UX audit

10 Point Guide to Improving
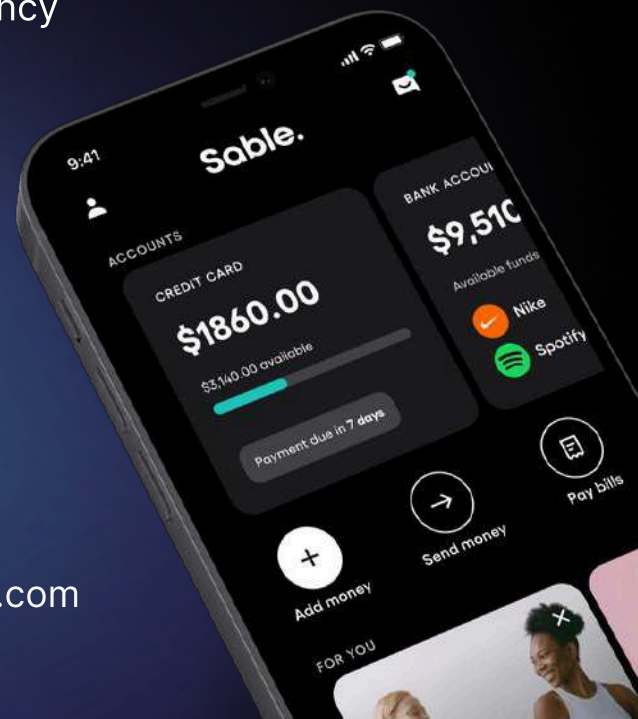Your Product's Usability

Brought to you by Unqode – UX/UI Design Agency

Actionable insights to help startups
and growing teams identify and fix
UX issues—without a big budget.

Contact Us

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10 Point Guide to Improving Your Product's Usability

🔍 1. Designing for Users, Not Investors

- Does the product clearly communicate its value proposition to users in 5 seconds or less?
- Is messaging focused on solving real user problems rather than showcasing metrics or tech jargon?
- Are product features prioritized based on user needs or investor expectations?

🧠 2. User Research Fundamentals

- Have you conducted at least 5 user interviews or surveys recently?
- Is there documented evidence of user pain points and motivations?
- Are personas or user stories used regularly in decision-making?

🎛️ 3. Interface Clarity & Simplicity

- Are key actions (signup, add to cart, complete task) obvious and easy to access?
- Are you avoiding feature bloat and visual clutter?
- Do users complete key flows without confusion or extra clicks?

📱 4. Mobile Experience

- Is your mobile site/app responsive and fast (<2.5s load time)?
- Are buttons easily tappable (minimum 48×48px)?
- Is all content legible without zooming or horizontal scrolling?

🚀 5. Onboarding & First-Time User Experience

- Do new users receive a welcome message or tour that explains key functions?
- Are tooltips, progress indicators, or checklists used to ease entry?
- Can a user complete a meaningful task within the first 5 minutes?

🧭 6. Navigation & Information Architecture

- Is your menu hierarchy clear and logical for end users?
- Are pages and sections labeled using user-friendly, familiar terms?
- Can users find key content in 3 clicks or fewer?

🎨 7. Visual & Brand Consistency

- Are typography, button styles, icons, and colors used consistently throughout?
- Does your visual style reflect your brand's tone and values?
- Have you documented your design system or style guide?

✅ 8. Feedback & Interactivity

- Do users receive visual or textual feedback after actions (e.g., loading, error, success)?
- Are form errors clearly highlighted with guidance for fixing them?
- Are transitions and animations used meaningfully, not distractingly?

🚫 9. Pop-ups & Interruptions

- Are pop-ups only shown when relevant (e.g., exit-intent, after user activity)?
- Can all pop-ups be easily dismissed on all devices?
- Are notifications or alerts value-driven, not intrusive?

🔄 10. Ongoing Usability Testing

- Have you run at least one usability test or user session in the past 60 days?
- Do you have a system to collect and act on UX feedback regularly?
- Are major design updates tested with real users before release?

📌 Final Score (Optional Self-Audit)

Tick each point and score yourself out of 30. A score below 20 suggests key UX improvements needed.