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UX AUDIT & HEURISTIC EVALUATION PREPARED FOR:
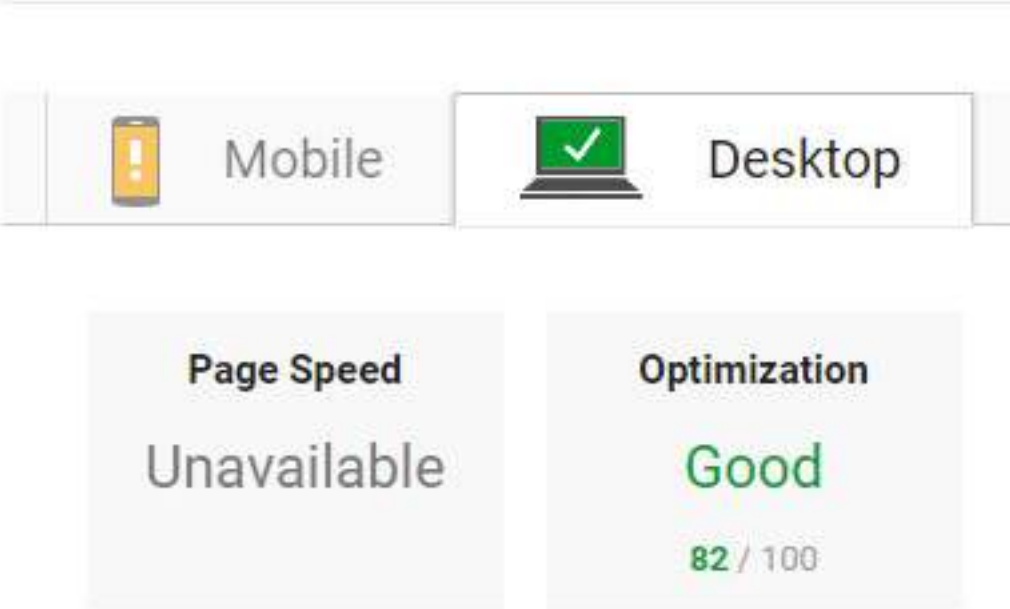## [client name here]

COMPANY NAME
SLOGAN

/// THE ROAD TO AGILE ///

UX AUDIT: SITE SPEED & GRADE

DESKTOP

Page Speed: Unavailable
Optimization: Good — 82 / 100

MOBILE

Page Speed: Unavailable
Optimization: Medium — 77 / 100

Performance grade: D 64
Page size: 776.3 KB
Load time: 1.05 s
Requests: 113
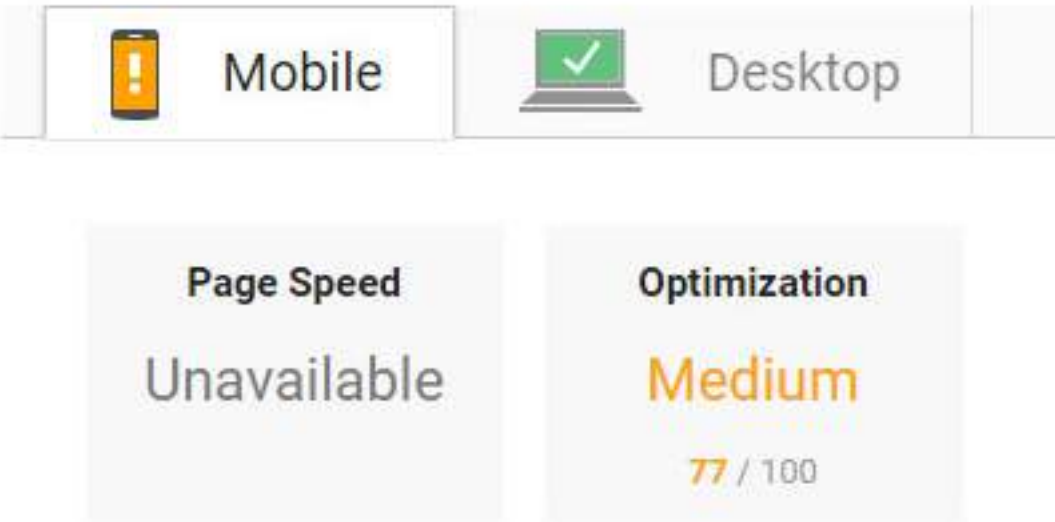
OPTIMIZATION SUGGESTIONS

Your Company website is showing good page load speeds clocking in well below the industry standard of <3 seconds.

