

The 2024 UX Tools Map





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With User Interviews, it's simple to run high-quality research with your target audience.

It's the only tool that lets you source, screen, track, and pay participants from your own panel, or from our 4-million-strong network.

Built for teams doing frequent research, we guarantee stronger recruits, better flexibility, and more powerful automation than any recruiting solution on the market.

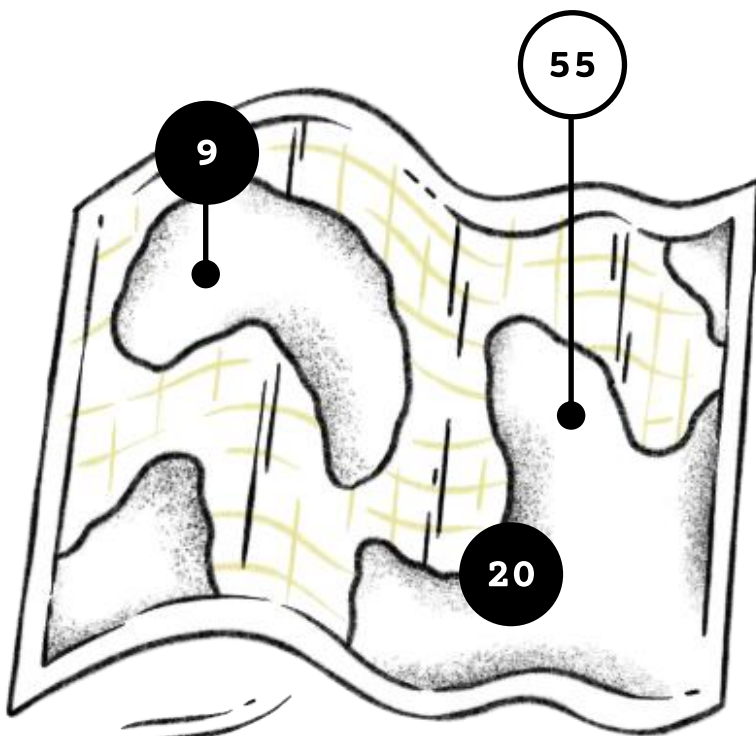
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WELCOME TO THE 2024 UX TOOLS MAP!



Good morrow, traveler!

In your hands is the world's only immersive, illustrated guide to the UX software landscape! If you're a repeat visitor (*this is our 6th annual Tools Map to date*), then it's great to have you back for another year!

Inside the 2024 edition you'll find over 800 tools built for User Research, UX, Design, and Product use cases.

Each tool is plotted on the Map according to its core use case(s) to help you explore your options and build a best-in-class toolkit for every stage of the product lifecycle, from ideation to post-launch iteration.

Keep reading to learn more about how the UX software landscape has evolved since last year.

More details about each tool (including additional use cases and product descriptions) can be found in our comprehensive tools database, available as a **free download**



HOW TO NAVIGATE THE MAP

The world of UX software is vast and varied. We've broken it down into 7 regions, within which lie 42 key locations, each one corresponding to a *core use case category*...

1



We define a “*core use case*” as one that a UX professional would reasonably consider purchasing a tool to solve, in a scenario where they have an otherwise complete stack of tools and do not require — or are unwilling to pay for — any other features or use cases

Of course, many tools are *multifunctional* and have multiple core use cases — you'll find these tools located between two or more categories. When adjacent categories intersect, they are marked by a *white circle* with a numeric code.

2

When overlaps occur between categories that are situated in *distant regions*, the connections are depicted as roads or sea routes, denoted by *alphabetical codes*

A

Note: categories are numbered by their location on the map, starting from the upper lefthand side. The list of tool categories—shown below—therefore appear to “*skip*” some numbers (like 2 and 4); on the map, those “*missing*” numbers represent places where two adjacent categories intersect.

Detailed category definitions can be found on pages 6 – 21.

UX SOFTWARE CATEGORIES

Principality of Project Management

- 1. Project Management (*Longship Launch*)
- 3. Knowledge Management (*The Runestones*)
- 5. No-Code Internal App Builders (*Domovyk's Domain*)
- 6. Issue Tracking (*Baba Yaga's Hut*)
- 7. Virtual Whiteboard (*Woden's Eye*)



Session Support Shires

- 9. Manual Note Taking (*The Scriptorium*)
- 10. AI Meeting Assistant (*The Faerie Court*)



Republic of Recruiting & Participant Management

- 11. Research CRM (*The Wisewood*)
- 12. Document Signing (*Old Grafo's Grove*)
- 13. Scheduling (*The Hourdrop*)
- 14. Incentives (*Fields of Gold*)
- 15. Participant Panel (*Poseiden's Pools*)



Province of Visual Thinking & Design

- 18. Design Systems (*Order of the Scroll*)
- 20. Prototyping & No-Code App Creation (*The Paper Tiger Teahouse*)
- 21. User Flows & Wireframes (*Green Dragon Gorge*)
- 22. Contextual Design Feedback (*Imperial Examination Hall*)
- 24. Automated UI/UX Design (*The Inkwell*)



