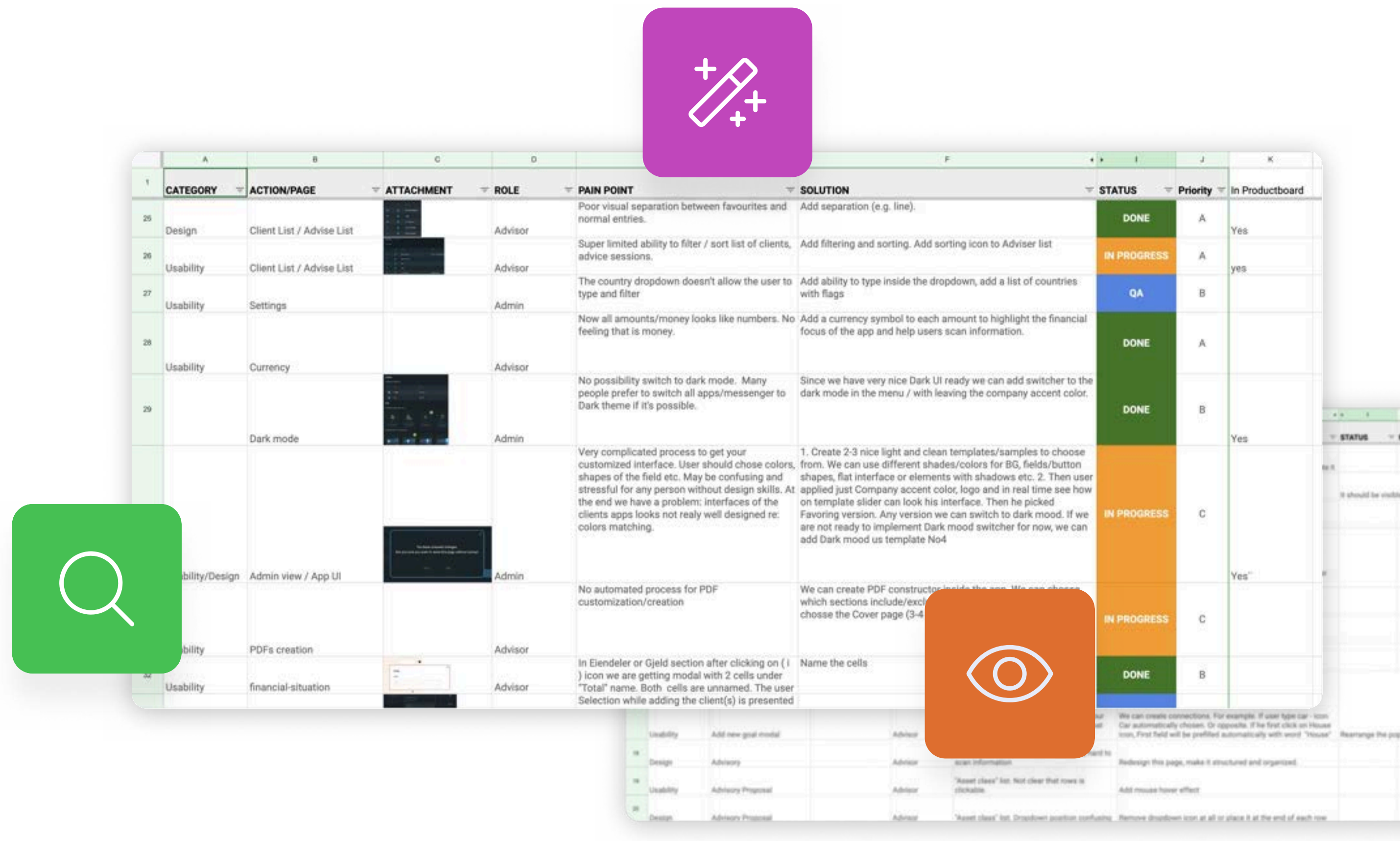


DESIGN AUDIT



What is Design Audit?

Design Audit is a process that will help you examine whether your product meets the needs and expectations of its target audience. It also helps understand user flow and architecture of the app and whether they are intuitive and convenient for the user. Based on the information provided by the client and on the conclusions drawn by the UX/UI Team during the testing and evaluation of the product our Design Audit team creates a detailed list of all the problems faced by application and all the solutions for those issues.

Who will benefit from Design Audit?

Design Audit is a service for those who want to take their product to a higher level and find solutions for existing problems. Design Audit will take you through a thorough analysis of your product with the goal of assessing what can be improved for the greater user experience. This service is for those professionals who have an already developed web or mobile application and wish to see what can be done better, for those who developed software that still needs improvements due to the issues it's facing, for those who want to improve their position on the market and give their product a competitive edge.

