

User Experience & User Interface Audit

WEBSITE _____

DATE _____

METHODOLOGY

METHODS AND CONTENTS

A user experience/user interface (UX/UI) audit contains indications of usability and findability errors, inefficiencies and bottlenecks, recommendations for visual improvements and examples of best patterns. Broadly these are divided into “user experience” which encompasses user interaction, while notes on visuals and aesthetics are under “user interface.”

For each defined problem, try to propose a solution/improvement to try to resolve or mitigate the issue for the user experience.

The next page provides instructions on how to conduct your review.

WHAT YOU CAN EXPECT

- Greater conversion (leads, purchases, information requests, etc.)
- Improved customer satisfaction
- Better perception of your brand and organization
- Easier and quicker to find information

HEURISTIC EVALUATION

PRINCIPLES FOR INTERACTION DESIGN

Heuristics are usability design principles. They encompass empirical rules of thumb, best practices, standards, rules, and conventions that have been tested or observed over long periods of time.

For this evaluation, the set of heuristics to focus on consist of five key interrelated interaction design principles:

Consistency: Users should not have to wonder whether different words, situations, or actions mean the same thing.

Visibility: The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

Predictability: The design should set accurate expectations about what will happen upon interacting with a page, button etc. Predictable interactions create trust in the product as well as the brand.

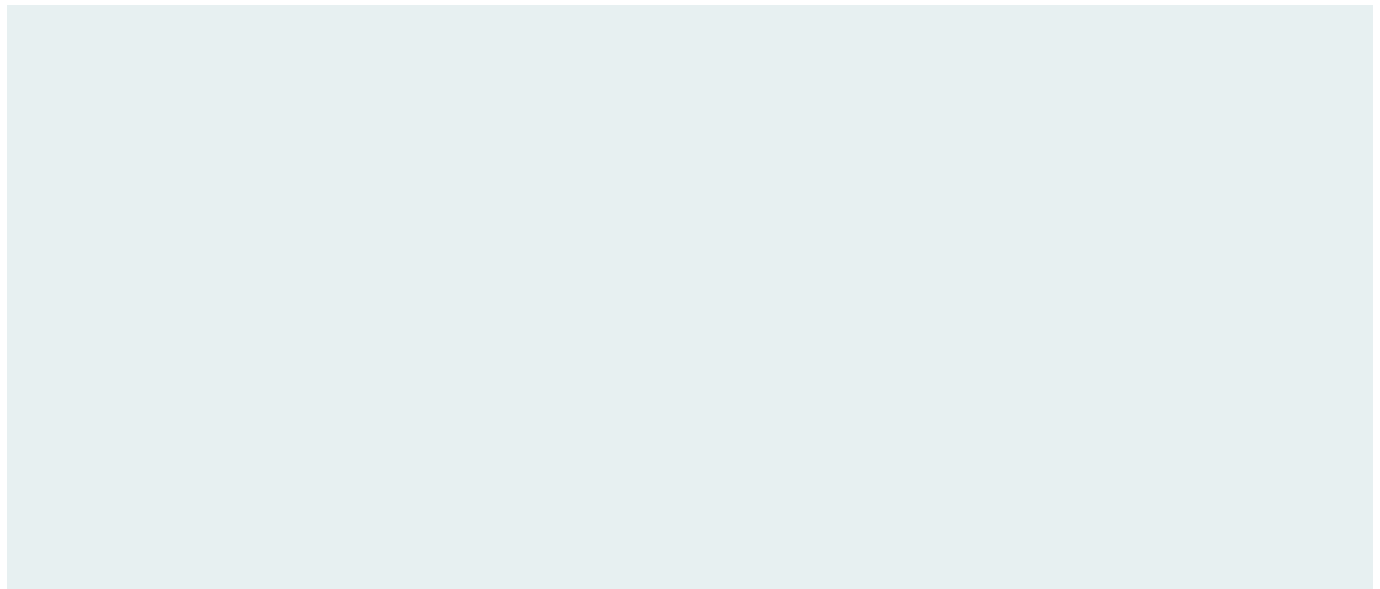
Feedback: Every interaction should produce a noticeable and understandable reaction.

Learnability: Interactions should be easy to learn, and easy to remember.

BACKGROUND & GOALS

A VISION FOR YOUR SITE

Based on the clients, communities, organizations and people you serve as well as other markets you hope to reach the following are your most relevant organization-specific goals.



USER EXPERIENCE

THE OVERALL EXPERIENCE

Issue

Recommendation

Severity

USER INTERFACE

VISUALS AND AESTHETICS

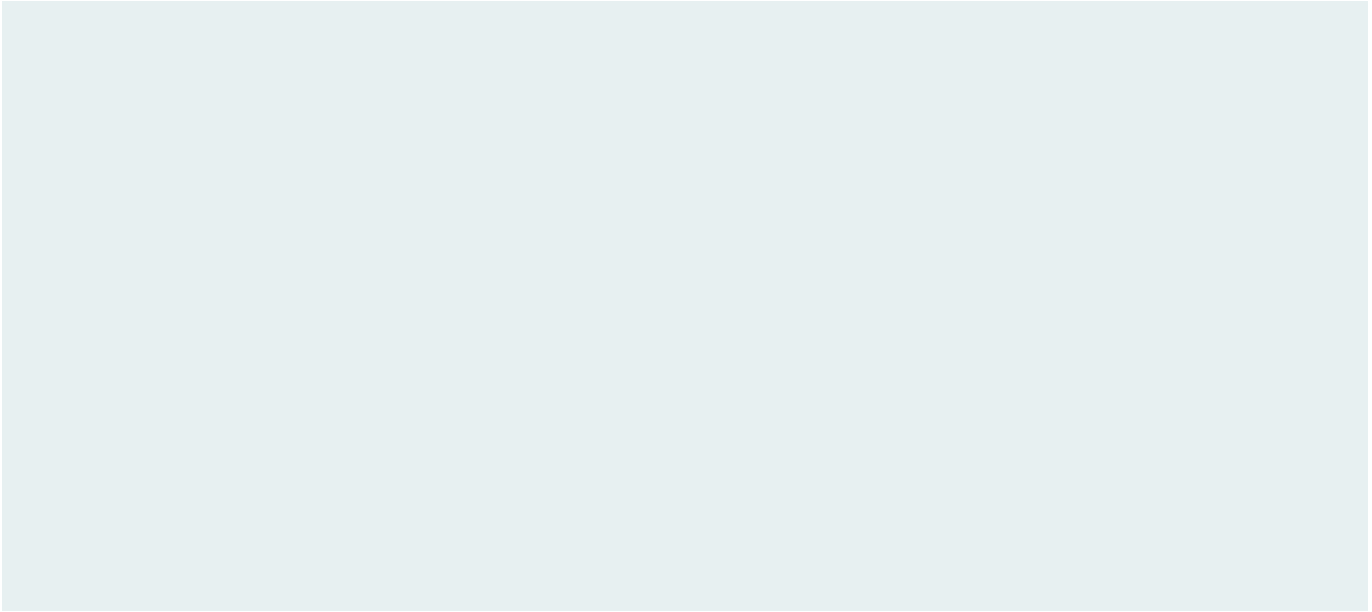
Issue

Recommendation

Severity

SUMMARY

OVERVIEW AND FUTURE PLANNING



WAS THIS HELPFUL?

TAKE THE NEXT STEP

Whether it's your website/app, branding or logo, contact our team to learn more about how to make the most of analyzing your user experience and user interface design.



INFO@IGNITION72.COM
410-357-6277

233 E. Redwood Street
Suite 1000B
Baltimore, MD 21202