

User Experience: Gathering Feedback from Users



A word cloud of user experience terms. The most prominent words are 'experience', 'research', 'users', 'analysis', 'accessible', 'feedback', 'testing', 'wireframes', 'evaluation', 'architecture', 'personas', 'surveys', 'validation', 'video', 'workflow', 'structure', 'students', 'satisfaction', 'staff', 'results', 'global', 'heatmaps', 'mobile', 'participants', 'faculty', 'efficient', 'designs', 'data', 'context', 'prototypes', 'qualitative', 'quantitative', 'usable', 'structure', 'students', 'surveys', 'testing', 'usable', 'users', 'validation', 'video', 'wireframes', 'workflow'.

Chalkmark

Online tool from Optimal Workshop that reveals first impressions of designs.

- Evaluation by large groups of participants possible
- Results include heatmaps of participants' "clicks"
- Early validation of designs

TreeJack

Online tool from Optimal Workshop for participants to evaluate an information architecture (or tree).

- Evaluation by large groups of participants possible
- Data visualizations of users' paths through the site included in results
- Early validation of site architecture

UserZoom

Software service that enables online unmoderated usability testing of any Web site or application.

- Panel of participants supplied by UserZoom
- Video clips of users interacting with the site available
- Useful at any point in the process

Crazy Egg

Software service that tracks visitors actions on specific pages of a site and shows the results as heatmaps.

- Evaluation by large groups of participants possible
- Tracks actual users of the site
- Useful before the redesign process has started

Contact us at usability@mit.edu with questions about these tools or our services