

10CLOUDS | E-BOOK

UX audit for a healthy product

Turn shortcomings into user magnets

Product success based on healthy user experience

We believe that any product can be successfully navigated through the shallows of the bottoming markets, changing tides of user sentiment, and organizational storms. From within, you are able to steer its ways to the open seas. But to be a good captain, you need to know your ship inside-out - and not be afraid to let third-party specialist on board. We crafted this ebook to show you the exact way of how to do that. What will you learn from it?



The benefits of UX audit

What does it bring to the table?



The UX audit process

From spotting the needs to the growing charts



UX audit use cases

Success stories of our clients



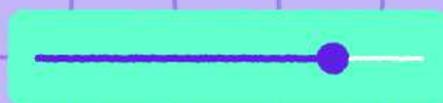
UX audit toolbox

Practical tools to help you plan your next steps

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Introduction



Entrepreneurial love mirrors parental love. Business owners' brain patterns resemble those of parents thinking about their children. However, just as some parents may neglect regular check-ups for their children, many business owners fall short in maintaining regular UX audits for their products. These audits are crucial for maintaining a product's usability, accessibility, and user satisfaction. Yet, quite often, business owners will discard UX audits as unnecessary.

Most of the digital business challenges will fall into four main areas. Have a look at your product. In the same way as health checks can alleviate childhood illness and reduce healthcare costs, UX audits can provide guidelines for a better product or service. If your current business challenges land in any of the areas listed below, you will certainly benefit from a UX audit.

When to consider a UX audit?

01 Drop in sales

Your sales numbers are dropping, product has a high bounce rate or low conversion rate. The problems indicate that users can't find what they are looking for or struggle to navigate the site.

03 Poor usability and visual design

Your product or service needs a redesign. You are planning to update the structure of a website, app, or service and want to improve the user experience. New design needs to be user-friendly and meet your business goals.

02 Lower user satisfaction

You are receiving negative feedback and want to identify the source of the complaints to fix them.

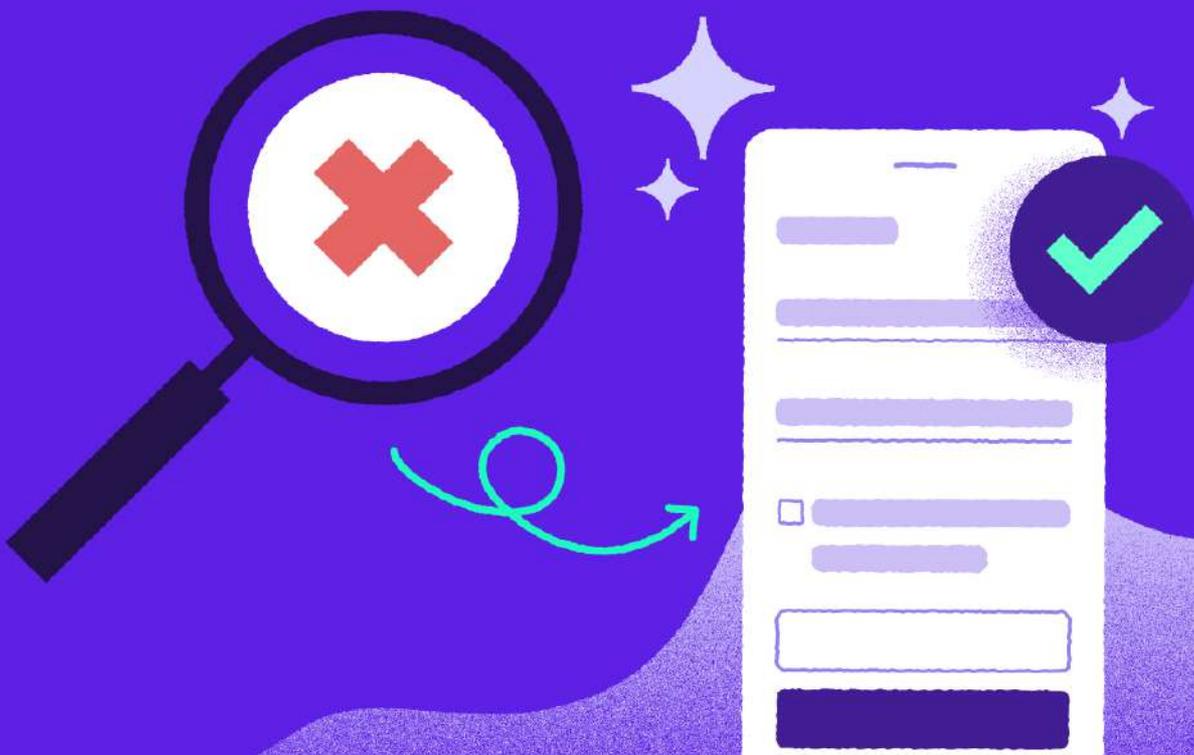
04 Need for business development

You are planning to introduce a new product, feature, or service, or you want to explore the Blue Ocean market. However, if you are in the Red Ocean, a UX audit may reveal the areas to improve that could get you ahead of your competition. You also want to identify potential issues before sending designs into production.

Depending on the stage of product development, sooner or later you will see that one or more of these issues will apply to your product. Do not worry. This is a normal stage in the life cycle of any product and its transformation. But how to deal with it then?

UX audit benefits

One of the first steps that will allow you to solve the issues we addressed is UX audit. However, it has a wider application to the process than you might think. When you consider starting an audit, the following list of benefits may be useful to ascertain it's a good idea (or to convince others).



Increased sales and user retention

A better user experience can lead to increased conversion rates as users are more likely to complete desired actions (such as making a purchase) if they find the product easy to use and enjoyable.



Improved user satisfaction

Identifying and resolving problems with general usability and design consistency is the first step in creating a great user experience. That will lead to higher brand and product loyalty and, consequently, higher sales.



Reduction of development cost

By identifying and addressing user experience problems early on, your business can avoid the need for costly redesigns or other expensive development work down the line. This can save you time and money and help you achieve your goals more efficiently.