We are showing that the theme running on your site is causing the load time to lag due to the amount of scripts being loaded. We would suggest consolidating some of these files to improve the overall efficiency of the site.

Read below or click here for more detailed information.

✓ **Eliminate render-blocking JavaScript & HTML**
   None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML. This will not only improve user experience, but will make the site easier to edit.

✓ **Leverage browser caching**
   Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk vs. over the network.
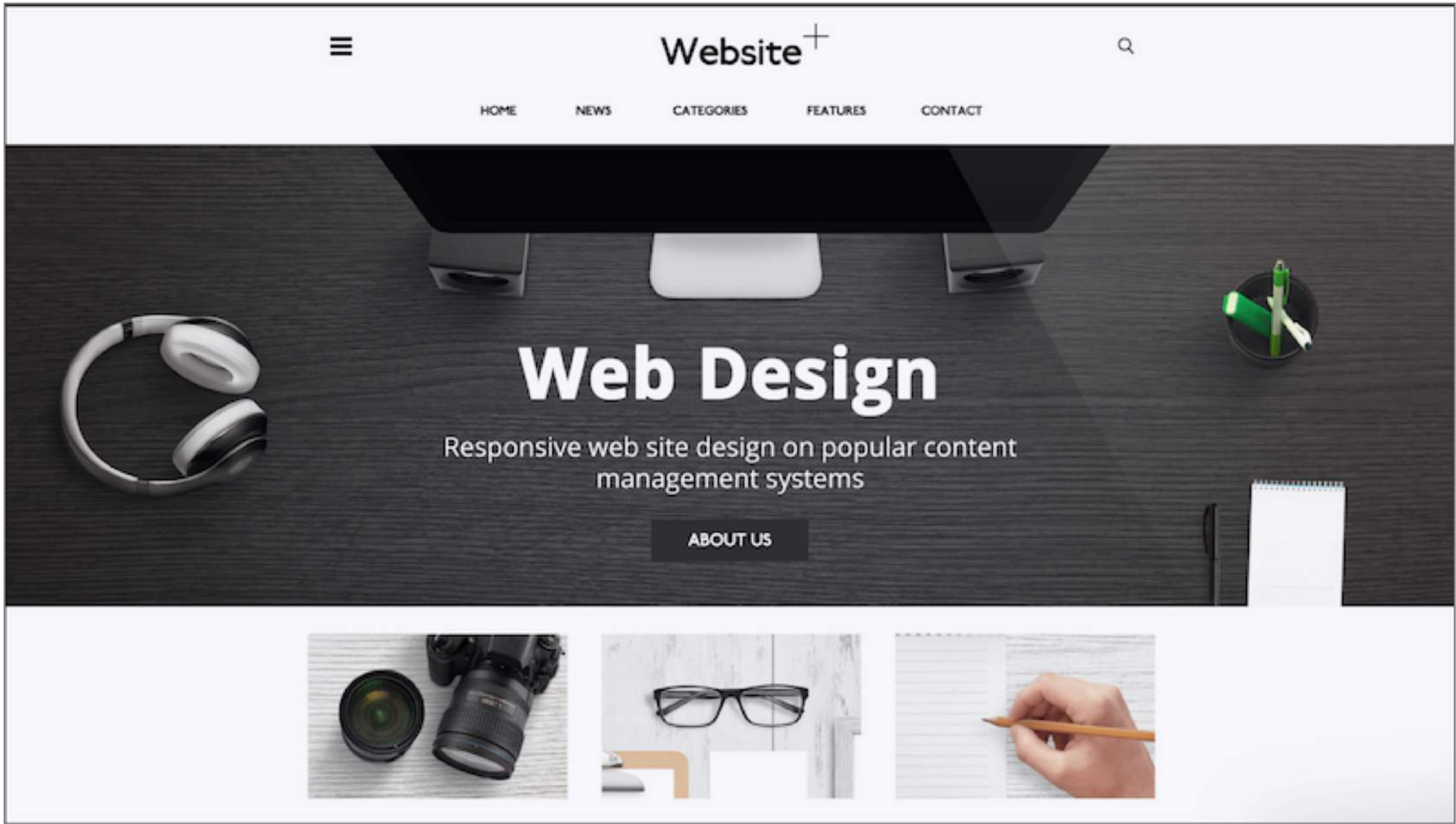
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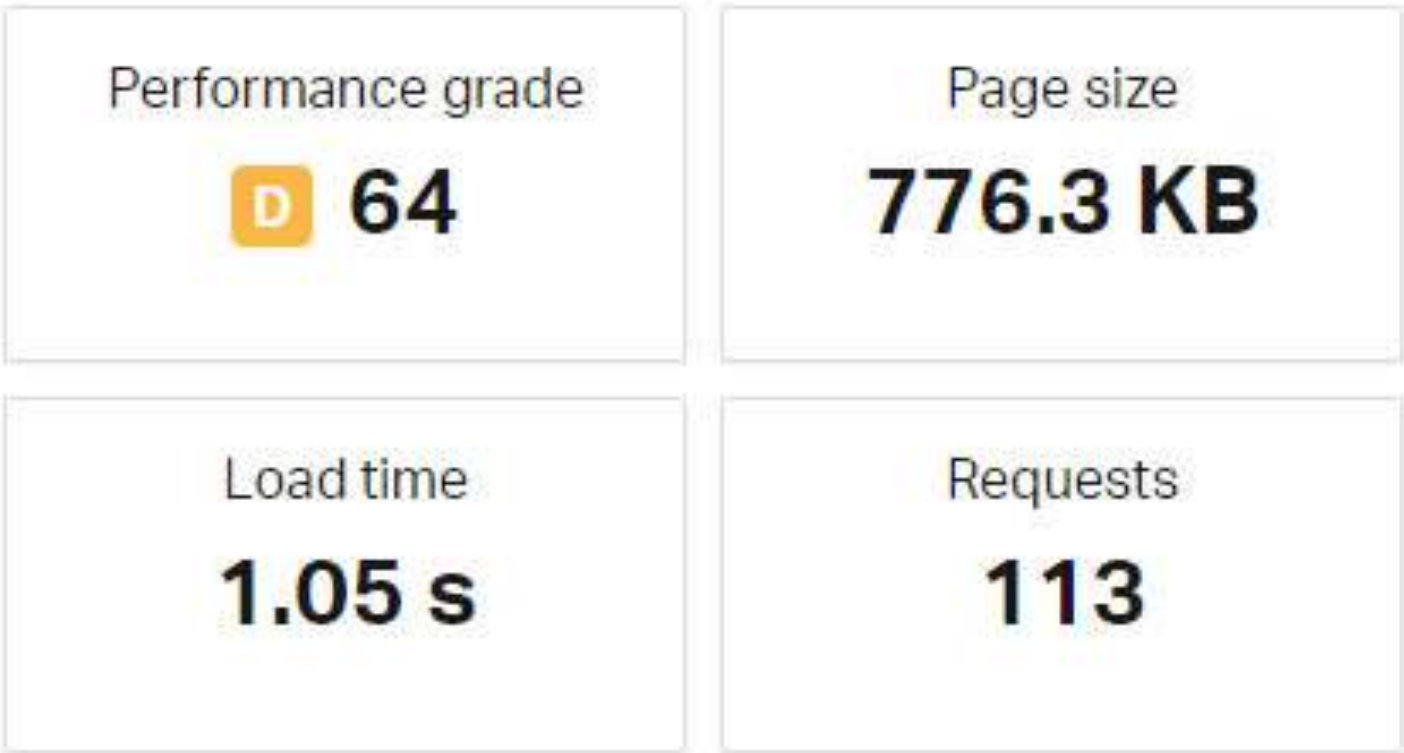
UX AUDIT: RESPONSIVE OVERVIEW + RATINGS SCALE

