

A Study on UX Audit: Its Importance and Impact on Organizational Growth and Digital User Experience

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Abstract

User Experience (UX) is a critical component of organizational performance in the quickly changing digital world, as businesses depend more and more on digital platforms and applications to communicate with stakeholders and consumers. The importance of UX audit in improving digital usability, customer satisfaction, and business success is examined in the current study. The study's objectives are to comprehend the idea of UX audit, examine how it affects digital user experience, assess how it contributes to corporate expansion, and pinpoint practical methods for enhancing UX procedures. Both qualitative and quantitative methods are used in this descriptive and analytical study. While secondary data was gathered from books, journals, articles, and digital sources pertaining to organizational growth and user experience, primary data was gathered from 100 respondents using a structured questionnaire. Tabular representation and percentage analysis were used to examine the gathered data. The results show that most respondents think UX audits greatly enhance consumer engagement, usability, accessibility, navigation, and brand reputation. The study also finds that user-centered design techniques and frequent UX audits have a favorable impact on organizational growth, operational effectiveness, and customer retention.

Keywords: UX Audit, User Experience, Digital User Experience, Organizational Growth, Customer Satisfaction, Usability, User-Centered Design, Digital Transformation.

I. INTRODUCTION

Businesses are increasingly using digital interfaces, software platforms, mobile apps, and websites to connect with stakeholders, employees, and customers in the current digital era. As competition in the digital marketplace continues to intensify, providing a seamless, efficient, and user-friendly experience has become a critical component in evaluating an organization's success. Customer satisfaction, engagement, trust, and brand loyalty are all significantly influenced by user experience (UX). User annoyance, decreased client retention, low conversion rates, and unfavorable opinions of a company can all result from a badly designed digital interface. As a result, companies are now concentrating on both technology development and enhancing the general UX when interacting with digital systems.

A UX audit is a methodical assessment procedure that looks at a digital product or platform's usability, accessibility, visual design, content clarity, navigation structure, and general operation. It assists companies in discovering hurdles, inconsistencies, and usability problems that have a detrimental impact on user interaction and company performance. A UX audit offers practical insights to enhance digital experiences and maximize organizational outcomes through a variety of analytical techniques, including heuristic evaluation, user path analysis, interface assessment, accessibility testing, and performance analysis.

Organizations in a variety of sectors have come to understand in recent years that investing in UX enhancements may have a direct impact on customer acquisition, business growth, operational effectiveness, and competitive advantage. Businesses that implement effective UX methods frequently see increases in revenue creation, user engagement, customer satisfaction, and brand credibility. Despite these advantages, a lot of businesses continue to undervalue the significance of performing frequent UX audits because of a lack of knowledge, financial limitations, or an overemphasis on technical development over user-centered design. Reduced digital efficacy, poor accessibility compliance, higher bounce rates, and decreased user retention can all be consequences of neglecting UX review.

The need for UX audits is further highlighted by the increasing reliance on digital platforms in industries including e-commerce, banking, healthcare, education, entertainment, and public services. In addition to guaranteeing improved usability standards and customer-centric innovation, a well-conducted UX audit helps companies match digital goods with user expectations and organizational goals. Additionally, by identifying important pain points and suggesting tactical changes that increase organizational performance and user pleasure, UX audits assist data-driven decision-making.

The purpose of this study is to investigate the significance of UX audits and assess how they affect digital UX and organizational growth. The goal of the study is to comprehend how UX audits help modern firms improve

usability, customer engagement, operational performance, and business sustainability. The report also examines the difficulties businesses have when conducting UX audits and emphasizes how important it is to implement user-centered digital strategies for long-term success.

1.1.Importance of UX Audit

UX audits are crucial since they assist businesses in assessing and enhancing the general caliber of their digital platforms and user interactions. Users demand websites, mobile apps, and software systems to be user-friendly, accessible, effective, and aesthetically pleasing in today's digital world. Usability flaws, navigation challenges, design inconsistencies, accessibility hurdles, and performance concerns that could have a detrimental impact on user satisfaction and organizational performance can all be found with the use of a UX audit. Organizations may develop more user-centered and efficient digital experiences by regularly conducting UX audits to gain a better understanding of user behavior, expectations, and pain areas.

