

UX AUDIT

Expert review & Heuristic evaluation

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What is UX audit •

DEFINITION

It is a process of performing an expert analysis of the client's website, app, or other digital product. The object of this analysis is how the user interacts with this very product.

UX audit is based on ***10 Heuristic Principles**.

The purpose of UX audit is to highlight existing usability issues and suggest ways of improving functionality, usability, and effectiveness.

WHEN TO PERFORM

Usually, UX audit is performed before a major redesign project to identify the strengths and weaknesses of the current live design and ensure that the design serves the user needs appropriately.

10 USABILITY HEURISTICS

- 01 Visibility of system status
- 02 Match between system and the real world
- 03 User control and freedom
- 04 Consistency and standards
- 05 Error prevention
- 06 Recognition rather than recall
- 07 Flexibility and efficiency of use
- 08 Aesthetic and minimalist design
- 09 Help users recognize, diagnose, and recover from errors
- 10 Help and documentation

*For more information, check out the article by Jakob Nielsen [10 Usability Heuristics for User Interface Design](#)

UX audit advantages •



INCREASED CONVERSION

A high-quality website UX audit focuses on the real needs of the user and improves conversion, which may reportedly increase by 30-75% if timely action is taken.



COST-EFFICIENCY

A UX audit helps you understand how your users behave, you get to know your audience better. The implemented changes improve the user's journey. As a result, a business spends less money on client acquisition and client retention.



TIME-EFFICIENCY

Fixing problems in the existing website design may be more time-efficient than redesigning. The changes made in accordance with UX audit can be more effective than a complete redesign.



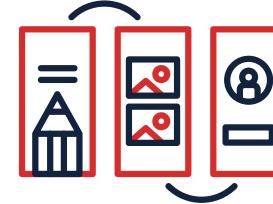
ENGAGED USERS

With UX audit, you build an understanding between your business and its users. It shows you the ways of improving customer engagement and working at peak performance.

How we perform UX audit •



Depending on the product type, audit goals, and requirements, a UX audit process may include the following list of phases:



Interviewing stakeholders



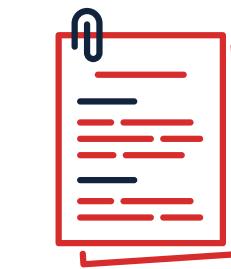
Reviewing and understanding user goals



Reviewing analytics



Checking usability standards



Drawing conclusions



Conducting heuristic evaluation

Compiling the audit report and formulating recommendations

Our services •

Category	Expert review	Heuristic evaluation
TEAM	1 UX/UI designer	2 or 3 UX/UI designers
TIME	Up to 24 working hours	Up to 40 working hours per specialist
WHAT WE OFFER	<ul style="list-style-type: none"> ● List of the product usability strengths ● List of usability problems ● Sorting UX errors according to 10 Heuristic Principles ● Recommendations 	<ul style="list-style-type: none"> ● List of the product usability strengths ● List of usability problems ● Sorting errors according to 10 Heuristic Principles ● Recommendations ● Severity ratings ● Prioritization of UX errors ● Examples of best practices
RESULT	Report with identified problems and recommendations	Report with problem prioritization and a follow-up plan of actions based on evidence

About Expert review.

HOW IT WORKS

A design Expert review is a usability-inspection method in which (usually) one reviewer examines a design to identify usability problems.

HOW WE PERFORM IT

In our practice, the Expert review is express research involving 1 qualified designer. The result of this study includes a list of identified problems found in the interface and our recommendations.

It can help you to:

- obtain feedback early in the design process;
- provide some quick and relatively inexpensive feedback to the project team;
- suggest the best corrective measures.

WHY EXPERT REVIEW?

Design reviews work best when the UX expert is someone who was not involved in creating the design to be reviewed. They:

- are not emotionally invested in the design,
- are oblivious to any internal team politics,
- can easily spot glaring issues that may stay hidden to someone who's been staring at the same design for too long.

* The reason people are bad at proofreading their own writing is because their brain sees what they intended to write, not what actually makes it onto the page!

