

Ux audit report ↗

NAME OF YOUR PROJECT

Prepared by the Analytical Department of Turum-burum

GENERAL METRICS

0.12%

Bounce rate

02:20

Average session duration

10.32

Pages/session

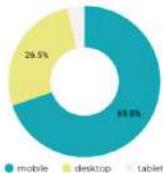
84.7%

New users

1.33%

CR to order

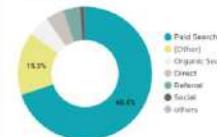
Devices



Device	Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate
mobile	38,793	56.83%	3.22	00:01:11	1.39%
desktop	14,713	48.06%	3.7	00:03:00	2.74%
tablet	2,061	53.23%	2.47	00:01:30	1.35%

Traffic and page views

Channel



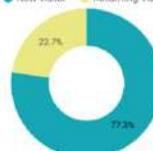
Default Channel Grouping	Users	Bounce Rate	Pages / Session	Avg Session Durat...	Ecommerce Convers...
Paid Search	40,064	59.02%	2.35	00:01:22	1.68%
(Other)	6,995	44.75%	2.5	00:01:16	0.42%
Organic Search	2,993	47.79%	3.71	00:03:19	2.75%
Direct	2,552	38.47%	4.48	00:03:31	3.14%
Referral	2,340	37.77%	4.51	00:04:18	5.29%
Social	652	39.04%	4.62	00:02:21	1.13%
Display	47	35.94%	1.89	00:01:39	4.88%

1 - 6 / 8 < >

User type

User Type	Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate
New Visitor	53,078	55.35%	2.22	00:01:12	1.29%
Returning Visitor	15,548	52.68%	3.26	00:02:27	2.5%

● New Visitor ● Returning Visitor



Landing pages

Landing group

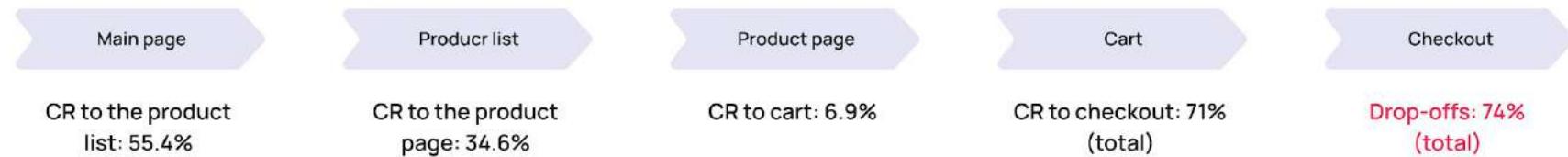
Landing group	Sessions	Bounce Rate	Pages / Session	Avg Session Duration	Ecommerce Conversion Rate
Product details	58,380	57.25%	2.24	00:01:16	1.5%
Product list	18,961	57.01%	2.62	00:01:36	1.4%
Main	5,098	22.64%	7.83	00:03:56	3.46%
Other	1,348	0%	0	00:00:25	0.15%
Knowledge	199	97.44%	1.63	00:01:09	0%
Search results	907	38.36%	5.89	00:06:08	2.38%
Checkout	865	40.81%	4.77	00:03:03	20%
Contact us	107	61.55%	4.70	00:01:57	1.87%
Logout	17	47.06%	4	00:00:01	0.00%



General indicators

USER JOURNEY

Purchase of products



Buying rations



MAIN PAGE

HYPOTHESIS N°...

