

Patagonia: UX Audit

A UX audit to reveal insights that help enhance user experience.

eu.patagonia.com

In this audit you will find the results for:

- ✓ Page speed & performance scores
- ✓ Guidelines (adhered and violated)
- ✓ Scoring and key takeaways

Our UX Scoring System

Our website UX audits focus on **3 key usability principles** to identify improvement opportunities:

Motivation

- Are we communicating value to the user?
- Can we increase user motivation?

Friction

- What is causing doubts and hesitations?
- What makes the process difficult?

Distraction

- What's not helping the user take action?
- Is anything needlessly drawing attention?

Audit results

Page	Compliance	Violations	Score
Product Page	11	6	4/5

Motivation: 5/5

- High quality visual
- Instant trust boost
- Enhanced product description with detailed benefits
- Value based motivation
- Clear context and motivation

Friction: 3/5

- Hidden search
- Confusing dropdown
- Minimal gallery navigation
- Clear, accessible product labelling
- Effortless sizing for confident shopping
- 'Waitlist' instead of 'No stock' - Manages Expectations
- Optimise product price placement
- Comprehensive reviews
- Unconventional button

Distraction: 4/5

- Clear navigation
- Cross-sells allow users to discover more
- Weak email signup call-to-action

Friction

Hidden search

Make the search box open by default to encourage use, as requiring two taps to search can deter users.

Motivation

High quality visual

Immediately presents the product with a high-quality image.

Friction

Clear, accessible product labelling

Product labelling confirms which product user had chosen. Great for clarity and accessibility.

Motivation

Instant trust boost

Star rating provides an immediate signal that it's high quality and others have bought it.

Friction

'Waitlist' instead of 'No stock' - Manages Expectations

Quick way of telling users size isn't available. Manages expectation well and still allows users to order.

Friction

Optimise product price placement

Placing the price in close proximity to the "Add to Bag" button eliminates the need for customers to scan the entire product page to find the price before adding the item to their basket/bag.

Motivation

Value based motivation

The Fair Trade and "1% for the Planet" logos communicates the brand's commitments. This is a powerful motivator for people who want to buy from sustainable and responsible brands.

Friction

Comprehensive reviews

From the detailed score through to the size and fit graphic, users get a very detailed, accurate and honest view of the product.

Motivation

Clear context and motivation

Technical details can be confusing for users who aren't familiar with the terminology. Describing the product in terms of its functionality makes it more accessible and easier to understand.

Emphasising functionality means users can see how the product fits into different aspects of their lives, which is more compelling than just listing its technical features.

Distraction

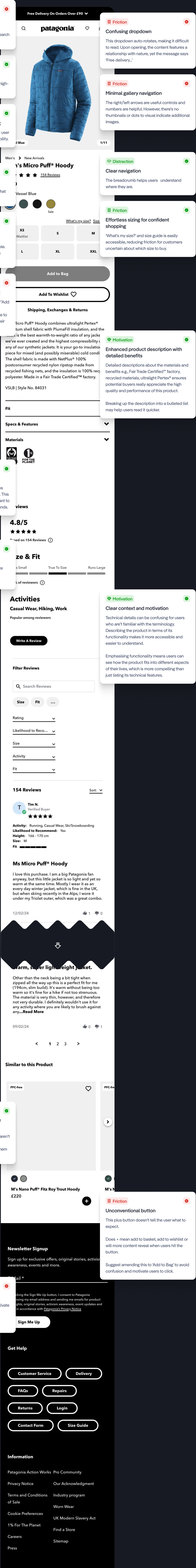
Cross-sells allow users to discover more

Featuring similar products ensures users aren't left with a dead end. They've got other products to look at and you're exposing them to more of your range.

Distraction

Weak email signup call-to-action

The call to action doesn't do much to motivate users to sign-up. Email is a very valuable channel, so give users a reason to sign-up, other than the vague promise of offers.



Friction

Confusing dropdown

This dropdown auto-rotates, making it difficult to read. Upon opening, the content features a relationship with nature, yet the message says 'Free delivery..'

Friction

Minimal gallery navigation

The right/left arrows are useful controls and numbers are helpful. However, there's no thumbnails or dots to visually indicate additional images.

Distraction

Clear navigation

The breadcrumb helps users understand where they are.

Friction

Effortless sizing for confident shopping

'What's my size?' and size guide is easily accessible, reducing friction for customers uncertain about which size to buy.

Motivation

Enhanced product description with detailed benefits

Detailed descriptions about the materials and benefits e.g., Fair Trade Certified™ factory, recycled materials, ultralight Pertex® ensures potential buyers really appreciate the high quality and performance of this product.

Breaking up the description into a bulleted list may help users read it quicker.

Motivation

Clear context and motivation

Technical details can be confusing for users who aren't familiar with the terminology. Describing the product in terms of its functionality makes it more accessible and easier to understand.

Emphasising functionality means users can see how the product fits into different aspects of their lives, which is more compelling than just listing its technical features.

