How to Perform a Quality UX Audit on a Budget

@MaddyOsman

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 on Twitter

or check out my portfolio at www.the-blogsmith.com

How I got started with UX design and user testing

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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

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Uncover issues that kill conversions

The curse of WordPress demo content

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Get out of your own head

3

How to Pick User Testers

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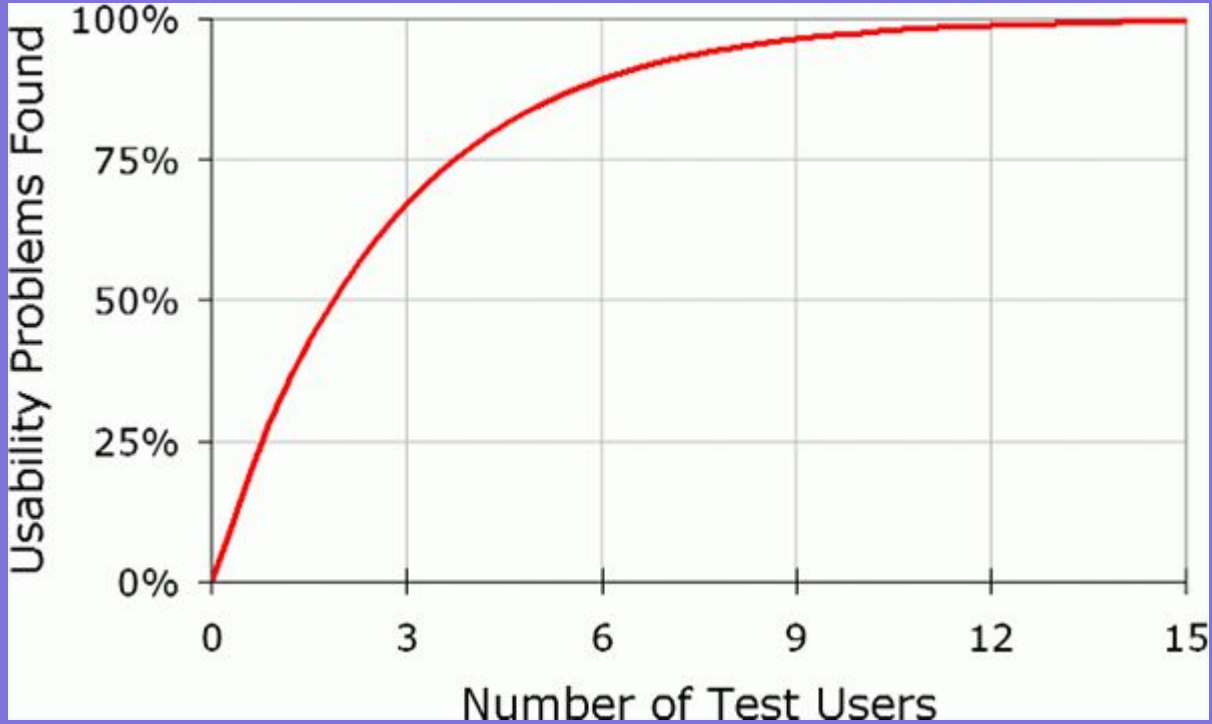
Start with colleagues, friends, and family members

Recruit volunteers from your audience

Your best bet = unbiased third parties

How many user testers are enough...

...for each design stage?



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How to Design a Usability Test: Questions to Ask

Start with #goals.

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

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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.