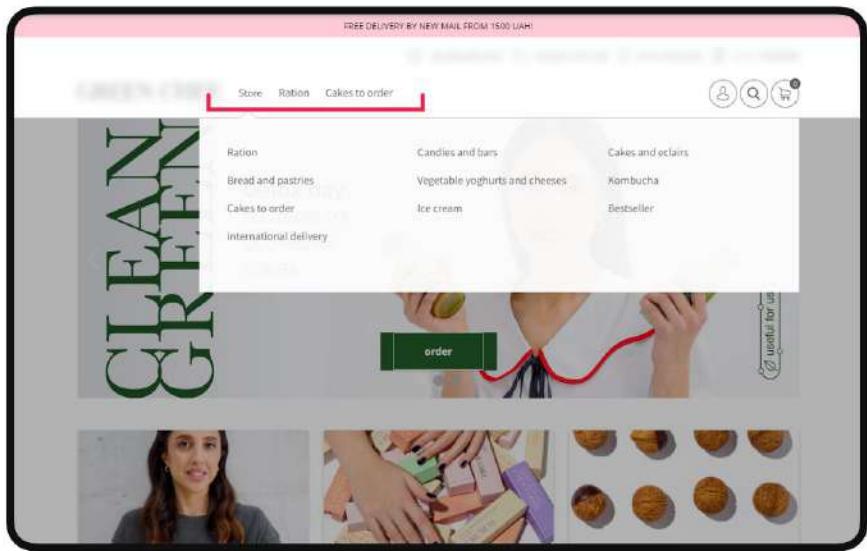
Product category navigation

Part of the navigation is hidden, so the user may not see other available products or may have to take additional steps. Also, users may think that the name "Store" means store addresses and ignore this navigation item.

In addition, the mobile version has the most clicks to the "Store", but when clicked, it may not open the list of categories, instead redirecting the user to the "All Products" page. This makes the user wait for the page to load and scroll to the desired category. As a result, customers may not scroll to the desired section and may not find the products they are looking for.

Hypothesis

Displaying product groups instead of the "Store" item reduces the number of unnecessary steps and helps users find the category they want more quickly. All of this has a positive impact on the number of products viewed and the exit rate of new users.



EXAMPLES OF DESKTOP AND MOBILE VERSIONS

9:41

TON

Search X

PEANUT PASTES SALTED CARAMEL NUT PASTES

MINI & MAXI CUPS DESSERTS GIFT SETS

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Give \$50, Get \$100: For a limited time, receive \$100 worth of Sakara Rewards points when you refer a friend who's new to Sakara. [Share the love.](#)

SAKARA

NUTRITION PROGRAMS

NEXT WEEK'S MENU

SUPPLEMENTS

SNACKS

SHOP ALL

SAKARA LIFE

Snacks

Super Bars

Granola

All Snacks

NEWLY PERFECTED Protein Super Bars

Nourish on-the-go with delicious new flavors and functional benefits.

SHOP NOW

NUTRITION FOR RESULTS

Start Your Transformation



— Navigation

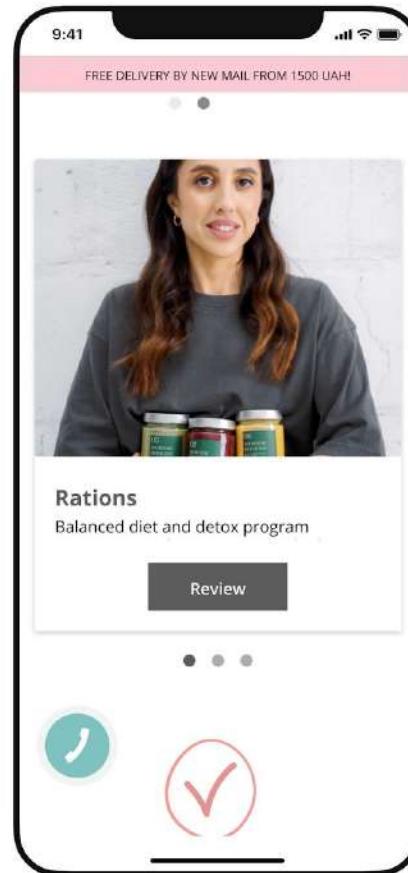
HYPOTHESIS N°...

