Allovus

User Research Tools

In the evolving field of user research, numerous companies are integrating AI to refine their offerings.

Join us on this journey

AI is changing our landscape: The way we create and work is as dynamic as ever. We are choosing to remain curious and do our due diligence to figure out what is working well in AI and what can be used to improve our creative processes.

Consider this a work in progress... a living document that we'll add to in the months ahead, and share our findings with you as we go.

User research: AI image generated with ChatGPT-4
Prompt: Symbolize user research - contemporary, not too serious

Overview of findings

Insights

Many research companies are attempting to enhance their products with AI functionality. These applications are complex and cover a wide range of features across many phases of the research process. In their initial efforts, companies are targeting specific areas within their apps to enhance with AI capabilities. They are tackling "bite-sized" chunks within their products vs. attempting to incorporate AI functionality across all areas.

Objective

Our goal in this initial research is to identify key areas and functionality that research companies are focusing on within the industry. We targeted companies that have credible products and categorize their AI-based features within specific User Research stages. Our hope is that these findings will help users quickly identify solutions that give them an edge in their research, fill in gaps within their current process, and strengthen outcomes.

We feel the landscape and the features outlined below will change and grow quickly, but this snapshot is a helpful place for research specialists to start.

One way to think about these tools

Research tools categorized by feature within the respective research phase. ChatGPT and UserTesting are the most widely used tools that cover all 3 research phases. The other apps have features that help in certain areas of the research process.

Phase 1: Plan

Phase 2: Conduct

Phase 3: Analyze

Goal setting, problem defining, participant sourcing, user stories, personas, and user journeys

Methods will vary depending on goals, but can include usability testing, interviews, and surveys.

Analyze data, share findings with stakeholders, and socialize the results to inform decision making.

ChatGPT

UserTesting

Userdoc | SciSpace Copilot | QoQo.ai Figma Plugin | FigJam AI Playground | Miro

Lookback | Hotjar | Synthetic Users | Kraftful | Grain | Otter | VisualEyes | Attention Insights Figma Plugin

PlaybookUX | Looppanel | Notably | QoQo.ai Figma Plugin | FigJam AI Playground | Miro

Tested Reviewed

*Based on number of professional users and Google ranking. We have done user testing and currently use many of the tools in blue. The ones in gray have been reviewed and are on our radar.

What and who is this research for?

This resource is crafted for research professionals, small-scale product teams, UX designers, researchers, and forward-thinking entrepreneurs.

This current overview offers a starting point for research experts seeking to navigate the expanding terrain of AI-enhanced research tools.

Research professionals

Professional researchers with experience using industry-standard apps creating solutions for clients.

Small product or designer teams

Researchers, prototypers, data scientists, PMs, and others providing insights and decision-making for companies.

Entrepreneurs

Product managers, developers, designers, and start-up entrepreneurs working through a side project.

The first two tools cross all three phases of research: planning, conducting and analyzing.

ChatGPT

180.5M Users

Used for all research phases

AI features

- Competitive analysis
- Business metrics
- User journeys
- Storytelling
- Writing surveys

How it works

ChatGPT large language models can answer your questions, write copy, draft emails, hold a conversation, explain code in different programming languages, translate natural language to code, and more – or at least try to – all based on the natural language prompts you feed it. It's basically a chatbot, but a really, really good one.

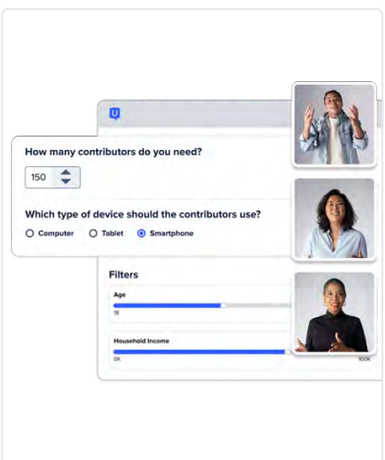
"ChatGPT cannot be used as a complete replacement for human user researchers. It's best suited as a digital assistant that can speed up some research activities. Still, product creators should always validate the information the tool provides and spend time working with a product's target audience to understand real users."

