

UX Gofer Competitive Analysis



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CIM 622
October 2015

Executive Summary

The purpose of this study is to determine opportunities on improving the web application of UX Gofer. While doing this, we analyzed products Loop 11 as well as UserZoom to inform the client on features that the competition includes, and those that can be opportunities for UX Gofer.

We created a set of evaluation criteria to guide us while assessing each product's application. We also created a rating criteria of 1 - 5 to aggregate the strongest and weakest features across each product. This helped us determine what the competition was doing well, and what could be improved.

UX gofer had an overall rating of 34/60. Loop 11 rated 46.5/60. UserZoom had a rating of 36.75/60

These results will inform the designers of UX Gofer opportunities to improve the system to increase the efficiency, effectiveness and satisfaction for the user, as well as give UX Gofer a competitive edge.

The main opportunities that we identified were to provide users with overall test preview in lightbox, provide a save and continue button included on each page while creating a Mod Guide, provide recruiting for participants to take part in the usability test, allow user to view their overall data on the dashboard, provide potential customers with a free trial to try the product, and to provide multi-language support to speak to customers across different languages.

Introduction

The purpose of this assessment is to determine how UX gofer performs in relation to competitors Loop 11 and UserZoom products. We conducted a comparison evaluation allowing us to understand what works and does not work from a users perspective. This determined the re-design direction of the design for UX gofer.

The goal of this study is to asses if the design of UX gofer is better or worse than it's competitors. We discovered relative strengths and weaknesses in competitors Loop 11 and UserZoom designs. We used these strengths and weaknesses to identify how to solve the same design problems.

This helped us determine what competitors are doing, how they are doing it, what's working and what's not.

Methods

Evaluators: Four evaluators

Selection Criteria: these competitors offer similar functionality to UX gofer including usability testing and analytics. These competitors have the most similar offerings to UX Gofer and include some features that should be considered by UX Gofer.

Rating Criteria: 1 – 5 (see detailed scale description on slide 6: Rating Criteria)

Methods

Procedures:

- Each evaluator rated client product and competitors' products separately.
- Evaluators met together and reviewed all of the scores and data, then came to consensus on an aggregated set of strengths and weaknesses for each product.
- Evaluators calculated the aggregated scores by averaging each participant's score for different evaluation goals
- Evaluators also calculated a totaled average score for each product.
- Evaluators reviewed all the featured audit together as well as the aggregated scores
- Evaluators analyzed these findings and reported findings with product summaries and recommendations

Evaluation Criteria

1. **Flow:** Appropriate feedback of system states
2. **Communication:** Makes use of effective writing to communicate with the user
3. **Content:** Supplies the user with good, appropriate content for UX research
4. **User Interface:** Interface is engaging and interactive, rather than a difficulty
5. **Site Hierarchy:** Hierarchy of items successfully conveys importance
6. **Taxonomies:** Sections are grouped together to efficiently conduct parts of research in order
7. **Visual Styles:** Communicates effectively using visuals
8. **Ease of Navigation:** Software is easy to navigate through and use different sections
9. **Actionable design:** Clear how to achieve goals and tasks that the software is designed for
10. **Functionality:** System is functional, works quickly with no bugs
11. **Research:** Evidence of good research in the design of the software
12. **Software accessibility:** Accessibility requirements are minimal, software can be used with a single download or one login for example.

Rating Criteria

1. Catastrophic
2. Poor
3. Fair
4. Good
5. Outstanding

Competition

UX Gofer is a software that helps users create a usability study from start of moderator guide to collecting data from live participants. It provides moderated usability testing as well as analytics for websites and other product types.

Loop 11 focuses on website specific usability studies and helps users to create unmoderated usability tests. Project creation is done in a simple 5 step process, with emphasis on quick non-detailed task creation.

UserZoom allows you to create remote usability (task-based) studies, card sorts, talk aloud recording, and click testing. Their main product offering is remote usability testing moderated by UserZoom, but also offers a user moderated option as well.

