of doing remote moderated studies. It's already integrated in most screen sharing tools.	5/15/2017 5:11 AM
9	Body language/facial expression cues	5/15/2017 4:40 AM
10	Better communicates what actually went on in the test session	5/15/2017 4:21 AM
11	1. Facial expressions provide context for lapses in participant narration (think-aloud protocol). 2. Eye movement reveals whether the participant is reading or scanning at that moment.	5/15/2017 3:57 AM
12	Puts a face to the user's experience, good or bad, especially when having to justify decisions; use their words and examples	5/15/2017 3:17 AM
13	When I first started doing usability tests I thought it was cool to include PIP. However, as time went by and I became more experienced, I came to the realization that PIP has NO value, certainly not any of the reason cited above. More recently, I've been conducting my usability tests on a MacBook Air, using QuickTime to record the screen interactions and participants voice. I don't even use software that offers the capability of PIP.	5/15/2017 3:09 AM
14	Objective data is the most important. Visuals, like PIP, may make it more real & give context perhaps.	5/15/2017 3:05 AM
15	Video is rarely seen- not to worth the costs	5/12/2017 1:03 PM
16	Can show reactions not visible on screen.	5/12/2017 10:14 AM
17	See facial expressions to add to what they're saying	5/12/2017 8:00 AM
18	Test is about user, not the UI. UI only would be too detached.	5/11/2017 10:20 PM
19	Body language observation	5/11/2017 6:59 PM
20	Makes it easier to scroll in video to interesting parts (if the video is not edited/shortened). It is also a great identifier/counter when doing a summary and want to avoid mixing participants up.	5/11/2017 5:29 PM
21	Can help make discrepancy between statement and actual emotion visible.	5/11/2017 1:04 PM
22	Our stakeholders respond well to user stories, and participants often have stories to tell during testing.	5/11/2017 12:43 PM
23	Helps me remember the person.	5/11/2017 10:09 AM
24	noticing non-verbal communication	5/11/2017 7:30 AM

Q4 What do you think are the three most important reasons for *not* using PIIP? (choose up to three)

Answered: 192 Skipped: 8



Answer Choices	Responses
Showing people's faces raises additional privacy issues	46.88% 90
It doesn't produce better results	14.58% 28
For some observers, it can be a distraction from important action on the screen	27.60% 53
Some people may refuse to take part if they're going to be recorded	29.17% 56
It makes life more complicated	13.02% 25
Some observers may be biased based on the participant's appearance	41.15% 79
It may make some participants uncomfortable or self-conscious	53.65% 103
Hard to do when testing mobile devices	29.69% 57
Other (please specify)	9.90% 19
Total Respondents: 192	

#	Other (please specify)	Date
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1	For certain tasks, it just doesn't make sense. For example, when I was running usability observations of students using different modes of instructor feedback, PIIP yielded hardly any useful data. Emotion heuristics didn't even seem to apply. I suspect this is because the task wasn't supposed to be "easy". In this case, they were supposed to think--a lot. I just don't think it would be useful for usability tasks that require a fair amount of critical decision making that is related more to the type of task, rather than the process or tool usability.	5/15/2017 3:18 PM
2	I don't know of any reasons for not using it.	5/15/2017 9:54 AM
3	Limited storage capacity for recordings and additional lag observed in screen and audio recordings when PIIP is on	5/15/2017 5:24 AM
4	Current job uses no lab and no video	5/15/2017 3:20 AM
5	It will bias observers. Maybe not noticeably but it's there.	5/15/2017 3:18 AM
6	None that I'm aware of.	5/15/2017 3:17 AM
7	I am not in a location where I can share my video, I'm in a cubicle farm - therefore there would be a lot of visual distractions	5/15/2017 3:06 AM
8	Adds noise - more cognitive load for the viewer	5/13/2017 12:05 PM
9	Not viewed	5/12/2017 1:03 PM
10	None of these are really concerns and I haven't had participants explicitly express concern either	5/12/2017 11:01 AM
11	my blockers are usually security related	5/12/2017 9:07 AM
12	Has made the observers uncomfortable. Covers part of screen.	5/12/2017 8:43 AM
13	I do very short tests (5 min) and this dramatically increases effort	5/12/2017 5:30 AM
14	I've never had a problem with participants or observers because we use PIIP.	5/12/2017 1:09 AM
15	Don't really have any reason not to.	5/11/2017 10:16 PM
16	don't have the technology	5/11/2017 4:05 PM
17	more time consuming to cut clips to add to report	5/11/2017 9:01 AM
18	If the user is on their machine, they may not have a camera or it is disabled by their employer	5/11/2017 8:20 AM
19	I test remotely a lot, and it adds an additional criteria in that participants need their own webcams. Also technical overheads to the session.	5/11/2017 7:35 AM

