

medium
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IN CONNECTIONS, WHAT
D SCALE SUCCESS
DIGITAL
EXPERIENCE
TOOLKIT



Contents

03 **Welcome**

04 **What is a digital experience?**

06 **Questions to ask end users**

08 **Questions to ask internal stakeholders**

10 **Tools**

12 **Helpful Websites**

Take a deep breath **YOU'VE GOT THIS.**

Your website is an incredibly powerful asset for your organization, and that can make it particularly overwhelming when you are trying to decide what your next step is to improve it.

We've seen so many brands fall into a cycle of constantly redesigning their website in an attempt to keep up with the fast-paced evolution of web standards and practices. If this is happening to you, you're not alone. And we can help.

Once you understand how well your current website is meeting web standards, user needs, and stakeholder needs, you'll be able to pinpoint the best next step for your organization.

It all starts with critical thinking and good planning. This toolkit contains a series of questions for gathering insights from different user types and valuable resources to guide you along the way.

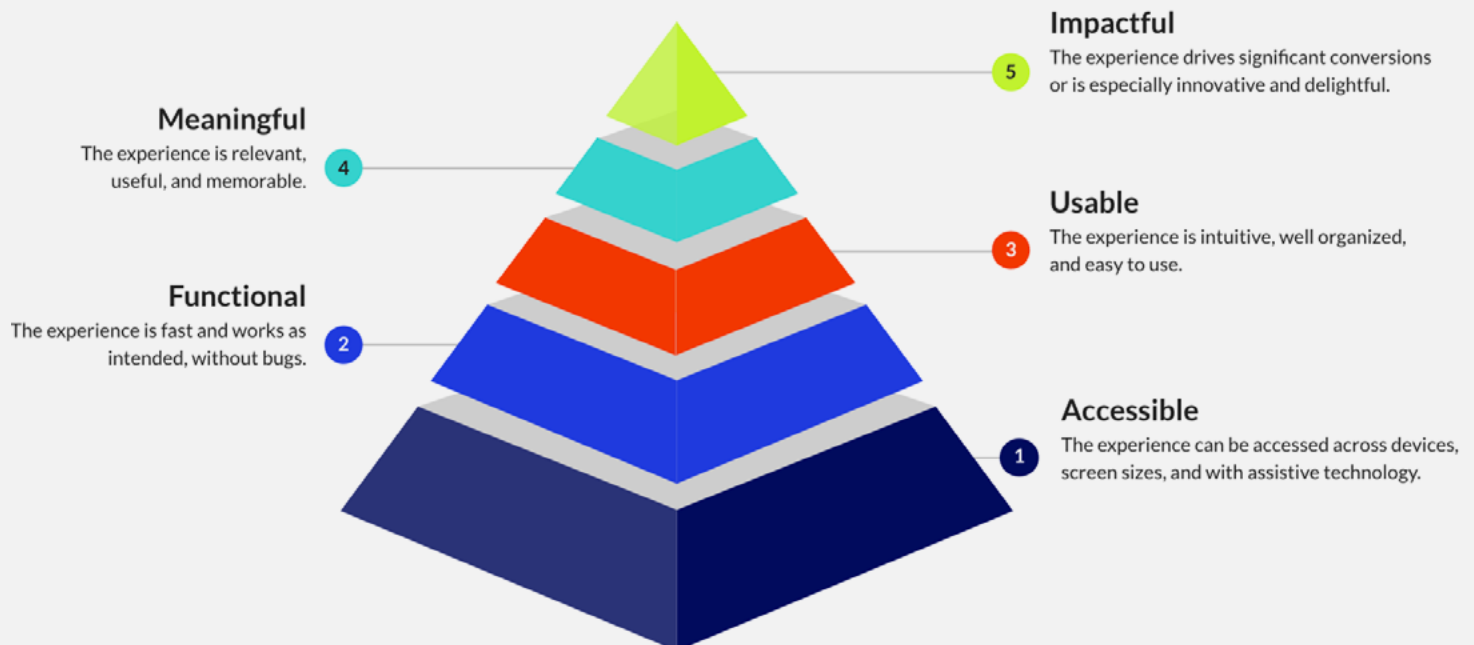
Let's dive in!

This toolkit is designed to help you get started with an effective evaluation of your website.

What is a digital experience?

You're probably familiar with the concept of user experience (UX). It refers to the overall experience that a person has while interacting with a product, service, or system. UX encompasses a person's perceptions, emotions, and satisfaction of that interaction.

The practice of UX aims to ensure products, services, or systems meet a person's needs effectively and efficiently – to deliver an experience that is actually enjoyable.



What is a digital experience?

So what about digital experience?
Let's not confuse it with UX.



A digital experience (DX) is a specific, owned and operated digital touchpoint that contributes to a person's experience with your brand. Your digital experiences include your website, mobile app, landing pages, and even the emails you send.

Because these are owned and operated, you have an immense amount of power over the experience they deliver to your audience. If they aren't helping your brand, they could actually be hurting you.