Improved general usability

By finding and addressing areas of confusion or difficulty, UX audits can help make your website, app or service easier to use. As a result, this will lead to a better overall user experience. It can also help reduce the number of users who become frustrated and abandon your product.



Greater brand consistency

Identifying and addressing communication inconsistencies such as values, messaging, visual elements, and tone, will help build a more confident business image. You will be sure that you are reaching and attracting the right audience with consistent brand.



Improved selling funnel

A UX audit can significantly enhance the selling funnel by identifying pain points and optimizing the user journey in your product or service. By analyzing user interactions and behaviours, the audit can pinpoint areas of friction or drop-offs, enabling you to streamline the funnel and improve conversion rates.



Refined solution structure

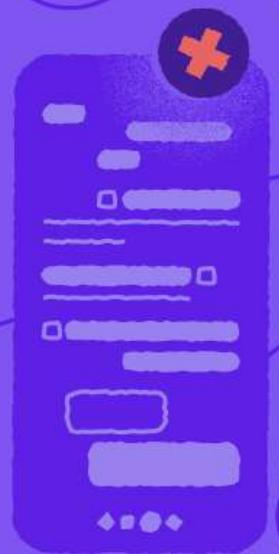
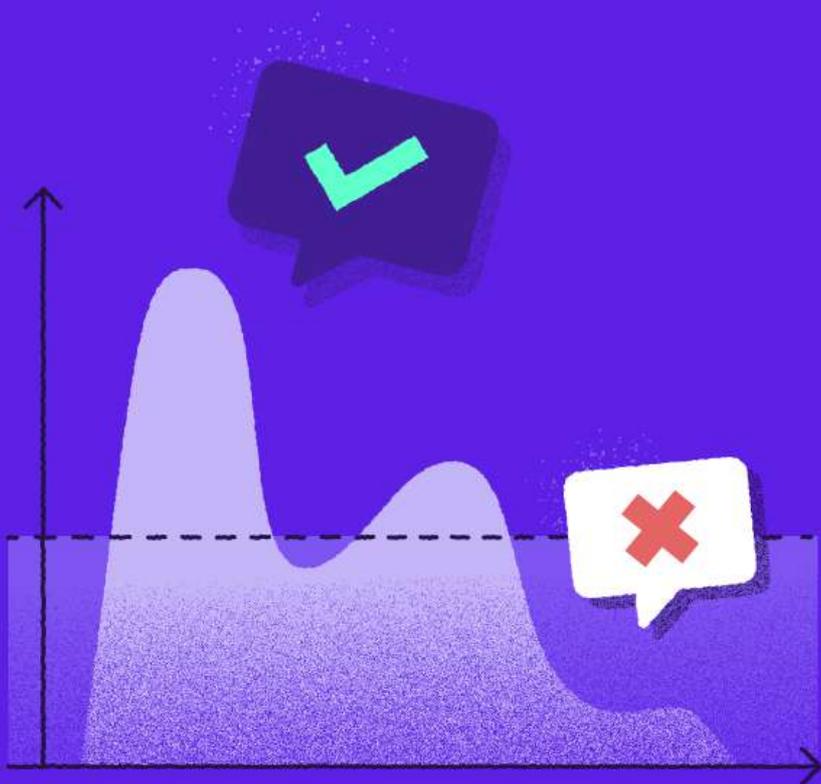
Sometimes products can become really complicated. A comprehensive evaluation of the general structure of your product can improve its efficiency. Identifying the confusing or redundant navigation elements and applying the suggested improvements can impact user satisfaction, ultimately driving increased engagement and success.



Improved content and communication

Consistent, high-quality content can help build your brand reputation and increase awareness of your products or services.

Problem and approach



Why your product needs a UX audit

A UX audit can help you to review any website, app or service, focusing on their design and showing how easily users can interact with them.

Evaluating the overall experience will usually include factors such as usability, accessibility, and desirability. It aims to **identify problems or challenges with the user experience and make recommendations for improvement tailored to your product's unique needs**. But how to know when to run it?

In the previous chapter, we touched on several points regarding the general issues informing about the need for an audit as well as the benefits resulting from it. Let's take a look at the audit process to better understand when we should opt for it.

At which point to run a UX audit

Actually, an audit can be conducted at any time during the development or lifecycle of your website or app. It is typically most useful to conduct a UX audit during the early stages of development when there is still time to make significant changes based on the findings. This helps ensure that the product is designed in a way that provides the best possible user experience.

However, it can be also useful at later stages in the product's lifecycle. For example, you can conduct a UX audit after a major update or redesign to assess the effectiveness of the changes made and identify any remaining user experience problems. The timing of a UX audit will depend on the specific goals and objectives of your business. Like with every method, it's important to do it at a time when it can be most useful and provide the greatest value.

There are also no contraindications regarding the size of your business. Regardless of whether you run a small startup or a product or service belongs to a larger organization, you can use the same tool. However, the process and time will change. The larger the company, the more time it will take due more aspects of the user experience to evaluate, more stakeholders to consult with and more complex products or services requiring in-depth analysis.

The base structure of a UX audit process

When looking for information about an audit, you usually can find three core elements: heuristics, cognitive walkthrough, and overall usability assessment. These components provide a basic evaluation of the user experience. However, the auditing process is not ending here. Depending from the issues and goals, it even **should** extends beyond these three aspects. UX audit can use methods such as web data analytics, interviews, visual or strategy validation. Everything that will help to get us closer to our goal.

But let's start with the base. What are these three elements?

- **Heuristic evaluation**

This process involves evaluating an interface against a set of predetermined heuristics or principles. Most audits would be based on Nielsen's 10 heuristics and the goal is to identify usability issues.

- **Cognitive walkthrough**

Usability assessment method based on checking user paths, step by step, imitating users execution of tasks. The goal is to identify areas where your product may be confusing or difficult to use for users based on a set of predetermined tasks.

- **Basic analytics and user goals**

The more data, the better. In the case of access to product analytics, the basis is also checking user behavior on a larger scale.

