USER RESEARCH FOR UX WRITING:

PART II: TESTING UX WRITING DECISIONS WITH RESEARCH

by Dr. Katharina Grimm

Tools

Search Term Analysis

Google Trends
https://trends.google.com/trends/?geo=DE

Google Ngram Viewer
https://books.google.com/ngrams

Keyword Tool
https://keywordtool.io/google-trends

Wordtracker
https://www.wordtracker.com/

A/B Testing

Google Optimize
https://optimize.google.com/

AB Tasty
https://www.abtasty.com/alternative-google-optimize/

Optimizely Web Experimentation
https://www.optimizely.com/products/intelligence/web-experimentation/

Dynamic Yield
https://www.dynamicyield.com/ab-testing/

VWO
https://vwo.com/

Bayesian A/B Testing Calculator
https://marketing.dynamicyield.com/bayesian-calculator/

Comprehension Survey

Google Forms
https://docs.google.com/forms/u/0/

Shelly Rees: How to Use Google Forms to Assess Reading Comprehension
https://www.youtube.com/watch?v=4BL5agdM4P4

Hotjar
https://www.hotjar.com/product/surveys/

SurveyMonkey
https://www.surveymonkey.com/

Card Sorting

Miro Card Sorting Template
https://miro.com/templates/card-sorting/

Maze Card Sorting Template
https://maze.co/templates/closed-card-sort/

Optimal Workshop
https://www.optimalworkshop.com/card-sorting-with-optimalsort/

UserZoom
https://www.userzoom.com/card-sorting/

Figma
https://www.figma.com/community/file/1024697790268190548

Figjam
https://www.figma.com/community/figjam

Usability Testing

Userlytics
https://www.userlytics.com/

Userbrain
https://www.userbrain.com/

Lookback
https://www.lookback.com/

UserTesting
https://www.usertesting.com/

Cloze Test

Maze: Run a Cloze Test
https://maze.co/templates/cloze-test/

Cloze Test Generator
https://www.textcompare.org/cloze-test-maker/

Cloze Test Google Docs add-on
https://clozeit.syedkhairi.com

Socrat Ghadban: Fill in the blank Quiz Google Forms
https://www.youtube.com/watch?v=7ZMmQaebJxo

Highlighter Test

Google Docs
https://docs.google.com/

Google Docs Highlight Tool
https://workspace.google.com/marketplace/app/highlight_tool/65634221687

Other

Copywritely
https://copywritely.com/readability-checker/

Readability Analyzer
https://datayze.com/readability-analyzer

Hemingway Editor
https://hemingwayapp.com

CubeGo
https://www.cubego.io/

EyeVido
https://eyevido.de/en/webcam-eye-tracking/