

Tegra118 

UX Tooling

Tool review



Research Insight Management

Tool needs

Research Insight Management tools primarily are a repository for capturing all your data sources and applying synthesis to the data collected.

| Feature |  Enjoy HQ |  DoveTail |  ProductBoard |  Notion |  Airtable |
|--------------------------|--|--|--|--|--|
| Transcribing audio/video | x | x | -- | -- | -- |
| Learning milestones | x | -- | -- | -- | -- |
| Tags | x | x | x | x | x |
| Research Plans | x | -- | -- | -- | -- |
| Integrations | x | x | x | x | x* |
| Export | x | x | x | x | x |
| SSO | x | x | x | x | x |



EnjoyHQ

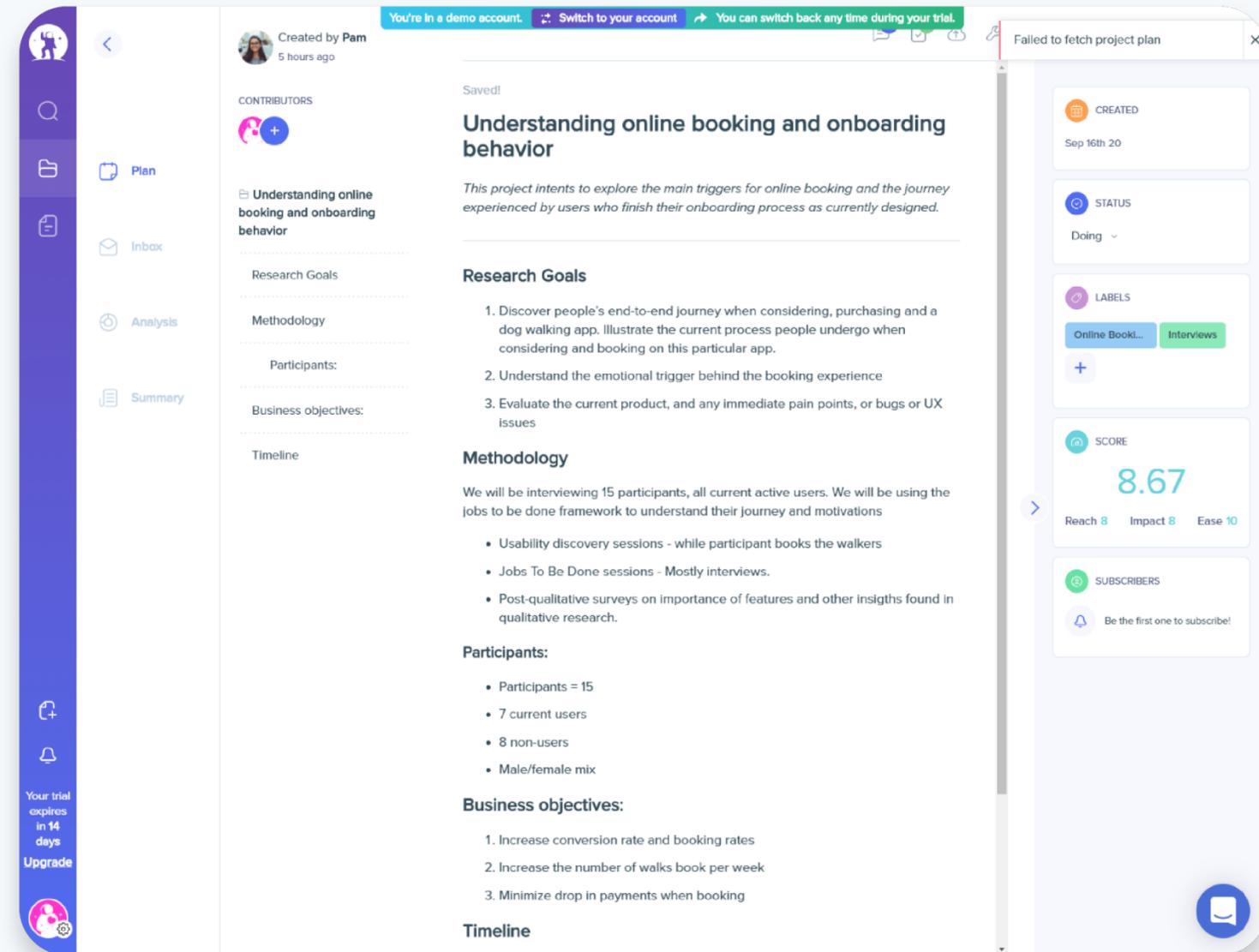
Research Insight Management

EnjoyHQ is one of the various tools purporting to capture all your user research and allow researchers to synthesise it. Overall this is a preferred tool of choice with its balance suite of features at an affordable price.

