

UI UX Checklist

5 point checklist to improve conversion

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Let's Talk!

If you have any questions we would love to speak to you about your project. We work with a range of industries, so don't be shy!

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UI UX Objectives

One of the biggest trends in the world of design is a heavy focus on the user. It is about asking the important questions like “What does the user want?”, “What are the user’s hesitations?” and “How can we best serve the user?”. Using the 5 following key points we can start you on a usability road that ends with better conversions and happier users.

Aims summary:

- Discovering the target user
- Illustrating the users conversion path
- Identifying Usability Issues
- Introduce UI UX improvements



Business Objectives

Don’t forget before you start to clearly state the business objectives of your website. This helps you to track if the changes you implement after using this 5 point checklist have helped to improve conversions.

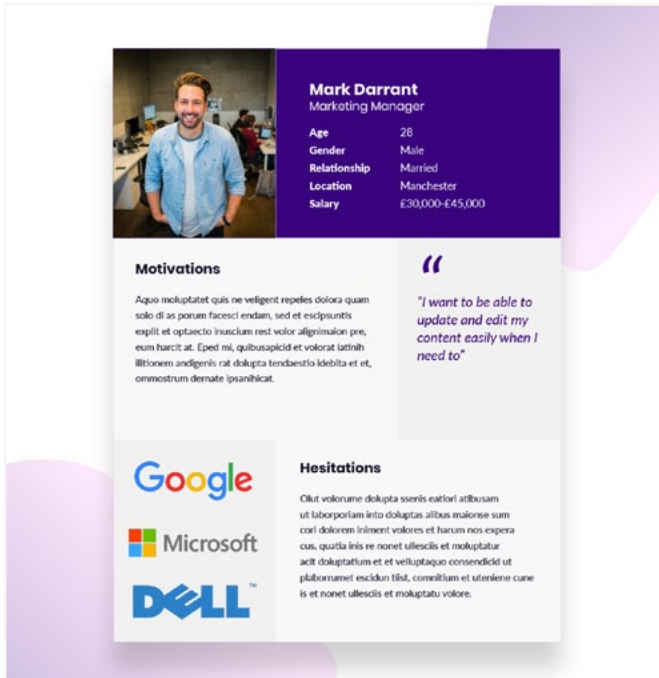
Websites primary goals:

- To provide information?
- To increase sales?
- To collect clients information?

01. Persona

Know your audience is the key message here, and to do this we create a fictional character. This character will become a reference point for later decision making, keeping you well targeted. The best way to do this is to collect massive amounts of analytics and to then process it, if you have the time and resources. However, most people don't and there is another quickly and simpler route, ask yourself! If you know your business/ industry, then you probably know most of the answers to questions such as:

- Average Age?
- Predominant Gender?
- Typical Occupation?
- Average Education?
- Where Do They Live And Work?
- Typical Income Range?
- How Are They Using Technology?
- Goals?



Mark Darrant
Marketing Manager

Age: 28
Gender: Male
Relationship: Married
Location: Manchester
Salary: £30,000-£45,000

Motivations

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“
I want to be able to update and edit my content easily when I need to
”

Hesitations

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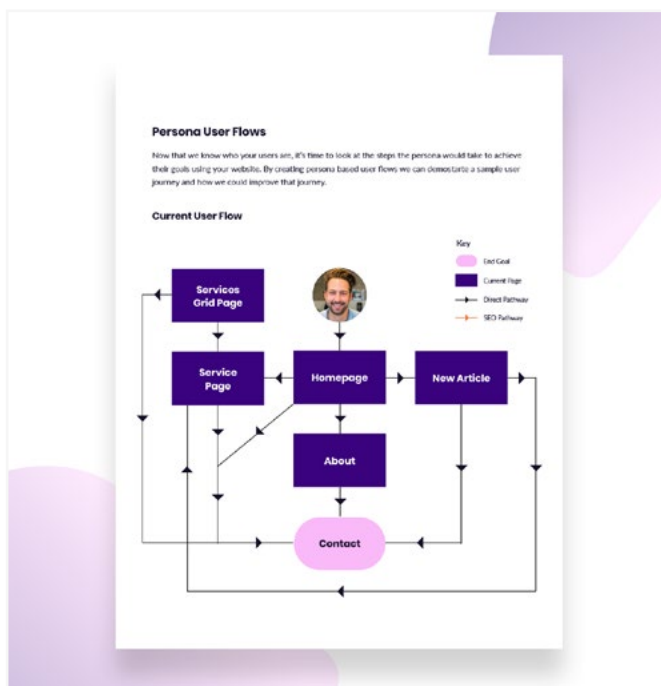
Google
Microsoft
DELL™

“A Persona is a fictional example of the users needs linked to their aspirations and desires, that are usually linked to objectives within their lives. “

Once you have this information you can start to build your persona. As your fictional character starts to develop and expand, you can start to get a better picture of what he or she would prefer. This becomes an essential way to start thinking and planning going forwards.

02. User Flows

Now you understand your user better, you can take your character and start making the story. The story, or scenario is the narrative that describes how the persona behaves as a sequence of events. For example, how does your user begin their story? Are they typing in your URL and going straight to your homepage? Do they Google the problem they have and visit the top results? Are they looking for recommendations from review sites?



