

# UX/UI Audit

▶ Morestudio's new service

Creating Efficient/Worry Free that  
Serve and Grow our Clients's Business.

# Usability and Mobile Interface Dynamics

## What is UX/UI Audit?

A **UX/UI audit** is like a check-up for digital products, such as websites or apps. It helps find any problems that make it hard for people to use them. This review looks at how easy it is for users to navigate and understand the product, if it looks consistent, and if it follows best practices.

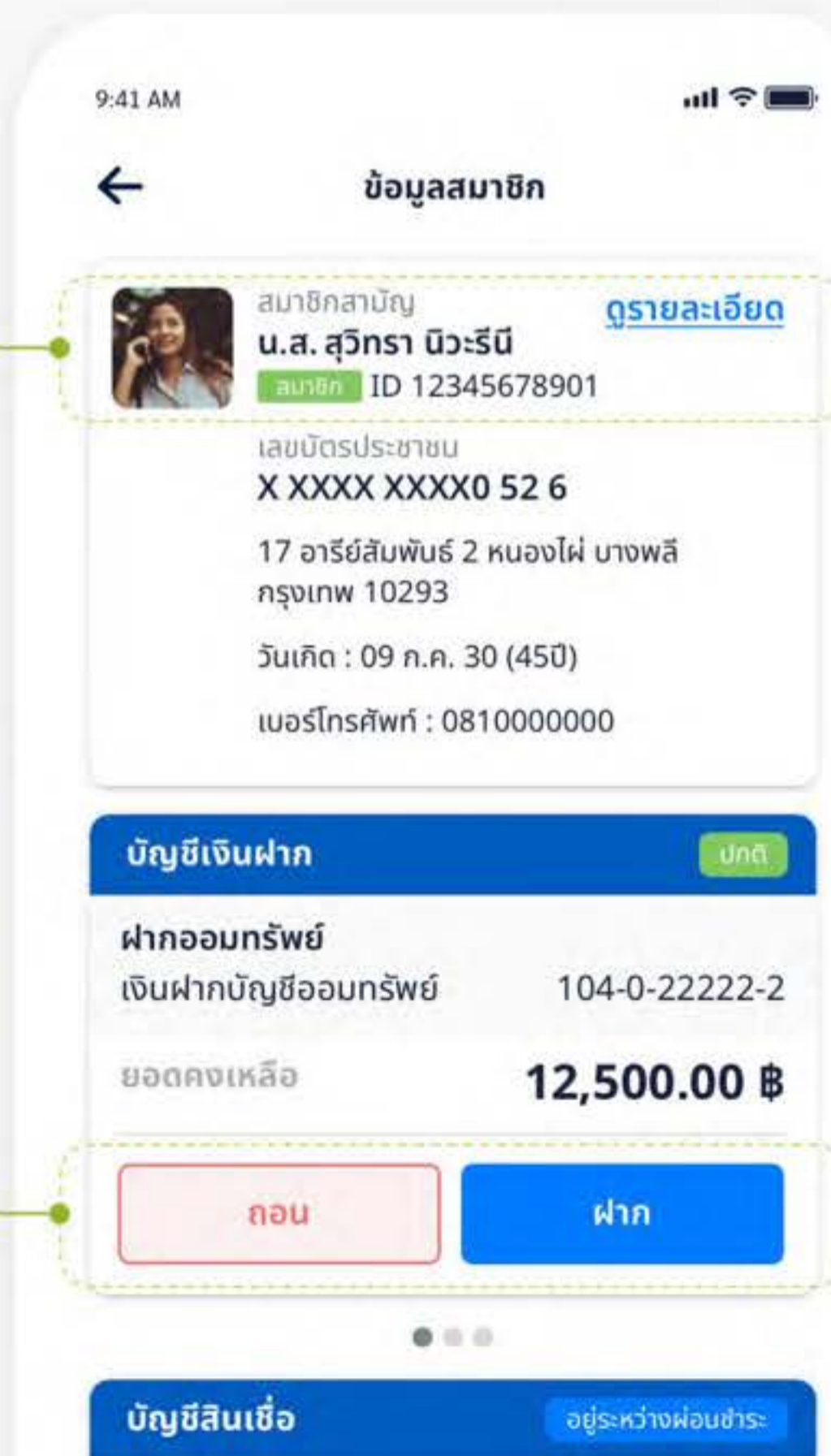
**The goal** is to make sure the product works well for everyone and meets their needs. After the audit, you get a report with suggestions to fix any issues found. Making these fixes can make users happier and more engaged with the product, leading to better results overall.

