


# User Interface Software Tools

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INF 191A Spring 2014



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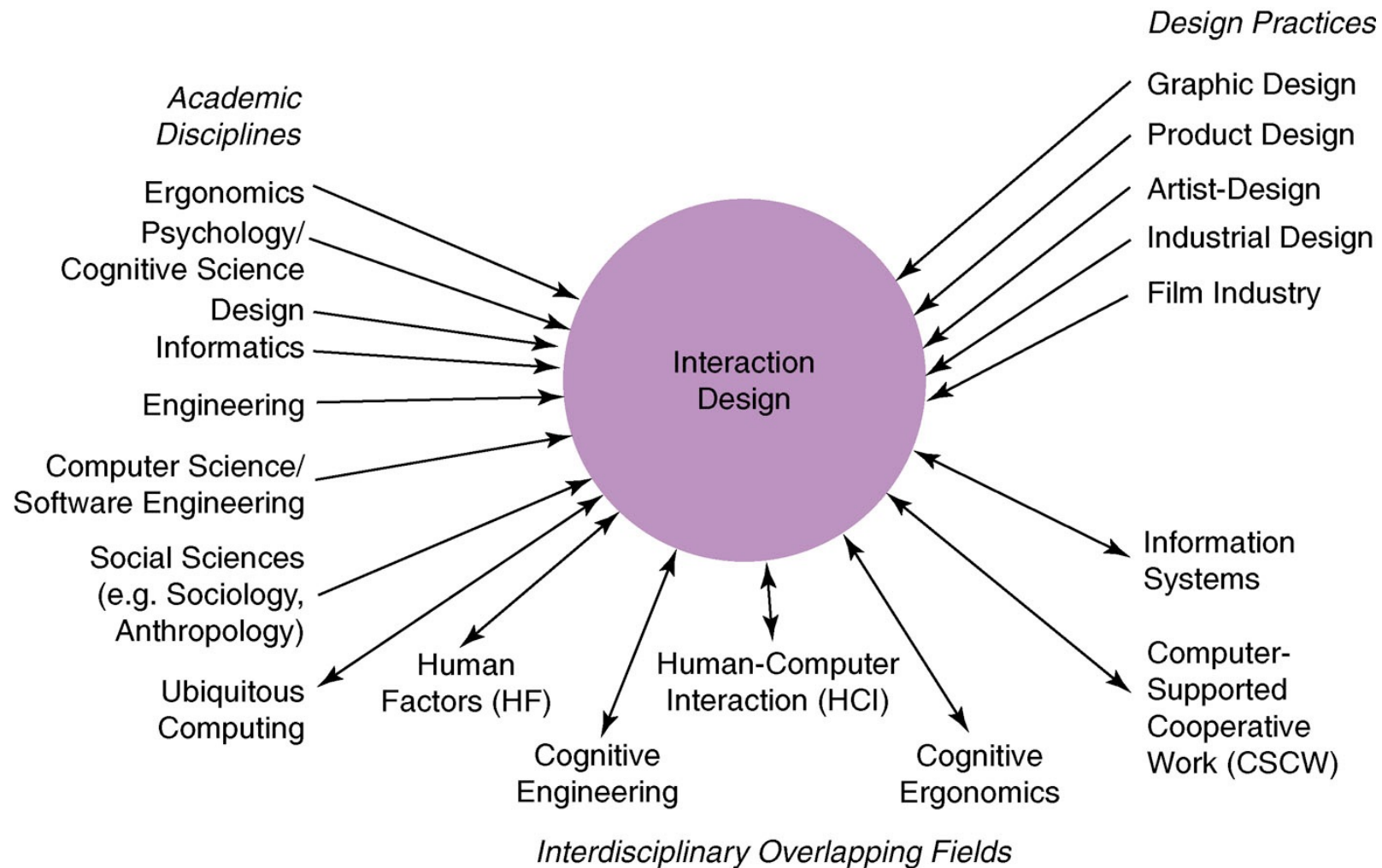
# Overview

- I am going to take about methods and software tools but also how they fit into a design process
- There are many tools
  - If I miss a good one, send me a message
- There is no perfect tool
- Find one that's good enough for what you need
- This is a pairing of tools to design stage





# HCI and Interaction Design



What is design?

# Achieving Goals Within Constraints

- goals
  - who is it for?
  - why do they want it?
  - what is the designer trying to achieve?
- constraints
  - materials, platforms
- trade-offs



## Understand your materials

- For Human-Computer Interactions
  - understand computers
    - limitations, capacities, **tools**, platforms
  - understand people
    - psychology, social
    - expect human error
  - understand the interaction between them



# How do you design?

How do you design?

A Compendium of Models  
by Hugh Dubberly

Dubberly Design Office  
2501 Harrison Street, #7  
San Francisco, CA 94110

415 648 9799

**Everyone designs.**

The teacher  
**arranging** desks  
for a discussion.

The entrepreneur  
**planning** a business.

The team  
**building** a rocket.

# How do you design?

**Their results differ.**

**So do their goals.  
So do the scales of their projects  
and the media they use.**

**Even their actions  
appear quite different.**

**What's similar  
is that they are designing.**

**What's similar  
are the processes  
they follow.**

**Our processes  
determine the quality  
of our products.**

**If we wish to improve our products,  
we must improve our processes;  
we must continually redesign  
not just our products  
but also the way we design.**

**That's why we study the design process.**

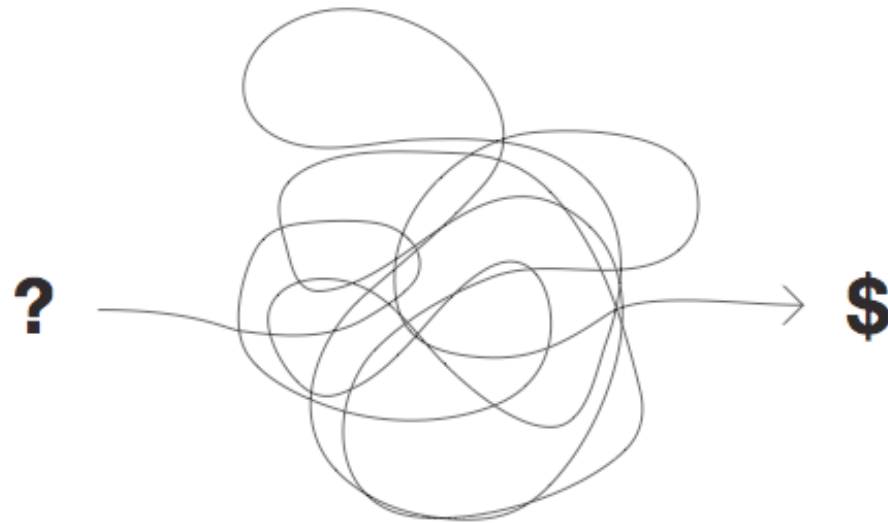
**To know what we do  
and how we do it.**

