

Why your communities aren't engaging:

Using the UX Audit to benchmark usability issues



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Your Current Reality



Does your current reality look something like this?

Are you at a stage where you are lacking direction or focus? Do you feel like your communities aren't engaging with your services, but you don't know why? Are your systems disjointed and causing fragmented journeys for your users?

If so, you're in the right place to learn how to start planning and identifying where problems might be occurring. Using our simple, step-by-step checklist at the end of this guide, you'll actually be able to start taking actions towards achieving this.

But first - let's find out how you got here.

How did you get here?



Small tweaks over time lead to inconsistency

Throughout the lifecycle of your products and services, you're likely to have gone through many different iterations, added new functionality, new branding or even pivoted towards a different strategy at points. This is all part of the progressive process towards growing and evolving your offerings, and even your organisation.

However, many organisations find themselves in a position where their services no longer deliver a cohesive experience to its users. These small tweaks have created a disjointed journey, and organisations are unable to see what's going wrong and why.



Conducting a UI Inventory can help surface these inconsistencies.

Identifying issues

You might be asking yourself by now, so how do I know where those friction points are? How do I know where users are struggling? But more importantly, how can I use these findings?

This process can also be done as part of a wider 360 analysis of services, combining it with competitor analysis, trend analysis, as well as stakeholder and user feedback.

Let us introduce you to the UX Audit. A process that helps to identify usability issues, which is a measure of how well a user can achieve a defined goal, and locate these areas within the user's journey that are causing friction.



What's the value of doing a UX Audit?



#1 Prioritise your efforts

As part of the UX Audit you will be able to identify areas of strength and weakness throughout the user journey. The way you can start to identify this is through asking a series of questions such as:

1. Is it clear who the content is for and what the call to action is?
2. How usable is the layout in terms of accessibility and readability?
3. What are the users key goals & desired outcomes?
4. Does the functionality support these goals?
5. Is the site structure logical and navigation approaches clear for the user?

By asking these questions you will start to understand the key areas that require focus and attention to align to business goals you may have. This will enable you to focus your efforts with real data and knowledge.

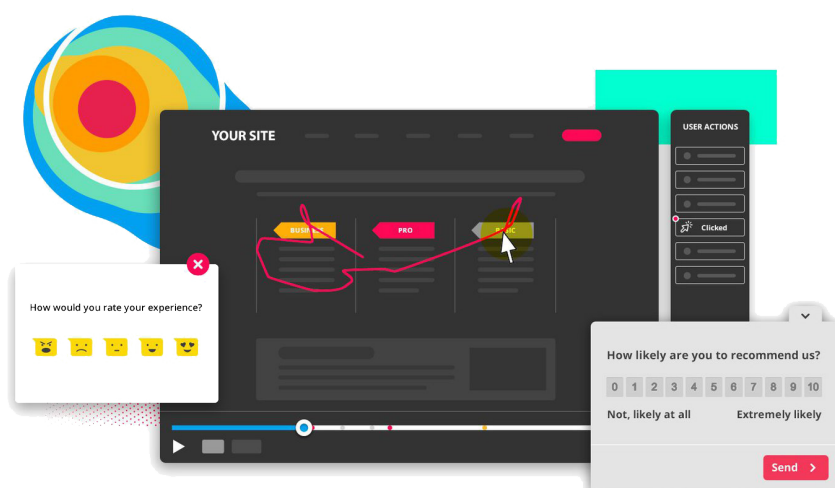


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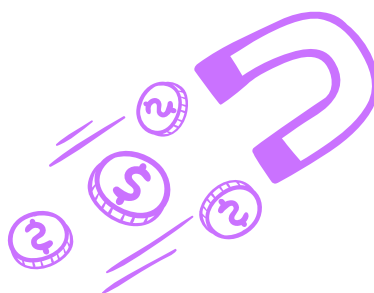
Minimising Friction

When there's friction in the service for your users, this leads to limited use and engagement. This friction can manifest in your service in various ways, such as there being too many steps in your sign up process or you are asking users to give too much information away, or perhaps there are unnecessary button clicks and page refreshes along the way. Each one of these may cause users to disengage.

In order to identify the points of friction you need to start off with the UX Audit to uncover the areas of perceived friction, and combine this with usage data from **Google Analytics**, and track usage patterns on user tracking software like **HotJar**. This expert analysis and data approach will give you a well-rounded view of areas you need to focus your efforts, and help improve your product. We'll talk about this method



Using user tracking software like Hotjar can uncover obstacles and areas of friction on your product.



#3

Increase ROI

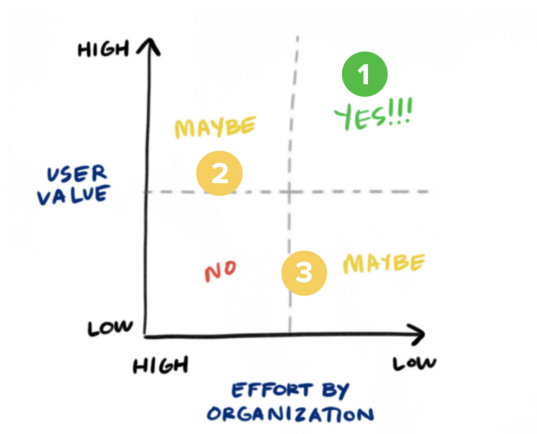
Poor user experience can be costly for your organisation. The cost of bad user experience and design means losing users, and ultimately having to invest more money in those tweaks we talked about earlier, and sometimes even a complete redesign.