Story Terrace

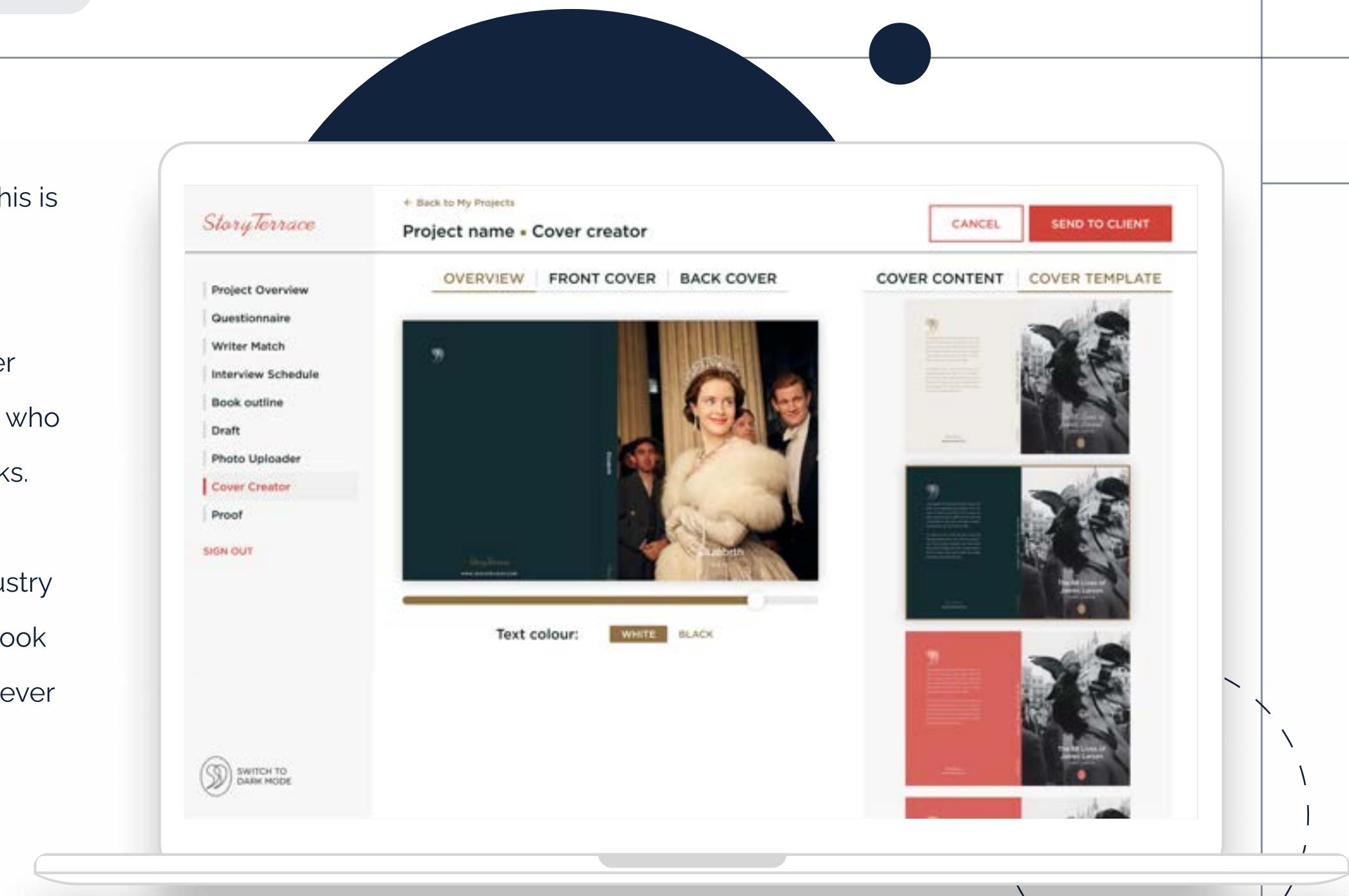
BUSINESS PUBLISHING

ABOUT PROJECT

Launched in Great Britain, this is a one-of-a-kind digital publishing platform.

StoryTerrace brings together writers, editors, and people who need help writing their books.

It brings the publishing industry to a new level — writing a book becomes easier than it has ever been.