Q5 Please add any comments:

Answered: 50 Skipped: 150

#	Responses	Date
1	I used to use PPIP all the time but personally I haven't seen a huge benefit from doing them because 1) I rarely discover anything that we didn't capture in notes and 2) the stakeholders I'm showing it too don't have time/desire to watch a highlight reel and would rather have a short executive summary. 3) It takes extra time to go back and watch and cut video. I'm not opposed to doing it. However, within the organizations I've worked for, the effort has not matched the value.	5/16/2017 4:18 AM
2	None	5/16/2017 2:44 AM
3	I don't think PIP is a huge value-add to usability testing.	5/15/2017 10:00 PM
4	I love your books. Thanks for being awesome.	5/15/2017 3:18 PM
5	The %age of my recommendations that were adopted went up by 60% when I started using videos.	5/15/2017 2:58 PM
6	Our portable usability labs were on hiatus for 3 years; when resumed, we no longer had the capability.	5/15/2017 1:47 PM
7	I'm indifferent to PIP in my work. Nowadays it is relatively effortless and "mostly harmless."	5/15/2017 11:29 AM
8	I never record faces when using internal participants.	5/15/2017 6:36 AM
9	I have never required recording of a participant; they can always opt out of that and still do the session. If I had better software and equipment I'd probably use PIP a lot more, but you then have to be a lot more careful about who can access your session data	5/15/2017 5:24 AM
10	Good topic! Would love to read your summary!	5/15/2017 5:11 AM
11	While there are some risks to PPIP, I've experienced that the benefit outweighs them. It's also invaluable to teach stakeholders who their users really are (breaking assumptions - for example, an early adopter can't be an older woman... actually, yes they can! See for yourself!)	5/15/2017 4:41 AM
12	Hi Steve!! Give 'em heck. I hope you get to take the same "pretent wife."	5/15/2017 4:21 AM
13	Regarding privacy concerns, I always let the user the chance to refuse to be video recorded (audio only)	5/15/2017 4:19 AM
14	It's just another tool in the UX toolbox. Not always necessary, sometimes helpful, gotta know when and how to use it.	5/15/2017 3:58 AM
15	Your questionnaire seems biased, because it leaves out several legitimate benefits from question 3. Also, when people decline PIP, I simply switch that part off during recording.	5/15/2017 3:57 AM
16	Validately allows for mobile PIP. Disclaimer I work at Validately	5/15/2017 3:36 AM
17	Creating video highlights is a time luxury that many (most?) researchers don't have. Thus these many hours of videos with PII represent a huge potential for liability and privacy problems, often not managed at all, not used at all, never destroyed.	5/15/2017 3:33 AM
18	I have a more general issue with PIP: we mostly do remote tests, where getting both images is not always obvious and if it creates a technical challenge we opt for not having it - why I put "mostly", for inlab I'd say "always"	5/15/2017 3:32 AM
19	It's a nice to have IF you have video.	5/15/2017 3:20 AM
20	I worry about the bias it will produce. As humans we judge people based on name let alone appearance. And we do it unconsciously so it's not like we can self correct. If the same resume gets different responses based on the perceived gender and race of the name, we're better off with as little info like that as we can convey.	5/15/2017 3:18 AM
21	In case it's not clear from my prior response, I think PIP is useless. Even a highly experienced facilitator or analyst cannot read meaning into facial expressions, especially when the image is as small as it is in Morae and other similar tools.	5/15/2017 3:09 AM
22	I am a consultant not always able to convince my client to let me do usability testing, with video recording, even though that's what they hired me to do... My experience in the private sector, decades ago, would have generated very different answers!	5/15/2017 3:05 AM
23	Morae allows you to choose if you'd like to include the PPIP post recording.	5/15/2017 2:58 AM

