

Strella

Beyond the Survey

What AI-Moderated Conversations Surface That Prompts Never Could

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Your Speaker

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Growth Lead **Strella**



Years of experience building and scaling products across high-growth companies, from co-founding and leading founding and leading Cura as CEO, to driving new ventures at Thumbtack and Kiavi, to serving as Chief of Staff Chief of Staff at Doma through its SPAC transaction.

A consistent thread: always needing more qual research but never having the budget or time. That tension is the starting point for everything we'll talk about today.

AI in research works best as an *amplifier of human curiosity,* not a replacement for it.

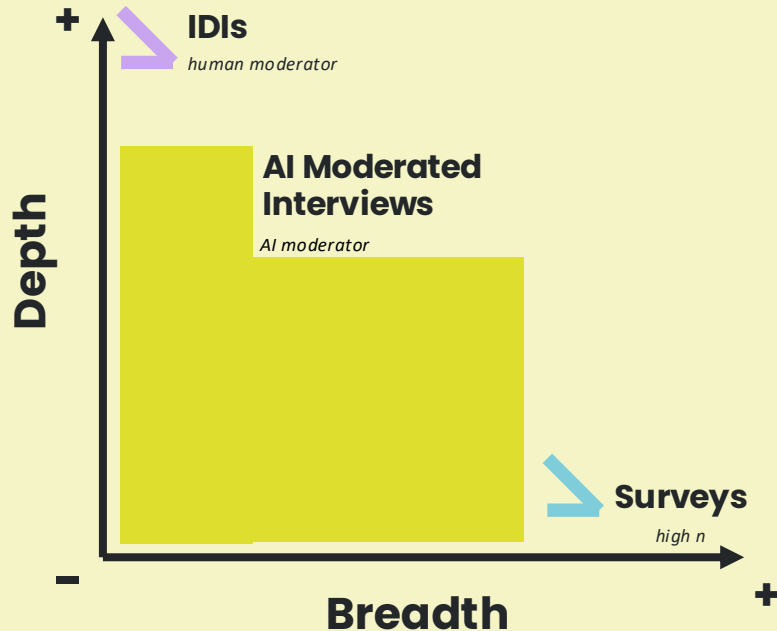
The format of your research method is a design choice, and it shapes the data you get. As AI makes qualitative research scalable, we must ensure the inputs remain high quality to guarantee valuable outputs.

Strella 

Introducing *AI moderated interviews*.

A new qualitative research methodology.

Methodologies



Not a human moderator. Not a survey.

AI moderated interviews don't replace either method. They sit between them, between them, covering far more research surface area than either can alone.

Less depth than a human IDI

An AI moderator doesn't have the human intuition or lived context a real moderator brings to listening between the lines.

Typically smaller n than a survey

AI moderated interviews don't reach the n=1,000+ scale where you need pure quant for statistical significance.

But: covers far more surface area, getting more in-depth insights, fast

The Shift

AI moderation is making qual research *faster, cheaper, and more scalable* than ever before.

Teams that once ran two or three studies a quarter can now run dozens. Studies that required weeks of required weeks of scheduling and moderator coordination happen in days. The barrier to doing doing qualitative research has never been lower.

But with that scale comes a critical question

The Problem

**When you're able to move fast,
how do you ensure you have
qualitative data that you can
*Fully Trust ?***

The best teams are grappling with this challenge as they aim to scale

The Solution

Quality inputs create quality outputs

Why conversational AI moderation surfaces richer, more authentic data than static prompts

Fraud checks ensure reliability

How built-in quality controls put you in the driver's seat on data integrity

Instant AI synthesis, but make it traceable

From raw interviews to actionable insights in hours, not weeks

Quality Inputs

When respondents face a static prompt, they *perform.*

When they're in a real conversation, they *open-up.*

The format of your research method is a design choice, and it shapes the data you get. Most of the industry defaults to prompts and surveys. What happens when you default to conversation instead?

Quality Inputs

Your interview format shapes your data.

We asked 20 researchers, designers, and PMs to compare AI-moderated interview experiences across three platforms, including ours.