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📖 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?**

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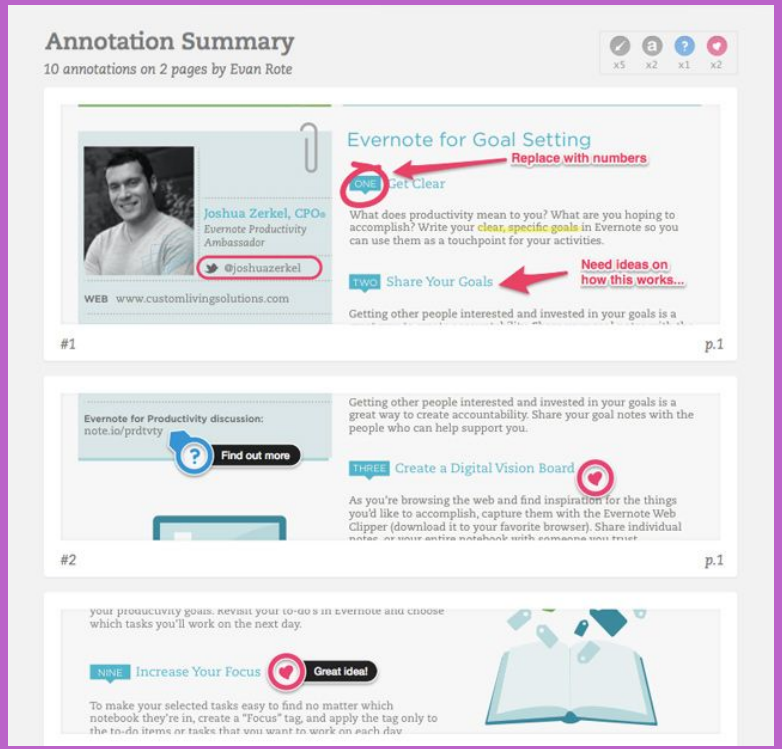
A note about annotated screenshots



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How to Run a Usability Test: Methods & Tools

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An In-Person Usability Test

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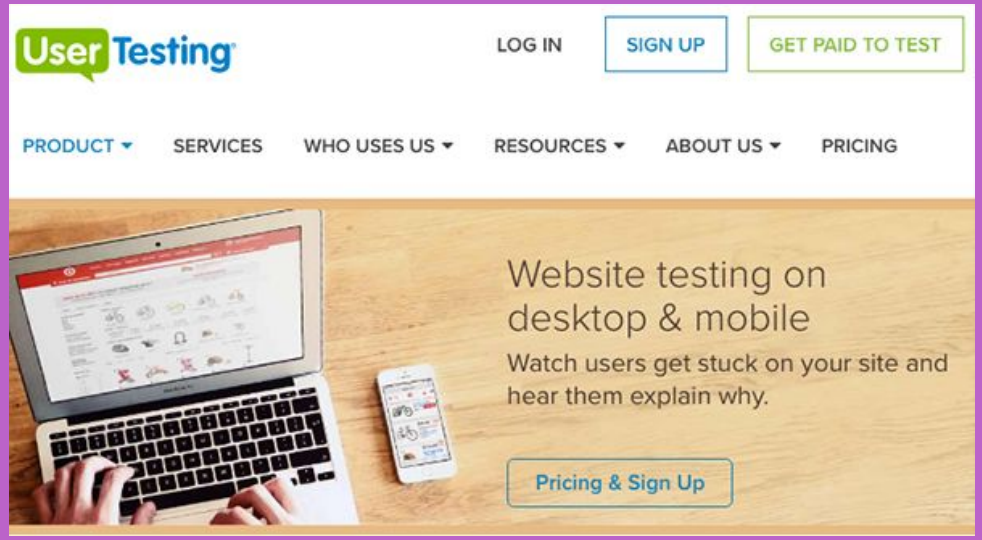
Find User Testers on UserTesting



