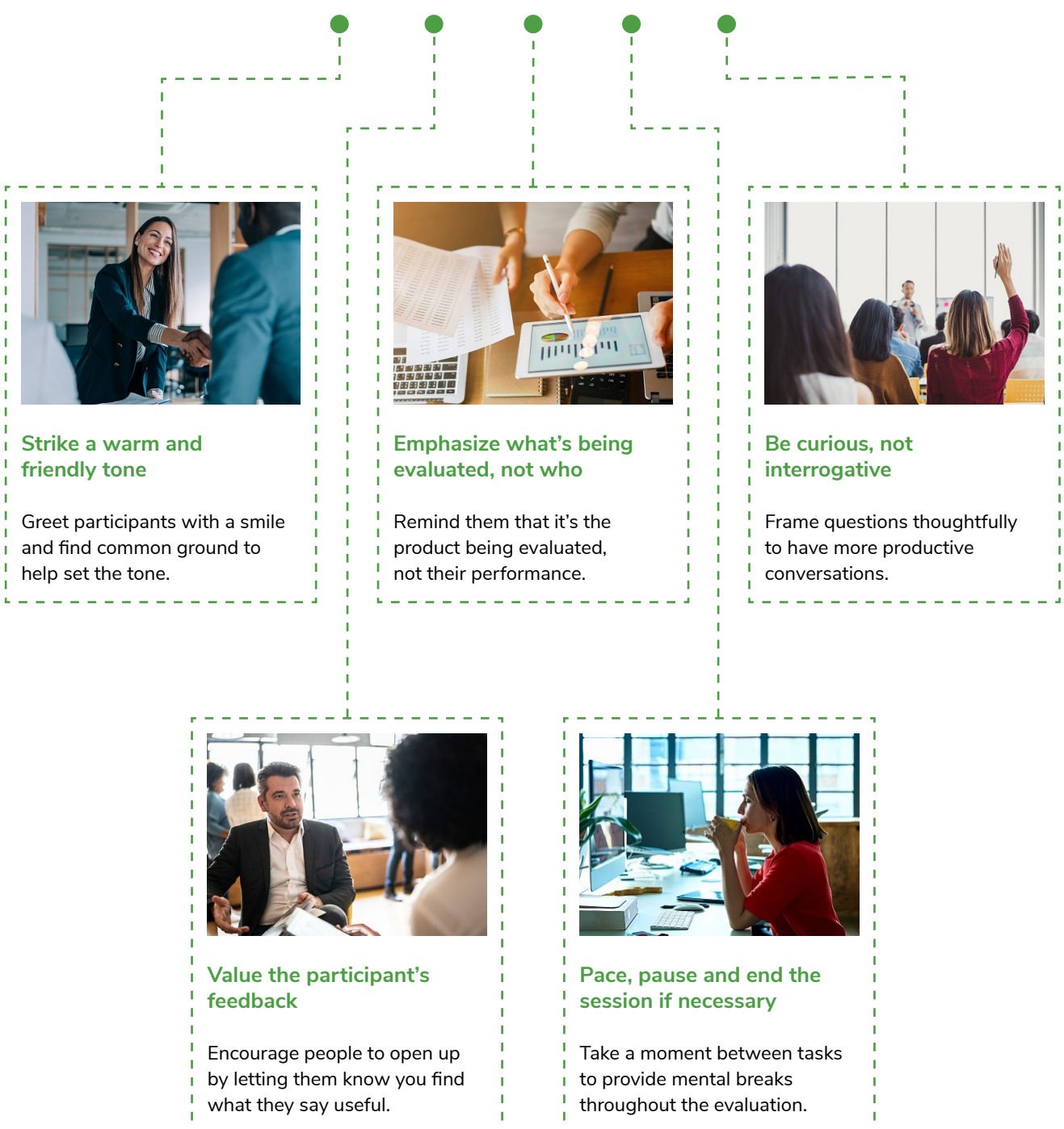


5 tips to ease nervous participants during product evaluations

When people are nervous, they're less likely to share insightful feedback. To create a welcoming environment during product evaluations, go the extra mile to help your study participants feel comfortable and, thus, more likely to share their thoughts and opinions freely. Here are five ways to calm nerves and get better results:



Establishing a safe, inviting atmosphere puts participants at ease and helps them feel valued and appreciated, leading to a more productive study process. Learn more in the [full article](#).