Through a data-driven and ROI-oriented approach, uncovering these customer insights means you can assess the impact and improvement of your product. The aim of a UX Audit should be to **find the low hanging fruits** and optimise conversion rates or high value areas of your product that will help drive growth and ultimately increase the return on investment.

The Low Hanging Fruit

What can give the most value for the least effort?

- 1 Optimised "Learning Flow" for mobile and desktop
- 2 Redesigned dashboards for mobile and desktop
- 3 Redesigned menu structure for mobile and desktop



From the [Nielsen Norman Group blog](#)

Example of how using a Prioritisation Matrix can help visualise low-hanging fruit.

“Usability is about people and how they understand and use things, not about technology.”

Steve Krug, Author of Don't Make Me Think

Usability Checklist to get started

As Steve Krug rightly points out, the key to getting started with uncovering these problematic areas within your service is to understand how people are using things first and foremost. Keep this your number one priority, focusing on your users and getting into this mindset before you start anything.

We've put together this checklist to help you get started with the planning and preparation you need to do to identify the areas you wish to focus your attention on for a UX Audit. We will cover the first three steps in this guide.



Step 1: Setting up





Step 2: Planning



Step 3: Choose what to measure



Step 4: Choose how to measure



Step 5: Collect first measurement



#1 Setting up

☐ Gather your personas

INSIGHT

Who are your customers? Do you have personas with real user data? If so, make sure these are on hand or easily accessible throughout. You want to ensure you are referencing back to these when carrying out an audit without your users present.



☐ Setup user tracking and analytics

INSIGHT

Using tools like Google Analytics and Hotjar are vital in understanding the usage patterns of your users, and starting to understand how people are actually using your product. This is also a great method for understanding what users do rather than what they might tell you, which has been shown to be very different.



#2 Planning

☐ Write down your current reality



INSIGHT

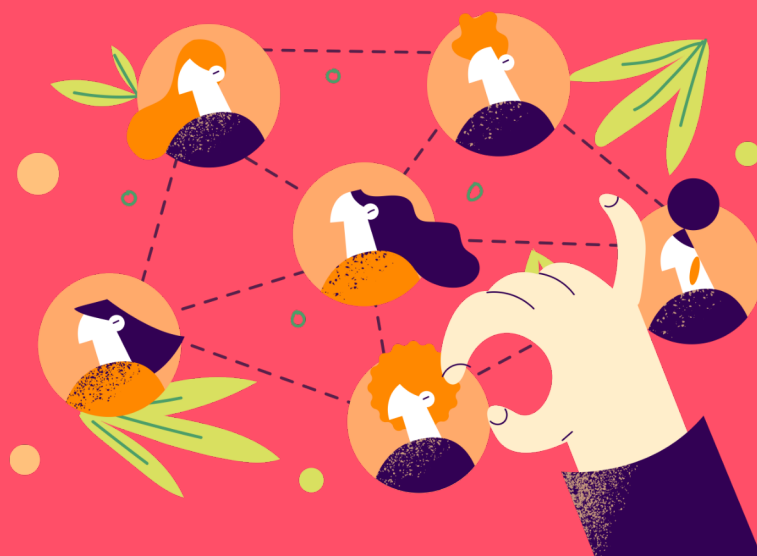
Why are you wanting to audit your service? Is this well understood by the rest of the organisation? Is everyone bought into why you're doing this? It's important to get this information so you can translate it into where you want to get to.

☐ Define your ideal goals

INSIGHT

What's the motivation for doing this? Are there business goals that you are looking to achieve? Is it that you want to increase paid sign-ups for your product? Or maybe it's to make adding data to your product quicker?

#3 Choose what to measure



☐ Which system will you focus on?

Are you going to prioritise your mobile app over your web app? Or perhaps you're focusing on sign-ups through your website. Identify one as a starting point.

☐ Select which user group will you target

Now you've collected your personas, focus on which set of user groups are relevant to the product you've chosen. This might just be one group or maybe a couple, but try to keep your focus clear.

☐ Find top 10 tasks users are carrying out

INSIGHT

If you don't have these listed already then you can start identifying this through the key goals of your service. What is someone trying to do? You can also use usage data within Google Analytics, customer support/ FAQ's to help see what people are asking about and actually doing.

ONLINE PORTAL



SUBMIT A REQUEST

E-COMMERCE WEBSITE



MAKE A PURCHASE WITH 1 CLICK

BRAIN TRAINING APP



COMPLETE A PUZZLE

☐ Identify which tasks or features to measure in this audit

INSIGHT

Now you know the top tasks, identify which ones would be best to measure as part of the audit you are carrying out. It's important to focus on the key metrics that best reflect the **business goals** you've identified as part of this audit.

#3 Identifying Metrics

Now you've carried out the initial usability checklist, you're ready to move onto the next phase which is where you start to look at the usage data from Google Analytics, Hotjar and start putting in some benchmarking metrics to set-up your UX Audit.

Examples of metrics that we could look at include the following:


1. Average time to make a purchase
2. Numbers of clicks on a Submit button
3. Success rate for an application completion
4. Average ease-of-use rating for creating an account
5. Eight-week retention rate for an app (percentage of users continuing to use the app after eight weeks)
6. Task-level behavioural metrics e.g task success, failure, abandonment rate
7. Google's HEART framework which includes; Happiness, Engagement, Adoption, Retention and Task Success

Ready to start your UX Audit?

Book a free discovery call



We can start to identify those metrics together to help you find the key pain points in your services to unlock better engagement.



**Step 4: Choose how to
measure**

**Step 5: Collect first
measurement**