65%

Chose conversational
format as preferred

20

Researchers, designers,
and PMs participated

3

Platforms compared
side by side

We ran this study ourselves, take the numbers accordingly. The quotes are real.

Quality Inputs

What participants told us.

"The conversational AI moderation mirrors and simulates the environment that I'm already I'm used to in moderating interviews... most natural and very realistic."

— Participant, Product Manager

"I found the other platforms made me think more conscientiously and work harder... with the conversational AI moderation it was easier — and as a researcher I'd prefer that, because we're looking for those things that are less filtered."

— Researcher

"The last one felt like an interview. The first two felt like I was doing a questionnaire."

— Researcher

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Fraud Checks

Better conversations are only part of the equation. *Data quality must be fraud free.*

Fraud, inattention, and low-effort responses undermine even the best-designed studies. Most research tools decide without your approval or have insufficient automation. What if you had fraud checks that put you in the driver's seat?

Completion

Did they finish the full interview?

Response Quality

Are answers substantive and on-topic?

Consistency

Do answers align across the interview?

Location

Does their location match their profile?

IP Fingerprint

Unique device and identity verification.

These are the five checks we built into Strella. The industry needs this to be standard, but it isn't yet.

Fraud Checks

AI bots have already cracked survey quality checks

Traditional fraud detection is no longer enough.

A Dartmouth researcher built an autonomous AI agent that completes surveys while maintaining a coherent persona, simulating realistic behavior, and typing with plausible typos.

**Every detection
method currently
in use failed.**

99.8%

of quality checks passed
across 6,000 trials

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Built in Synthesis

Instant synthesis can reduce the need for manual analysis *AND add another layer of fraud resistance*

AI synthesis turns hours of conversation into structured themes, key quotes, and actionable findings. Every insight links directly to the source transcript, so you can verify any quote or theme with one click.

Reports summarize results by Research Objective

AI Chat reviews and synthesizes 100% of Data

Objective
Learn how consumers first become familiar with Korean skincare

18 participants 5 reels

Online shopping offers convenience and access to wider selection 17 94%
Many users rely on online retailers such as Amazon and YesStyle for Korean skincare due to product availability, competitive pricing, and...

and Instagram, wh
This digital discove
physically sample
particularly Amazo
competitive pricing
Korean skincare, of
clear and simple p

Question
Where do you typically shop for Korean skincare?

so far are Amazon and the TikTok shop.

quotes directly pulled from interviews and referenced in highlight reels

What can I help with?

Ask AI anything

New B2C Concept Test Korean Skincare Insights

Sumo AI Chat

1. How they discover Korean skincare
A. Social media & creators are the primary spark

Most participants first hear about Korean skincare or specific products via:

- TikTok (incl. TikTok Shop), Instagram, YouTube shorts
- Influencer reviews, GRWMs, before/after videos, "holy grail" recs
- Algorithm-driven "skin talk" content

Examples:

- Delany D are mainly through TikTok/Instagram
- "By watching Korean skincare creators." Laneige, Dr. Jart, and Cosrx specifically from TikTok creators.
- Nicole and Jessica rely heavily on TikTok + Instagram content and trends to surface new products and brands.

Effectively, "K-beauty" is a category that's popularized and explained to them by creators.