Express

StoryTerrace

storyterrace.com



London, Great Britain

SERVICES

UX audit
UX design
UI design
Scrum planning
Development

TEAM

1 PM
3 full-stack developers
2 QAs
1 UX/UI designer

Web platform

Example of research.

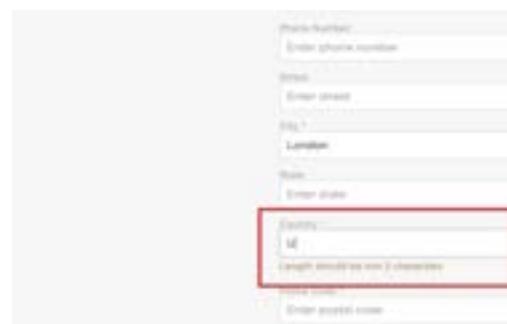
Defined UX problems

VISIBILITY OF SYSTEM STATUS



This Activity Timeline is not convenient for Editors and Writers since usually, they have more than 1 project. They are forced to check their last activities out of the platform.

ERROR PREVENTION



We recommended adding the function of autocomplete (country, city, etc). It will simplify the process of filling in inputs, making the website more user-friendly.

COLOURS ACCESSIBILITY



This screenshot presents the Colour Ratio of current brand colors and 'updated' colors. One of the recommendations is to fix the color contrast.

Recommendations

- It would be a good point to add Notifications in the application. The user (especially Editor and Writer) will know about all updates per project without leaving the platform.

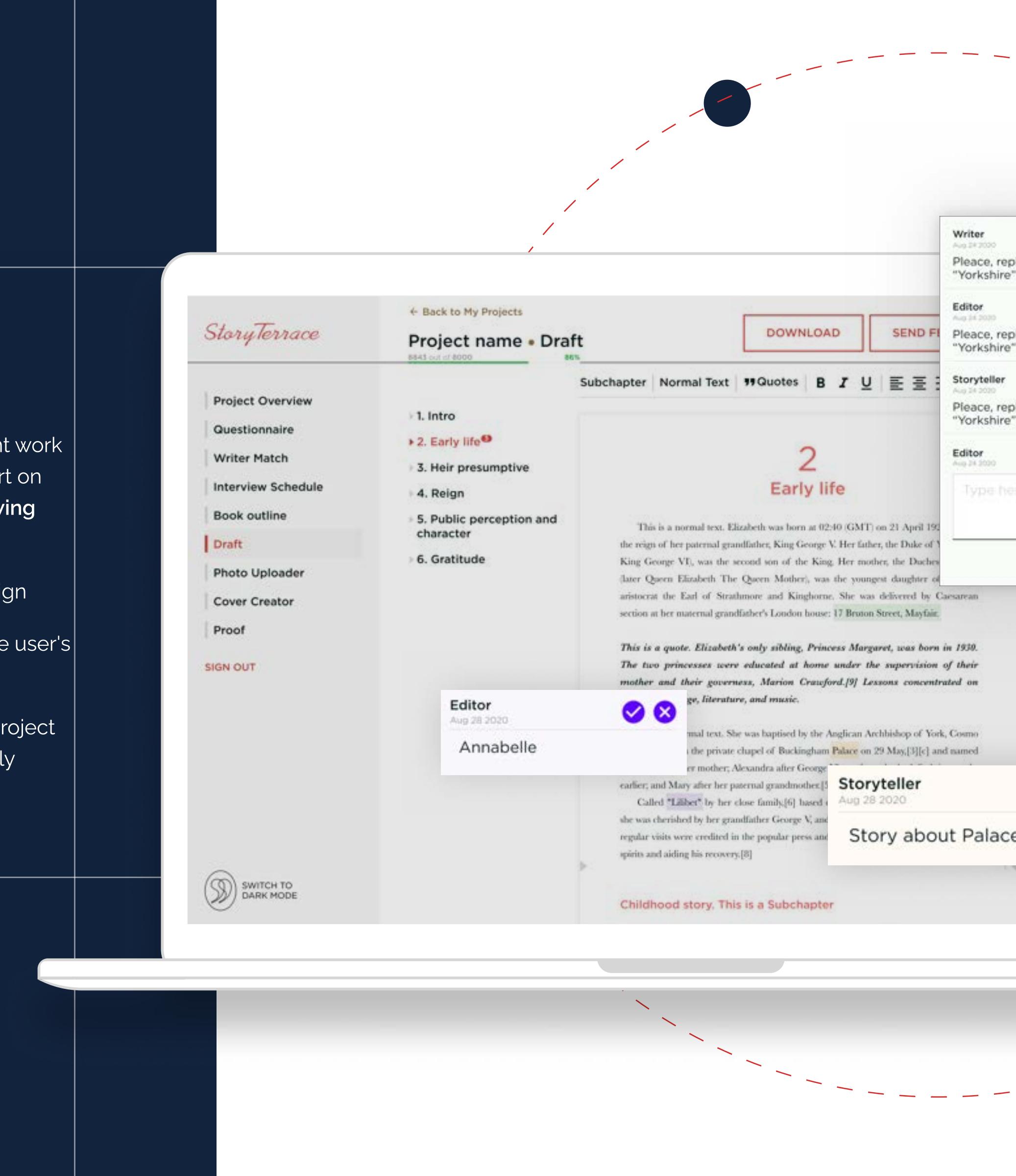
- Add autocomplete for such common lists of items as countries or cities. Also, it will be a good practice to create the right order of inputs. For example, if the user chooses the country 'UK,' they can't select the city 'Paris.'