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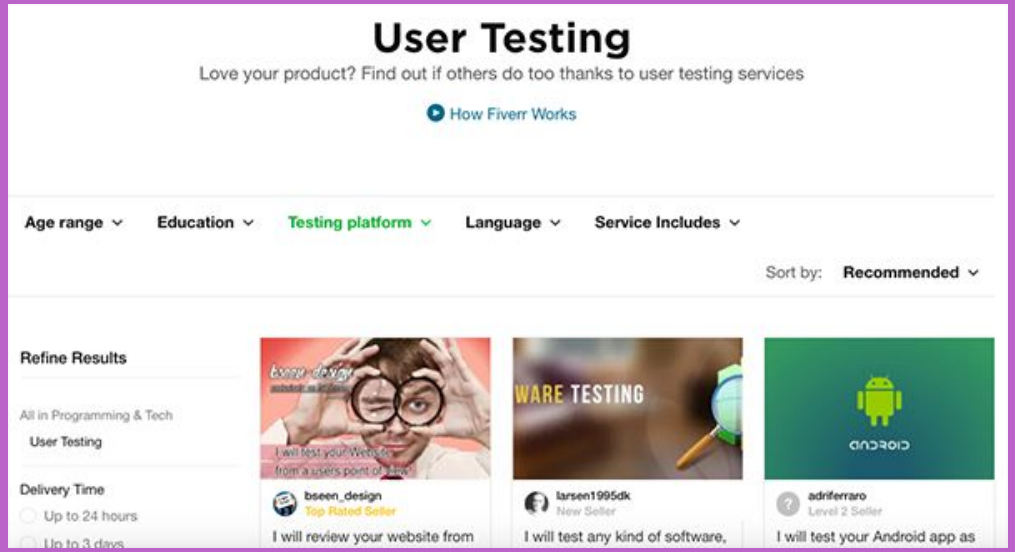
Run a Cheap User Test with Fiverr



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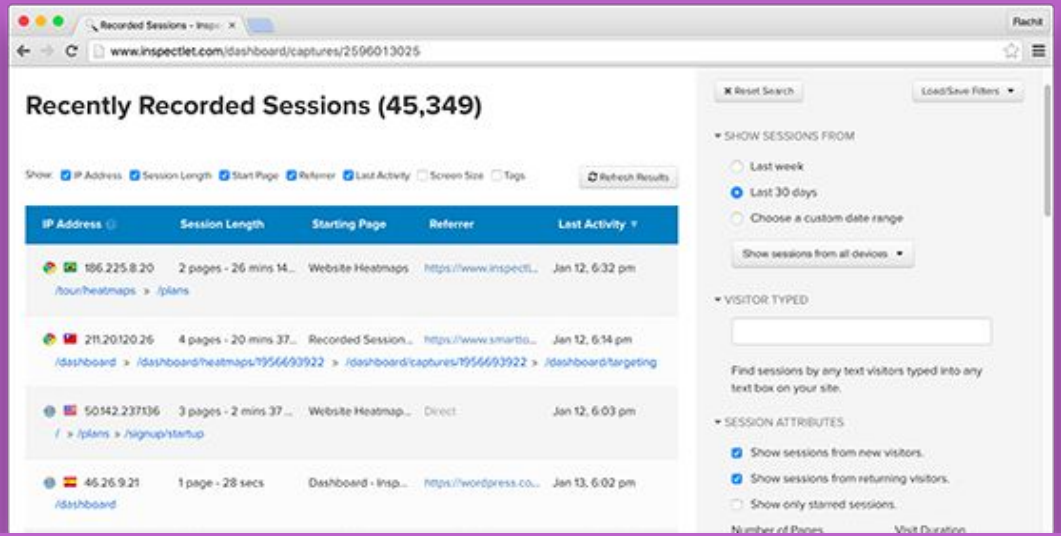
Record User Sessions with Inspectlet



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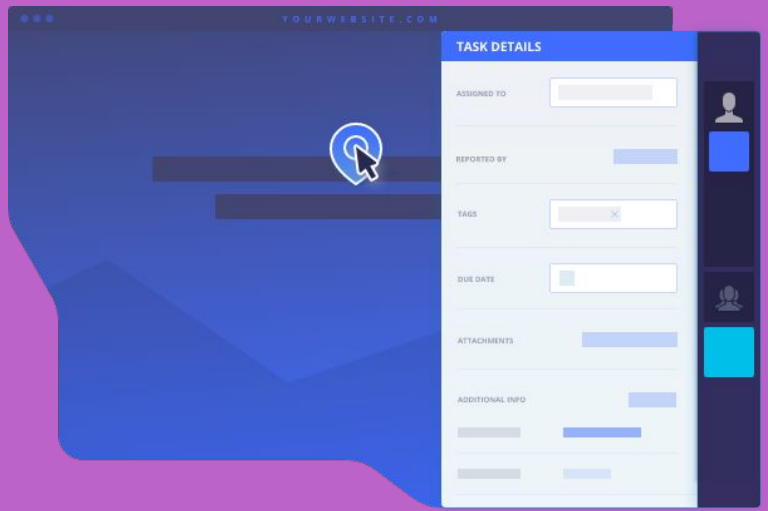
Take Screenshots with Commentary using BugHerd