A necessary element is also the comparison of all collected data with the previously set business goals and user goals. It helps not only to determine where we should make specific changes, but also to understand whether **we are going with the product in the right direction.**

It is worth remembering that a **UX audit itself doesn't solve any of the identified problems.** This is the first step that allows you to understand what you should do next.

What next – seeing a specialist

You already know what an audit database is, but what about other activities? When should we do more actions and what kind? UX audits work similarly to having a general checkup with a GP to assess a patient's overall health, who only then is sent to a specialist. Such a high-level inspection of a product or service can reveal the source of the problem. More often, though, an in-depth analysis needs to be undertaken.

Like a visit to a specialist doctor, deep-dive UX audits by specific domain experts are necessary when a product requires more focused attention or when you need to address a particular issue.

Let's say that an online bank asks for a UX audit due to several complaints about their website navigation. When going through a core audit, a UX specialist doesn't see anything particularly wrong with the navigation itself. However, when asked for their input, an accessibility officer reveals that the core of the problem may be poor implementations of WCAG standards, such as lack of keyboard accessibility, lack of text alternatives, or inaccessible forms.

Some of the tools that you can see during a case-focused UX audit may include:

- **Information architecture review**
- **User flows**
- **Market research**
- **Competitive benchmarking**
- **Persona profile evaluation**
- **Feature gap analysis**
- **GDPR/legal compliance**
- **Design system evaluation**

or, optionally

- **Accessibility audit** - a combination of automated and manual testing done by an expert in order to identify the various issues that stop people from accessing online information and completing their goals. The product will be reviewed against the most relevant WCAG 2.1 guidelines at the AA level.
- **SEO audit** - a review of a website's search engine optimization to identify areas for improvement in organic search rankings and traffic.

- Content audit - verifying service's content to identify opportunities for improvement in tone, relevance, and user engagement.
- Performance audit - this can include page load times, animation smoothness, and responsiveness, to identify areas for improvement that can enhance user experience.

In each case, what methods should be used depends individually on the situation and the "diagnosis" of the specialist. You will learn more about specific methods, their descriptions and examples of use later in the ebook.

The steps in the UX audit process

A typical UX audit process encompasses five main steps: defining the scope of work and the target persona, conducting research, performing a comprehensive audit using both general and expert-based approaches, generating a report, and implementing the recommended changes. But you need to remember that it's only about the base process - under the surface, there's much more going on.





UX audits are not linear - working in loops

How to decide what and how many methods should be used in the audit? It all depends on the single results of the research actions and whether it's enough for you to make a decision on what to do next. Remember that a UX audit is a part of the research process which doesn't have to be linear. Let's look at how a UX audit can work in a loop.

The process begins with first step of establishing scope, in other words, **establishing the aim and the target audience**.

The next step is to **decide on the approach and methodology** for performing the audit. This involves selecting the appropriate research methods: basic ones or more advanced such as user interviews or usability testing. The chosen methods should align with the audit's objectives and provide the necessary insights to evaluate the user experience effectively.

After conducting the audit, **the findings are interpreted and analyzed** to assess the current state of your product. Based on the interpretation of the findings, you and the team can decide whether you have gathered enough information to begin the implementation of changes and improvements.

If the team determines that more information or a deeper understanding is required before implementing changes, **they re-evaluate and determine what aspects need to be audited further**. This step involves revisiting the objectives (sometimes also the persona) and choosing next methods to perform. The loop then repeats until decision that you have enough data is made.

Audit deliverables

Conducting an audit is only part of the task. It is equally important to develop materials in a form that will be easy to use for further activities. Depending on the project, audit materials are prepared in a way that will show you all the necessary steps you should take to achieve main goals. All source materials and detailed analyses are provided too, helping to refer back to specific insights when working on each recommendation.

When a UX audit comes to the conclusion, you are most likely to be presented with these deliverables:

01 Report and recommendation list

Documentation of found issues and recommendations on how to fix them to improve your product or service.

02 List of actionable items

Actions and improvements that you can apply without the help from an agency.

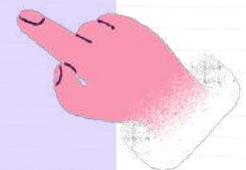
03 Other deliverables may include:

- wireframes,
- updated user flows,
- updated design materials.

