• UX AUDIT FOR B2B SAAS

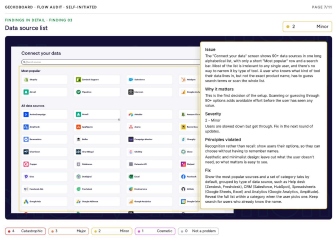
I fix why trials don't convert and why features go unused.

I find where your product loses users and explain it on video, so your team can fix it.

• HOW IT WORKS

01	**Free 30-minute call**	You tell me what's not working. I suggest which flow is worth reviewing first.
02	**The audit**	I sign up the way a new user would and go through the flow, screen by screen.
03	**Delivery**	You get the report and video, plus the redesign on the higher tier. Then 14 days of support.

• WHAT AN AUDIT LOOKS LIKE



Geckoboard usability audit · Self-initiated sample

Six findings, each with how serious it is and how to fix it.

Flow verdict

"Getting started is quick. However, the first widget cannot display open tickets, and it gives no indication that the data is incomplete."

See the full sample at abhinavdhankar.com

• WHO YOU'LL BE TALKING TO



Abhinav · uh·**bee**·nuv

Product designer, India

For eight years at Microsoft I made product demo videos for Power Platform and Dynamics 365, explaining complex B2B software to the people who use it every day.

Since 2025, I've been working on why that software is hard to use in the first place.

• PRICING

Priced per flow, not per screen

What a user flow is

One type of user trying to get one thing done. It starts at the first screen for that goal and ends when the goal is done. Every screen in between is covered.

Example

A new admin going from the signup page to their first working dashboard, covering signup, setup, data import and the dashboard.

Flow Audit

3 working days

$349 per flow

- ✓ A PDF report with every issue I find, how serious it is, and how to fix it
- ✓ A 3 to 5-minute video walkthrough you can forward to your team
- ✓ Support on the flow for 14 days after delivery

Recommended

Audit + Redesign

7 working days

$999 per flow

- ✓ Everything in the Flow Audit
- ✓ The key screens in the flow, redesigned in Figma and agreed with you upfront
- ✓ A 30-minute call to walk your team through the new screens
- ✓ Support on the flow for 14 days after delivery

Not sure about the redesign yet? Start with the Flow Audit. You can add the redesign for the same flow within 14 days of delivery, and the audit fee is adjusted against it.

Not covered in either

Building or coding the fixes · Research with your users · Analytics setup · Design systems · Branding and marketing pages

• TERMS

Payment	50% upfront and 50% once you have all the deliverables.
Currency	Invoiced in USD. You can pay in your own currency.
Start date	Work starts the day I receive the 50% advance.
Ownership	Yours once the final payment is in: the report, the video and the Figma files.
More than one flow	We scope it on the call. Start with one flow and add more later.

• YOUR DATA

I'm happy to sign your NDA. I never need your customer data, I sign up with my own account and use sample data I create. I use Claude to draft reports, never with anything you mark confidential. Everything is handed over to you and deleted from my end within 14 days. Nothing goes into my portfolio without your approval.

Book a free 30-minute call →