Mobile: iPhone 6 375 x 667
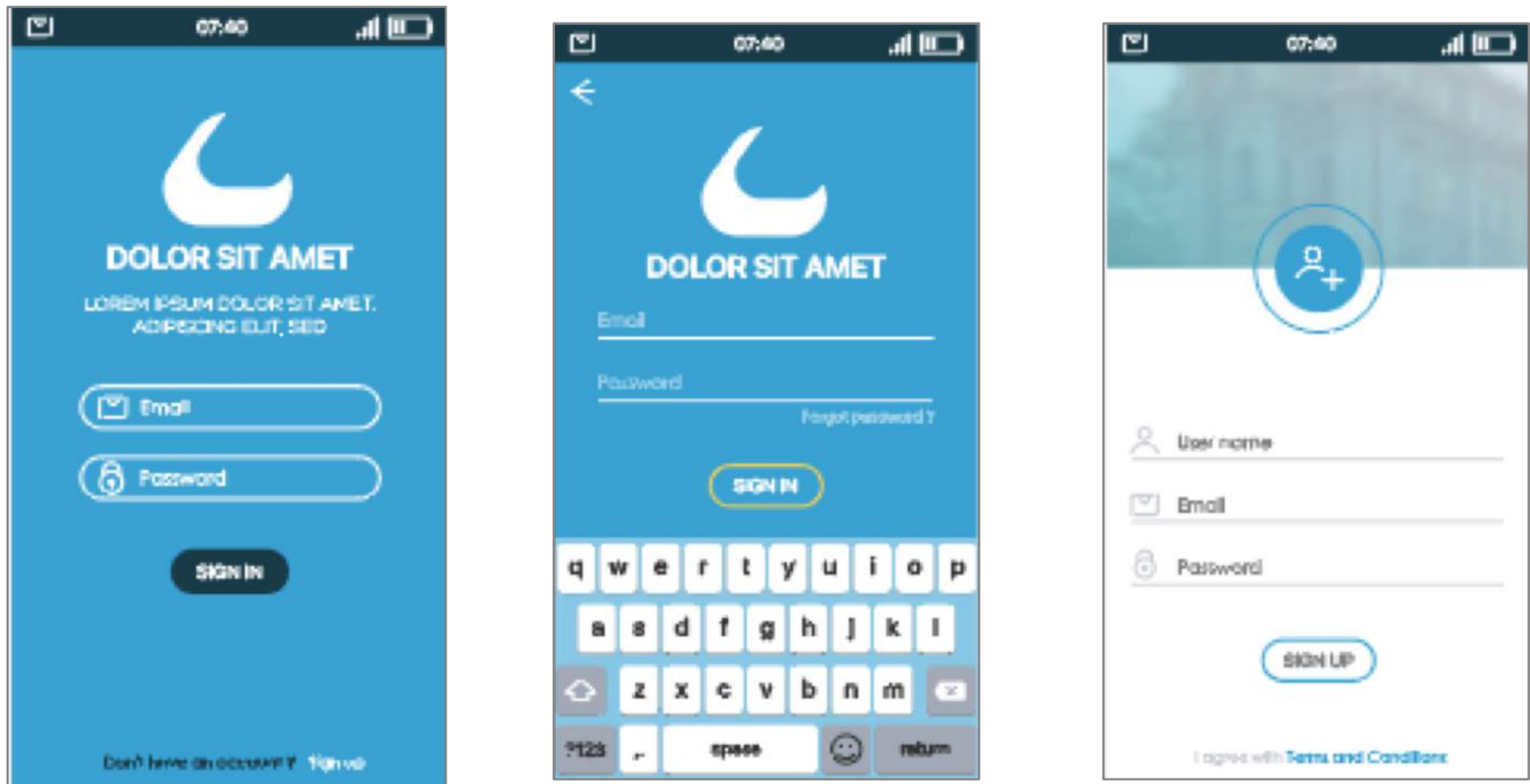
Laptop: 1440 x 900

Responsive Overview:
- **Pass** - Site is responsive across devices. There are some areas that do not provide the best possibly experience on mobile, such as the main homepage banner and interior accordion menus.

