

# Heuristic UX Audits

A proven way to obtain clear, actionable feedback for optimizing usability and improving the user experience of your digital platforms.

Leveraging a tried and true methodology heuristic UX audits highlights key barriers such as usability issues, underperforming content and bumps along the user journey. Best of all, it sets the stage for you to move right into enhancements and optimization.



## Why begin with a heuristic audit?

### Setting benchmarks

Aside from just identifying issues, the heuristic audit is ideal for setting a benchmark prior to initiating a property redesign project. This gives you a clear starting point upon which to build and to compare against.

### Building a business case

Overhauling a digital property can be a daunting task that often involves multiple stakeholders. Our audit process provides the fuel to advocate for change within an organization and to get renovation underway.

### Scoring made simple

Our complete UX audit workbook is handed over to you as part of our recommendations report. This means you can dig as deep as you like to fully understand each review point and how they affect your overall score.

### Comparing apples to apples

Our methodology is highly-structured, using categorization that makes it ideal to compare multiple properties – for example through competitive analyses or best-in-class comparisons.

### Plotting a digital roadmap

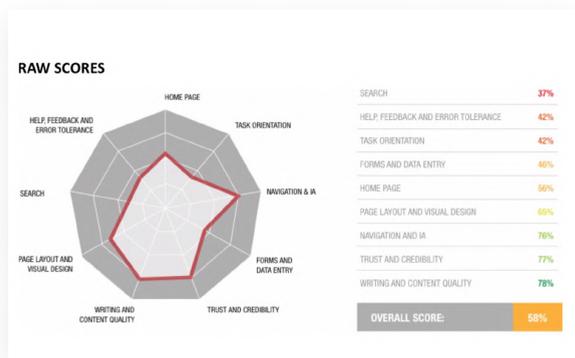
Outputs from the heuristic UX audit easily translate to a roadmap for rolling out enhancements and improvements to your digital property. View everything in one place and prioritize your execution.

## A simple catalyst for actionable results

The heuristic user experience audit takes the guesswork out of website and application analysis, giving you a rock-solid foundation upon which to plan and roll out your improvements.

Our audits and recommendations reports are written to be accessible and useful to everyone - from your CEO to your web developer.

# How does the heuristic audit process work?



## Diving deep

When we perform an audit for you, we begin with a deep review of your current digital property. We do this using a proprietary workbook with over 250 usability and user experience best practice indicators against which your digital property is scored.

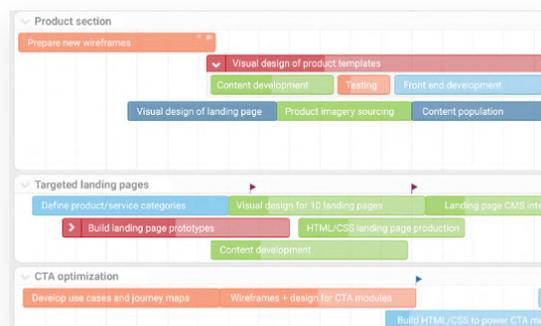
## Customer journey: Opportunity

Anticipate the user's intent by including relevant calls to action at key points in the customer journey



## Translating scores to opportunities

Your audit score is only a starting point. It exposes areas of your digital property that need attention, but that's only gives you part of the picture. The real value comes from our scoring analysis and producing detailed recommendations to address challenges areas individually. Using thematic categories, our findings reports provide scoring rationales and examples on how they can be improved.



## Plotting your course to success

Lastly, we work with you to identify the recommendations you'd like to move forward with and prioritize them. We visualize the implementation of these activities in a roadmap that is informed by resource availability, budget and other business decisions that will impact the sequence of activities.

**A proven methodology designed to start discussions**

Based upon Jakob Nielsen's "10 Heuristics for User Interface Design" our audit methodology is used by some of the world's most customer-centric brands.

We combine quantitative data with qualitative feedback, a recipe that fuels meaningful discussions around solutions and problem solving within organizations.

# Flexible and easy-to-integrate

## Every audit tier delivers value

Although the specific deliverables that are included as part of your audit report vary by tier, we ensure that each one includes the following:

- ✓ An itemized list of user experience barriers observed in our assessment
- ✓ An explanation for each barrier and why it affects your overall UX score
- ✓ Tangible, actionable recommendations prioritized by level of effort and expected impact
- ✓ An itemized list of user experience barriers observed in our assessment
- ✓ A 60-90 minute walkthrough of our findings to help you and your team understand the results, visualize our recommendations and begin planning next steps

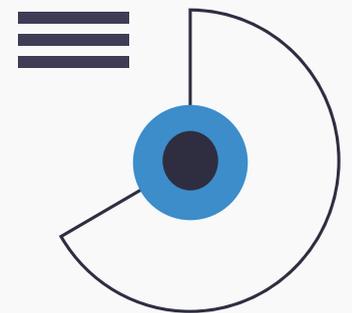
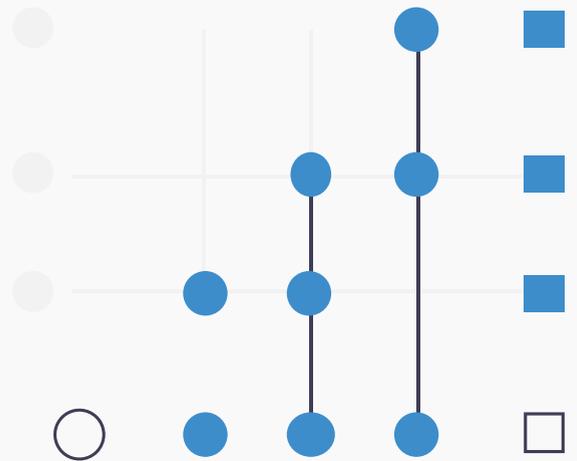
## Speed is an integral part of the process

The point of an audit is to gain meaningful insights on your current state, in turn leading to efficiencies as you begin putting these changes into action. For this reason, our audits are usually completed in 5-10 business days, often in under one week.

## From audit to execution

As part of your audit package, we conduct a 60-90 minute walkthrough of your report during which time we help you to prioritize and plan for rolling out changes. Our enterprise audit tier also includes the development of an implementation roadmap - a diagram that depicts the recommended sequence of optimization efforts, prioritized by effort, cost and projected overall impact to the user experience.

From there, InputuUX will take a step back to let you decide how you would like to proceed with implementation - whether you'd prefer to tackle them yourself, work with another vendor or if you'd like to work with us.



## Interested in learning more about the audit process?

We've built our pricing model understanding that the needs and depth of analysis ranges depending on your business size, your organization's digital maturity and how equipped your team is act on recommendations brought forward from an audit.

Contact us for an obligation-free consultation to identify the right mix of services and reporting that will deliver maximum impact to your digital platform UX.

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