

Usability Test Tools

Andy Sun

ICBU UED UR&Innovation

Why

全世界广泛的用户群

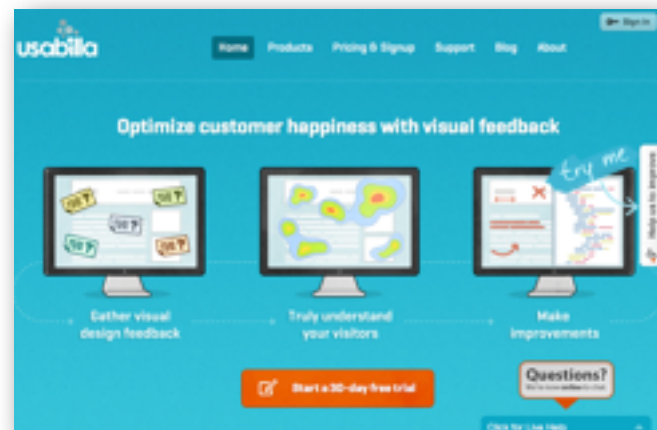
- 时差问题
- 费用问题

类型丰富大小不一的用研需求

- 执行成本
- 特定需求需要特定的工具和方法

需要**远程**的、**专业**的、**快速**的、**低成本**的了解用户。

Too Many Tools



usability

Home Products Pricing & Signup Support Blog About

Optimize customer happiness with visual feedback

Either visual design feedback Truly understand your visitors Make improvements

Start a 30-day free trial

Questions?

Click for Live Help



BananaCom

Bananas about telecommunications

Hot Deals!

Our 3G coverage stretches far and wide. Check out our coverage map.

Find the handset you need: Search

Most Popular Phones: Nokia 3110, Nokia 3110, Motorola R100, Sony Ericsson

Newest Phones: Motorola Droid X, HTC Evo 4G, Palm Pre Plus

Monthly Plans: Best Deal, Best Deal, Best Deal

Pay as you go: Best Deal, Best Deal, Best Deal



UserTesting.com

How it Works Features FAQ Rate About Us Enterprise Blog Pricing & Sign Up

Usability Testing Has Never Been Easier

The fastest, cheapest way to find out why users leave your website

For \$30 you get:

- Video of a visitor speaking their thoughts as they use your site
- Written summary describing the problems they encountered

"Use it and your site will get better."

Ben Williams (Usability) Co-Founder

Pricing & Sign Up

Our Customers Include: Sony, Amazon, LinkedIn, Microsoft, eBay, Yahoo, Google, IBM, Dell, HP, Cisco, Oracle, SAP, Adobe, Salesforce, etc.



try my UI

GET THE USER VIEW

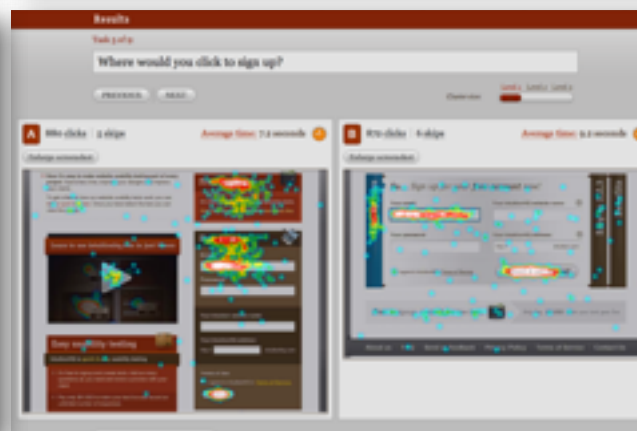
Home Free Trial Blog FAQ existing user Login

HOW CAN YOU IMPROVE YOUR WEBSITE?

Watch videos of real people using your website and find out.

SEE AN EXAMPLE TRY IT FREE

Why TryMyUI? How it Works. Satisfied Customers.



