

Usability testing tools

<https://www.optimalworkshop.com/>

<https://www.usertesting.com/>

1. What is “card sorting”?

It is a way to learn how people sort or group certain items.

“Card sorting enables participants to organize labeled cards into logical groupings, providing valuable insights for structuring content on websites, applications, products, and other interfaces.” -Optimal Workshop

2. How many of the two companies offer a product related to “card sorting”?

Both companies offer card sorting. However UserTesting is not apparent, it requires a lot of digging to get to somewhere that says they offer it.

3. Does card sorting involve real users?

Yes card sorting involves real users as they are the ones that create the data connections by sorting as a human does.

4. What is “tree testing”?

This maps out the paths a user takes to find their goal from start to finish.

“Tree testing reveals how users expect to find the information they are looking for. It highlights any navigation issues so you can build intuitive user journeys.” -Optimal Workshop

5. How many of the two companies offer a product related to “tree testing”?

Both companies offer tree testing, but again, UserTesting does not say it on their homepage and it requires digging to get to that statement.

6. Does tree testing involve real users?

Yes, just like card sorting, tree testing requires real users.

7. Optimal Workshop says their product will provide, “in-app access to our recruitment panel of 50+ million participants” but do they say how they found the participants? Start at <https://www.optimalworkshop.com/recruit/>.

No, Optimal Workshop does not explicitly say where they get their real users. They simply say they have users in 150+ countries ready to test for you.

8. According to this Reddit post, what's one potential issue with Optimal Workshop?

https://www.reddit.com/r/UXResearch/comments/124wsuq/optimal_workshop/.

The biggest issue the poster found was “junk answers”, specifically with open sorting. The user base in Optimal Workshop gave unusable category answers. Another user said they had a better experience with closed sort and tree tests.

One other issue seems to be about going back and forth on the Optimal Workshops panel when trying to tweak your tests.

9. Name and describe a couple of the UserTesting AI features. For each feature, give a concrete example of how it can be used. The example must come from a screenshot on the website. Start at <https://www.usertesting.com/platform/AI>.

AI Insight Summary: The AI automatically summarizes and analysis user interaction during tests. One test shows summary points of a users experience navigating a website. They were happy about the site design but confused about the site interface before checking out.

AI Survey Themes: Make relevant and specific questionnaires automatically using AI. The AI is able to ask specific questions based on the user's open ended responses.

Friction Detection: Machine learning generation to learn where users have difficulties using a certain website or prototype. Friction tags are listed on the side of the user test videos to show exactly where each user is having what sort of difficulty. This is a tremendous help in figuring out what aspect of a site would need the highest priority work.

10. Are people who participate in UserTesting tests guaranteed payment? <https://participant-support.usertesting.com/hc/en-us/articles/37632390552339-How-much-do-tests-pay>.

To receive full payment, you must submit a complete test fully. This means, thinking out loud and completing all tasks.

11. What is UserTesting's stated opinion of Heuristic Evaluation? Speculate on why that might be their stated opinion. <https://www.usertesting.com/glossary/h/heuristic-review>.

UserTesting refers to heuristics as "educated guesses" and describes the method as "outmoded," arguing that having professionals evaluate a design is often not feasible for most teams. They suggest that heuristic evaluation is both costly and outdated relative to its value. I believe this framing is intended to position their own platform as a more effective and affordable alternative, offering faster and more scalable insights. The most telling statement supporting this view is: "It also lacks actual user feedback." This emphasizes their belief that real user responses are more valuable and of higher quality than expert reviews conducted by a small group of professionals.

12. Does UserTesting.com say how much its plans cost? Start at <https://www.usertesting.com/plans>.

UserTesting does not publicly list its plan costs, instead redirecting all pricing inquiries to a sales representative. This approach can feel opaque and potentially manipulative, as it may be designed to initiate a sales conversation that pressures users into committing to a plan they might not have considered otherwise.

Now, come up with some of your own questions (at least two) and find the answers. Let your curiosity guide you (that's what I did when generating the questions above).

13. Do either company integrate with common UX tools like Figma to easily create or edit prototypes?

No, neither company integrates with common UX tools. All user responses and data will be evaluated and then used by the owner's discretion.

14. Do either company support accessibility testing or inclusive design research?

UserTesting supports accessibility testing by recruiting users with assistive technologies, offering live task-based sessions, and providing insights and templates—though it lacks a formal compliance program. Optimal Workshop is working toward WCAG 2.1 compliance, but most of its tools are not yet fully accessible, with support still in progress.