Lack of details about the key services

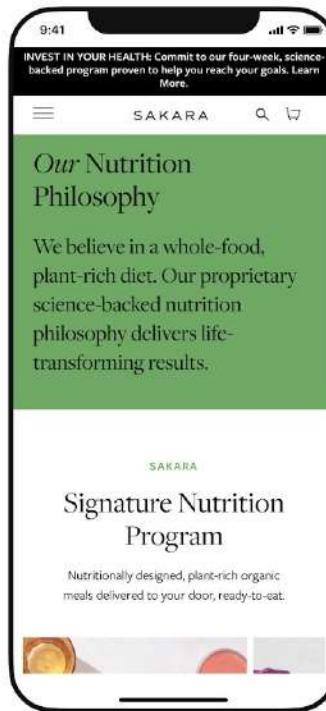
Dietary information. The page lacks information about the diets, for example, that the meals are well-balanced, promote health, and are developed by a nutritionist. There is also a lack of description of the company, its mission, and its features. Such information can be crucial for first-time users who have no idea about the benefits and quality of the products and how they can solve their problems and needs.

Hypothesis

Adding information on the homepage that the menus are developed by a nutritionist, as well as a brief but informative description of the company, mission, and features, can attract attention and engage new users. This will reduce the number of page exits and increase the number of orders.



MOBILE VERSION EXAMPLES



PRODUCT DETAIL PAGE

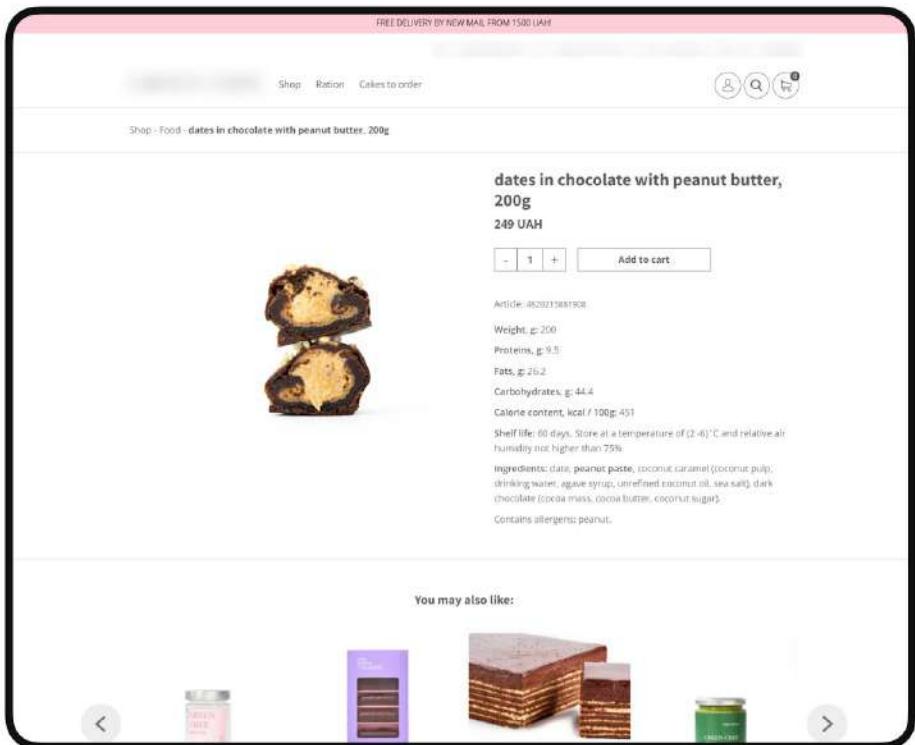
PRODUCT DETAIL PAGE

User motivation / task

Check the quality of the product, look at it from all sides, and find out its composition, properties, and features. Learn how to use it and find some examples.

Objective

Verify product quality.