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UX AUDIT: APPEARANCE / AESTHETICS

First impressions are important and can mean the difference between users staying on or abandoning your site.

HEURISTIC	RATING	COMMENTS
Primary goal/purpose is clear	Pass	• Users are informed that you are THE MANAGED SERVICES EXPERTS up front on the desktop homepage, but the H1 is buried low on the mobile homepage. • The entry points in the banner may leave a user unsure as to where they 'fit in.' There are a number of ways to resolve this, including updating the banner to a singular CTA.
Clean, simple design	Needs Work	• The site in general asks users to 'think' too much vs. asking them to take a specific action.
Pleasing color scheme	Pass	• Color scheme is neutral. The layout could benefit from the use of design elements such as background treatments, sections divided by color, etc.
Appropriate use of white space	Pass	• The pages are laid out with minimal design, but there tends to be a lot of content within each section.
Consistent design	Good	• Page layout is consistent across site.
Text and colors are consistent	Good	• Consistent colors, font usage, etc.
Icons are universally understood	Good	• Minimal icons usage, what is present on the homepage is relatable to the topics
Images are meaningful and serve a purpose	Pass	• There aren't many images being utilized across the site. Blog images seem fairly generic but aren't distracting.

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UX AUDIT: CONTENT

Users visit your site looking for information. Make content clear and easy to find.

HEURISTIC	RATING	COMMENTS
Major headings are setup correctly	**Needs Work**	• H1 headings are correctly placed on most pages • Other page headings don't follow best practices. ex. On many pages the headings jump from H1 to H3
Easy to scan	**Needs Work**	• Content blocks are often setup with accordion style functionality. This has been shown to hinder users from accessing information easily and quickly. • Homepage showcases a lot of content above the fold and there isn't a clear 'priority' to focus on • Landing pages such as this example are setup in a more easy-to-scan format: sample URL Here
Clear terminology, no jargon	**Good**	• Verbiage is accessible to a variety of users
Links are clear and follow conventions	**Pass**	• Links are relatively clear, though many are red in color which may not be intuitive for all users.
Help is available on every page	**Good**	• Main nav & search are accessible
Important content is above the fold	**Needs Work**	• Homepage showcases products & services before users are given an introduction to who you are and what you do • Mobile forces user to do lots of scrolling • Pop-up is good and brings relevant content above the fold
Search box is easy to identify and easy to use	**Pass**	• Easy to locate on desktop site, but is only accessible via interior pages on mobile site
Blog is well organized / easy to find	**Needs Work**	• Consider adding blog to main navigation or to a secondary nav – users may not think to look under About Us to locate the blog

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UX AUDIT: NAVIGATION

Make sure getting around your site is easy and eliminates guess work. Don't make users think.

HEURISTIC	RATING	COMMENTS
Consistent navigation	**Needs Work**	• Navigation functionality is not consistent from desktop to mobile site
Clean, functional drop down nav	**Needs Work**	• Nav is cumbersome on mobile – not clearly evident how to make a selection • Homepage nav would feel more functional without the movement upon hover • Dropdown functionality does lag a bit on desktop
Easy to identify your location on the site (breadcrumbs, headers, colors)	**Good**	• Breadcrumbs are utilized on interior pages
Consistent way to return Home	**Good**	• Industry standard logo-click functionality utilized
Dynamic footer provides useful info	**Pass**	• Consider utilizing different CTAs on different pages – the same eBook is featured on every page (vs popups that offer more variety) • Consider adding links to top pages in footer to help users navigate site
Limited number of buttons & links	**Needs Work**	• The presence of the accordion dropdowns force users to do lots of 'clicking' to get through information • Homepage requires users to decide which button they want to click
Organization of information makes sense	**Needs Work**	• Sitemap can benefit from simplification. There are opportunities to merge pages and reduce overlap to streamline the users' journey. • In certain places, when a user clicks they are taken to another page full of accordion menus – this could be overwhelming/confusing and cause them to leave the site. Example, managed services is a synonymous with many of your products is helping to drive revenue. We should think of ways to have managed services set up as a cross message on other pages beyond managed services.

