Unlock the Power of User Experience to Maximise Business Value

How to conduct a thorough analysis of your digital presence

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What is UX and why it is important

User experience (UX) refers to how an end-user interacts with and experiences your product or service, it concerns with the whole **cognitive and emotional process** of acquiring and integrating your product. It's core is about understanding and **meeting the users needs**, giving them exactly what they want when performing each action, and providing them with an interaction experience that is as **smooth, joyful and engaging** as possible..

User experience is important for many reasons. Gaining a **positive experience** in the first place helps customers to build a **positive impression** on your brand, and continuous optimised UX keeps users **loyal to the product or service**. Moreover, well-designed UX could help you guide users attention through the **desired customer journeys and behaviours**, which leads to **better conversion** and **boost of business success**.

What is a manual UX review
...And who will benefit most from it

A manual UX review is a **process** where a UX auditor **evaluates an existing digital product** to pinpoint usability issues as well as less-than-perfect areas that could be enhanced for a better user experience.

It is particularly useful when being conducted at the **very early stage** of a website/application or before a **planned redesign/enhancement** of that digital product.

Companies without an **internal UX team** that conducts **continuous UX tweaks** would benefit most from one-off or regular UX reviews.
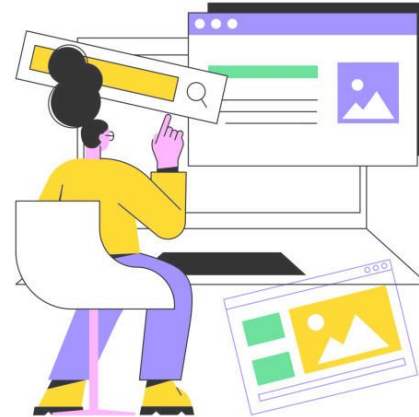
How to Conduct a UX Analysis for Your Digital Product

Stage 1 - Discover

At the preparation stage, the main focus is reviewing your business or product goals and your current main concerns with relevant stakeholders. This helps to shape the focus of your UX analysis.

Before moving on to next stage, prepare the user persona and scenario for later user journey analysis:

- **Defining a User Persona from what you know about the business's main audience:**
    - Name
    - Demographics (age, gender, occupation, education, marital status, location)
    - What is needed by the user (what task they want to accomplish)
    - What motivates/frustrates the user (info available from previous user research)

- **Creating a User Scenario by specifying:**
    - Who the user is
    - The situation that drives the user to the product
    - A specific task or goal the user has at the moment

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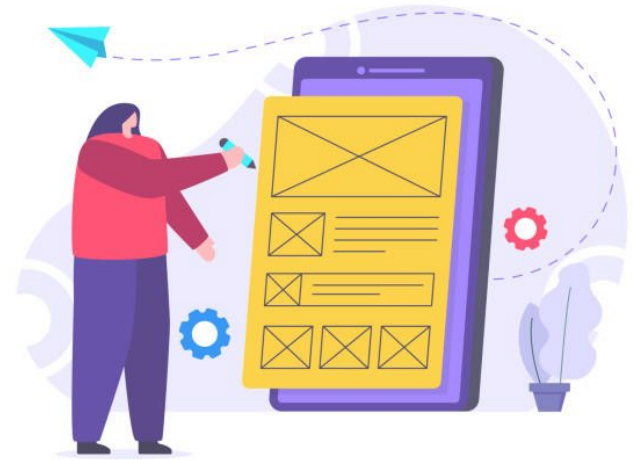# How to Conduct a UX Analysis for Your Digital Product

Stage 2 - Review

1) Having the user persona and scenario defined, you could then manually browse through the website and take notes, to identify different stages of the user journey.

Tip: following a sequential order of the steps of a typical buyer's journey, review the user actions with touch points and group them into different stages, which would usually include: Awareness, Research, Purchase, Use, and Advocate

2) Once user actions and touchpoints are classified and grouped under different stages, start looking at each touchpoint in more detail, to identify potential roadblocks, design deficits and usability issues.

Tip: You can use the checklist in next page for reference and note down any issues spotted:

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Stage 2 - Review

A checklist for your reference when going through each touchpoint:

- **Potential roadblocks in the user journey**
  - Any roadblocks, confusions or difficulties you experience from the perspective of a website user.

- **Inconsistencies in the design system**
  - manually observe the website layout to detect inconsistencies in colours, fonts, images, alignments, responsive issues, etc.

- **Inconsistencies or repetitions in the content hierarchy**
  - review all menus, filters and page structures across the website to identify any repetitions or inconsistencies in wording

- **Issues in usability and accessibility**
  - Any ineffective design or if the colours and fonts that do not work with the AA standards of web accessibility

- **Broken links/buttons and out-of-date content**

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# How to Conduct a UX Analysis for Your Digital Product

A checklist for your reference when going through each touchpoint (TBC):

- **Information architecture**

  - **Organisation System** - how information is organised into groups and categories, whether users can find information easily

  - **Labelling System** - are data united effectively with simplicity to avoid confusion

  - **Navigation System** - how users move through the website contents, can they interact with the website successfully

  - **Searching System** - could the search bar/filter or other tools effectively help users to find what they want, how data is presented after the search

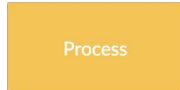# Handy Tools To Aid Thinking Process When Evaluating the Digital Presence (e.g. a website)

UX Site Map

A diagram mapping out the structure and organization of the website, focusing on pages and contents. It visualises how individual web pages and site sections are linked to each other.