- Changing the colors increases the color accessibility to Level AA (Colour contrast Level AA) and helps improve the visibility of text on the buttons.

Result.

After the UX audit, our cooperation with the client continued. During the joint work on the redesign, we corrected almost all comments from the UX audit report on both the design side and the development side. **We are proud of the following interface improvements:**

- we have unified all parts of the web application to a common system design
- user flows have been simplified and supported by tooltips. It simplified the user's path to the desired goal
- the whole process of user interaction from registration to the end of the project was systematized. It reduced the time of work on 1 project and significantly improved the profitability of the business.



About Heuristic evaluation.

HOW IT WORKS

Heuristic evaluation (from [How to Conduct a Heuristic Evaluation](#)) is a usability engineering method for finding the usability problems in a user interface design so that they can be attended to as part of an iterative design process.

HOW WE PERFORM IT

Heuristic evaluation involves having 2 or 3 evaluators who examine the interface and judge its compliance with recognized usability principles (the "heuristics").

During Heuristic evaluation each expert :

- independently finds the problem;
- evaluates severity ratings (by Color codes);
- describes it;
- proposes a solution.

For the final report, the experts compare their results and during the discussion approve the final ratings and recommendations.

COLOR CODES

CRITICAL

This usability problem will make some customers unwilling or unable to complete a common task. Fix urgently.

SERIOUS

This usability problem will significantly slow down some customers when completing a common task and may cause customers to find a workaround. Fix as soon as possible.

MEDIUM

This usability problem will make some customers feel frustrated or irritated but will not affect task completion. Fix during the next "business as usual" update.

LOW

This is a quality problem, for example a cosmetic issue or a spelling error. Note: Although this is a minor issue in isolation, too many "lows" will negatively affect credibility and may damage your brand.