**To understand it  
and improve it.**

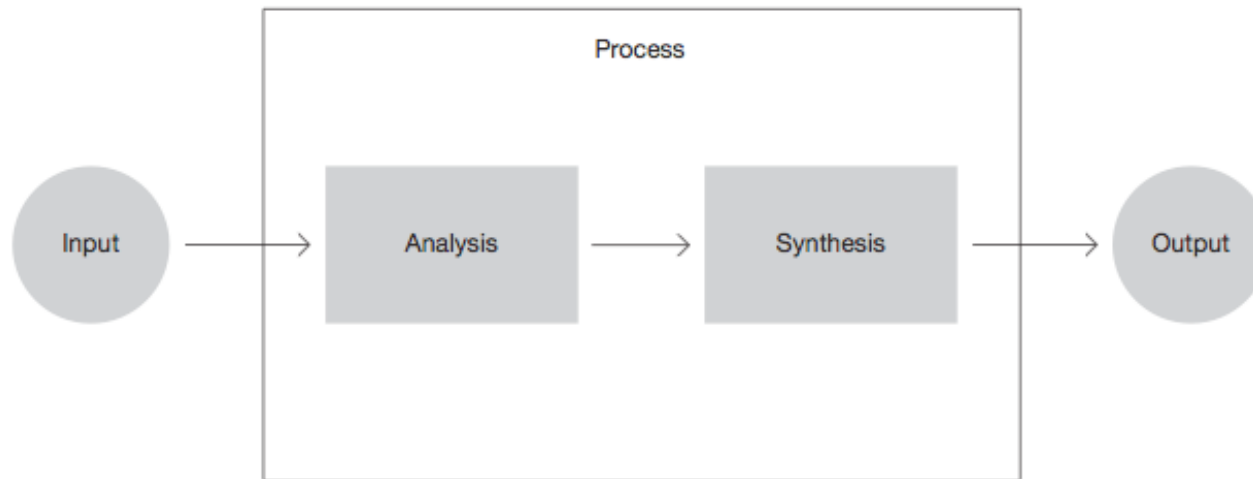
**To become **better** designers.**



# Design Process Diagrams

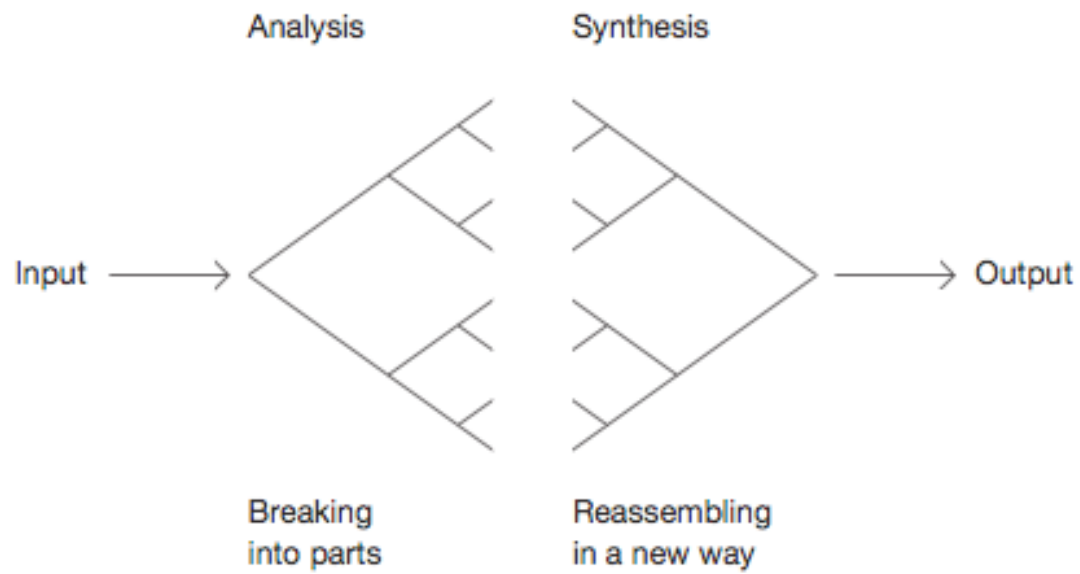


# Design Process Diagrams

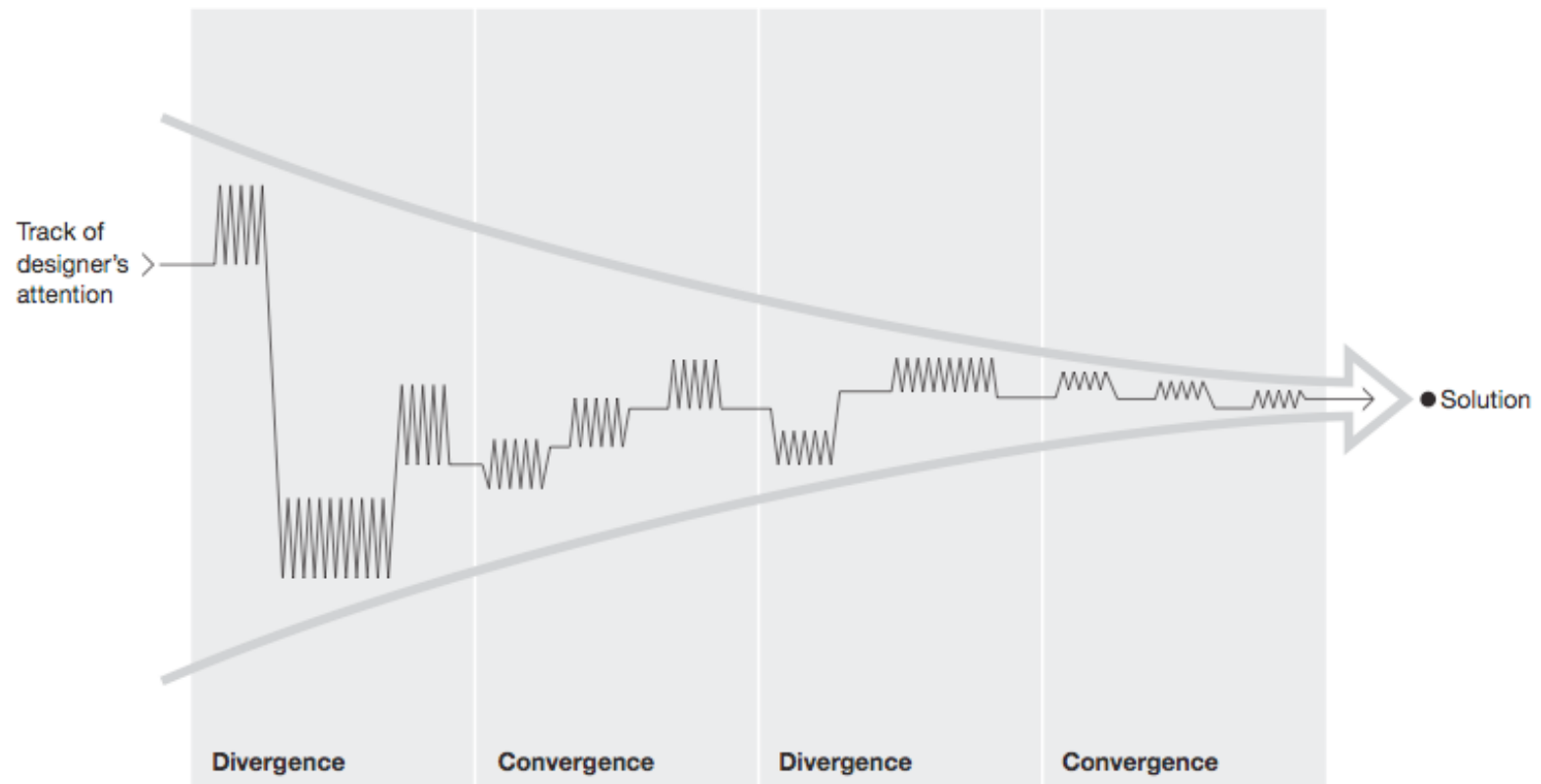




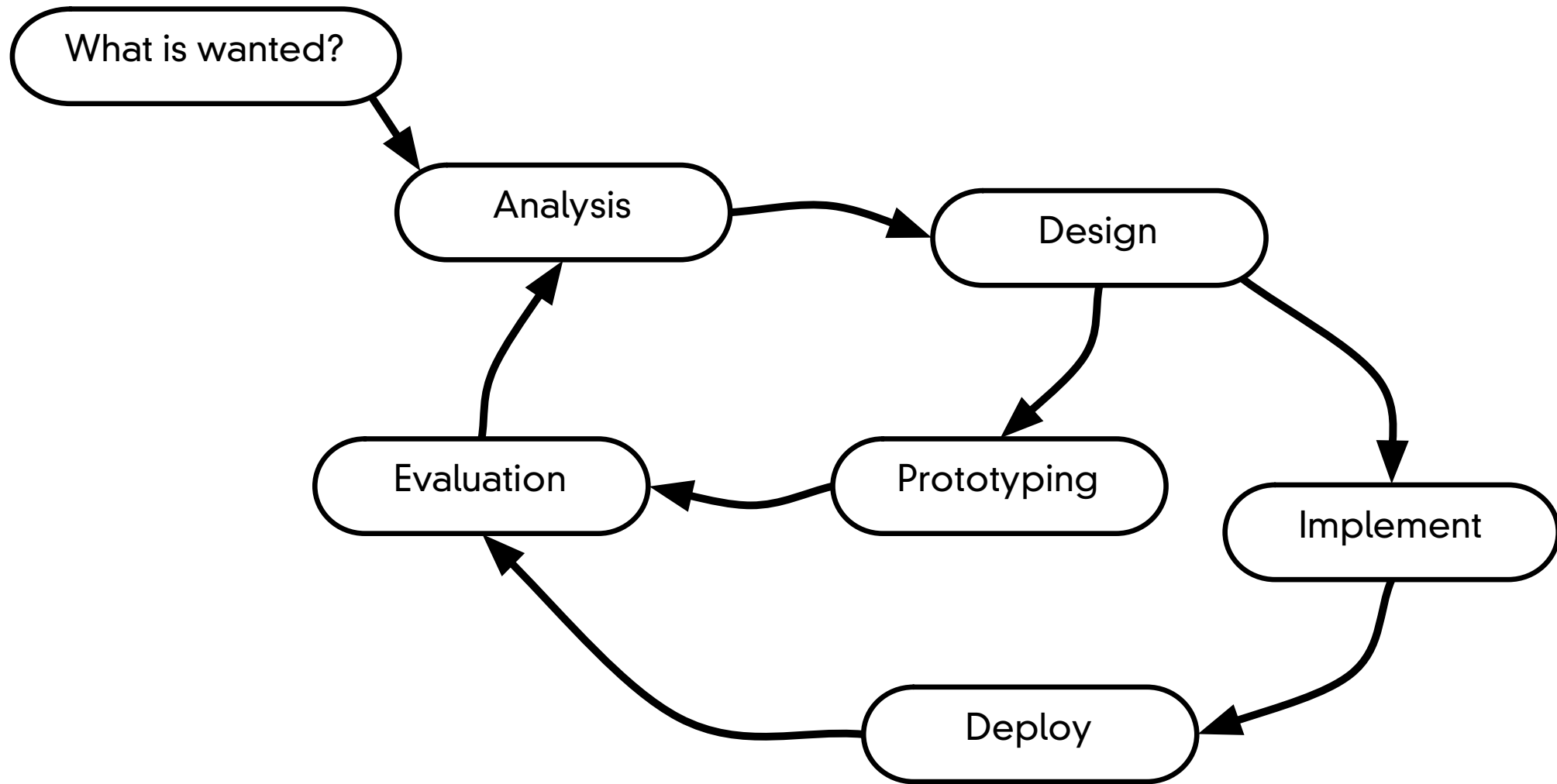
# Design Process Diagrams



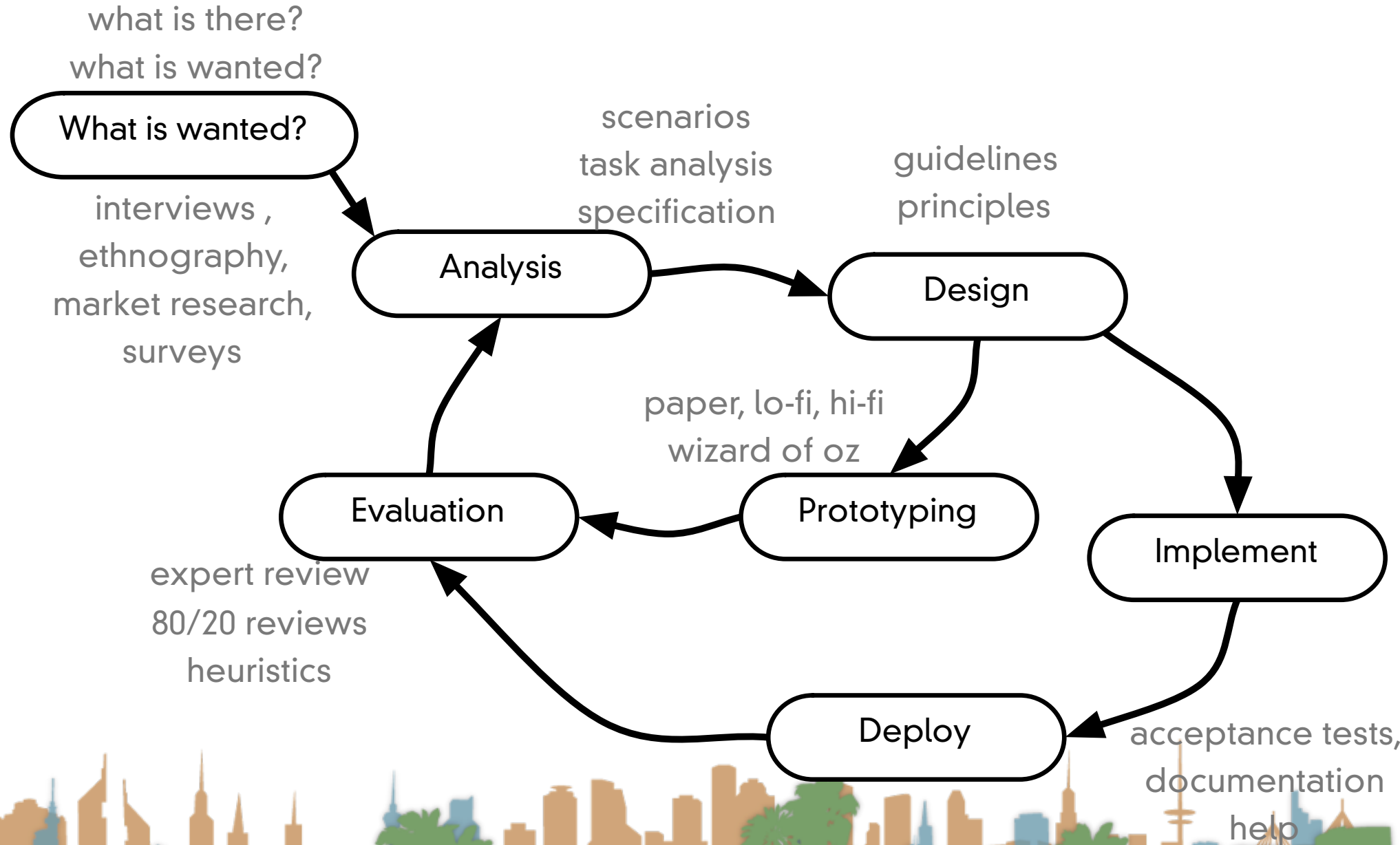
# One ideal



# Design Process



# Design Process



## Steps...

- requirements
  - what is there and what is wanted ...
- analysis
  - ordering and understanding
- design
  - what to do and how to decide
- iteration and prototyping
  - getting it right ... and finding what is really needed!
- implementation and deployment
  - making it and getting it out there

