

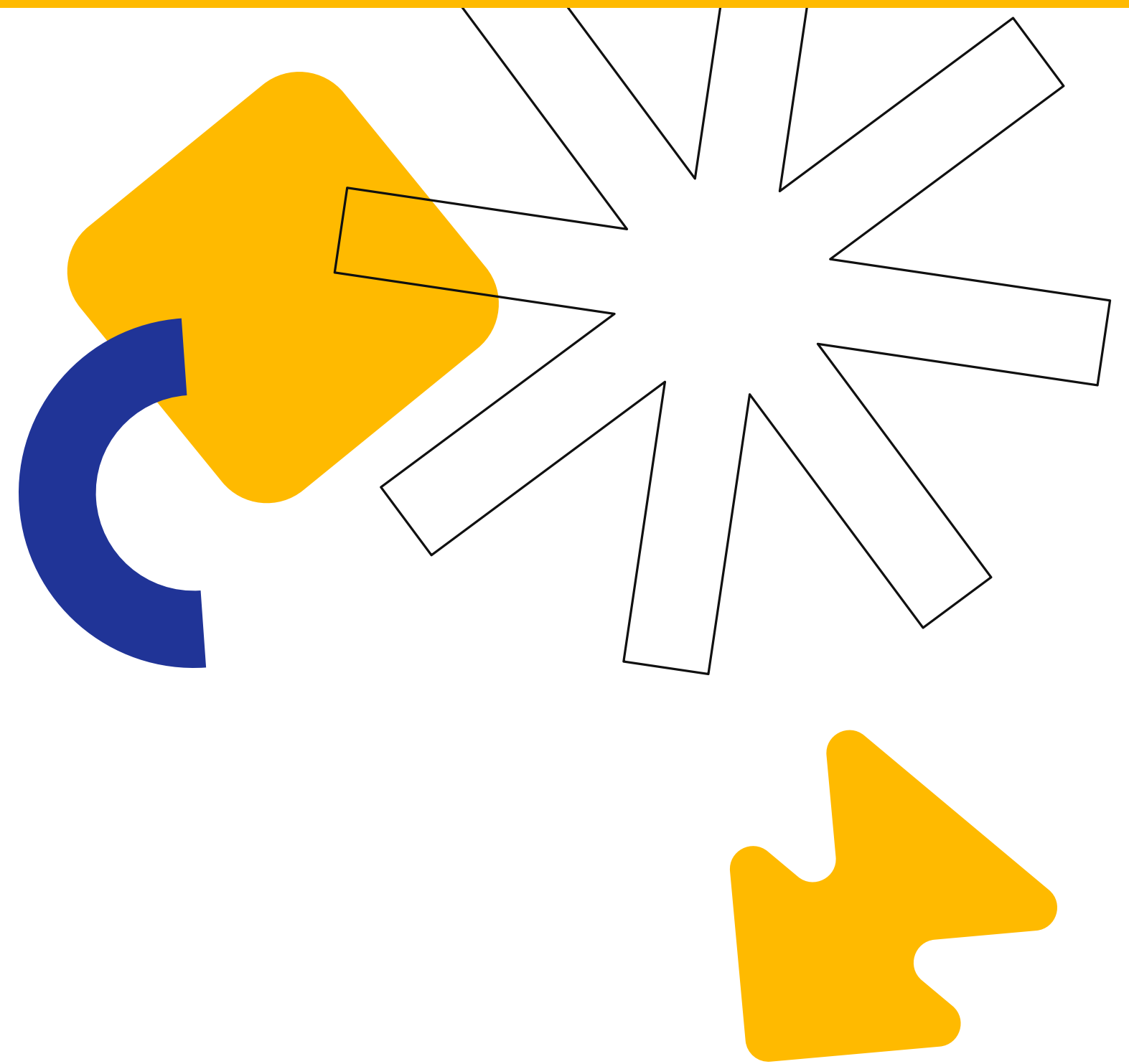


UX AUDIT

CREATE A ROADMAP FOR
PRODUCT IMPROVEMENT

Table of Contents

Why UX Audit	4
Discover a clear roadmap for product improvement	
How do we get started?	6
What do you want answers to?	
Before you begin the audit	
Audit Checklist	8
Content	
Design & Typography	
Navigation & Structure	
Accessibility & Compliance	
Mobile Responsiveness	
Audit Tools	24
Audit Report Creation	27
Executive Summary	
Key Findings	
Interview Questions	
Major Callouts	
Roadmap	
In Conclusion & Resources	30



This guide is brought to you by



Headway

Headway is a digital product studio that partners with high-growth startups through product strategy, design, and development.

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Need help with a UX audit?
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Why UX Audit

You know that UX audits should be part of the process as your product grows and changes, but the reality is they're not right now.

You might be busy shipping features, but not too worried about going back and seeing if everything new fits into the mold. Do your older features still hold up against your newest ones?

You know what? That's ok.

We're here now and ready to make a difference.

Discover a clear roadmap for product improvement

A UX Audit will help create an actionable improvement roadmap to build something better for your customers.

UX Audits will help you discover the things that fell between the cracks, areas where the product just isn't converting as it should, or why customers are getting increasingly frustrated. It will help identify inconsistencies that are driving your developers mad or increasing the load time of your pages.



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01

How do we get started?

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The first thing we want to do is understand what is the goal of our audit.

What do you want answers to?

