

Make it Clear

The fundamentals of UX audits



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We are Make it Clear,

and that's what we do.

Make it Clear is a London-based service design agency with a proven record of improving experiences for clients including Virgin Media, Google, Cambridge University Press, Thales and Orange. We create research-led solutions that focus on clarity to improve interactions, drive results and reduce costs.

Take a look at the selection of case studies on our website to learn more, or if you'd like to get in touch, please send an email to:

hello@makeitclear.co.uk

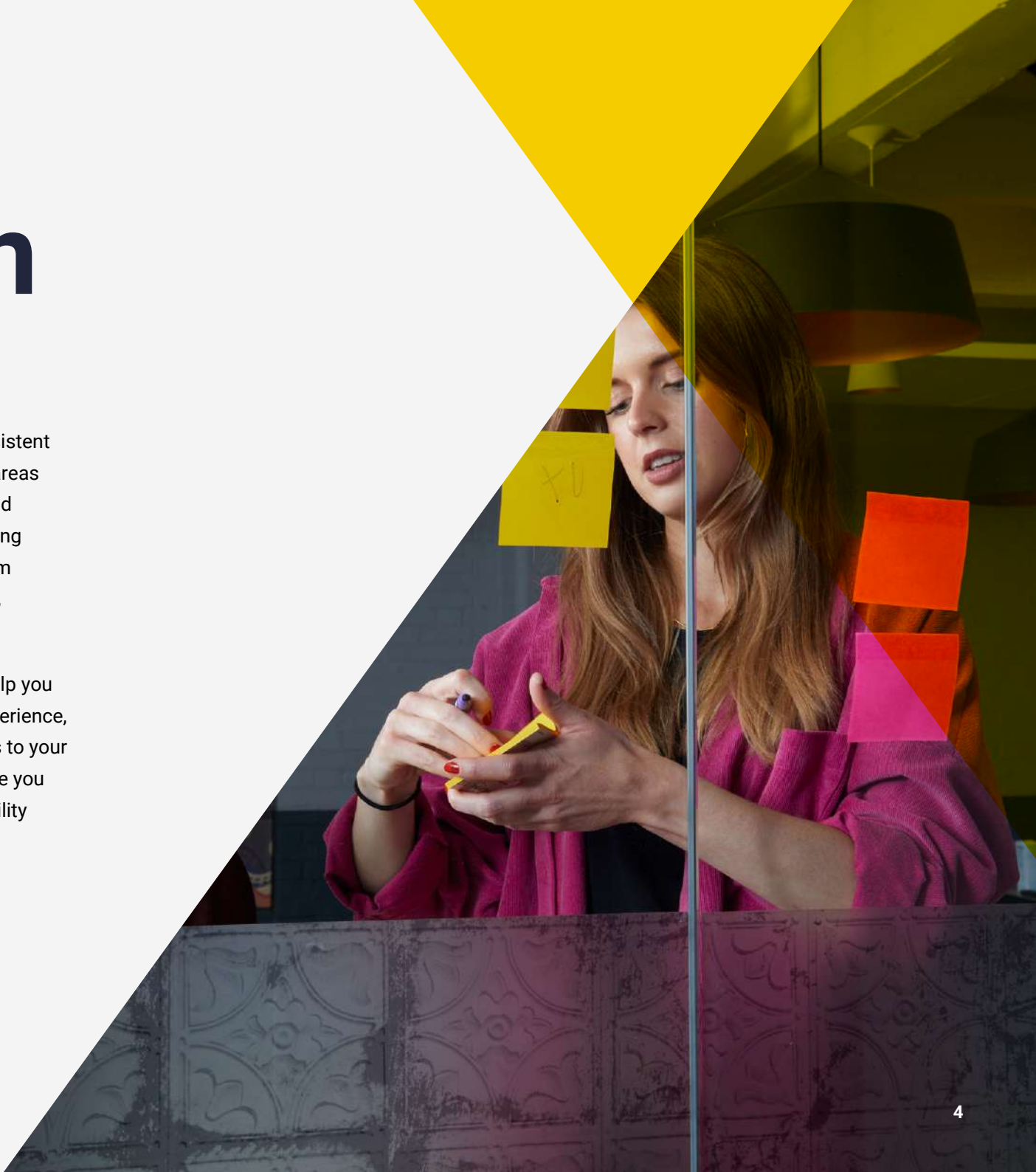


Introduction

At Make it Clear, we place emphasis on the importance of consistent and thorough evaluation of digital interfaces to identify which areas of a digital product are working for users, and which might need improvement. In order to provide a comprehensive understanding of potential pain points and usability issues on a digital platform as well as create actionable recommendations based on these, we conduct UX audits.

In this document we cover the fundamentals of UX audits to help you understand what UX audits are, how they can improve user experience, and how they can provide opportunities to make improvements to your digital product. We also provide a UX maturity checklist to guide you through the most important steps towards evaluating the usability of a digital product.