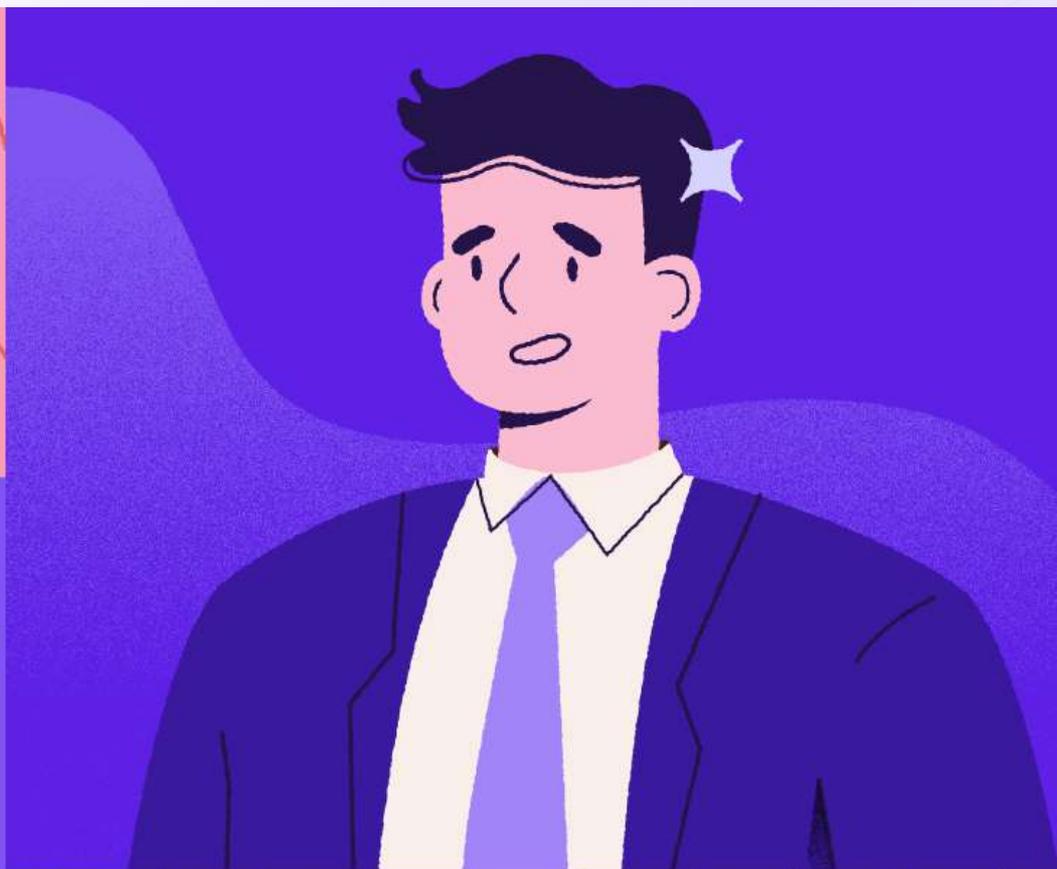
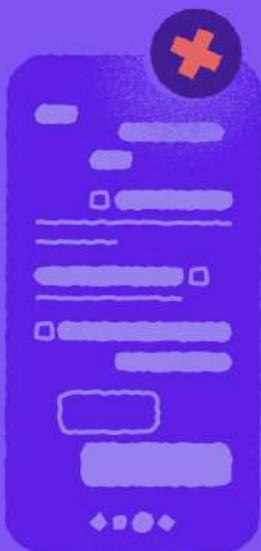
It's worth mentioning that the deliverables will vary depending on the approach to the audit and the scope of work.

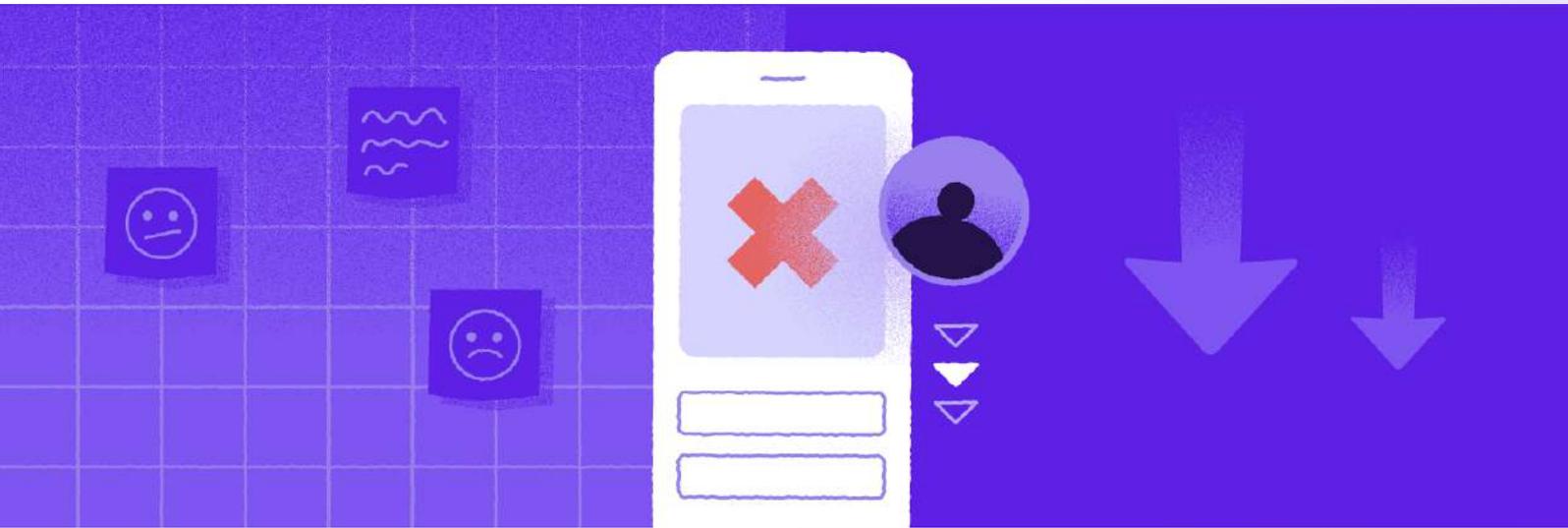
Follow the doctor's orders

It is important to remember one thing about UX audits. Just like visiting a doctor only to get medical advice, a UX audit itself will not help your business or product thrive. UX audit can help identify problems your business faces but not solve them. It is following the recommendations of UX audit results that can bring visible ROIs. **Good luck!**



UX audit use cases





Service without revenue

You've spent the last few months creating an innovative product. The concept is defined, and the product has already hit the market. In the meantime, you also managed to attract investors. Success!

But something went wrong – you don't have any users.

One of our customers has walked this path. They've created the product with the support of an investor and quickly hit the market in the form of a Minimum Viable Product (MVP). Step by step, they were working on improving the product by adding new features. After the initial period, the product didn't gain popularity among users. Despite trying various approaches and marketing strategies, user growth was minimal. Users would abandon the solution during the first tries or even before creating an account.

When we started to delve into the problem, we encountered the first obstacle – we didn't know who the customers were. Despite having the initial strategy, it was difficult for our client to identify their target audience. The organization was at a standstill, and there was a need to start earning revenue from the product.

So, how can this problem be solved?



Not defining who our product's consumers are at the beginning of the process causes many problems - but it doesn't mean we're at a dead end. In such cases, we act on two fronts.

First, we check the current status and the consumers who left us. Yes, you read that right! Users who decide not to use the product are a precious data source about how we are perceived and which users we will not attract with the current product.