Competition: Similarities

Similarities:

All three softwares include task and question creation. All products can be customized to include different types of questions such as multiple choice, ranking, or text inputs. All of the products allow you to review your studies data (vary in how that data is displayed) by participant.

Competition: Differences

Ux Gofer is different from these competitors because it does not offer any recruiting or company moderated tests, but allows the users to go more in depth in the options they have in creating a study. UX Gofer allows for more advanced moderator guide creation and specific participant scheduling features.

UserZoom is a full service platform that offers the ability to create/run a user's study from start to finish for them. They offer the same features for creating tasks and questions as UX Gofer but in a less stylized design with more steps. They also offer conditional logic to the question and answers from the participants of the study which is not offered by UX Gofer or Loop 11.

Loop 11 is a quick and easy to use software focusing only on website usability studies. They offer a 5 step process from start to finish to create a study. Loop 11 also offers participant recruiting and testing design themes to further customize your study.

Competition Selection

These competitors offer similar functionality to UX gofer including usability testing and analytics. These competitors have the most similar offerings to UX Gofer and include some features that should be considered by UX Gofer.

Results

Product Summary - UX Gofer

1. Name: UX Gofer
2. Link: <https://app.uxgofer.com/#/study/list/>
3. Score: 34/60
4. Description: UX Gofer is a web and mobile app that makes User Experience Research easier, faster, and more accessible. UX Gofer provides moderators with a template to run usability testing and provides charts and graphs to visualize trends from the test.

Product Summary - UX Gofer

Strengths:

- Supplies the user with a lot of good UX content for the research tests
- Sufficient research was conducted and is clear through the amount of research tools and features included in the software
- Software is easily accessible, it is simply used by logging in with any web browser.
- Good communication with the user is achieved with effective writing

Weaknesses:

- Navigation is very difficult across all pages and system states
- Software is lacking functionality for several features, the user cannot efficiently conduct the research. There are also many bugs throughout the pages.
- Lacking appropriate feedback of system states
- User interface is difficult to navigate and comprehend
- Site is lacking hierarchy within pages and navigation

Product Summary - Evaluation Goals UX Gofer

Flow	2.5
Communication	3.5
Content	4.5
User Interface	2.25
Site Hierarchy	2.25
Taxonomies	2
Visual Styles	3
Ease of Navigation	1.5
Actionable Design	2.75
Functionality	1.75
Research	4
Software Accessibility	4
Total	34/60

Result of evaluation concluded their strongest areas were:

- Research
- Software accessibility
- Content

The areas that need improvement were:

- Ease of navigation
- Functionality
- Taxonomies

Product Summary - Loop 11

1. Name: Loop 11
2. Link: <https://www.loop11.com/usertest/create-usertest>
3. Score: 46.5/60
4. Description: Loop 11 is a web and mobile app that provides unmoderated and remote usability testing. Loop 11 allows users to create their usability study and recruits participants for the study. Loop 11 provides charts and graphs to visualize trends from the test.

Product Summary - Loop 11

Strengths:

- Easy 5 step process to create a new project
- Current project preview in separate lightbox
- Provides code for users to generate pop up invitation for the users website.
- Provides theme options for users to customize their test
- Support 40 languages

Weaknesses:

- Poor visual design
- Users need to generate their own introduction
- Users need to generate their own scales and matrices
- Users need to generate their own gratuity text

Product Summary - Evaluation Goals Loop 11

Flow	3.75
Communication	3.5
Content	3.75
User Interface	3.75
Site Hierarchy	3.75
Taxonomies	4
Visual Styles	2.75
Ease of Navigation	4.25
Actionable Design	3.75
Functionality	4.5
Research	4
Software Accessibility	4.75
Total	46.5/60

Result of evaluation concluded their strongest areas were:

- **Software Accessibility**
- **Functionality**
- **Ease of Navigation**

The areas that need improvement were:

- **Visual Styles**
- **Communication**

Product Summary - UserZoom

1. Name: UserZoom
2. Link: <https://www.userzoom.com>
3. Score: 36.75/60
4. Description: UserZoom is an online quantitative and qualitative research platform to help UX/CX, Product Managers and Marketing professionals test and measure all aspects of their web and mobile properties. It allows customers to collect data from users remotely, by combining scalable behavioral data with qualitative feedback such as Audio and Video record.

