



UX PRODUCT REVIEW:

Revisiting products to ensure continued usability

Why Do A UX Review?

As businesses become more complex or systems change, products that were originally built with clarity can become fuzzy over time. It is important to check in with your regular users and get feedback about a product/tool to ensure it is still serving your company and the user as well as it was intended to.

3 Different UX Product Reviews:

1. Usability Study / Task Analysis

Observe regular users of the product do tasks using the tool to identify issues. This is the best way to gauge user satisfaction, usability and efficiency of the product.

2. UX Heuristics Review

Review the tool/application and evaluate it against 10 UX Heuristics and rate if the issues are minor, major or catastrophic to the usability for users.

3. UX Competitor Analysis

Look at our partner product and compare it to several similar competitor tools/apps applying the same heuristics review. This will help us see how offerings from similar products stack up against each other and give us definitive ways to improve your product.



WHAT IS NEEDED?

Access to users of the product. Sessions can be completed in 15 minutes - 1 hour, depending on how many different tasks the product is used to accomplish. If doing a competitor analysis, we need to know who you consider to be your biggest competitors and access to their apps/products.

HOW LONG DOES IT TAKE?

A UX Review can be completed in 40 hours of time, over a period of a few weeks.