

# The New Research Playbook

## Rethinking Evaluative Research



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# The most advanced AI-Moderated Research Platform on the planet.

1

## AI-led interviews

AI moderates real customer conversations — asking smart follow-up questions and engaging participants in multilingual, multimodal, in-depth interviews across every touchpoint that matters.

2

## AI-native reporting

Synthesize insights across hundreds of interviews in minutes. Automatically surface themes, stats, sizzle reels and relevant insights — and deliver them to the right people across the organization.

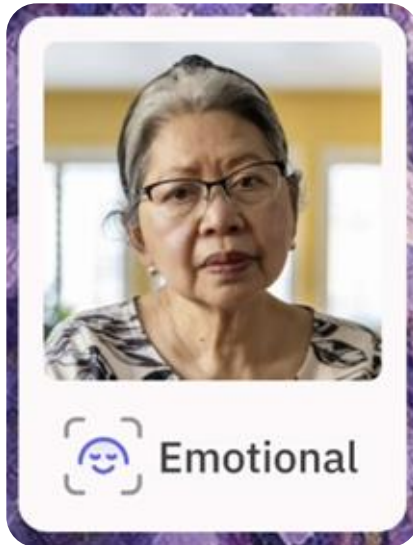
3

## Human orchestration

Customers stay in control. Instruct, guide, and iterate with AI to ensure rigor, nuance, and confidence — while workflows, permissions, and approvals enable collaboration across the organization.



# The only AI-Moderated Research Platform with **Visual Intelligence.**



# Why this matters.

## SPEED

-  
Get answers  
faster.

**AWAY** went from 20 interviews  
a week to 75 overnight.

## SCALE

-  
Get more voices  
in every answer.

**Nestlé** interviewed 10X the participants  
across 5 countries in 4 languages.

## SCOPE

-  
Get more questions  
answered.

**HubSpot** launched an entirely net-new  
research program with Outset

# AI-moderated research use cases

DISCOVERY USE CASES

EVALUATIVE USE CASES



Market strategy &  
segmentation

Brand research

Messaging &  
concept

User experience  
& usability

Creative testing

Journey mapping for  
accounting professionals

Brand perception research on  
CRM category

Messaging testing  
to launch core new product

AI product evals  
to drive product iteration

Ad test for new  
advertisement

# AI-moderated research use cases

DISCOVERY USE CASES

EVALUATIVE USE CASES



Market strategy &  
segmentation

Brand research

Messaging &  
concept

User experience  
& usability

Creative testing

  
**Name testing**  
for a flagship feature launch

  
**Messaging testing**  
to launch core new product

  
**Creative testing**  
for a key international campaign

# The goal of today

1

Hear from a real researcher

2

Running real studies

3

Across real use cases

# Highlighting three use cases

1

## Message testing

We put Outset head-to-head with focus groups to test rigor, speed, and cost for our most important product launch in company history. What we found was that we could use Outset for 1/20 of the cost, with the same impact, rigor, and depth.

2

## Creative testing

For a high-stakes international campaign, Outset helped us overcome internal bias and sentiment to bring data into decision making (and avoid an insensitive, structurally flawed campaign).

3

## Name testing

For a core new feature launch, Outset is helping us communicate an inherently tricky new feature in a straightforward way that communicates the power it brings while mitigating any unsettling market perceptions.

# Rethinking Early-Stage Creative Evaluation



# Two Rounds of Testing: Discovery and Pressure Test

<p><b>PHASE 1</b></p> <h2>Discovery</h2> <p>Tested multiple creative concepts with German job seekers to understand what resonated and where the risks were.</p>	<p><b>PHASE 2</b></p> <h2>Pressure Test</h2> <p>Retested a revised Ingrid concept with German job seekers to see if the core watchout from Phase 1 had been resolved.</p>
<p><b>OBJECTIVE</b></p> <p>Gather topline consumer feedback to inform which concept to pursue.</p>	<p><b>OBJECTIVE</b></p> <p>Assess whether the revised concept better conveyed Indeed's role in helping job seekers find a better job.</p>
<p><b>KEY QUESTIONS</b></p> <p>How does each concept perform against the new positioning? What resonates positively, and what are the watchouts? How well does each character fit with Indeed?</p>	<p><b>KEY QUESTIONS</b></p> <p>Did the revisions successfully address the lack of a clear Indeed value proposition?</p>

A new campaign.  
A beloved character.  
And a team that really,  
really wanted to bring  
her back.