1

There's an avatar for the user, which personalizes the experience. However, the purpose of other icons should be made clear – if they're interactive, it should be obvious to the user.

2

The page has a clear call-to-action with its button design, showing strong contrast against the background which makes them stand out. The input fields are well-defined, and the red outline indicates a required or attention-needed field, although red can sometimes indicate an error, so this might be confusing.



# Why it important?

## Spotting What Hinders Your Experience 🎯

Our team of experts will conduct a thorough examination to uncover any pain points, friction, or barriers that users may encounter during their interactions.

## Maximizing 🚀 conversions and ROI, as a result of all the above

Ultimately increasing conversions and maximizing Return on Investment (ROI) through the aforementioned UX audit initiatives.

## Empowering Your Team to Reframe Perspectives 🏠

Enabling your entire team to take a step back and gain a fresh understanding of information hierarchy, leveraging insights from our UX audit to enhance clarity and user experience across your digital platforms.

## Helping 🧠 to set the right focus on future design enhancements

Assisting in directing attention towards future design improvements and optimizations.

## Improving user 🕵️ engagement and satisfaction

By addressing the usability issues uncovered during the evaluation, we can implement strategic improvements to drive greater user engagement and delight.



## Improving overall 📁 perception of a brand

Enhancing the overall brand image and perception through UX audit-driven enhancements.



Make change together!

# What Morestudio offer?

## Objective & Scope Definition

Setting clear audit goals and defining the audit's breadth, focusing on specific pages, features, or user journeys.

## Accessibility Review

Ensuring the design is accessible to all users by adhering to WCAG guidelines.

## Competitor Analysis

Benchmarking against competitors to identify design strengths and weaknesses.

## User Persona Analysis

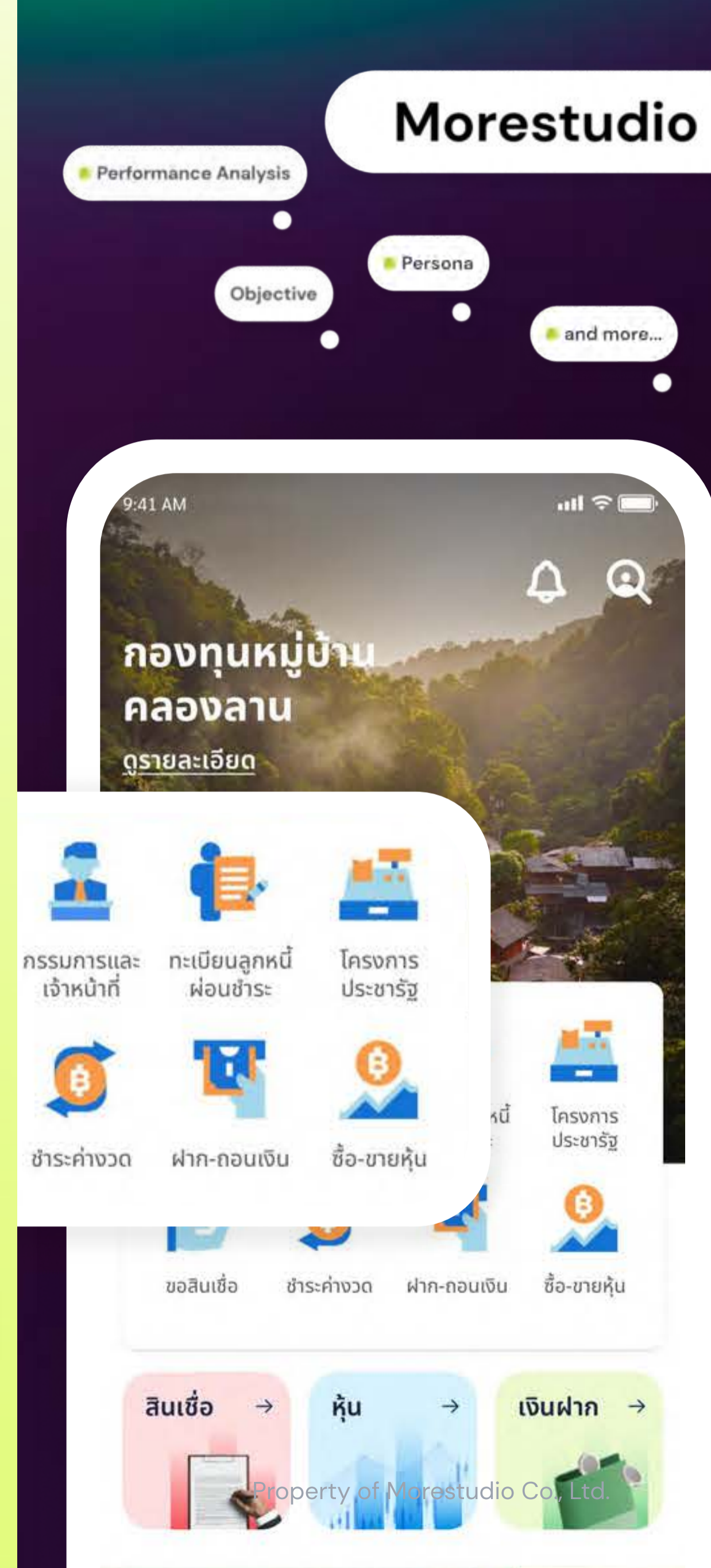
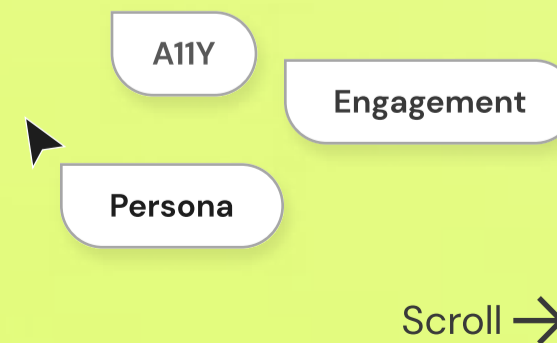
Understanding the target audience by identifying and analyzing their needs, behaviors, and pain points.

