



How to Perform a Quality UX Audit on a Budget

HELLO!

I am Maddy Osman

I write SEO content (that users love) for some of your favorite WordPress brands:
Automattic, Kinsta, CodeinWP, and many more.

You can find me at [@MaddyOsman](https://twitter.com/MaddyOsman) on Twitter
or check out my portfolio at www.the-blogsmith.com

How I got started with UX design and user testing

1

What Does a User Test Consist of?



Usability testing involves observing how users interact with products (like your website).



**It's important to ask yourself:
what if my assumptions were
wrong?**

2

Why Bother with UX Audits?



There's a strong relationship between UX & SEO



**Uncover issues that
kill conversions**



The curse of WordPress demo content



**Get out of your own
head**

3

How to Pick User Testers



**Start with colleagues,
friends, and family
members**



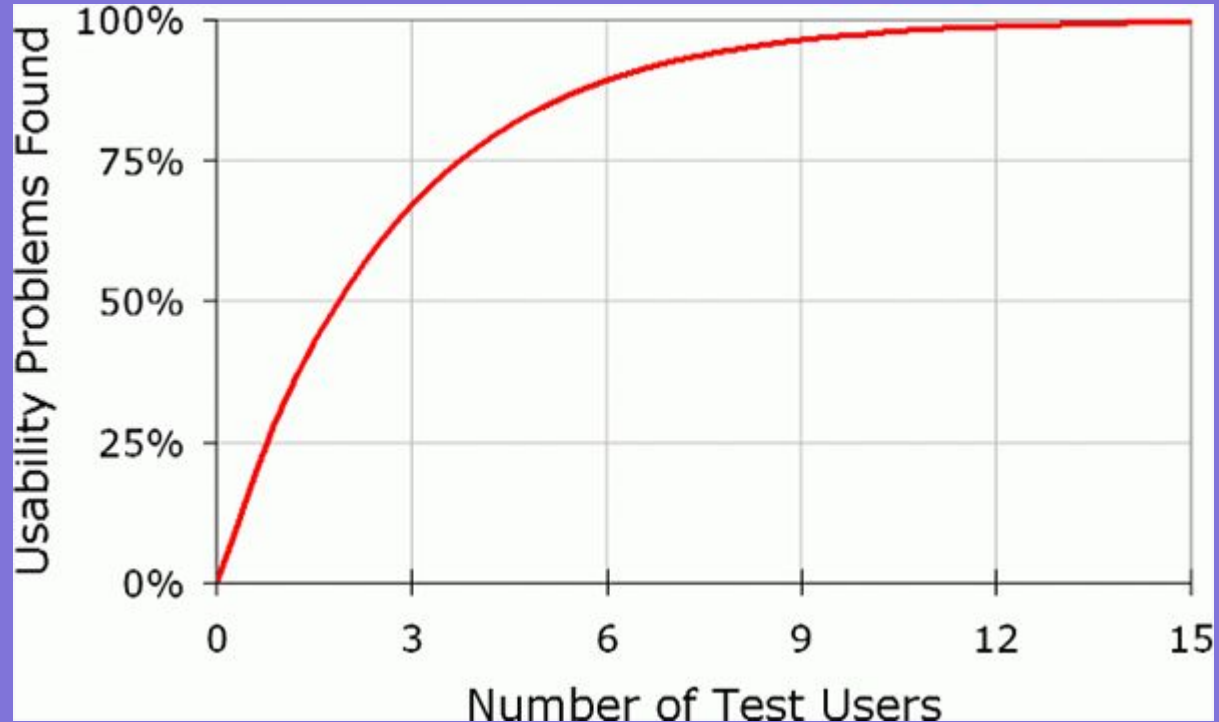
Recruit volunteers from your audience



**Your best bet =
unbiased third parties**

How many user testers are enough...

...for each design stage?



4

How to Design a Usability Test: Questions to Ask



Start with #goals.



**Questions about the
tester and how they
interact with the
internet.**



Feedback about each individual page on your website.



**What do you make of
(specific element)?**



**Define a specific
action for the user to
take.**



How to design better user testing questions:

Avoid web development/industry-specific jargon.

Break up complicated questions into simpler ones.

Be as specific as possible when asking questions.

The questions I ask:

**What's the URL
of your
website/app?**

Feel free to send this ahead
of an order for me to check
out, if you'd like!