Kingdom of Continuous Data Collection

- 25. User Feedback Board (*Emerald Terrace*)
- 27. Intercept Surveys (*The Night Market*)
- 29. A/B & Multivariate Testing (*Multivariate Mangroves*)
- 30. Session Replays (*Hall of Shadows*)
- 32. User Analytics (*The Pearl*)



Federated States of Study-Based Research

- 34. Automated Moderation (*The Sea Wolf*)
- 35. Accessibility (*The Lighthouse of AXandria*)
- 36. Artificial User Research (*The Great Mirage*)
- 38. Beta Testing (*Beylik's Bay*)
- 39. Biometrics (*Nazar Tower*)
- 40. Diary Studies & Mobile Ethnography (*The Travelers*)
- 42. Usability Testing (*The Blue Steppes*)
- 44. Specialized Studies (*The City*)
- 45. Playtesting & Games Research (*Falconer Ridge*)
- 46. Interviews & Focus Groups (*The Meeting Place*)
- 49. Insight Communities (*The Bazaar*)
- 51. Video Surveys (*The Watchtower*)
- 53. Surveys (*Surveylands*)



Commonwealth of Analysis & Insight Management

- 56. Centralized Feedback & Analytics (*Toil & Trouble Turnpike*)
- 57. Research Repository (*Archivale*)
- 59. Qualitative Analysis (*Ye Olde Henge*)
- 61. Quantitative Analysis (*Merlin's Mines*)
- 64. Transcription (*Transcription-Upon-Avon*)
- 67. Text Tagging & Data Labeling (*St. Allium's Garden*)
- 68. AI Research Companion (*The Crow & Query*)





Principality of Product & Project Management



Product & Project Management tools help teams plan, track, and manage projects, tasks, and product development. They support organizing timelines, milestones, and progress, and include specialized tools for issue tracking, knowledge bases, and no-code builders for creating custom internal applications

WHERE: Top left

VIBES: Boreal forests, long winter days, fearsome seafarers, dark fairy tales

1. Project Management | Longship Launch

Software for planning, visualizing, and managing projects, tasks, and product development over time with timelines, goals, and milestones



- **Common features:** Timelines, milestones, task lists, progress tracking
- **Notable tools:** Asana, Productboard, ProdPad, Harvestr
- **Does not include:** Tools primarily focused on issue tracking or knowledge management with limited project management capabilities; internal app builders which could be used to create bespoke project management solutions

3. Knowledge Management | The Runestones

Platforms designed to organize, capture, and retrieve organizational knowledge, including documentation, policies, and best practices



- **Common features:** Document storage, version control, collaboration, search
- **Notable tools:** Confluence, Notion, Guru, Slab
- **Does not include:** Tools focused on personal note-taking without structured knowledge management features; internal app builders which could be used to create bespoke knowledge management solutions

5. No-Code Internal App Builders | Domoviyk's Domain

No-to-low-code tools for building custom internal apps like CRMs, databases, and bespoke project management solutions



- **Common features:** Database integrations, no-code interfaces
- **Notable tools:** Airtable, Glide, Retool, Google AppSheet
- **Does not include:** External website builders or rigid tools that lack customization options

6. Issue Tracking | Baba Yaga's Hut

Tools for tracking and resolving bugs, issues, or pain points in the product development lifecycle, often integrated with development workflows



- **Common features:** Ticketing, status updates, issue reporting, priority tagging
- **Notable tools:** Jira, Linear, Instabug, NTask
- **Does not include:** Tools focused on high-level project management or issue tracking software which is not accessible to non-developers

7. Virtual Whiteboard | Woden's Eye

Collaborative tools for brainstorming and ideation, providing virtual spaces for sketching, diagramming, and sharing ideas



- **Common features:** Sketching tools, sticky notes, real-time collaboration
- **Notable tools:** Miro, MURAL, FigJam, Microsoft Whiteboard
- **Does not include:** Tools where whiteboarding is an additional feature, not the primary use case. Note that whiteboards can be used to take notes and store ideas, but are not necessarily optimized for those use cases



Session Support Shires



Session Support tools facilitate the setup, management, and moderation of research sessions. This includes tools for note-taking, transcription, AI-driven meeting assistance, and AI moderation

WHERE: Top center

VIBES: Green pastures, rugged outcrops, lilting ballads, overcast with a chance of rain

9. Manual Note Taking | The Scriptorium

Tools for manually capturing, organizing, and storing notes, emphasizing flexibility and usability across different formats

- **Common features:** Note formatting, multimedia support, organization features
- **Notable tools:** Google Docs, Notion, Roam, Evernote
- **Does not include:** Tools with incidental note-taking features not optimized for research (e.g., timestamping in video conferencing tools), Whiteboards, AI Meeting Assistants