| Feature | value |
|--------------------------|--|
| Transcribing audio/video | Saves hours synthesising interviews |
| Learning milestones | Allows sharing of findings straight out of the app |
| Tags | Extract trends across all research |
| Research Plans | Preserve a place to properly plan research |
| Integrations | Pull through insight across many existing sources |

Pricing

- \$25 per contributor per month
- Additional costs:
 - \$12.50 per contributor per integration (excluding - jira, email, slack)





DoveTail

Research Insight Management

Dovetail is one of the leading tools in the space. Overall while usability is best in class it has come at a cost of various value adds that some of its competitors have.

| Item | Value |
|--------------------------|------------------------------------|
| Transcribing audio/video | Saves hours synthesising user data |
| Tags | Extract trends across all research |
| Kanban | Manage your research projects |

Pricing

- \$8.33* 5 users per month
- Additional fees
- \$0.20 per minute of transcribed audio/video
- \$20 per additional user per year



Notion

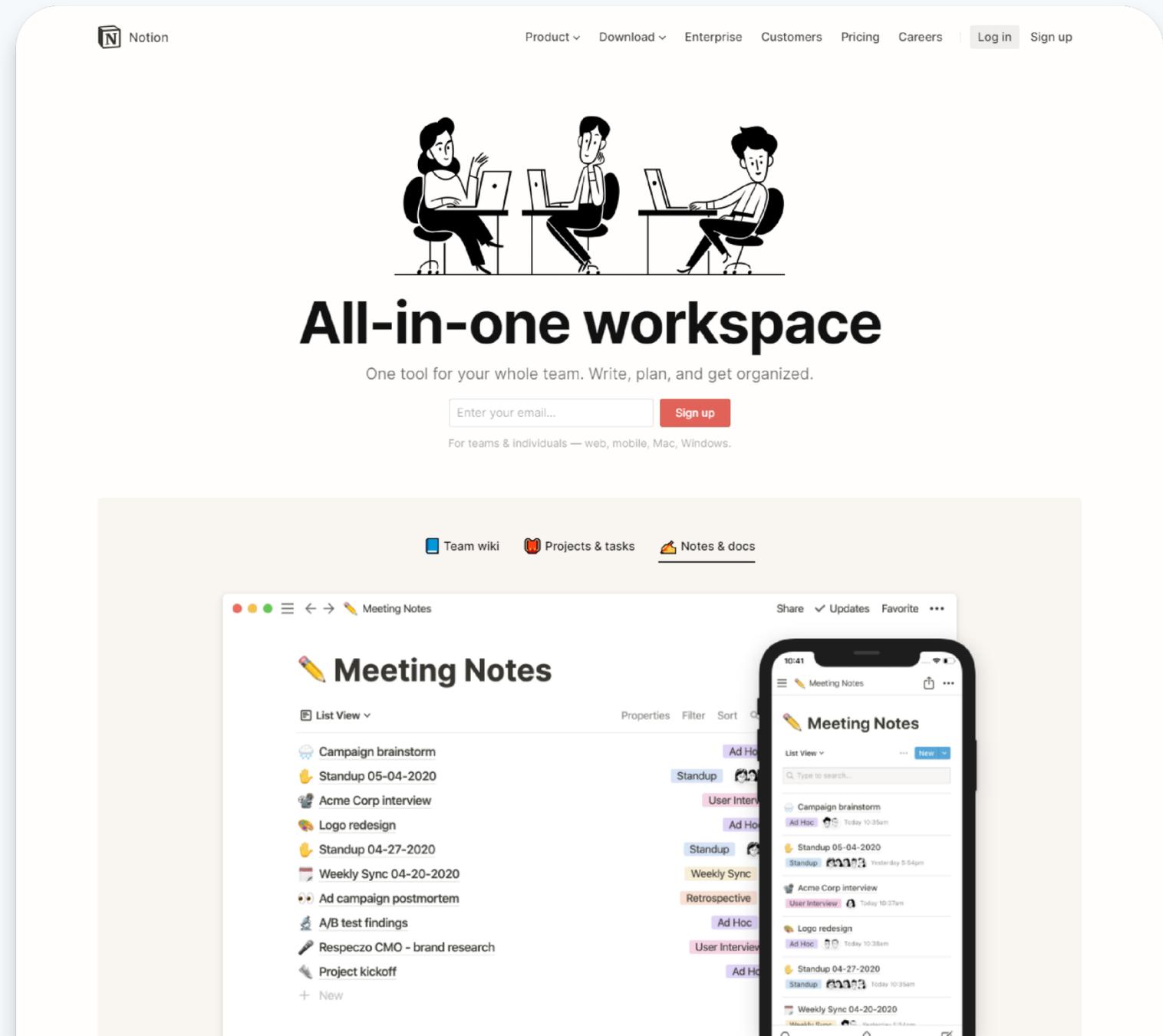
Note repository*

Notion is a simple to use low cost solution for storing notes. While it doesn't have many of the features the other options its ease of use and distribution make it a popular choice among some.