**Are there any
major problems
that you want
me to keep in
mind throughout
the process?**

**Can you briefly
describe your
target customer
so that I can
keep their
perspective in
focus?**

**What important
goals are you
hoping that this
page/these
pages will
achieve?**



A note about annotated screenshots

Annotation Summary
10 annotations on 2 pages by Evan Rote

Annotations: x5, x2, x1, x2

#1 p.1

Evernote for Goal Setting
Replace with numbers

ONE Get Clear
Need ideas on how this works...

What does productivity mean to you? What are you hoping to accomplish? Write your **clear, specific goals** in Evernote so you can use them as a touchpoint for your activities.

TWO Share Your Goals
Need ideas on how this works...

Getting other people interested and invested in your goals is a

#2 p.1

Evernote for Productivity discussion:
note.io/prdvtvy
Find out more

Getting other people interested and invested in your goals is a great way to create accountability. Share your goal notes with the people who can help support you.

THREE Create a Digital Vision Board
Need ideas on how this works...

As you're browsing the web and find inspiration for the things you'd like to accomplish, capture them with the Evernote Web Clipper (download it to your favorite browser). Share individual notes or your entire notebook with someone you trust.

your productivity goals. Revisit your to-dos in Evernote and choose which tasks you'll work on the next day.

NINE Increase Your Focus
Great Ideal

To make your selected tasks easy to find no matter which notebook they're in, create a "Focus" tag, and apply the tag only to the to-do items or tasks that you want to work on each day.

5

How to Run a Usability Test: Methods & Tools



An In-Person Usability Test





Find User Testers on UserTesting

The screenshot shows the UserTesting website. At the top left is the 'UserTesting' logo. To its right are links for 'LOG IN', 'SIGN UP' (in a blue button), and 'GET PAID TO TEST' (in a green button). Below these is a navigation menu with links: 'PRODUCT' (with a dropdown arrow), 'SERVICES', 'WHO USES US' (with a dropdown arrow), 'RESOURCES' (with a dropdown arrow), 'ABOUT US' (with a dropdown arrow), and 'PRICING'. The main content area features a background image of a laptop and a smartphone on a wooden desk. Text on the right says 'Website testing on desktop & mobile' and 'Watch users get stuck on your site and hear them explain why.' At the bottom right of this section is a button labeled 'Pricing & Sign Up'.

@MaddyOsman



Run a Cheap User Test with Fiverr

User Testing

Love your product? Find out if others do too thanks to user testing services

[How Fiverr Works](#)

Age range ▾ Education ▾ Testing platform ▾ Language ▾ Service Includes ▾

Sort by: Recommended ▾

Refine Results


All in Programming & Tech

User Testing

Delivery Time


☐ Up to 24 hours

☐ Up to 3 days




bseem_design
Top Rated Seller

I will review your website from a users point of view



larsen1995dk
New Seller

I will test any kind of software,



adriferraro
Level 2 Seller

I will test your Android app as

@MaddyOsman



Record User Sessions with Inspectlet

Recorded Sessions - Insp... x

www.inspectlet.com/dashboard/captures/2596013025

Recently Recorded Sessions (45,349)

Show: ☒ IP Address ☒ Session Length ☒ Start Page ☒ Referrer ☒ Last Activity ☐ Screen Size ☐ Tags [Refresh Results](#)

IP Address	Session Length	Starting Page	Referrer	Last Activity
196.225.8.20	2 pages - 26 mins 14...	Website Heatmaps	https://www.inspectl...	Jan 12, 6:32 pm
/boun/heatmaps > /plans				
211.20120.26	4 pages - 20 mins 37...	Recorded Session...	https://www.smartio...	Jan 12, 6:14 pm
/dashbboard > /dashbboard/heatmaps/79566/93922 > /dashbboard/captures/79566/93922 > /dashbboard/targeting				
50.142.237.136	3 pages - 2 mins 37...	Website Heatmap...	Direct	Jan 12, 6:03 pm
/ > /plans > /signup/startup				
46.26.9.21	1 page - 28 secs	Dashboard - Insp...	https://wordpress.co...	Jan 13, 6:02 pm
/dashbboard				

[Reset Search](#) [Load/Save Filters](#)

SHOW SESSIONS FROM

- ☐ Last week
- ☒ Last 30 days
- ☐ Choose a custom date range

Show sessions from all devices

VISITOR TYPED

Find sessions by any text visitors typed into any text box on your site.