## Performance Analysis

Evaluate the loading times and overall performance of the digital product.

## Heuristic Evaluation

Using Nielsen's 10 Usability Heuristics to identify design issues and areas for improvement.



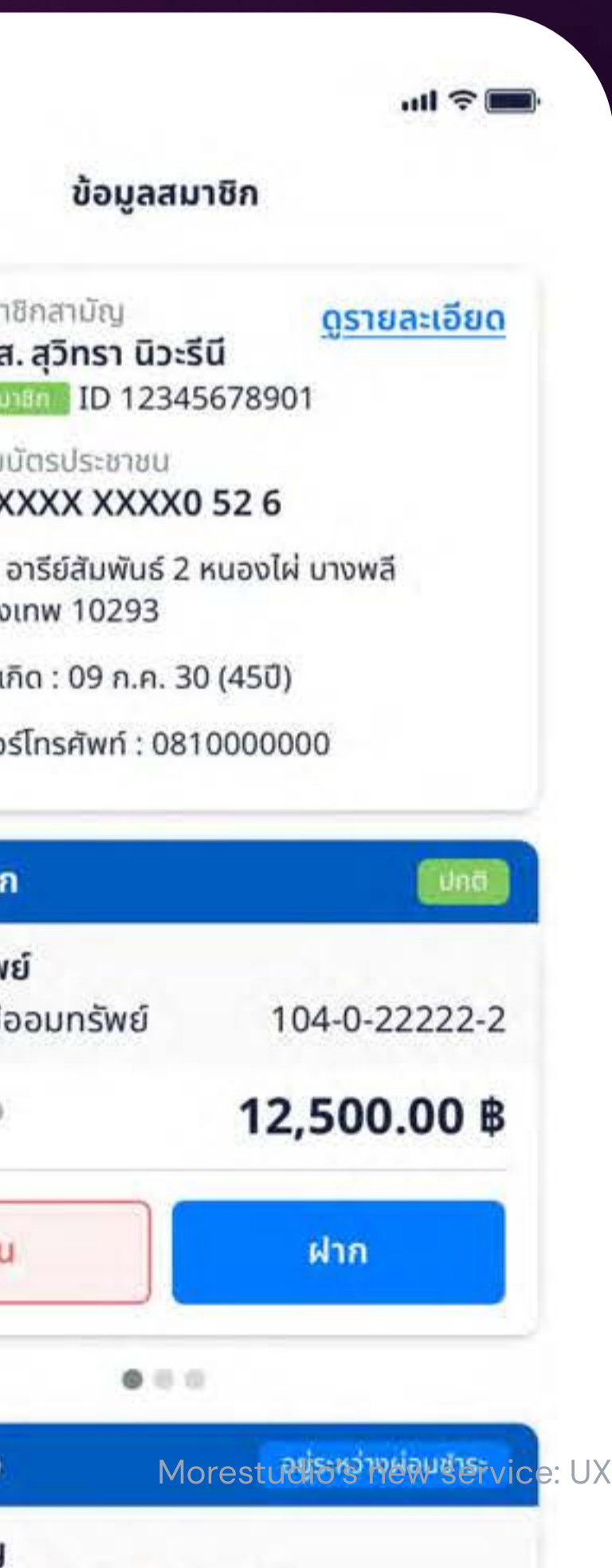
# Service!