| Item | Value |
|-----------------|------------------------------------|
| Text repository | Allows storage of notes |
| Tags | Extract trends across all research |
| Kanban | Manage your research projects |

Pricing

- \$4 per month per user
- Additional fees
- SSO, Export to PDF, full version control only on enterprise plan





ProductBoard

Product Insight and Planning*

ProductBoard is focused on the product manager but has a lot of cross-over with the main research ops tools. While it has lots more features not pertinent to research it is missing key features such as transcribing and a information architecture catered to research.

| Item | Value |
|---------------------------|---|
| Product value definitions | Ability to tag user sentiment to features |
| Tags | Extract trends across all research |
| Feature voting portal | User input on features (like UserVoice) |

Pricing

- \$49 per user per month - 2 year commitment

Additional fees
higher tiers offer SSO, 3rd party integrations, invoicing, additional features

UX Tooling



Airtable

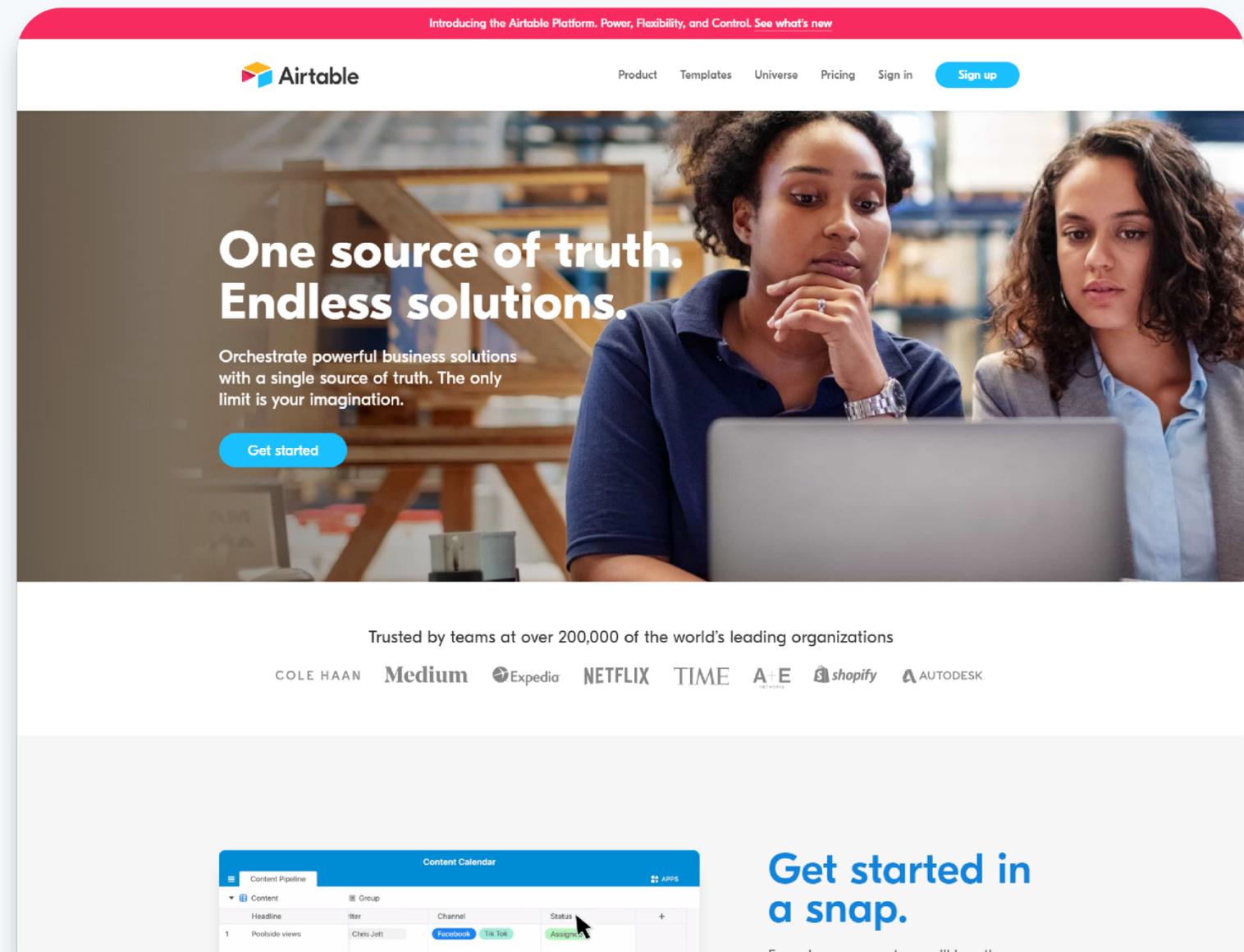
WYSIWYG SaaS Database

Airtable is a user friendly database service that allows users to create simple spreadsheet like flat files or more complex relational databases. In combination with the various plug-ins people find it a versatile tool able to support their research needs.

| Item | Value |
|--------------------|------------------------------------|
| Data repository | Store user notes |
| Tags | Extract trends across all research |
| Data visualisation | Communicate findings easily |

Pricing

\$0 - \$20 depending on storage requirements - none large enough for video repository.





UI/Prototyping

Tool needs

Designers will spend a significant proportion of time crafting prototype experiences that they will later use to socialite feedback.

| Feature |    Sketch/InVisionApp/Zeplin |  Figma |  Adobe XD |  UXpin |
|---------------|--|--|---|--|
| UI design | better | best | good | better |
| Illustration | best | better | -- | better |
| Feedback | -- | good | -- | good |
| Collaboration | -- | best | -- | best |
| Prototyping | good | better | better | best |
| Export | best | best | good | better |
| Dev Handover | good | best | -- | better |
| Animation | good | good | better | better |



Design System Documentation

Tool needs

Designers will spend a significant proportion of time crafting prototype experiences that they will later use to socialite feedback.

| Feature |  Zeplin/InvisionApp/Figma |  ZeroHeight |  Confluence |  UXpin | Notes |
|--------------------------------------|---|--|--|---|---|
