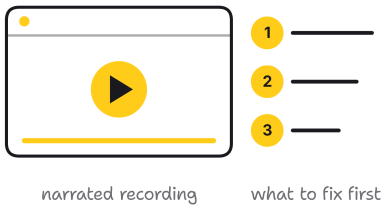
DECISION AUDIT · FOR COMPANIES

Find out what's holding back your website or product.

I go through your website or product as a customer and record a narrated video. You'll see where people get stuck, and you'll get a list of what to fix first.



RIGHT FOR YOU IF

- you sense the website or app isn't working, but the team can't agree why,
- the website was built fast, maybe with AI, and you want to check what it decided for you,
- you're an agency and need an independent outside view for a client.

WHAT YOU GET

A narrated video
One for each page or flow. Watch it with your whole team.

A prioritized list
What isn't working, in the order I'd fix it.

A recommendation
Who should fix it: a developer, a designer, or me.

A call about the results
A 30-minute call, if needed.

PRICE

From €1,900
excl. VAT

1 product in 5 business days

The price depends on how many pages and flows I review, and whether on desktop, mobile, or both. After a first look, I'll send a quote broken down by item. Cross out what you don't need, and the price updates.

What affects the price Number of pages and user flows

Desktop, mobile, or both

WHY EXTERNAL, AND WHY ME

An outside view
I don't defend any department's budget or system.

13 years of practice
I've worked in banking, energy, healthcare, and crypto.

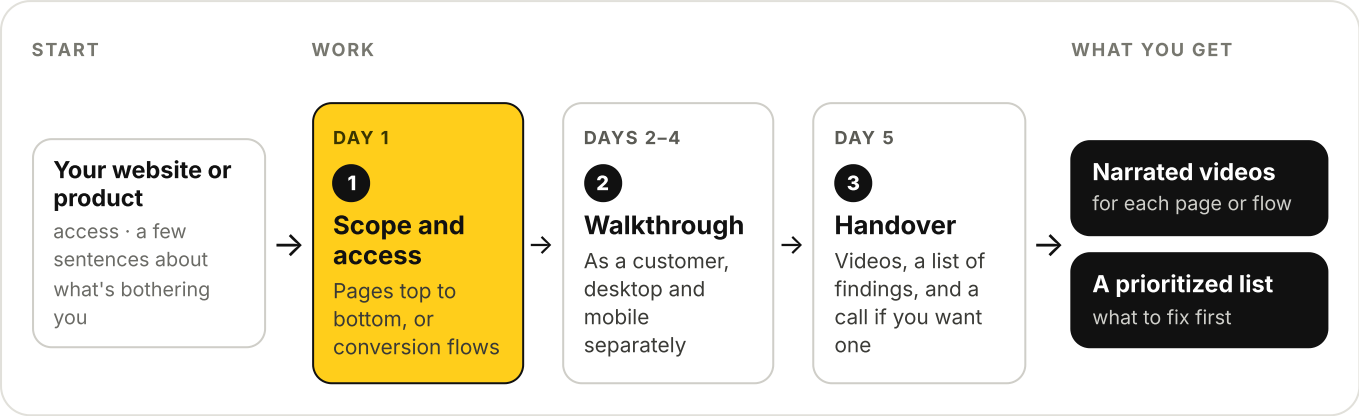
Specific findings
I show every finding in the recording, not in a generic report.

Decisions with a record
I write down every decision with its reason.

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HOW IT WORKS



One product takes 5 business days. A larger scope depends on the number of items and on when I get access.

EXAMPLE SCOPE

A company with 2 brands. The quote had 9 items, each priced separately for desktop and mobile, so the company could pick just a part.

PART	HOW I REVIEW IT	DEVICES
3 landing pages	Each page top to bottom	Desktop and mobile
The second brand's website	6 conversion flows, from entry to a submitted form	Desktop and mobile

WHAT'S NOT INCLUDED

- A workshop.
- Submitting forms or working in customer accounts after login.
- Analysis of ad campaigns and analytics data. I use data as context, not as the subject of the audit.
- Designing a new solution. A Decision Prototype or an App Facelift can follow the audit.

IN PRACTICE

WPP · An express campaign audit

A campaign audit on desktop and mobile before launch. The campaign was fixed before it went out.

Leeaf · Auditing the path to subscription

17 changes and a tracking plan across 3 screens.

NEXT STEP

Write to me and we'll set up a free 30-minute call. We'll find out whether an audit will help you and what it should cover.

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