Usability

Content

User feedback

UI kit



## UI Kit Creation

Developing a design system of standardized components for consistency and efficiency in the product's UI.

## Content and User Flow Review

Examining content relevance and clarity, alongside mapping out and optimizing user navigation paths.

## User Flow & Navigation Analysis

Map out user flows and navigation paths to identify any confusing or inefficient elements.

## Visual Design Evaluation

Assess visual hierarchy, color schemes, typography, and overall aesthetics.

## Interactive Elements and Mobile Responsiveness Evaluation

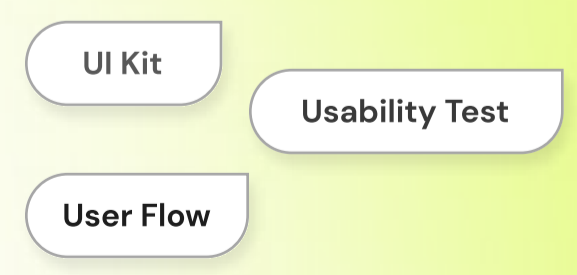
Evaluate the usability of buttons, forms, and controls. Ensure a seamless experience across various devices.

## User Feedback Analysis

Gather and analyze feedback from surveys, reviews, and questionnaires.

## Analytics Review

Use tools like Google Analytics to analyze user behavior data and identify patterns and areas of high engagement.

