UX Audit
Report Guide

What will be there in a UX audit report

There is no prescribed template for an audit report. Metrics will change based on requirements and project specifications.

Listed here are the primary factors that have helped WowMakers in creating UI Audit Reports for our clients.

1

Business objectives/Goals

- Segregated and well-defined objectives will help in narrowing down the end goals and creating a better/more precise report.
- Clear objectives also help in defining the success of the product.

We will make sure that the Objectives, expected and actual outcome of the tests are clearly defined in the document.

Example for a business objective

For instance, if sales are the primary objective, the auditor will dissect the sales aspect by defining it further into online store sales, B2B sales, or the sales of specific products, etc.

2

User/Buyer Persona

User or buyer personas are mostly fictional characters used to define potential user characteristics of a particular product or service. Defining the user/buyer personas will give a clearer picture of the target audience.

This helps the UX auditors to get an idea about the user's needs, experiences, behaviors, and goals, and also, there is an added advantage. The process will also help in determining whether the current users of the product or services are really the target users.

Example of defining the users

An example of a user persona created to define the end users of a book publishing platform.

Heidi Thorne

GENDER	AGE	LOCATION	OCCUPATION
Female	32 Years Old	Scranton, USA	Kindergarten Teacher

Heidi is a millennial who is working as a kindergarten teacher. She lives with her husband and a 5 year old child. She is an occasional writer and has a fondness for writing both children's and short storybooks but haven't published any book before. She finds multitasking too arduous and is bad at handling a lot of responsibilities simultaneously.

"I remain really busy handling my job, home, and my passion for writing. I prefer going online these days as it makes my daily life much easier."

Goals

- Need a platform that allows hassle-free publication of her books.
- Getting superior guidance and suggestions from a professional team.
- Getting absolute creative freedom and control in the publishing process from start to the end.
- Allowing to publish any content or genre that she has made.
- Not facing any pressure related to deadlines and having the freedom to publish the book whenever she desires.
- Earning higher royalty rate for the books.
- Not facing any legal or right issues for the book after publishing.

Frustrations

- Facing a lot of struggles and drag in the publishing process.
- Handling the whole process single-handedly.
- Finding difficulty to get more reach due to lack of marketing.
- Difficulty in finding resources to design book covers, illustrations etc.
- Facing discontinuity of the book if it doesn't make enough profit.
- Facing rejections for the book.
- Huge upfront cost for the publishing process.

3

Behavioral Metrics

Customer engagement results in a variety of data. This can be used to construct behavioral cohorts that will in turn help in analyzing engagement, conversion, and retention.

Behavioral metrics also give a precise idea about the user flow so that abandonment points can be identified. Also, customer data helps in creating success metrics and other KPIs.

Eg: For Data created by customer engagement - page views, email, sign-ups, etc

Example of defining the users

A heatmap analysis of a website is an excellent example of behavioral metric analysis. The below image will give you a clear idea of how users scroll, click, and move around is working for the page.
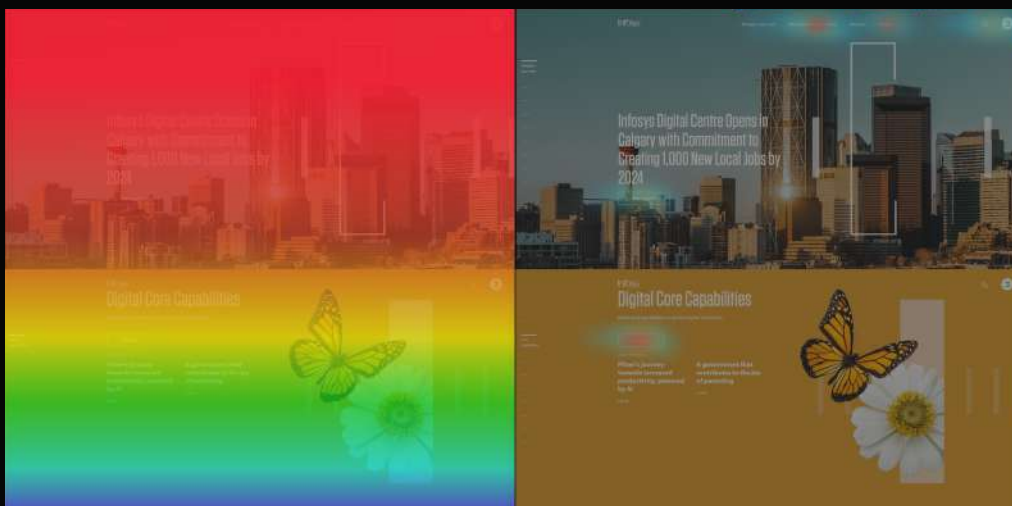
4

Heuristic Product Evaluation

Heuristic evaluation is a comprehensive analysis of a product's user interface using recognized heuristics (such as Nielsen-Molich's) to identify usability problems that may arise when users interact with a product.

