

UserTesting illumi Awards 2025 application form: questions for customer preparation



Purpose of this document

Make a copy of this file and then use it to help you prepare your 2025 illumi Award application—before you email your application to illumiawards@usertesting.com.

Application instructions

Tell us how you've leveraged UserTesting to drive impactful outcomes in your organization. Share your story, including the challenges you faced, how UserTesting helped, and the measurable results you achieved, for a chance to be recognized with an illumi Award in 2025!

If you have files that you would like to share as part of your submission (e.g., PDFs, presentations, charts, screenshots, or videos), please email them to illumiawards@usertesting.com.

Deadline for 2025 award submissions: Friday, April 4, 2025 at 11:59 pm PST.

For more information on the illumi Awards, visit <https://www.usertesting.com/usertesting-illumi-awards-2025>

Questions

- Organization name
- Contact information: include your first name and last name, job title, and work email address

- How did you hear about the illumi Awards? Select from multiple options + name your CSM and/or Account Executive if one or both of them referred you here
- For which illumi category are you applying? You can view full award names and descriptions [here](#). Select one
- Challenge: What business problem were you trying to solve, and why did this project/initiative matter? Share the risks involved and what you hoped human insights would uncover. (In our experience, the best customer stories focus on projects. Some common examples would be apps, websites, internal learning portals, ads, product development, product packaging, pricing reviews, new features, etc. Tell us about something interesting!)
- Solution: How did you use UserTesting to address the challenge? What did you test or gather feedback on, and how did the insights shape your decision-making, strategy, or direction? How were these learnings applied to your work or the work of your peers?
- Results: What were the business outcomes? Share any metrics that mattered to your company or customers.
- Which of the following metrics have you improved using UserTesting? Select all that apply.
 - ☐ Advertising: ROAS, ROI
 - ☐ Brand: Reputation or Brand Lift
 - ☐ Market Research: Velocity, Cost Reduction
 - ☐ Demand: AOV, Campaign Effectiveness
 - ☐ Web: Conversion Rates, Organic Traffic
 - ☐ Product Marketing: Revenue, Engagement & Adoption
 - ☐ Customer Experience: CSAT, NPS
 - ☐ Design: Efficiency, Goal Conversion Rates
 - ☐ UX Research: CSAT, NPS, CLTV
 - ☐ Product Management: Revenue, Validation Speed
 - ☐ R&D: Innovation
 - ☐ Other
- Which of these UserTesting features or services have you used? Select all that apply.
 - ☐ Benchmarking / QXscore
 - ☐ UserTesting surveys
 - ☐ Think-Aloud Testing
 - ☐ Usability Testing

- ☐ AI Summaries
- ☐ Premier Support
- ☐ Insights Hub
- ☐ Insights Services
- ☐ Consulting Services

- Do you currently use, or have you used in the past, any of the following products/services? Select all that apply.

- ☐ dscout
- ☐ Maze
- ☐ Qualtrics
- ☐ Forsta
- ☐ Zappi
- ☐ Suzy
- ☐ Contentsquare
- ☐ Wynter
- ☐ Kantar
- ☐ Ipsos
- ☐ Askable
- ☐ Other

- We'd love to collaborate with you to promote and evangelize your story. Which co-marketing opportunities interest you? Select all that apply.

- ☐ In-person event speaking
- ☐ Webinar participation
- ☐ Podcast guest
- ☐ Customer video story
- ☐ Written customer story
- ☐ Blog post
- ☐ Press/media interview
- ☐ Analyst conversation
- ☐ Social media content
- ☐ None of the above

- Who are the executive sponsors of your project or initiative, and how involved were they?
If UserTesting collaborates with your team to share the story and award, which VP-level or above executive(s) would participate?

- Review the illumi Award terms and conditions here: <https://www.usertesting.com/illumi-awards-terms-and-conditions-2025>. By clicking Accept Terms, I state that I have read, understood, and agree to the 2025 illumi Award Agreement.

☐ Accept Terms