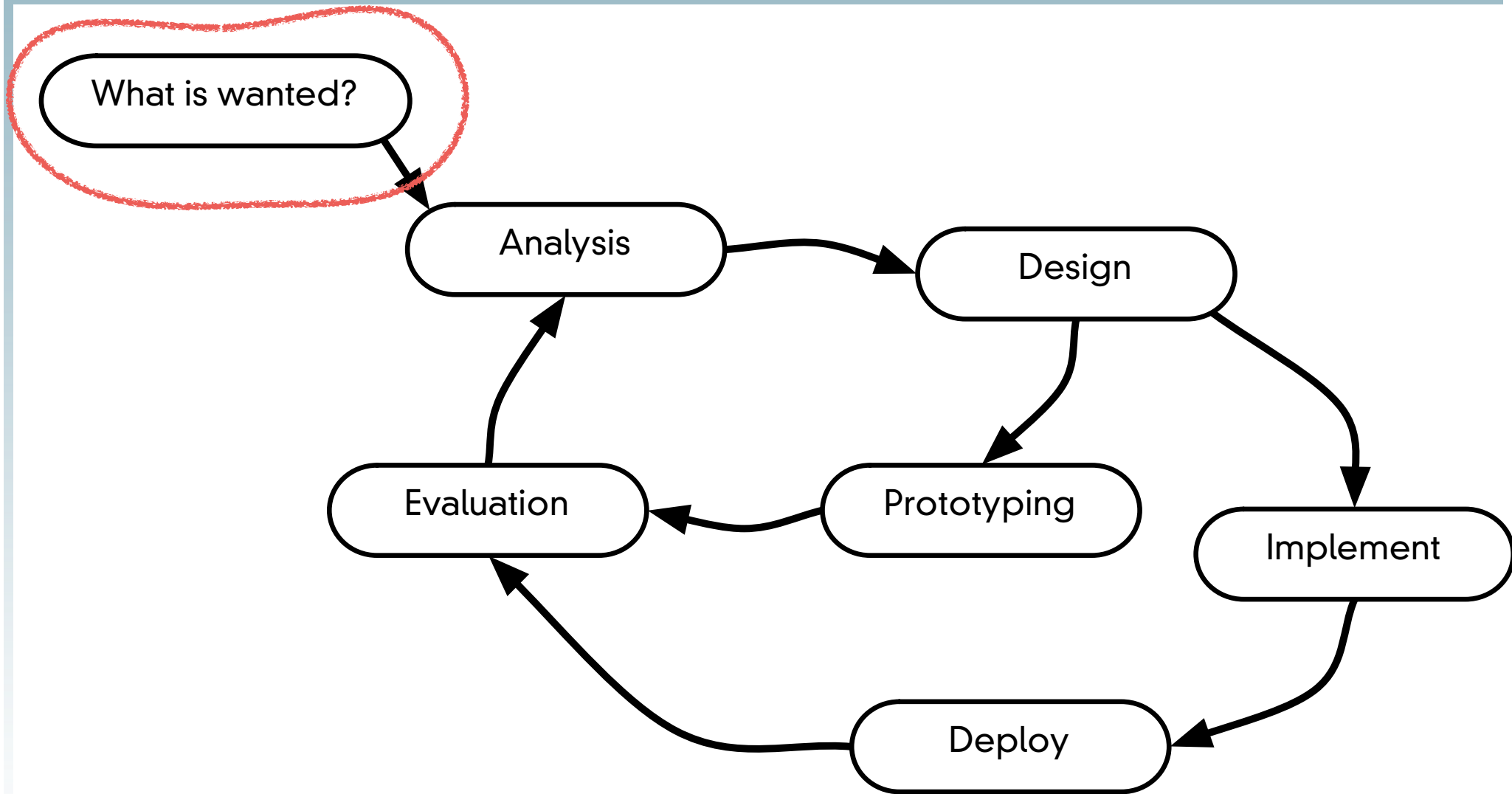


The diagram illustrates an iterative design process with the following stages and feedback loops:

- Stages:** What is wanted? → Analysis → Design → Prototyping → Implement → Deploy → Evaluation → back to Analysis.
- Feedback Loops:**
  - From **Evaluation** to **Analysis**: Contextual Inquiry
  - From **Design** to **Analysis**: Paper Prototyping
  - From **Prototyping** to **Design**: Denim
  - From **Implement** to **Design**: K-Sketch
  - From **Deploy** to **Evaluation**: Expert Review
  - From **Evaluation** to **Analysis**: Group Persona
- Failures:** Red text "#FAIL" is placed on the feedback loops from **Evaluation** to **Analysis**, from **Design** to **Analysis**, and from **Implement** to **Design**.
- Blue Line:** A large, thick blue line is drawn over the entire diagram, starting from the top left and ending at the bottom right.



# Design Process



# Interaction Design - Getting what is wanted

- Contextual Inquiry
  - Outward looking
- Brainstorming
  - Inward looking





## Contextual Inquiry - what is the question and problem?

- Similar to ethnography
  - Studies the user in place
  - Tries to capture the reality of his work culture and practice
- Different from ethnography
  - It is not open-ended
  - The investigator has a specific focus
  - Her goal is to
    - find the right design
    - design the right system



# Contextual Inquiry

- Contextual Inquiry
  - Is like being an apprentice to the user
  - Go to their location
    - See their work place
    - See the objects they use
    - See the artifacts they create
    - Experience their communication patterns
      - verbal
      - non-verbal
    - Gather data



# Contextual Inquiry

- The user is the expert and a partner to the investigator
- However, the investigator is not passive
  - Her goal is to understand what is going on.
    - Asking questions...
    - Questioning motivations...
    - Make sense of the actions is expected
  - She must be ready to challenge her assumptions of understandings of the place, user and task



# Contextual Inquiry

- Step 1
  - Data collection
    - Interviews
    - Photographs
    - Videos
    - Drawings
    - Sample collection



# Contextual Inquiry

- Step 2
  - Data analysis
    - Sequential analysis of actions
    - Physical models of actions
    - Models of communication flow
    - Cultural insights
    - Artifact categorization



# Contextual Inquiry

- Step 3
  - Outcome
    - Representation of the required task sequences, artifacts and communication channels that must be supported.
    - Understanding of physical and cultural constraints



# Contextual Inquiry

- Resources
  - IDEO Method Cards
    - Learn
      - Activity Analysis
      - Competitive Product Survey
    - Look
      - Still-Photo Survey
    - Ask
      - Narration/Think Aloud
    - Try
      - Behavior Sampling
  - <http://www.ideo.com/work/method-cards/>



# Interaction Design - Getting what is wanted

- Contextual Inquiry
  - Outward looking
- Brainstorming
  - Inward looking
    - <http://dudye.com/5-effective-brainstorming-exercises>
    - <http://www.isixsigma.com/tools-templates/brainstorming/brainstorming-rules/>





# Goals of Brainstorming

- Generating alternatives is a key principle in most design disciplines
- This should be encouraged in interaction design
- “The best way to get a good idea, is to get lots of ideas” - Linus Pauling



# Goals of Brainstorming

- Guidelines:
  - **There are no dumb ideas.** Period.
    - It is a brainstorming session, not a serious matter that requires only serious solutions. Remember, this is one of the more fun tools of quality, so keep the entire team involved!
  - **Don't criticize other people's ideas.**
    - This is not a debate, discussion or forum for one person to display superiority over another.
  - **Build on other people's ideas.**
    - Often an idea suggested by one person can trigger a bigger and/or better idea by another person. Or a variation of an idea on the board could be the next "velcro" idea. It is this building of ideas that leads to out of the box thinking and fantastic ideas.
  - **Reverse the thought of "quality over quantity."**



# Brainstorming

- Brainstorming is used to
  - generate ideas
  - refine ideas
  - develop ideas
- “Brainstorming is used when you're searching for ideas and discovering possibilities that may be found in problems.”
- Include stake holders in creating:
  - a new future
  - a new innovation
  - a way to solve a problem
- Do not **critique** any ideas at this stage





# INSTITUTE FOR THE FUTURE

## I. FORESIGHT

perception of the significance and nature of events before they have occurred

## II. INSIGHT

the act or outcome of grasping or perceiving the inward or hidden nature of things

## III. ACTION

the state or process of acting or doing



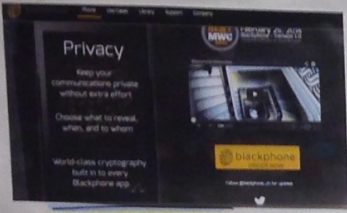
((( Signals )))





OGY  
S 2014

ENCES w/  
e Devices



JASON T.

"The Black Phone" - small nodes to ANDROID OS  
The Snowden Phone  
\* a Private, encrypted phone!

MIKE L.

Imagining overlays on the world - self-identifying web  
Dekto Scan  
hand-held 3-D Scan  
Google Tango  
Scan to MineCraft

KRISTIAN S.

Finding critical edge in design  
The Increasing Value of Disconnection  
\$\$\$ Paying \$ for disconnecting

NIC W.

Telepresence  
Not coming from a BIG Company!  
KUBI  
"Neck" of human body  
Tablet  
Map  
Click on other people

# Signals

Prod. Quality  
Too Much Internet CONTROL  
Customer Service  
Food Quality  
JON



Real problems like AIR QUALITY  
FACE MASKS in China

SOCIAL CURRENCY more imp't. than cryptocurrencies real currency, etc.



Welcome! and introductions  
= SIGNALS

TIM K.

Garage Band on my iPhone  
"JUST BARELY GOOD ENOUGH"  
PAPER USE as a sample of something we SAID we were getting rid of yet create more...  
Dumbing Down Capabilities to just above threshold & then everyone uses it!

ERIC G.

Phone is nexus of your CONTROL of YOUR WORLD

MORE of what we're getting rid of

COMMUNICATIONS: TWO WAY

Gesturing  
\* Myo armband, \* subvocalizations  
= MAGIC!

Mobile device dissolves into devices  
Remote Control for the world  
Phone will disappear  
Morse code = secret code w/ my phone.

Just GOOD ENOUGH

CUSTOMER SERVICE

REAL PROBLEMS  
"Food Quality" "Air Quality" "Internet?"

RACHEL M.

