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# Understood.org and KnowClick

“In-the-moment” insights



# Presenters



**Justine Bassman**

*Director, Insights and Strategy*  
*Understood.org*



**Ben Yurchak**

*Founder and President*  
*KnowClick*

# Agenda

Get to know:

- [Understood](#)
- [KnowClick](#)

[How we got here](#)

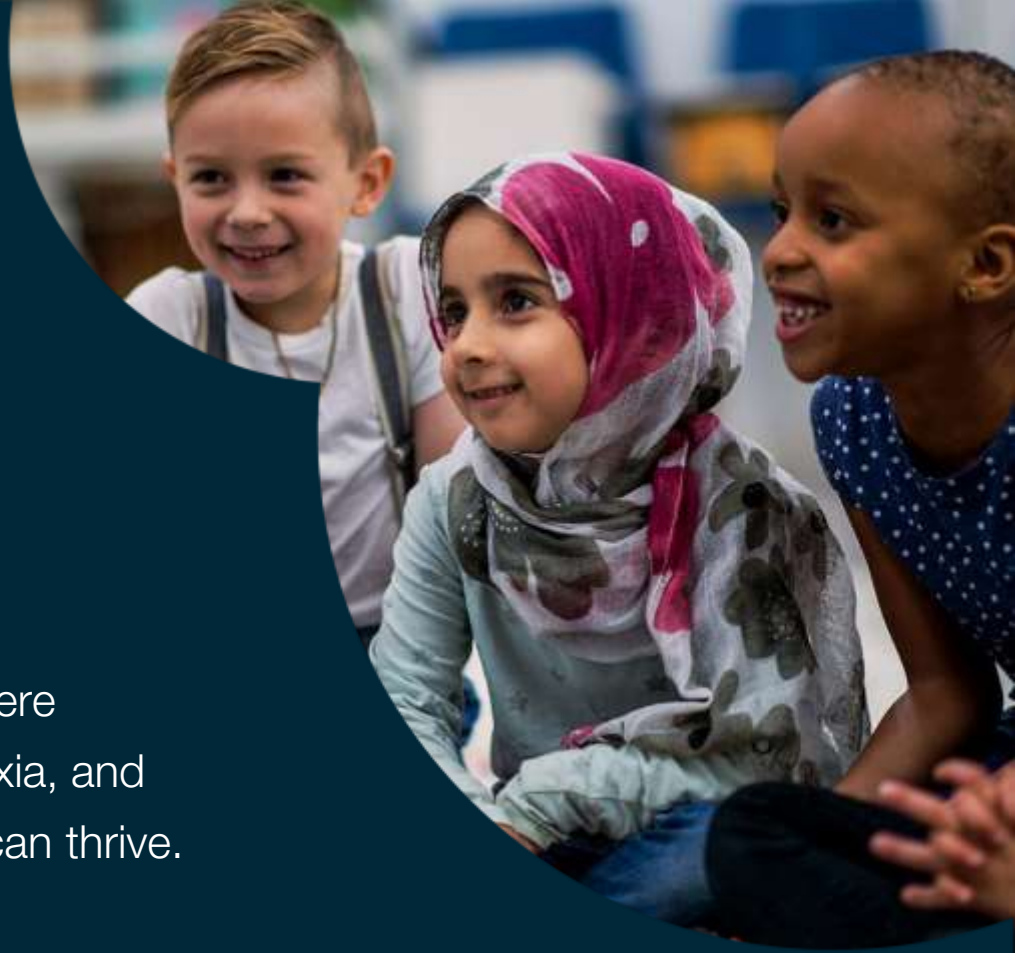
[“In the Moment” research](#)

1. Who is visiting our site?
2. Where are they in their journey?
3. Is [just] reading an article effective?

[Best practices for “in-the-moment” surveys](#)

# Understood is shaping the world for difference.

We're dedicated to shaping a world where the millions of people with ADHD, dyslexia, and other learning and thinking differences can thrive.



# Get to know: Understood

Understood reaches 20 million people worldwide each year via our website, social media, and more.



This includes:

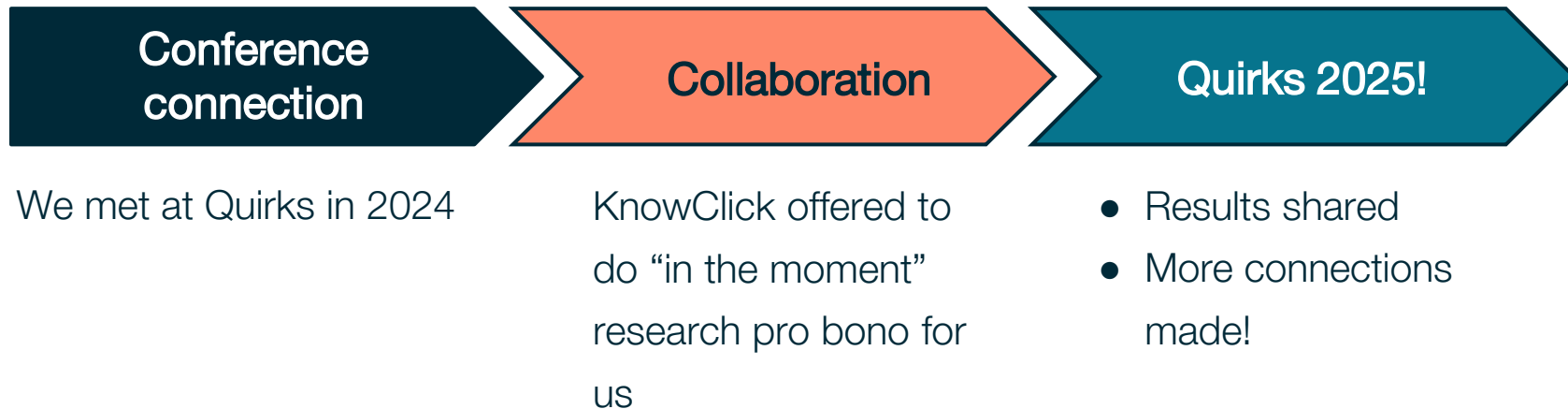
- Programs
- Podcasts
- Content
- Self-directed interventions
- Understood Assistant, powered by AI

# Get to know: KnowClick

KnowClick's user insights help organizations vastly improve their web & app UX.

- **Uncovers** who is really visiting and what they want “in the moment”
- **Reveals** what your users think as they interact with your website
- **Quantifies** your website's impact on goals (awareness, education, support, intentions to act, persuasion, etc.)
- **Identifies and prioritizes** the top improvement opportunities

# How we got here



# “In the moment” research



# Our three big questions

These are the three big questions Understood **never had answers to before**.

1

Who is visiting  
our site?

2

Where are they  
in their journey?

3

Is [just] reading an  
article effective?

# Understood.org site intercept survey

- n=12K+
- 15% response rate with no incentive!

## U.org Survey



Audience



Journey/urgency



Visit purpose



Content/product needs



## Respondent site behavior



Pages viewed



Campaign



Scrolling/events



Key actions



# Question 1: **Who is visiting our site?**

# Visitors see pop-up survey on our website



Which best describes your role in visiting us?  
I am visiting for...

Myself

My child/grandchild

My students

My patients/clients

My company/organization

My spouse/partner

Other

# Parents and educators access content differently

The bulk of our visitors are parents and educators,  
and they use different technology to access the website.