10. AI Meeting Assistant | The Faerie Court

AI-driven tools for automatically transcribing, summarizing, and analyzing meetings and research sessions in real-time

- **Common features:** Live transcription, AI analysis, tagging, meeting summaries
- **Notable tools:** Otter.ai, Fathom, Fireflies.ai, MeetGeek
- **Does not include:** Simple transcription tools or general note-taking platforms with basic AI enhancements





Republic of Recruiting & Participant Management



Recruiting & Participant Management tools help you find the right participants for your research and streamline participant management through self-serve participant panels and by automating operational tasks related to recruiting—like scheduling, signature collection, and incentives distribution

WHERE: Top right

VIBES: Cyprus tees, olive groves, pleasant breezes, fresh seafood, petulant sea gods

11. Research CRM | The Wisewood

Tools for building, tracking, and managing relationships with research participants, including participant profiles, research history, demographics, and metadata



- **Common features:** Participant profiles, segmentation, research history, communication
- **Notable tools:** User Interviews (Research Hub)
- **Does not include:** Tools with recruiting features focused on testing/surveys, or sales-specific CRMs with unnecessary and costly features

12. Document Signing | Old Grafo's Grove

Tools for creating, distributing, and collecting consent forms and documents to ensure ethical and legal compliance during research



- **Common features:** E-signatures, secure document storage, compliance tracking
- **Notable tools:** DocuSign, Dropbox Sign, PandaDoc, Signeasy
- **Does not include:** Basic word documents or tools where document signing is an incidental feature, not the core purpose

13. Scheduling | The Hourdrop

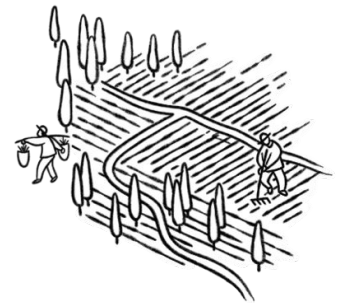
Software to manage and organize research sessions with participants, often with calendar integrations and automated notifications



- **Common features:** Calendar sync, automated reminders, time zone support
- **Notable tools:** Calendly, Google Calendar, Acuity Scheduling, Doodle
- **Does not include:** Productivity and time management apps for personal use or panel management tools with scheduling as a secondary feature

14. Incentives | Fields of Gold

Tools for automating and managing participant incentive delivery through gift cards, payments, or rewards



- **Common features:** Automated rewards, customizable incentives, payment tracking
- **Notable tools:** Tremendous, Tango, Giftbit, Xoxoday
- **Does not include:** E-payment vendors like PayPal, email tools which could be used to send incentives, etc.

15. Participant Panel | Poseidon's Pools

Platforms designed to facilitate self-serve research recruitment from a pool of external participants, including segmenting, screening, and communicating with participants



- **Common features:** Participant pools, recruitment filters, segmentation, communication tools
- **Notable tools:** User Interviews (Recruit)
- **Does not include:** This category does not include proprietary survey panels maintained by market research tools or panels tied to specific testing platforms

The fastest way to recruit research participants

Source from a pool of **over 4 million participants** to reach nearly any target audience. With Recruit, you get unbelievably fast **matching**, smart **targeting**, personalized **support**, and robust set-and-forget features that automate the unfun parts of research

TRY USER INTERVIEWS FREE!



Province of Visual Thinking & Design



Visual Thinking & Design tools enable teams to collaboratively ideate, prototype, and refine design concepts. They support the creation of structured design systems, user flows, and prototypes, enhancing the design process through visualization and feedback

WHERE: Center right

VIBES: Curling mists, Soaring limestone peaks, many-lanterned teahouses, bamboo forests

18. Design Systems | Order of the Scroll

Tools for creating, managing, and sharing design standards, components, and guidelines to ensure product consistency



- **Common features:** Component libraries, style guides, version control
- **Notable tools:** Zeroheight, UXPin, Storybook, Zeplin
- **Does not include:** General knowledge bases or design tools that don't specialize in design systems

20. Prototyping & No-Code App Creation | The Paper Tiger Teahouse

Tools for creating interactive prototypes or building digital products without code, enabling visualization and testing before development



- **Common features:** Interactive prototypes, drag-and-drop interfaces, no-code app building
- **Notable tools:** Figma, Proto.io, Bubble, Adobe XD
- **Does not include:** Basic wireframing tools or website builders

21. User Flows & Wireframes | Green Dragon Gorge

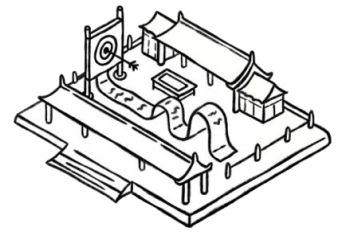
Tools designed to visualize and design user journeys, map interactions in a product or service, and create static wireframes or mockups of user interfaces to define structure and layout



