

ACTUM Digital

User Experience

SNEAK PEEK

Quick Heuristic Analysis of your solution.

IT'S FREE



What is a UX Sneak Peek?

UX Sneak Peek is a quick & efficient method for **uncovering usability problems** in a user interface design.

An experienced UX designer will thoroughly examine the user interface and **judge its compliance with recognized usability principles** (the "heuristics").

Leveraging cognitive psychology, user experience research & testing, best practices, and ample hands-on experience of the team, we deliver a **comprehensive summary of UX issues and their severity rating on selected pages**.

UX Sneak Peek is a free demo version of the Heuristic Analysis.

ACTUM Digital

2 of 5
2nd step: Address

1 If "Nederland" is selected as country delivery address options are working properly so far, but when a user chooses for example "Wallis en Futuna" there is only "new address" option but

2 of 3
Product detail

1 "Order now" button interaction could be a severe problem – every time user wants to add something to the cart, he/she is forced to go to a separate page.

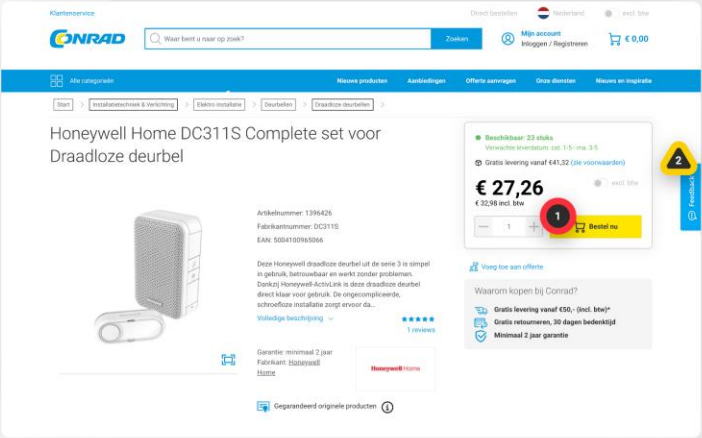
It also suggests that you will be taken directly to the order process.

The most common interaction is "add to cart" and a user stays in product detail (be careful with mental models, this could cause frustration).

It is ok only if a majority of users buy in one session only 1 product. Is it the case of [conrad.nl](https://www.conrad.nl/)?

I would advise researching this topic.

2 The floating/sticky "feedback" button is distracting a lot and a user can't overcome it. It's an even bigger issue on mobile devices. This function should be displayed only at the right moment ("goal state" in psychology), and it should not be that prominent.



ACTUM Digital

All devices

UX Sneak Peek can help you:

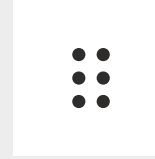
- ✓ **Identify severe usability issues** (often resulting in uncompleted orders, abandoned forms & registrations, inconsistent experience across devices, etc.)
- ✓ **Prioritize design & development changes** according to their impact on user experience
- ✓ **Receive a professional unbiased UX evaluation** from a designer outside your organization, not influenced by internal history and processes
- ✓ **Get much closer to the mindset of users** and what they see, think, and feel while using your product or website

Based on science, not feelings

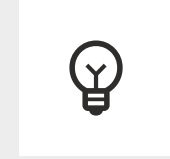
We build the analysis on science and data, not subjective preferences. The findings are backed up by principles and research from several diverse fields. Here are a few examples.



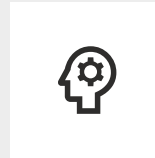
**Usability heuristics
for User Interface
design**



Gestalt principles
(Gestalt psychology)



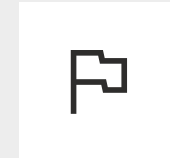
Cognitive load
(Cognitive psychology)



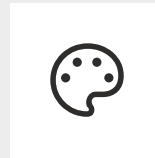
Mental models
(Cognitive psychology)



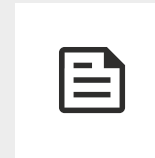
Hicks Law
(Cognitive psychology)



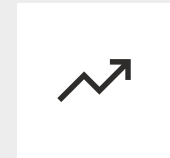
Goal state
(Cognitive psychology)



Color psychology
(Cognitive & Gestalt
psychology)



**Available research
papers**
(Desk research)



Analytics & heatmaps
(if available)

**With UX Sneak Peek,
we started off user
experience
optimization
process in**



Ready to get evaluated?

UX Sneak Peek **FREE**

 (1 MD)

- "UX Sneak Peek" is a short preview of the Heuristic Analysis with a limited scope and time dedication. Not sure whether the evaluation would be beneficial for your company? Get a taste of what we can uncover first through a short UX Sneak Peek.

Full Heuristic Analysis

 (6-10 MDs)

- Comprehensive usability analysis of a website or web application
- Explanation for each issue uncovered written in plain language
- Severity rating for each issue to help with prioritization
- Cited research & usability heuristics
- Recommendation of next steps
- Personal/Remote presentation of the findings

ACTUM Digital

Get in touch



Ondřej Pohl, CPWA

Head of Accessibility & UX



+420 728 628 043



ondrej.pohl@actumdigital.com