We build tools for measuring usability

Optimal Workshop offers powerful unmoderated, remote user research tools.

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

- Know why and where people get lost in your content with tree testing.
- Discover how other people organize your content with card sorting.
- Reveal first impressions of designs and screenshots with first-click analysis.
- Gather opinions, facts, and feedback with our quick online surveys.
- 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

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

Monthly
USD$ 199/month

Yearly
USD$ 1,990/year

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.

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