User Experience:
Gathering Feedback from Users

**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.