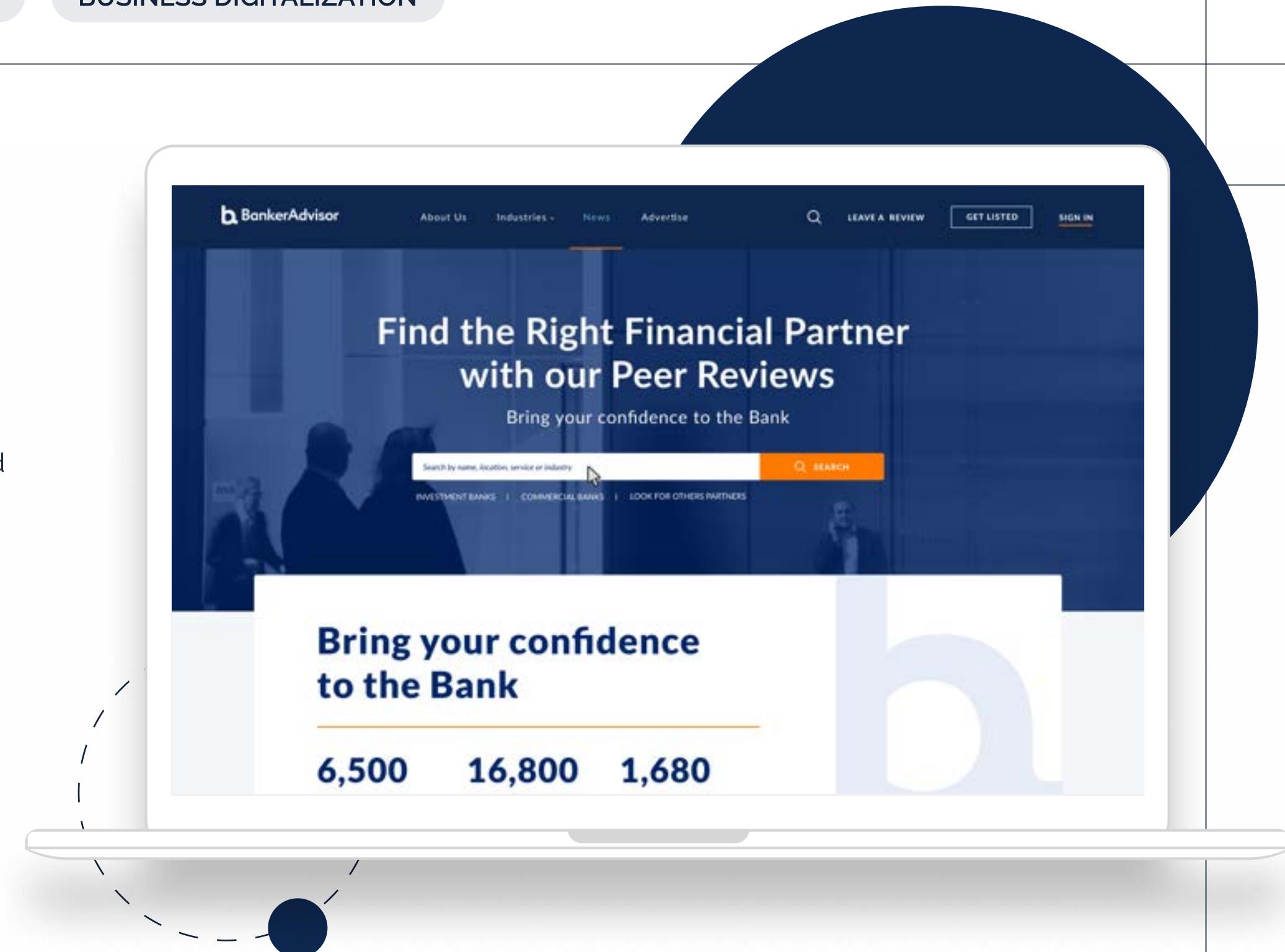
Banker Advisor

FINTECH BANKING BUSINESS DIGITALIZATION

ABOUT PROJECT

The application provides a flexible search by banking services and industry sectors with the opportunity to sort results by rate and most reviews. A user may add a rated review with recommendations to a service.

At the same time, bank owners are able to create a new listing or claim the existing one by setting premium accounts using the Stripe service.



b BankerAdvisor

banker-advisor.com



SERVICES

UX audit
UX design
UI design
Scrum planning
Development.

