

ARTICLE 6: How UX Design Will Increase Your Profits

Whether you are a product manager, a games designer, an e-commerce director, or a marketer trying to strengthen the loyalty of your users online, **improving your brand's UX design will almost always result in higher profits and more satisfied consumers.** However, while UX research ultimately helps internal designers and marketing professionals learn more about their users and their desires, some companies are hesitant to consult professional UX analysts because of their high prices and time-consuming methods.

How Checkealos can help you.

At Checkealos, we recognize that most brands with an online presence attract a select demographic, and though you may want to expand your consumer base and target different types of users, initially, **you must have intimate knowledge of what your existing consumers want.** We use strategic online procedures to identify your users and test the various obstacles that they may encounter while navigating your website or application, allowing you to pinpoint the specific weaknesses on your site and enhance the navigability of your digital interface.

Our research methods can also provide you with much needed information at a tenth of the cost and time, as we eliminate steps like renting lab space, employing physical testers, and bringing them to the lab in order to conduct the research.

We create a test panel specific to your brand.

We have streamlined the UX research process by using online iterations and a varied database of profiles with diverse consumer tendencies. Once we know your brand's marketing goals and your desired/actual user profile, we combine this information with the existing statistics about your current consumers to create a **"test panel," which includes consumers from our database that fit your brand's user description.** We have different tests for companies with general user bases versus niche consumer groups, including region, age, preferred device, and experience objectives in the initial selection of test profiles.

It has been shown tests including 5 users can reveal as much as 85% of your website problems, but we can expand the test panel to include more users with differing demographic profiles when necessary.

We use thorough research methods to analyze your digital presence.

We then conduct and record a general navigation test with the selected panel, recording their "journey" on your webpage as well as their vocal commentary while they interact with the interface. By analyzing these navigation sessions, **we can identify the specific aspects of your site or application that encourage users to continue browsing or motivate them to become a first-time or repeat consumer, as well as those that cause confusion, frustration, or uncertainty.**

We also conduct specific tests like **"Card Sorting,"** which deepens our understanding of your site's information architecture by observing how users categorize and prioritize information and how they react to given instructions. With the **"First Click Test,"** we can pick out the available options that most attract users when they first arrive on your landing page.

We provide you with a formal report.

After collecting this data--including the audio, visual, and written feedback from the navigation test, as well as 'broader' information like the architectural structure of your interface--we write a formal report to help you take advantage of the research and improve your UX design. We summarize the context of your brand by defining the user base and

mapping out how they engage with specific components of your website or application. Finally, we identify the areas that need improvement based on the captured reactions and emotions of our test panel.

Regardless of your company's individual objectives, **you can use our UX research to strengthen the trust of your user, reduce the time lost on online development, improve client satisfaction, and ultimately, boost sales and return rates for your brand** with Checkealos.