The impact that UX audits provide to user engagement, customer happiness, and business expansion is another reason for their significance. Higher conversion and revenue creation are supported by a well-designed and user-friendly digital platform, which also boosts consumer trust, retention rates, and brand reputation. By offering practical suggestions for enhancing usability and digital performance, UX Audit helps businesses make data-driven decisions. It also promotes operational effectiveness, accessibility compliance, and ongoing innovation in businesses. As a result, in today's technologically advanced marketplace, UX audit has emerged as a crucial strategic tool for businesses looking for long-term success, digital transformation, and a competitive edge.

1.2.Objectives of the Study

1. To understand the concept and importance of UX Audit in modern organizations.
2. To examine the impact of UX Audit on digital UX and customer satisfaction.
3. To analyze the role of UX Audit in organizational growth and business performance.
4. To suggest effective strategies for improving UX practices in organizations.

II. REVIEW OF LITERATURE

Essandoh, S. et al. (2025) created a conceptual framework with an emphasis on UX analytics, digital audits, and improving the customer experience in financial services companies. The study highlighted the importance of UX audits and digital analytics in boosting customer engagement, finding usability problems, and increasing service effectiveness. The researchers concluded that organizations adopting systematic UX evaluation practices achieved better customer satisfaction and improved digital service performance.

Rana, A. (2024) carried out a thorough analysis of best practices and UX audit techniques for assessing UX s. The study looked at a number of UX assessment methods, including user path mapping, accessibility analysis, usability testing, and heuristic evaluation. The study emphasized that UX audits assisted businesses in identifying interface issues and enhancing accessibility, usability, and the general digital experience. Regular UX audits were linked to increased consumer engagement and digital effectiveness, according to the study.

MacDonald, C. M. et al. (2022) suggested a framework for evaluating the UX capacity of an organization. The goal of the study was to comprehend how businesses incorporated UX approaches into their strategic and operational procedures. The researchers discovered that companies with greater UX capabilities showed superior organizational performance, increased consumer satisfaction, and better innovation. Additionally, the study stressed the significance of organizational dedication to user-centered design methodologies.

Aljedaibi, W. et al. (2022) investigated how UX affects the assessment and enhancement of organizational workflow. Effective UX methods increased workflow efficiency, decreased user problems, and improved staff and customer contact with digital technologies, according to the study. The researchers came to the conclusion that UX evaluation had a beneficial impact on digital service quality, organizational productivity, and operational performance.

III. RESEARCH METHODOLOGY

Research methodology is an important part of any research study as it provides a systematic framework for collecting, analyzing, and interpreting data related to the research problem. It helps the researcher identify suitable methods and techniques for achieving the objectives of the study in a scientific and organized manner. In the present study, the research methodology was designed to examine the importance of UX Audit and its impact on organizational growth and digital UX. The methodology focused on gathering relevant information regarding UX practices, customer satisfaction, organizational performance, and strategies for improving UX effectiveness in modern organizations.

3.1. Research Design

The current investigation is both analytical and descriptive. While the analytical technique was employed to assess the influence of UX audit on digital UX, customer happiness, and organizational performance, the descriptive approach was utilized to comprehend the concept, significance, and application of UX audit in businesses. The study also concentrated on finding practical methods for enhancing UX procedures in businesses.

3.2. Nature of Study

The study included both qualitative and quantitative methods of inquiry. The study's qualitative component made it easier to comprehend the theoretical and conceptual significance of user-centered design principles, digital usability, and UX audits. Customer happiness, organizational growth, UX awareness, and the efficacy of UX audit procedures were all examined using the quantitative component. Combining the two methods allowed for a thorough comprehension of the research issue.

