

Gcloud 15 Pricing. UserZoom Subscriptions. All Prices are EX VAT. Renewal customers only.

Professional WorkGroup Subscription. What's included?

Unmoderated Testing

- Basic Usability Tests/Think Out Loud (ToL)
- Surveys
- Card Sorting
- Tree Testing
- Click Testing
- Intercepts
- Codeless App Testing

Moderated Testing

- Open Interview
- Structured Interview

Advanced capabilities: Combine any UX research method into one study, participant webcam recording in Usability Tests (Think-Aloud), validated task success (vs. only self-reported), conditional logic/branching/randomisation in multi-method studies

Participants

- Unlimited recruiting of up to 15 UserZoom participants for basic usability studies *
- Unlimited recruiting of your own participants
- Unlimited recruiting with live intercept studies

*For user profiles with an incidence rate of at least 20% or higher

Seats: Unlimited per WorkGroup

How many studies can you have live concurrently?

- 1 using participants sourced by UZ for unmoderated testing *
- 1 using participants sourced by UZ for moderated testing
- 1 using participants sourced by you for unmoderated testing
- 1 using participants sourced by you for moderated testing

*For user profiles with an incidence rate of at least 20% or higher

Onboarding

- 3 tiers of service: Basic / Enhanced / Premier. Basic is provided free of charge. Enhanced and Premier are based on a % of the total subscription cost. In addition to support (platform and technical), customers will have a dedicated account manager and a solutions consultant (technical and subject-matter expert). We can also provide Research Consultants and Customer Success Managers, depending on a customer's level of investment.

Security

- Enterprise-level security & SSO (Saml only)

Cost - £52,995 per annum

Essentials WorkGroup Subscription. Same as a Professional WorkGroup Subscription but without the advanced capabilities listed above & SSO (Saml only).

Cost - £43,000 per annum

Additional Capabilities

Increase the number of live studies you can run concurrently - [Fair usage policy](#)

Unmoderated Live Study - using participants sourced by UserZoom for all Unmoderated Methods (Incidence Rate $\geq$ 20%, Participants n=15 for ToL / n=50 for all other unmoderated methods)	£17,000 pa
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Unmoderated Live Study - using participants sourced by UserZoom for all Unmoderated Methods (Incidence Rate $\geq$ 20%, Participants n=15 for ToL / n100 for all other unmoderated methods)	£25,000 pa
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Alternative n sizes and IR are available at an additional cost.

Moderated Live Study using participants sourced by UserZoom. Unmoderated or moderated Live Study using participants sourced by you.	£3,500 each pa
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Participant Sourcing / Recruitment

Unlimited Participant Sourcing, All Unmoderated Methods (Incidence Rate $\geq$ 20%, Participants n=15/n=50)	£40,000 pa
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Unlimited Participant Sourcing, All Unmoderated Methods (Incidence Rate $\geq$ 20%, Participants n=15/n=100)	£50,000 pa
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Alternative n sizes and IR are available at an additional cost.

Participant Credits - Use as-needed credits allocated to your UserZoom account to source study participants for any type of study; a minimum of 100 credits must be purchased.	£10 per credit
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Popular Additions

QX Score - Efficiently measure, diagnose, and communicate your experience's UX health with QXscore. Add the pre-built QXscore questionnaire to your Advanced UX Research projects, then let the platform automatically calculate the intuitive 100-point score for you in your study's Results.	£9,000 pa
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SDK - Native mobile app testing with SDK for in-app surveys, exit surveys, clickstream & event tracking.	£6,750 pa
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Single Sign-on (SSO) Integration - Use your employer credentials to access UserZoom, eliminating the need for separate login credentials. SSO implementation is limited to 40 hours of UserZoom technical support.	£6,750 pa
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Professional Services	
Unlimited Full-Service Research —Grow the capacity and expertise of your UX research team during your UserZoom subscription. UserZoom’s experienced research professionals will provide full-service, end-to-end research, from study planning and building to launch, data collection, analysis, and presentation of results. One study may be completed at a time; a project must be completed before another one begins.	£188,400 pa
Typical Professional Service Projects Examples - Accessibility Testing; Understanding the usability and compatibility issues that visually impaired users encounter with key tasks associated with your digital experience when using screen reader assistive technology. - Agile Designs: rapid testing of your designs from the earliest flat visual to basic prototype or semi-functional staging versions. - Baseline Studies: measure your website or app experience and identify areas to improve and prioritise changes through behavioural and attitudinal metrics and qualitative feedback - Benchmark Studies: Get the objective metrics that show how your digital experience measures up against your competitors and the qualitative insights to explain performance - Usage and Attitude Study; Develop products and services that are aligned with people’s, needs or desires through this exploratory approach investigates the attitudes and usage of existing brands or digital experiences.	
Enhanced Enablement / Consultancy Services	
Strategic Consults: A dedicated consultant will provide guidance for maturing research practice. 12 Consult Sessions (up to 1 hour per session, per month). Each session is tailored to customer goals.	£8,100 pa