

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.



Treejack

Know why and where people get lost in your content with tree testing.



OptimalSort

Discover how other people organize your content with card sorting.



Chalkmark

Reveal first impressions of designs and screenshots with first-click analysis.



Questions

Gather opinions, facts, and feedback with our quick online surveys.



Reframer

Take notes and find themes super fast with qualitative research for teams.

'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

Monthly

USD\$ 199/month

Yearly

USD\$ 1,990/year

Unlimited tree test, card sort, first-click, and questionnaire studies. Plus unlimited responses, custom branding, post-study redirects.

Choose to pay online with a credit card or on invoice. All tools are available to use with limited features on our free plan so you can try our world leading analysis tools on real projects before you buy.