Flat

Deep
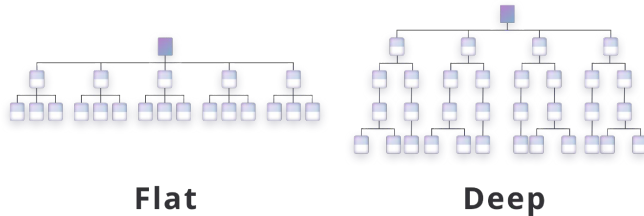
Flow Chart

A diagram that displays the complete path a user takes when using a digital product (e.g. to perform a particular task).

|	
Start	Marks the start/ end of the user flow
Process	Indicates steps users take
Decision	Indicates a choice or decision point for the user
→	The arrow indicates the flow of the symbol

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How to Conduct a UX Analysis for Your Digital Product

Stage 3 - Report

1) Based on the outcome of stage 2, we could organise the persona, scenario, stages, user actions, pain points and solutions into a detailed user journey map (see template below), and add it to the 1st page of a slide deck.

The template to be used for User Journey Map:
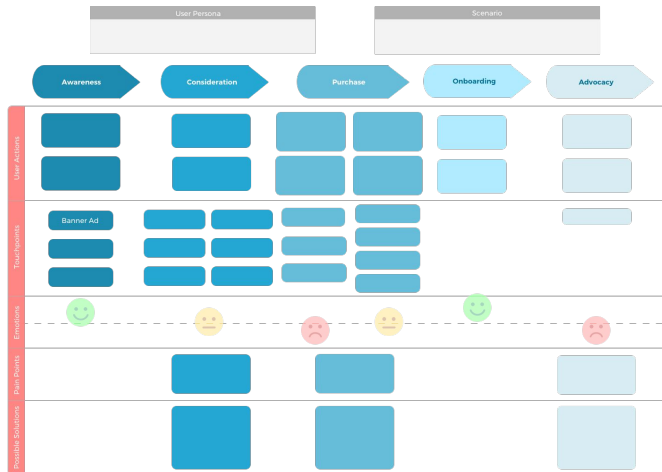
2) From the 2nd page of the slide deck, we could present and justify the solutions by providing detailed explanations about the pain points. One pain point & proposed solution in each slide.

Structure of a typical slide:

Title: Potential Pain Points & UX/CRO Recommendations
Top: Issue Number (being matched to the user journey map) + One-sentence summary of the issue (be clear about which touchpoint that issue is associated with)
Body: Detailed explanation + Screenshot
Bottom: Suggested solution (the solution proposed shall be clear, specific and practical rather than abstract and vague)

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# Example Slide To Report Your Findings & Suggest Solutions

Using Warburtons as an example

Details: Potential Pain Points & UX Recommendations

Issues Spotted for a Better User Experience

1. Home Page Units Readability

Home Page units' size being too deep hence losing information-presenting efficiency (only two large units presented on first screen), and texts are hard to read in a glance because of white uppercase letters over light-coloured background images as well as frequent line-breaks
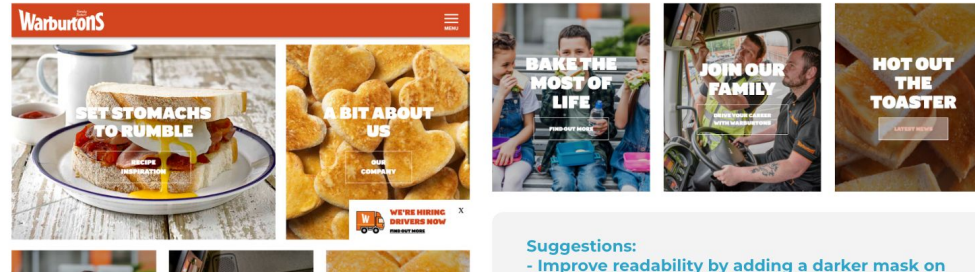
Suggestions:
- Improve readability by adding a darker mask on background images, also reduce the number of line breaks for texts;
- Reduce the size (depth) of units to improve the density of grids

Useful Links: Handy Online Tookits to Boost Your Business Success

How to create a user persona:

https://blog.hubspot.com/marketing/buyer-persona-research

How to create a user scenario:

https://www.justinmind.com/blog/how-to-design-user-scenarios/

Setting up web analytics:

https://analytics.google.com/

HotJar - Understand how users behave on your site:

https://www.hotjar.com/

Microsoft Clarity - Observe how users interact with your website:

https://clarity.microsoft.com/

Qualtrics - Craft, distribute and analyse your online survey:

https://www.qualtrics.com/uk/

Usertesting.com - Learn customers experience via user test:

https://www.usertesting.com/

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Thank you