

Pi

DRIVING RETENTION, ENGAGEMENT AND REVENUES

# UX Audit and Consultation





At MadeByPi, we help our clients succeed by delivering the most engaging, human-centric, customer experiences possible.

Part science and part art, we work with leading brands to create digital experiences that drive engagement, retention and revenues.

To help get started, we offer an initial free audit followed by a more detailed UX review consultation.

223%

The average ROI on UX optimisation.

VENTURE BEAT

5%

Top converting companies spend more than 5% of their marketing budgets on optimisation.

ADOBE

£71

For every £71 spent acquiring customers, only 70p is spent converting them.

ECONSULTANCY

64%

Average smartphone conversion rates are up 64% compared to the average desktop conversion rates.

CMS REPORT

Our UX consultation enables our clients to understand, plan and optimise their user journey and it starts with us evaluating the design, interaction and emotion in up to 9 focus areas:

### Digital Strategy

To create a human-centric strategy that aligns with the business goals

### Content Strategy

Determine the content that will target and retain a clearly defined audience

### Conversion Rate Optimisation

Study customer behaviour convert visitors into customers and increase order values

### Lead Generation

Evaluate and plot the user journey that funnels through to the call to action

### User Retention and Loyalty

Explore the level of interaction and the emotional attachment to the digital product

### Information Architecture

Asses the structure and navigation for users to find information and complete tasks

### Social Engagement

Building communities and running innovative campaigns for reach and engagement

### Channel Optimisation

Decide the channel mix and optimise it to drive high value users and increase uptake

### Competition Benchmarking

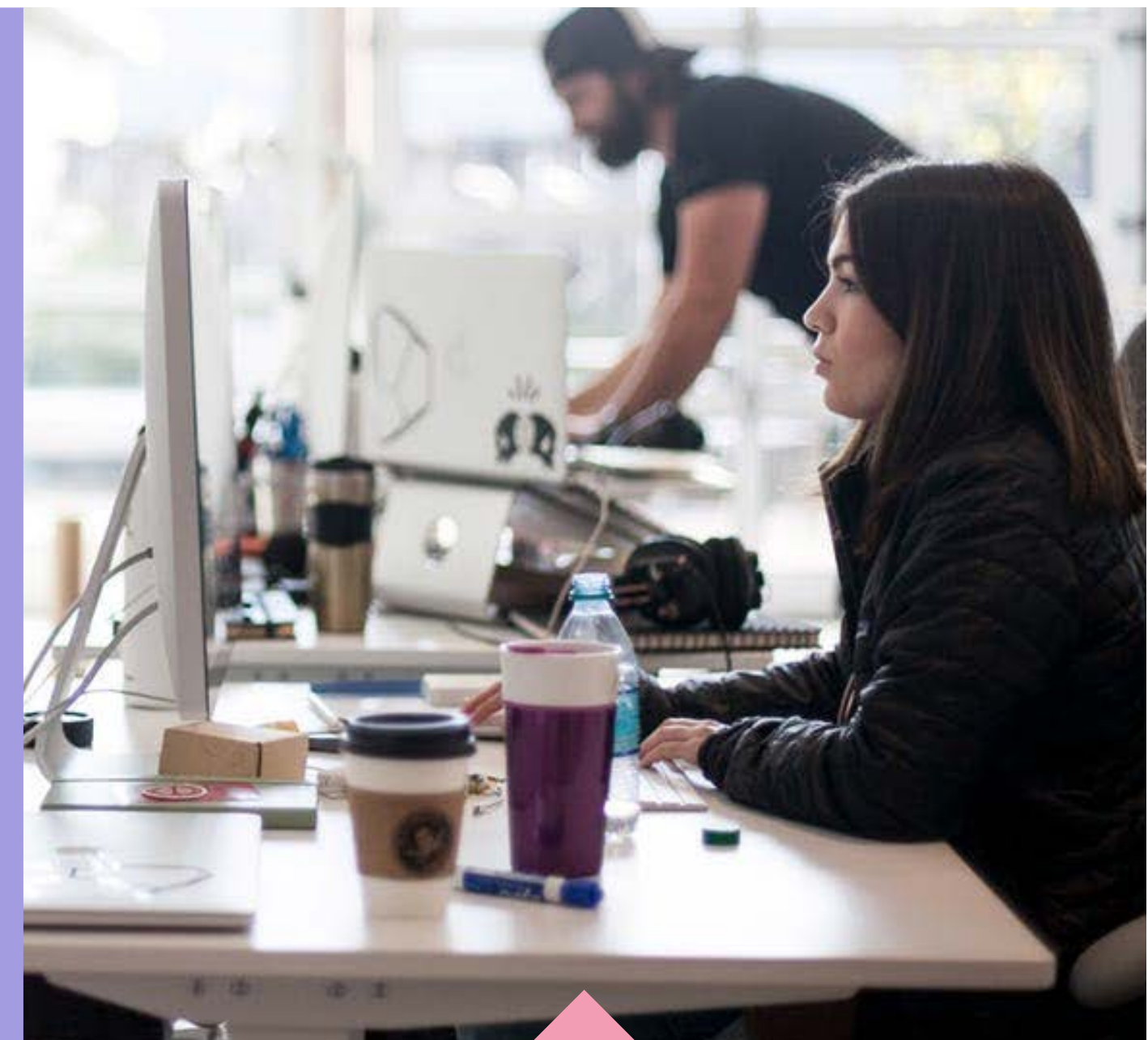
Using our custom tools to compare performance against competitors and market sectors





## User Centric

- Live user testing and recording
- Qualitative and quantitative research
- Strategy and KPI workshops
- Customer journey mapping



## Audit Analysis

- Analytics
- Heat mapping
- Form optimisation
- Competitor benchmarking
- Performance monitoring



## Implimentation

- A/B and multivariate testing
- UI review
- Code review
- Content audit
- Test and learn



CRO & user growth

85%

INCREASE IN COMPLETED  
USER REGISTRATIONS



Digital strategy, CRO, lead generation

374%

INCREASE IN RESPONSIVE  
CONVERSION RATES



Digital strategy, lead generation, user growth & retention

86%

OF USER ENQUIRIES ARE  
SUCCESSFULLY SELF-SERVED



Digital strategy, user retention & social engagement

1,700

UNIQUE VIEWS PER MONTH FOR THE GAME FINDER  
(INCREASING PRODUCT PAGE VIEWS BY 330%)



Content strategy, IA & lead generation

500%

INCREASE IN ONLINE ENQUIRIES



Digital strategy, CRO & channel optimisation

20%

INCREASE IN AVERAGE ORDER VOLUME



At the end of the UX review consultation, MadeByPi will report the findings around the following:

## Insights and Understanding

- Quick wins
- Optimisations
- Longer term objectives
- Model testing

## UX Strategy

- Future vision
- New business cases
- Streamlined user journeys
- Product refinement
- Future requirements

## Roadmap

- Planned approach
- Resource requirement
- Timeline
- Review opportunities
- Milestones



# Next steps

To find out more and to book your consultation, please contact:

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