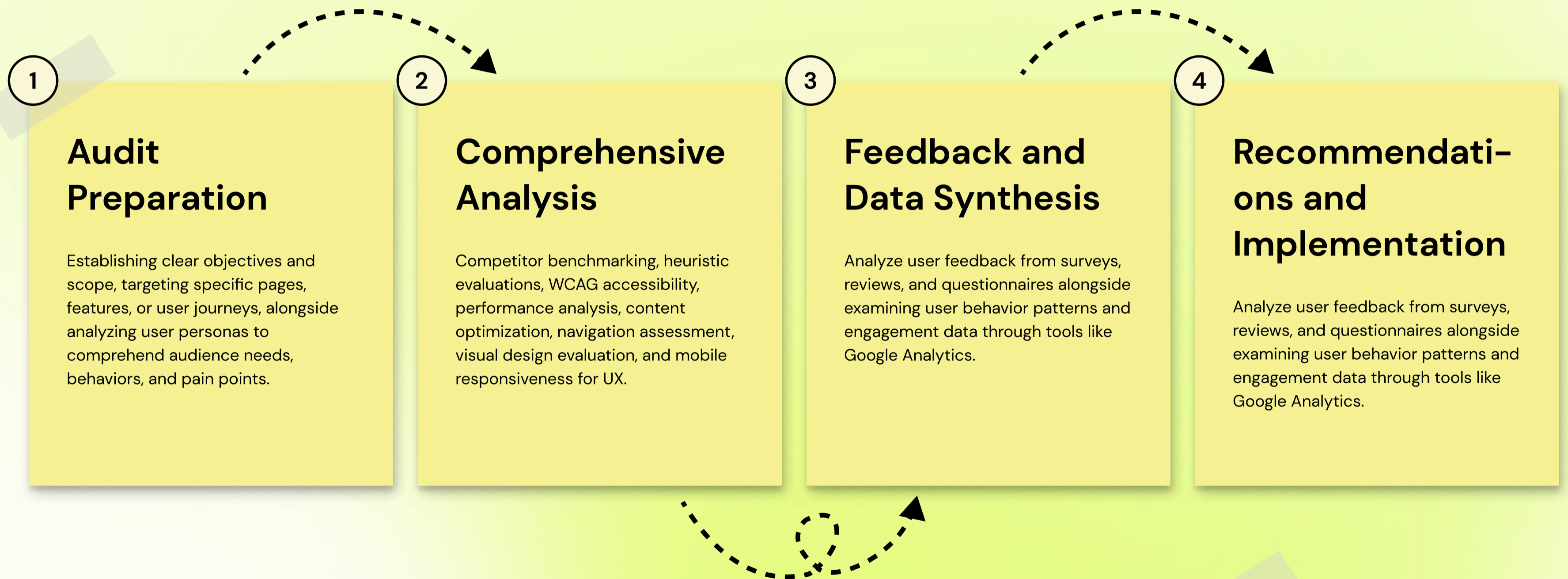


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Let's see our process!

# The Process of UX Audit

Feedback Need!



What can you expect?

What can you expect?

What can you expect?

**What can you expect?**

What can you expect?

What can you expect?

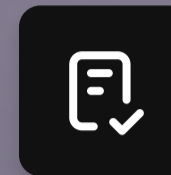
What can you expect?

As a UX audit company, our commitment lies in conducting thorough research tailored to your website or app, with a keen focus on your business objectives. Our aim is to furnish you with an exhaustive report pinpointing any shortcomings within the product, accompanied by comprehensive guidelines for rectification. Below outlines the deliverables and materials you can anticipate from our service:

# What can you expect?

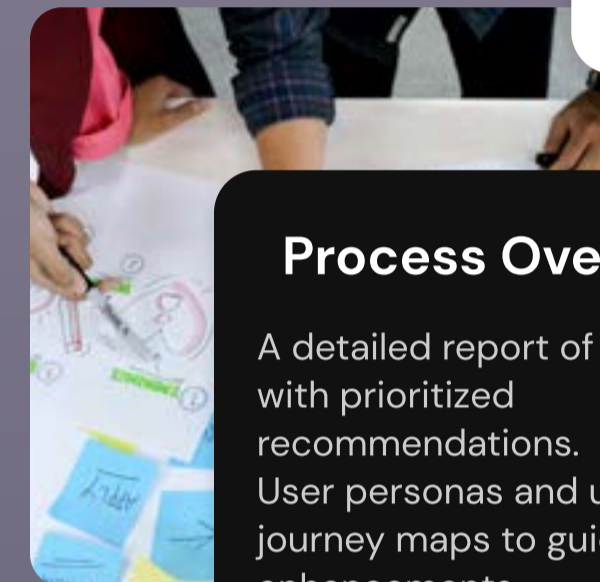
## 1 Executive Summary

An overview of the audit findings, highlighting critical usability and design issues, and summarizing the potential impact on user experience and business goals.



### Expect Outcomes

- Enhanced user experience tailored to the needs of the elderly.
- Increased engagement and ease of use, potentially boosting app adoption rates.
- Ongoing improvements based on user feedback, maintaining relevance and usability.



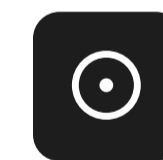
### Process Overview

A detailed report of findings with prioritized recommendations. User personas and updated journey maps to guide future enhancements. A UI kit for maintaining visual and functional consistency.



### Deliverables

- A detailed report of findings with prioritized recommendations.
- User personas and updated journey maps to guide future enhancements.
- A UI kit for maintaining visual and functional consistency.



### Objective

The goal is to enhance the Village Fund application's usability and accessibility, ensuring it meets the specific needs of its primary users—villagers in Thailand, many of whom are elderly and may have limited tech skills.



# What can you expect?

## Detailed Findings and Analysis

### Comprehensive Analysis Report

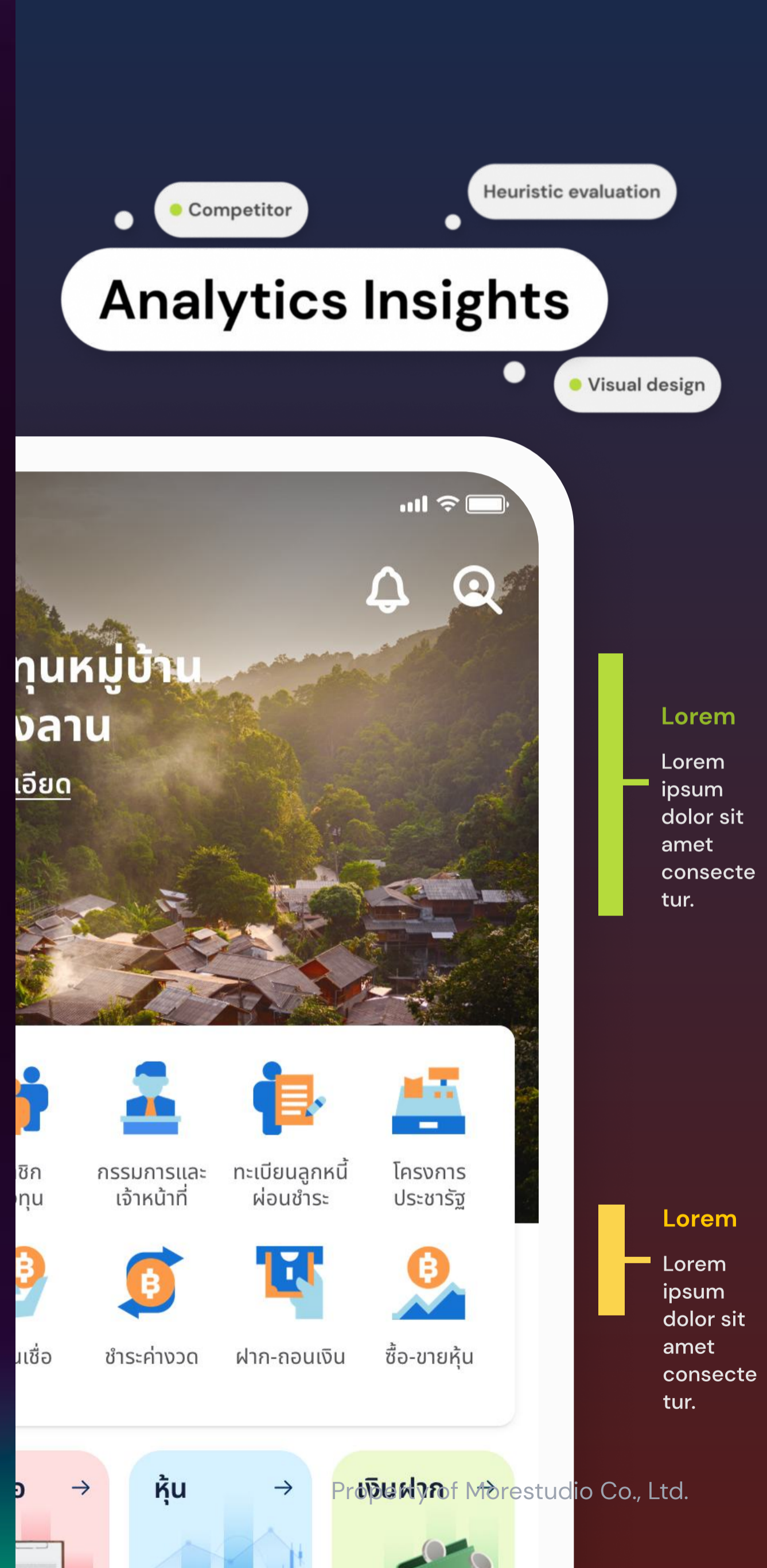
Detailed observations from the audit, categorized into sections like usability, accessibility, performance, content, visual design, and mobile responsiveness. This report includes specific examples, screenshots, and references to best practices and guidelines.

### Competitor Benchmarking

Insights into how the client's product compares with competitors, identifying both areas of strength and opportunities for improvement.

### User Feedback and Analytics Insights

A synthesis of user feedback and data analytics, presenting key user behaviors, preferences, and pain points.



# What can you expect?

## 3 Actionable Recommendations

### Prioritized Recommendations

A list of suggested improvements prioritized by impact and feasibility to guide the client on where to focus their efforts for the greatest effect.

### Strategic Roadmap for Implementation

A phased plan detailing short-term fixes and long-term strategic enhancements, ensuring a clear path forward for implementing the recommendations.

### Engagement and Feedback Enhancement

Increase user engagement by making feedback mechanisms more interactive and responsive.

- **Feedback Loop Improvements:** Simplify the process for users to report problems and make suggestions within the app.
- **Quick Response System:** Implement a system for quick responses to user queries and feedback, ensuring users feel heard and supported.

### Navigation and Usability Refinement

Streamline the user's journey to facilitate a more intuitive interaction with the app.

- **Clear Error Messaging:** Create easy-to-understand error messages that help users quickly identify and correct mistakes.

### Accessibility Optimization

Make the app usable for everyone, including users with impairments or limited tech experience.

- **Increase Font Sizes:** Ensure all text is legible, especially for users with visual impairments, by increasing the default font size.
- **Contrast Adjustments:** Improve text and background contrast to make reading effortless under various lighting conditions.
- **Touch Target Enlargement:** Expand the size of buttons and interactive elements to accommodate users with limited motor skills.

● **Interactive Tutorials:** Introduce interactive tutorials for first-time users to demonstrate the key functionalities.

# What can you expect?

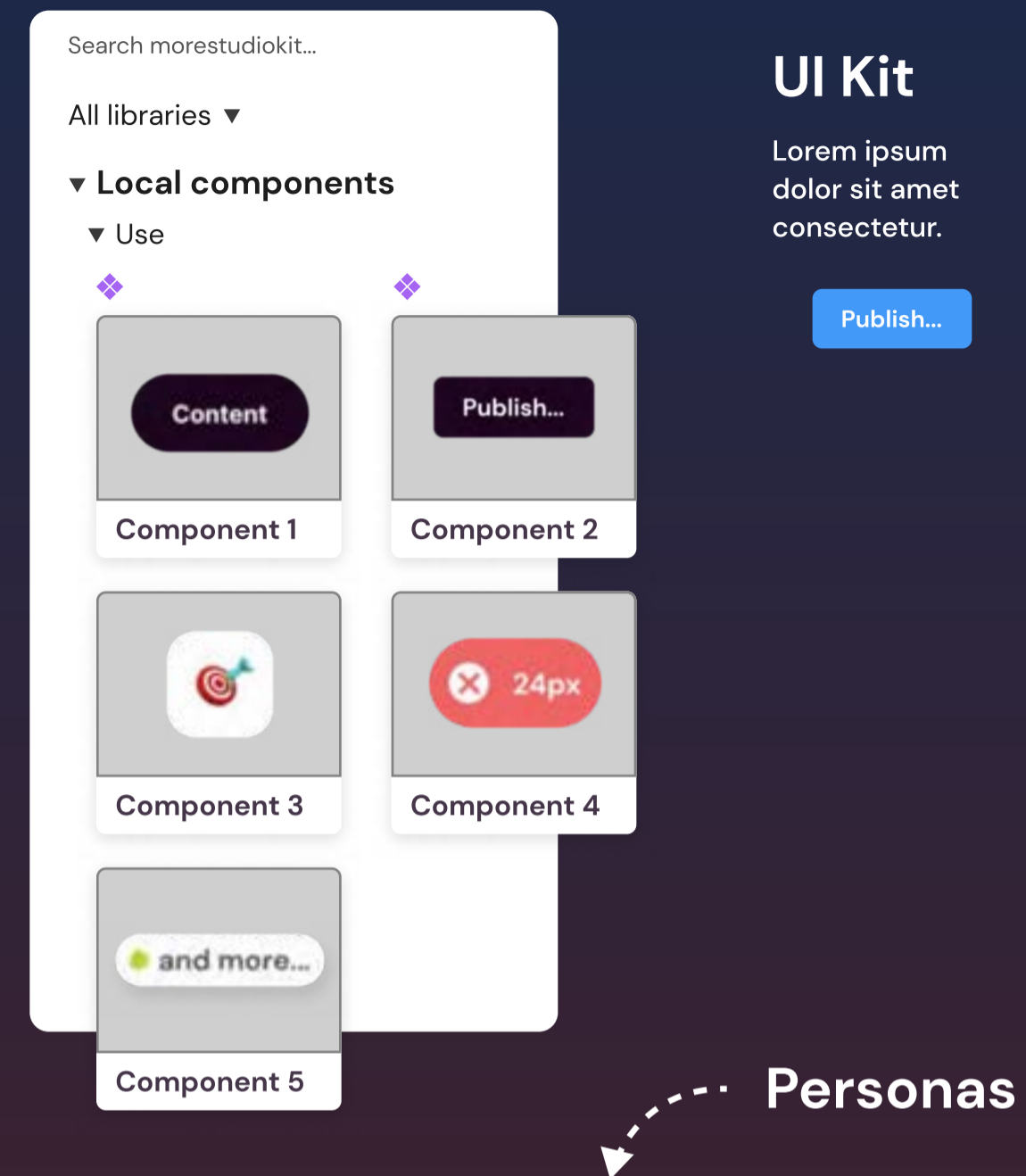
## 4 Supplementary Materials

### UI Kit

If applicable, a UI kit or design system documentation that standardizes design elements and components for consistency across the product.

### User Personas and Journey Maps

Updated or newly created user personas and journey maps that reflect the audit's insights, helping to guide future design and development decisions.



## Johny Depp

32 y/o, Builder, Self-employed



### Goals:

- Lorem Ipsum is simply dummy text of the printing and typesetting industry.



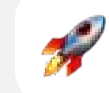
### Need:

- Lorem Ipsum is simply dummy text of the printing and typesetting industry.



### Concern:

- Lorem Ipsum is simply dummy text of the printing and typesetting industry.



### Finds useful:

- Lorem Ipsum is simply dummy text of the printing and typesetting industry.

# What can you expect?

## 5 Presentation and Debrief Session

### ❖ Debrief Session

Summary

#### UX Maturity

##### 1 User Understanding: 2.5/5 (50%)

Users have a basic grasp but often require additional guidance. Simplifying language and providing contextual help could enhance understanding.

##### 2 Efficiency of Use: 3/5 (60%)

Users complete tasks but not as quickly as possible. Streamlining workflows and reducing the number of steps in transactions could improve efficiency.

#### UI Design Quality

##### 1 Visual Hierarchy: 3/5 (60%)

Users have a basic grasp but often require additional guidance. Simplifying language and providing contextual help could enhance understanding.

##### 2 Consistency: 4/5 (80%)

Users complete tasks but not as quickly as possible. Streamlining workflows and reducing the number of steps in transactions could improve efficiency.

# Frequently Asked Questions

## UX/UI Audit Frequently Asked Question



### What is a UX/UI Audit?

A UX/UI Audit is a comprehensive review process that evaluates the user experience (UX) and user interface (UI) of your digital products. It aims to identify usability issues, design inconsistencies, and areas for improvement to enhance user satisfaction and engagement.



### What does the UX/UI Audit process involve?

Our UX/UI Audit involves several key steps: Defining, Analyzing, Conducting, Assessing, Reviewing and Delivering



### Can a UX/UI Audit improve SEO and conversion rates?

Yes, by enhancing the usability and user experience of your site, a UX/UI Audit can indirectly improve SEO rankings and conversion rates. Better user engagement and satisfaction often lead to higher search rankings and more conversions.



### How long does a UX/UI Audit take?

The duration of a UX/UI Audit can vary depending on the scope and complexity of your project. Typically, an audit can take anywhere from 2 to 6 weeks to complete.



### What will I receive at the end of the audit?

You will receive a detailed audit report that includes findings, insights, and actionable recommendations for improvements. The report will also prioritize these recommendations to help you plan your next steps effectively.



### Why do I need a UX/UI Audit?

If you're experiencing lower user engagement, conversion rates, or satisfaction levels, or if your product hasn't been updated in a while, a UX/UI Audit can provide actionable insights to improve your product's performance and user experience.

# Frequently Asked Questions

UX/UI Audit Frequently Asked Question



## How much does a UX/UI Audit

The cost of a UX/UI Audit varies depending on the project's size and complexity. Please contact us for a tailored quote based on your specific requirements.

Including these FAQs on your website under the new UX/UI Audit service section can help potential clients understand the value and process of the audit, setting clear expectations and encouraging them to take the next step in improving their digital products.

# Ready to Improve Your UX/UI?

## Get in Touch

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