Matterport / Project Tango (Google)  
3D images/videos



SHAKING their phones to get SIGNAL...

Shake your phone to get a signal

SCOTT M.



Walking Heads-down  
google glass

"Voluntary Impairment"

VOLUNTARY IMPAIRMENT  
HOWS DOWN MOBILE TECHNOLOGY USE  
TECHNOLOGIES OF DISCOURAGEMENT

BRENDA Francine Hipatia

Computer games to crowd  
My 20mo old grandchild's iPhone to 11 his way

BEARING WITNESS

Wearable computing  
"sousveillance" to invert surveillance power

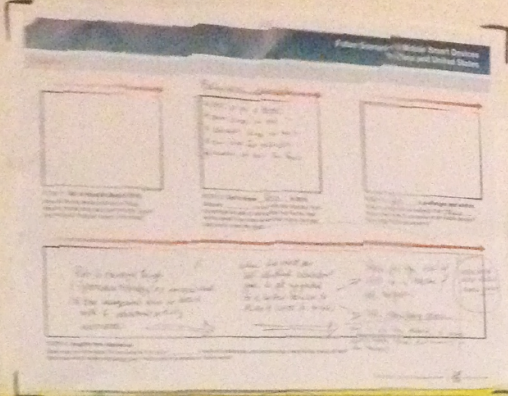
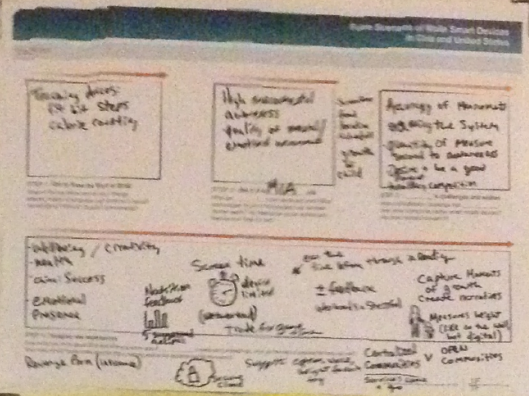
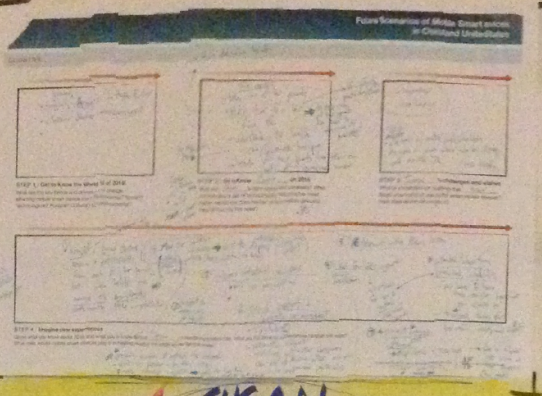
The Quantified Self to get INSIGHTS into ourselves

\* Life Blogging to enhance your memory

BEARING WITNESS  
LEGAL RECORDED -> LEGAL REQUIREMENT



# FUTURE SCENARIOS



**SUSAN**

62 y.o.

- taking care of Aging Parents

Sandwich generation

ALGORITHMIC

Intel w/ reminders

SCENARIO EXCERPTS...

- Mods.
- Home life
- Understand HC landscape

PROT. NOT HELP

PC  
Smart phone

BIG TV

Needs Large DISPLAY

Project Management

Control panel dashboard of displays to answer alerts / indicators

LOGISTICS  
SIMPLIFICATION

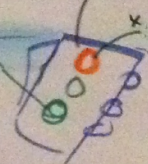
ability to drill deep updates

- LOGISTICS help!!!
- SENSOREXUSION
- Swipe through
- Task Rabbit

of all data points needs

SIMPLIFICATION

TAP = DONE



ARBLT to see NIDS RECORD

punch list manual simplicity

**MIA**

mother of 3 U.S.

Obsessed w/ self tracking after having kids.

= Best Practices for her kids

MEASUREMENT = good parenting from pregnancy to adulthood

High Environmental Awareness  
Physical Emotional



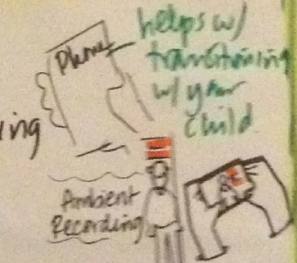
Quality not just quantity of life

Well being

emotional presence

- Nutrition Feedback/recipes
- Kid's screen time limits
- Balance between

In China - setting your child up for success breaks



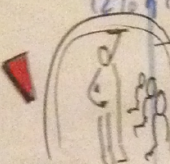
Need Secure Cloud

- Device turns itself "dead" in pocket
- Device as parenting coach in pocket

**ROB**

31 yrs. old

127% of life consuming  
Train ride is actually his private space



Behavioral Economics to focus on learning in train



Meeting his educational goals - he gets "UPGRADED" in the TRAIN

Reward mechanics SPONSOR: Client pays for the UPGRADS for ROB - reward him in REAL TIME!

- Typical Parents?
- Big Screen
- Better seats
- Searchable Space
- No Data from Car
- Better sound systems
- Free upgrade behavior on subway

EXPERIENCES





My life is too complicated.  
I need my device to understand  
all my relevant inputs and be  
my Virtual PM helping  
me prioritize and act



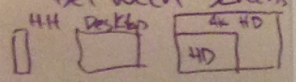
**BIGGEST  
OPPS.**

100%  
Secure  
encrypted  
trusted  
data

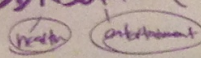


PHONE WITH A  
BREAK OFF  
DATA REORDER  
(OPPO)   
"Blue Tooth for video"

Seamless 4K HD  
Transition  
Between Screens



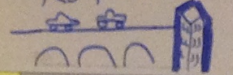
**NETWORKED  
SENSORIUM**

meta  entertainment

opportunity

Opportunity  
SONIFICATION of  
the invisible

OPPORTUNITY:  
make physical  
INFRASTRUCTURE  
risk more visible  
**REPUTATION**



\$ →  
"RIPPLE" PP &  
GATEWAY

money more faster

Economic disparities &  
downturn create huge  
population w/ no  
data subscription

**NETWORK  
MANAGEMENT**


- BROKEN EMAIL  
- BROKEN CABLECARD

**RESILIENT  
NETWORKS/  
CONNECTIVITY**

(HUBBEN MESH NETWORK  
POST-SMART)

Mechanical Tunk  
serving the role of  
the sexy operating  
system from "Her"

Ring Centers for  
better selfies



WC

**"MOBILE  
DEVICE"**  
Annotations & ~~stuff~~  
collections w/  
ONE'S STORY

eg. Elderly  
Lorraine  
ELVIS  
collecting  
high bandwidth "protocol"

**WITHIN  
TWO YEARS:**

- House Hold  
E School  
Workspace  
Precision A.R.
- House hold  
Smart  
Inventory  
w/ Computer Vision
- "What is this?"  
Simple utility for  
KIDS  
eg. Plant Species  
Bugs  
using computer vision

Raising kids to  
communicate using a  
non-verbal, non-auditory  
high bandwidth "protocol"

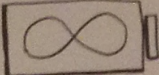
**THINKING of your  
CAR as a DATA CENTER**

USING YOUR  
CAR AS A  
PERSONAL  
MOBILE DATA CENTER  
(w/ Librarians)

**WILD**  
**NSA** - impacts  
continues, extend



Reading Space on  
public displays for  
personal use  
(eg. 20" display on bus shelter)

UNLIMITED  
  
POWER

(on device)  
Local Health DATA (FOR WILD CARD)  
Monitoring to detect  
catastrophic health cards  
(eg. Heat Stroke) WC.

Wild Card:  
Success of "cold-  
fusion" or other  
new energy source.

Wild Card:  
Tea Party, president

**CHINA**  
SOLUTIONS FOR FARMING  
FOOD → SOLUTION  
AIR → SOLUTION  
WATER → SOLUTION  
WASTE → SOLUTION


LOCAL  
P2P  
CLOUD  
CLOUD  
CLOUD

**BIZ IN CHINA**  
(PART 1 OF 2)

**Climate Change**

**WILD!**  
**GLOBALLY-  
FRAGMENTED  
INTERNET**

**DATA ESCROW**

  
- REQUEST  
- SERVICE  
- ORANGE

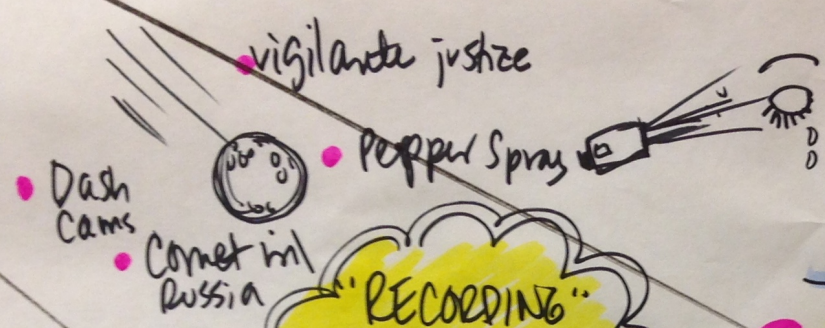
**BIKE AS HUB**





phone  
might  
ACTIVE  
lead to "ring"  
just to you!

Mobile device  
dissolves into  
devices  
Remote Control  
for the world  
code  
+ code w/  
phone.



"RECORDING"  
becomes a legal  
REQUIREMENT

BECOME  
LEGAL  
RECORDS,  
REPORTS

DON



"BEARING  
WITNESS" } a non-violent  
reaction to power  
crowdsourcing  
justice

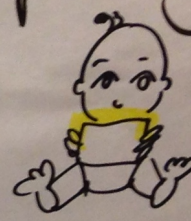
Wearable  
Computing

"Sousveillance" --  
to invert  
surveillance  
power



BRENDA Francine Hipatia...