~ Nick Babich

UserTesting

5M Test Sessions

Used for all research phases



AI features

- Insight summary
- Interactive flows
- Sentiment paths
- Intent paths
- Post-test analysis
- Friction detection
- Language processing
- Clickmaps
- Computer visuals
- Data visualization

Additional features (Non-AI)

- Audience recruitment
- Quality control
- Contributor onboarding and support
- Profile management
- Incentive payments
- Security, privacy, and compliance
- Live interviews
- Usability testing
- Brand and messaging testing
- Card sorting
- Tree testing
- Clickstream tracking
- Data visualization
- Auto-generated analytics and transcriptions
- Intelligent insights
- Folders and workspaces
- Highlight reels
- Results download and sharing links

How it works

Three independent apps come together in this suite of tools under the UserTesting umbrella, though the AI function is specifically used in the analysis and socialization phase of research.

Links, overviews, and how-tos

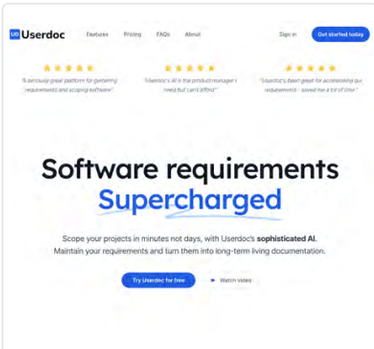
- Microsoft + UserTesting Success Stories

Phase 1: Plan

In addition to ChatGPT and UserTesting, the following tools have features that can assist with goal setting, problem defining, participant sourcing, user stories, personas, and user journeys.

Userdoc

84/100 in the Product Management category on Crozdesk



AI features

- User stories
- Acceptance criteria
- Personas
- User journeys

Additional features (Non-AI)

- Sync requirements to your project management tools
- Build relationships between user stories, personas, and user journeys to create a map of your system
- Download requirements as Word docs, Excel, or CSV files

How it works

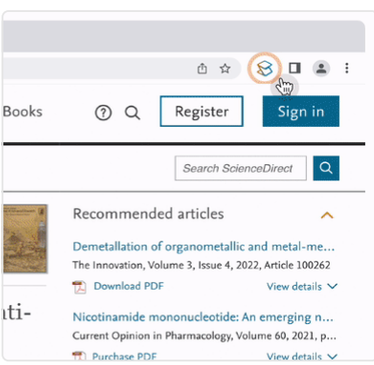
Userdoc has a full product requirement repository and uses AI to identify consistent patterns in user personas.

Links, overviews, and how-tos

- The Rise of AI-Driven Software Requirements

SciSpace CoPilot

270M Papers in Repository



AI features

SciSpace CoPilot is an AI-powered research assistant designed to enhance your experience in reading scientific literature. It provides real-time explanations and summaries and simplifies language.

Additional features (Non-AI)

- The extension can be used on articles, research papers, blog posts, and even Medium, YouTube, and GitHub pages.
- The browser extension analyzes web page content and provides a clear and concise explanation of any text, math, or tables.

How it works

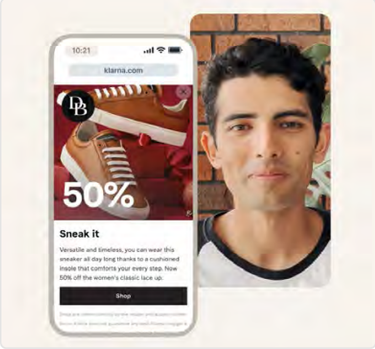
SciSpace CoPilot Browser Extension provides realtime explanations and answers to scientific questions across any website. This product doesn't specifically help you set goals or define problems, but assists you as you research anything across the web.

Phase 2: Conduct

In addition to ChatGPT and UserTesting, the following tools have features that can assist with various methods depending on goals, but can include usability testing, interviews, and surveys.

LookBack

$2.3M Revenue



AI features

AI assistance throughout the conducting research phase; similar to Siri, or Cortana. In beta now and you can request access.

Additional features (Non-AI)

- Run usability tests
- Record interviews
- Note-taking
- Analyzing insights
- Socialization

How it works

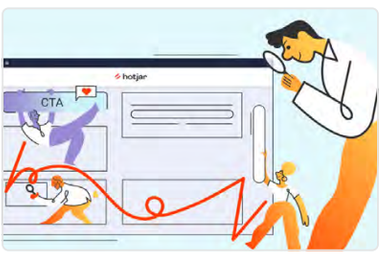
The LookBack assistant, called Eureka is a click away during your interviews and conversations. Click to capture a moment, and she synthesizes and summarizes the experience and saves it.