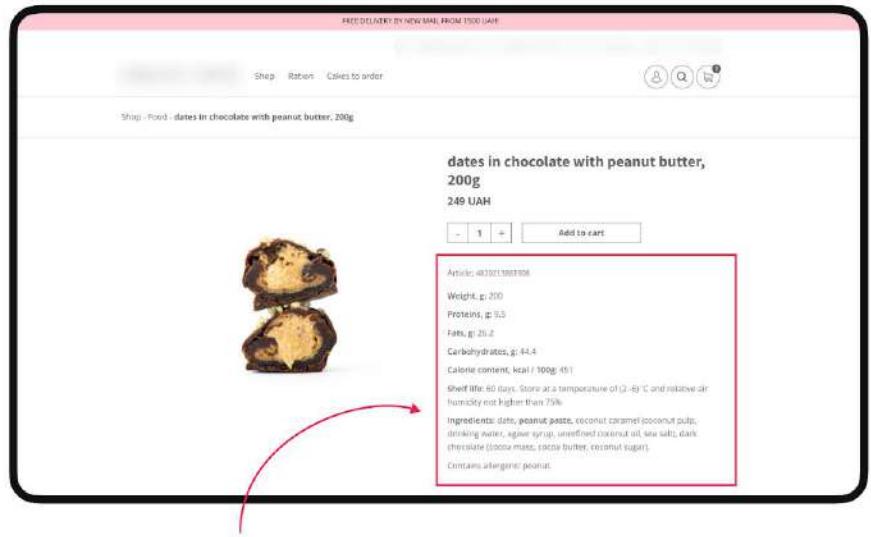
HYPOTHESIS №...

Product benefits

The product pages do not explain its benefits, why users should buy it, or how it differs from ordinary products or from competitors. It is not clear what qualitatively distinguishes this product from others. Users won't be able to find answers to their questions and other important information just by looking at screenshots.

Hypothesis

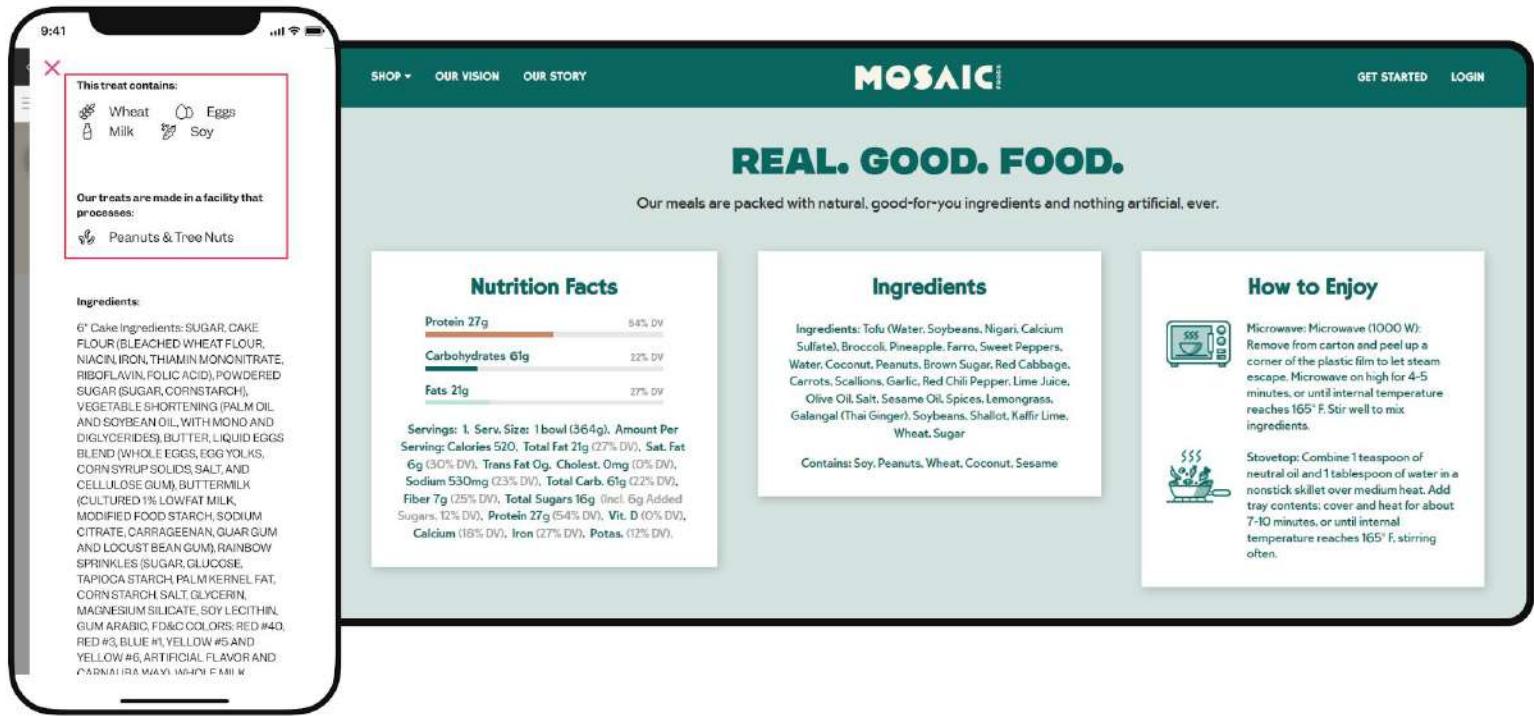
Adding a more detailed description of benefits and features to product pages, specifying what makes these products better than their analogs, will help users understand the benefits, increase engagement, and drive purchases.