Computer games to



My 20 mo. old  
iphone  
his

The  
Quantified  
Self to get  
INSIGHTS  
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Life Blogging  
to enhance  
your memory

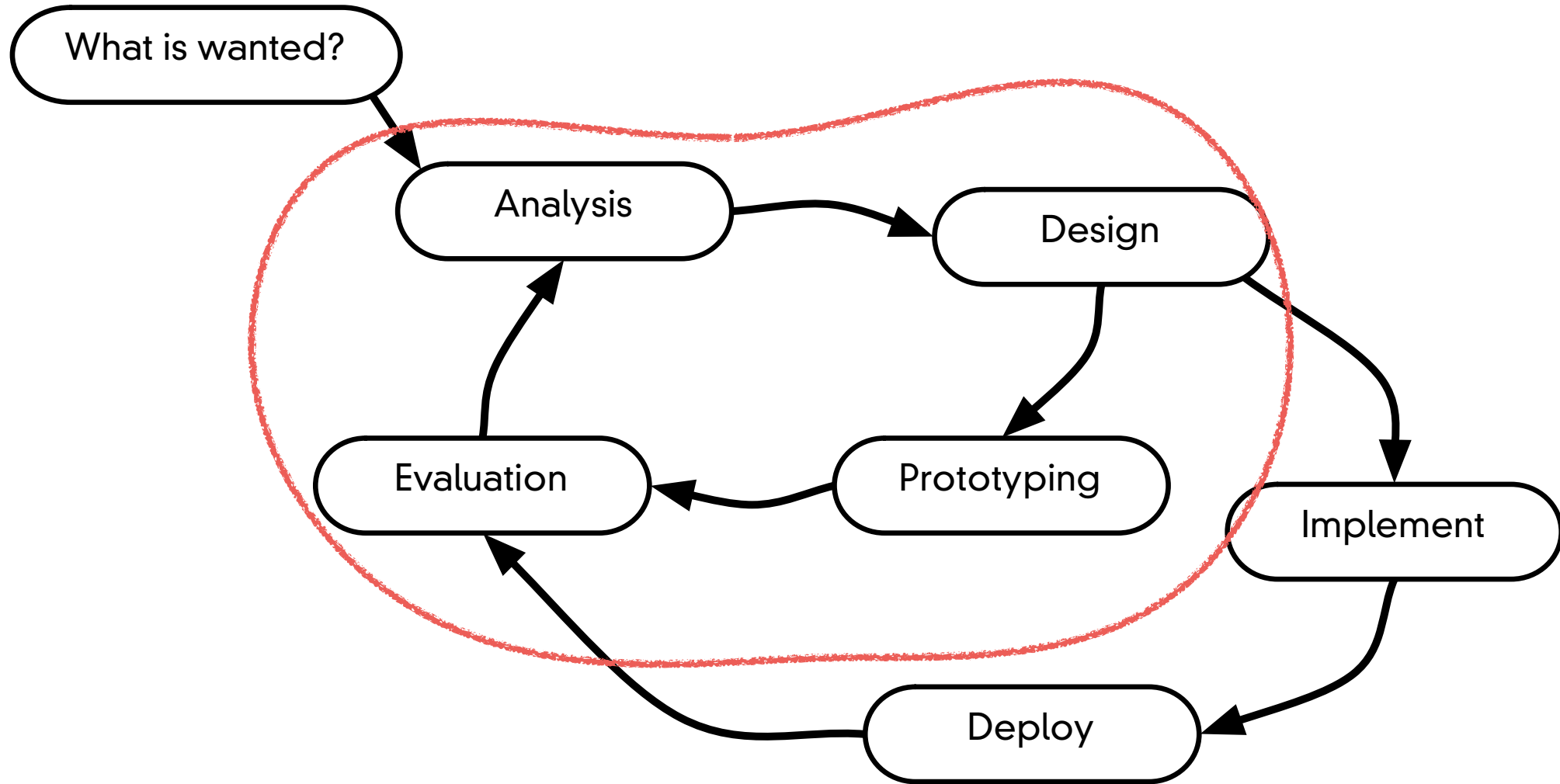
BEARING WITNESS  
LEGAL RECORD →  
LEGAL REQUIREMENT

ATTACHMENT  
HEADS-DOWN MOBILE  
TECHNOLOGY USE  
TECHNOLOGIES OF DISENGAGEMENT

JEM  
THINGS  
CAMERA

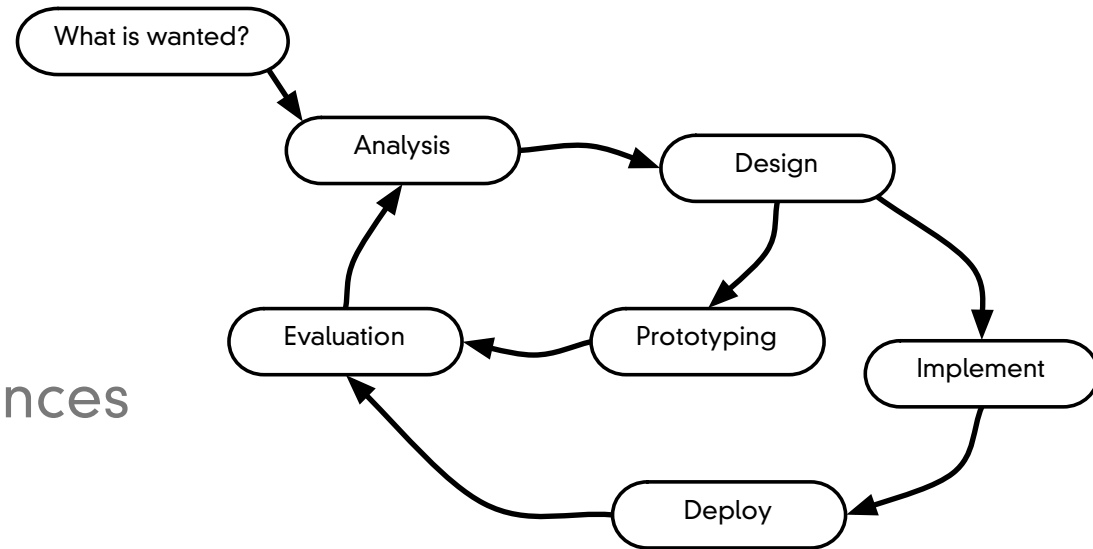


# Design Process



# Online questionnaires

- Can be used to:
  - Gather requirements
    - “What is wanted”
  - Evaluate prototypes
    - “Evaluate”
  - Understand user experiences
    - “Analysis”



# Advantages of online questionnaires

- Responses are usually received quickly
- No copying and postage costs
- Data can be collected in database for analysis
- Time required for data analysis is reduced
- Errors can be corrected easily



Home Take a Tour ▾ Resources ▾ Plans & Pricing

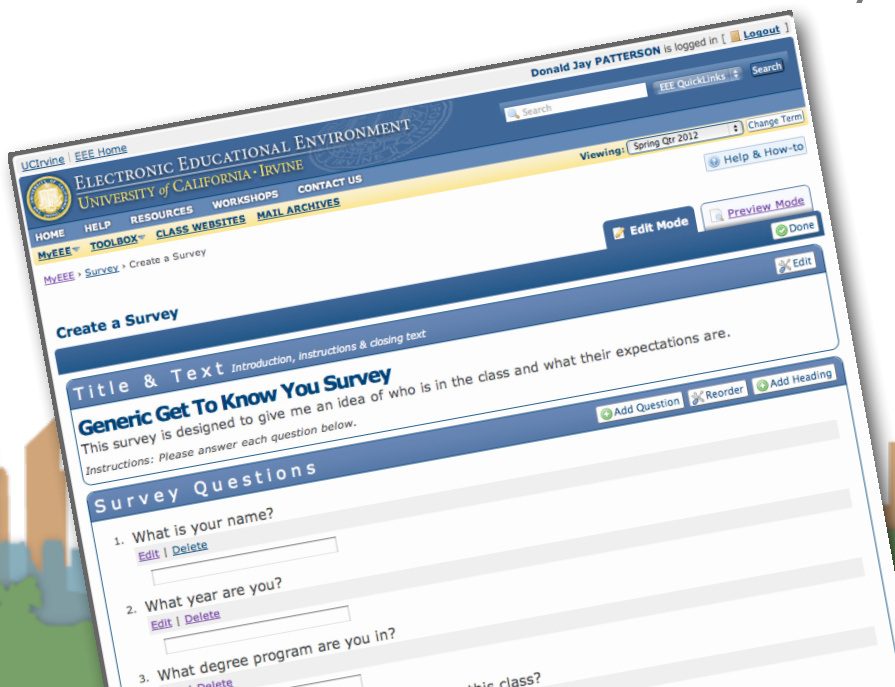
## Example Questions & Results:

### How likely are you to cancel your Netflix subscription in the next 3-6 months?

		Response Percent	Response Count
Extremely likely	<div></div>	5.7%	15
Very likely	<div></div>	5.7%	15
Moderately likely	<div></div>	13.7%	36
Slightly likely	<div></div>	26.3%	69
Not at all likely	<div></div>	48.5%	127

### Why do you think you might cancel your Netflix subscription in the next 3-6 months?

		Response Percent	Response Count
Price is too high	<div></div>	23.7%	32
May move to a competitor	<div></div>	5.2%	7
Don't use enough	<div></div>	20.0%	27
Content I want is not available	<div></div>	27.4%	37
Poor video or audio quality	<div></div>	5.2%	7
Poor customer service	<div></div>	0.0%	0
Poor technical support	<div></div>	0.7%	1
Other (please specify)	<div></div>	17.8%	24



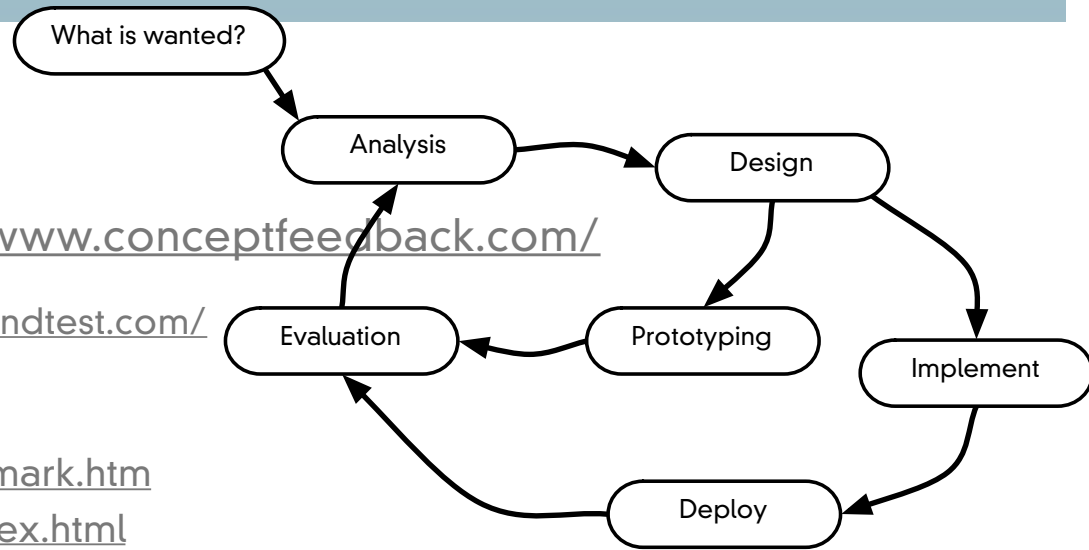
# Survey Tools

- **EEE Tools Survey**
  - <https://eee.uci.edu/toolbox/survey/published.php>
- **Survey Monkey**
  - <http://www.surveymonkey.com/>
  - Supports Targeted Audiences
- **Google Forms**
  - <http://youtu.be/xEY10Ub-k-U>
- **Mechanical Turk**
  - <https://www.mturk.com/mturk/welcome>
- **Audiences**
  - **Social Sciences Pool**
    - [http://hsl.ss.uci.edu/hsl\\_experimenter-info](http://hsl.ss.uci.edu/hsl_experimenter-info)
  - mailing lists
  - Survey Monkey
  - Lotteries