The question was, *should they?*



Neue Kollegen (2021)



Neue Jobs (2022)



Bewerben und arbeiten gleichzeitig (2023)



Ingrid erklärt Indeed (2021)



Lebenslauf erstellen (2022)



Abschiedsparty (2023)



Blumentyp (2021)



Immer informiert (2023)

# Phase 1: Discovery

## PHASE 1: DISCOVERY

# Background & Methodology

Using Outset.AI via 20-minute AI-moderated video interviews, we spoke to n195 German job seekers (n65/concept).

## 1 Warm Up

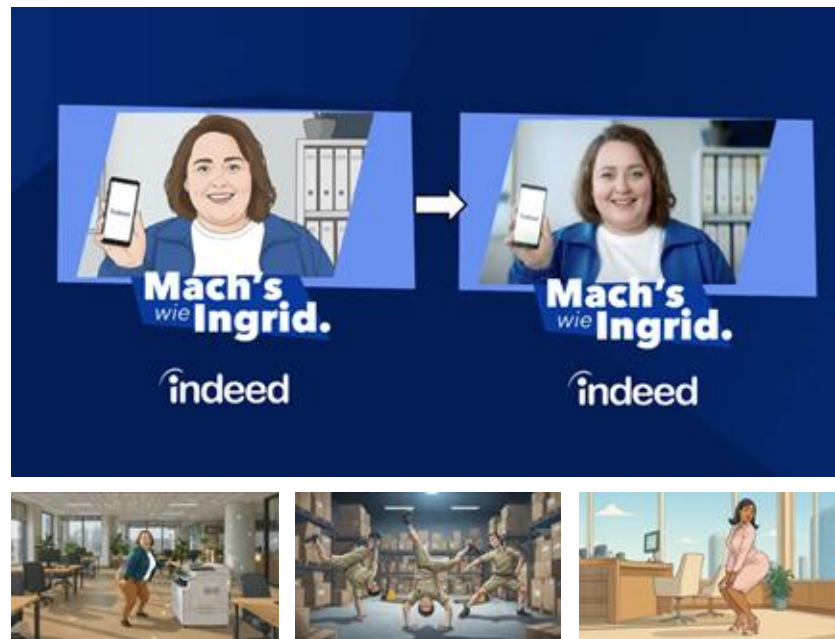
Establish a baseline for the respondent's job search experiences and their feelings towards it.

## 2 Concept Reaction (Storyboard)

Assess overall concept resonance, emotional response, and key concerns.

## 3 Character Reaction (Moodboard)

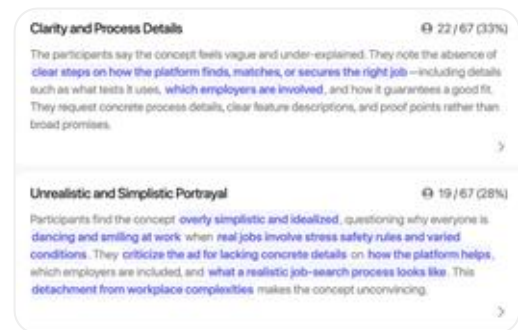
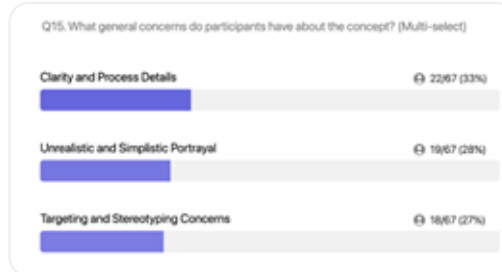
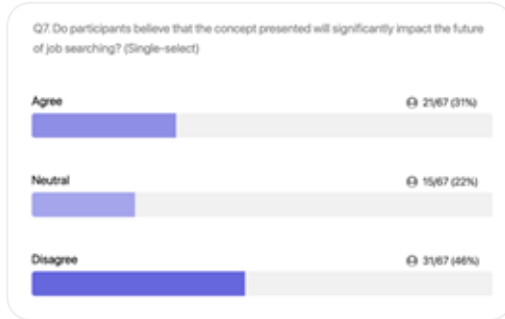
Explore awareness of actor/personality, their perceived fit within the concept and overall Indeed brand, and degree of differentiation/stand out they drive for the brand.



## PHASE 1: DISCOVERY

## Output

195 interviews, three concepts, one clear signal Ingrid wasn't landing.



## PHASE 1: DISCOVERY

## Output



## Ingrid: Emotional frontrunner with a structural flaw

### WHAT WORKS

Uplifting tone, familiar character, and emotional resonance — viewers felt that finding a better job was achievable.

### WHAT DOES NOT

No clear explanation of how Indeed actually delivers that outcome. The concept entertains without earning credibility.