Links, overviews and how-tos

- Your one-page resource on how to use Lookback with your team.

HotJar

1.1M Websites Use HotJar



AI features

Generate survey questions. And get an intuitive, visual way to discover, consolidate, and communicate user needs.

Additional features (Non-AI)

- Analyze results
- Generate reports

How it works

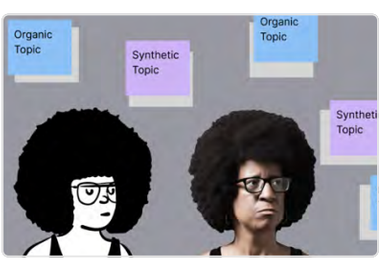
HotJar provides AI survey question creation and one-step analysis of survey findings in report form.

Links, overviews and how-tos

- #AI Summary and Next Steps

Synthetic Users

64% of Product Teams Don't have Time for User Testing



AI features

You can test your ideas or products with AI participants. They are designed to replicate human user behavior.

Additional features (Non-AI)

- Insight overview
- Uncover features
- Remove blockers

How it works

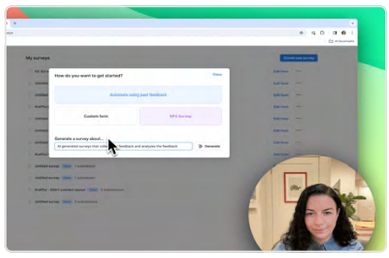
Synthetic Users creates artificial users for conducting user research based on feeding LLMs human behavioral patterns from real users.

Links, overviews and how-tos

- Synthetic Users Journal

Kraftful

30K Product Teams Use Kraftful



AI features

Generate a survey based on past user feedback or a new topic you want to explore.

Additional features (Non-AI)

- Analyze and summarize research data from external and internal research
- Write prompts
- Convert feature requests into user stories

How it works

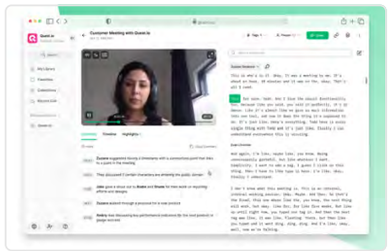
Kraftful uses AI to pull in qualitative research data from a variety of external sources to synthesize and summarize for final output and analysis. It also creates survey questions based on past research materials. They offer a ChatGPT plugin, renamed to Kraftful GPT which helps you write prompts for better product management. It will convert feature requests into user stories that will link to Jira tickets.

Links, overviews and how-tos

- Kraftful Surveys are Here

Grain

100K Users



AI features

- Automated note-taking
- Record-keeping
- Insight-capture
- Video category summaries

Additional features (Non-AI)

- Capture insights
- Organize meeting takeaways
- Integrate with CRMs for automated tracking

How it works

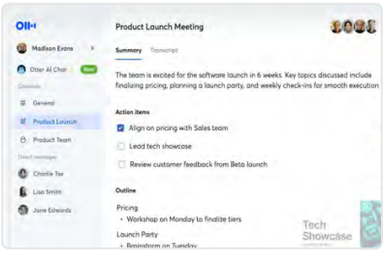
Grain is a Conversation Intelligence Platform that automates note-taking, record-keeping, and insight-capture. It breaks down your meeting recordings into 3 categories or tabs - summary (AI generated overview of the conversation, timeline (call log by each speaker to quickly navigate through the conversation), and highlights (AI synthesized key takeaways that can be shared and sent to third party CRMs for tracking and evaluation).

Links, overviews and how-to's

- A New AI Meeting Experience with Grain

Otter

14M Users



AI features

- Automated note-taking
- Audio recording
- Generates summaries

Additional features (Non-AI)

- Records audio
- Captures action items
- Integrates with live meeting apps

How it works

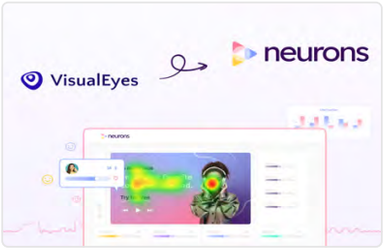
Otter AI is a meeting assistant that records audio, writes notes, captures action items, and generates summaries. It also integrates with Zoom, Teams, and Google Meet, you just add it to your meeting invite. Live chat within the meeting with Otter and team members to get answers in real-time.

