



Sunnyvale, CA
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FAQs and System Requirements

Written by:
UserZoom's Support Team

Recruiting Users

How do you recruit participants?

There are 3 options to choose from:

1. Recruit from a panel - from a UserZoom partner panel or your own.
2. Intercept real visitors from your site – through a Javascript layer provided by UserZoom. Add JS code to your page you want customers to be intercept from.
3. Private Mailing list – Email an invite link to your private mailing list.

Data Collection & Tracking

What type of behavioral information is UserZoom capable of tracking during a navigation task? UserZoom captures behavioral data such as clickstreams and heatmaps.

How does UserZoom capture behavioral data?

You can capture behavioral data two ways:

- by tagging your pages with Javascript code provided by UserZoom or
- by participants using a browser add-on (Active X) for Microsoft I.E. or an extension for Google Chrome and Firefox.

Note: On IE and FireFox, UserZoom collects usability metrics (such as success rates or time on task) and survey responses *without* tagging your page or asking participants to add the browser add-on. In other words, tagging or browser add-on options are only necessary for behavioral data collection.

Can UserZoom provide clickstream data for interactive elements and/or Flash?

Yes, as long as the elements are built as trackable and are tagged to distinguish between the events that were clicked.

Is UserZoom capable of running studies on authenticated sites?

Yes, UserZoom is capable of running studies on authenticated (https) sites.

Can the studies be conducted behind a firewall?

Yes, as long as your participants have access to the site behind the firewall.

How much time does it usually take to conduct a remote study?

The average study (200-user, 4 task + questionnaire, 1-market, 1-language) usually takes 3 to 4 weeks to insert the study script and to run the report.

Exporting Data

What formats does UserZoom Analytics export to?

UserZoom Analytics exports to Microsoft Word, Excel, and PowerPoint. (Microsoft Excel outputs are SPSS compatible.)



Security and Privacy

Log On and Go! UserZoom is a hosted solution -- all you need is a web browser and an Internet connection. You get your own username and password so all user data is separate and private. Safe and Secure UserZoom keeps your data safe and secure with latest technology in data encryption and server authentication.

When you access our site, Secure Socket Layer (SSL) technology protects your information, ensuring that your data is protected, and available only to registered Users in your organization. Always Protected UserZoom is hosted in a secure server environment that uses firewalls and other advanced technology to prevent interference or access from outside intruders. Your data is there when you need it, safe and sound.

Does UserZoom collect private data?

UserZoom does not collect or track encrypted fields that contain passwords or users' confidential information. UserZoom does not take screenshots of the participants screen.

Where is UserZoom data stored?

Participant data is stored on our servers at a leading data center. Account databases are segregated and have full and incremental backup systems.

System Requirements

Requirements to Use UserZoom Manager & Analytics

Operating System	<p>The following OS are supported:</p> <ul style="list-style-type: none"> • Microsoft 98 / 2000 / XP / Vista / W7 • MacOS X 10.4 and higher only
Browser	<p>The following browsers are supported:</p> <ul style="list-style-type: none"> • Microsoft Internet Explorer version 6, 7 or 8 with the latest hot fixes applied. • Mozilla Firefox version 2.x, 3.x or 4.x • Google Chrome version 10.x <p>Your browser must have:</p> <ul style="list-style-type: none"> • JavaScript enabled. • SSL v3 with 128-bit encryption available. • Flash player 9.0 or higher. <p>For Heatmaps: you must install an activeX (IE) or Extension (Firefox). Chrome extension for generating heatmaps coming soon.</p>
Internet Connection	DSL or faster

Requirements to Participate in a UserZoom Study

Operating System	<p>The following OS are supported:</p> <ul style="list-style-type: none"> • Microsoft 98 / 2000 / XP / Vista / W7 • MacOS X 10.4 and higher only • Linux (tested on Ubuntu 10.04 or higher) • iOS 4.2 or higher for surveys & true intent only • Android 1.6 or higher for surveys & true intent only
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Browser

For **Surveys & True intent** studies. The following browsers are supported:

- Microsoft Internet Explorer version 6, 7 or 8 with the latest hot fixes applied.
- Mozilla Firefox version 2.x, 3.x or 4.x
- Google Chrome version 10.x
- Safari version 5.x (true intent click tracking not supported)
- Safari iOS version 4.2 or higher (true intent click tracking not supported)
- Android native browser 1.6 or higher (true intent click tracking not supported)

For **Card sorting** studies. The following browsers are supported:

- Microsoft Internet Explorer version 6, 7 or 8 with the latest hot fixes applied.
- Mozilla Firefox version 2.x, 3.x or 4.x
- Google Chrome version 10.x
- Safari version 5.x

For **Task-Based** studies. The following browsers are supported:

- Microsoft Internet Explorer version 6, 7 or 8 with the latest hot fixes applied.
- Mozilla Firefox version 2.x, 3.x or 4.x
- Google Chrome version 10.x (Extension only. JS tracking code not supported)

Browser must have JavaScript and Cookies enabled.

On studies with click tracking:

Participants must install an activeX (IE) or Extension (Firefox & Chrome).

Internet Connection

56 kbps Internet connection or faster

Miscellaneous

Which languages does UserZoom Support?

English, Spanish, Catalan, French, German, Dutch, Japanese, Swedish, Italian, Russian, Polish, Chinese (Simplified), Chinese (Traditional), Korean, Brazilian Portuguese, Arabic, and Greek.

Can I customize the logo and color theme of my UserZoom studies?

Yes, logos and color themes are fully customizable.

Can I conduct mobile research?

Yes. With UserZoom you can conduct surveys on your mobile website. UserZoom is compatible with IOS and Android.

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