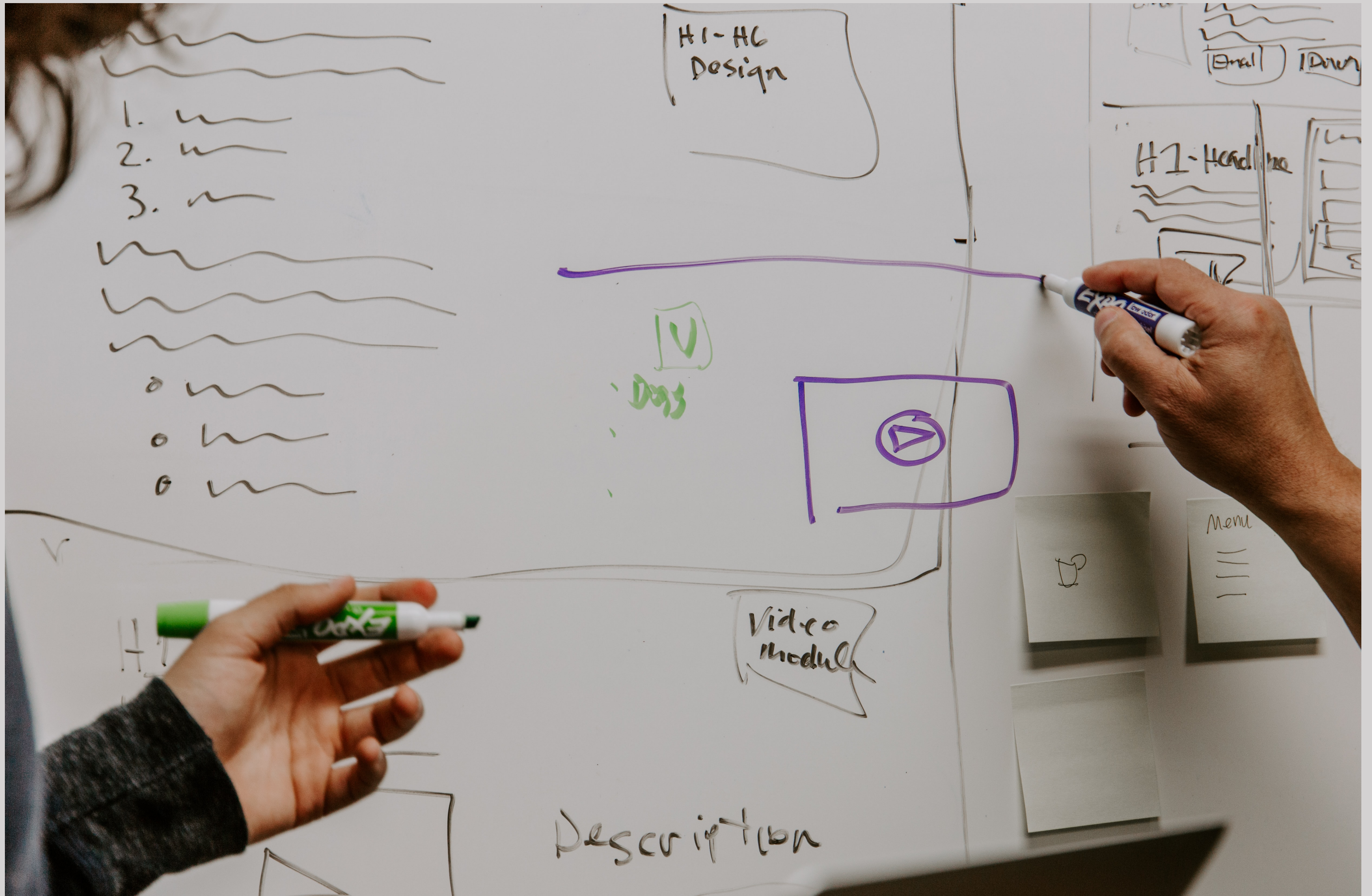


# How A Design Audit is Key to a Successful App





# Why a Design Audit is Important



Your app has only 50 milliseconds—that's 1/20th of a second—to make a good first impression. Quality design gives you a competitive advantage, and it starts with an audit of your existing app.

A Big Nerd Ranch design audit ensures that your users get the experience they expect, driving adoption rates, ratings and revenue.



# Key Benefits of a Design Audit

A design audit offers an analysis of your users' experience, identifying pain points, inconsistencies and deviations from platform and usability best practices.

In our design audit, we also:

- Define your product strategy and make sure your design is in alignment
- Identify critical usability flaws
- Pinpoint wins that can instantly improve user experience
- Provide guidance for visual style, color and typography





# Key Benefits of a Design Audit

Our objective assessment enables your team to identify the improvements that offer the most impact. In just a few weeks, we'll deliver recommendations that will help you better reach your app's users, grow your base and improve revenues.

After your audit is complete, we will work with you to make a plan for the future of your app.

By 2020, customer experience will overtake price and product as the key brand differentiator. Your mobile app is a key part of this experience.

Design-driven companies have outperformed the S&P Index by 219% over 10 years, and companies that foster creativity enjoy 1.5x greater market share.





# Trust the Experts in Mobile Since 2001

Since 2001, Big Nerd Ranch has worked to bring brilliance to life. We achieve this by establishing true partnerships with our clients and by providing a team of engineers, designers, and project strategists to guide your digital product from discovery to launch. These same Nerds can join your company's team to take a project across the finish line or train them on the latest and greatest technologies.

We're proud to work with startups and Fortune 100 companies building authentically useful applications and transforming vision into advantage. And, as a winner of the 2019 AJC Work/Life Balance Award, we work as hard on our culture as we do on your projects. Learn more at [www.bignerdranch.com](http://www.bignerdranch.com).



## Big Nerd Ranch