The product pages do not explain their advantages, why users should buy them, how they differ from ordinary ones. It is not clear which ingredients are missing and which useful ingredients are there.



EXAMPLES OF DESKTOP AND MOBILE VERSIONS



The image shows a mobile phone on the left and a desktop browser on the right, both displaying the Mosaic Foods product detail page for a "6" Cake".

Mobile View (Left):

- Top Bar:** Shows the time (9:41) and signal strength.
- Product Info:** A red-bordered box contains:
 - This treat contains:** Wheat, Eggs, Milk, Soy.
 - Our treats are made in a facility that processes:** Peanuts & Tree Nuts.
- Ingredients:** A long list of ingredients including sugar, flour, eggs, butter, and various gums.

Desktop View (Right):

- Header:** Includes "SHOP", "OUR VISION", "OUR STORY", the "MOSAIC" logo, "GET STARTED", and "LOGIN".
- Hero Section:** Features the tagline "REAL. GOOD. FOOD." and the subtext "Our meals are packed with natural, good-for-you ingredients and nothing artificial, ever."
- Nutrition Facts:** Shows a bar chart for a 1-bowl serving (364g).

Macro	Value	DV
Protein	27g	54% DV
Carbohydrates	61g	22% DV
Fats	21g	27% DV

Servings: 1. Serv. Size: 1bowl (364g). Amount Per Serving: Calories 520, Total Fat 21g (27% DV), Sat. Fat 6g (30% DV), Trans Fat 0g, Cholest. 0mg (0% DV), Sodium 530mg (23% DV), Total Carb. 61g (22% DV), Fiber 7g (25% DV), Total Sugars 16g (incl. 6g Added Sugars, 12% DV), Protein 27g (54% DV), Vit. D (0% DV), Calcium (18% DV), Iron (27% DV), Potas. (12% DV).

- Ingredients:** A list of ingredients including Tofu, Water, Soybeans, Nigiri, Calcium Sulfate, Broccoli, Pineapple, Farro, Sweet Peppers, Water, Coconut, Peanuts, Brown Sugar, Red Cabbage, Carrots, Scallions, Garlic, Red Chili Pepper, Lime Juice, Olive Oil, Salt, Sesame Oil, Spices, Lemongrass, Galangal (Thai Ginger), Soybeans, Shallot, Kaffir Lime, Wheat, Sugar.
- Contains:** Soy, Peanuts, Wheat, Coconut, Sesame
- How to Enjoy:** Includes two sections: "Microwave" (with an icon of a microwave) and "Stovetop" (with an icon of a pan on a stove).
 - Microwave:** Microwave (1000 W): Remove from carton and peel up a corner of the plastic film to let steam escape. Microwave on high for 4-5 minutes, or until internal temperature reaches 165° F. Stir well to mix ingredients.
 - Stovetop:** Combine 1 teaspoon of neutral oil and 1 tablespoon of water in a nonstick skillet over medium heat. Add tray contents; cover and heat for about 7-10 minutes, or until internal temperature reaches 165° F, stirring often.