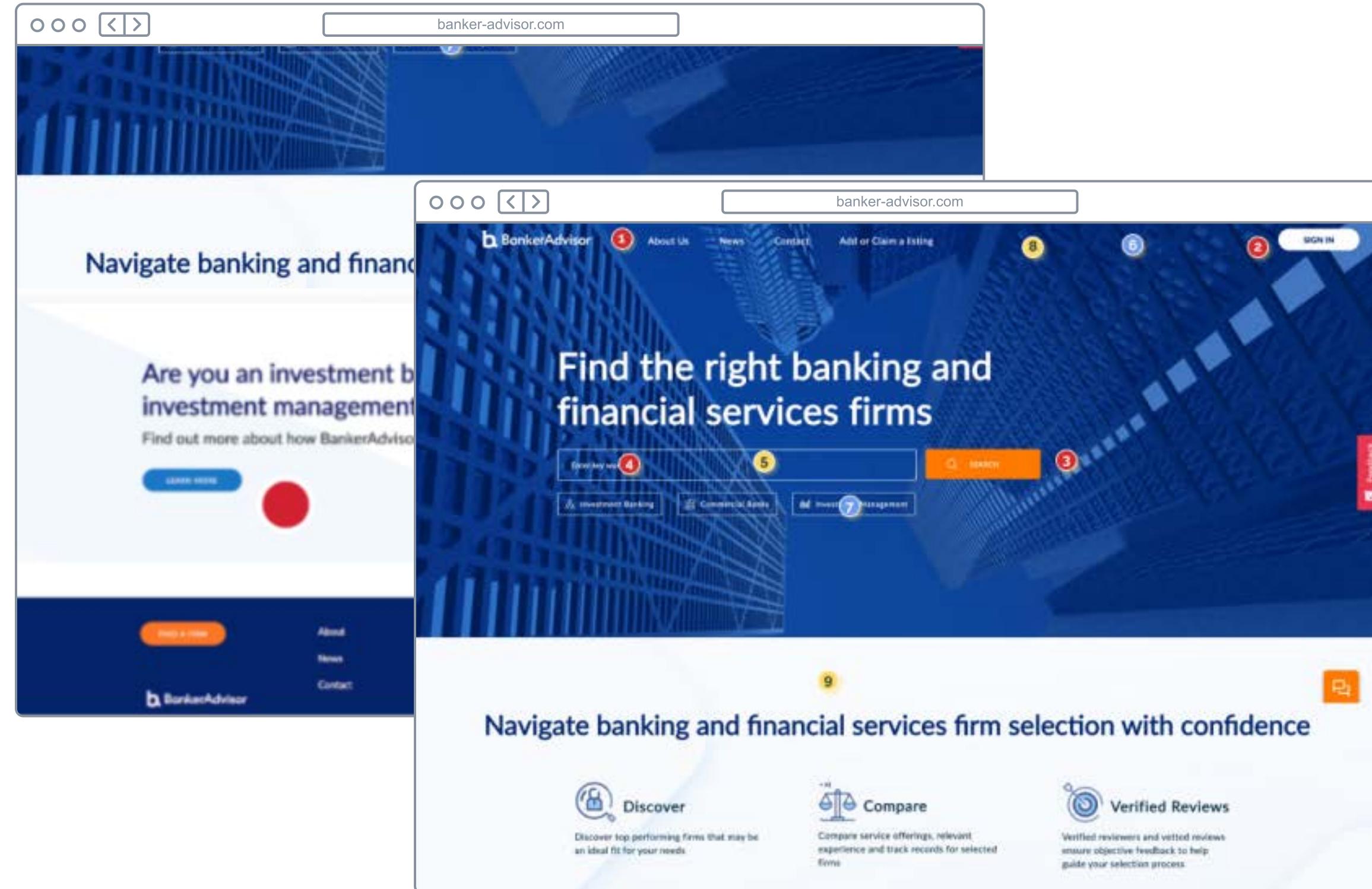
TEAM

1 PM
3 full-stack developers
1 QA
1 UX/UI designer



Web platform

Example of research.



UX PROBLEMS ON THE HOME PAGE

- Show the user where they are; add menu item HOME near the logo. Clicking on the logo should return the user to the homepage.
- Button SIGN IN looks like it's only for registered users. Add LOG IN button.
- Instead of 'Enter keywords' add 'Search by name, location, service'...
- Use autocompletions to suggest searches quickly.
- Optional: add a search field on the top.
- Turn buttons INVESTMENT BANKING, COMMERCIAL BANKS, INVESTMENT MANAGEMENT into radio buttons. The user selects one option and then enters keywords.
- Add WRITE REVIEW button on the top.
- Instead of the 'Navigate banking...' screen, we recommend adding previews of 'Top Banks' or 'Recent reviews.' Add CTA e.g. 'See all top-rated banks,' 'See more reviews.'
- Update the block 'Are you an investment...'
- Add to the footer CONTACT US.

