

# Qualtrics for Usability Testing & Website Feedback

For other tools outside of Qualtrics, see [\[Usability Testing Tools\]](#)

## General

### Research Suite "Pitch"

Enterprise survey software for customer satisfaction, marketing research, ad testing, & product feedback.

### Research Suite Documentation

### UTexas Login

## Usability Testing

While Qualtrics isn't marketed as a usability testing platform per-se, it has a lot of built in functionality is useful for usability testing.

### Heat Maps for Task Completion

Example: [https://utexas.qualtrics.com/SE/?SID=SV\\_1F7WTIYd8Vvn9Xf&Preview=Survey&BrandID=utexas](https://utexas.qualtrics.com/SE/?SID=SV_1F7WTIYd8Vvn9Xf&Preview=Survey&BrandID=utexas)

Helpful Benchmark: Average task completion rate: 78%

Note: Since heat maps are not an accessible question type, you may have to contact ITS to request that they allow you to override publishing restrictions. Allow 1-3 days for turnaround.

### Card Sorting

Example: [https://utexas.qualtrics.com/SE/?SID=SV\\_cBKvru3X3ivGQjb&Preview=Survey&BrandID=utexas](https://utexas.qualtrics.com/SE/?SID=SV_cBKvru3X3ivGQjb&Preview=Survey&BrandID=utexas)

### System Usability Scale

Example: [https://jfe.qualtrics.com/preview/SV\\_eDUzulJiH8Fmkd](https://jfe.qualtrics.com/preview/SV_eDUzulJiH8Fmkd)

Scoring SUS: <http://www.measuringusability.com/sus.php>

Excel calculations: [https://utexas.box.com/files/0/f/0/1/f\\_8927842471](https://utexas.box.com/files/0/f/0/1/f_8927842471)

Helpful Benchmark: System Usability Scale average score is 68%

## Website Feedback

Qualtrics also has a collection of survey templates that may be a helpful starting point if you are trying to assess customer satisfaction, understand visitor demographics, or follow up with users.

View Results

Polls

Library

Panels

Reporting

BETA

## Create from Survey Library

Please select a library: Global Library: Qualtrics Library

Category: Website

Survey:

Enter the new survey name

New survey name:

Folder:

- Web Building Activities Survey
- Internet Habits and Uses Survey
- Website Evaluation Survey
- Survey of Potential for E-Commerce Services
- Online Retailer Evaluation Survey
- Web Demographics Survey
- Website Visitor Profile Survey
- Website Information Quality Survey
- Customer Satisfaction Survey – Website Feedback
- Web Promoter Score (Websites)
- Website Retailer Satisfaction Survey
- Website Visitor Followup Survey
- University Bookstore Online Survey
- Purchasing on the Internet Survey

Create from Copy

Use this tool to help you create a survey based on an existing survey.

Survey template from