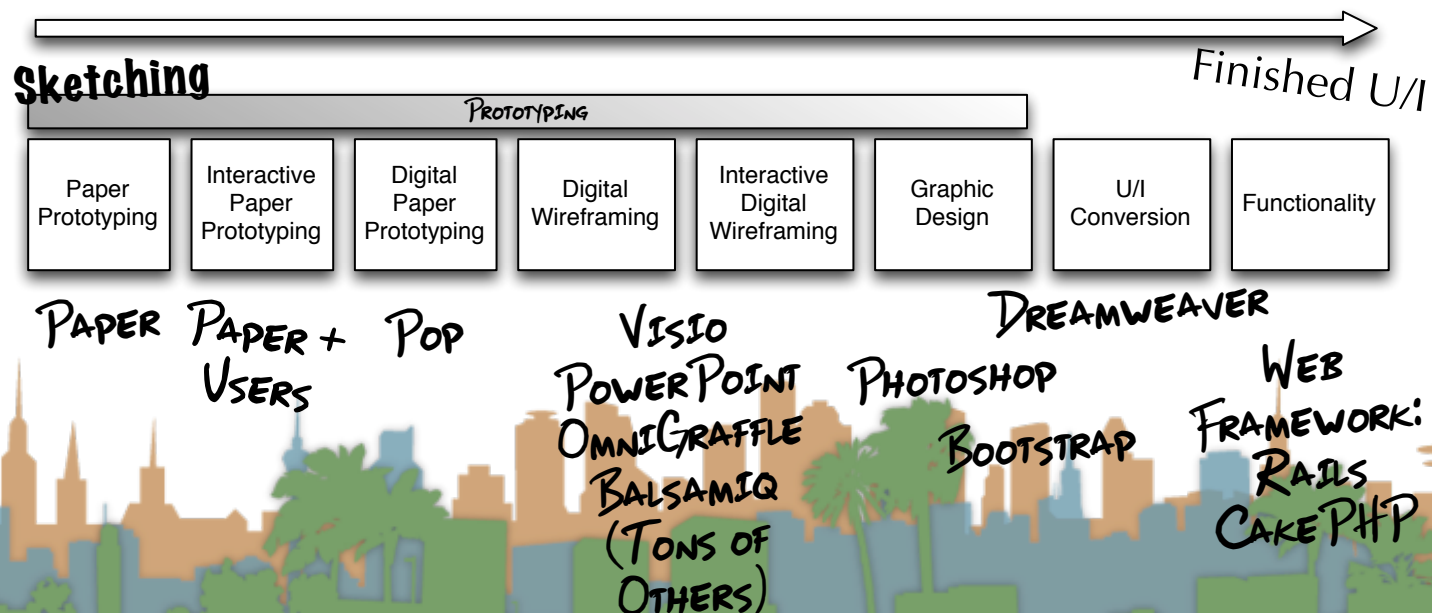
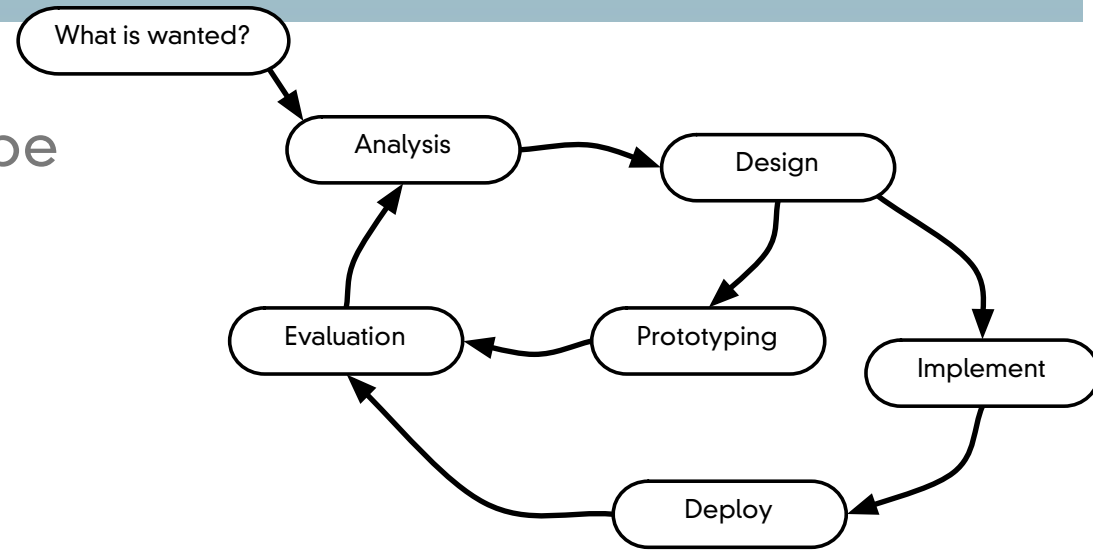
# Analysis

- “Expert Review”
  - Concept Feedback: <http://www.conceptfeedback.com/>
  - FiveSecondTest: <http://fivesecondtest.com/>
- Chalkmark/ClickHeat
  - <http://www.optimalworkshop.com/chalkmark.htm>
  - <http://www.labsmedia.com/clickheat/index.html>
- Test user understanding of action
  - screen shot + heatmap
- Action Tracking
  - ClickTale: <http://www.clicktale.com/default.aspx>



# Prototyping

- Each time you do a prototype it becomes more refined
  - from Sketching
  - to deployment
  - and beyond



# Prototyping



- [http://www.youtube.com/watch?feature=player\\_embedded&v=tkqqPGXMXRc](http://www.youtube.com/watch?feature=player_embedded&v=tkqqPGXMXRc)





# Prototyping

- Paper Prototyping
  - Post it video
  - Tektronics video
    - <http://www.elsevierdirect.com/companion.jsp?ISBN=9780123740373>
  - iPhone:
    - <http://www.youtube.com/watch?v=6TbyXq3XHSc>
- Hybrid
  - Pop!
    - <http://popapp.in/>
- Digital Sketching Prototyping
  - Balsamiq:
    - [http://www.youtube.com/watch?v=70hfU7\\_95Gw](http://www.youtube.com/watch?v=70hfU7_95Gw)
  - PowerPoint:



# Interactive Paper Interfaces

- Why sketching?

- Quick

- Timely
  - Inexpensive
  - Disposable
  - Plentiful
  - Clear Vocabulary
  - Distinct Gesture
  - Minimal Detail
  - Appropriate degree of refinement
  - Suggest and explore, not confirm
  - Ambiguity

Quick to make (at least after some practice)



# Interactive Paper Interfaces

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- Distinct Gesture

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- Appropriate degree of refinement

- Suggest and explore, not confirm

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Can be provided when needed



# Interactive Paper Interfaces

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- Timely
- Inexpensive
- Disposable
- Plentiful
- Clear Vocabulary
- Distinct Gesture
- Minimal Detail
- Appropriate degree of refinement
- Suggest and explore, not confirm
- Ambiguity

A sketch is cheap. High cost inhibits design (early in the process)



# Interactive Paper Interfaces

- Why sketching?

- Quick
- Timely
- Inexpensive
- Disposable
- Plentiful
- Clear Vocabulary
- Distinct Gesture
- Minimal Detail
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If you can't afford to throw it away it probably isn't a sketch. The investment is in the concept, not the art. It's value depends on its disposability.



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Sketched interfaces tend to work best as a series, in context with many other sketches.



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The way a sketch is drawn distinguishes it from other ways of rendering. The style signifies to it's viewers that it's "just a sketch"



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There is a fluidity to sketches that gives them a sense of openness and freedom. They are not precise like a blueprint or engineering drawing.





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They include only what is necessary to communicate the concept. Extra detail is distracting. Going beyond “good enough” is a bad thing with sketching.



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  - Distinct Gesture
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a sketch is helpful because it suggests only a level of precision that corresponds to the level of certainty in the designer's minds at the time.

- Appropriate degree of refinement
- Suggest and explore, not confirm
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Sketches don't "tell" they "suggest". Their value lies not in the drawing, but in its ability to provide a catalyst to the desired and appropriate behavior, conversations, and interactions.



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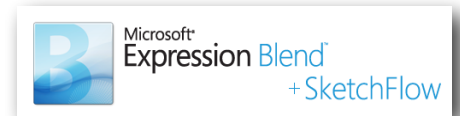
Sketches are intentionally ambiguous. They can be interpreted in different ways. Unexpected relationships emerge from viewing them, even for the sketcher.



# Prototyping - Enterprise Tools - post sketching

- Expression Blend - MS family of products
  - <http://expression.microsoft.com/en-us/cc136530>
  - <http://youtu.be/47Luwq85NCs>
- SketchFlow - Silverlight - deprecated
- Adobe Catalyst - Flash - deprecated
  - For creating Flash/Flex interaction design
    - <http://www.adobe.com/products/flashcatalyst.html>
- Adobe Dreamweaver - HTML
  - <http://www.adobe.com/products/dreamweaver.html>

- [http://www.adobe.com/products/dreamweaver.html#nerolimedia\\_split\\_dw-updates-cc\\_708x398-1300.mp4](http://www.adobe.com/products/dreamweaver.html#nerolimedia_split_dw-updates-cc_708x398-1300.mp4)
- [http://www.adobe.com/products/dreamweaver/features..sl\\_id-contentfilter\\_sl\\_featureddisplaytypes\\_sl\\_new.html#content-dotcom-en-fe](http://www.adobe.com/products/dreamweaver/features..sl_id-contentfilter_sl_featureddisplaytypes_sl_new.html#content-dotcom-en-fe)

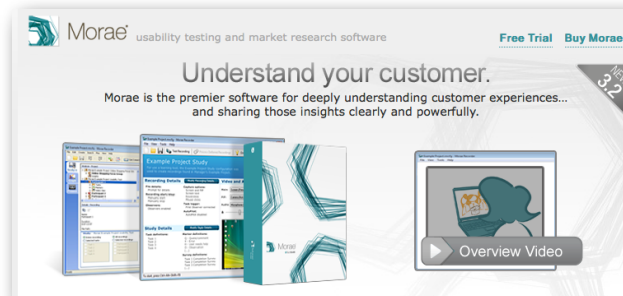
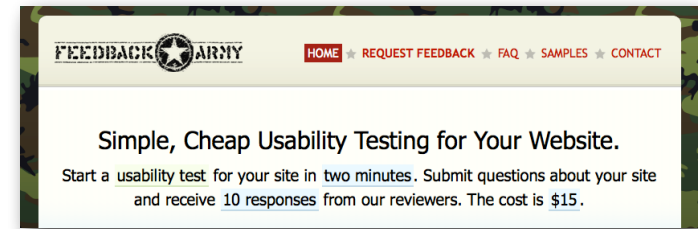


What is wanted?