- Checking for accessibility issues
- Design consistency across the board
- Where do users get stuck
- Checking for accessibility issues
- Does our UX copy make sense

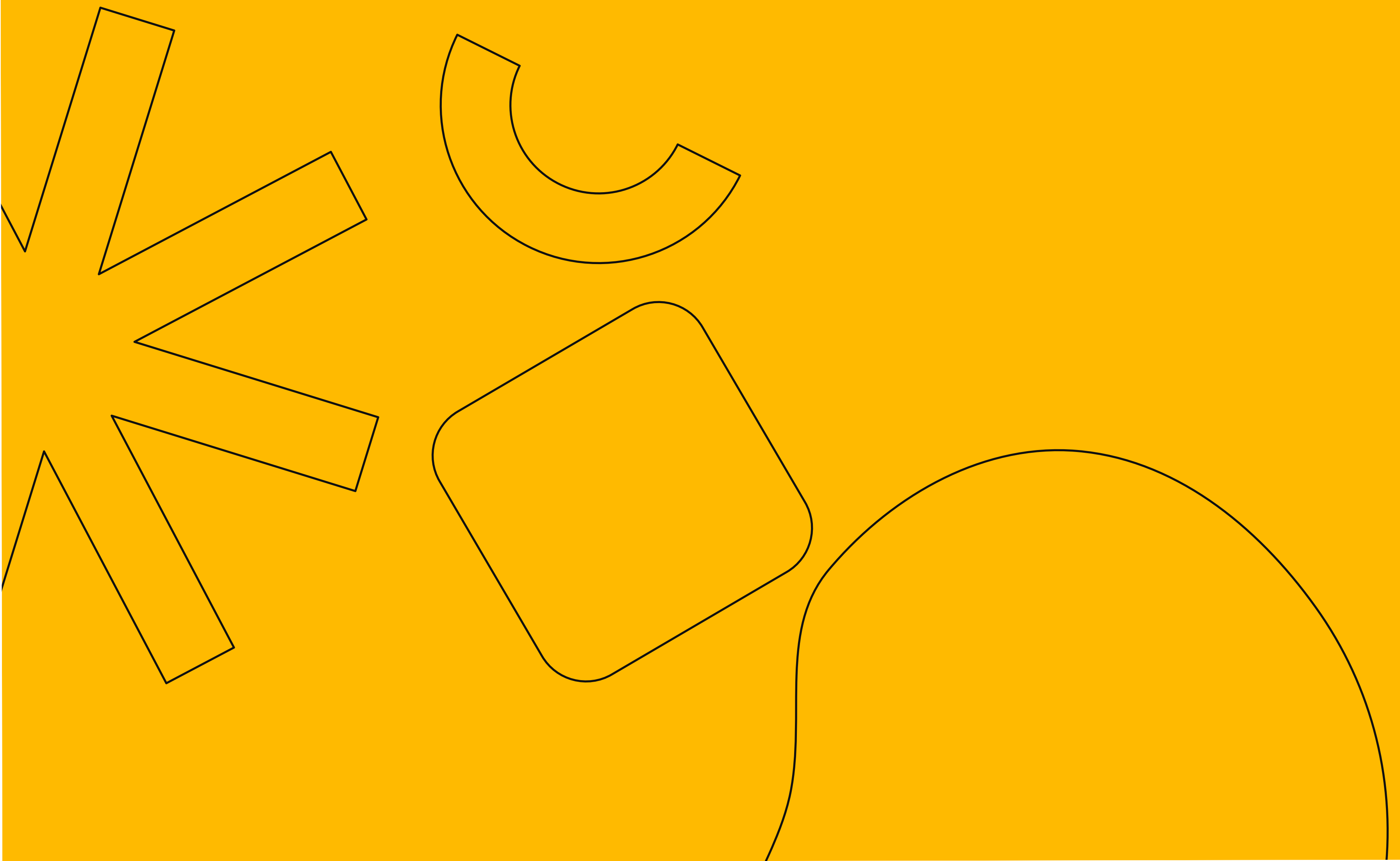
Before you begin the audit

- Unpack the personas affected and how it relates to the goals of the audit
- Review any business goals or key performance indicators (KPIs) that might be affected
- Get some real observations by watching recorded experience sessions or conducting interviews to empathize with users



02

Audit Checklist



The Audit Checklist

Breaking down your audit into a few categories will help you digest the number of things to look at. It will also help you focus your efforts on key areas if you're just trying to audit a specific category of your product.

The Audit Categories

Before we get started with a project, we like to have conversations with founders and prospective clients around their expectations for how they will deliver valuable outcomes to their users. In this, we've created a table-based notion template that you can use to start thinking about the different phases of your product.

- Content
- Design & Typography
- Navigation & Structure
- Accessibility & Compliance
- Mobile Responsiveness

This is primarily a heuristic evaluation checklist. It's a compilation we've created and refined over time. Inspired by the best design minds on the internet, put into practice and remixed from our experiences using it.

Content

Here we're looking to make sure we've written everything in an easy-to-understand way and communicated its intent. We also want to look at how we laid out the structure of our content and if it is scalable by our customers.

- The product uses familiar words and phrases instead of technical or system terms
- All questions, if they refer to users, are concise and friendly
- All abbreviations and acronyms are deciphered
- Call-to-action and buttons are written with their context in mind
- All messaging leverages the brand's Tone & Voice style including error messages
- Information on the page follows the F or Z pattern and is easily scannable
- Content is written in a common language and is easily understood

Design & Typography

Here we're looking at the overall design—we want to make sure everything is readable and interacts the way our customers are going to expect it to interact.