- **Common features:** Drag-and-drop visualization, flowcharts, low-fidelity UI mockups, layout tools
- **Notable tools:** FlowMapp, Lucidchart, Balsamiq, Figma
- **Does not include:** Whiteboards or general prototyping tools that could be used for diagrams; high-fidelity prototyping tools where wireframing is secondary

22. Contextual Design Feedback | Imperial Examination Hall

Platforms that allow teams to collaboratively review design assets, websites, or prototypes with annotations and comments



- **Common features:** Annotations, threaded discussions, version history
- **Notable tools:** Marvel, Markup, Ruttl, Feature Flux
- **Does not include:** Design tools with basic commenting or shareability features that lack in-depth feedback management

24. Automated UI/UX Design | The Inkwell

Software that uses AI to assist in generating UI/UX designs by providing layout suggestions and user behavior predictions



- **Common features:** AI-generated layouts, predictive designs, behavior insights
- **Notable tools:** Uizard, Anima, Galileo, Visily
- **Does not include:** Prototyping tools or design tools with basic AI features intended to support human designers. AI image generators for creating illustrations, logos, and other graphic designs are not included



Kingdom of Continuous Data Collection



Continuous Data Collection tools facilitate the capture of real-time insights through product feedback boards, intercept surveys, A/B testing, session recordings, and user analytics. These tools are “always on” – insight collection is ongoing and can occur independent of any specific research study

WHERE: Bottom right

VIBES: Street food, terraced rice paddies, bustling urban spaces, dense mangrove forests

25. User Feedback Board | Emerald Terrace

Platforms for continuous collection of product feedback, allowing users to submit suggestions, vote on features, and discuss improvements. These tools may include feedback analytics that utilize natural language processing and sentiment analysis to interpret and measure feedback

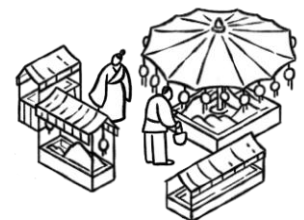


- **Common features:** Feedback submission, voting, discussion threads, feedback analytics
- **Notable tools:** Canny, UserVoice, Upvoty, Usersnap
- **Does not include:** Basic spreadsheets or forms for collecting feedback; feedback features tied to one platform; tools designed to solicit feedback from users during the course product usage (that would be an intercept); robust community research platforms

27. Intercept Surveys | The Night Market

Tools that gather quick, contextual feedback via short surveys triggered by user behavior on websites or apps.

This category includes tools for collecting CSAT, NPS, CES, etc.



- **Common features:** Triggered surveys, real-time feedback, feedback analytics
- **Notable tools:** Sprig, Hotjar, Survicate, 1Flow
- **Does not include:** Full-featured survey platforms; chatbots used for customer support

29. A/B & Multivariate Testing | Multivariate Mangroves

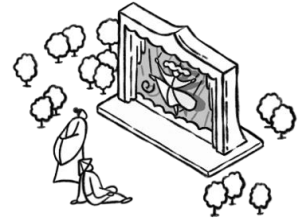
Software for running experiments to compare different versions of a product, measuring performance based on user engagement or conversion



- **Common features:** Split testing, multivariate testing, conversion tracking
- **Notable tools:** Optimizely, Adobe Target, VWO, AB Tasty
- **Does not include:** Tools for conducting surveys, usability tests, interviews, etc. in which participants are asked to compare/interact with/provide feedback on multiple scenarios or versions of a design

30. Session Replays | Hall of Shadows

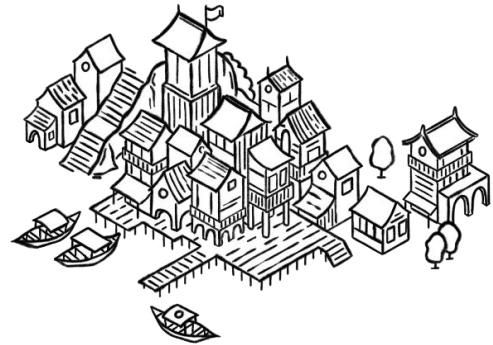
Software that records user sessions on websites or apps, providing insights through video replays and behavioral analysis (Subcategory of User Analytics)



- **Common features:** Screen recording, heatmaps, behavior analysis
- **Notable tools:** FullStory, Microsoft Clarity, LogRocket, UXCam
- **Does not include:** Tools offering only aggregated data without individual session replays; usability testing platforms that focus on structured testing tasks rather than passive recording of real-world user interactions

32. User Analytics | The Pearl

Tools that track and analyze user behavior within digital products to understand user interactions and optimize experiences



- **Common features:** Event tracking, funnel analysis, user segmentation, heatmaps
- **Notable tools:** Amplitude, Mixpanel, Matomo, Contentsquare
- **Does not include:** Developer-centric analytics platforms; customer service platforms with built-in analytics; platforms for embedding analytics into a product