3.3. Sample Size

A sample size of 100 respondents was chosen for the investigation. People connected to digital platforms, corporate settings, and UX procedures were among the respondents. The sample was selected in order to collect pertinent viewpoints and data about the significance of UX audit and its impact on digital UX and organizational development.

3.4. Data Analysis Techniques

Simple statistical techniques like percentage analysis and tabular representation were used to systematically classify, tabulate, and evaluate the gathered data. To help with better interpretation and comprehension of respondents' ideas and impressions regarding UX Audit procedures and their impact on organizational performance and digital UX, the questionnaire responses were displayed as tables.

IV. RESULT AND DISCUSSION

The collected data were analyzed and interpreted to understand the importance of UX Audit and its impact on organizational growth and digital UX. The responses obtained from the respondents were classified and presented in tabular form using percentage analysis for better understanding and interpretation. The analysis focused on respondent awareness regarding UX Audit, its influence on digital UX, its contribution to organizational growth, and strategies for improving UX practices in organizations.

Table 1: Awareness About UX Audit Among Respondents

Response Category	Number of Respondents	Percentage (%)
Highly Aware	42	42%
Moderately Aware	35	35%
Slightly Aware	15	15%
Not Aware	8	8%
Total	100	100%

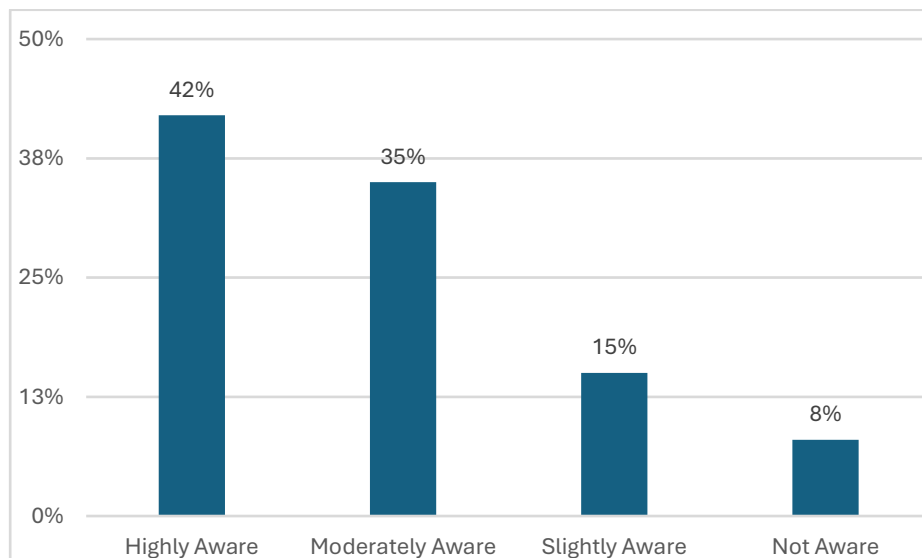


Figure 1: Graphical presentation of Awareness About UX Audit Among Respondents

Table 1 shows that 35% of respondents had a moderate understanding of UX audit procedures, whilst 42% of respondents had a high awareness of UX audit and its importance in enterprises. Just 8% of respondents were

unaware of UX Audit concepts, compared to about 15% who were somewhat acquainted. The results imply that businesses and digital experts are realizing more and more how crucial UX audits are to improving digital performance, usability, and customer happiness.

