

The 1-Hour UI Audit

How to Gain Control of Your App Features & Build
the UI that Customers Really Want

Sword of Damocles
by Richard Westall, 1812.



Top 4 Design Hazards

The user doesn't want your product

The user fails to sign up

The user fails to get started

The user fails to accomplish his goal

What's Behind the UI Audit?

The awesome community of SaaS founders

A pool of consulting clients (also founders)

11 years of my experience as a UI designer

15 web apps reviewed for common patterns & flaws

uibreakfast.com/audit

3 Modules, 20 Minutes Each

Module 1. Functionality (*we'll tackle it now*)

Module 2. Layout

Module 3. Style

Step 1. List the Goals

Who are your ideal users (customers)?

What is their *big goal* when they sign up for your app?

What are their *long-term goals*, business or personal?

Step 2. List the Tasks

Primary: what tasks do the users perform *daily* when they log in?
What is their daily routine for achieving that big goal?

Secondary: what unique tasks are performed from time to time?

Step 3. Extract the Objects

Work through your tasks from the previous step, and list all the nouns you see there. Chances are, *your main menu will list the same objects.*

Step 4. Define the Language

Work through your lists of Tasks and Objects, and choose the appropriate words for each of them. Remember them and *stick to them throughout the app.*

Language is Your Key to Successful Onboarding

All the customer needs during onboarding is *to understand your language* for the key Tasks and Objects. Everything else is operational and should be obvious from the UI.

Step 5. Classify Existing Screens

Primary screens: items in your main menu & their first-level descendants

Secondary screens: customization, stats, etc.

Operational screens: account, billing & authentication

Step 6. Audit Each Screen

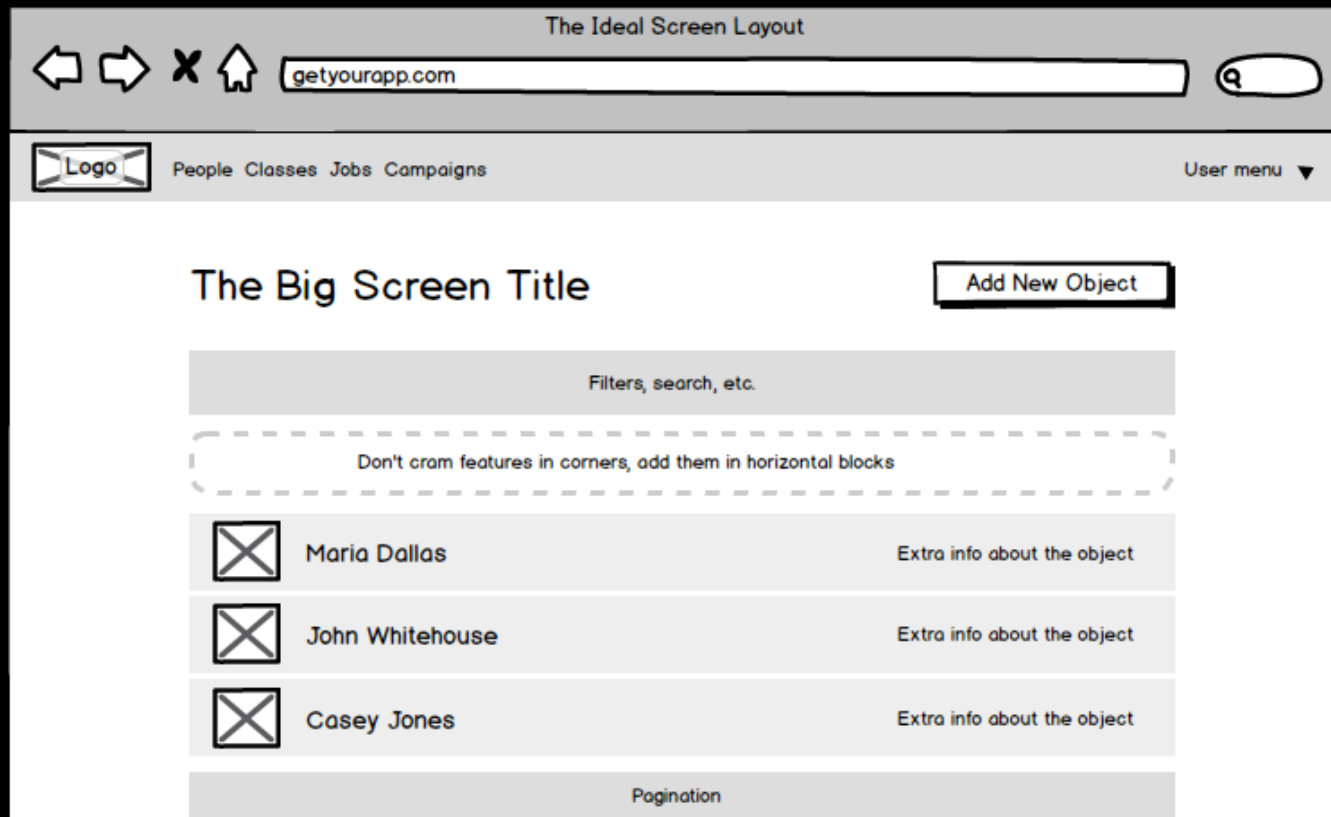
List the tasks and the objects for each screen.