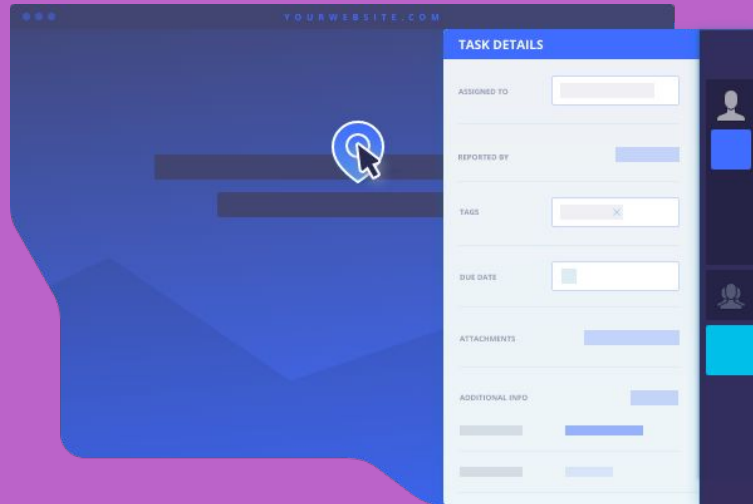
SESSION ATTRIBUTES

- ☒ Show sessions from new visitors.
- ☒ Show sessions from returning visitors.
- ☐ Show only starred sessions.

Number of Pages Visit Duration



Take Screenshots with Commentary using BugHerd



6

How to be a Good User Tester



**Narrate your thoughts
as you have them.**



**Consider the impact of
every on page
element.**



**Acknowledge the
perspective of your
audience.**



**Share ideas for *A/B*
testing.**



**Point out what's
working.**



Offering user testing as a service

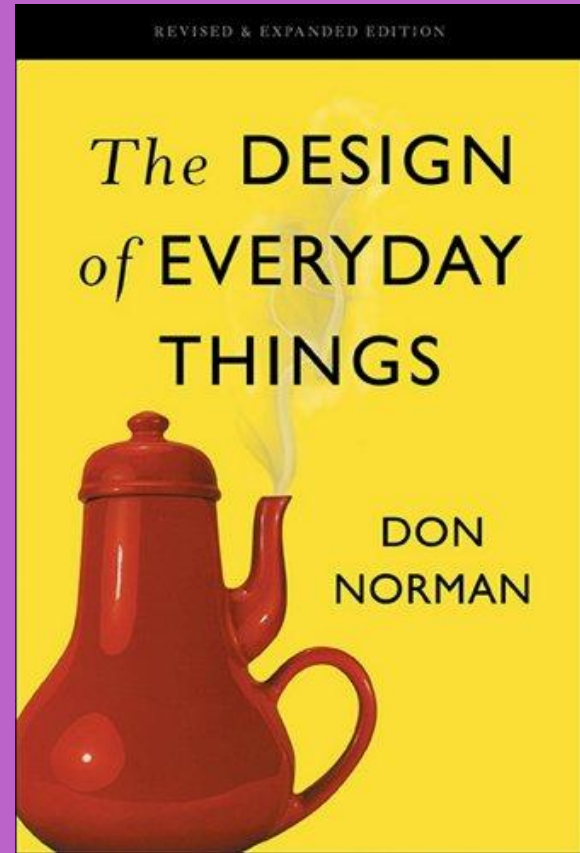
Basic	Standard	Premium
One Page	5 pages	10 website pages + annotated report
\$10	\$35	\$125
Audit one page of your website	Audit five pages of your website	Audit ten page of your website
Screenrecording walkthrough video	Screen recording walkthrough video	Video walkthrough, 15+ minutes
10+ minutes screen recording time	10+ minutes screen recording time	screen recording time
		Annotated screenshots report with web design action steps
Purchase Basic	Purchase Standard	Purchase Premium

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Additional User Testing Resources

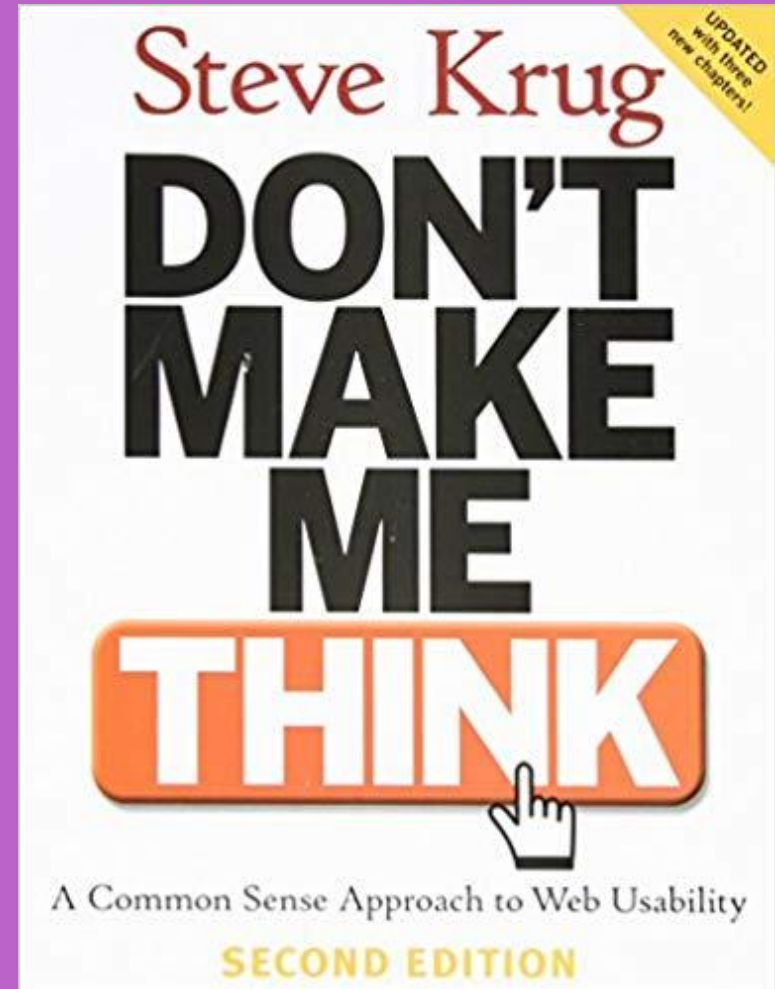


The Design of Everyday Things by Don Norman



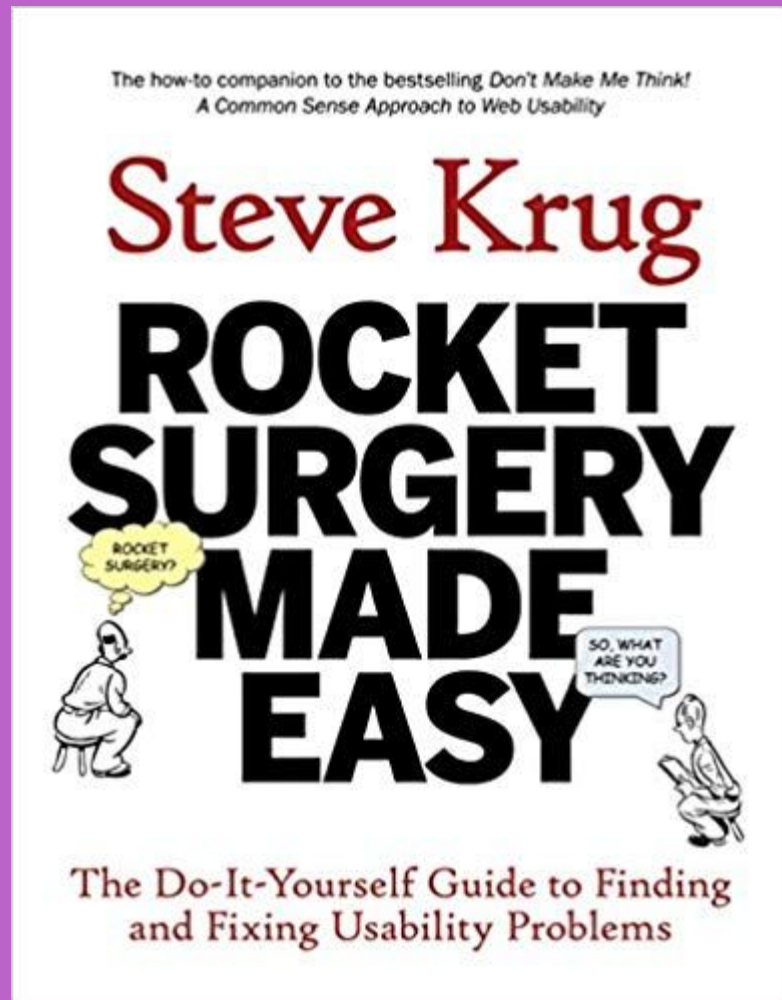


Don't Make Me Think by Steve Krug





Rocket Surgery Made Easy by Steve Krug





THANKS!

Any questions?

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