The initial audit results set us elements for usability improvement (which influence the increase in retention among current groups) and potential research directions in which we can look for new consumers in market research. This happens by focusing in the audit not only on checking the functional layer but also the broader context of values.

We thus reverse the research process. Rather than seeking problems to solve within a predefined group, we identify specific issues and values and then search for proper groups during subsequent research. That's when we introduce the second step - market research to find more fit.

Tips from an expert:

“The reason for not catching on in the market can be many things, not just the product itself but also what it communicates. To better understand what's happening with your product, define specific metrics from the start, measure them, and regularly check them during regular mini-audit cycles. This will help you maintain control over a rapidly developing product and immediately catch potential risks.”



Ziemowit Kaczmarek
Senior UX Designer



Service losing users

In some projects, we encounter the opposite situation to the one described in the first case. The product or service has been in the market for many years, gathering an increasingly large user base. However, at some point, everything shifts, and despite the users' previous positive feedback, they abandon the service.

Such a shift in user behaviour isn't uncommon at all. We encountered the same situation during one of the projects where we initially intended to focus on redesigning the entire service. This wasn't the first attempt at improvement – the client conducted interviews with their users independently. Still, they failed to identify a direct reason for this trend. Users were unable to articulate the main motivator for the change clearly. No one could pinpoint what was causing the escalating user attrition.

So, how can this problem be solved?



We start with diagnosing the current service by performing a complete service review. It combines a basic UX audit with more complex research methods like Service Safari observations, interviews and workshops. The entire process is also supported by analyzing data via analytic tools.

After obtaining a current picture of the UX through the audit process, we move to understand the users and their perspectives. What do they expect? What promises do they need? We concentrate on the solution, the customer journey, and the hidden reasons for using the tool. Thanks to the comprehensive audit conducted earlier, having a clear vision of the product allowed us to swiftly compare observations with the current state of the service to find the potential causes of problems.

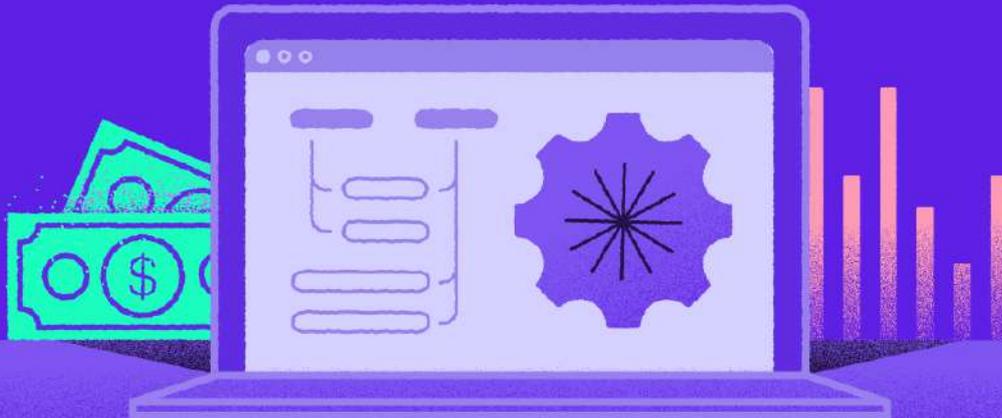
The results surpass our expectations as we discover we don't need to implement expensive, long-lasting changes. By improving communication in the current service and introducing a few new functions, we can alter the trajectory of user churn. No need for building a completely new service = lower cost and time to see the results. Expected numbers not only return to previous levels but also exceed projected outcomes.

Tips from an expert:

“Major changes to your product aren't always necessary to boost its efficiency. If you're having issues with user retention, but these users aren't providing specific feedback on functionality, focus your audit efforts on communication and their expectations towards the process itself. Remember that you can communicate a single feature in many ways. That means it won't always be interpreted the same by users.”



Magdalena Piasecka
UX Designer



Too expensive service without hierarchy

Sometimes, we aren't dealing with the issue of user attrition at all but rather with losing control over product development. Our first focus is product launch when we begin working on a project. As we enter the phase of acquiring our first customers, we often aim to meet their expectations by rapidly delivering new features – feedback by feedback. Such an approach works for some time, but at a certain point, we reach a stage where the solution has become so complex that managing it becomes difficult.

One of our clients, who has been developing their solution for years, was in this situation. With each passing year and each newly added product to meet users' needs, the service kept expanding and expanding. Products started to live their own lives. Moreover, each of them was developed separately, following the needs of incoming clients and taking their feedback into account. The decision to enter new markets forced a change in strategy and an attempt to integrate the system into a single organism. But how could we do this with such advanced changes?

So, how can this problem be solved?



We need to know exactly what our product is to organize work and avoid the risks mentioned above. In such cases, conducting an audit of the solution combined with mapping the entire service allows to create a comprehensive overview of the system of products. By going through each flow and analyzing the information flow, we're building a detailed map of the entire service and all products, along with their interdependencies and common elements.

Usability testing connected with interviews helps establish potential changes an organization needs to make to improve or standardize the product (e.g., navigation). We also discover which products no longer need our further attention. Often, among the range of products, some are costly in maintenance when customers no longer use them. One of the deliverables of the audit - service map - is creating a foundation for a better future product development organization. Conducting such an audit provides us with the insights we need and ready-to-use tools for future work and organization - nothing goes to waste!

Tips from an expert:

“All product development should have thorough documentation for the future scalability of the product. But what if we didn't take this step and our documentation debt is too big to handle while also developing the product? You don't have to do everything at once. The first step is the hardest. Add to the daily design tasks documentation of the product process you are working on right now. Don't think about the method - start by mapping it in any form you will prefer and will be readable for you. After passing the first phase, it will be easier to choose and organize all data with the proper methodology.”



Agnieszka Zygmunt
Lead UX Researcher



Redesign of an old service without a huge budget

One of the integral parts of a product life cycle is the ongoing work to align it with the audience's changing needs. This applies to communication, functionality, UX, and visual design. However, when opting for a redesign, we often face a challenge – what should be our priority?