YouEye

Features Pricing About Support Blog Preview

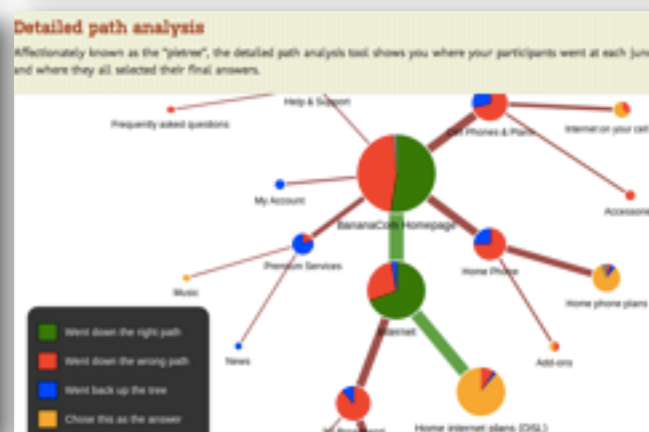
Online User Testing

Videos of real people using any website

YouEye is a free user testing tool and faster hiring service. Review recordings of each test's screen, webcam, and microphone. Invite anyone to take a test by sharing a link. Quickly validate marketing copy, a new design, the usability of a shopping cart, or a competitor's appeal.

Create a free account! Watch a test result

Microsoft, Apple, Google, Amazon, etc.



Reflection

Release Notes

Your iPhone or iPad. On your Mac or PC.

Just mirror your iPhone 4S, iPad 2 or the new iPad to any Mac or PC, wirelessly.

Download Buy Now

Record, daily capture the screen of your iOS device and save it as a video.

iOS On Your Mac: View your iOS device on your Mac, and control using your Mac by setting up a remote.

Password Protection: Control access to your Mac by setting up a password.

Selectable Frames: Change the color of the device frame on your screen to match your theme.



Optimal Workshop

PRODUCTS PRICING BLOG SIGN UP SUPPORT

Chalkmark

Online Screenshot Testing Software

First click testing of screenshots and visual designs ensures that your users get started on the right foot when they hit your website.

Use Chalkmark to increase your customer conversion and task oriented success rates by getting quick feedback on designs before you implement or update them.

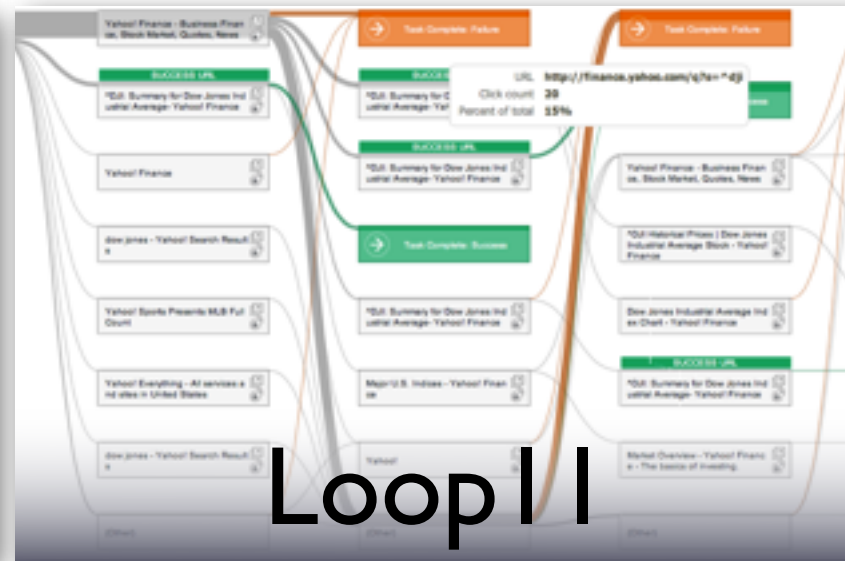
Sounds like what you're looking for?

Try a demo as a participant See the results as a UX researcher Sign up to try it out!