Table 2: Impact of UX Audit on Digital UX

Opinion of Respondents	Number of Respondents	Percentage (%)
Strongly Agree	48	48%
Agree	32	32%
Neutral	12	12%
Disagree	6	6%
Strongly Disagree	2	2%
Total	100	100%

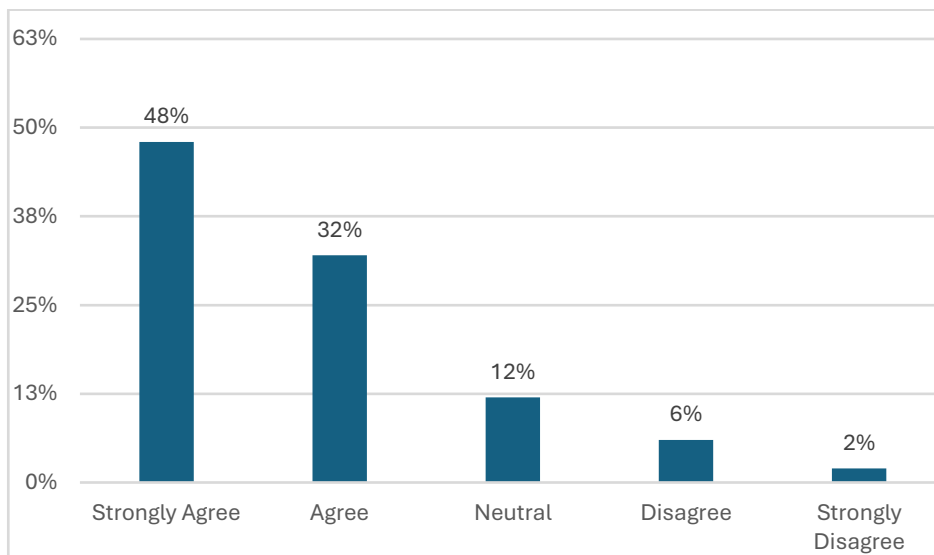


Figure 2: Graphical presentation of Impact of UX Audit on Digital UX

Table 2 shows that most respondents thought UX audits improved customer satisfaction and digital UX. About 32% of respondents agreed and 48% strongly agreed that UX Audit enhanced digital platform usability, accessibility, navigation, and interaction quality. The proportion of responders who disagreed was quite low. This illustrates how crucial UX auditing is to developing efficient and user-friendly digital systems.

Table 3: Role of UX Audit in Organizational Growth

Factors Influenced by UX Audit	Number of Respondents	Percentage (%)
Increased Customer Satisfaction	38	38%
Improved Brand Reputation	24	24%
Higher User Retention	18	18%
Increased Revenue and Conversion	14	14%
Operational Efficiency	6	6%
Total	100	100%

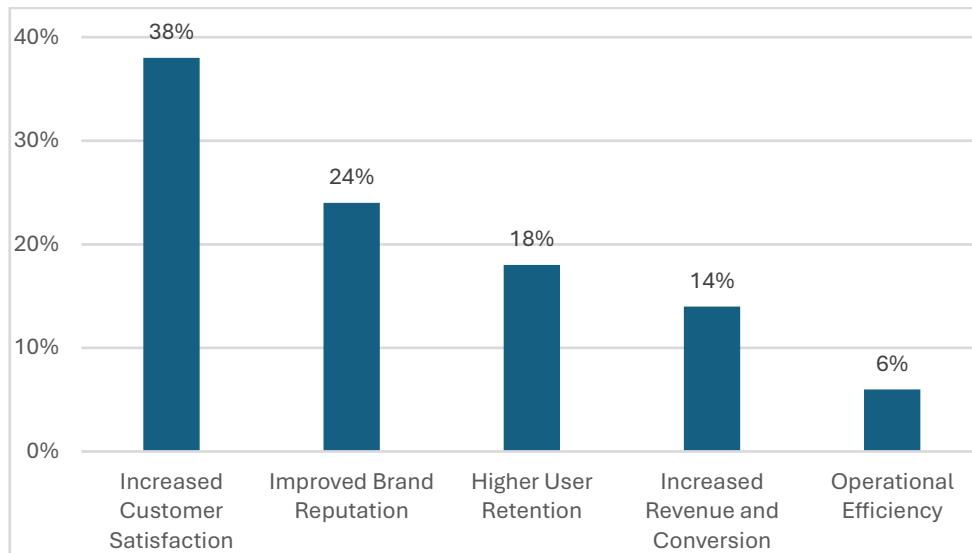


Figure 3: Graphical presentation of Role of UX Audit in Organizational Growth

Table 3 demonstrates how UX audits have a major impact on corporate performance and organizational success. According to the majority of respondents, UX audits primarily enhanced brand reputation (24%) and customer happiness (38%). Additionally, respondents thought that UX audits improved operational effectiveness, revenue creation, and user retention. The results show that businesses that used good UX techniques saw increased consumer engagement and improved commercial results.