Due to shifting customer expectations and a decision to target a new audience, our client recognized the need to align the current visual style better. However, with an extensive platform and short deadline, there was a question about which elements to prioritize for changes.

So, how can this problem be solved?



To determine the precise scope of the redesign, we begin with a baseline audit that includes cognitive walkthroughs, heuristic analysis, and user goal analysis. Thanks to analytic data, we can fill gaps in our knowledge about our users, how they navigate, which elements are most crucial to them, and where they encounter issues.

Based on that, we can discuss the whole service in a joint workshop and choose the priorities based on user needs and business goals. We use the gathered insights to create a comprehensive project sitemap, roadmap, and action plan. That determines which areas need a complete redesign and which only need a quick refresh, ultimately saving the client's time and resources.

Tips from an expert:

“The platform's redesign doesn't just mean a visual change to the site, but it's the perfect time to look at user behavior on our site to take advantage of the moment and address the main problems we see in their interactions by streamlining pathways.

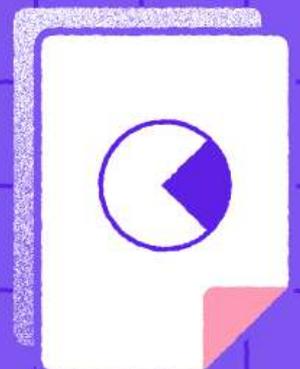
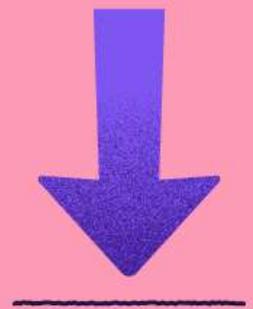
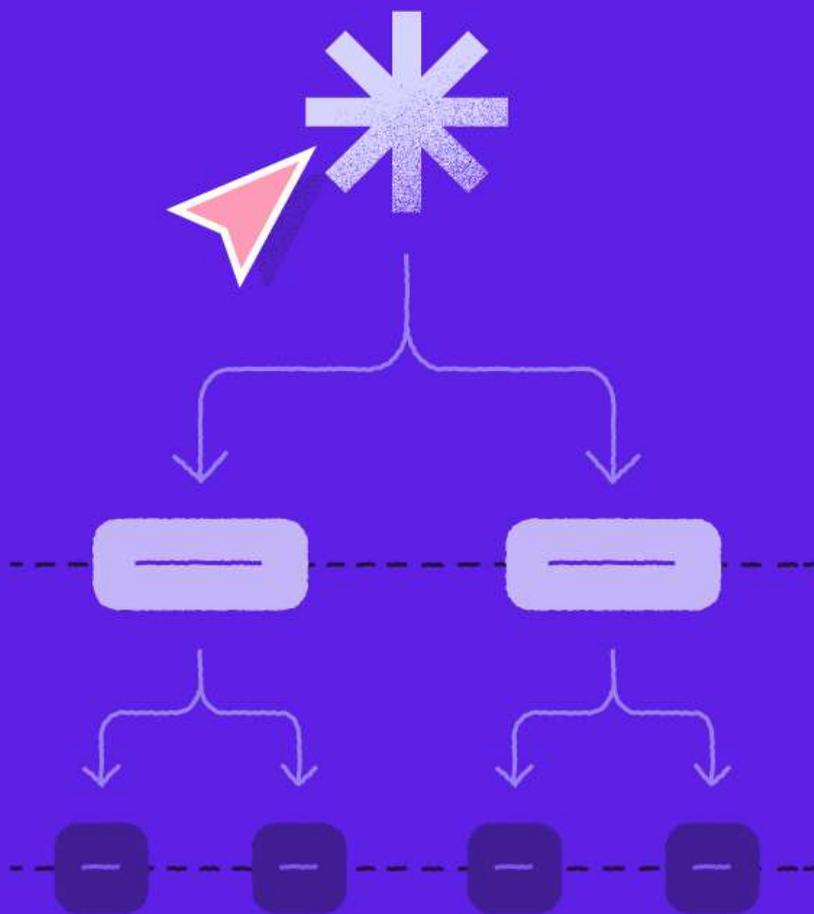
The result can be a better relationship with the customer, because they will see that we are noticing problems and acting to improve the experience. However, to be certain about the need for changes, it's worthwhile to base your decisions on data.

Depending on the type of product, ensure that you have analytics integrated into your website at least a few months before starting the process. The information obtained in this way will not only facilitate improving the UX but also better understanding how to align it even more effectively with the business you have. The result will be harmony between the functionality of the product and its visual layer.”