Links, overviews and how-tos

- Otter AI Demo Chat

Visual Eyes

28K Users Using Figma Plugin for Visual Eyes



AI features

- Forecasting user behavior
- Capturing eye patterns
- 84% accuracy rate for creating heat maps

Additional features (Non-AI)

- Synthesizes users potential behavior using eye patterns of LLM data
- Builds heat maps
- Integrates with design tools to show you insights

How it works

Visual Eyes is now owned by Neurons. They use large data sets to synthesize what users would view on your designs and provide AI derived feedback. Our intelligent algorithms forecast user behavior patterns based on extensive data sets from large scale studies. They've tested the generative AI based on capturing the eye patterns of actual users and have an 84% accuracy rate, creating heat maps This alleviates the need for recruiting real users and going through the research process. It provides you with insights within your design program in real time.

Links, overviews and how-tos

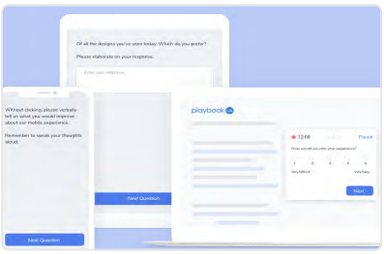
- Visual Eyes Cheat Sheet

Phase 3: Analyze

In addition to ChatGPT and UserTesting, the following tools have features that can assist with analyzing data, sharing findings with stakeholders, and socializing the results to inform decision making.

PlaybookUX

8.1 out of 10 Rating on TrustRadius



AI features

- Conduct, synthesize, and analyze research results
- Build out a central repository for insights

Additional features (Non-AI)

- Summarize key findings
- Integrates with third party tools to share with your team
- Prebuilt customizable templates to share results

How it works

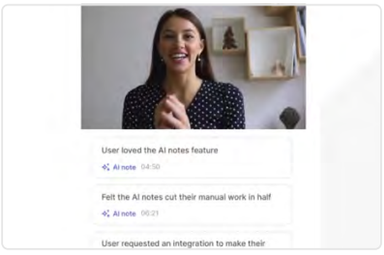
PlaybookUX uses a variety of LLMs trained on open data sets. No customer data is used to improve or train the model—all training occurs before the models are deployed. With clustering, summarization, and sentiment analysis, their AI features can provide a first pass of synthesis or give you the gist of an interview so you don't need to start from scratch. It can synthesize whole transcripts and multiple highlights in evaluation.

Links, overviews and how-tos

- Note and Insight Summaries

Looppanel

4.8 out of 5 Rating on G2



AI features

- AI-powered note-taking
- Repository search

Additional features (Non-AI)

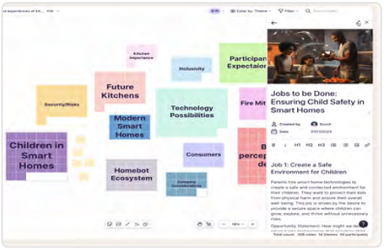
- Transcription
- Live note-taking
- Analysis

How it works

Looppanel records calls and uses AI to analyze the conversation and transcribe notes in a more professional and concise form.

Notably

8.1 out of 10 Rating on TrustRadius



AI features

- Organize findings using templates and themes
- Distribute to your team with visuals

Additional features (Non-AI)

- Research repository
- Video transcription
- Cluster analysis
- Digital sticky notes

How it works

Notably uses AI to synthesize data that's derived from research studies. They've created custom templates you can select from to show different perspectives and themes within the research results. Each template provides a unique synthesis based on preferences. You can also build your own template and create visuals that will display the output from the AI template you choose.

Links, overviews and how-tos

- Notably AI Templates

Designer Tools

Figma, FigJam, and Miro are tools often used to compile feedback and they now have research features rich in AI.

Figma + FigJam

3M Users

AI features

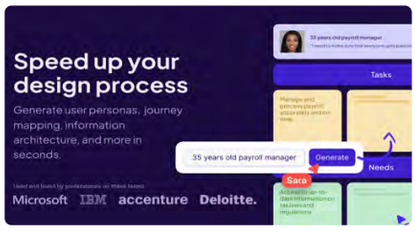
Use plug-ins in Figma to help with the planning process and building prototypes for testing products and feature ideas quickly. There are also many uses for FigJam AI to generate ideas and insight summaries.