For instance, we are using the 10 usability heuristics to carry out a cognitive walkthrough of the product. This aids in gaining customer perspective.

Recording each challenge faced while following a customer's journey helps in viewing the product from the user's perspective.

Example of heuristic product evaluation

An example of heuristic product evaluation done on Google Drive where it follows the first rule - 'Visibility of System Status' from the '10 Usability Heuristics principles'. The principle states that systems should always keep users informed about what is going on, through appropriate feedback within reasonable time.
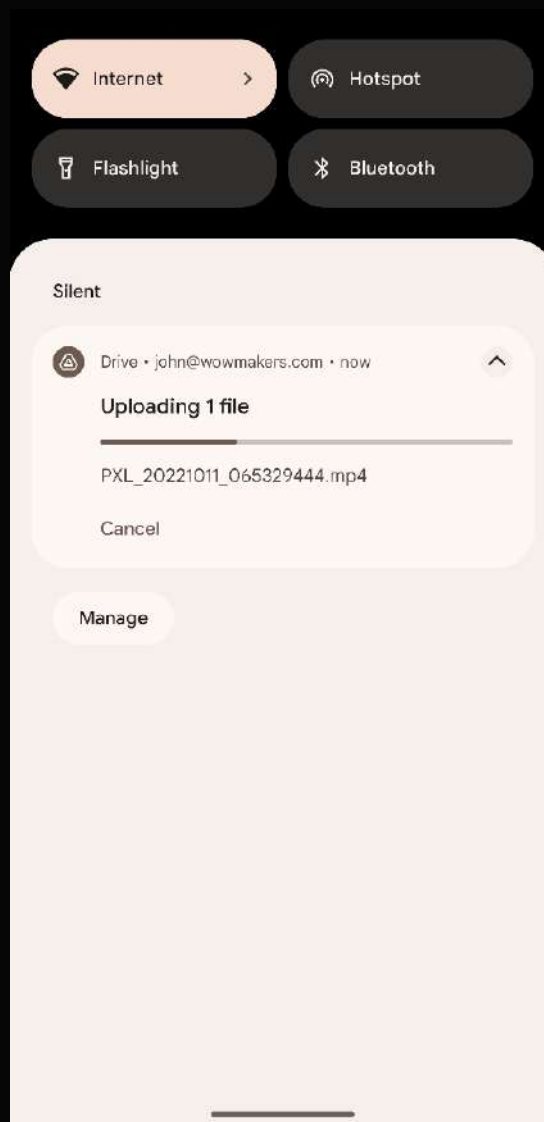
5

Evaluation using Attitudinal Metrics

Attitudinal metrics help in getting an idea about how a user would feel while accessing a product/website.

Attitudinal metrics are also an aid in gauging user loyalty, trust, and satisfaction. Which can be used as an insight when it comes to future enhancement/development.

The process is mainly carried out through interviews and surveys.

Let's have a look at the various parties involved in this and why?

- **Users:** Studying user feedback gathered through surveys and interviews will help in comprehending their experience with the product.
- **Stakeholders:** Speaking with stakeholders will help you determine what aspects of the product are working well as well as identify the pain points that may be present. Developing an understanding of the product's history, important choices that shaped its evolution, and the thinking behind its creation also helps.
- **Competitors:** A clear idea about industry standards and current user expectations and be gained through competitor evaluation. The process also assists in determining gaps in features between you and your competitor products.

Example of evaluation using attitudinal metrics

An example of an attitudinal metrics evaluation for a toy swap app using competitor anlaysis.

6

Design System Evaluation

The goal of a design system audit is to ensure that branding is consistent across all channels and outlets. This is done by reviewing all design elements used throughout the product/website

As well, other design factors such as continuity and consistency can be checked. Last but not least, UI elements and design patterns can be checked to find out if they are adhering to branding standards and user experience objectives.

The process is mainly carried out by analyzing its 4 major aspects. Colors, typography, assets, and components. There are other perks in analyzing these four, inconsistencies, accessibility problems, broken elements, etc. can be traced out so that they can be fixed ASAP.