Daria Łabaj
UX Designer

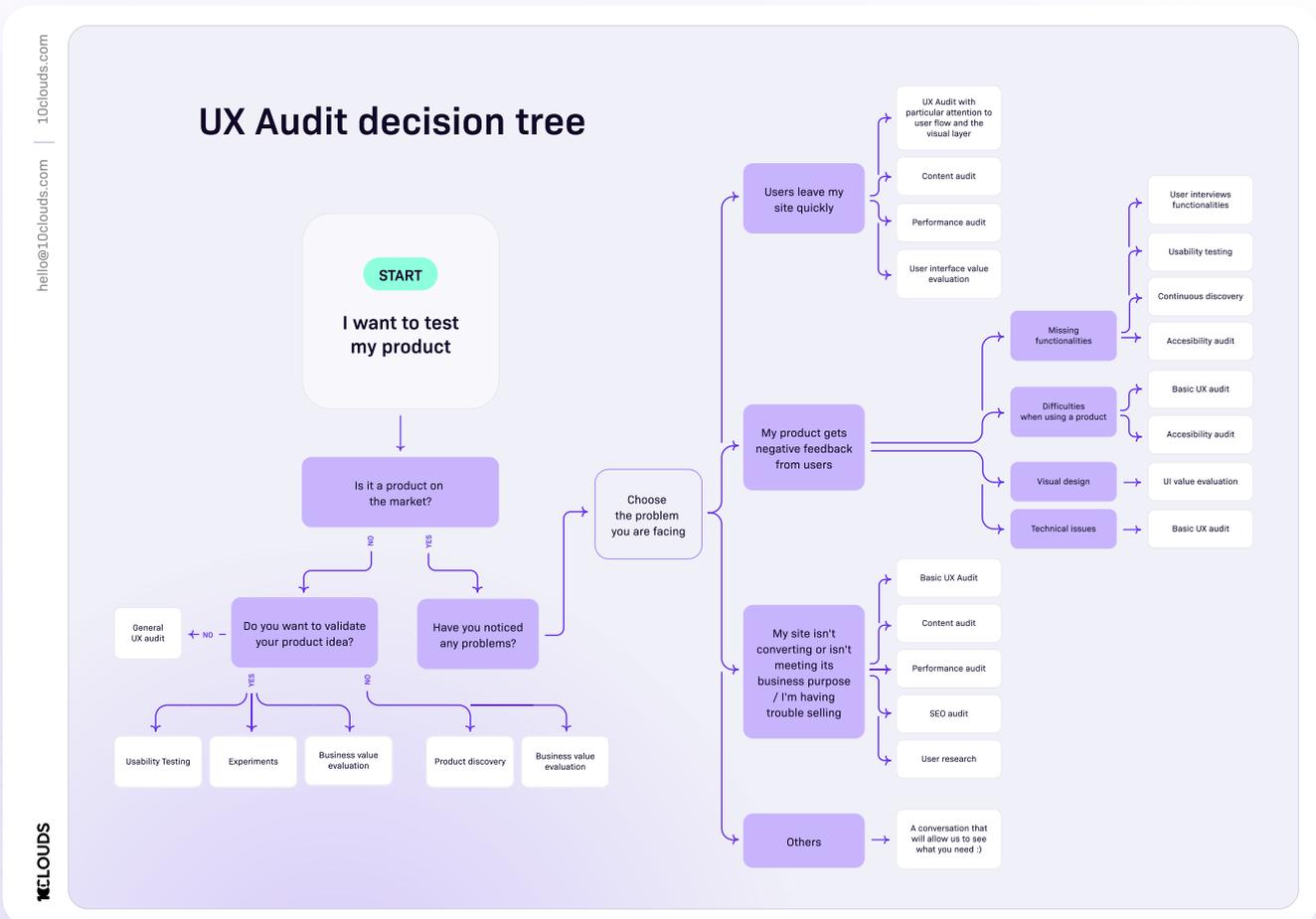
UX Audit toolbox



UX AUDIT DECISION TREE

Regardless of whether our product has been on the market for many years or we are just in implementation phase - in each of these cases we may need to test it from different angles. UX Research is a very wide range of activities that we can perform. Choosing the right methods depending on the goal can be problematic if you haven't done it before.

So what if we know the business problem but don't know where to start? The research decision tree comes in handy, thanks to which it will be easier for you to determine what actions you should take to achieve the basic goal.



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RESEARCH METHODS

When choosing research activities, you can also use our table with an additional set of methods divided into four main categories: user experience evaluation, user interface evaluation, business evaluation and analytic data analysis. Each of them contains a set of tools helping to explore the problems and goals of a given category.

Remember that individual methods can be successfully used in various situations if you properly adjust the research plan and its script. Detailed descriptions of each method can be found in the next chapter.

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UX research methods

| TYPE | METHOD | WHAT IT CHECKS | TIME | SPECIALISTS |
|----------------------------|------------------------------------|---|------|-------------------------|
| User experience evaluation | Cognitive walkthrough | Accessibility - Usability - Content | ●●● | UX Designer |
| | Heuristic evaluation | Accessibility - Usability - Content - Visual Design | ●●● | UX Designer |
| | Heatmap analysis | User engagement - Performance - Usability | ● | UX Designer |
| | Surveys | User engagement - Usability | ●●●● | UX Researcher |
| | A/B testing | Accessibility - Usability - Content - User engagement - Visual design | ●● | UX Researcher |
| | User testing | Accessibility - Usability - Content | ●●●● | UX Researcher |
| | User flows | Usability - Accessibility | ●● | UX Designer |
| | Architecture analysis | Usability - Accessibility | ●● | UX Researcher |
| | Content testing | Accessibility - Usability - Content | ●● | UX Researcher |
| User interface evaluation | Competitive analysis | Positioning - Content - Design | ●● | UX Researcher |
| | Design System evaluation | Visual design - Accessibility | ●●● | Product designer |
| | Branding evaluation | Visual design | ●● | Product designer |
| | Tone of voice | Visual design | ●●● | Brand designer |
| | Accessibility review | Accessibility - Usability - Content | ●●● | Product designer |
| Business evaluation | Stakeholder interviews | User engagement - Usability - Content | ●●● | UX Designer |
| | Persona evaluation | User engagement - Usability | ● | UX Designer |
| | UVP analysis | User engagement - Usability | ● | UX Designer |
| | Market research | Content | ●● | UX Designer |
| | Legal compliance | Accessibility | ● | Compliance officer |
| Analytic data analysis | Search Engine Optimization (SEO) | Content | ●●● | SEO Specialist |
| | Conversion Rate Optimization (CRO) | Performance | ●●● | Data analyst |
| | Social Media engagement | Content - User engagement | ● | Social Media Specialist |
| | Traffic & Retention | Performance | ● | Data analyst |
| | Sales analytics | Performance | ● | Data analyst |
| | Content Strategy | Content - Performance | ● | Copywriter |

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UX Audit methodologies



User experience evaluation

Cognitive Walkthrough

Cognitive walkthrough is a usability evaluation method used to evaluate a product by stepping through a series of tasks and asking a set of questions from the user's perspective. It focuses on understanding the system's learnability for new or infrequent users. UX teams will look for areas where users may need help understanding how to complete an action or interpret feedback.

Heuristic Evaluation

Heuristic evaluation involves examining the interface and judging its compliance with recognised usability principles (the "heuristics"). This method helps to identify usability problems in the user interface design so they can be addressed before the final product is released. Usability experts usually conduct it to evaluate the system against a list of established heuristics (like Jakob Nielsen's ten usability heuristics).