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How to be a Good User Tester

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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

One Page

$10

Audit one page of your website

Screenrecording walkthrough video

10+ minutes screen recording time

Purchase Basic

Standard

5 pages

$35

Audit five pages of your website

Screen recording walkthrough video

10+ minutes screen recording time

Purchase Standard

Premium

10 website pages + annotated report

$125

Audit ten page of your website

Video walkthrough, 15+ minutes screen recording time

Annotated screenshots report with web design action steps

Purchase Premium

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Additional User Testing Resources

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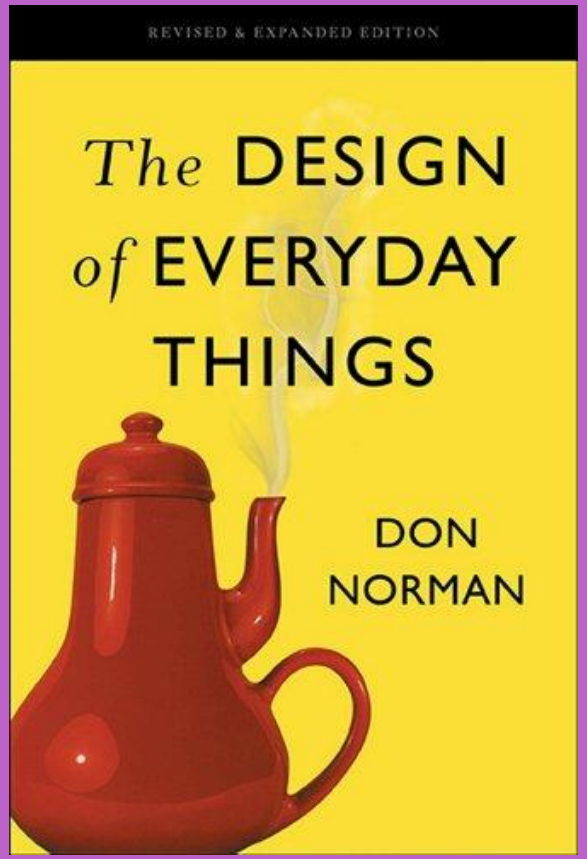
The Design of Everyday Things by Don Norman