Forms & Text Fields

- Form intent is clearly communicated
- Forms are grouped by intent and context
- Tap targets and padding between forms are large enough for easy selection on mobile
- Responsive forms are tall enough to be easily clickable
- Empty states and labels are clear and friendly
- Text fields are arranged in a clear column
- Only the required amount of fields are present, minimizing the amount when possible
- Text fields are sized to match the length of the input required
- The placeholder clearly indicates what should be put into the form
- Complex fields like date and time reduce the number of clicks as much as possible
- Long dropdown fields are avoided



Input & Buttons

- Button sizes are similar
- The button hierarchy is clear
- Grouped buttons clearly indicate which one is selected
- Radio buttons are used for single select choices
- Checkboxes are only used for multi-select choices
- Text links are visually different from the body copy

Type

- Font size/weight is different for various content types
- Fonts used in text content are at least 14px
- Font styles are limited on each page to as little as possible, 3 or less
- Different font styles/families are used to distinguish screen content from controls & navigation
- Uppercase words are used only for labels, headers, or acronyms
- No more than two different font families are used
- Line length is around 45-75 characters long for paragraphs and headings
- Capital letters are not overused
- Type hierarchy fits rhythm and is standardized on every page/screen
- Type is readable at its smallest size

Visual Design

- Visual hierarchy leads users to the required action they must take or to the most important information
- Related information should be grouped together clearly
- Alert messages are consistent and follow the rules of a snack bar, toast, and banner
- Primary actions differ visually from secondary actions
- Confirmation on form submission is visually distinct
- Hierarchy, content, or functionality are conveyed not only through color
- Content controls stand out from the background elements
- There are no more than three primary colors on the page
- Interactive elements are familiar to users and don't deviate from standard conventions
- Data demonstrate proximity and alignment by grouping like items together
- Similar information and functions are grouped with proximity
- There is enough space between information sections
- It's visually clear which menu the menu elements are children of
- On any page, the user can see the relevant information without scrolling



- Information on the page/screen is arranged according to the F or Z pattern.
- Data displays clearly communicate important information and a clearly labeled

Iconography, Images, & Illustration

- There is no text embedded in any illustrations or imagery
- The icons reflect the element it represents
- Illustrations are clear and high resolution and do not clutter the page
- Images are of the highest quality possible and optimized for the target platform.
- The icon set is consistent and does not mix styles
- Illustrations and images look like they belong to the product and convey certain ideas that match the brand

System

- All clickable elements have a hover state indicating they are clickable
- If anything takes longer than 3 seconds the page or element will provide a loader with a hint containing the remaining time

Navigation & Structure

During this phase of the audit we're concerned about how easily the customer can navigate around the site and find what they need.

- When users complete the action, the system doesn't require additional steps like 'submit' or 'apply'
- Navigation is located in familiar locations based on the product's platform
- The page you are currently on is clearly communicated and visible
- Companies physical address is displayed
- Support number or email is easily accessible and/or in the footer
- About page is easily accessible
- Menu and page terms are user-friendly and follow conventional names
- Menu and page terms are user-friendly and follow conventional names
- Navigation is consistent across each page/screen of the product
- There is room for future navigation elements
- Users can navigate back and forth on any page/screen
- The search bar is present and visible on every page/screen if the search is a large product component



- Footer clearly indicated secondary links and social networks and includes a complete site map
- The progress indicator is clearly visible for multi-step workflows and communicates where the user is in the workflow and how much is left to go
- Product navigation is similar to the navigation of other products
- The main navigation items are always available and not hidden behind the menu button unless in mobile responsive mode
- All the information the user needs at a particular point is visually available and pre-populated
- The logo in the header is displayed on every page and leads to the main page

Accessibility & Compliance

During this phase of the audit we're concerned about how easily the customer can navigate around the site and find what they need.

General

- The product is compatible with most web browsers
- The contrast in the main text is not less than AA
- Active objects are visually clickable while inactive ones don't change the mouse pointer or respond when clicked
- SSL cert on your website
- Hints help the user perform an action, they don't explain it
- Empty states clearly define what action must be done
- The product does some part of the work for users: offers ready currency signs, country mobile codes, division of numbers into threes (9,999,999)
- When a button is not active the product tells the user why it's not.
- Users can skip or start onboarding from the beginning
- Before performing potentially dangerous actions (e.x. deleting files), the website asks for user confirmation and explains the consequences of deletion (for non-recoverable data)

Errors & Alerts

- After an error users can easily restart the process or go to that error without losing progress
- Error pages 404 and 503 tell the user what to do next
- Alert messages clearly stand out visually from the rest of the page/screen design

Permissions

- Option to refuse cookies
- Users' location detection should always be done with user permission
- When accessing users' contacts the product should ask the user's permission
- If a product cost a fee, the prices are clearly shown, and no hidden fees exist

Forms & Fields

- Real-time validation For complex fields (password, username), the user does not find out they did something wrong after they hit enter
- Text fields are not case-sensitive when applicable
- Text fields contain default values when applicable
- Names or labels of fields and text in the fields are visually different
- The button remains inactive in forms with 2+ fields until the user fills in all required fields
- Forms leverage auto-fill from the browsers
- The text field's name is always visible (in the filled state, too)
- The input of incorrect data type in the field is blocked (e.g. typing numbers in the name input field)
- Users can sign in with social networks
- The login page has a create account option
- There is a login or sign-in heading visible
- Forgot password is present on the login screen
- Entered password can be seen by using an eye button
- Browser password generation is supported
- The product logo is on the login page
- Remember me check box is present on login screens/pages