Suitable Tools



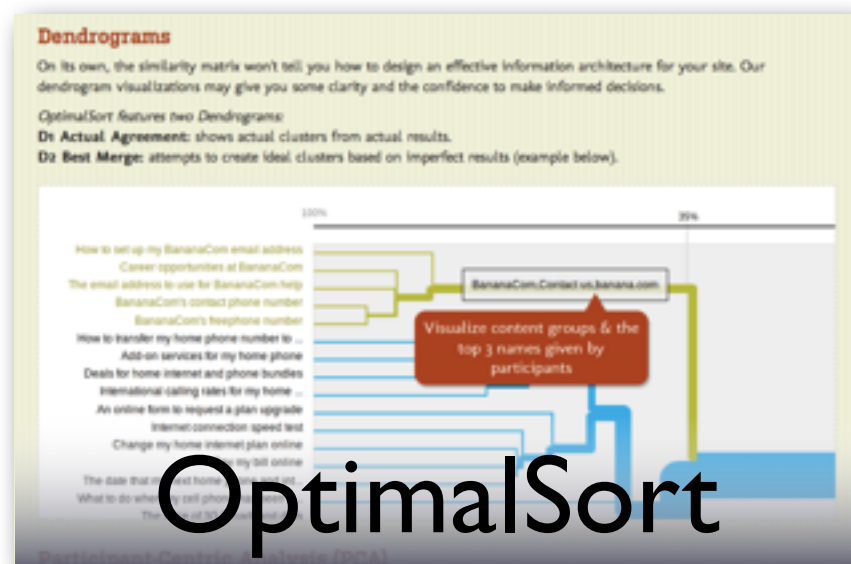
UserTesting



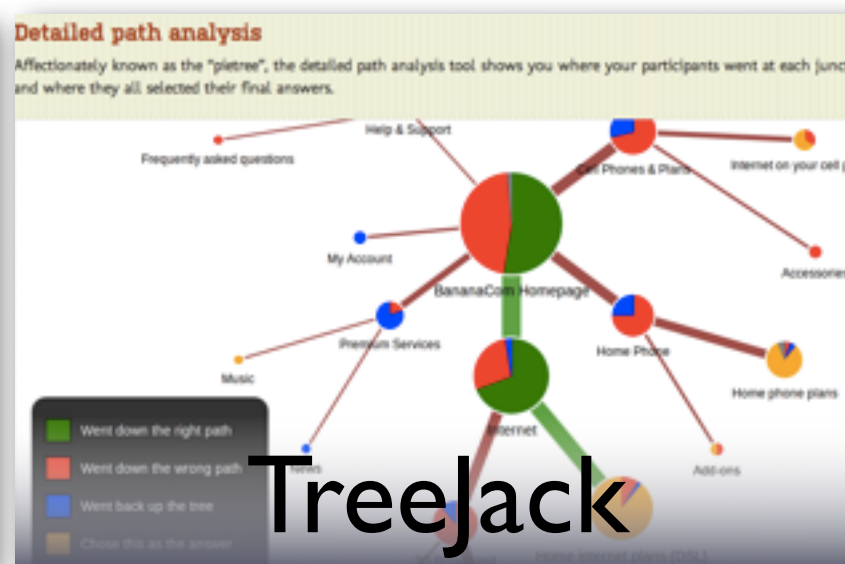
Loop 11



ChalkMark



OptimalSort



TreeJack

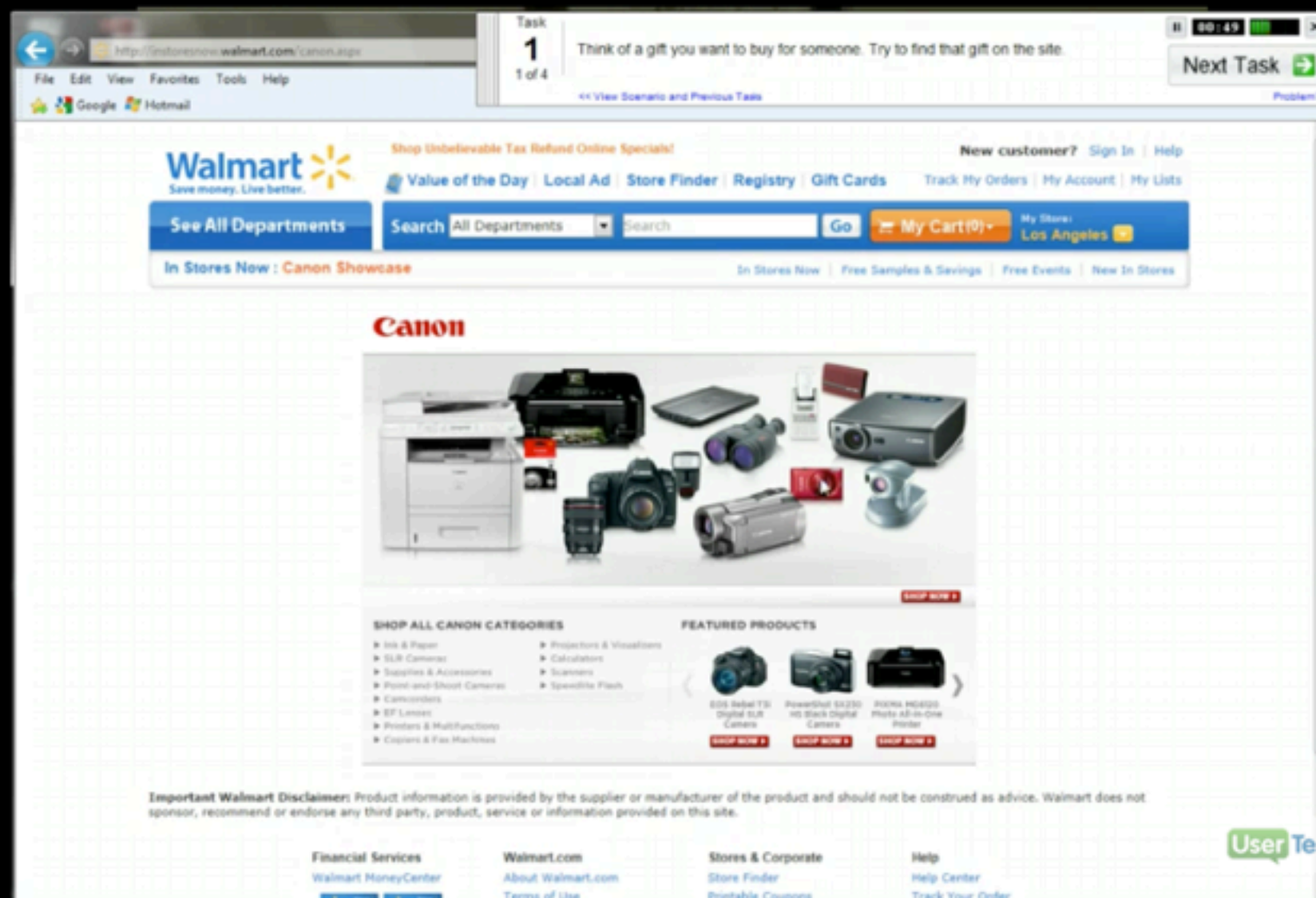


FiveSecondTest

User Testing

提供测试录屏和用户录音。\$39 / 人、录屏最大时长45分钟/人

- 可以定义多个测试任务、能观察用户操作、听用户的评价描述、可以发布在线问卷获取用户态度和文字反馈。
- 后期结果分析麻烦、无法进行大样本量调研、无法与用户互动，无法取代传统意义的可用性测试。
- <http://www.usertesting.com>



Walmart Sample Video

FgDzGShopping Cart Test

Tested by [sudentom](#) (3/01/12 · #321317)



Time	Comment	Options
0:41	user clicked on Canon Cameras but was taken to the "All Canon products" page	
0:56	Text too small...he puts on his glasses	
1:32	The camera results page just lists the same camera over and over	
1:43	No prices on the results page, so user doesn't know which camera to start with	
2:38	User's annoyed by Back button taking him to Canon product page instead of camera page.	
3:18	Likes seeing all the customer reviews	
6:53	He wants to be able to "Compare" two TVs with each other	
7:23	frustrated he has to checkout to see the price	
8:17	Back button doesn't work	
9:37	LOL. He enjoyed the 97 cents shipping: "Gotta love that!"	
10:42	can't locate printer cartridges using the site navigation	
12:25	he struggles to find printer cartridges compatible with his printer	
13:30	never finds the right cartridge, so he gives up.	

Loop I I

提供任务起始链接和成功链接，记录用户的点击路径（必须是不同的URL），可以同时提供问卷调查。

- 适合用于分析用户操作路径、可以收集大样本量，分析用户主要路径，分析每个页面的点击热图。
- 适合线上产品测试，*Demo*测试对*demo*制作要求高。无法直接获取用户反馈。路径要求必须有URL跳转，弹出层内的流程无法监测。
- <http://www.loop11.com>