Note: It is assumed that tools for conducting surveys, tracking product analytics, running usability studies, etc. etc. will allow you to view, analyze, and interpret the results of that work. *This does not automatically make them analysis tools, even if analysis features are extremely robust.* Unless a tool enables researchers to analyze data from multiple sources and would reasonably be purchased for this purpose, analysis capabilities are considered a feature not a category



Federated States of Study-Based Research



Active Research tools support structured studies that involve real users—such as usability testing, interviews, focus groups, and specialized research methods like biometrics or diary studies. These tools help researchers gather detailed, task-based feedback and behavioral insights to answer a specific research question or enable a particular business decision

WHERE: Bottom and center left

VIBES: Red rock valleys, sandy deserts, spice markets, blue-skied steppes, the grunts and tinkling bells of camels

34. Automated Moderation | The Sea Wolf

Tools that use AI to conduct interviews, surveys, or feedback sessions in place of a human moderator, enabling scalable research

- **Common features:** AI-driven interviews, conversational surveys, transcription, meeting summaries, AI analysis, tagging progress tracking
- **Notable tools:** Outset.ai, Listen Labs, Echovane, HEARD
- **Does not include:** AI meeting assistants that are designed for transcriptions or analysis rather than full moderation



35. Accessibility | The Lighthouse of AXandria

Tools for testing products to ensure compliance with accessibility standards and usability for users with disabilities (Subcategory of Usability Testing)

- **Common features:** Accessibility audits, screen reader simulation, usability feedback
- **Notable tools:** Fable, WAVE, accessiBe, Axe
- **Does not include:** Tools not specifically designed for accessibility testing or AX research



36. Artificial User Research | The Great Mirage

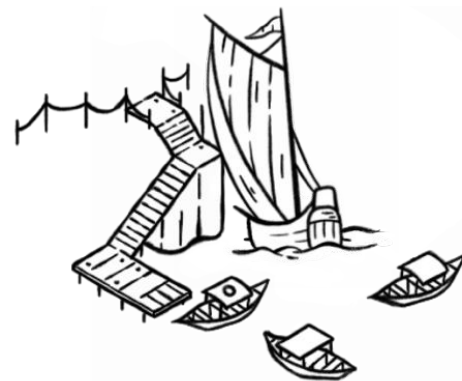
Tools using AI to simulate user behavior and predict product performance based on automated models, without real user interactions

- **Common features:** AI user simulations, behavior modeling, performance predictions
- **Notable tools:** Neurons, Attention Insight, Synthetic Users, 3M VAS
- **Does not include:** Predictive analytics based on real user data



38. Beta Testing | Beylik's Bay

Platforms for managing beta testing programs, including participant recruitment, feedback collection, and bug tracking during late-stage development (Subcategory of Usability Testing)



- **Common features:** Bug reporting, feedback collection, performance analytics
- **Notable tools:** Centercode, TestFairy, BetaTesting, BrowserStack
- **Does not include:** Tools for general usability testing or developer-focused (technical) beta platforms

39. Biometrics | Nazar Tower

Tools that measure signals such as eye movement, facial expressions, or voice patterns to analyze subconscious responses to design or stimuli (Subcategory of Specialized Studies)



- **Common features:** Eye tracking, emotion analysis, voice analysis, biometric data
- **Notable tools:** Tobii, iMotions, RealEye, Affectiva
- **Does not include:** Predictive heatmaps or tools without biometric measurements, biometric hardware or labs

40. Diary Studies & Mobile Ethnography | The Travelers

Platforms to collect longitudinal data from participants, capturing their daily experiences through multimedia, text, and surveys over time (Subcategory of Specialized Studies)



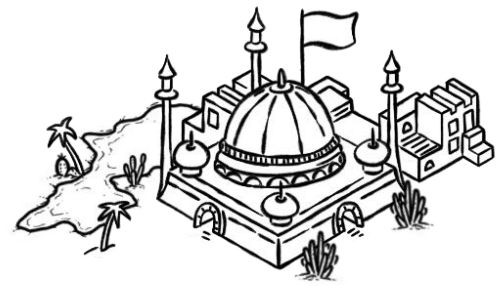
- **Common features:** Multimedia entry (video, audio, text), daily prompts, longitudinal data collection
- **Notable tools:** Dscout, EthOS, Indeemo, QualSights
- **Does not include:** Generic note-taking or survey tools not designed specifically for diary studies or ethnographic research

42. Usability Testing | The Blue Steppes

Platforms for remote or in-person testing of user interfaces, focusing on observation, recording, and feedback collection

- **Common features:** Screen sharing, task-based testing, video/audio recording
- **Notable tools:** UserTesting/UserZoom, Lookback, Maze, Userbrain
- **Does not include:** Generic feedback or survey tools used to gather prototype feedback; tools optimized for specialized user testing methods





44. Specialized Studies | The City

Tools designed to conduct specific types of research such as card sorting, 5-second tests, or diary studies, often tailored to specific methodologies