Ask AI anything

New B2C Concept Test Korean Skincare Insights

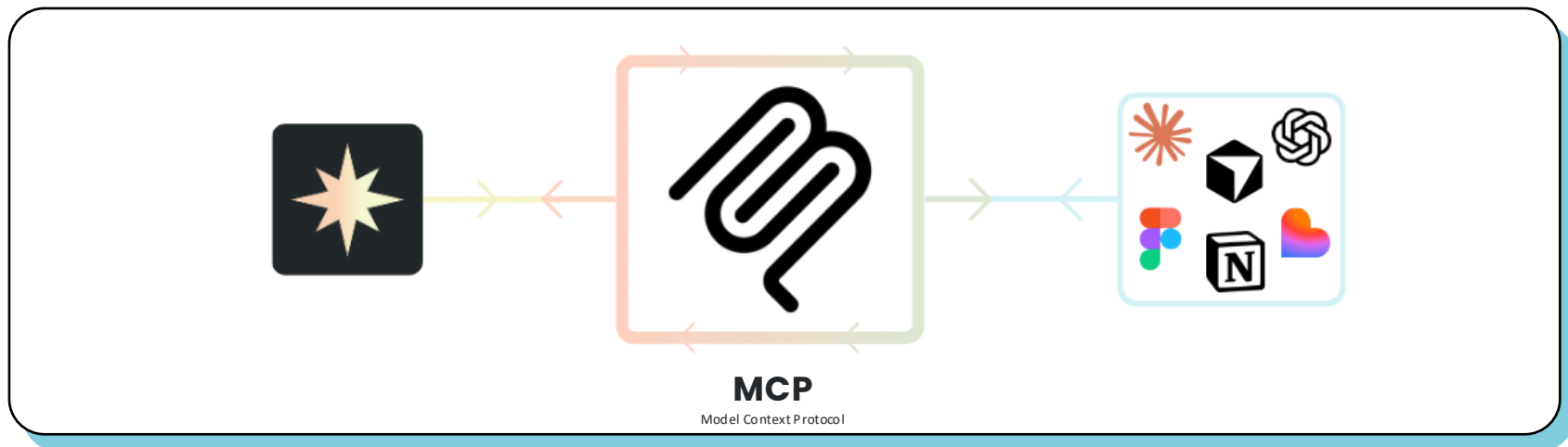
All user-made mistakes. Check important info. This chat is visible to your whole team.

Built in Synthesis

Research must meet your team where they work

To be used to transform your business

MCP (Model Context Protocol) integrations connect tools directly to your existing AI tool stack. These connections allow you to pull synthesized findings into your preferred analysis tools, dashboards, or workflows.



The Strella Approach Approach

Conversational AI-moderation with built-in fraud detection and synthesis.

This is what we built.

Quality Inputs

Conversational interview format with dynamic follow ups create qualitative inputs that go well beyond the data of a survey. Plus, the flexibility of human moderation within the same study.

Industry Leading Fraud Checks Checks

- ✓ Study Completion Rate
- ✓ Response Quality
- ✓ Response Consistency
- ✓ Location Tracking
- ✓ IP Address Checks

Instant, Traceable AI Synthesis

AI-generated highlight reels, thematic dashboards, and consolidated reports instantly. AI chat to dive deeper on key insights. Plus, every response ties back directly to study quotes and clips.

In Practice

Daily Harvest

How research went from "problem child" to competitive advantage.

2x growth month over month based on insights validated with Stella

"The speed to insights is unparalleled to what I've seen and was truly remarkable. From the creation of the study to insights that happened in a matter of days, we saved what would have been a month's worth of research."

Jackson Mlawer, Head of Product & Technology, Daily Harvest

Daily Harvest + Stella

The Daily Harvest Team had this to say...

Speed to Action

*"You can **kick off a study in an afternoon** if you want to. The barrier is no longer time."*

AI Moderator Trust

*"People are sometimes **a little too comfortable...** they're divulging so much information... you wouldn't see that with a normal human moderator."*

Business Transformation

*[As a result of our research]
"We broke our subscription requirement and became an a la carte business... **We can no longer fly blind in critical decision making.**"*

MT Melissa Tovin

Projects

Integrations

Billing

Chat

Workspaces +

Anonymous pr... 1

Ad testing

Demo Projects 24

Engineering 1

Help & Support

Search organizations

aaStrella - Demo



Projects

aaStrella - Demo

Sort

+ New project

How would you like to create your project?

Name	Status	Created
My new project	DRAFT	30 Mar 2026
Gen Z Sneaker Preferences & Purchase Drivers Classic Setup	DRAFT	27 Mar 2026
SALT Specialist CPA Interviews — Audit-Defensible AI Tax Guidance (Prisma Labs)	LIVE	27 Mar 2026
quick test	LIVE	26 Mar 2026
Job Seeker Sentiment: New Grads & Job Search Tools	LIVE	26 Mar 2026
HOA Homeowner Pain Points	LIVE	25 Mar 2026
Preferences Between Mobile Phone Brands	LIVE	25 Mar 2026
Insight Explorers	DRAFT	24 Mar 2026

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Questions?

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