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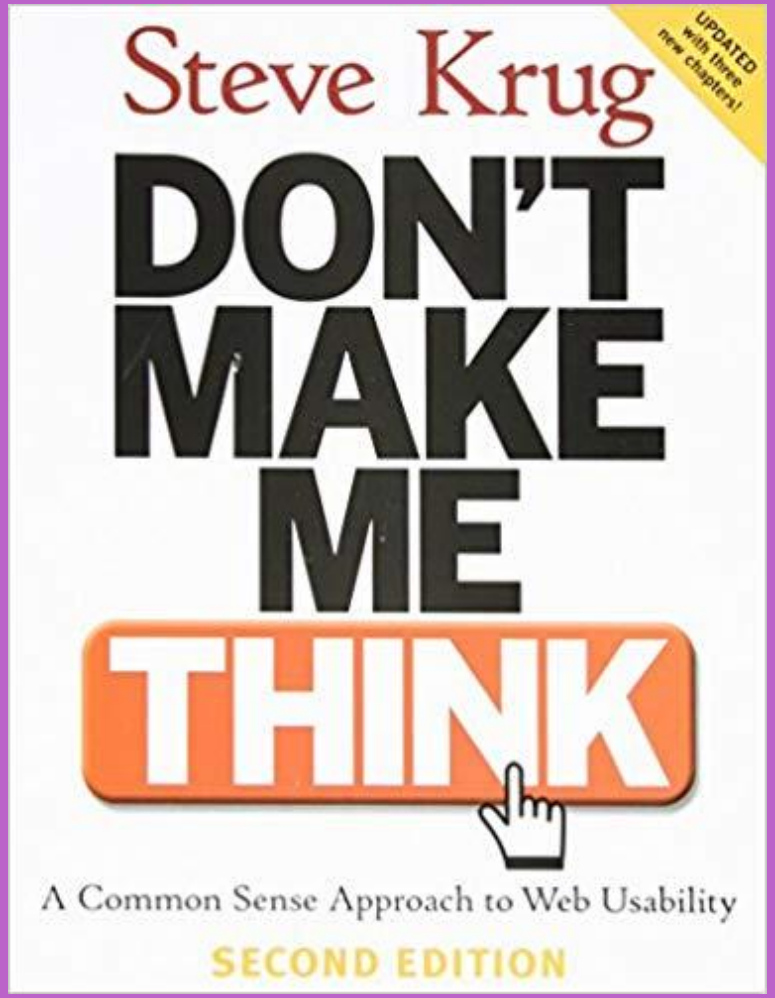
Don’t Make Me Think by Steve Krug



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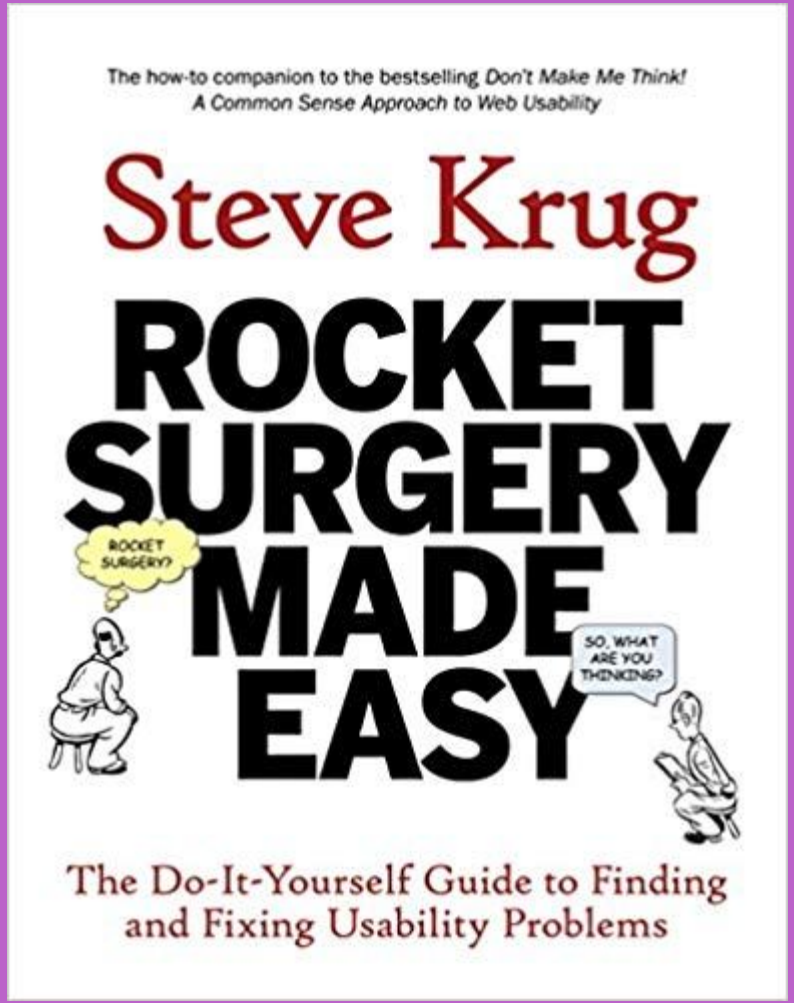
Rocket Surgery Made Easy by Steve Krug



THANKS!

Any questions?

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