

# How to Perform a High-Value Audit?

Whether you're launching a new project, improving your product, or your services, an audit is your starting point. This framework offers a proven method for conducting valuable audits. It gives you a clear picture of the current situation, empowering you to make informed decisions.

# About Me 🖐️



My name is Olesea Moraru. I began my career in the R&D department of an ERP software company before starting freelancing at the age of 25. For over five years, I have helped companies scale by building and managing design systems and enhancing user experiences using real data gathered through analytical tools like heatmaps screen records.

Currently based in Dubai, I work with a startup through my IT company. We've launched the first digital marketplace connecting restaurants and consumers with a network of authentic Italian food and beverage artisans. Our mission is to support these small e-commerce businesses by providing tools for international growth including translation, SEO, and global visibility.

I am also a co-founder of a nutrition lab located in Verona, Italy. We focus on producing high-quality products made from alternative flours and sugars, completely free from preservatives. Our focus is on nutrient-rich ingredients, with vegan and keto options.

# What is a Design Audit?

A Design Audit is a review of your product's user experience, brand consistency and team's workflow. You assess to spot inconsistencies, team inefficiency, and areas where your design could be better.

## Why is it so Important?

**Efficiency & Cost Savings:** Design audits help reduce development costs by catching issues early, avoiding expensive redesigns later.

**Brand Consistency & Trust:** Audits ensure your brand looks and feels consistent everywhere, building credibility and trust with users.

**Business Impact:** If, during the analysis, we find that you need a design system, it could save you up to 40% in development costs and eliminate the need for redesigns, improving the product throughout its entire lifecycle.

# The 3 Step Process

## STEP 1: The Discovery Interviews (30 - 40 min)

### Stakeholder Interviews

The purpose of stakeholder interviews is to identify the core challenges and uncover any hidden inefficiencies within the organization. These discussions will also focus on the business goals associated with design and user experience (UX), as well as explore the vision for future design enhancements.

Here are a few examples of questions to ask and key areas to focus on:

#### **Core Processes & Workflows:**

- Which tasks take up the most time and resources?

### **Tools & Technology:**

- What software tools does your team use most often?

### **Pain Points & Challenges:**

- What challenges is your team currently facing?
- If you could solve one problem for your team instantly, what would it be?
- What issues are hindering your team's efficiency?
- Have there been any reported user experience issues?

## **Employee Interviews**

The goal of conducting interviews with employees is to gain insights into the daily operational realities they encounter. This is a crucial step for identifying specific, time-consuming tasks and frustrations that may not be apparent to management. Understanding these factors enables a more accurate assessment of design needs and highlights opportunities for improvement.

### **Sample Questions:**

1. Can you describe a typical day or week in your role?
2. Could you explain the exact steps you take to complete a design handoff?
3. Where do you notice inconsistencies in design?

## STEP 2: Map workflows and ux flows and make visual assessments

Learn to translate interview findings into a visual canvas.

The next step is to translate that information into a visual format that you can easily understand. This is done through Process Mapping.

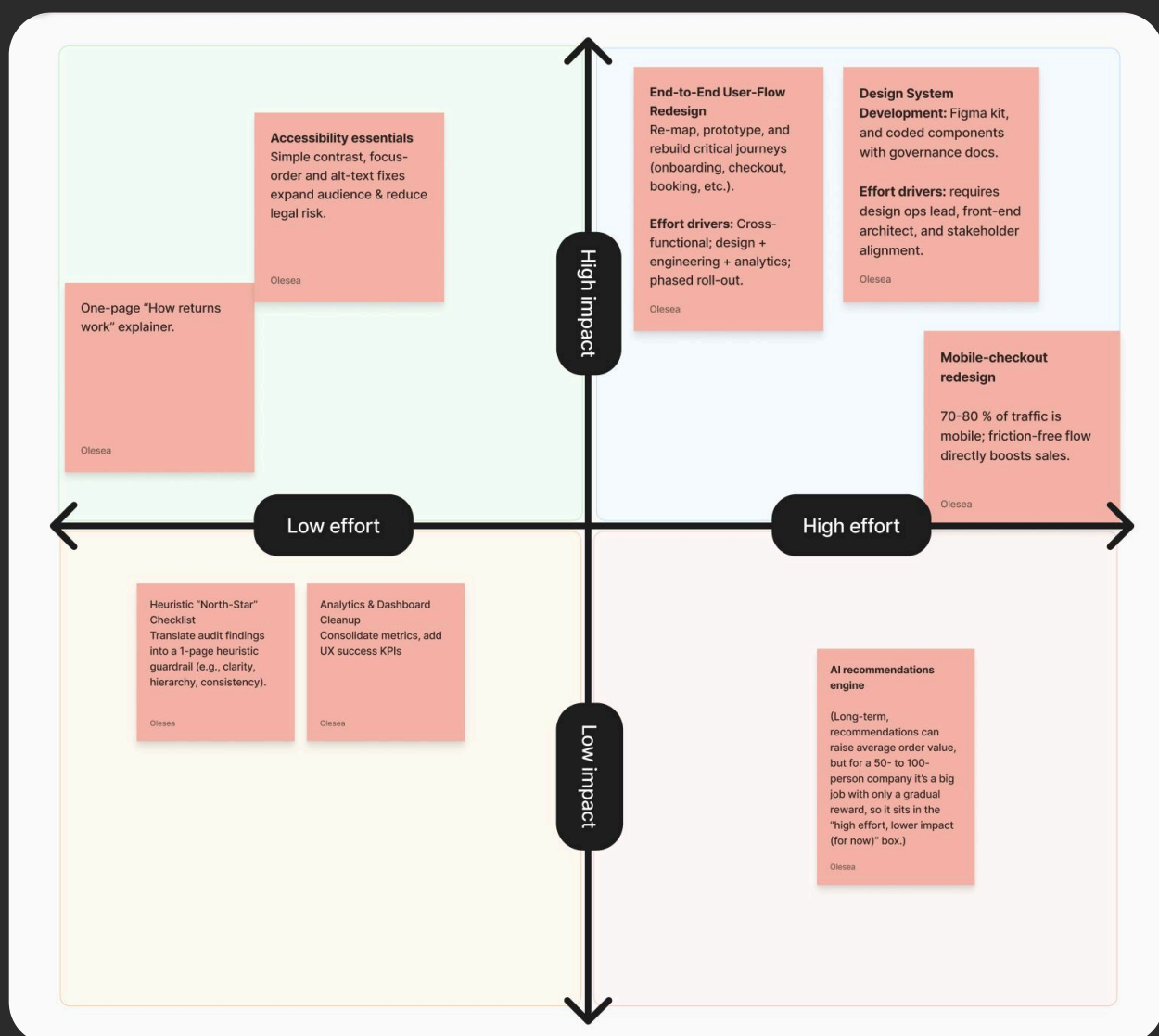
Outcome: high-level flowchart of the core design operations and workflow, and the most important part is to identify the friction. After identifying the problem areas.

# STEP 3: Opportunity Matrix

After identifying the problems, you will create an Opportunity Matrix that outlines potential solutions. This matrix will allow you to evaluate each solution based on the business impact it could have and the effort required for implementation.

Use an opportunity matrix to pinpoint and prioritize the most impactful solutions on a single, easy-to-understand diagram.

Here is an example:



(Re-evaluate quarterly: As quick wins land, recalculate effort/impact projects often move quadrants as team capability grows.