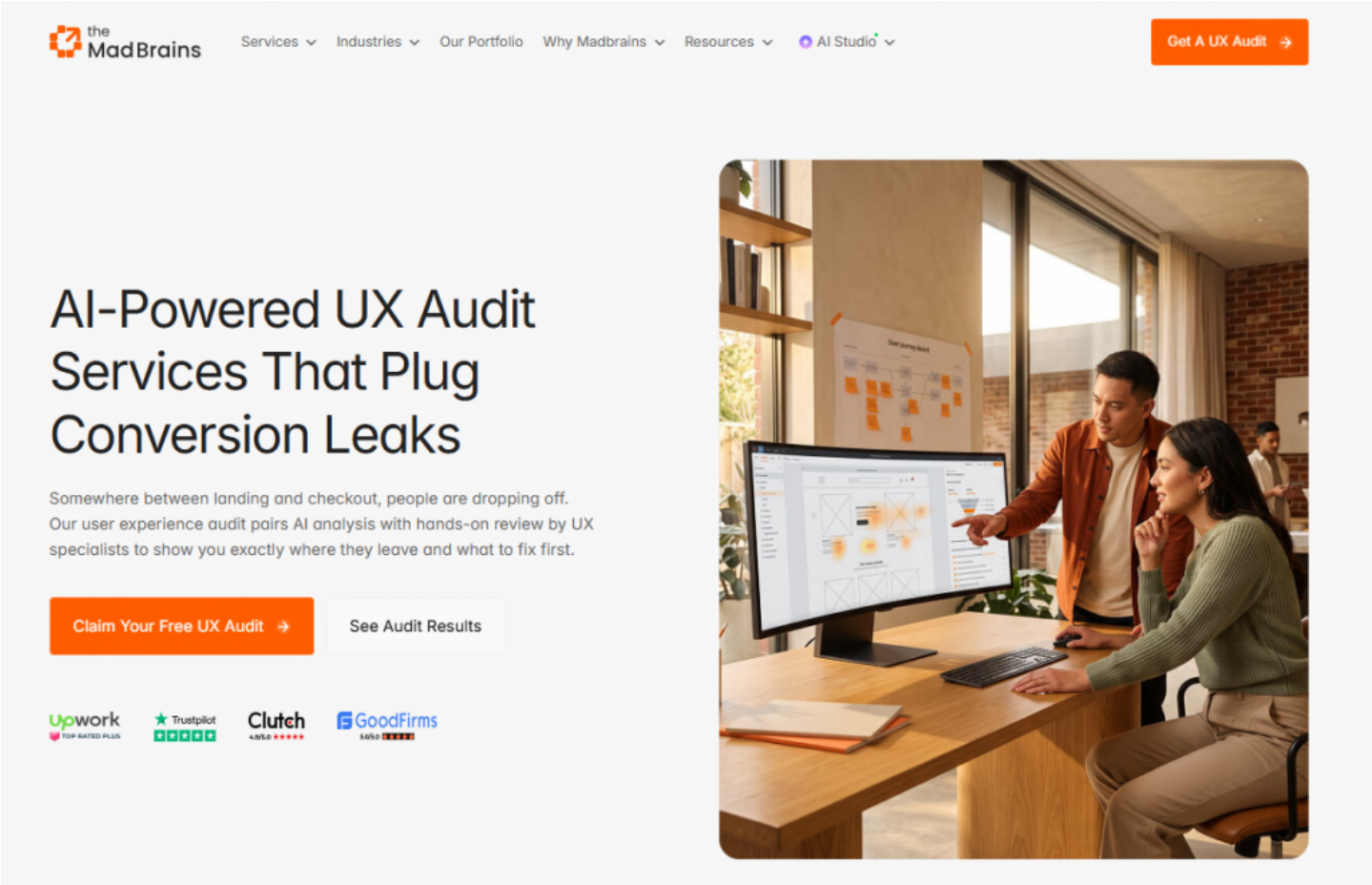
The Mad Brains Launches AI-Powered UX Audit Services to Help Businesses Fix Conversion Leaks

The UI/UX studio pairs AI behavioral analysis with expert human review to show where users drop off, then delivers a prioritized roadmap of fixes, with a free consultation available.