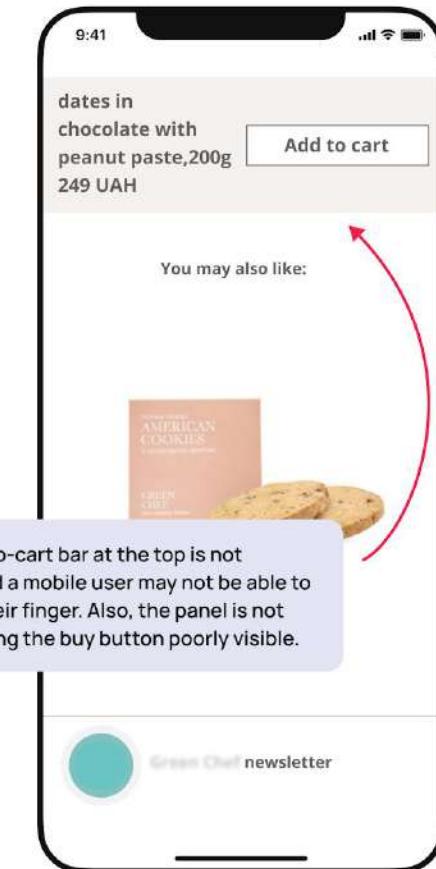
HYPOTHESIS N°...

Ease of adding to cart

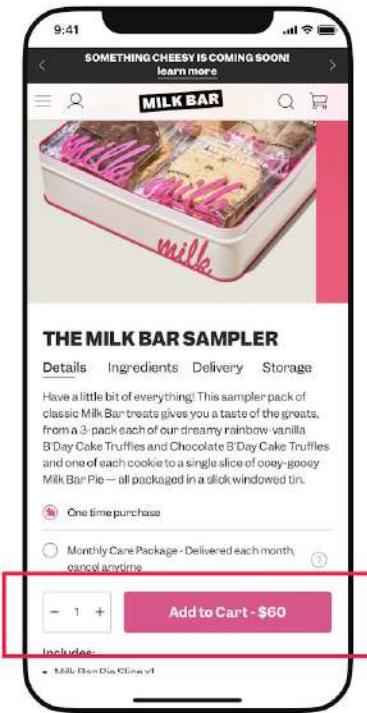
In this case, the fixed add-to-cart bar at the top is not convenient, and a mobile user may not be able to reach it with their finger. Also, the panel is not accented, while the text is too large and takes up most of the panel, distracting users from focusing on the price and the buy button. That can affect the number of items added to the cart on Mobile.

Hypothesis

Moving the fixed add-to-cart bar to the bottom of the page when scrolling, minimizing its size, and displaying the price and the add-to-cart button can improve the user experience when browsing the product page and increase the number of adds to the cart.



