10 Points UX Audit to uncover opportunities to improve your ecommerce website

10 Point
UX Audit

Our 10 Point UX Audit Template covers 10 key areas to review on your ecommerce website. From visual aspects such as Design System Inconsistencies, to technical, behind the scenes things like page speed and broken links.

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General Usability

General usability refers to the fundamental aspects of usability that can easily turn a bad user experience into a good one. Standard and expected aspects such as clearly displaying important information, making sure everything is relevant to the page and compatibility with browsers.

- [ ] Location is applied automatically - currency, available products, country specific store

- [ ] Media is clear and can be viewed in detail (ecommerce product pages)

- [ ] Costs & prices are clearly displayed

- [ ] Images are relevant to the content on the page

- [ ] The users name is used when logged in (Hi [Username])

- [ ] Language is understandable and doesn't use unncessary jargon

- [ ] There is confirmation for important actions such as deleting an account or making a purchase

- [ ] The website is compatible with most browsers (Safari, Google Chrome, Opera, Internet Explorer)

Heuristic Analysis

Heuristic Analysis is a structured method to review a website, taking into consideration the needs and expectations of users and uncover opportunities for improvement and optimisation. See our handy template to help structure your Heuristic Analysis

☐ Relelvancy

☐ Clarity

☐ Value

☐ Friction

☐ Distraction

Broken Links

Bbroken links are those that send users to pages, incorrect pages or just don't work. It is vital that every link goes to the intended page to avoid confusing or frustrating your users.

☐ No links are broken

☐ All links go to the correct page

Design System Inconsistencies

Any inconsistencies between your actual website and the rules and visual elements set up in your Design System can reduce trust and perception of your website.

- ☐ Typefaces are consistent with design system
- ☐ Colours are consistent with design system
- ☐ Logos are consistent with design system
- ☐ Cards are consistent with design system
- ☐ Tone of voice is consistent with design system
- ☐ Buttons are consistent with design system
- ☐ Navigation is consistent with design system
- ☐ Forms are consistent with design system

Page Speed

Page speed is the length of time it takes for content to load on your webpage; the longer it takes, the more likely users are to leave your site and visit a different search result; you risk loosing over 25% of your site visitors when a page takes over 3 seconds to load.

- [ ] Images are optimised for web - JPEG (wehre possible) and under 70kb
- [ ] Page Speed plugins installed
- [ ] Specific slow pages identified & optimised
- [ ] Limit the use of third party scripts like Google Analytics
- [ ] Move hosting to a more powerful server
- [ ] Only apply resources where they are specifically needed rather than applying to the entire site

Accessibility

Web accessibility is the practice of ensuring there are no barriers that prevent users from accessing websites, regardless of physical, situational, cognitive, or mental disability. Whilst this list covers basic accessibility standards, there are more in-depth factors to consider on a long term basis.

- ☐ All images have alt text
- ☐ All text passes a contrast ratio
- ☐ Page title shown on tab & window, adequately describes the page, and is different from all of the other page titles on the website
- ☐ Headings are set up with logically
- ☐ No heading levels are skipped (e.g. H1 to H4)
- ☐ Resized text doesn't overlap other visual content
- ☐ Resized text doesn't require horizontal scrolling
- ☐ Keyboard focus is visble and in a logical order
- ☐ Forms are accessible by keyboard
- ☐ Website supports accessibility tools such as screen readers
- ☐ Mandatory fields are clearly highlighted
- ☐ No content moves, flashes or blinks automatically or for longer than 5 seconds
- ☐ No content is bright & flashing, taking up a large area of the screen
- ☐ Videos include captions, and can be controlled (volume/stop/pause)

Navigation & Information Architecture

Information architecture is the visual representation of a website's hierarchy and features, which may include navigation, application behaviour, and flows.

- [ ] Related content is grouped together
- [ ] Content is scannable
- [ ] Search functionality is available throughout the site, not jsut on specific pages
- [ ] Navigation is consistent throughout the site and doesn't change from page to page
- [ ] Contact information & location is included

Forms

Forms allow users to input information on a website which is sent to a server for processing. The shorter a form is, or the less information it asks for, the more likely users are to complete them.

☐ Interactive elements (Radio buttons, checkboxes, dropdowns, links and buttons) are clickable & visible

☐ Form only asks for important, relevant information

☐ Buttons are labelled logically - 'Send Message' instead of 'Submit'

☐ Form fields are left aligned for ease of reading

☐ Form fields are labelled clearly to reduce confusion

☐ Placeolder text in input fields show users what information should be entered

Errors

Errors can occur in a variety of ways on website, including broken links, or data being inputted incorrectly on forms. Whilst it is difficult to eliminate errors entirely, you can reduce user frustration by making it clear, quick, and easy to resolve them.

☐ Errors are clear and easy to rectify

☐ Show error message in a warning colour, with other visual elements such as icons to make it stand out to visually impaired users

☐ A method to rectify the error is shown next to the error

☐ Technical lingo isn't used to explain the error

Mobile UX

Mobile UX refers to the overall experience a user has whilst interacting with a mobile device. It is important to recognise that mobile interactions are significantly different from desktop interactions, and mobile users have different needs from desktop users.

- [ ] Images display correctly on mobile
- [ ] All visual elements displays correctly on mobile
- [ ] Keyboard opens correctly for all input fieds, and the correct keyboard is shown (numerical or alphabetical)
- [ ] Touch targets are at least the minimum dimensions (50px by 50px)
- [ ] UI feedback reassures users of successful interactions - visual, audio or haptic feedback
- [ ] Content is prioritised to show what is relevant to mobiles users