Huntsville, Alabama Nov 16, 2026 (Issuewire.com) - The Mad Brains, an AI-powered UI/UX design and development studio, today announced its UX Audit Services.

The service helps businesses find out why visitors leave without buying, booking, or signing up. It combines AI analysis with hands-on review by experienced UX specialists. The result is a clear, prioritized plan for what to fix first.

Why Traffic Alone Is Not Enough

Many businesses attract visitors but struggle to convert them. Analytics show where users drop off. They rarely explain why.

A UX audit fills that gap. It examines how real people use a website or app. It identifies the barriers between a visitor and a finished purchase or sign-up.

“Somewhere between landing and checkout, people are dropping off,” said Abhinav Sharma, Founder of The Mad Brains. “AI spots the patterns. Experienced UX specialists decide what they mean and what to fix. Every recommendation is backed by evidence, not opinion.”

How the Audit Works

The Mad Brains follows a four-stage process.

1. Discover. AI-powered heatmaps and session recordings map user journeys. They show exactly where people get stuck or leave.

2. Diagnose. Specialists review usability, content, and trust signals. They check each against the client’s business goals to find the reason behind each drop-off.

3. Recommend. Clients receive a prioritized roadmap. It shows what to fix first and the likely impact of each change.

4. Track. After the fixes go live, The Mad Brains measures the change in conversions. Clients can see the return on every improvement.

What Every Audit Includes

Each audit covers three areas.

Behavioral diagnostics include user journey heatmaps and an analytics review. The team checks tracking setup, events, and funnels. Bad data leads to bad decisions, so this step comes first.

Competitive analysis includes benchmarking against rivals and conversion tracking. Clients see where they stand and where to gain ground.

Usability review covers navigation, mobile experience, content, and trust elements. The goal is simple. Visitors should find what they need without hunting for it.

Audits Built for Each Product Type

Every product breaks in its own way. The audit is matched to what the client has built.

- Ecommerce audit: Reviews product page clarity, cart abandonment, and the checkout flow. Mobile gets special attention, because many shoppers browse on their phones.

- Website and web app audit: Reviews navigation, interface consistency, page speed, and interaction issues.

- Mobile app audit: Reviews onboarding, gestures, and screen layouts on real devices.

- SaaS product audit: Reviews where users stall between sign-up and becoming active, paying customers. It covers onboarding, dashboard usability, and feature adoption.

Experience Across Industries

The Mad Brains has worked with brands including Barbeque Nation, Behno, JustWravel, Tanishq, and Cars24.

In its MassMetric project, the studio restructured the product experience around outcomes instead of features. The company reports a 45% lift in conversion.

The team serves ecommerce, SaaS, healthcare, travel, real estate, education, and B2B tech clients. The studio holds a 4.9 rating on Clutch and 5.0 on GoodFirms.

Signs a Business Needs a UX Audit

An audit is worth considering when a business sees:

High traffic but low conversions. Rising cart abandonment. Growing support tickets. Features that nobody uses. Metrics that fell after a redesign. A UI that looks behind its competitors.

Any one of these can point to a hidden usability problem.

Timeline and Next Steps

Most audits take two to four weeks. A focused review of one flow, such as checkout or onboarding, can take about a week.

After delivery, clients receive a prioritized fix list and a walkthrough call. They can make the changes in-house. Or The Mad Brains can design and build them.

Availability

The Mad Brains is offering a free UX audit consultation. To learn more or request an audit, visit https://themadbrains.com/ux-audit-services

About The Mad Brains

The Mad Brains is an AI-powered UI/UX studio. It offers UX audits, UI/UX design, website and app design, and development across Shopify, WordPress, no-code, and mobile platforms. The studio

focuses on turning traffic into customers, revenue, and loyal users. Learn more at https://themadbrains.com

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