MOBILE EXAMPLES



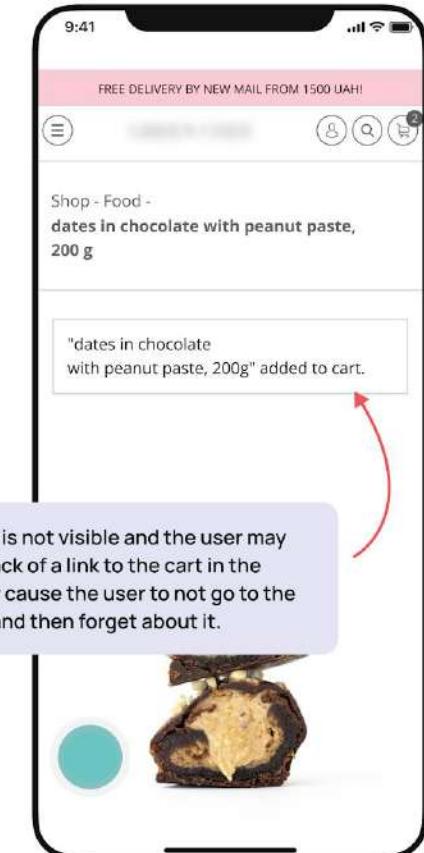
HYPOTHESIS N°...

Adding to cart

After adding an item to the cart, the notification is not visible because it appears at the top of the page where the user may not see it. Also, according to heatmaps, users often go from the product page to the cart presumably to check it out or proceed to checkout after adding it. The low visibility of the notification may cause the user to think that the product has not been added, and the lack of a link to the cart in the notification may cause the user to not go to the cart right away and then forget about it.

Hypothesis

Making the add-to-cart notification more visible, adding a link to the cart, and making the cart always accessible by fixing the navigation will reduce the number of incomplete purchases and improve the overall user experience.



DESKTOP EXAMPLE

The screenshot shows a desktop view of the FIZI website. At the top, a banner reads "Kindly note: take the leaves from the post office on time - they are not there". The navigation bar includes links for MAIN, CATALOG, LOYALTY AND REWARDS, LEARN MORE, and the FIZI logo. Below the navigation, there are categories: PROTEIN, GUILTY, MIX BOX, CHARITY, FIZI GIFTS (which is the active tab), and FIZY MERCH. The main content area is titled "FIZI GIFTS" and features a large image of a gift bag labeled "LOVE INSIDE" and a "KAKAO" product. To the right, there are several FIZI product images: two pink "FIZI PRO" bars, two green "FIZI GUILT" bars, and two blue "FIZI MIX" bars. A large, colorful hexagonal cube is also visible. On the right side of the page, a modal window is open with the message "Congratulations! Your order will be delivered for FREE". It lists two items: "Chocolate bar "Birthday Cake" 10 x 45g" and "Set of chocolate and protein bars "All in one box" 10 pcs.", both priced at \$100.00. The modal also includes a quantity selector (set to 1) and a "To order" button. At the bottom of the modal, there are sections for "Delivery" and "Your comment".