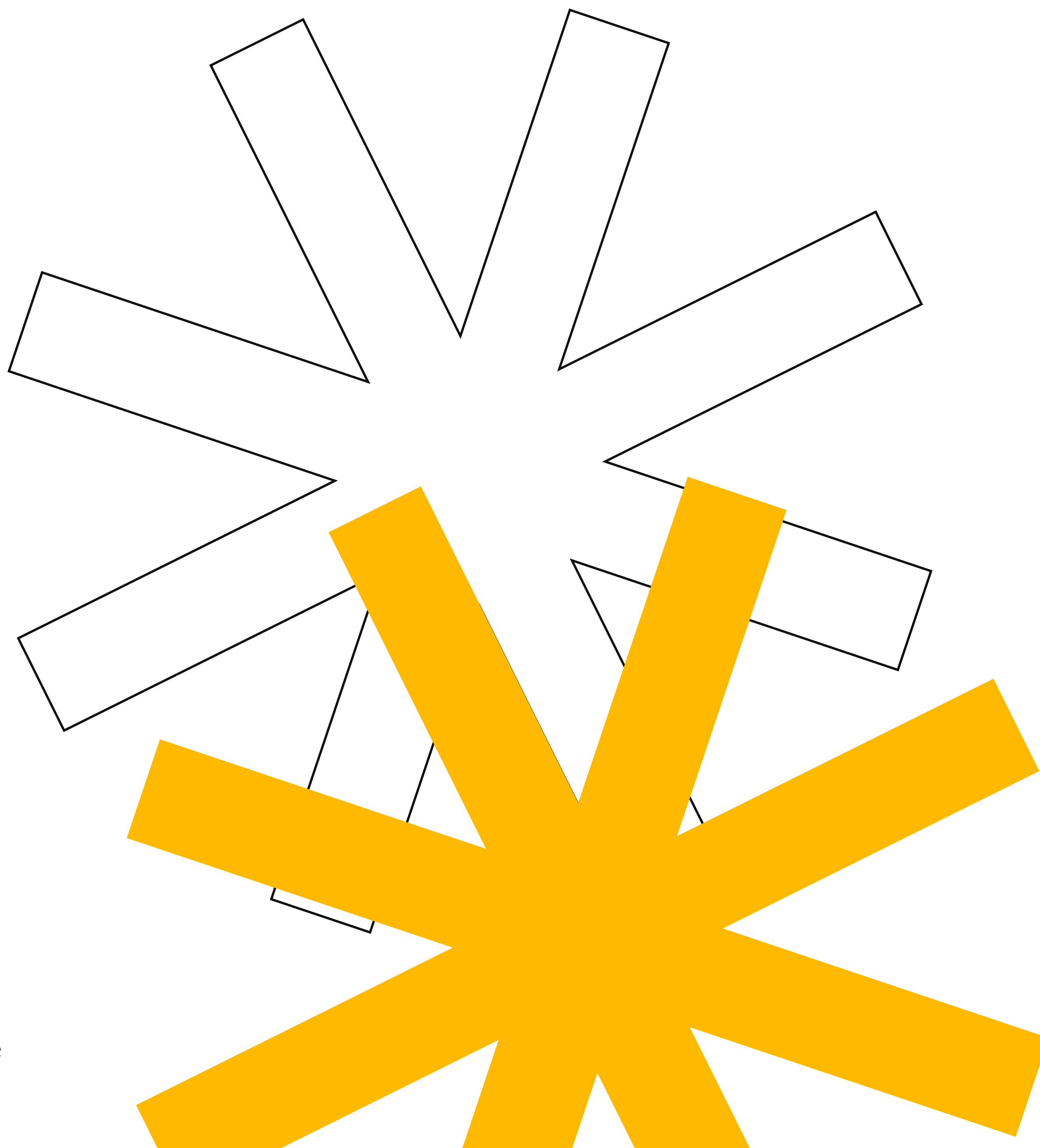
- Password requirements are clearly communicated before entering a password into the field
- Users can read the terms and conditions. I agree is located next to the registration button
- If a password confirmation is needed the field shows that the passwords match
- The size of clickable elements and the distance between them is enough to prevent accidental clicks
- Users can easily tab through forms, and the order makes sense

Data

- Users can easily edit information about themselves

Help & Support

- Users can resume work where they have left off after receiving help and come back to the help page if necessary (e.x. the help page opens in a new tab)
- Users can easily find where to delete their accounts or cancel a subscription
- The FAQ page should be user-friendly: divided into categories, and searchable



Mobile Responsiveness

Mobile responsiveness is a huge aspect of modern product development and if not done correctly can cripple your product. Here we're looking for how well our product functions on mobile devices.

- The font of the main body text is 16px or up
- The site is responsive to horizontal and vertical displays orientation
- Buttons are large enough to be selected
- Clickable elements have enough padding around them
- The corresponding keyboard opens up depending on the data input field
- Active and important elements can be reached with one hand
- Access to phone functions is requested only in context and when needed
- Product image occupies 60% -90% of the screen (E-commerce)
- Photos in galleries are swipeable
- Text on images is easy to read
- Autocorrect does not work while the user is entering data in fields
- The design matches the product screenshots in the app stores

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03

Audit tools

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There are a ton of great tools you can leverage while going through your audit. The following tools will help you work through some of the trickier aspects of your audit.

Contrast

Contrast is also a great tool for checking the contrast of your elements. This is a Figma plugin and a native app that you can use on anything. So if there is a live site no need to capture screenshots.

<https://usecontrast.com/>

Stark

Stark is an all-in-one tool for various kinds of accessibility checks. It covers color contrast, vision simulation, and focus order.

<https://www.figma.com/community/plugin/732603254453395948>

Coblis

This tool allows you to upload images to it and test different color blindness types. This is super helpful when deciding your color palette and making sure there is sufficient contrast across the board for your product.

