

Dscout launches MCP to make it easy to get feedback without leaving your AI workflow

The Dscout MCP lets product teams draft, launch, and analyze studies directly from Claude, Codex, Figma Make, and other AI tools—without leaving their workflow.

CHICAGO, IL, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [Dscout](#), the feedback

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Michael Winnick, CEO and Founder, Dscout

technology company used by leading product teams to capture in-context insights from high-quality participants, today announced the general availability of the Dscout Model Context Protocol (MCP), bringing fast access to feedback into the AI tools where teams already design, build, and make product decisions.

As AI becomes the workspace for product development, research risks becoming disconnected from the conversations that shape products. [The Dscout MCP](#) brings trusted customer feedback directly into agentic tools, allowing researchers, designers, product managers, and

engineers to draft studies, launch them, and analyze findings without switching tools or manually moving information between systems.

The announcement comes as enterprise organizations rapidly adopt MCPs and AI agents as everyday workspaces for product development. As teams increasingly work, design, code, and make decisions inside AI tools, research needs to become part of those workflows, not a separate destination, so customer insight can inform decisions in the moment.

With the Dscout MCP, users can instruct an AI agent working inside tools such as Claude, Codex, GitHub Copilot, VS Code, or Figma Make to create a study, launch it through Dscout, and return findings using the same permissions and governance already established in their Dscout account.

While many research-focused MCPs focus on helping AI understand existing research, the Dscout MCP helps teams create new understanding. Users can draft and launch studies, analyze participant feedback, compare findings across studies, and generate summaries and shareable artifacts, all without leaving their preferred AI workspace.

Built for the next generation of product development

AI has quickly become the interface where product teams brainstorm ideas, design experiences, write code, and plan roadmaps. But AI-generated answers are only as useful as the customer understanding behind them. The Dscout MCP connects AI workflows with real human feedback, making it easier for teams to validate ideas before they become products.

With the Dscout MCP, teams can:

- Turn product questions into live studies using natural language
- Launch usability tests and analyze participant feedback without leaving their AI workspace
- Reuse trusted templates to accelerate recurring feedback collection while maintaining organizational standards
- Compare findings across studies and generate summaries, reports, and presentation-ready artifacts
- Work securely using the same permissions and governance already established in Dscout

Meeting researchers where they already work

"People are increasingly building products inside AI workspaces. Research shouldn't be somewhere else," said Bridget Bidlack, Chief Product Officer at Dscout. "The Dscout MCP brings customer understanding directly into those moments. Instead of asking AI to guess what customers want, teams can launch studies, learn from real people, and continue working without breaking their flow."

Michael Winnick, CEO and founder of Dscout, sees this as part of a broader shift in how modern product teams work. "We're at an inflection point in how products get built," said Winnick. "AI is rapidly becoming the interface where teams think, create, and make decisions. The opportunity isn't just connecting research to AI—it's making customer understanding part of the workflow itself. When teams can move seamlessly from an idea to real customer feedback without changing tools, research becomes faster, more accessible, and ultimately more influential."

A Dscout customer participating in the early rollout described the impact on their team's work:

draft_study()
recommend_methodo
refine_objective(
generate_screener
estimate_sample_s
suggest_incentive
launch_from_templ
create_study()

find_participants
estimate_field_ti
check_guardrails(
check_account_bal
submit_for_approv
launch_study()
monitor_fieldwork
pause_study()

resume_study()
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ipa
extend_fieldwork()
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create_real()
ts()
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s()

export_insights()

Say hello to Dscout MCP.

 Claude Slack
Notion Figma Make
Atlassian Linear
ChatGPT Codex
Cursor and other AI clients

dscout

The future of research is more connected. Dscout's MCP lets teams work with Dscout directly inside AI tools like Claude, Codex, and Figma Make.

"This is the first time research and design have felt truly connected in real time. Instead of insights sitting in one tool and design living in another, the Dscout MCP lets the researcher apply insights directly to the design," said Laura Oxenfeld, UXR Leader at SiriusXM. "We're able to build faster, with more confidence."

Start using the Dscout MCP

The Dscout MCP is available today for customers using Dscout AI Studio and works across leading MCP-compatible AI applications, including Claude, Codex, GitHub Copilot, VS Code, and Figma Make. Enterprise customers may need administrator approval to enable MCP connections within their organizations.

To learn more about the Dscout MCP or schedule a demo, visit dscout.com.

About Dscout

Dscout is a research technology company that helps the world's leading brands understand how people actually think and behave, in context, at scale. For over a decade, our platform has powered experience research for the world's leading enterprise brands in technology, fintech, retail, and more. Leading brands like Spotify, OnePay, Airbnb, Target, and Salesforce rely on Dscout to test ideas, iterate quickly, collaborate, and build confidently. Now we're extending and updating our research infrastructure for the AI era, providing organizations with high-fidelity human signals critical to building AI products and models.

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