



/ Date

Client Name Heuristic Analysis

/ Heuristic Analysis

Our 5 point UX Scoring System

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



01 /

Relevancy

Does the page meet user expectation - both in terms of content and design? How can it match what they want even more?

03 /

Value

Is it communicating value to the user? Can we do better? Can we increase user motivation?

05 /

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.

02 /

Clarity

Is the content / offer on this page as clear as possible? How can we make it clearer / simpler?

04 /

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.

0/5

Relevancy

- 2.1 - Can you tell what site you're on above the fold, and within 10 seconds of landing on the page?
- 2.2 - Are there multiple images of a product on a product page? Are they all relevant to the product you're viewing?

0/5

Clarity

- 2.1 - Do the visuals make it clear as to what site you're on?
- 2.2 - Is the value proposition clear and does it show the benefits of the brand/company?
- 2.3 - Is the pricing clear throughout the site? Product pricing, offers/discounts/savings, delivery charges?
- 2.4 - Is the delivery and returns information clear - perhaps in a banner at the top of the page, or is it easily accessible i.e. not hidden at the bottom of an info page that is difficult to access?
- 2.5 - Is the language consistent across the site? Do they use the same word when referring to the basket, or is it sometimes called the cart?

0/5

Value

- 3.1 - Are there any reviews - are they in the product and throughout the site?
- 3.2 - How up to date is the site - branding, social media icons
- 3.3 - Does the site have a blog? If so, how up to date is it and how frequently do they post?
- 3.4 - Are there images and videos on the site? Are they good quality and on brand?
- 3.5 - Does the site have testimonials, as seen in logos and awards?
- 3.6 - Is the overall look and feel of the website/webpage to a high standard? This gives a higher perception of the site and products.

0/5

Friction

- 4.1 - Are there collapsing accordions? If so, suggest a better layout for improved user experience as accordions cause friction by hiding information
- 4.2 - Does the site use rotating carousels? These cause friction, a poor user experience, and have been proven to have lower click through rates the further through the carousel you go.
- 4.3 - Are buttons labelled logically?
- 4.4 - Can you filter and sort products on the product listing pages?
- 4.5 - Is the site easy to use?
- 4.6 - How does the site handle errors? Is an error message displayed?
- 4.7 - Is there an 'emergency exit' for users who want to leave an unwanted action? E.g. Undo, Cancel, Exit
- 4.8 - Does the site use industry standards that are consistent with other sites?

0/5

Distraction

- 5.1 - Are there any pop ups? Are they subtle or do they take over the page?
- 5.2 - Is there too much content on the page?
- 5.3 - Are there too many goals to be achieved on a page? How many? Does it cause decision fatigue?
- 5.4 - Is there a clear hierarchy of content?

Page

Add URL here

Load Time (Mobile)

0.0s

Google PageSpeed (Desktop)

XX / XXX

Google PageSpeed (Mobile)

XX / XXX

Key Takeaways

Quick wins and ideas on how you can quickly and easily improve the UX on your website