<https://www.color-blindness.com/coblis-color-blindness-simulator/>

Google Lighthouse

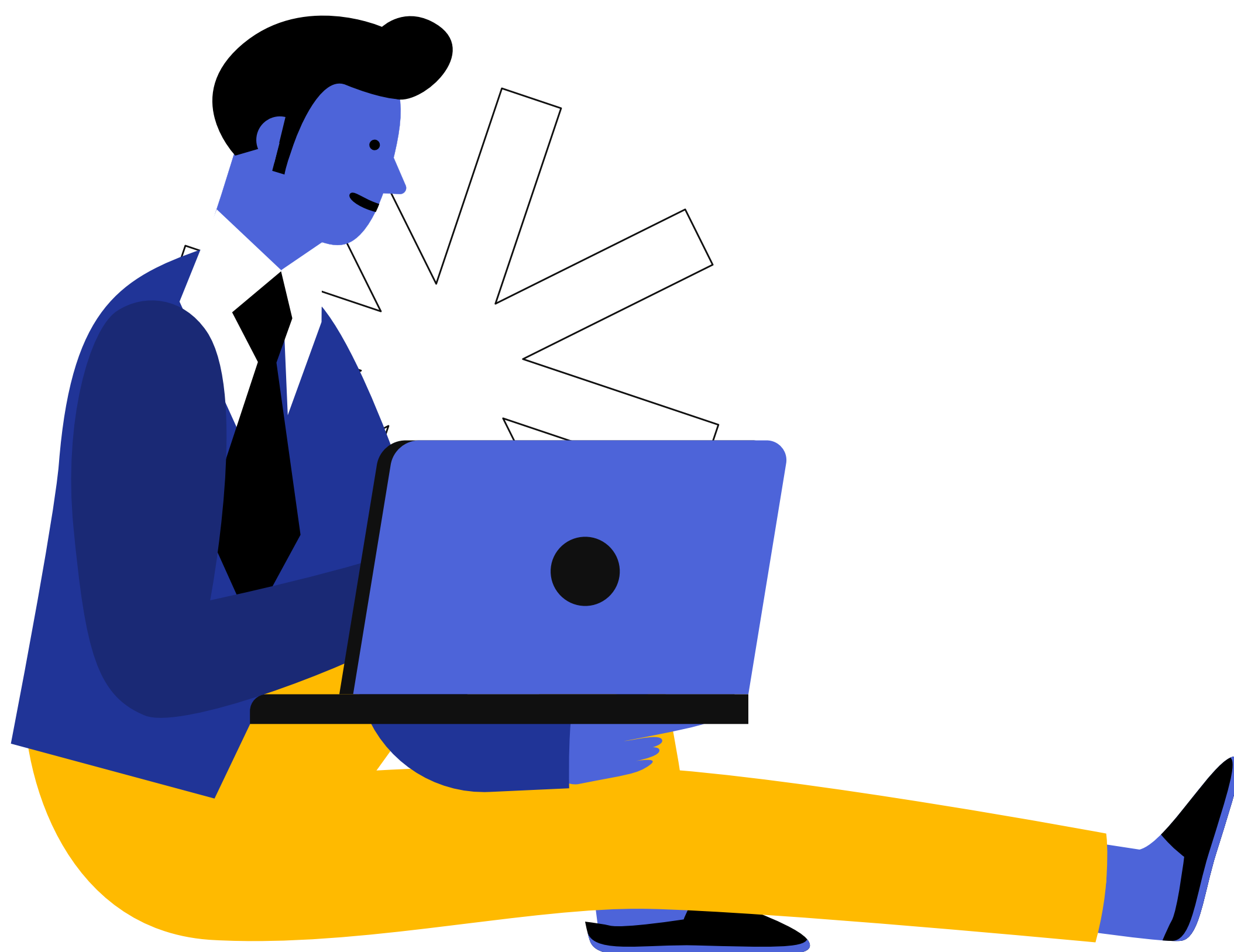
No automated tool can guarantee that your web page is accessible, however, the Google Lighthouse plugin gives you an indication that the basics are covered. The plugin tests for accessibility, page load, and SEO which it then puts together into a report and gives you a numerical score. It also provides suggestions for improvement.

<https://chrome.google.com/webstore/detail/lighthouse/blipmdconlcpinefehnmjammfjpmbjk?hl=en>

WAVE Evaluation Tool

The WAVE Evaluation Tool plugin is great for uncovering basic accessibility problems. Developed by WebAIM.org, the tool uses icons and a color-coded system to visually indicate where accessibility improvements can be made. The plugin is available on Chrome and Firefox.

<https://chrome.google.com/webstore/detail/wave-evaluation-tool/jbbplnkpjmmeebjpijfedlgcdilcofh>



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04

Audit report creation

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Now that our audit is complete, what is the next step? We need to collect all of our information and present it to our stakeholders. This can be either in a video or a presentation—it depends on how much time you have and what you're comfortable with.

Let's break it down.

