



Usability Audit Service

Why test site usability?

User-centric design is at the heart of a successful website. It takes into account the different groups of people that use a site and ensures the interface fits the purpose.

Considering usability is important when building a new site, but it is equally crucial to continually evaluate the user experience your site provides. Sites evolve over time, often organically, as content is added and removed, functionality adjusted, and new online services launched. The way your users behave also changes as your site evolves and also as they experience other online services.

Regular audits act as 'usability health checks' to ensure your site continues to deliver what visitors want, and offers recommendations for improvement.

Why use a specialist for auditing?

At Chameleon Net we have used our experience in creating a variety of highly intuitive websites across the public, private and non-profit sectors to establish processes for evaluating the user experience on a website. We combine this experience with known good practice in usability. The aim is match how you communicate with your audience, how you provide services, and how people use your site.

How do we conduct the audit?

Our audit comprises two parts. The first looks at general usability issues. The second pays specific attention to how your user groups interact with your organisation via the site.

Part one – usability good practice

Firstly, a specialist consultant will assess the appropriate areas of your site against a set of pre-defined criteria for general good practice. These include:

- Immediacy of interacting with the site
- Ease of navigation and navigational consistency
- Page content & layout usability
- Site search effectiveness
- Data collection

Part two – audience specifics

Secondly, we pay particular attention to your user groups, how you communicate with them, specific actions users should be able to perform, and goals the site should achieve for your organisation. This part of the audit includes:

- Audience analysis
- Establishing both organisational and user objectives
- Creation of user scenarios
- Verification of user scenarios

Output

The output of our audit is a detailed document outlining areas where there attention is needed, and remedial recommendations.

Depending on the outcome of the audit, your site may need anything from small overall adjustments, improvements to certain key areas, or a fundamental revamp. The document will clarify in detail the next steps to improving site usability.

Ask us about a usability audit today...

If you are interested in an audit, please call 0207 332 6360 or email info@chameleonnet.co.uk with your details and the web address of the site to be audited. We will then take a look at the site and contact you to clarify the scope of the audit and confirm the cost.