Benefits of Discovery Design Audit

+ A fresh look on the product

A step-by-step analysis of all the issues and hiccups of the app will allow the owner of the app to see it in the new light and therefore create a deeper understanding of what needs to be done in order to achieve success.

+ Improved user satisfaction

Identifying the usability issues during the Design Audit and then addressing them by changing the design, adding features that are needed and polishing the ones that didn't meet target users needs, will impact the overall satisfaction and help you reduce customer churn.

+ Enhanced Conversion Rates

Addressing user pain points, improving user satisfaction and showing your brand in a positive light will all lead to higher conversion rates. Customers, warmed up to your brand and happy with the experience they are getting, will be more willing to perform desired actions, such as signing up to the app, buying premium subscription plans, making a purchase, and more.

+ Competitive advantage

Design Audit will help keep your product up to date and enable you to introduce new features or to work on the features that will put you ahead of your competition. Knowing what your product is lacking and then implementing the solutions proposed during the Design Audit will make your product stand out on the market and thus give your product a competitive edge it needs to bring you a higher revenue.

+ Positive brand image

A product that prioritises user experience is seen as user-friendly and customer-centric, enhancing your brand's reputation and trustworthiness. Introducing new designs, adding features and improving those who are already implemented will make your product more approachable and encourage potential customers to take an interest in it.

What will you get?

+ Identification of Pain Points:

Detailed User Insights: At the end of our Design Audit, you'll be left with a clear vision of what your users' experience looks like. We'll provide you with a detailed list of pain points that arise when interacting with your product. Our UX Designers will identify every difficulty or frustrating issue, and every area that needs improvement by analyzing user behavior, feedback, and interaction patterns.

Comprehensive Analysis: Our review follows a clear proven process that entails inspecting various aspects of the user journey, including navigation, usability, and accessibility. Thanks to this thorough analysis we will ensure that no issue is left uncovered and we will provide a clear understanding of what needs to be improved to make your product more successful.

+ Prioritization of Issues:

Strategic Roadmap: Our Design Audit service aids our clients in prioritizing which issues should be resolved first, based on the user experience and business goals. The prioritization allows you to focus on the most critical problems first and ensures that resources are allocated efficiently.

Cost-Effective Improvements: We'll help you achieve a greater understanding on which issues have the most significant impact on your product's success during final meeting. Thanks to our consultancy you can make informed decisions on where to invest your time and money. By prioritizing high-impact changes you'll ensure the best possible results within your budget constraints.

+ Proposed Solutions:

Expert Recommendations: Our UX professionals provide actionable solutions based on best practices and industry standards.

Improved User Experience: By implementing the solutions proposed by our team of UX experts you can enhance the overall user experience, make the product more intuitive, efficient, and enjoyable for your users. This may lead to increased user satisfaction, higher engagement and better retention rates.

Optional Technical Review in Package
access to code required

Our process

STAGE 1

Initial Assessment

We start by gaining access to the product or service that requires evaluation. If necessary, we request access to user accounts and all available data, including user feedback and analytics. This stage also includes getting all the information on what issues the client has already noticed or what aspects of the product they want to improve.



STAGE 2

Product Testing

We thoroughly test the product, paying attention to various aspects of the user experience. This includes assessing usability, design, content, accessibility, and performance.



STAGE 3

Data Gathering

We collect all available data, from user feedback to analytics, to gain a comprehensive understanding of user behavior and pain points.