- **Common features:** Customizable study templates, method-specific tools, analysis
- **Notable tools:** Ballpark, Optimal Workshop, Userlytics, PlaybookUX
- **Does not include:** Generic tools like whiteboards or notetaking platforms that could be repurposed for special studies but aren't optimized for those methods



45. Playtesting & Games Research | Falconer Ridge

Tools for testing video games with real users, focusing on gameplay feedback, bug tracking, and overall player experience. (Subcategory of Specialized Studies)

- **Common features:** Gameplay recordings, bug reporting, player feedback surveys
- **Notable tools:** Go Testify, PlaytestCloud, Modl.ai, Game Tester
- **Does not include:** General usability testing tools not optimized for games research

46. Interviews & Focus Groups | The Meeting Place

Software for conducting one-on-one or group interviews, allowing for live conversation, video, and text-based communication

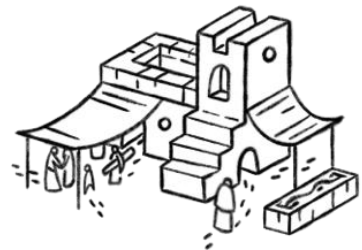


- **Common features:** Video/audio recording, live chat, focus group moderation, transcriptions
- **Notable tools:** Zoom, Lookback, Discuss, itracks
- **Does not include:** Usability testing tools with video capabilities that are not designed specifically for interviews or focus groups. Tools that cannot be used on their own for the purpose of conducting interviews (e.g. AI meeting assistants that require a video conferencing platform to work) are not part of this category

49. Insight Communities | The Bazaar

Platforms for creating and engaging communities of users or customers to facilitate discussions, enable co-creation, and gather feedback over time

- **Common features:** Discussions boards, idea generation, survey features, user diaries
- **Notable tools:** Fuel Cycle, Recollective, Insightrix, Alida
- **Does not include:** Feedback boards or CRMs without community interaction features or crowd-sourcing functionalities



51. Video Surveys | The Watchtower

Tools designed to capture participant feedback via video responses, allowing researchers to collect qualitative data through recorded visual and verbal communication



- **Common features:** Video recording, question prompts, automated transcription, sentiment analysis
- **Notable tools:** Discuss, Voiceform, Phonic, VideoAsk
- **Does not include:** Basic video conferencing tools or generic survey tools without integrated video response collection or analysis features

53. Surveys | Surveylands

Platforms for creating, distributing, and analyzing DIY surveys to gather both qualitative and quantitative feedback from participants

- **Common features:** Survey templates, branching logic, analytics, question types
- **Notable tools:** Qualtrics, SurveyMonkey, BlockSurvey, Typeform
- **Does not include:** Tools with basic in-app surveys (e.g., CSAT or NPS) or panels exclusively designed for accessing proprietary first-party data





Commonwealth of Analysis & Insight Management



Insight Management and Analysis tools help organize, analyze, and synthesize research data. They centralize research findings, support qualitative and quantitative analysis, and enable efficient tagging, transcription, and data visualization to generate actionable insights from research

WHERE: Center

VIBES: Cozy hamlets, grazing sheep, tangled hederows, roadside inns, tweed and real ale

56. Centralized Feedback & Analytics | Toil & Trouble Turnpike

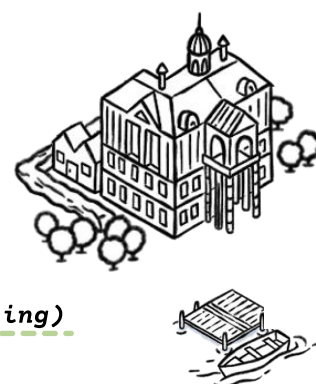
Platforms that aggregate and analyze feedback from multiple sources, offering a unified view for product teams to interpret user feedback



- **Common features:** Integrations, analytics, sentiment analysis, feedback collection
- **Notable tools:** Amplitude, Heap, UserVoice, Quantum Metric
- **Does not include:** A/B testing tools or behavioral analytics platforms focused on user tracking rather than aggregating feedback across channels

57. Research Repository | Archivale

Platforms for centralizing and organizing research data, findings, and reports, often with advanced search, tagging, and filtering capabilities



- **Common features:** Centralized storage, search, tagging, report management
- **Notable tools:** Marvin, Condens, Notably, EnjoyHQ (UserTesting)
- **Does not include:** Tools that simply store data from research activities conducted in the same platform, without advanced search or organizational capabilities



59. Qualitative Analysis | Ye Olde Henge

Software for analyzing non-numeric data such as text, video, or audio to identify themes, patterns, or insights, often using coding or thematic analysis

- **Common features:** Data coding, sentiment analysis, qualitative data categorization
- **Notable tools:** Dovetail, GetWhy, ATLAS.ti, CoNote
- **Does not include:** Basic text tagging tools or tools for quantitative analysis that lack deep qualitative analysis capabilities

