

# Expert Review

Gain rapid insight into potential opportunities and problem areas.

## Definition:

Evaluation of your design by a usability expert. Checks your design against known interface problems; alerts you to opportunities and things to consider.

## Benefits:

- Identify issues and opportunities with your design.
- Spot errors, confusions and problems early on.
- Audit how compliant your design is with UX best practices.
- Get design recommendations.

## Deliverables:

Expert Review report with design recommendations.

## Methods we use:

Heuristic evaluation, Cognitive walkthrough; Competitive Reviews (Benchmarking).



## Client Testimonial

*"Experience Dynamics knowledge of the cognitive process behind our customer's behavior was extremely insightful. It allowed us to modify our websites for increased ease of use and improved sales opportunities".*

*- Tamara Ward, Senior Marketing Director, Affinity Group*

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## When to do usability testing:

- Before and After a product launch.
- During wireframing, designing or developing.
- When you need some direction with your design.

## How Agile Teams use Usability Testing

- Get quick feedback on any design, in any state (concept or in the market).
- Get fast insights for improvement or enhancement.
- Help prioritize Scrum product Backlogs.
- Good way to bring usability to a project that lacks UX funding, focus or a team. Note: Expert reviews are not a substitution for when you really need to get user feedback on a design (usability testing) or discover needs and desires (field studies)
- Expert reviews can be performed on wireframes or concepts.

## Experience Dynamics Expert Review process includes the following steps:



Experience Dynamics Expert Review Process-  
discovers interface issues, conversion optimization and new UX ideas.

"Very pleased with Experience Dynamics usability study: excellent work, excellent turnaround and excellent pricing". -Trina Evans, Executive VP, Key Bank

### Gain these benefits from Experience Dynamics Accessibility Testing service

Expert reviews, also called Heuristic evaluations, give you a usability expert view of your design. Heuristic evaluations can help find problems and generate ideas and opportunities. When viewed through a user's eyes, expert reviews can help gain insight into weak areas of your visual design.

Experience Dynamics expert reviews combine a depth of expertise in heuristics (usability rules of thumb); user advocacy (gained from observing users for many years) and an in depth review of your business objectives.

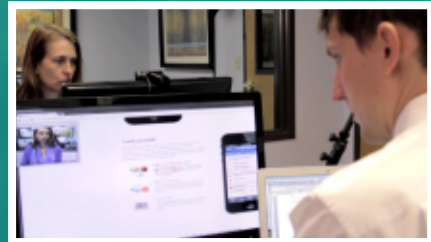
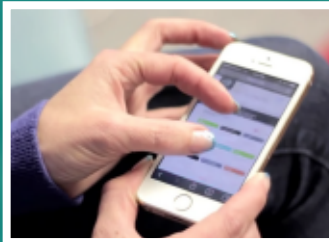
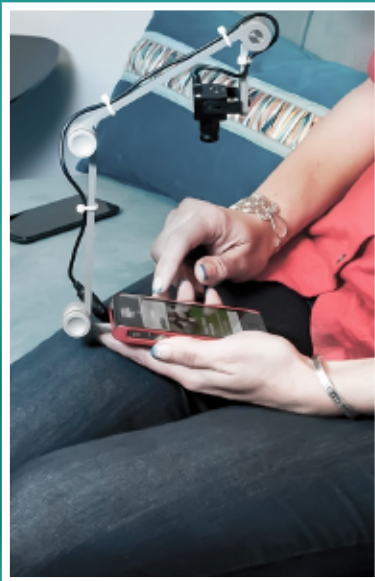
Get an expert view from Experience Dynamics of your

### Client Testimonial

"We were extremely pleased with the quick turn-around. The expert review went beyond our expectations. It verified some areas of the design that we suspected were problematic, but also surprisingly went above and beyond in other areas".

- Tony Cohen, Executive VP Marketing, Autofusion

design and learn from competitor best practices as well as know usability issues relevant to your site or app—in your industry!



## ABOUT

Experience Dynamics takes your User Experience (UX) to a new level with our results oriented **User Centered Design** methodology.

The end result is actionable design recommendations that merge your business objectives with higher conversion rates (2% - 88% average increase), better user engagement and user onboarding, improved customer satisfaction and conversion, and long-term value realized for your enterprise.

**IMPROVE YOUR USER EXPERIENCE NOW**

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