| CMS | no | yes | yes | no | Zeroheight specific CMS for design systems (IA, UI) |
| document designs | no | yes | yes | yes | |
| integrates with popular design tools | n/a | yes | sometimes* | n/a | Confluence: Plugin availability and quality vary by product |
| Collaboration | yes | yes | yes | yes | Figma, UXpin use real-time tools |
| Design system template | no | yes | no | yes | ZeroHeight and UXpin have pre-built scaffolding for use case |
| Design tokens | yes (figma only) | yes | no | no | Zeroheight uses figma tokens. UXpin supports react manifests |
| dev spec mode | yes | yes | no | yes | |
| Release management | no* | yes | no | no* | Figma and UXpin support design releases but not system specific |



People Overheads

Fixed costs by role

Each role needs access to a suite of tools to enable them to be proficient. These estimates are for a typical use case but there may be niche needs of certain people not accounted for here. Prices are for suggested tiers for 12 months and don't include taxes unless otherwise stated.

Full stack designer

| | | | | | | |
|----------------------------|--------------|---------|-------------------------|----------------|--------------|-----------------|
| UI tool | Figma | \$144 | A/B testing | VWO | \$2,388 | |
| Prototyping toolkit | Figma Framer | \$120 | Session Replays | HotJar | \$1,376 | |
| Research repository | EnjoyHQ | \$300 | Retrospective analytics | Impact Product | \$2,388 | |
| Conceptual mapping tool | Miro | \$96 | Survey tool | SurveyMonkey | \$900 | |
| ResearchOps | Calendly | \$96 | | | | |
| Usability testing platform | Lookback | £1,188* | | | | |
| | | | | | Total | ~\$6,608 |

*100 sessions per year / unlimited seats

**price of 3 seats (minimum purchase)



UX Outputs for 2020

Our goal is to support the existing design needs of the business and put in place the seeds for better product discovery for 2021. These are the outputs we are undertaking to achieve the outcome.

Delivered

UWP - PA Journeys

UWP - FA Journeys

UWP - SMA

UWP - UI Refresh

In Progress

UWP - Reconn journeys

UWP - UMA

LPL - Client support

Tooling and research artefact setup

To Do

People sourcing



UX Design 2021

Design people to support discovery and delivery product teams. Excludes front-end engineering

Per product team

Discovery Lead UX designer

Delivery & Sales UI designer

1-2 Prototype Engineers

Cross team

UX Researcher

UX Writer

DesignOps/Head of UX



Headline

SubHeader

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Item

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Item

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CallToAction

- bulletPoint
- bulletPoint
- bulletPoint

Source:

