MMT Digital

EXPERIENCE DESIGN AUDIT

An expert review of your user interface, designed to highlight usability issues and areas for improvement

Why conduct an experience design audit?

An audit is especially useful at the outset of planning a new strategy for your product or service. The user experience is evaluated from a fresh perspective and rated on how well it adheres to best practices and user interface principles. It can help you to understand the problems to focus on, provide direction on how to tackle them, and unlock hidden opportunities.

How does it work?

The audit begins with a session to understand your business goals, the users and intended outcomes. Our experts then conduct a detailed analysis of the interface to identify the strengths and weaknesses. The specific areas we review depends on the project goals. However, the themes are based on a set of industry standard heuristics, such as consistency and standards, error prevention, and user control and freedom. The findings are rated by severity level to prioritize the work that needs to be done. The review will also include recommendations for fixing the usability problems and examples of best practice where appropriate.

Who is involved?

A senior UX Consultant will conduct the review. Our consultants have a deep knowledge of usability best practices, and a background in conducting usability research. They will not have been involved in creating the design being reviewed so will bring a fresh perspective and independent view.

What are the benefits?

- ✓ An effective, low risk, low cost route to identify areas for improvement
- ✓ A fresh perspective that is evidence based
- ✓ A way to catch 'obvious' issues before they cause more damage to conversion rates
- ✓ Can be run at any stage in a product or service lifecycle, including at prototype stage

Client story

A building society came to us wanting to re-platform their existing website. We conducted an Experience Design Audit which highlighted a number of areas that needed further work. These included improving their business proposition and bringing their purpose to life, through to connecting their digital experience together with their excellent branch experience. The audit provided a springboard into a much wider piece of work.
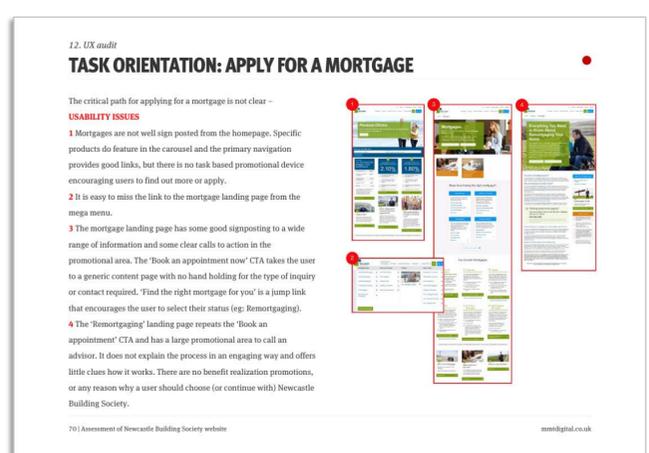
What is the output?

- ✓ A detailed report, outlining the usability issues, providing actionable recommendations for fixing them, and examples of best practice where appropriate.
- ✓ A two hour playback session with the client to run through the key findings, recommendations and proposed next steps.

What next?

Hopefully this gives you an understanding of our Experience Design Audit. If you would like to find out more, please email us at hello@mmtdigital.co.uk.

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