1. Executive summary

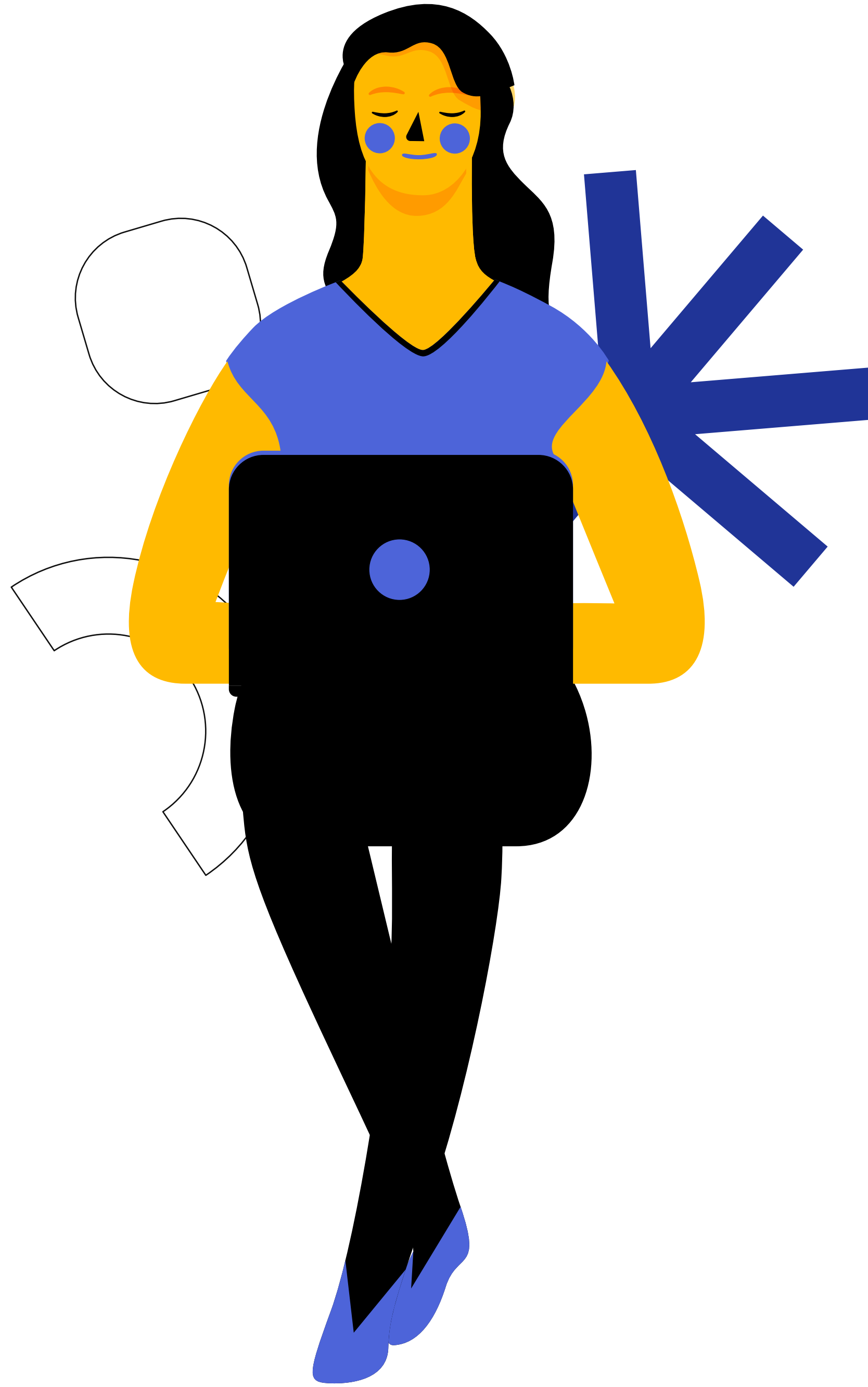
We need to type an overall high-level summary of the experience, and what we found along the way, and touch on a high-level plan to address everything.

2. Key Findings

Here we want to map out the 3 to 5 key findings we found during our audit, we want to bring them back to the executive summary we established and make sure they are at a high enough level.

3. Interview Quotes

If you had interviews or observation sessions with customers/users we'll want to pull out a few quotes to capture their sentiment and experience. If we're creating a video report or want to leverage video in our report we can also cut the footage together and make a montage of that feedback. This not only helps ground the recommendations but helps advocate and include the customers' voice.



4. Major Callouts

These will be specific things that need to be called out. For example, we might have found that the color contrast isn't meeting our target rating across the entire product, or we have 8 different button styles, and we're not clearly communicating primary actions. Each major call-out should be accompanied by a screenshot, an explainer of the issue, and how we plan to address it.

5. Roadmap

Every audit report should come with a roadmap of how these features are going to be addressed and the next steps required. Items might fall into your current sprint backlog or need a larger conversation, but now that you have this data you can provide a plan of attack for the stakeholders to review and incorporate into your project plan.

In Conclusion

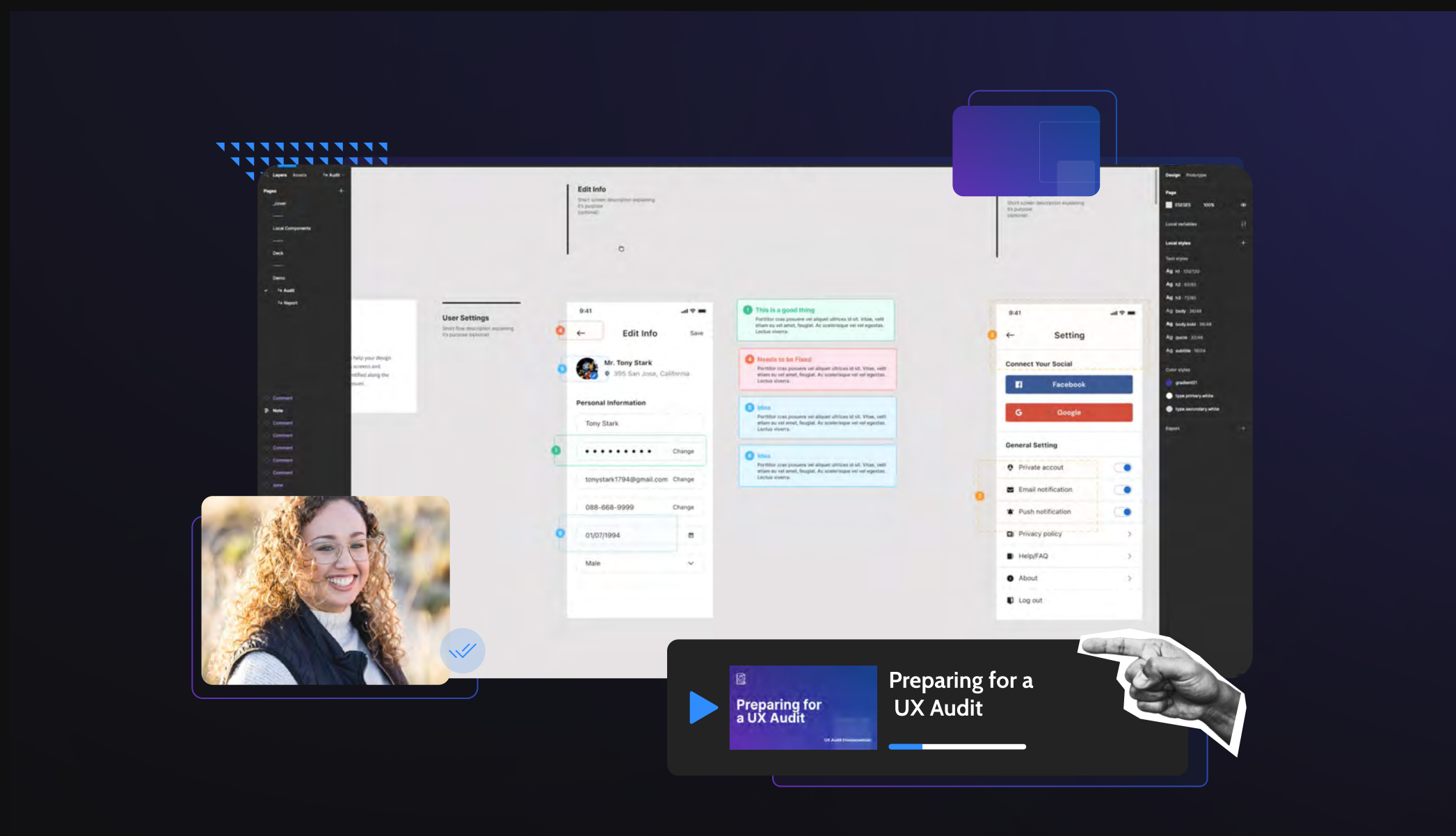
While we recommend micro audits be added to your sprint cadence we understand this isn't the case for everyone, but performing regular audits on your product will increase overall satisfaction and loyalty amongst your team and add customers.

If you feel you need a team of experts to come in and help you get your audit going don't hesitate to contact us now and we can get you a roadmap that will make your product shine.

This guide was made and crafted with
❤️ by the amazing design team at
Headway!



We can't wait to see how we can help you move forward.



UX Audit Course

Learn how to create pro-level UX audits and reports leveraging our Figma Community Templates and proven process.

BEYOND UX DESIGN

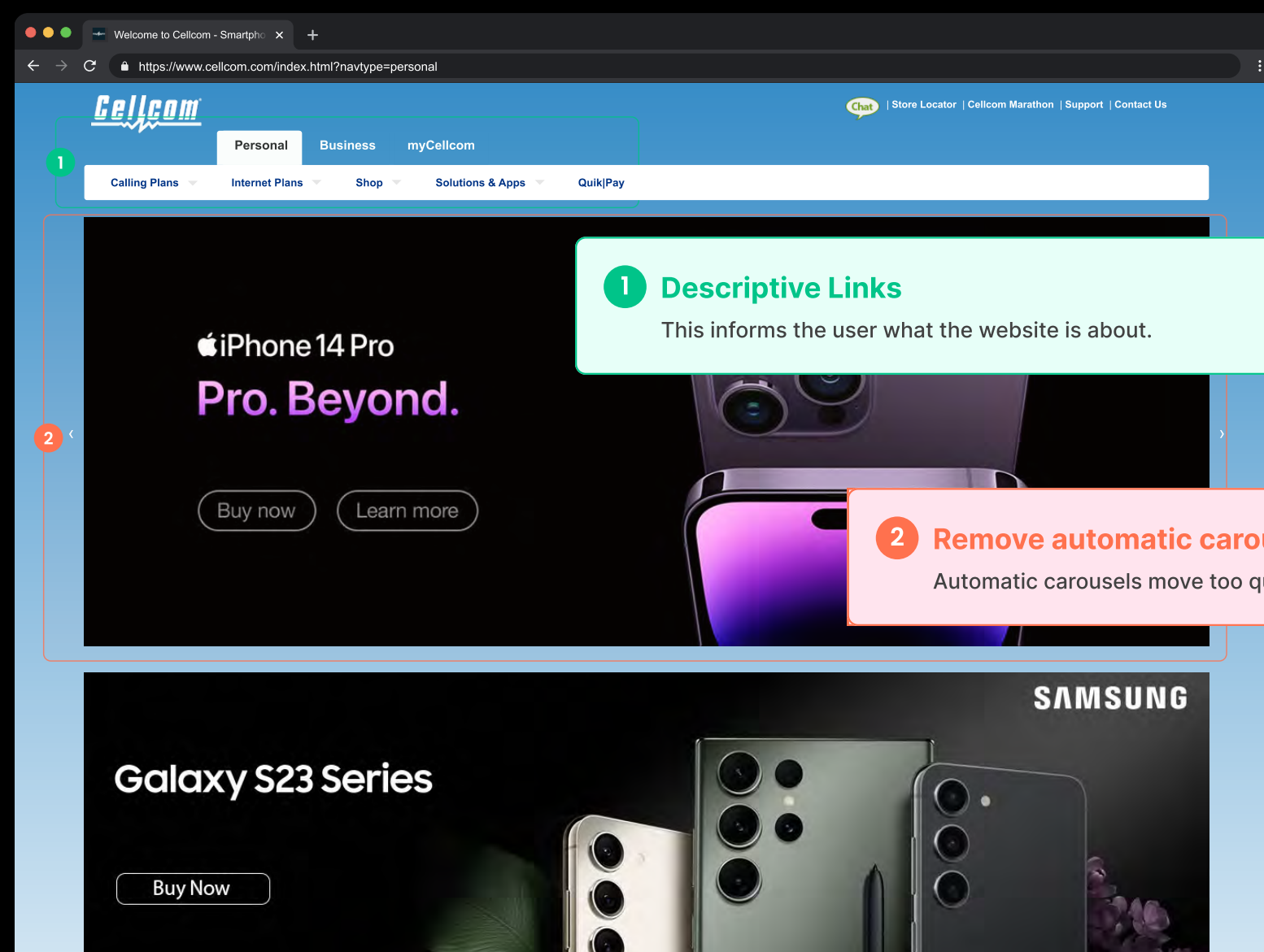
63.
Refining UX, One Audit at a Time
with Melissa Gallagher