Result.

After the UX audit, our cooperation with the client continued.

The customer decided to completely change the design of the web platform and change both the UI part and the main users' flows. The result of our cooperation is a complete overhaul of the web platform system design.

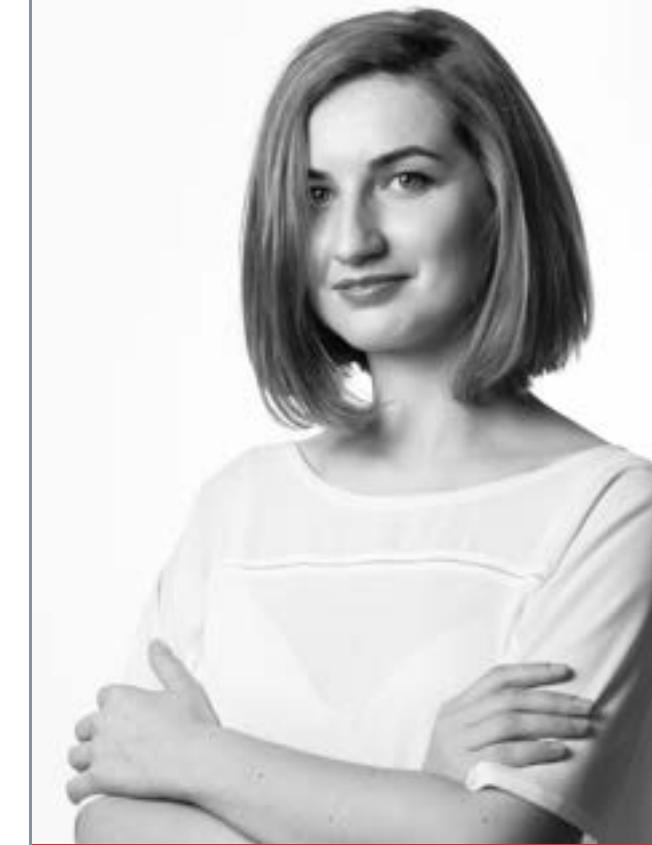
- we have eliminated all critical heuristic errors that prevented the user from completing the flow
- we have improved the information architecture of the platform. All links between pages are now logical and predictable to the user.
- updated UI kit is systematized and meets heuristic standards.

The screenshot shows the 'BankerAdvisor' website. At the top, there is a navigation bar with links for 'Categories', 'How It Works', and 'Help&Contact'. A search icon is also present. The main heading 'HOW IT WORKS' is displayed prominently. Below it, a sub-headline reads: 'Easily search through thousands of listings for investment banks, merger & acquisition firms, commercial banks, investment management'. There are three buttons at the bottom of this section: 'SEARCH AND REVIEW (USERS)', 'CLAIM, ENHANCE AND PROMOTE PROFILE (SERVICE PROVIDERS)', and 'COMPARE PLANS'. To the right, there is a section titled 'Find the best service provider for you' with a sub-headline 'Search our massive database of providers'. It describes the search function for various financial services. A blue button labeled 'SEE ALL LISTINGS' is located below this text. On the far right, there is a graphic featuring a magnifying glass over a document with the text 'Validated reviewer'.

Compare and save
your favorites for free

Meet our team.

Our team is always glad to look through your software product and see if the UX audit would help.



Olga Boichuk
Head of UX/UI



Daria Korsun
UX/UI designer



Maryana Andrukiv
UX/UI designer

Other design services.

Choose the type of cooperation with our design team that suits your project best.

UX/UI Discovery

The designer analyzes your business requirements and the user needs to develop an exceptional User Experience and a User Interface.

Complete design and redesign

The designer is involved in the context and process of creating a digital product, works closely with the development team, and responds quickly during the development process.

Support During Dev Implementation

The designer provides part-time design support. This type of collaboration is suitable for an already implemented digital product in which you need to fix bugs or add new features.

Contact us •

KeenEthics team is always here for you.

Together, we can choose the best collaboration type that will help your product grow!



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THANK YOU !