



The MeasuringU Intelligent Questioning Platform

is an advanced remote testing platform for measuring the user experience on desktop and mobile devices.

As a thought-leader in the field of UX Research, MeasuringU is known for its mixed-methods research and ability to deliver high-quality qualitative and quantitative research for customer and user research. We developed MU-iQ as a one-stop, secure tool for researchers to collect and analyze user data based on the best practices honed over years of conducting user research. The result is an all-inclusive platform that we now offer for licensing.

As a company, we utilize MU-iQ to conduct UX research for our clients and are excited to offer other organizations a secure platform that is flexible, scalable, and has the features needed to support the diverse set of UX methods for testing websites, prototypes, and mobile apps.

The result is MU-iQ—a platform that has the essential features and study types to support agile testing of websites, prototypes, and mobile apps, including:

- [Task-based studies for Desktop and Mobile](#)
- [Tree Test Studies](#)
- [Card Sort \(open, closed, hybrid\)](#)
- [Prototype Testing](#)
- [30 Question Types](#)
- [Website Intercepts](#)
- [Screen Recording \(Face and Voice\)](#)
- [Screen Blurring \(to hide sensitive data\)](#)
- [Advanced Logic and Branching](#)
- [Statistical Analysis \(p-values, confidence intervals, cross tabs and more\)](#)
- [Visualizations and Metrics to Understand Website Behaviors](#)

MU-iQ is fully customizable for even the most complex research study. Work with our team of professional researchers to develop a custom study to fit your project needs.



Supported Study Types:

- Task-based Studies
- Surveys
- Card Sorting (Open, Closed, & Hybrid)
- Tree Testing
- Click Testing
- Website Intercepts
- Kano Features Study
- Max-Diff/Conjoint



Logic & Randomization:

- Between/Within Subjects Design
- Condition Assignments
- Fully Customizable Randomization
- Advanced Logic & Branching
- Screen-outs and Custom Quotas



Reporting:

- Real-Time Reports Dashboard
- Advanced Stats: Confidence Intervals & p-values
- Cross-tabbing & Custom Question Recategorization
- API Integration
- Excel/Sheets Output and Custom Graphs



Visualizations:

- Click/Heat Maps
- Linear/Tree Paths
- Card Sort Similarity Matrices
- Session Screen Recordings (Desktop and Mobile)
- Think-Aloud Webcam Recordings (Picture-in-Picture)



Advanced Behavioral Analytics:

- Scrolling
- Repeat Clicks
- Non-Clickable Elements
- Long Delays Between Clicks



Question Types:

- 30+ Question Types
- JavaScript Customization
- Question Templization
- SUPR-Q, SUS, with Benchmark Integration (200+ Website Database)

Core UX Metrics (ISO 9241 pt. 11):

- Task Completion Rates (via Validation Question or URL)
- Time on Task (Filter by Task Success/Failure)
- Perceived Ease (SEQ), Confidence, and Other Post-Task Questions



Languages:

- Multi-Language Support



Training:

- Live Onboarding
- Training Sessions



Technical Support:

- Technical Support from Dedicated Research Team at MeasuringU



Participant Recruiting à la carte

- | | |
|---|-------------------------------------|
| General Consumer: | • \$20/participant (US-based) |
| Advanced/Technical Participant Profiles: | • Pricing/availability – on request |



Platform Access per team

- | | |
|-------------------------------|--|
| Number of Seats: | • Five Seats (additional seats by request) |
| License per Team | • One license per team |
| Concurrent Studies: | • Unlimited Studies |
| Sample Size per Study: | • Unlimited Participant Collection |
| Platforms: | • Desktop & Mobile (iOS & Android) |
| Price: | • \$59,980/year |

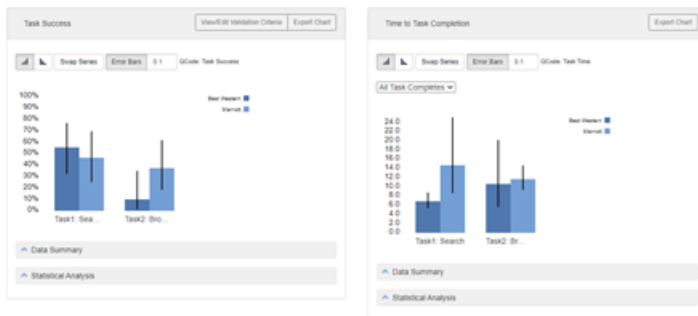
Task-Based Surveys

MUIQ offers a comprehensive web-based task system capable of evaluating a wide variety of tasks on a website.