ChalkMark

提供静态图片，并提问一个简单的问题，记录用户第一次点击的位置。

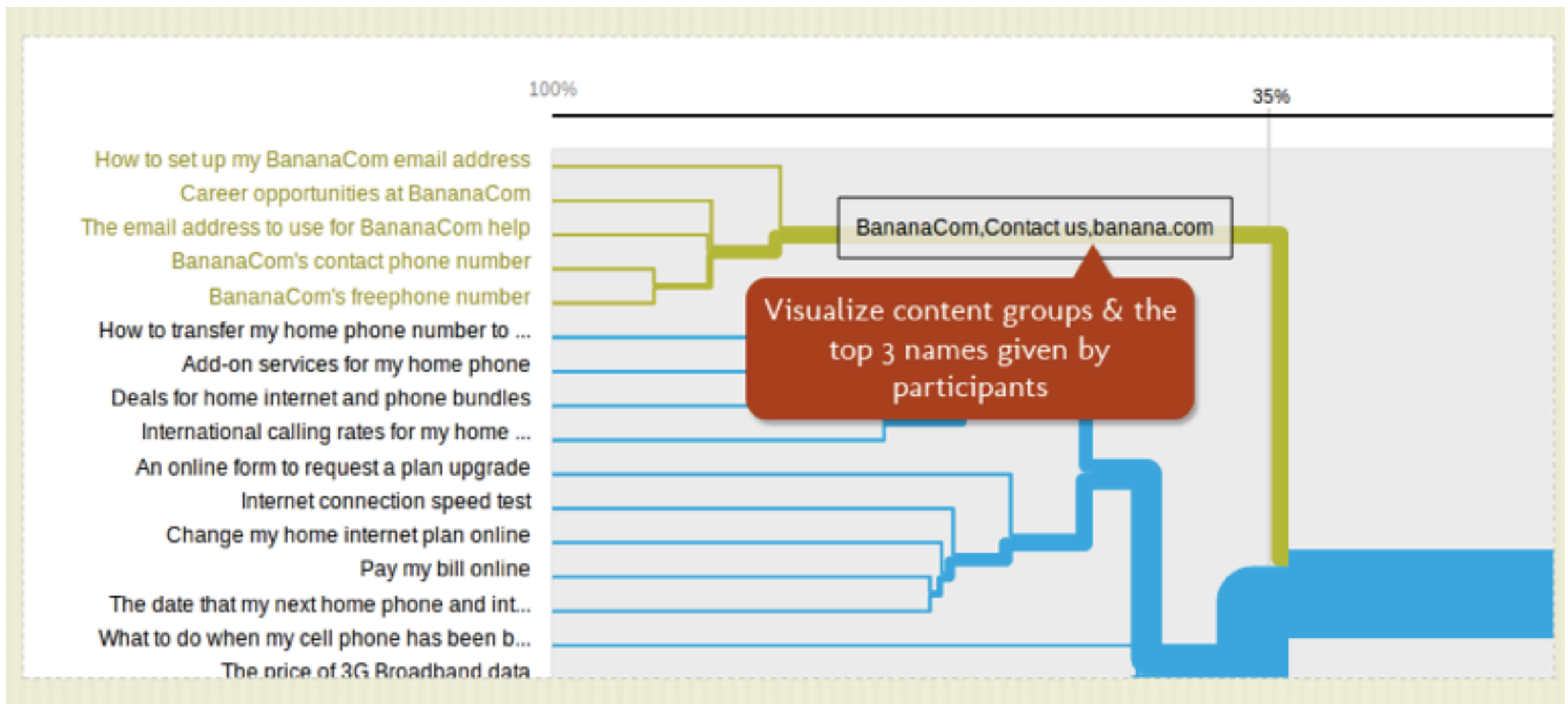
- 可以进行大样本测试、测试执行成本低。适合于进行一次点击的AB测试、发现页面中的干扰元素。
- 不能检测用户路径、无法收集用户的主观反馈评价。
- <http://www.optimalworkshop.com/chalkmark.htm>