Podcast Interview

Melissa Gallagher from our team was on the Beyond UX Design Podcast and talks about the often-misunderstood nature of UX audits.

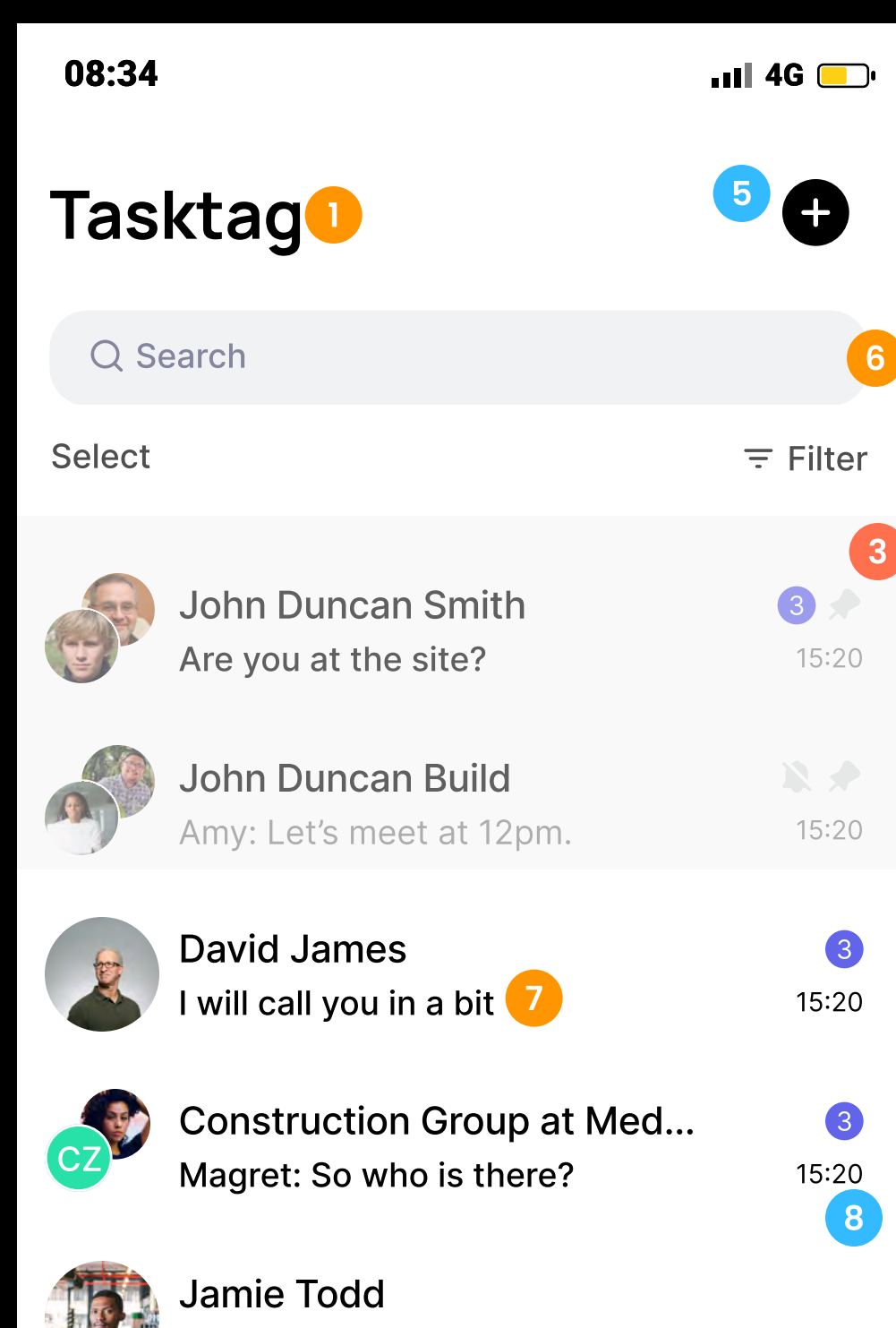
Need help with your website?

Get a Website UX Audit →



What about your product?

Get an App UX Audit →



1 Title/Heading
The logo should be replaced by Chat Heading

2 Profile
Like this placement of profile at the bottom Nav Bar.

3 Pinned Icon
Counter should be on the right and pin icon on left to have the same consistency.

4 Mute Icon
Mute Icon should be on the left and counter on the right.

5 Plus Icon
Instead of Plus, We could have Chat+ Icon to make it more clear that this is for new chat

6 Search Bar