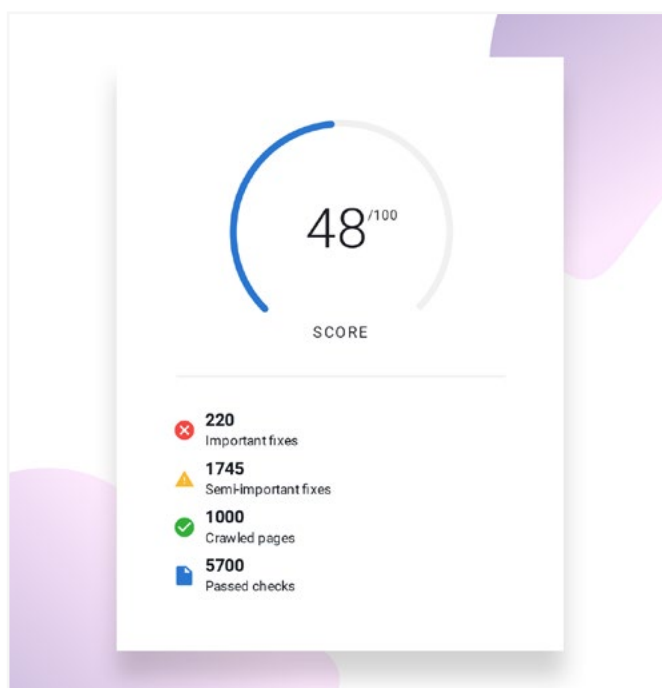
“How does your persona get from A to B? Identify your user flows so you can streamline the process, to help increase your conversion rates...”

If you can create as many useful entry points for users as possible then you can start to tailor, the information better to their needs. For example, you may have a complex product with intricate details that an average industry expert can understand because they have pre-existing knowledge. However, if you want to expand outside of this persona and into new personas that are less knowledgeable you will need to cater to their needs. Will they require a help guide that directs them to the appropriate product? On-boarding, through a series of questions? An online calculator, to take what the user knows and turn it into what they need?

03. Website Audit

A website audit may seem out of the realms of UI & UX however, all the best decisions are made when you have good information. By learning what pages rank well, what users are searching for and how the website performs you can build a bigger picture of your personas.

This also creates metrics that you can look back on and see tangible improvements. How are you going to measure the success of the newly implemented UI UX improvements? The task of goal setting is important and should be continually checked and updated.



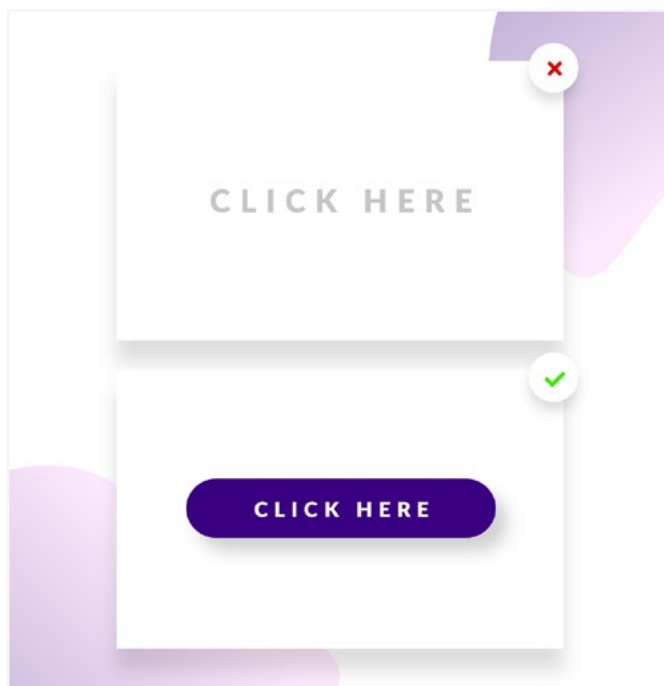
“By doing a website audit you can create a base point and see where there are problems that could be having an impact on your users”

A good free tool is [“Lighthouse”](#), which is an open-source, automated tool for measuring websites page quality brought to you by Google.

You can run it against any web page, public or requiring authentication. It has audits for performance, accessibility, progressive web apps, SEO and more.

04. Usability Review

The next step can be painful as you will now need to critically analyse your products usability from a users perspective. The usability audit aims to answer one simple question, “Is the product usable?” You can use annotated notes and screen shots to do this but essentially, we are looking for areas we can improve, not a list of issues or problems.



“Be critical, and ask yourself could this be better? But try to be mindful of the users perspective, which can easily be forgotten”

Rather than get lost down the rabbit hole of going from page to page, covering the whole site map and repeating the same problems time and time again, break your review down into key areas such as: User Journey, Design, Mobile & Desktop. This helps to concentrate on the bigger problems that will really help to improve those numbers from your website audit.

05. Opportunities

The final and most positive key point (and a good way to end) is “Opportunities”. All the information from the previous steps should provide you with a list of areas you can start to improve.

Based on all the information gathered where are the current gaps in the users’ experience? What can you now change to better suit your personas and to improve the users flow? Be careful not to make swooping statements like “If I add a banner, sales will increase”, rather look at the two below examples:

- Adding Related Services Will Aid The Users’ Journey And Help Them See The Range On Offer
- Reduction Of Fields On Contact Forms Could Improve Usability And Could Help To Provide Additional Leads

“Be positive! Try to always look at your current problems as opportunities for improvement and ways to increase your conversions”



Summary

Now that you better understand these 5 key points about UI & UX, hopefully you can start looking at your own website with a better consideration for your users. This is how we approach all our projects and believe our happy clients speak for this process.

If you are looking to begin your journey to a better user experience with our thorough UI UX audit process, please contact us and talk to our team who will be more than happy to help. Alternatively, look around [our services](#) or even [our projects](#) on our website to get a taste of what Source Code Studios can do for you.

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