# UI/UX evaluation post-deploy

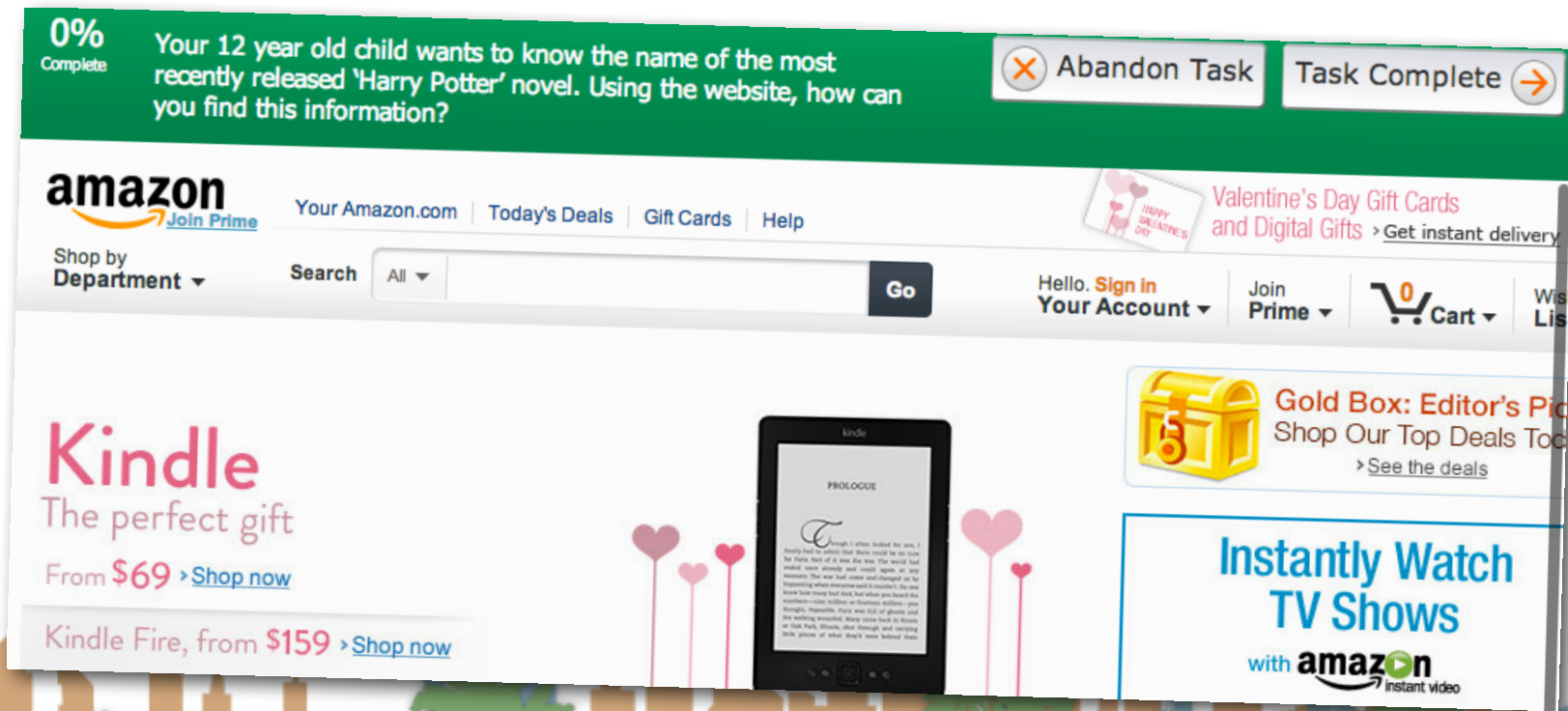
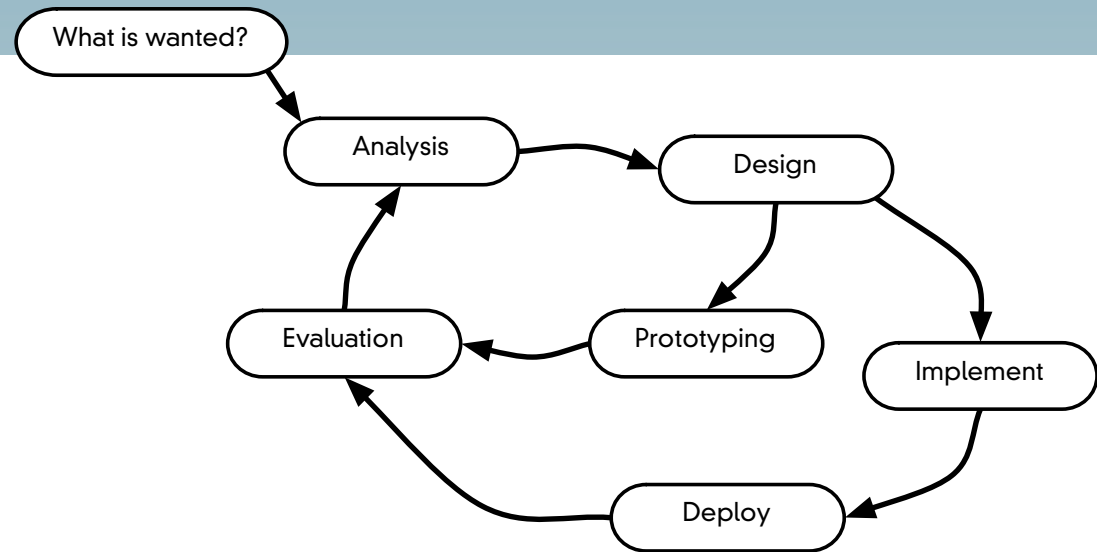
- Feedback Army
  - <http://www.feedbackarmy.com/>
- Silverback
  - <http://silverbackapp.com/>
- Userfly
  - <http://userfly.com/>
- Morae
  - <http://www.techsmith.com/morae/uses.asp>
- Hana Lab





# Acceptance tests

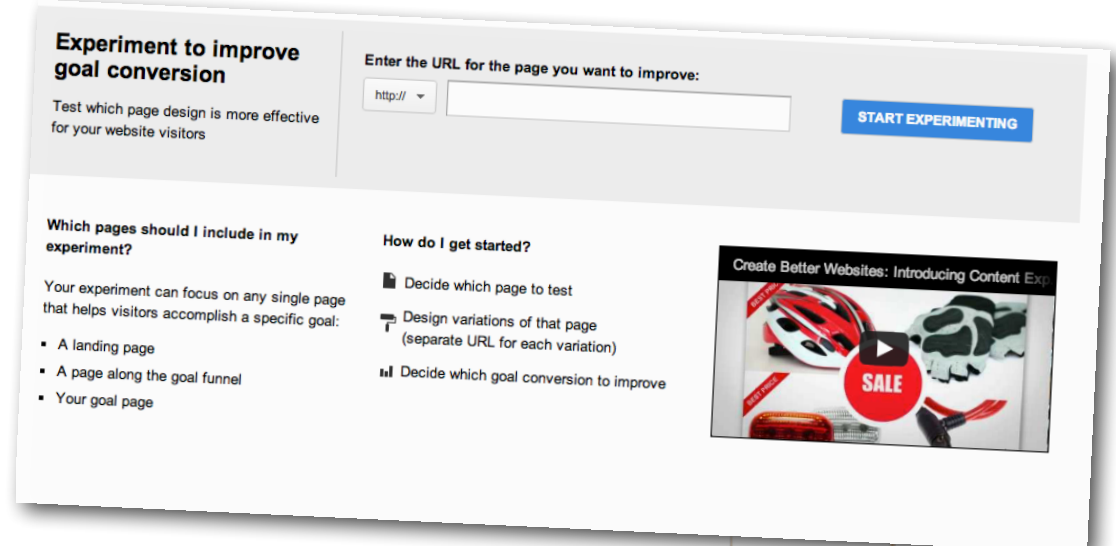
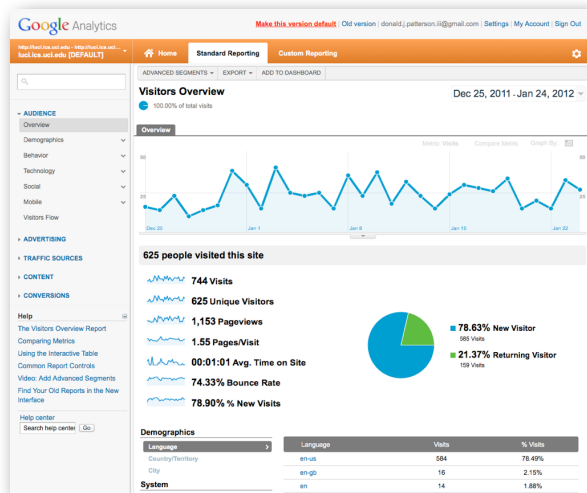
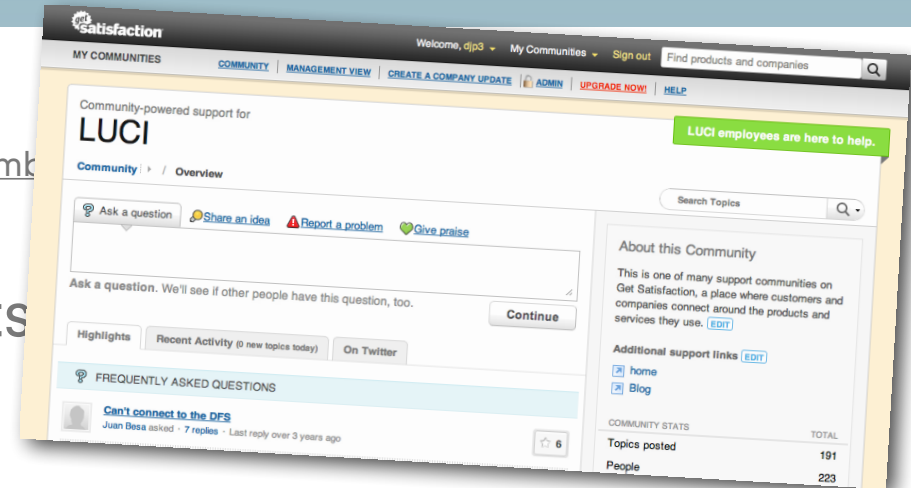
- Loop 11: <http://www.loop11.com/>