24	Unmoderated was a big jump for me at the time but I really have learned to like it - I still use video clips of their voice and comments and feel that this has the same impact as the old PIP video clips.	5/15/2017 2:53 AM
25	Facial expressions are an important supplement to measuring and assessing usability and UX	5/15/2017 2:52 AM
26	I mostly don't use it since Silverback stopped working on the Mac, but I'd like to continue to use it. I have more issues (e.g. greater privacy concerns from clients) with current alternatives (like Reflector) using cloud-based recording	5/15/2017 2:50 AM
27	Usability is dead.	5/14/2017 1:54 PM
28	Cost of pip software is more than simply using camtasia for screen capture	5/14/2017 6:52 AM
29	We do this less and less. We now do a lot of remote testing via screen sharing software and leave it up to the participant if they want to turn that camera on	5/13/2017 12:28 AM
30	There are so much information on people's faces. It would be crazy to throw away the opportunity to collect it.	5/12/2017 9:44 PM
31	My teacher, umm you, said it wasn't that necessary and after these years I agree.	5/12/2017 4:35 PM
32	We don't show the moderator	5/12/2017 11:01 AM
33	I have a hard time convincing myself of the benefits (although I've never seriously attempted to use it). The reasons in question 3 are plausible, but I'm skeptical of all of them. If testing remotely, I use WebEx and turn on my webcam if possible. For the participant, turning on their webcam is optional. But I don't want them to worry about their face being recorded, and it would also be harder to maintain participants' anonymity (especially since I work in a small org).	5/12/2017 10:01 AM
34	N/a	5/12/2017 9:17 AM
35	Stop making me thing ;-) jk TGIF Steve!	5/12/2017 9:07 AM
36	As I do more remote testing, I am moving away from PIP. It definitely sends a mixed message privacy-wise, so often it's just simpler not to include it.	5/12/2017 7:48 AM
37	This survey's font/color for questions is really difficult to read.	5/12/2017 7:47 AM
38	We try to show participants faces when we can. When we don't it always for technical reasons. Either it's not possible or it makes things overly complicated. When we don't show Ps faces we get complaints by stakeholders. I have also noticed that when they see the faces, participants tend to discount and criticize Ps less. I also like to add that seeing Ps faces proves that we are talking to real people and not making this stuff up. Reach out if you want to hear more specifics - [NAME REDACTED]	5/12/2017 4:29 AM
39	I've lost PIP and only had the screen. The recording is boring to watch	5/11/2017 10:20 PM
40	I conduct 100s of hours of testing each year and have never had a single problem with PIP. I'm NN/g certified and have our own lab with EyeTracking and physiology monitoring. Contact me at [EMAIL REDACTED] if I can help in anyway	5/11/2017 6:59 PM
41	People generally HATE being filmed. Even if they agree on it, it'll make most really uncomfortable. The pros will never weigh up the cons.	5/11/2017 6:32 PM
42	It can add some benefit sometimes, but it's just not enough to justify the extra cost and all the drawbacks (which you mentioned)	5/11/2017 5:57 PM
43	I just make it optional. I test with my own customers. I ask them to turn on their webcam if they have one. I turn on mine. About 8 out of 10 times they don't. It's fine. I don't press for it. It's just me recruiting. I don't want to lose a good user just because they don't want to be seen on video.	5/11/2017 4:21 PM
44	We've found that PIP helps reinforce that the user is a real live human. These days it's easy to do, and I don't really see a downside, provided the interface and the user's interactions with it are still the focus of the recording.	5/11/2017 1:37 PM
45	Thanks for the opportunity to provide feedback on this interesting issue!	5/11/2017 12:57 PM
46	I'm so glad you're researching this, can't wait to hear your talk!	5/11/2017 12:43 PM
47	Glad to answer this! Cheers	5/11/2017 12:43 PM
48	I don't know if PIP produces better results or not. I'd love to test that hypothesis	5/11/2017 11:51 AM
49	I rarely use recordings at all these days, so I'm likely to use something else to project the "room view" to use something like Zoom + screen sharing, anyway	5/11/2017 10:09 AM
50	I just do it because it's default behaviour in my recording software. Never tried without in 15 years.	5/11/2017 8:39 AM