Table 4: Strategies for Improving UX Practices in Organizations

Suggested Strategies	Number of Respondents	Percentage (%)
Conduct Regular UX Audits	36	36%
Improve User-Centered Design	28	28%
Invest in UX Training Programs	18	18%
Enhance Accessibility Standards	10	10%
Use Customer Feedback Mechanisms	8	8%
Total	100	100%

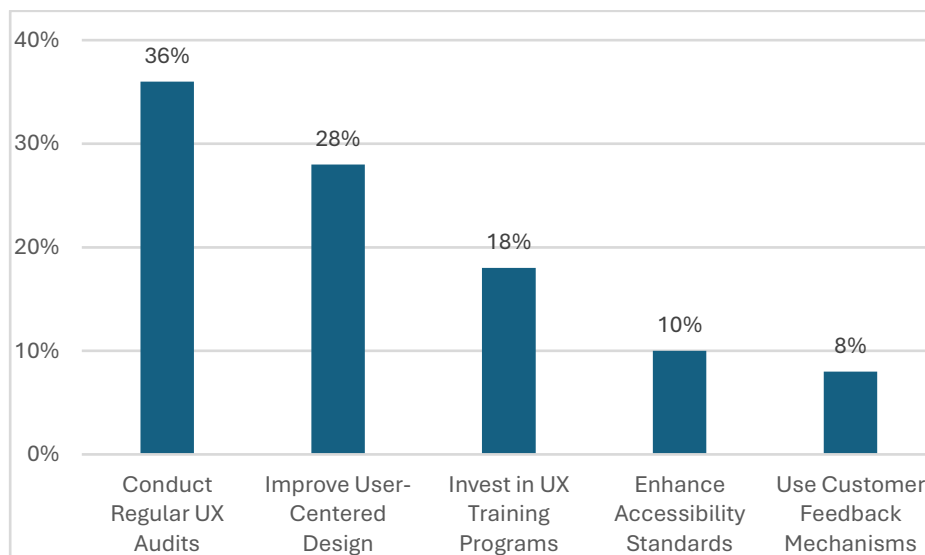


Figure 4: Strategies for Improving UX Practices in Organizations

Table 4 outlines the main tactics that respondents recommended for enhancing UX procedures in businesses. The most successful strategy for improving digital UX, according to the majority of respondents, is to regularly undertake UX audits (36%). Respondents also stressed the significance of customer feedback mechanisms, accessibility enhancements, UX training programs, and user-centered design techniques. The results indicate that in order to achieve organizational success and better digital experiences, customer-focused initiatives and ongoing UX review are crucial.

V. CONCLUSION

The current study comes to the conclusion that, in the current digital era, UX audit is crucial to improving digital platforms, raising consumer happiness, and fostering organizational success. The study's conclusions show that most participants understand the value of UX audits in spotting usability problems, enhancing accessibility, fortifying navigation systems, and developing user-friendly online experiences. Effective UX audit procedures have a favorable impact on user retention, conversion rates, customer engagement, brand reputation, and overall business performance, according to the report. Businesses are more likely to succeed in the long run and keep a competitive edge in the digital marketplace if they regularly evaluate their UX and implement user-centered design techniques. The study also emphasizes that creating effective and customer-focused digital systems requires ongoing UX improvement, personnel training, accessibility enhancement, and customer feedback channels. Thus, the study comes to the conclusion that UX Audit is a strategic strategy that greatly aids in organizational development, digital transformation, and sustainable corporate success in addition to being a tool for usability assessment.

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