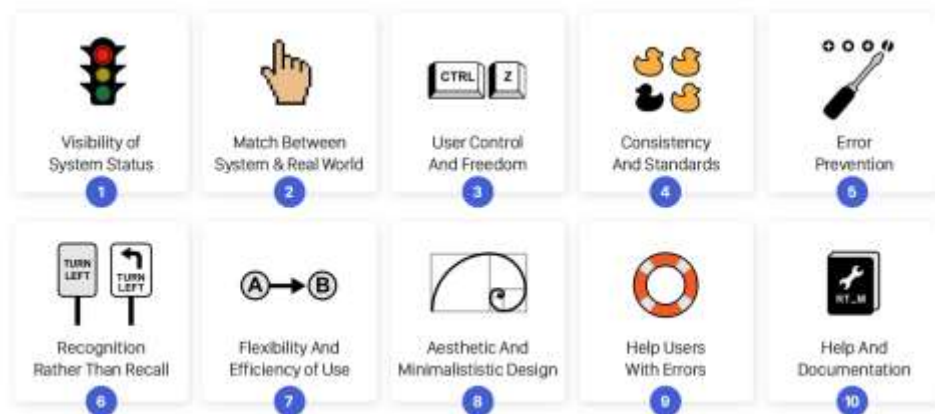


Comparative A / B analysis



Advertising emails: for those emails that contain some type of advertising. They are the emails usually known as “spam”

Heuristic evaluation



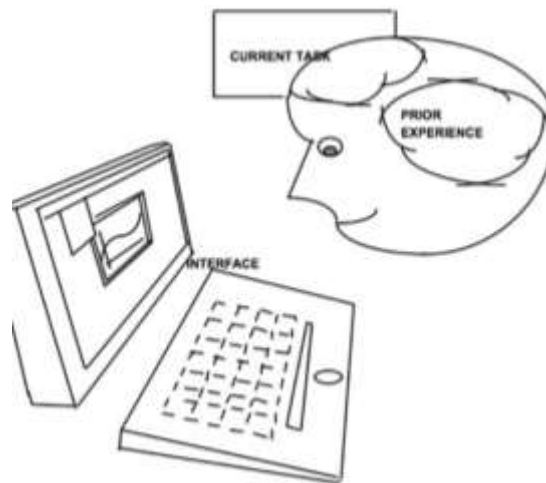
Twitter: making a sound when a tweet is posted.

Think aloud



When a development of an interface is being planned.

Cognitive walkthrough



A person using a module of a system to be developed

Questionnaires



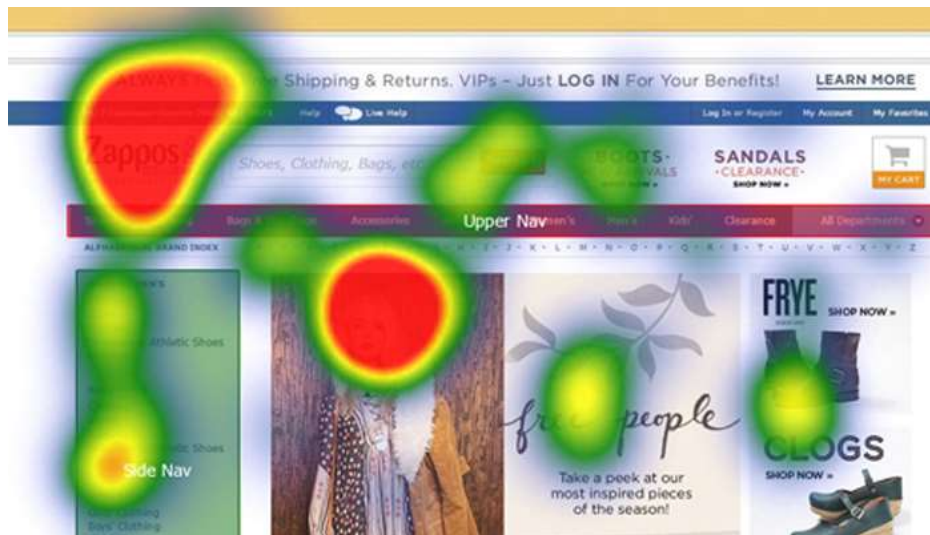
To measure how satisfied you are with the system you just used (Game, app, software)

Clickstreams



To analyze which are the least traveled by users and thus improve the user experience

Eye tracking



To determine which sections of our page receive more attention from users.