

Cure X: UX Audit

description_

Do users “love” your digital product? Or do you wonder why your app is getting low store ratings? Do you miss market growth opportunities? Users can be dissatisfied due to many reasons, and regularly checking the app store reviews to see the same low ratings can be draining. Unhappy business units and IT teams may be unequipped to know how to address these challenges.

Responding to complex issues caused by poor UX involves probing questions related to users’ needs and brand strategy. With our extensive Cure X: UX Audit service, we go beyond the typical confines of a UX audit report. Aligning with our technology teams, we conduct research and employ examination techniques to mitigate any negative impacts on software development. Our team of talented professionals conduct a detailed examination of your product to identify UX issues and collaborate with technology teams to find the best digital solutions.

Our UX audit teams combine adesso’s extensive know-how, best practice solutions, and cutting-edge

methodologies in technology and design. With our global and local UX experience in award-winning projects across various industries, we create seamless, user-focused solutions that have a competitive edge in the market. Let’s meet in a stakeholder session to understand your product’s needs and your company’s business goals, and get your product ready for the next chapter ahead.

Service Metrics

Effort : 10-20 Person/Day

Duration : 1-2 Weeks

Team structure : 1 UX Designer | 1 UX Researcher

Tooling



Miro



FigJam

motivations_

- ▶ Amplify user engagement and foster customer loyalty.
- ▶ Discover opportunities by understanding users better.
- ▶ Make decisions that are backed by data or experts.
- ▶ Gain valuable insights into understanding user behaviors.
- ▶ Revamp existing products by identifying and fixing their shortcomings.
- ▶ Build a user-centric image and understand your users’ real needs.
- ▶ Upgrade the impact of your product design through better ROI, sales, and customer satisfaction.

deliverables_

A detailed report covering analyzed user behavior data and quantitative metrics with potential roadmaps for your product’s success. The report may include (variations depend on the case):

- ▶ Prioritized recommendations that enhance the user experience and maximize ROI
- ▶ Key UX findings
- ▶ User testing results
- ▶ Competitive analysis
- ▶ Heuristic evaluation
- ▶ User interviews
- ▶ User journey maps

references_

- ▶ Landi
- ▶ Mey Diageo
- ▶ Ipragaz
- ▶ PepsiCo

contacts_



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