Additional features (Non-AI)

- Workflows
- Journey maps
- Basic writing
- Templates
- Image editing
- Icon generation
- Spot illustrations
- Prototyping
- Presentation generation
- Video
- Community templates
- Resource guides

How it works

Figma is still the leading collaborative design tool for building products. You can seamlessly design, prototype, develop, and collect real-time feedback in a single web application.

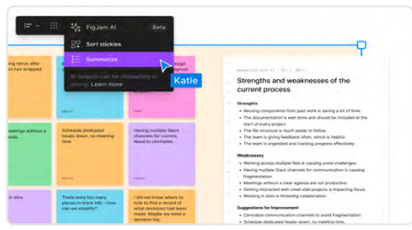


Journey maps
Personas, journey maps, IA, chat assistants, affinity mapping, UX copywriting, and user research.

QoQo.ai

Testing
Instantly predict where users will look in your design so you can justify your design and vision.

Attention Insight



Insight summaries
Automatically summarize stickies to get clarity on key takeaways and next steps.

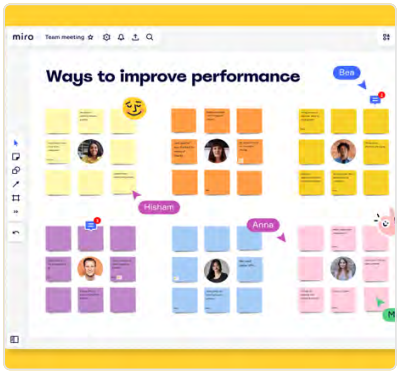
FigJam AI playground

Links, overviews and how-tos

- Figma has a very robust **YouTube channel** with a lot of great resources and product updates.
- FigJam also has many ready-made **templates**.
- FigJam is easier to learn than Figma and also has specific **AI overviews and training**.
- You can also find other trainings for FigJam in the Figma **YouTube channel**.

Miro

60M Users



AI features

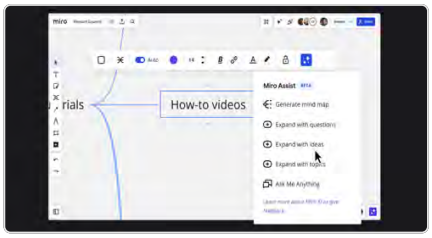
Miro Assist beta helps users to expand their thinking with AI. Condensing and clustering sticky notes is a very helpful AI tool that can save a ton of time parsing through user research or brainstorming notes.

Additional features (Non-AI)

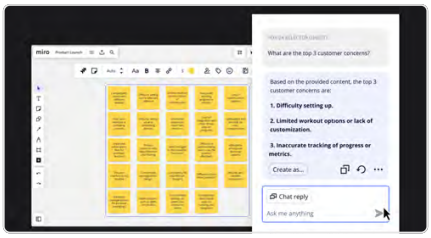
- Workflows
- Journey maps
- Brainstorming
- Prototyping
- Insight summaries
- Presentation generation

How it works

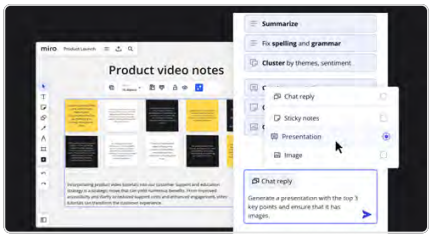
Miro has been used by many different companies over the years. They have product workflows, workshop templates, diagramming, and data visualization.



Brainstorming
Quickly explore new topics and align teams with AI-powered mind mapping and diagramming.



Insight summaries
Uncover the most valuable insights from customer research, retrospectives, or workshops.



Presentation generation
Automatically generate presentations, action lists, and more for stakeholders.

Miro Assist

Links, overviews and how-tos

- Miro has its own built in **Miro Academy** with badges as you learn. They have live events with real Miro experts and users.
- There is also a **Miro Assist help center** specific to the AI tools.

If you made it this far, you're one of us.

We value your feedback.
If you have questions or would like to share your insights, email us at info@allovus.com.
If you want to receive our monthly newsletter, sign up here on LinkedIn.