## **Boost your Adoption Rate with a UX Audit**

We understand that BI applications evolve as data and processes evolve. By engaging in a dialogue with users, we convert user insights into actionable recommendations.



Business Intelligence and data visualization have become the essence of decision making and gaining insight, from implementing a new business strategy to tracking fitness data. Hence, BI applications need to be seamless to reveal discoveries within the data that can otherwise go amiss.

In our experience as a BI consulting company, we have noticed that the real value of the applications is only realized when it is in use, in the real world, with its true users. That is when usability pitfalls, cumbersome interaction flows and visual inefficiencies emerge. As new type of data comes in and as business rules and requirements change, it is critical to put recurring testing procedures in place to make sure that user feedback is gathered and put into action.







Infozone believes that user experience testing is crucial and keeps it in the front and center of our focus to make your business successful. Therefore, we have designed a UX audit offer where the focal point is on real user needs.

By engaging in a dialogue with users and with our expertise in user experience design, we convert user insights into actionable recommendations.

For this purpose, we have identified that one of the most effective ways to gather user feedback is the **SUS (System Usability Satisfaction) survey method.** 

## What is a SUS survey?

A SUS survey is an industry standard method used to measure usability and learnability of any application. It is the quickest and most reliable way to assess application pitfalls.

SUS was originally created by John Brooke in 1986 and is still used as the most reliable and effective way to evaluate system usability.



This method of known to be quick, reliable and cost efficient to measure usability which means:

- Less time spent in gathering and analyzing user feedback
- Less money spent in investing in expensive testing methods
- Quick and reliable insights into usability





## Why SUS and what are the benefits?

In over its 30 years of use, SUS has proven to be more dependable to detect usability problems than any homegrown questionnaire and other commercially available ones. Also, SUS can be used on a smaller sample size which gives equally reliable results as that of a big sample size with a 17 points difference 95% of times. In summary:

- SUS is the **quickest way to measure usability** and is very **easy to administer** participants.
- A **small sample size** of 5 users can provide as reliable result as that of 500 users.
- It can effectively differentiate between usable and unusable content.
- It consists of only 10 objective and 3 subjective questions which takes a maximum of 10 minutes to finish, reducing hesitation from participants to complete the survey.

## How does the UX audit work?

The Infozone UX audit is a 3 stage process which starts with surveying the application users, analyzing survey results and make actionable recommendations. Following are the detailed steps.



- Discovery Meeting We set up a short meeting to gather information about your application and why you are considering a SUS survey.
- 2. Survey set-up We set up the survey and send it out to the group of user.
- 3. Survey Timeline We keep the survey open for 2 weeks with follow up email to encourage participants to take the survey within the time window.
- **4. Result Generation** We take 1 week to analyze the survey data and come up with the results.
- **5. Presentation** We set up a meeting to go over the survey results and provide actionable recommendations based on the feedback received from your users.

6. Outcome – In the presentation, we focus on a SUS score that your application has earned and what it means. We also share highlights of the user feedback that we have received and based on that we provide recommendations to make spot fixes. If needed, we create mock-ups of the design recommendations for ease of visualization and development.



A SUS survey gives a holistic picture about the application's usability. It is focused on making sure that the user experience of the application is smooth. It differs from an object-oriented survey which is geared towards learning in detail about the usage frequency of the objects within the application such as charts, tables and KPIs. Along with the SUS survey, this kind of survey is also valuable to refresh and cleanup the applications that might have got complex over time. If preferred, we can offer a customized object-oriented survey in addition to the SUS Survey. This addition will provide an all-round picture about how well the application is serving the user.

With Infozone's longtime experience in the field of Business Intelligence and expertise in User Experience design for BI, we can make sure that the analytics and user experience aspects go hand in hand when conducting an audit of your applications.

We are mindful of selectively translating user feedback into recommendations based on overarching UX guiding principles that will solve usability pitfalls and enhance the quality of the applications. We also compare the user feedback against new requirements and evaluate applications in terms of performance to create the ideal BI environment for your users to be the most productive.

BI applications evolve as data and processes evolve. We take User Experience seriously in BI applications, so let us assist you to keep them in good shape.