These touchpoints play such a crucial role in shaping a person's perception of your brand, products, and services. So it is critical that you invest in them appropriately.

The best place to start is by evaluating the current state of your most impactful digital experience — your website.

*With great power
comes great
responsibility.*

Questions to ask end users

One of the key steps in evaluating your website is to talk to end users.



By asking your end users the right questions, you can gain a profound understanding of their needs, mindset, and pain points as well as a good sense of how effective your website's current "front-of-house" experience is. This information can then be leveraged to prepare and deliver a more effective experience to your end users.

Before you ask any questions, you've got to recruit users who are willing to share their perspective with you. The best place to find website users to talk to is, you guessed it, from your website! Tools like Hotjar provide features that allow you to intercept users who are already on your website in order to capture their qualitative feedback. You can use a tool like this to deliver a written survey to users immediately or use it to collect contact information for users who are open to having a conversation with you. Incentives always help!

Questions to ask end users



Here are some questions to get you started:

These questions are meant to guide your conversation with users and help you gather valuable insights in order to evaluate and enhance your website. Feel free to customize them based on your specific industry, target audience, and goals.

- How did you discover our website?*
- What specific goals or tasks brought you to our website today?*
- Had you been to our website previously? If so, how frequently and for what purpose?*
- Were you able to find the information you were looking for easily? Why or why not?*
- How would you rate the overall navigation and organization of the website?*
- Did you encounter any issues or difficulties while using our website? If so, what?*
- Are there any specific features or functions you found particularly useful or helpful? Why?*
- Did the website load quickly, or did you experience any delays?*
- How would you rate the visual design and aesthetics of the website?*
- Did you find the content on the website to be clear and informative? In what way?*

Questions to ask end users

- Were the instructions or calls to action on the website easy to understand?
- Did you feel engaged and interested while browsing our website?
- Were there any areas where you felt the website could be improved in terms of accessibility?
- Did you encounter any errors or broken links during your visit?
- How would you rate the mobile experience of the website, if applicable?
- Did you feel that the website addressed your specific needs or pain points effectively?
- Were you able to easily contact or reach out to the website's support or customer service, if applicable?
- How likely are you to recommend our website to others based on your experience?
- Is there anything you expected to find on the website but couldn't locate?
- Do you plan on visiting our website again in the future? If so, how frequently and for what purpose?
- What improvements or additions would you suggest to make the website better?
- Overall, how satisfied are you with your experience on our website?

Questions to ask internal stakeholders

Another important step in evaluating your website is to talk to internal stakeholders.

By asking your internal stakeholders the right questions, you can gain an understanding of how your website is currently impacting your operations, efficiency, and ability to meet business objectives as well as how effective your website's "back-of-house" experience is. This information can then be leveraged to prepare and deliver a more effective experience to your internal stakeholders.

Before you ask any questions, you've got to identify the right internal stakeholders to connect with. Recruit anybody who currently supports your website from an administrative perspective as well as individuals tied to business lines that are directly impacted by your website.



Questions to ask internal stakeholders

Here are some questions to get you started:

These questions are meant to guide your conversation with internal stakeholders and help you gather valuable insights in order to evaluate and enhance your website.

Feel free to customize them based on your specific staffing structure, technology stack, and the common types of updates your website needs completed.

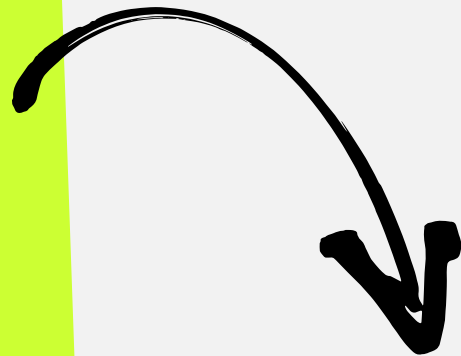
- Do we have a content management system (CMS) for our website?
- If not, how are we making website updates?
- If so, how often do you log in to our CMS to make website updates?
- How easy or difficult is it to make simple content updates to the website? Why?
- How easy or difficult is it to make net-new additions to the website, such as a new page? Why?
- How frequently do you need to engage a technical resource to help with website updates?
- How would you rate the overall ease of use and user-friendliness of our CMS?
- Have you encountered any significant challenges or difficulties in managing our website using our current CMS?
- Does our CMS provide necessary flexibility and customization options to meet your specific needs?
- How well does our CMS handle management of multimedia content (images, videos, etc.)?

Questions to ask internal stakeholders

- Does our CMS support the integration of third-party plugins or extensions for extended functionality?
- Is our CMS capable of effectively managing and organizing our website's pages and content hierarchy?
- Are you satisfied with our CMS's SEO capabilities and its ability to optimize our website for search engines?
- Does our CMS offer sufficient analytics and reporting features to track and analyze our website's performance?
- Have you experienced any compatibility issues or limitations with our CMS when it comes to accessing it from different devices or browsers?
- How well does our CMS support multiuser collaboration or content approval workflows?
- Does our CMS provide effective tools for managing user permissions and access control?
- Have you found our CMS support and documentation resources to be helpful and comprehensive?
- What specific improvements or additional features would you like to see in our CMS to better meet your needs?
- Overall, how satisfied are you with our current CMS and its ability to manage our website effectively?