Note: It is assumed that tools for conducting surveys, tracking product analytics, running usability studies, etc. etc. will allow you to view, analyze, and interpret the results of that work. *This does not automatically make them analysis tools, even if analysis features are extremely robust. Unless a tool enables researchers to analyze data from multiple sources and would reasonably be purchased for this purpose, analysis capabilities are considered a feature not a category*

61. Quantitative Analysis | Merlin's Mines

Software designed for statistical analysis and the interpretation of numerical data, allowing for detailed insights into user behavior and trends



- **Common features:** Statistical models, data visualization, advanced analytics
- **Notable tools:** Excel, SPSS, Infotools, Dedoose
- **Does not include:** Tools that only allow for analyzing data collected within the same tool, unless they are designed for standalone analysis

64. Transcription | Transcription-Upon-Avon

Tools for converting audio or video into written text, typically used for interviews, meetings, or focus groups



- **Common features:** Automated transcription, translation, text editing, export options
- **Notable tools:** Descript, Trint, Reduct, Sonix
- **Does not include:** AI meeting assistants that offer real-time insights beyond transcription or transcription features bundled into multi-functional tools; tools optimized for subtitling

67. Text Tagging & Data Labeling | St. Allium's Garden

Tools designed for categorizing and tagging text data for easier organization, often used for annotating and organizing large datasets



- **Common features:** Text labeling, automated tagging, data export
- **Notable tools:** Prodigy, TagTog, Caplena, Label Studio
- **Does not include:** Advanced text analysis tools offering sentiment or qualitative insights beyond tagging

68. AI Research Companion | The Crow & Query

Tools that utilize AI to help researchers query and synthesize large volumes of information, providing relevant summaries and answering research questions interactively



- **Common features:** AI-powered search, summarization, real-time data synthesis
- **Notable tools:** ChatGPT, Elicit, Claude, Merlin
- **Does not include:** Tools with basic AI features for summarization without robust search or conversational query capabilities

HOW THE UX TOOLS LANDSCAPE HAS EVOLVED

This is the sixth UX Tools Map (*formerly called the UX Research Tools Map*) from the intrepid team at User Interviews. It is the largest by far — we *more than doubled* the number of tools included on the 2023 edition!

Why? Well, for one thing we expanded our scope to include more Design and Project Management use cases to reflect the needs of many **“non-Researchers”** who interact with user research as part of their jobs.

For another thing, automated intelligence (AI) has accelerated the annual proliferation of new UX tools at both ends of the market — from those aimed for scrappy startup budgets to all-in enterprise solutions. Time will tell which of these newcomers stick around — but for now they are very much a part of this landscape.

Our process for evaluating, categorizing, and plotting each product was similar to last year — you can read a summary of that on the [2023 UX Research Tools Map page](#).



But there are two key ways in which our approach differed from one year to the next:

1. There are no logos on the map itself

This change was necessitated by (and allowed us to accommodate) the sheer volume of tooling options that currently exist for every use case. This approach—plotting category nodes rather than logos—also facilitates exploration of the landscape by use case. (*If you're looking for a certain logo in particular, you can download the list of tools and the PDF map to locate a specific tool on the map*)