UX AUDIT: CONVERSION OPTIMIZATION

A meaningful conversion strategy will help users progress through the buyers journey.

HEURISTIC	RATING	COMMENTS
Clear Value Prop - What do you do and why are you different (be recognized, known, and trusted)	**Needs Work**	• Homepage: Make sure the 'who we are/why we're different/how we solve your problems' part of your message is front and center to build trust with your users and help them know they are in the 'right place.'
Conversion opportunities above the fold	**Needs Work**	• Build conversion opportunities in above the fold on interior pages • Pop-ups being utilized now are a good step in the right direction
Actionable, Clear CTAs	**Pass**	• Use more actionable, specific verbiage in CTAs – example, 'Learn More' buttons on homepage could be more specific so the user knows what action they are taking • View the eBook is a better, more informed CTA • Pop-ups & LPs are utilizing more clear, actionable CTA verbiage
Preferred Action is prominent & persistent	**Needs Work**	• What is the ultimate action a user could take from the site? What is the ultimate next-step based on your business/website goals? Make sure we are asking users to take that specific action if they are ready! You are offering TOFU/MOFU options with the eBooks, but what can a visitor do if they are ready to talk through their challenges with you?
Opt-In Opportunities	**Needs Work**	• Add 'opt in to receive blog updates' form to Blog page • Consider adding to footer or utilizing a popup on Blog page

UX AUDIT: FUNCTIONALITY

A site that functions well builds trust and eliminates roadblocks for users.

HEURISTIC	RATING	COMMENTS
Website loads quickly	Good	• Site is loading in just about 1 second. See slide 2.
Secure - HTTPS	Good	• https is being used
Custom 404 errors	Good	• 404 error page gives enough information to help users understand what's going on • Recommendation to add some 'suggested' links for them to continue on your site (blogs, eBooks, etc.)
Live text vs. Image Based	Good	• Text all seems to be live
Error messages are useful	Good	• Error message when search doesn't have results is clear • Recommendation to add some 'suggested' links, same as 404 page • Note: when search doesn't show results, search bar is repeated on the page
Contact info is easy to find	Good	• Easy to find on every page
No broken links	Good	• Good from our view, SEO Audit could reveal more detail
Login is easy to find in upper right hand corner	N/A	• Assuming there is no login for the site
User knows status of searches	Good	• Search status is clear
User knows if logged in / logged out	N/A	• No login
Forms bring up correct keyboard on mobile	Good	• Text fields good, phone field brings up numeric keypad

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UX AUDIT: OTHER NOTES

Increasing Conversions and Streamling User Experience

- Overall we are finding that the site is functioning well and provides users with lots of content to read through
- Our recommendation is to focus on creating a more strategic conversion path strategy to help users get to the next stage in their buyers journey. This will involve testing actual CTA's on the site along with organizing content in a way that allows visitors to quickly scan and access what they are interested in. A content audit and CRO strategy would be good next steps here.
- We also see lots of opportunity to help streamline the site from a UX perspective. We want to make sure that as visitors 'find' your site, they are then able to easily locate the content they came for. This audit provides many areas to focus on when it comes to optimizing the site from a UX perspective, and each area is categorized based on priority (good/pass/needs work).
- Providing meaningful conversion paths and a high quality user experience will build trust with your users and allow them to feel confident in the expertise being provided by your company, which will set you apart from competitors

RATINGS SCALE INFO

- **Needs work/Critical** – A 'critical fix' item that is stopping the site from being fully functional. Could cause users to abandon site and create negative SEO implications.
- **Needs Work** – These priority items are good place to focus your team's effort/time/resources.
- **Pass** – These items are functional but would benefit from updates & testing to ensure your site is optimized for users and search engines..
- **Good** – These items are providing a good user experience and are well optimized.
- **See SEO Audit** – Applicable only if a separate SEO Audit is being performed alongside the UX Assessment. SEO Audit presented as separate document.
- **Suggestion** – This is something that's net new to the site and can't be graded on current effectiveness.

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