**31% parents,**  
(more on mobile)

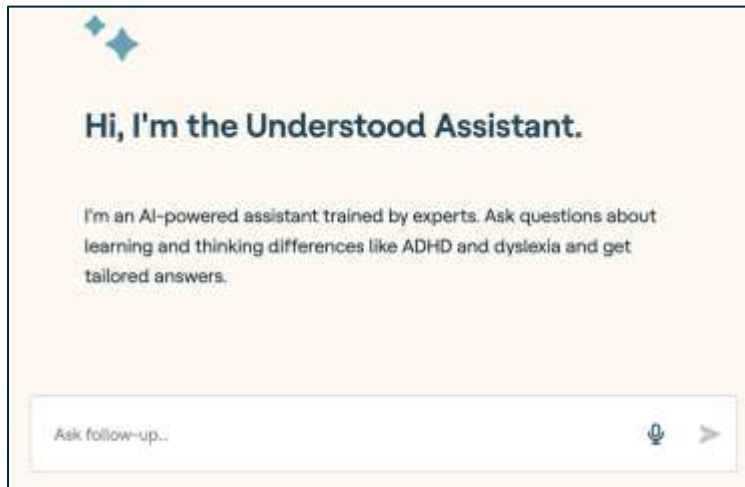


**30% educators,**  
(more on desktop)

# Now we know: Who visits our top pages!




~50% parents



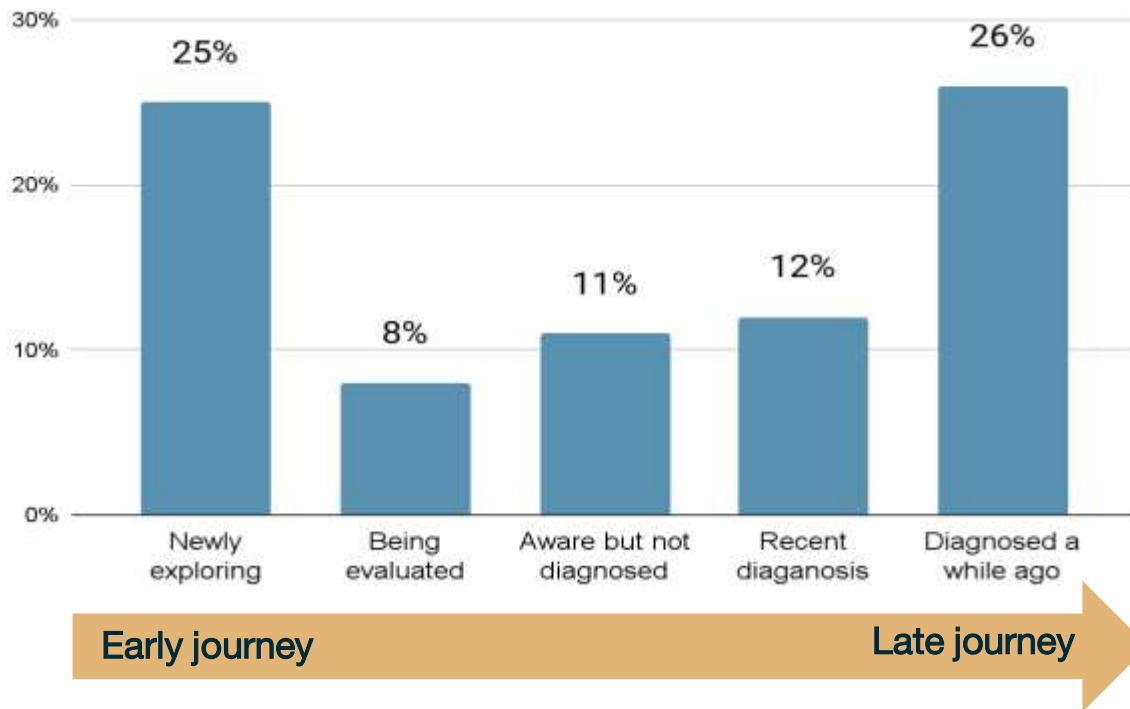
>40% teachers





Question 2:  
**Where are they in their  
journey?**

## Our visitors arrive at varying stages of the diagnosis journey





# And 25% of parents arrive in “crisis”


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1 in 4 parent visitors are facing an  
“immediate issue”



(vs. 10–15% for other visitors)



Question 3:  
**Is [just] reading an article  
effective?**

# 2nd survey: at the end of an article

A separate survey was given to different users if they scrolled to bottom of page

## Helpful?

Get answers to all your questions with the Understood Assistant.

Was this article helpful?

Very helpful

Somewhat helpful

A little helpful

Not helpful

Explore related topics

## Want more?

Get answers to all your questions with the Understood Assistant.

How do you feel about this article?

Loved it!

Wanted to read more

It was okay

Confused

Not interested

Explore related topics

# Now we know: Reading an article can make an impact!

**35%**



read the entire article

**> 80%**



of them said it was helpful

**> 70%**



loved it or want to read more

# Best practices for “in-the-moment” surveys

# How you ask the first question is very important

🔑 The key is to get users started.

A



A survey window titled "Would you like to explore more?". It contains three radio button options: "Yes, more info on this topic", "Yes, tools & resources", and "No, I'm good".

**3%**  
response rate

✗ Some users think  
this will redirect them

B



A survey window titled "Which best describes your role in visiting us?". It contains a dropdown menu labeled "I am visiting for..." and seven radio button options: "Myself", "My child/grandchild", "My students", "My patients/clients", "My company/organization", "My spouse/partner", and "Other".

**7%**  
response rate

✗ Too long | Only  
works earlier in visit

C



A survey window titled "Was this article helpful?". It contains two radio button options: "Yes" and "No".

**16%**  
response rate

✓ Relevant & easy

# How the survey shows up is also important

🔍 Test different options to see which one is most effective.

## Lightbox



## Embedded



# Tie survey to behavior you *want* to see on that page

## Understood.org study

- **Intent:** “Chatbot for fast answers”
- **Behavior:** BUT only 15% of visitors navigated to the chatbot
- **Actions:** Update messaging and prominence of chatbot across pages

## KnowClick eCommerce client

- **Intent at cart:** “Buy Now”
- **Behavior:** Only 10% converted
- **Actions:** Overhauled entire checkout process
  - Led to **3.4x lift** in overall conversion rate



# What can I do next?

## "In the moment"

**Who** are they?

Where in their **journey**?

How can we increase  
**conversion** rates?

## Do good!

**Understood.org** is a  
nonprofit

**Research** partnerships

**Workplace** & events  
inclusivity

Learn more!

# Thank you!



**Justine Bassman**

[Understood.org](https://understood.org)

Director, Insights and Strategy

[jbassman@understood.org](mailto:jbassman@understood.org)

Understood consults with others on inclusive research, universal design and innovation, and inclusive events and workplaces.



**Ben Yurchak** [KnowClick](https://knowclick.com)

Founder and President

[ben@knowclick.com](mailto:ben@knowclick.com)

KnowClick's "in-the-moment" insight solution helps you create more impactful digital experiences by capturing user feedback and needs at the moment of interaction.