Uncover Actionable Insights for Improving App Usability with UX Audits

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Value Add

By undertaking a UX audit, you can bring about significant, data-driven change to an application and see upticks in both user satisfaction and ROI.
Why conduct a UX Audit?

- Gain outside perspective
- Substantiate design changes
- Identify opportunities and technical issues
- Align your app with your end users
Who should conduct a UX Audit?

Expert Service UX Professionals

• Trained in understanding UX best practices for wide range of apps

• Interview end users so to verify that the functionality will work for target audience

• Can articulate both business and end user needs of the application while offering Mendix specific solutions.
When should you conduct a UX Audit?

• Before legacy migration projects
• After a team has been developing independently for a few sprints
• After an application has been in beta for a period of time
Phases of a UX Audit?

- **Discovery**: Onboarding to app and project, shareholder and user interviews
- **Deep Dive**: Review of app and relevant research
- **Delivery**: Specific recommendations for overall improvements
Discovery
Don’t assume you know what users are thinking.

Like every UX person. Ever.
Phase 1: Discovery

What is the problem?
What are the goals or motivations of the business?
Why was the app built?

Who is this for?
Who are they?
What motivates them?
How technically savvy are they?

What is success?
How do you plan to measure success of this application?
Are there any key metrics?
See the landscape

Identify what works, what doesn’t, and what might be missing. Where is there opportunity for improvement?

How are others doing a particular component or workflow?

Why reinvent the wheel if there is already a standard convention that users are familiar with?
Deep Dive
What does a UX Audit look at?

1. Affordance
2. Simplicity
3. Structure
4. Feedback
5. Consistency
6. Tolerance
7. Accessibility
Affordance

Desired actions cannot be carried out if the object does not afford it, and afforded actions might not be carried out if the user does not perceive they are possible.

Avadh Dwivedi
Affordance

Creating cues on how to use the app

• UI Controls map to their results in a simple and logical way
• Clear metaphor between the UI control and the real world
• Functions of page elements are easily determined at a glance
• Icons need to be clear for new users
Simplicity

“Serving users what they need, when they need it in the most straightforward way possible.”

Tom Krcha
Simplicity

Keeping things simple as possible and task focused

- Each step in a sequenced flow is apparent to the user
- Optimize symbols for fastest recognition
- Do not represent multiple actions with similar symbols
Objects that are closer together are perceived as more related than objects that are further apart.

Gestalt Principle of Proximity
Structure

Organizing your content sensibly

- The depth of the information architecture is consistent throughout the app
- Information hierarchy and content structure is organized clearly
- Content is optimized for readability
The connection between the action and the result should be made obvious, so that people know what happened, why it happened and what they should do next.

Joe Natoli
Feedback

Clarifying what happened/what is happening

• All element states are illustrated clearly and effectively
• Current state of the system is easily understood by the user
• Provide feedback/reinforcement when a task is completed
Consistency

“When consistency is present in your design, people can [...] focus on executing the task and not learning how the product UI works every time they switch the context.”

Anton Nikolov
Consistency

Using similarity for predictability

• Reduce the need for recall of information by combining symbolism and language
• Motion and animation patterns are consistent throughout the system
• Leverage existing elements to minimize inconsistency
• Language use is clear and consistent throughout the system
Tolerance

“Creating the best [...] error message is often overlooked, but it’s important to ensuring an optimal user experience.”

Sonia Gregory
Tolerance

Prevent errors, help recovery

- Provide easy reversal of actions
- Users must be able to recognize, diagnose, and recover from errors
- Help and support needs to be readily available for the user
Accessibility

A well-designed product is accessible to users of all abilities, including those with low vision, blindness, hearing impairments or motor impairments... Improving your product’s accessibility enhances the usability for everyone who uses it.

Nick Babich
Accessibility

Usable by all intended users, despite handicap, access device, or environmental conditions

• Symbol/control must meet minimum size, space, and contrast requirements
• Adjust elements in close proximity of each other with similar shape, size and color
• Contrast ratios are accessible when using multiple colors
• Ensure there are fallbacks in place for accessibility purposes
• Typography is optimal for reading in any environment or context
Delivery
How do we show results?

Recommendations are real, tangible and deliver business results.

Display the results so anyone can understand.

Show both the positive and negative in the results.
UX AUDIT CHECKLIST

Use this quick guide to check and improve the use of your app.

Consistency

Using similarity for predictability.

- Language use is clear and consistent throughout the system.
  Example: All buttons used to progress to a new pages labeled as "continue."

- Language clearly represents corresponding symbol.
  Example: Trash can icon is labeled "trash" instead of delete.

https://audit101.mxapps.io
Auditing Bros!
Any Questions?