Tools

Here's a collection of tools (both free and paid) to help you evaluate your website.



Accessibility



[PowerMapper](#)

A robust accessibility testing tool that helps identify and address issues such as broken links, usability errors, and accessibility barriers to enhance the overall user experience.



[WAVE](#)

This suite of web accessibility evaluation tools helps you diagnose your website to find areas needing improvement. It's created by WebAIM (Web Accessibility in Mind), which is a leading resource for championing accessibility on the web.

Site Speed



[Google's PageSpeed Insights](#)

Site speed is an important factor in search ranking and user experience. This free tool helps you determine your current site speed and identify areas for improvement.



[Google Lighthouse](#)

A simple tool provided by Google for analyzing website speed, accessibility, SEO, and best practices.

Tools

Search Engine Optimization (SEO)



[Semrush Site Audit](#)

Quickly test the SEO of your website with this free tool. Semrush is one of the premier tools for SEOs to discover search terms and develop their content marketing strategy.



[Screaming Frog](#)

A website crawler that analyzes and audits websites, providing detailed insights on SEO, links, images, and other on-page elements.

Functionality



[Ghost Inspector](#)

A quality assurance tool that allows you to automate and manage the testing of website functionalities and user interactions through automated tests and monitoring.



[BrowserStack](#)

A robust tool for testing your website across different browsers and devices to uncover any issues.

Usability



[UsabilityHub](#)

User testing and research platform that allows you to gather feedback and insights through quick surveys, click tests, and preference tests.



[Maze](#)

Live website testing, feedback surveys, and other testing tools to help you optimize your site's UX and information architecture.



[Optimal Workshop](#)

Suite of tools for conducting usability testing, card sorting, tree testing, and other research methods to improve website navigation and user experience.



[Hotjar](#)

Heatmaps, session recordings, and on-site feedback and surveys observe user behaviors and collect user sentiment.

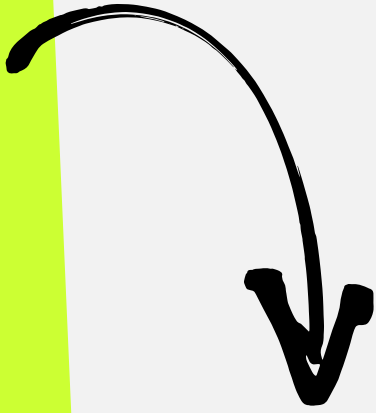


[UserTesting](#)

Tried-and-true platform for running usability interviews with your end users to gather feedback and insights.

Helpful Websites

Here's a collection of websites with valuable content to guide you as you evaluate your website.



[Usability.gov](#)

This site is golden. There's no agenda here aside from delivering concise, high-quality information to people who care about creating positive digital experiences for human beings.

[Glossary](#)

[Usability Evaluation Basics](#)

[User Interface Design Basics](#)

[Interaction Design Basics](#)

[Accessibility Basics](#)

[How to Make Sense of Any Mess](#)

Author Abby Covert offers her book content online for free, complete with an indexed lexicon and resources section. The book focuses on information architecture – a huge factor in the effectiveness of a website.

[Users are complex](#)

[Looking good vs. feeling good](#)

Helpful Websites

[Nielsen Norman Group](#)

The Nielsen Norman Group is a UX OG. There's a plethora of amazing content in its articles, and the videos introduce different UX concepts.

[10 Usability Heuristics for User Interface Design](#)

[Usability 101: Introduction to Usability](#)

[A Theory of User Delight: Why Usability Is the Foundation for Delightful Experiences](#)

[Design for How People Think](#)

[Minimize Cognitive Load to Maximize Usability](#)

[Apple & Banana](#)

Valuable articles and knowledge base focused on doing great UX research.

[Turn qualitative data into themes](#)

[Fruitful Knowledge Base](#)

[Baymard Institute](#)

Articles, benchmarks, (proven) design inspiration, and other resources to give you a head start on delivering a best-in-class experience to users (focused on e-commerce).

[Jobs-to-be-Done](#)

Jobs-to-be-Done is a fantastic and practical framework for finding out what your users need in order to deliver it in an effective way.

medium giant

We are Medium Giant – a uniquely positioned company with local, regional, and national offices in Dallas and Tulsa.

Fueled by curiosity, we dig deeper. Investigate further. Challenge convention. Questioning everything is how we effect positive change in your business.

As adversaries of the status quo, we combat complacency with curiosity to continuously explore and innovate on your behalf. When other agencies are satisfied, we're just getting started.

Give us a shout at
844-260-8993,

send us an email at
hello@mediumgiant.co,

or click below to get in
touch with us.

