

Expert UX Reviews: Fast, Actionable, Shareable Guidance

Our Expert User Experience & Usability Review product is designed to assess the overall quality of the user experience, identify opportunities to enhance the experience, and provide specific, actionable design recommendations.



→ **Cognitive Walkthroughs:** We create the review by using an approach called a cognitive walkthrough, in which we proceed through the site by analyzing it from the likely perspective of end users. This simulation of the user perception is informed by a decade of in-depth previous experience in usability and user experience work and hundreds of one-to-one Listening Lab sessions with individual users for a wide array of Web sites and Web-based applications.

→ **Visual Format:** The review format focuses on questions such as whether the site experience is easy and intuitive to use and whether the design, content, and structure matches the way users are likely to think about getting around and make. We take extensive screen grabs, overlay numerical call-outs, and provide a screen-by-screen walk-through so that visuals and analysis are always located on the same page. The report is delivered in a PDF format, and all reports also include an Executive Summary with key strategic findings and actionable recommendations.

Process Overview:

- Initial discussion with project leaders/stakeholders.
- In-depth immersion and research into site experience.
- Writing and design of Expert Review report.
- Delivery of Review and (optional) personal discussion of findings.
- Timeframe is 2-3 weeks from start to finish.

"No matter no matter how much time and labor your company invests in your Web site or enterprise application, the true value comes when a user understands and engages with the experience they see before their eyes. The real action isn't taking place on the screen: it's taking place in the mind of your users." — Bob Goodman