Product Summary - UserZoom

Strengths:

- Recruit research participants on behalf of its client
- Collect behavioral data such as audio and video recordings
- Provide prototype hosting for its client
- Provide template for related studies
- Support study in 17 different languages
- Customize user interface look and feel
- Ability to filter participant data
- Include additional research tools such as tree testing, card sort

Weaknesses:

- Full functionality only available on desktop
- Does not provide product demo
- Poor visual design
- High cost
- Android version has poor user reviews

Product Summary - UserZoom

Flow	3
Communication	2.5
Content	3
User Interface	2.75
Site Hierarchy	2.75
Taxonomies	2.75
Visual Styles	2.5
Ease of Navigation	2.5
Actionable Design	3.25
Functionality	3.75
Research	4.25
Software Accessibility	3.75
Total	36.75/60

Result of evaluation concluded their strongest features were:

- Research
- Functionality
- Software Accessibility

The areas that need improvement were:

- Communication
- Visual Styles
- Ease of Navigation

Feature Audit: UX Gofer Opportunities

[Click Here for Full Feature Audit](#)

- Audio and video record
- Overall test preview in lightbox
- Save and Continue button on each page
- Recruiting
- Export data result
- Overall data review dashboard
- Data review by question
- Automated participant path analysis
- Free trial
- Different project types
- Plugins for user website
- Multi-language support
- Heat maps and click throughs

Features that none of these competitors have

- Custom built, remote usability testing lab that compatible with the software
- Ability to partner with third party softwares such as GoToMeetings, and WebEx.

Due to the value of ROI, and the clientele of the product, UXGofer may not want to include the above features, but may consider them.

Recommended Features for UX Gofer

- Overall test preview in lightbox - UX Gofer's current tablet preview is currently next to where the user edits the mod guide, which is confusing for the user.
- Save and Continue button on each page - UX Gofer does not provide the users the option to save and continue on each page, which can cause errors.
- Recruiting - UX gofer should provide recruitment for participants for usability testing to provide less work for their users.
- Overall data review dashboard - UX gofer should provide their users with an overall summary for their users to review on the dashboard.
- Free trial - UX gofer should provide a free trial for potential customers.
- Multi-language support - UX gofer should speak to multiple languages and cultures.

Scorecard comparing products

Evaluation Goals	UX GOFER	Loop 11	UserZoom
Appropriate feedback of system states	2.5	3.75	3
Makes use of effective writing to communicate with the user	3.5	3.5	2.5
Supplies the user with good, appropriate content for UX research	4.5	3.75	3
Interface is engaging and interactive, rather than a difficulty	2.25	3.75	2.75
Hierarchy of items successfully conveys importance	2.25	3.75	2.75
Sections are grouped together to efficiently conduct parts of research in order	2	4	2.75
Communicates effectively using visuals	3	2.75	2.5
Ease of Navigation	1.5	4.25	2.5
Clear how to achieve goals and tasks that the software is designed for	2.75	3.75	3.25
System is functional, works quickly with no bugs	1.75	4.5	3.75
Evidence of good research in the design of the software	4	4	4.25
Accessibility requirements are minimal.	4	4.75	3.75
Total	34/60	46.5/60	36.75/60

Conclusion

Overall score of UX gofer: 34/60

Overall score of Loop 11 - 46.5/60

Overall score of UserZoom - 36.75/60

Recommendations for UX Gofer

- Provide users with overall test preview in lightbox.
- Provide a save and continue button included on each page while creating a Mod Guide.
- Provide recruiting for participants to take part in the usability test.
- Allow user to view their overall data on the dashboard.
- Provide potential customers with a free trial to try the product.
- Provide multi-language support to speak to customers across different languages.