## PHASE 1: DISCOVERY

# Output



## WINS

*"I find it funny that the bizarre situation surrounding dancing at the end turns into a job that really makes you happy."*

*"I think what's great about the ad is it conveys such a beautiful energy. It makes you happy, somehow."*

*"Indeed is intended for normal workers and this is exactly what the character represents: a normal, everyday person."*

## WATCH OUTS

*"I don't really see what qualities or benefits the platform brings me. I just see happy people in their jobs that they've already found, but not... if it's supposed to be a platform that's supposed to help me find a job... it doesn't show me exactly how it supports me, what exactly it can do for me."*

*"It remains unclear what exactly Indeed is doing and what steps they can take to help."*

# Phase 2: Pressure Test

## PHASE 2: PRESSURE TEST

# Background and Methodology

**Another round of AI-moderated video interviews with n38 German job seekers via Outset to review an updated animatic of the Ingrid concept.**

**Sample:** Job Seekers 18-55, 30/70 Active/Passive, natural fallout on all demographics. We also ran the concepts with System1 (n150/concept, Nat Rep sample) for an additional data-driven lens for evaluation.

1

## Warm Up

Establish a baseline for the respondent's job search experiences and their feelings towards it.

2

## Character Reaction (Storyboard)

Assess overall concept resonance, emotional response, and key concerns.

3

## Concept Reaction (Moodboard)

Explore awareness of actor/personality, their perceived fit within the concept and overall Indeed brand, and degree of differentiation/stand out they drive for the brand.

## PHASE 2: PRESSURE TEST

# Output

Feedback whose deja-vu ran high. The revised concept wasn't a hell-no, but it definitely wasn't a hell-yes either.

## Undermining the Platform's Credibility

For some, the ad's style led to skepticism about the platform itself, questioning its seriousness and whether it could genuinely help them find a suitable, professional job.

- "I'm not sure that this platform is really reputable, because I've already explained several times why I don't find this platform reputable, because showing something like that on TV. Yes, I hope that no children see this ad, because this, excuse me, this dancing with the ass, with twerking, that's not at all appropriate for a job search platform." [Quote 7](#)
- "I'm skeptical about the Indeed platform, is it really the right thing I need when I'm looking for a new job for myself." [Quote 8](#)
- "As I've said before, the video doesn't explain why I should find a job on this platform where I dance or am happy, but simply that it is so. So I just have to trust that what they are saying is true and that this is the platform of my choice. um, and not why it is so. So. The ad would have to explain much more what it does differently than all the others." [Quote 9](#)

## Categories

Want to set different categories? [Convert to custom report](#)

### Positive

20 / 38 (53%)

The participants feel **energized and optimistic**, saying the concept **transforms a traditionally dull stressful job hunt into a lively engaging experience**. They praise **the upbeat dance-inspired visuals** and friendly tone for making the process feel faster, more intuitive and personalized, which reduces pressure, **boosts confidence** and **leaves them hopeful that finding a fitting role will be easier and more enjoyable**.



### Neutral

7 / 38 (18%)

Participants stay **neutral** about their **job-search outlook**. They enjoy the concept's entertainment value—catchy rhymes and dancing actors—but see no new features or clear benefits. Without details on matching, speed, or personalization, they remain neither more hopeful nor discouraged.



### Negative

11 / 38 (29%)

Participants remain **pessimistic**, calling the concept too playful or club-like and lacking the hard data, trustworthiness, and clear information they see as essential for a serious job search. They view it as entertainment rather than genuine support and therefore **distrust the platform's ability to help them find a suitable role**.



## PHASE 1: DISCOVERY

# Output



## WHAT STILL WORKS

Ingrid's **warmth** and the core message land; viewers still feel it shows Indeed as the place to **find a job** that makes you happy.

## WHAT STILL DOES NOT

The structural flaw from Phase 1 remains. No concrete explanation of how Indeed helps. And a new problem emerged: the twerking scene read as inappropriate and even sexist.

"The twerking was actually kind of sexist and not very appropriate."

# The Impact

## Research overrode instinct

### WITHOUT OUTSET

Stakeholder enthusiasm wins. Ingrid launches.

A structurally flawed campaign goes to market; entertaining but unable to move the brand forward. A low ceiling of impact, dressed up as the safe choice.

### WITH OUTSET

**Research overrides instinct.** Ingrid is set aside.

Indeed pivots to Epicly Easy, an initially riskier but higher-upside concept. A harder call, made easier by evidence.



A better job

## The Impact Beyond

**Reduces  
overall cost  
of research**

**Enables research that  
would have been  
impossible otherwise**

**Reimagines  
our evaluative  
research process**

**Thank you!**