We build tools for measuring usability

Improve your information architecture using the world’s most advanced user experience toolset. These are the same remote usability testing tools we use in our daily work to help us efficiently improve the usability, findability and user satisfaction associated with our clients’ websites and intranets.

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“Optimal Workshop’s tools helped us rapidly identify and address IA issues with confidence. This work has influenced the global direction of Vodafone’s websites.”

David McNamara
Design & Usability Manager, Vodafone NZ

“Card sorting is a great, reliable, inexpensive method for finding patterns in how users would expect to find content or functionality.”

Donna Spencer
Author: ‘Card Sorting: Designing Usable Categories’

“I can test wireframes without being physically present in a room with participants. It expands my testing and actually gives me more accurate results…”

Jessie Broderson
Web Specialist, City of Mesa, Arizona

The Suite

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