UX Tools

for every stage of the

Design Process

AN **EXAMPLE** TOOLKIT

@uxgoodies

RESEARCH
Gathering data

zoom

For remote interviews and video / audio calls.

∞ lookback

For video recordings - see the screen, face, voice and touches of your users.
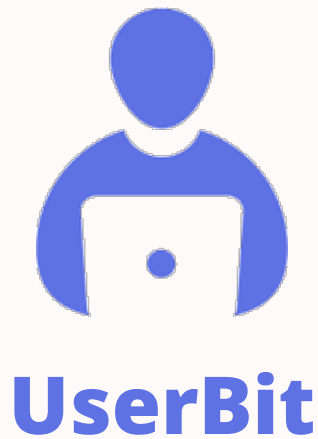
UserBit

Great for gathering interview notes.

SurveyMonkey®

For conducting quantitative research through surveys.

RESEARCH
Managing / Organising data

UserBit

For synthesizing data, affinity diagrams, personas, journey maps.

Whimsical

For posting and organising sticky notes, creating flowcharts & journey maps.

miro

For organising feedback and insights using a bunch of useful templates: journey maps, flows, mindmaps, more.

WIREFRAMING
Creating low-fi mocks and wireflows

balsamiq ®

For rapid low-fidelity wireframing like sketching on a notepad or whiteboard.

axure

A complex and rich tool that enables you to do pretty much everything - quite strong on wireframing capabilities.

MockFlow

Great tool for wireframing, provides samples, is easy to use and quick to pick up.
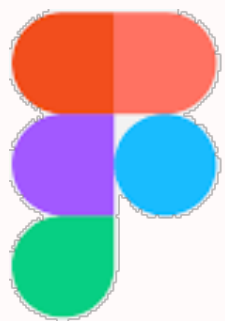
DESIGN
Low-fi to Hi-fi mockups

Sketch

My tool of choice so far, I love how with plug-ins you can accomplish almost anything.

Xd

The most popular tool right now and rapidly evolving, free and easy to use. Adobe rocks.

Figma

Figma is a highly accesible, collaborative tool, constantly expanding on functionality.

PROTOTYPING
Creating clickable tests

Marvel

Quick to pick-up, super user friendly, fast way to create easy clickable prototypes and more.

inVISION

Robust and versatile, InVision allows for almost anything design - closest to all you need in 1 tool.

Framer X

A more advanced and sophisticated tool, but by which you can accomplish a whole lot more in interactive prototyping.

USABILITY TESTING

Testing and iterating

User Testing

For easily targeting your audience and getting fast feedback on your prototypes.

userzoom THE UX INSIGHTS COMPANY

Great for automating your usability testing efforts.

UsabilityHub

Suite of test templates, like the 5-Second-Test or First Click tests.

usabilla

A great platform to integrate with for feedback both on prototypes and live products.

HANDOFF
Design to Development

ZEPLIN

For handoff of designs and styleguides with accurate specs, assets, code snippets. I also use it fo showcasing design.

avocode

Hand-off, inspect, collab and more! A nice tool that offers extensive features.

Abstract

Great for centralising design decisions, building a shared understanding, sharing assets, versioning and handoff.

MEASUREMENT
Tracking & measuring success

Google Analytics for capturing complex data that helps you understand usage.

Hotjar for recorded sessions, heatmaps, building funnels, understanding what users do.

mixpanel

For collecting accurate data, capturing trends, understanding and communicating insights.

AND THE MOST IMPORTANT TOOLS...

**Pen & Paper
Your Curious Mind**

Thank you!
🙌