Heatmap Analysis

A heatmap analysis visually represents data depicting values by colour, making it easier to understand user behaviour on a website or app. It helps UX designers identify popular areas, engagement levels, and potential friction points on a page. Common types of heatmaps include click, scroll, and move heatmaps.

Surveys

Surveys are a tool to gather quantitative and qualitative data directly from the users about their experiences, behaviours, and perceptions. They often include a mixture of multiple-choice questions and open-ended responses. Surveys can be distributed widely and provide insights about user satisfaction, user needs, or attitudes towards a product.

A/B Testing

A/B testing is a method used to compare two versions of a webpage or other digital product to determine which one performs better. It involves showing both versions to different segments of users and comparing their interaction data to determine which version is more effective.

This is typically measured by conversion rates or other success metrics.

User Testing

User testing involves observing users interact with a product or service, typically while performing specific tasks. It can help to reveal usability issues that designers might not have previously anticipated.

User testing provides direct input on how real users use the system and is often conducted in a usability lab, remotely, or in a participant's natural environment.

User Flows

User flows are visual representations of the different paths a user can take through a product or website. They help designers understand the steps a user takes to complete a task, including their decisions and potential pain points. A well-crafted user flow can streamline the user experience and reduce friction, enhancing the product's usability.

Architecture Analysis

Architecture analysis examines how information is organized, structured, and presented in a product or service. It can include evaluating taxonomies, navigation, search systems, and labelling. Good information architecture makes it easier for users to understand where they are, what they can do, and what to expect.

Content testing

Context testing is a set of various methods that allow you to check the understanding of the content by users. We can use both A/B testing, eye-tracking and so-called highlighter tests, where users interpret the text for us and mark specific fragments depending on the level of understanding.

User interface evaluation

Competitive Analysis

Competitive analysis is the process of understanding competitors in the market, their products, and how they meet user needs. It allows designers to identify gaps in the market, opportunities for differentiation, and potential features for their products. It typically involves comparing features, pricing, user interface, and customer reviews.

Design System Evaluation

Design system evaluation involves reviewing a system of design patterns, standards, and guidelines. The aim is to ensure all of the components of a design system are effective, consistent, and meet user needs. The evaluation can include examining individual components, patterns, and how they work together in the interface. A good design system can improve design and development efficiency, save costs and create a more cohesive user experience.

Branding Evaluation

Branding evaluation assesses the effectiveness of a brand's identity in the market and its influence on user experience. It examines elements like a logo, colour palette, typography, and how well they communicate the brand's values and promise to users.

Tone of Voice

Tone of voice refers to the personality and emotion infused into a company's communications. It extends beyond the words used and includes the style of writing, the choice of vocabulary, and the rhythm of text on a page. A consistent tone of voice can help build brand recognition and relationships with users.

Accessibility Review

An accessibility review is a comprehensive evaluation process that assesses the inclusiveness and usability of a product or service for individuals with disabilities. The aim is to ensure equal access and user experience for all. It covers elements like colour contrast, font size, keyboard navigation, and assistive technologies such as screen readers. Making products accessible not only ensures compliance with standards but it also improves usability for all users.

Business evaluation

Stakeholder Interviews

Stakeholder interviews are conversations with those who have a vested interest in the product, typically to gather insights, expectations, and constraints. Stakeholders can include executives, marketing teams, developers, or even customers. These interviews help UX teams understand and align business goals with user needs.

Persona Evaluation

Persona evaluation involves assessing the accuracy and effectiveness of user personas, sometimes known as ideal client profiles. These are fictional characters created to represent different user types. Personas help designers understand user needs, experiences, behaviours, and goals. Regular persona evaluation ensures that the product continues to meet the evolving needs of its user base.

UVP Analysis

Unique Value Proposition (UVP) analysis identifies and evaluates what makes a product unique and different from its competitors. The process can include features, benefits, prices, or other factors that give a competitive advantage. A clear UVP can guide design decisions and help a product stand out in the market.

Market Research

Market research involves gathering and analysing information about the market, including competitors, market trends, and customer needs and preferences. This data informs the design process, guiding product features, usability, and aesthetics decisions. It can be done using various methods, including surveys, interviews, and observations.

Legal Compliance

A product or service adheres to all relevant laws and regulations and that could include accessibility laws, data protection regulations, or industry-specific legal requirements. Ensuring legal compliance can help avoid penalties and enhance user trust.

Analytic data analysis

SEO (Search Engine Optimisation)

SEO involves optimizing a website to rank higher on search engine results pages. The optimisation covers keyword usage, loading speed, and mobile-friendliness, which can all impact the user experience. Good SEO practices can increase a site's visibility, drive more traffic, and improve user engagement.

CRO (Conversion Rate Optimisation)

CRO involves optimizing your website or app to increase the percentage of users who complete a desired action, like purchasing or filling out a form. The process involves understanding user behaviour, testing design elements, and improving user experience to drive conversions.

Social Media Engagement

Social media engagement measures shares, likes, and comments for an online business' social media efforts. It can provide insights into customer preferences, brand sentiment, and the effectiveness of marketing efforts. High engagement levels indicate that the audience finds the content valuable, which can boost brand awareness and loyalty.

Traffic and Retention

Analysing traffic and retention metrics helps identify successful features and potential areas of improvement. High retention rates often indicate a good user experience and increased customer satisfaction.

Sales analytics

Sales analytics involves utilising data and metrics to analyse user interactions and behaviour on a website or app. By leveraging tools like Google Analytics, UX teams gain insights into user preferences, pain points, and patterns, enabling them to make informed design decisions that lead to increased conversions and revenue.

Content Strategy

Content strategy refers to planning, creation, and management of relevant and valuable content within digital products. It ensures that content is seamlessly integrated into the user journey, providing users with valuable information and engagement throughout their experience, leading to stronger connections, increased engagement, and brand loyalty.

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