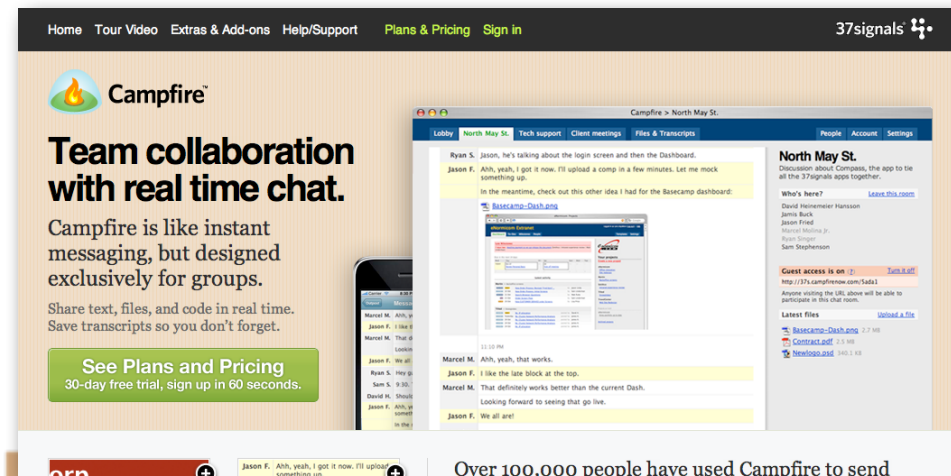
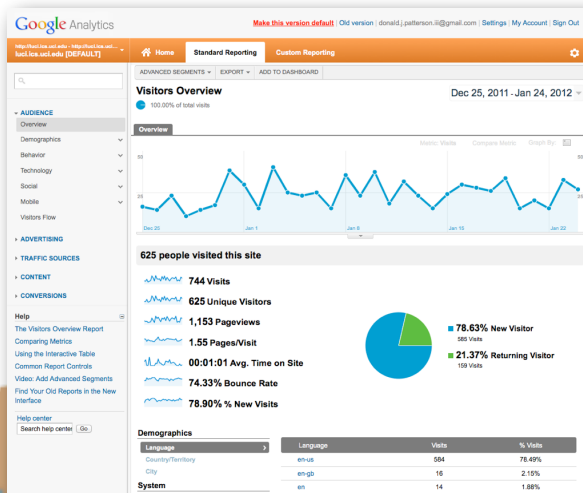
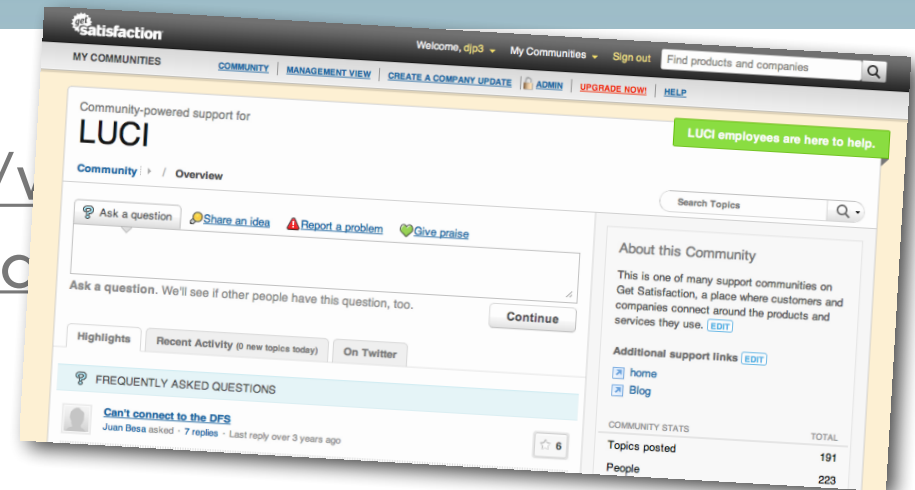
# UI/UX evaluation post-deploy

- Get Satisfaction
  - [http://www.youtube.com/watch?feature=player\\_embedded](http://www.youtube.com/watch?feature=player_embedded)
- Google Analytics
- Google Context Experiments



# UI/UX evaluation post-deploy

- Get Satisfaction
  - [http://www.youtube.com/watch?v=9333333333&feature=player\\_embedded](http://www.youtube.com/watch?v=9333333333&feature=player_embedded)
- Campfire
  - <http://campfirenow.com/#/>
- Google Analytics



## Need followup

- Other ideas
  - Camtasia
    - screen recorder
  - processing
    - visualization design
  - Kompozer.net
    - web design for dummies
  - Pencil Project
    - online Balsamiq
  - Lucid chart
    - online omnigraffle
  - Axure.com instead of Balsamiq
  - Usabilla



# Summary

- Good interaction design requires
  - an **iterative** design process
  - **input** from stakeholders at each step
  - pairing of **appropriate tools** at the appropriate step
  - **expertise** with tools
  - wise **tradeoffs** between time, money, and quality
  - the ability to effectively **communicate** why you are doing what you are doing to the customer



## For next time

- Pencil Project
  - open-source prototyping
    - <http://pencil.evolus.vn/Features.html>
- invision
  - collaborative design review system
    - <http://www.invisionapp.com/#tour>
- Flat UI
  - Bootstrap skin CSS system
    - <http://designmodo.github.io/Flat-UI/>
- Objectified
  - Documentary on product design
    - <http://www.objectifiedfilm.com/>





## For next time

- Prototyping
  - JustinMind
    - <http://www.justinmind.com/prototyper/examples>
  - CSS based android mock up tool
    - Fries
      - <http://jaunesarmiento.me/fries/>



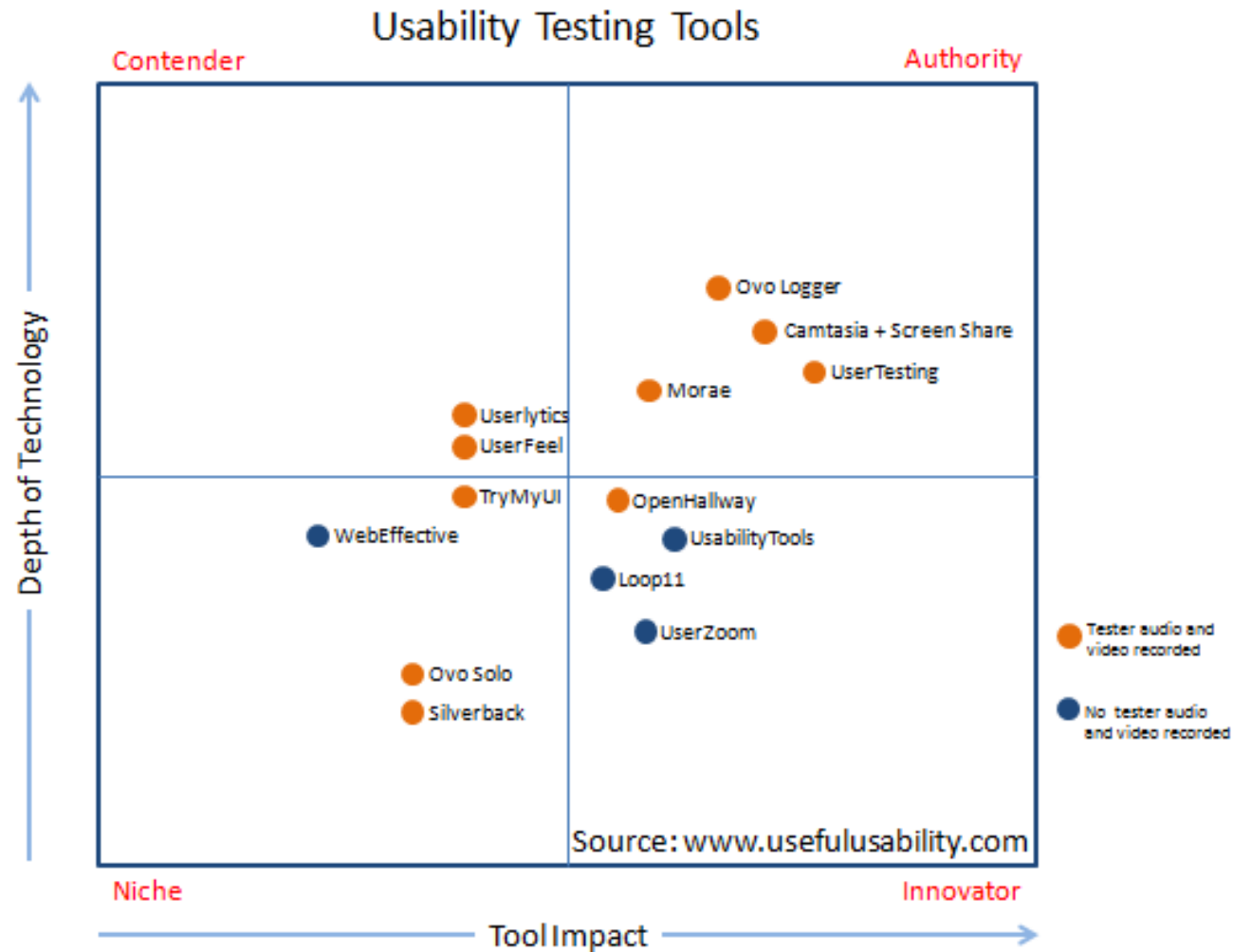
# For next time

## Evaluation of Prototyping Tools

cooper

TOOL	TIME/SPEED	FIDELITY	COLLABORATION/ SHARING	USABILITY TESTING	SUPPORT	INTERACTIONS/ GESTURES	ANIMATIONS	DEVICE TESTING
<b>Briefs</b>	120 min	Above Average	Low	Average	Low	None	Average	High
<b>Flinto</b>	5 min	Above Average	Average	Average	Low	Low	Average	Above Average
<b>InVision</b>	10 min	Average	High	Average	Above Average	Low	None	None
<b>proto.io</b>	120 min	Above Average	High	Average	Above Average	High	Average	Average
<b>Axure</b>	30 min	Above Average	Average	Average	High	Average	Above Average	Low
<b>Protonshare</b>	40 min	High	High	Average	High	Low	High	Low
<b>Solidify</b>	20 min	Average	High	High	Above Average	None	None	Above Average
<b>Easel</b>	15 min	Average	High	Average	High	None	None	Low
<b>Justinmind</b>	40 min	Above Average	Above Average	Average	High	High	Above Average	Above Average
<b>Fluid</b>	45 min	Above Average	Above Average	Average	Average	Above Average	Above Average	Above Average

# For next time: usability testing tools



# For next time: usability testing tools

abetteruserexperience.com/ux-directory/



— UX Directory

## UX Directory

A Better User Experience proudly presents a better web directory of UX design services and tools.

If you know of a tool that we should link to but aren't, [drop us a line](#) and we'll add it.

## UX Tools

### User Testing Tools

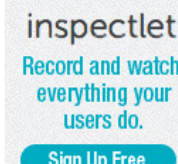
- [Chalkmark](#) - Make it easyTM with our online usability testing software
- [ClickTest](#) - User interaction analysis for your mocks and wireframes
- [Content Experiments in Google Analytics](#) - Testing up to five full versions of a single page, each delivered to visitors from a separate URL
- [Domain Polish](#) - Inexpensive, on-demand focus groups
- [EasyUsability.com](#) - Usability test your website with targeted users for \$15
- [Five Second Test](#) - Landing page optimization for your mocks and wireframes
- [IntuitionHQ](#) - Website usability testing for web designers
- [Loop11](#) - ONLINE USABILITY TESTING. POWERFUL. SIMPLE.
- [Morae](#) - Software & Web User Experience Testing
- [NavFlow](#) - Path and conversion analysis for your mocks and wireframes.
- [Optimal Sort](#) - Online Card Sorting Software
- [Optimizely](#) - A/B testing you'll actually use
- [Solidify](#) - Easily Test Workflows and Ideas
- [Three Quick Questions](#) - \$5 for three questions. Read our

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