OptimalSort

卡片分类测试的专用工具。

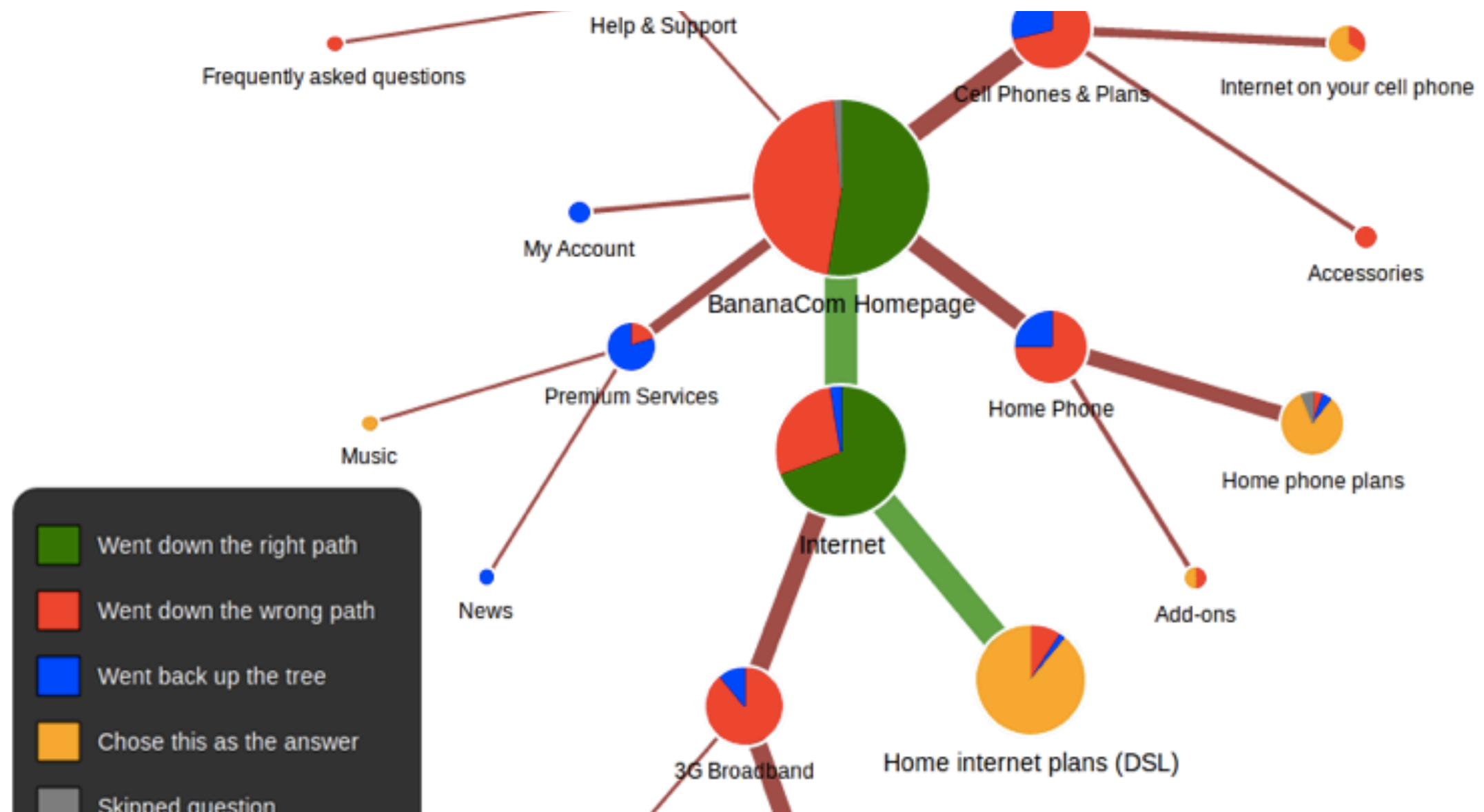
- 可以进行大样本量的测试。适合用于分析多个用户对信息分类的共性，与TreeJack配搭使用可用于优化 *category*。
- 只能进行一个层级的分类。
- <http://www.optimalworkshop.com/optimalsort.htm>



TreeJack

测试category的专用工具，设置任务让用户根据分类寻找特定信息，分析用户选择分类的路径和成功率。

- 适合大样本量测试、零设计和开发成本，只需要提供类目结构。非常适合用于发现分类结构中的可用性问题。
- 实际产品会伴随类目选择显示相关内容，这些内容可以辅助用户判断自己的操作是否正确。测试中缺少这些辅助信息，不能完全代表实际网站的分类。测试对类目的可用性要求更加苛刻。
- <http://www.optimalworkshop.com/treejack.htm>



FiveSecondTest

上传图片，提供简单的问题，让用户评价，并提取关键词

- 适合用于改进文案设计、页面视觉设计对信息传达的准确性。
- 只能用来分析用户对一个页面的第一印象，无法进一步分析细节的设计点。
- <http://fivesecondtest.com>