Friction

Unconventional button

This plus button doesn't tell the user what to expect.

Does + mean add to basket, add to wishlist or will more content reveal when users hit the button.

Suggest amending this to 'Add to Bag' to avoid confusion and motivate users to click.

Distraction

Weak email signup call-to-action

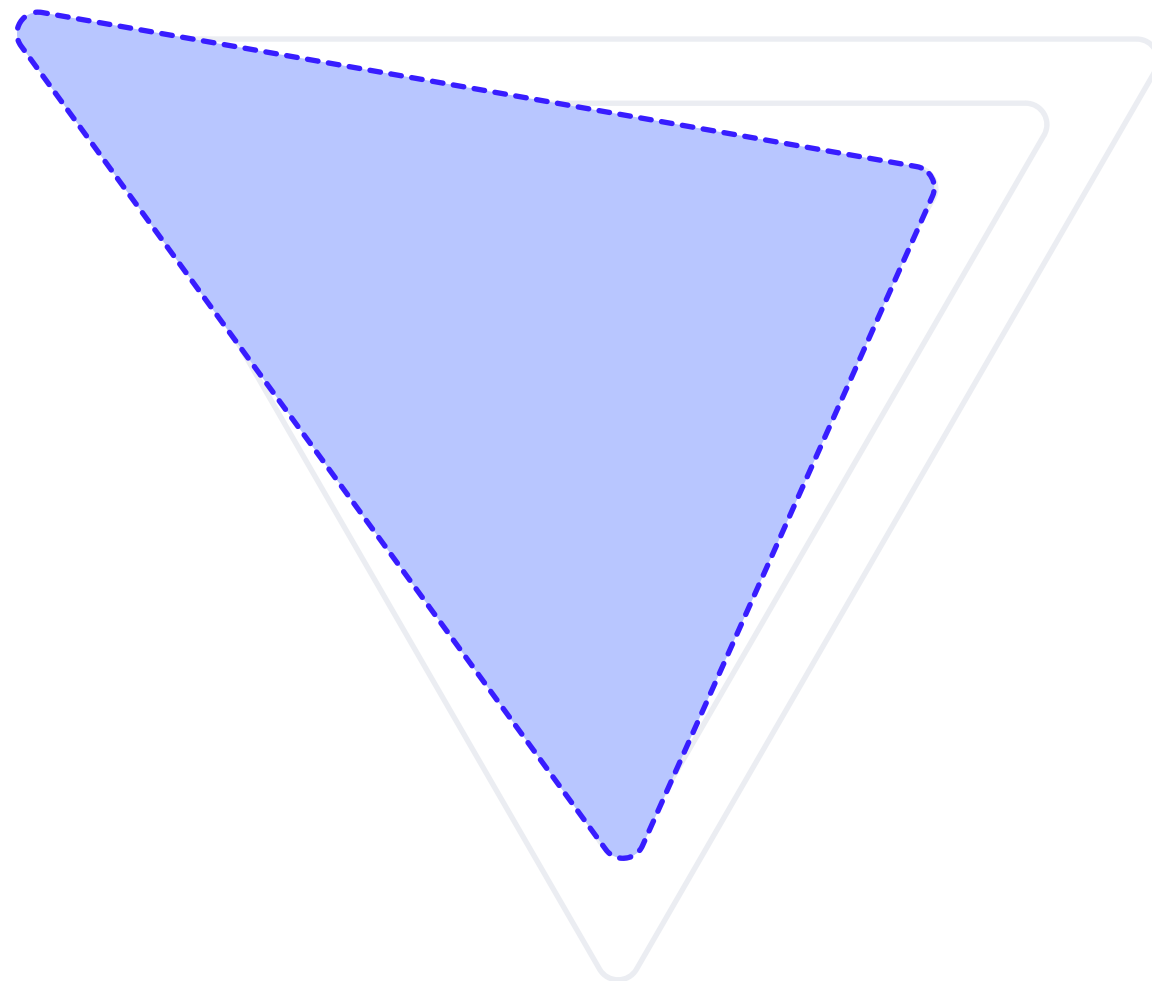
The call to action doesn't do much to motivate users to sign-up. Email is a very valuable channel, so give users a reason to sign-up, other than the vague promise of offers.

Your score



 Motivation: 5/5

 Friction: 3/5



 Distraction: 4/5

Key Takeaways

1. Enhanced user engagement:

- Making the search box visible by default encourages its use, reducing user effort and potential frustration.

2. Visual Clarity and Accessibility:

- High-quality visuals and clear product labelling contribute to a seamless user experience, ensuring users easily identify chosen products and understand their attributes.

3. Effortless navigation and decision making:

- Clear navigation elements, such as breadcrumbs, and easily accessible sizing information streamline the shopping process, reducing friction and instilling confidence in users.

3. Optimisation for clarity and motivation:

- Optimising product price placement and button labelling, along with clear email signup call-to-action, enhances clarity and motivates users to take desired actions, ultimately improving conversion rates and user satisfaction.