Results Graphs

Real-time report dashboards.



Statistical Analysis

Easy comparisons across tasks and conditions.

Analysis Type: Between Within twosamplmt

	Task1: Search - Best Western	Task1: Search - Marriott	Task2: Browse - Best Western	Task2: Browse - Marriott
Task1: Search - Best Western	-	0.007	0.573	0.021
Task1: Search - Marriott	-	-	0.001	0.937
Task2: Browse - Best Western	-	-	-	0.005
Task2: Browse - Marriott	-	-	-	-

Click Maps

One of the best ways to diagnose interaction problems is through the right visualizations. Click maps highlight the clickable element on a webpage.



Heat Maps

Visualize where users click on a webpage regardless of whether the elements are clickable or not and displayed by resolution.



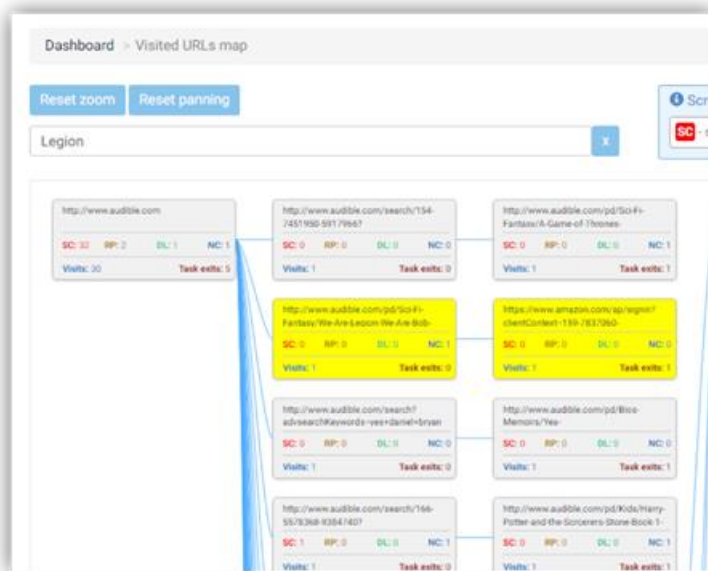
Linear URL Paths

Quickly see the most common paths users take.



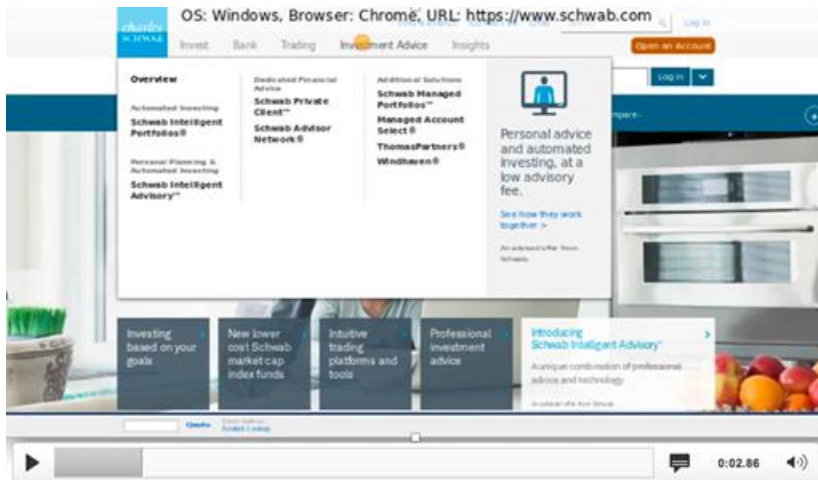
Tree URL Paths

Get a comprehensive view of every page visited and search for keywords or URLs.



Screen Recordings

See what your users see. Session recordings available for desktop and mobile. Ability to disable recordings to protect sensitive user information and easy download capability for distributing.



Think-Aloud Webcam Recordings Picture-in-Picture

Allow participants to record their webcam and think aloud.