2. We used AI to support our process

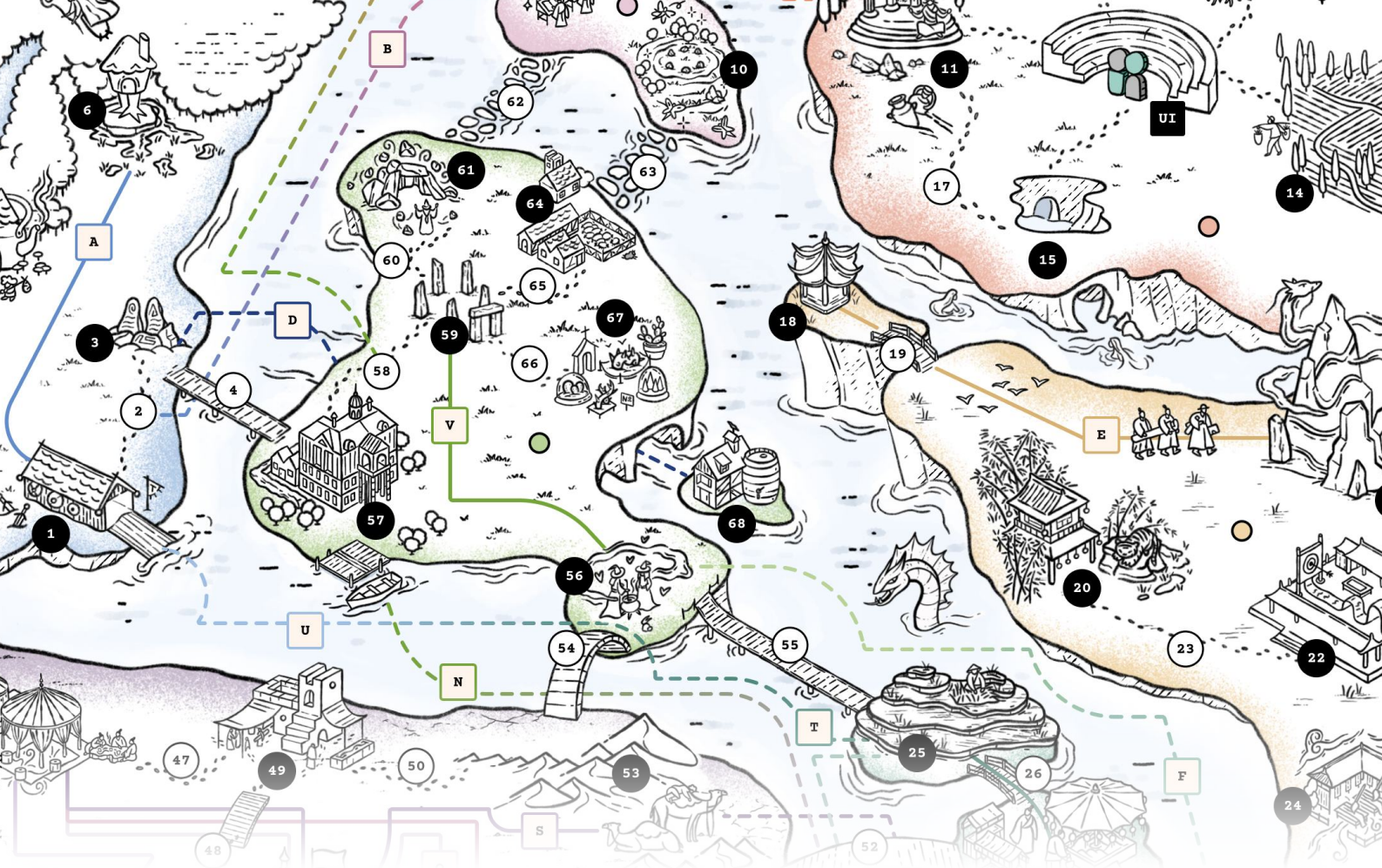
We trained a custom GPT to help us research tools, QA the database, and generate brief product descriptions. To be honest, the resulting model wasn't that intelligent, and we were wary of overrelying on AI to make judgment calls about individual tools. That meant that the bulk of the work—including researching and categorizing each tool—remained a manual effort. (*In other words Katryna still spent a heckin' long time with spreadsheets*)

Speaking of AI, it's incredible just how ubiquitous the technology has become in the span of a couple years — *most* of the tools on this list now boast some AI features.

In some cases, these features have been incorporated into existing products to enhance or expand their capabilities and efficiency. In other cases, artificial intelligence forms the bedrock of the products themselves — they are, first and foremost, AI tools and their outputs (analyses, summaries, designs) are either wholly generated by or significantly supplemented by AI.



This meant we had to adjust the way we treated AI features. Take the Qualitative Analysis category, for example — last year, we had a distinct category for AI Text & Sentiment Analysis. But now, so many platforms for qualitative analysis offer robust AI features that trying to parse the group into separate categories felt somewhat meaningless. You're now more likely to find AI features than not.



This seems to be increasingly true across categories — a Knowledge Management platform may very well have AI-fueled search, and your average Manual Notetaking tool likely incorporated some AI assistance. And if it doesn't, there's a good chance it will before the next UX Tools Map rolls around!

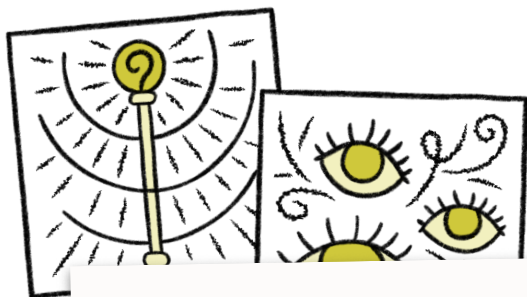
That's why, for the most part, , tools powered by AI are *not* categorized separately on the 2024 UX Tools Map. There are some exceptions (*like AI Meeting Assistants or Automated Moderation tools*) that represent emerging software categories not previously possible without AI. These are areas to watch in the months ahead.

To explore previous UX Research Tools Maps and see how the landscape has evolved over time, [consult the Archives \(2019-2023\)](#).



**SEE THE INTERACTIVE
MAP ONLINE**





CREDITS!

The 2024 UX Tools Map is brought to you by the team at User Interviews. Research, curation, storytelling and creative direction were led by 🐱 **Katryna Balboni**, Head of Creative Content & Special Projects; the web experience was designed by 🖥️ **Holly Holden**, Lead Web Designer; and Illustrator & Designer 🖋️ **Jane Izmailova** brought it all to life.

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