



User Research Vendor Matrix











Testing Abilities and Dashboard Reporting					
User Testing	 - Set up test (by us or them), deploy test, in 3-9 days, we receive results - With templates, tests can be setup quickly	 - Self-serve test: within hours - Larger tests/specific demographic: turnaround varies - With templates, tests can be setup quickly	 - They provide the services to enact testing - Considered more a service provider and not a tool we own.	 - They provide multiple services to enact testing and give us results - Considered more a service provider and not a tool we own	 - They provide multiple services to enact testing and give us results - Considered more a service provider and not a tool we own
Qualitative Testing					
Quantitative Testing					
Diverse Pool of Testers	 - Typically, 100+ participants, can dip below on smaller tests for both qualitative and quantitative; we'd set that per test - Can use internal and external testing pools	 - Typically, 10-15 participants for qualitative; higher for quantitative; we'd set that per test - Can use internal and external testing pools - Testing pool built for qualitative testing	 - Live testers (standard has multiple - test group from a third-party) with assisted devices, live review with researchers that observe and test the journeys. - Expert reviewer that actually is disabled (blind).		
Test Metrics/Diagnostics	 - Survey and feedback collection - Industry Benchmarks Comparison - Conversions - Analytics	 - Survey and feedback collection - Industry Benchmarks Comparison - Conversions - Analytics	 - Survey and feedback collection - Industry Benchmarks Comparison - Conversions - Analytics		
Test Templates	 - The essence of Wevo is templated - Saved audiences or testing	 - Templates made by experts - Saved audiences or testing	 No templates; they customize every test based on need		
Test Visualizations	 Sentiment maps	 Keyword and heat maps	 Quantitative heat maps		
Test Summaries	 - Page comparison - Key findings - User's Expectations	 - Page comparison - Key findings - User's Expectations	 Report (Sending sample)		
Quick Report Highlights	 Journey/Test Effectiveness Score				
Test Results Reporting	 - Export test results into PPT presentation - Reports can focus on stakeholder understandability	 - Can send test results to Teams or Jira - Clips/highlight reel pushed to teams and stakeholder deliverables - Test report templates	 Sends test result in PPT and Excel spreadsheet	 Sends test result in pdf	
AI Summations and Assistance	 AI Pulse generate test results in minutes	 AI insight summary, survey themes, friction detection, sentiment analysis	 - Not an AI product. - Competitive analysis on how everyone is using AI for their services.		
Video Interviews	 - We Video is included in We Pro - Considered a separate test, but can be run congruently - Worth .5 of a credit	 - Video first platform - Test results - Sentiment bars on videos - Customizable highlight reel	 All tests are done via video		
Multiple Device Testing	 Website & Mobile Prototypes	 Website & Mobile	 Any Digital Experience	 Any Digital Experience	 Any Digital Experience
Dashboard Sophistication	 - Highly sophisticated - Effortless in setting up and launching tests - Extensive Quant and Qual results - Best page comparison function we've seen - Experience score is unique for design improvements	 - Mildly sophisticated - Video first dashboard - Keyword map heavy - Strait forward Quant and Qual results			
Platform We Can Use					
ADA	 Works with third-party vendors for ADA; costs vary	 - One-time study or included in our credits - First test: [REDACTED] - Second test: [REDACTED]	 Can do a group of testers or hire an individual expert for manual testing	 We hire an Applause member who works with us on ADA testing	 We hire an TestDevLabs member who works with us on ADA testing
ADA Website Audits					
Manual ADA Testing		 Tests only one type of disability			
Automated ADA Testing					
Multiple Device ADA Testing				 Any Digital Experience	 Any Digital Experience
ADA Training for Employees					
ADA Platform We Can Use					
Price					
Need Seats					
Based on Credits	 - Each test within in a year is considered a credit, however, how many credits a test will cost can differ - Credits expire and do not roll-over	 - Each test within in a year is considered a credit - Could include a specific # of types of studies and participants - Credits expire and do not roll-over		 - Credit = Unit - Different tests and services convert to units - We are able to transfer units among tests - Units expire and do not roll-over	
Per Hour \$					 - Hire TestDevLabs member for [REDACTED] (ADA only) [REDACTED] to [REDACTED] for user testing team
Contract Length	Annual	Annual	N/A	Annual	Flexible
Cost	Starter: [REDACTED] 15 Credits Pro: [REDACTED] 30 Credits Enterprise: [REDACTED] 60 Credits	Phase 1: [REDACTED] 36 Tests Phase 2: [REDACTED] 66 Tests Phase 3: [REDACTED] 262 Tests	[REDACTED] - [REDACTED] Expert Tester, Five Journeys (iOS & Android) Up to [REDACTED] Selected Test Group	Option 1: [REDACTED] 50 Units Option 2: [REDACTED] 60 Units Option 3: [REDACTED] 90 Units	ADA Testing Only: [REDACTED] User Testing Only: [REDACTED]
Customer Service*					
G2 Rating	4.7/5	4.5/5	N/A	4.4/5	4.8/5
Ease of Doing Business With	95%	87%	N/A	N/A	N/A
Ease of Use	93%	85%	N/A	N/A	N/A
Ease of Admin	94%	87%	N/A	N/A	N/A
Ease of Setup	97%	87%	N/A	N/A	N/A
Collaboration	87%	76%	N/A	N/A	N/A

*results from G2 Ratings. View entire G2 Wevo vs UT Comparison