STAGE 4

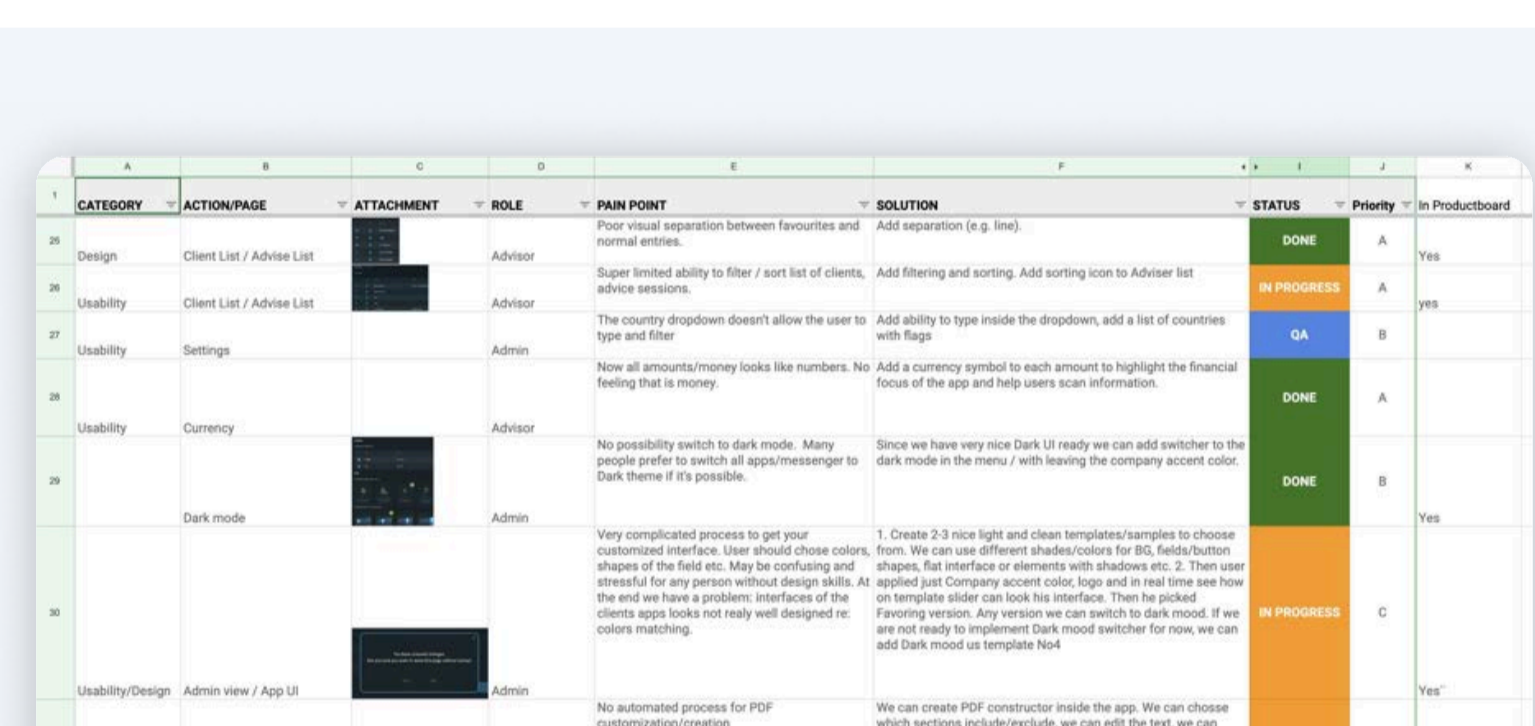
Flow Evaluation

We go through the entire user journey or flow within the application. This involves interacting with the application as a user would and experiencing the various touchpoints.

STAGE 5

Data Analysis

We analyse the gathered data and insights to identify areas where the user experience can be improved. We consider both UX (User Experience) and UI (User Interface) perspectives during this analysis.



STAGE 6

Pain Point Identification

We maintain a comprehensive Excel spreadsheet to document pain points, issues, and suggestions for improvements. This spreadsheet serves as a reference for tracking and addressing identified problems. If the client has a pre-existing list of issues, such as low conversion rates or user drop-offs, we prioritise addressing those specific problems.

STAGE 7

Team Collaboration

The Design Audit process is a collaborative effort within a team rather than conducted by a single individual. Multiple team members contribute their expertise and perspectives to ensure a well-rounded evaluation.



STAGE 8 SEPARATE SERVICE

Technical Analysis

A separate table for technical analysis is maintained, overseen by a Tech Lead who assesses the codebase and identifies technical pain points.

STAGE 9

Client Collaboration

Collaborating closely with the client, we discuss and finalise the priority items for improvement. This collaborative approach ensures alignment with the client's goals and expectations.

At this stage, we offer UX consulting services by outlining potential solutions without delving into detailed design proposals. Recommendations may include usability improvements, design enhancements, and suggestions for a more user-friendly and modern interface.



STAGE 10

Continued Collaboration and Solutions

If the client decides to continue the collaboration after the Design Audit, the insights gained and prioritised issues serve as valuable inputs to the project backlog.

We propose solutions and strategies for implementing the recommended changes. These solutions aim to address the identified pain points and ultimately improve the overall user experience.

Summary & Costs

At Profil Software, we believe that your idea for a product can be justified efficiently and quickly.

Total price for our Design Audit
\$2,500

2 to 4 weeks of productive meetings + lots of Designer's work behind the curtains

=
Identification of usability issues and opportunities for improvement, enhancing user satisfaction and engagement with your product.