Example of design system evaluation

An example where design system of a product is evaluated.
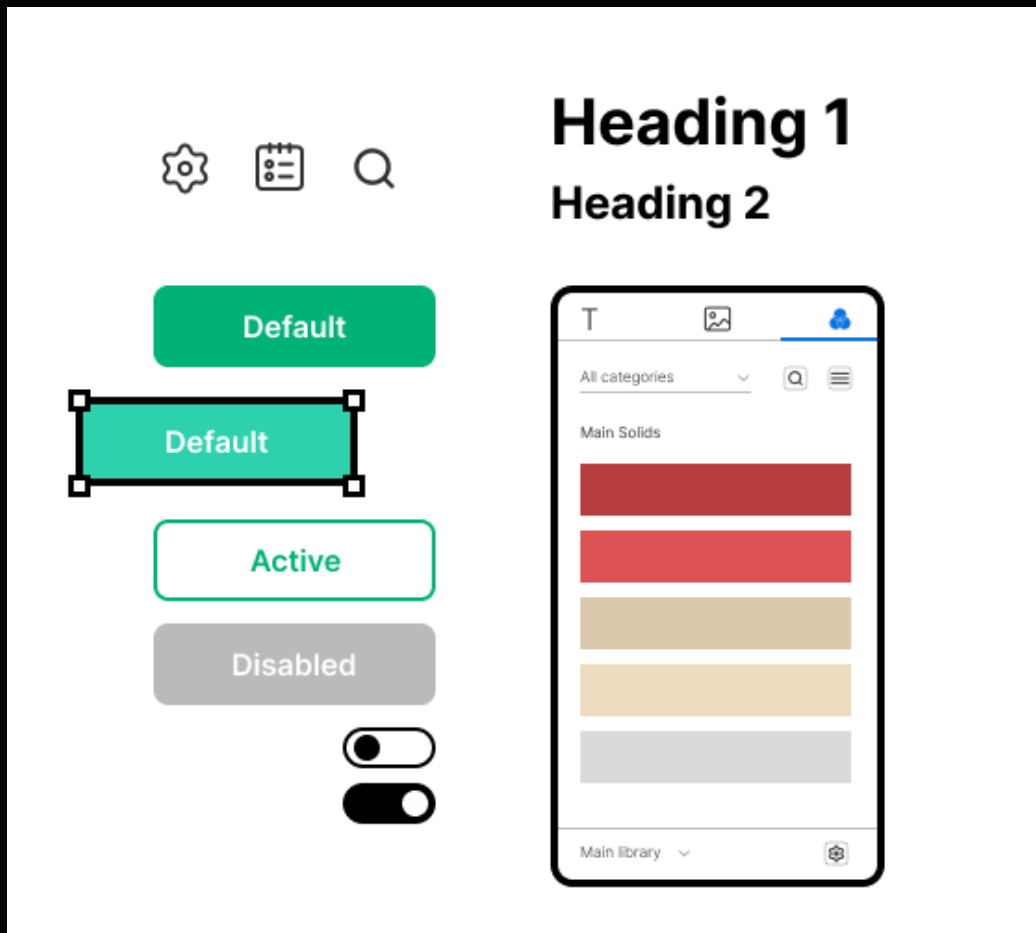
Suggested Actions or Recommendations

— After arriving at the findings, based on it auditor can suggest changes that could help in the improvement of elements such as user flows, information architecture, content, usability, conversion, visual design, accessibility, etc

A typical UX audit report is 30 to 50 pages long, focuses on visual analysis representations, and conveys recommendations that are backed by data

— **Example of a recommendation after conducting a UX Audit**
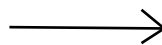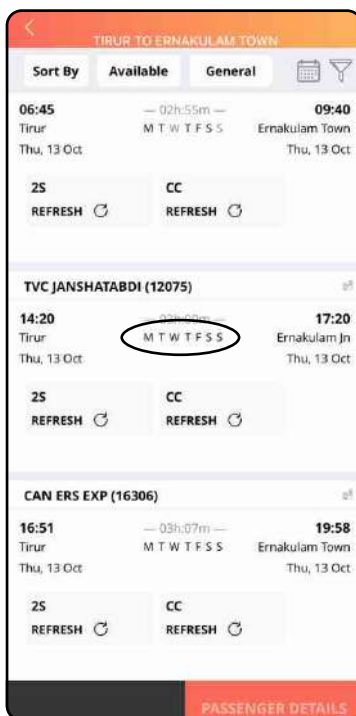
Instead of representing it as individual days, we can show it with label 'All days'.