



## Product Sheet

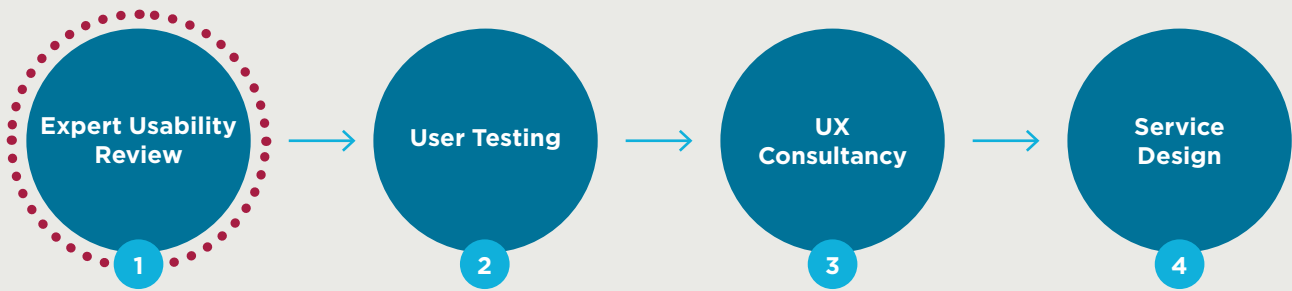
# Expert Usability Review

In just 5 days, Box UK's expert usability review will provide you with an actionable plan to increase **engagement**, **conversions** and **user satisfaction**.

"Our usability report gave us expert insight into the performance of our site, which in turn allowed us to clearly prioritise our development roadmap."

*Alistair Blevins, Head of Digital Marketing, Investec Asset Management*

## Step 1 in your journey towards delivering an exceptional user experience.



### Is it for me?

Our expert usability review is designed for organisations who are looking to significantly enhance the performance and user experience of their websites or applications.

Perhaps you already know that an aspect of your site or app is under-performing or you have recently launched something new and need to take stock. Either way, this review enables you to measure and improve return on investment both quickly and effectively, focusing on the specific success criteria and KPIs against which you are being measured.

### What's involved?

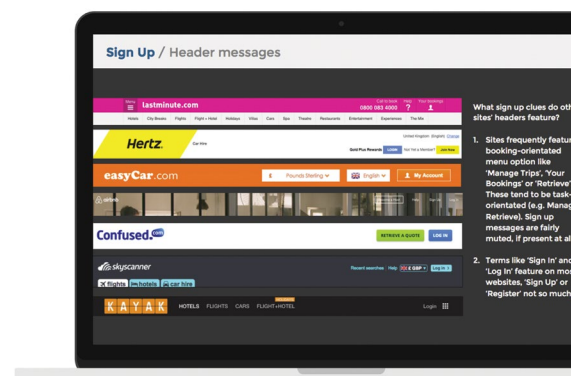
The brief for your expert review is custom-developed with your specific issues in mind starting with an initial free hour-long consultation with a senior usability consultant that includes a walkthrough of your website or application via screenshare to confirm scope.

- ✓ Website or portal evaluation
- ✓ Software and application usability evaluation
- ✓ Mobile and multi-channel experience evaluation
- ✓ Accessibility evaluation and analytics review
- ✓ Web form effectiveness review
- ✓ User journey analysis
- ✓ E-commerce performance assessment
- ✓ Customer onboarding and customer portal review
- ✓ Self-service task analysis

The review itself is then kicked off with a 2-3 hour briefing session (with the same senior consultant) where we add more detail and depth to our understanding, specify success criteria and finalise the project brief.

During this session we would cover areas such as what 'success' looks like, the analytics that are available, who your users are, what their priorities and expectations might be, and what documentation (for example user stories or initial build specifications) might already exist.

After the briefing, your consultant will go away and complete the review before preparing a final report for you to take away - a detailed and highly visual slide deck presenting all of the findings alongside annotated screenshots, specific recommendations for action (in priority order) and relevant examples of best practice.



Not only do you receive a report that provides you with a clear and comprehensive plan of attack moving forward but you're also able to confidently circulate this to other stakeholders in the business as a tangible output of your review.

## Credentials

We have delivered usability reviews for a wealth of clients across a wealth of industries. Crucially, given our development heritage, we are not only able to deliver the very best in usability advice but also to deliver recommendations that are immediately actionable by developers, significantly shortening the time it takes to see results and allowing you to present dramatic improvements to performance and bottom-line returns quickly and efficiently.



## Results

- ✓ Optimised user journeys
- ✓ More effective web forms
- ✓ Increased and optimised engagement
- ✓ Improved conversions (checkouts, subscriptions, registrations, applications...)
- ✓ Reduced drop-off and abandonment
- ✓ Larger or more frequent orders
- ✓ Increased loyalty and more return visits
- ✓ Streamlined self-service tools
- ✓ Reduced overheads
- ✓ New business efficiencies

## Cost

We can deliver your expert usability review for as little as £4,995, with our consultants working alongside you to both outline what your return on investment is likely to be and when you will see it.

From  
**£4,995**

## Get in Touch

To discuss your particular requirements, get in touch now by calling +44 (0)20 7439 1900 or emailing [ux@boxuk.com](mailto:ux@boxuk.com).



## Simply brilliant thinkers making software brilliantly simple



**Strategy &  
Planning**



**User Experience  
& Design**



**Software  
Consultancy**



**Software  
Development**

At Box UK our team of simply brilliant thinkers, consultants and application developers mastermind simply brilliant solutions to the world's toughest web and software projects.

It's why blue chip organisations around the world, from airlines to car manufacturers, international banks to global charities, choose to trust us with the execution of their digital strategies, from the development of enterprise-level custom software platforms to the delivery of award-winning multi-channel experiences.

So if you want an effective, compelling software solution, talk to us.

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