

Boots and Glossier Blog Example UX Audit



15th July 2021

5

Our UX scoring system.

Our structured UX audits are based on a set of 5 criteria.

1. **Relevancy:** does the page meet user expectation - both in terms of content and design? How can it match what they want even more?
2. **Clarity:** Is the content / offer on this page as clear as possible? How can we make it clearer / simpler?
3. **Value:** is it communicating value to the user? Can we do better? Can we increase user motivation?
4. **Friction:** what on this page is causing doubts, hesitations and uncertainties? What makes the process difficult? How can we simplify? We can't reduce friction entirely, we can only minimize it.
5. **Distraction:** what's on the page that is not helping the user take action? Is anything unnecessarily drawing attention? If it's not motivation, it's distraction - and thus it might be a good idea to get rid of it.

Relevancy - 4/5

The name of the product is clear and descriptive
Extensive product imagery that updates when you change the colour swatch, showing the product on multiple different models
Related products are relevant to the product

Clarity - 4/5

Product description is scannable and very clear to pick out benefits
Product images clearly show how the product looks on different skin tones, as well as showing the size of the product immediately
Review highlights gives a nice snapshot of the reviews rather than showing the user all of the reviews at once

Value - 4/5

Lots of high quality imagery - increase trust of the product
Nearly 2,000 reviews - great for social proof - plus you can filter by age, skin type and skin tone, and search for certain things within reviews

Friction - 4/5

Glossier offer a matching service to help find the right shade - reduces friction
Information about Ingredients and how to use are hidden within an accordion which increases friction for the user
Free shipping notification - no information about delivery under £30
Chat function helps reduce friction as users can ask questions without leaving the page

Distraction - 3/5

Reviews take up a lot of room on the page, but only after you have scrolled past the important product information
Upsell of a set which includes the product you are viewing might be a distraction

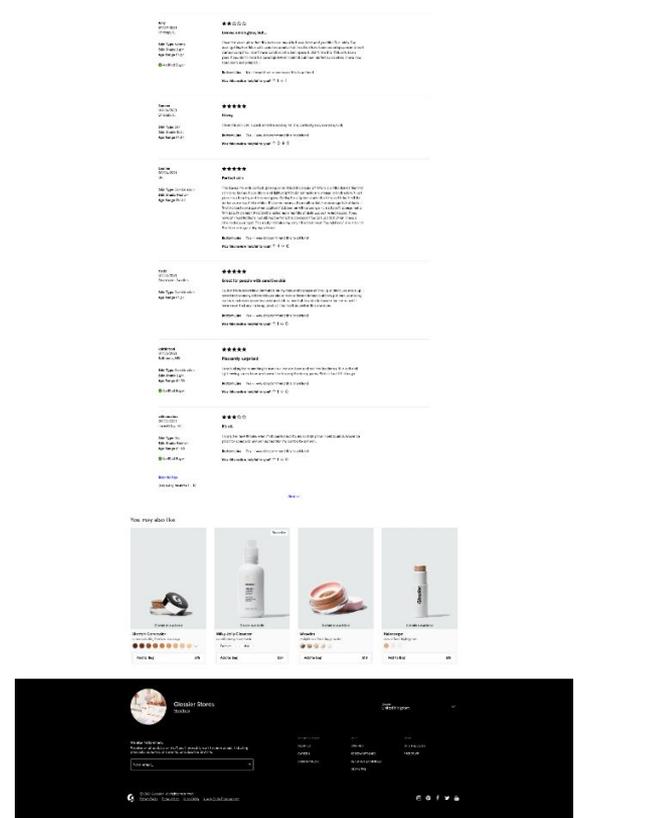
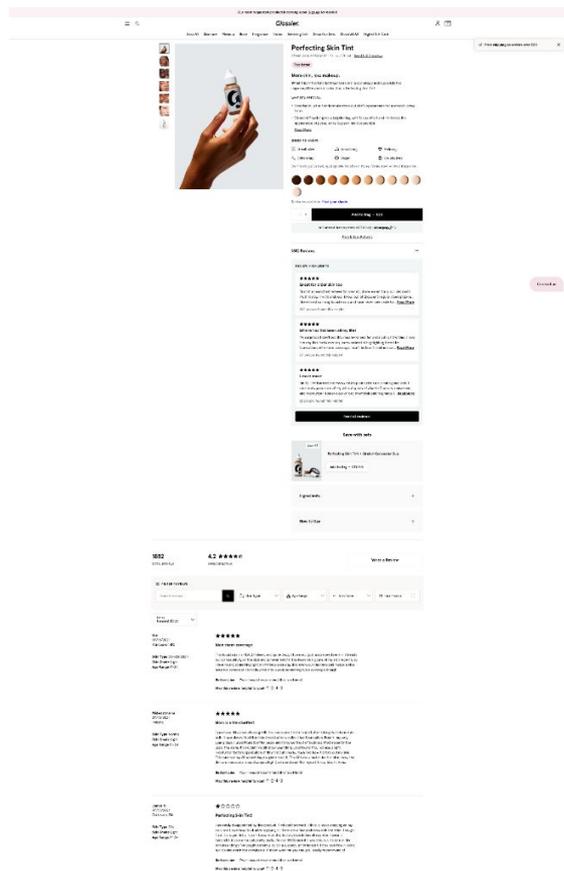
UX Score - 3.8 out of 5

Page:
<https://www.glossier.com/products/perfecting-skin-tint>

Load Time (mobile)
24.6s

Google PageSpeed: Desktop
44/100

Google PageSpeed: Mobile
17/100



Relevancy - 2/5

The product name is clear and descriptive
Multiple product images showing the size and collection but no imagery reliably showing the way it looks on a model

Clarity - 2/5

Product description is informative but not very scannable
Product images are clear and help the user know what to expect from the packaging
Delivery options are clear - no hidden surprises

Value - 3/5

Imagery is high quality but could be more useful to the user
Lots of reviews, but the 'most helpful' reviews are 9 years old - out of date

Friction - 2/5

No matching service to help you find the right shade
No reference between images and colour options - how is the user meant to know which colour to select?

Distraction - 3/5

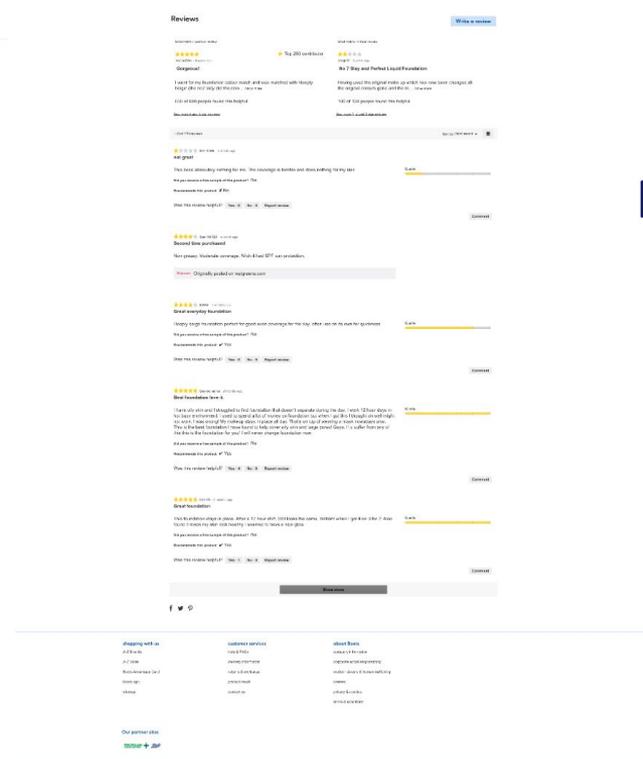
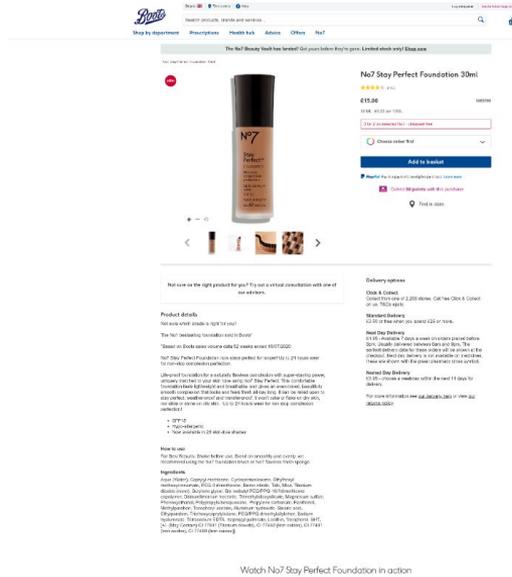
Reviews take up a lot of room
Video is distracting - users may get bored whilst watching it
No related products to distract users

Page:
<https://www.boots.com/no7-stay-perfect-foundation-10162926>

Load Time (mobile)
32.8s

Google PageSpeed: Desktop
21/100

Google PageSpeed: Mobile
5/100



UX Score - 2.4 out of 5