

Usability audit – boost conversions & Users' NPS

Mobile app's

SaaS platforms

Corporate websites

Questions best addressed by a UX audit

- How can we increase sales funnel conversion rates?
- How can we grow engagement, retention and ARPU?
- Do we compliant with accessibility standards?
- How can we enhance the usability score of the product?
- Does the new product prototype have usability issues?



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Thanks to Usability audit you may:

Improve product metrics

- Call-to-action conversion rate (CR)
- Free-to-Paid users CR
- Retention, Churn, Engagement rates
- Product feature utilisation
- Content Clarity & learnability
- Usability score & Customer Effort Score

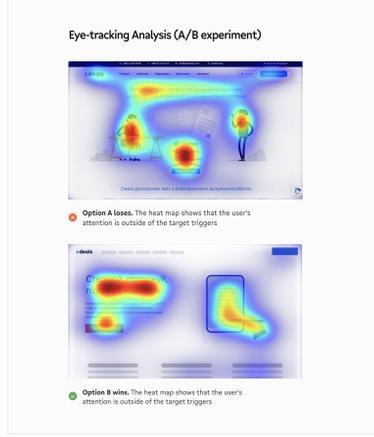
De-risk new product / feature

Product prototypes usability testing allows you to identify hidden usability issues before development and market release.

UX audit can save you money, increase Customer Satisfaction Score, boost performance metrics after product launch and as a result – ROI



A user in the process of testing an app at a UX laboratory using an eye-tracking device



A report sample describing the results of testing

We apply a scientific and data-driven approach

Capabilities

- Usability laboratory
- 5 trained usability auditors
- Eye-tracking equipment
- Global research coverage

Methods

- Moderate usability testing
- A/B testing, AI assessment
- Heuristic UX audit ISO 9241, NN/g
- Accessibility WCAG 2.1 tests

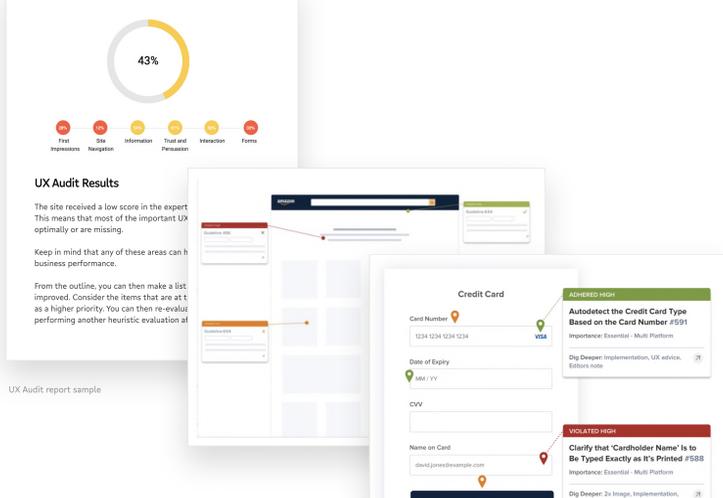
As a result you get actionable insights and precise recommendations

Our approach

At Craft Innovations, we use a scientific approach to our UX audits. Combining strong team expertise, a wide range of research methodologies, quantitative data, AI tools, and special physical equipment, such as an eye-tracking device for capturing hidden behavioral insights, we can deliver significant value to your business

Result of the UX audit

The audit process incorporates a list of precise recommendations on what should be changed within digital interfaces: interaction logic, visual elements, wording, as well as actionable insights and customer feedback about your product or service.



UX Audit report sample

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Some questions you may have

I have my own design team, why do I need your service?

An external service provider can add a fresh view on what is going on with your customers as well as enrich your team with new knowledge and insights. Having an in-house design team is great, as it means you can implement changes even faster.

How useful are the audit results?

The audit deliverables are precise recommendations on what should be done to improve user experience and related metrics. Your internal team could use these outcomes, or our UX/UI team can help to implement and test necessary changes.

Can you provide not only recommendations but also lead the changes?

Our company has a team of UX designers & UI designers as well as development partners. So we can not only give recommendations but implement recommendations

Are you ready to be paid from result?

Yes, we are confident in our expertise. From you it requires full transparency in relation to change and measurement processes.

Awards



Certifications



Let's discuss the value for your business now!

Craft Innovations – global research & UX design firm. Help you innovate faster, grow in valuation and profitability – by converting user insights into exceptional customer experiences



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