Run the checklist.

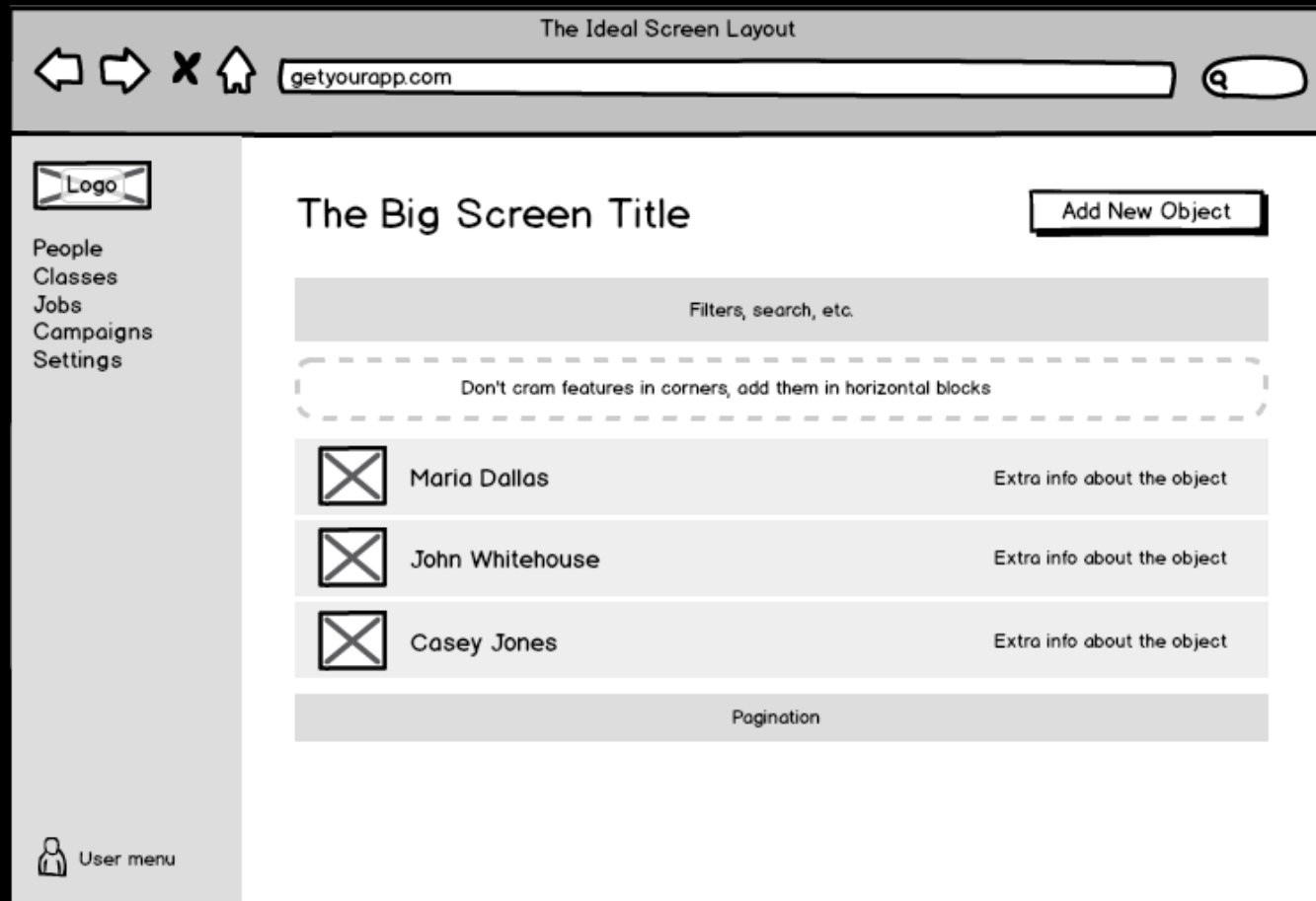
Ideal Screen Checklist

- one big title
- just one list of objects (or a single object)
- just one prominent task (other tasks should be subtle)
 - clean corners
 - obvious navigation

The ideal screen layout



Same layout, different menu



Now Work with the Results

Polish the language.

Split complex screens.

Group elements in horizontal blocks, and line them up in lists.

Polish the experience for the primary tasks.

Keep Your Product Crispy

Simple apps are easier to use, build & sell.

Good Luck!

Sign up for the free 1-Hour UI Audit course:
uibreakfast.com/1hour