We hope that you find the information in this report, and the accompanying UX maturity checklist, useful in supporting your organisation to create a best-in-class user experience.



UX audits identify and fix common UX issues, and take your product or service to the next level.

What is a UX audit



What is a UX audit

A UX audit is a procedure that assesses a digital interface, delivers an in-depth report on potential usability problems and makes recommendations for improvements based on user research and UX heuristics.

Who should conduct a UX audit

Who conducts a UX audit depends on the size of the organisation and the resources that are available. We recommend an external team conduct your UX audit to ensure that your report is as objective as possible.

Why conduct a UX audit?

To ensure that your organisation's design processes and UX implementation are regularly examined, we recommend that UX audits are conducted periodically. UX audits can be carried out at any time - especially if you detect a drop in site usage, you are implementing a new functionality, or you have suspected pain points in the user experience.

**There is never
a 'wrong' time to
conduct a UX audit.**

The UX audit process



1. UX maturity survey

A survey is conducted to understand the role that UX plays in the organisation. Team members across the company answer questions about UX capabilities, awareness and understanding. The responses from the survey are used to gauge the organisation's level of UX maturity (i.e., their capacity and desire to effectively implement user-centric design).

2. Workshop

Next, a workshop with key stakeholders is conducted to align business objectives and understanding target users as well as their journeys and pain points.

3. User observations

User observations are carried out to grasp a full understanding of how the digital product is being used by real users so that core user requirements and pain points can be identified. User observations ensure that the UX audit is evidence-led and above all, user-centric.



4. Heuristic evaluation

A heuristic evaluation compares a product to industry usability standards to pinpoint areas for improvement.

5. Proto-persona creation

Proto-personas are then developed using the insights from stakeholder workshops and user observations. Proto-personas, serve as important tools to assist future decision-making and direct user-centric outputs, represent key audiences.

6. Reporting and recommendations

Finally, all findings are compiled into a single UX audit report. Insightful analysis and practical recommendations are provided to guide future development of the digital product.

UX audits contain all of the right steps that can uncover pain points that you might not have been aware of.

The benefits of our UX audit

1

Directs focus to obstacles

The insights gathered from the UX maturity level indication, key stakeholder workshops and user observations provide an overview of challenges and pain points from a wide range of different perspectives.

2

Targets specific usability issues

Combining user observations and usability heuristics helps identify specific usability issues, e.g. difficulty with website navigation can be revealed through conversion metrics and user observations to pinpoint areas for improvement.

3

Improves the quality of UX work

Only by gaining an understanding and a self-awareness of your UX maturity can you enhance and sustain the quality of your UX work and, ultimately, the experiences you design for your users.


4

Actionable, relevant recommendations

Findings are analysed and organised into a digestible, informative report which contains key insights and recommendations based on our research. The insights will be aligned with the goals and objectives first outlined in the key stakeholder workshops.

A clear UX strategy and a high UX maturity stage are crucial components that may set your digital product apart from competitors.

How UX audits can grow your business



Reduces development time and costs

If your digital product is designed with strong foundations that have been informed by a comprehensive evaluation and understanding of its overall user experience, considerably less work will be required in the future if you would like to add new features, pages, or design iterations. Fundamental usability issues would be able to be addressed from the beginning, allowing resources to be spent on enhancement and refinement of the website.

□□ Identifying and addressing user challenges and pain points are important for crafting a seamless and intuitive user-friendly experience. Having a clear understanding of where issues or opportunities lie, means plans can be put in place to action these and support product growth. □□

UX audits support digital products key success metrics, such as reductions in bounce rate, revenue growth and user retention.

UX maturity checklist



Using the UX maturity checklist

Our UX maturity checklist is comprised of the key indicators that suggest an organisation has implemented user-centric design and processes to a high extent.

1

The checklist works best when followed in order

Having a second team member also complete each section can be beneficial to avoid bias. When completing each of the checklist items you should document: what you reviewed and how, why the criteria was successfully or unsuccessfully met and any opportunities to improve.

2

High level evaluation of your digital product

This will help provide a high level evaluation of your digital product which can be built on and explored much further. We recommend an in-depth UX audit is then conducted by third-party UX experts to validate initial findings, evaluate from a user perspective and against UX best practices and provide actionable recommendations to support the future of your digital product.

UX Maturity Checklist

The organisation has both long-term and short-term UX goals in place.

There is a high level of understanding of UX across the organisation.

There is a high level of understanding and support of UX across the leadership team.

Users usually have a positive experience when using the digital product.

In-depth research for the digital product has been conducted with users over the past year.

We have an up-to-date set of personas which accurately reflect our audience.

The last substantial update to our digital product was made less than 6 months ago.

We have a clearly defined, regularly reviewed UX strategy in place with goals, a vision and a plan.

The brand DNA is accurately reflected in the visual language on our digital platforms.

The organisation's key values and messages are consistently communicated across digital and physical touchpoints.

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Thank you

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