

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?

 **CRAFT INNOVATIONS**

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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

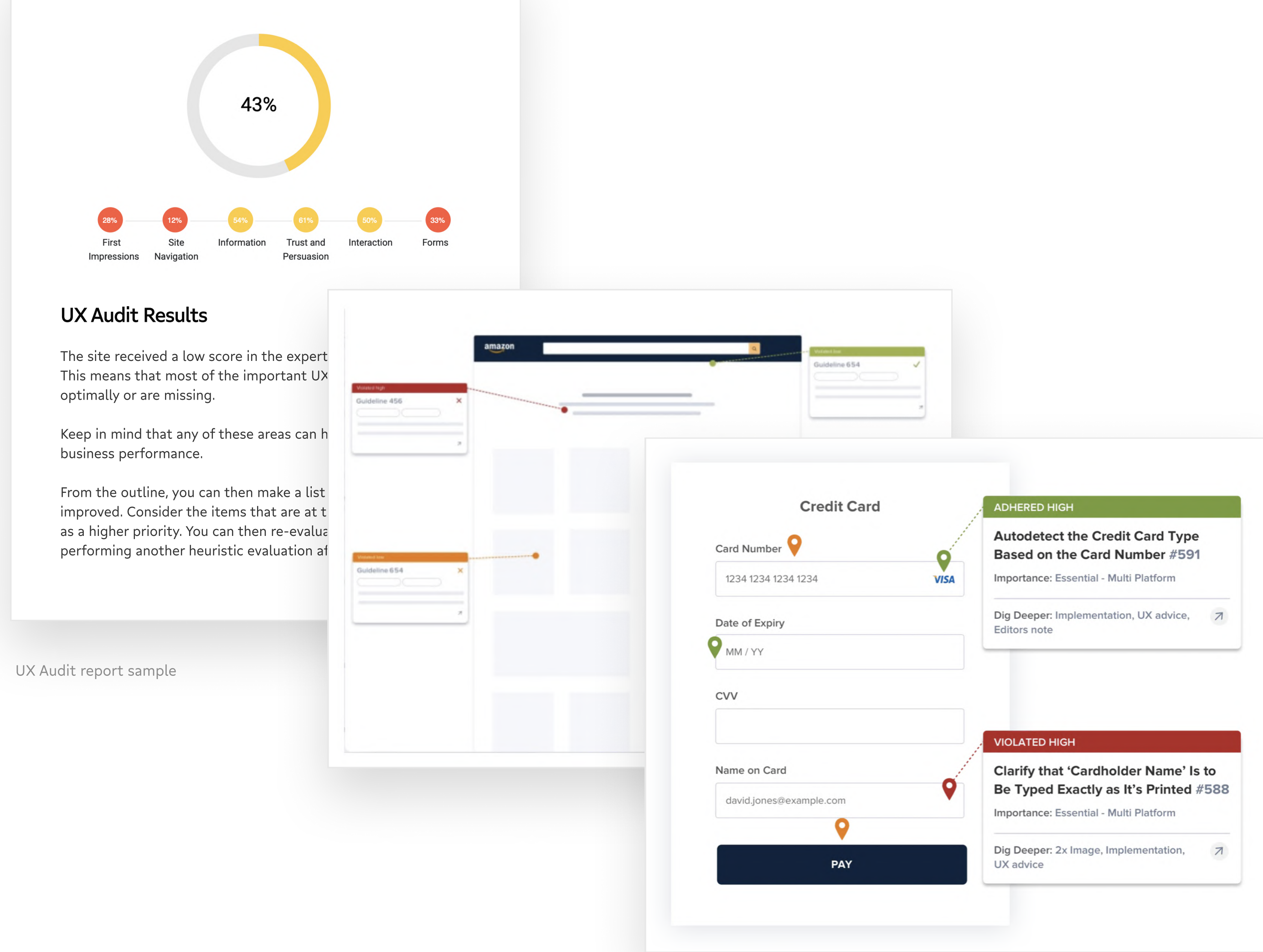
As a result you get actionable insights and precise recommendations

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

We're trusted by



iLOGOS



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

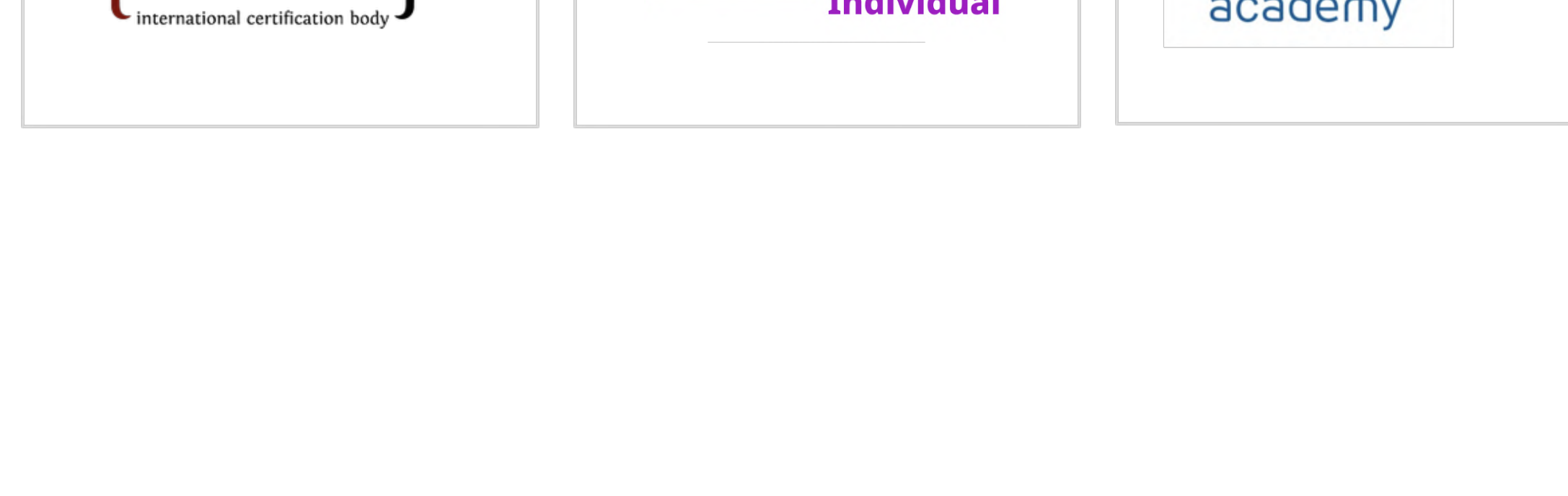
Are you ready to be paid from result?

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

Awards



Certifications





About Craft Innovations

Craft Innovations is a global customer research and UX design firm dedicated to helping financial industry leaders innovate faster and deliver exceptional digital and physical customer experiences.

Research services:

- Discovery and product-market fit research
- Customer Experience and UX audit
- Benchmarking, CVP testing and validation
- Usability testing

Design services:

- UX/UI design: mobile, web banking, websites
- Product Value Proposition design
- Gamification design
- AI UX design

Segments:

- Retail & Corporate banking
- Landing / BNPL / Wallets / PFM
- Investech & Insuretech
- Crypto

Let's start with a friendly talk!

[Book an intro meeting](#) ➤