CHECKOUT

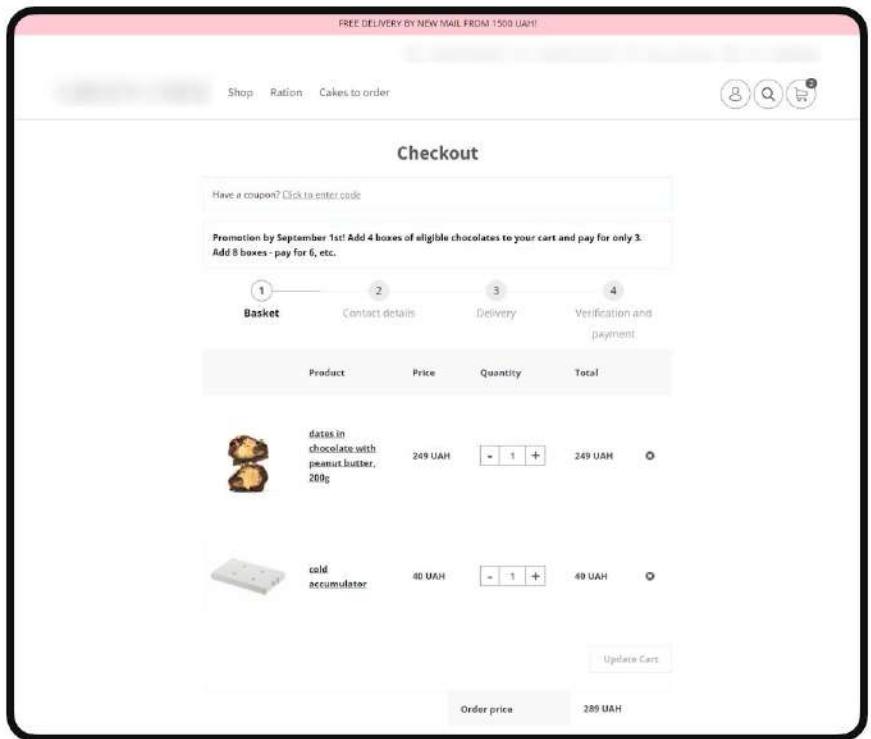
CHECKOUT PAGE

User motivation / task

Order quickly and easily, pay conveniently. Clearly understand what happens next.

Objective

Place an order and understand how to get it.



The screenshot shows a checkout page for a grocery store. At the top, there is a banner for free delivery by New Mail from 1500 UAH. The page includes a navigation bar with 'Shop', 'Ration', 'Cakes to order', and user icons for account, search, and cart. The cart icon shows 1 item. The main section is titled 'Checkout' and includes a coupon input field and a promotional message about adding chocolates. The process is divided into four steps: 1. Basket, 2. Contact details, 3. Delivery, and 4. Verification and payment. The basket table shows two items: 'dates in chocolate with peanut butter, 200g' at 249 UAH and 'cold accumulator' at 49 UAH. The total order price is 289 UAH. There is an 'Update Cart' button and a link to 'Order price'.

Product	Price	Quantity	Total
	249 UAH	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	249 UAH
	49 UAH	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	49 UAH

Order price: 289 UAH

Update Cart



HYPOTHESIS N°...

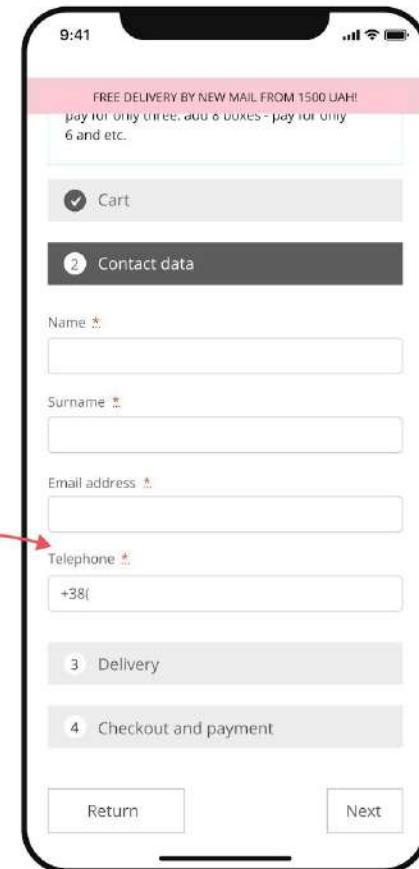
Checkout steps

The structure of the checkout forms is too complex, there are too many steps, and the fields are difficult to navigate. In addition, the animation of collapsing and expanding certain sections is confusing, so users may not understand where they are being redirected. Users may become confused, skip some fields, and enter data inconsistently, increasing the chance of errors and drop-offs.

Hypothesis

Simplifying the checkout process, making it a single step, replacing complex animations with simpler, more user-friendly elements will make it easier for users to fill out the required data, increasing successful orders and decreasing checkout exits.

There are too many steps in the checkout process that make it difficult to complete and verify.



DESKTOP EXAMPLE

PLEASE FILL OUT THE CONTACT FORM

I am the receiver another recipient

Your contact details

name and surname

Phone number E-mail

Notifications from TOM will be sent to e-mail (emails may end up in the "spam" folder)

Delivery methods

Nova Poshta (branch) choose the date of shipment

[Kyiv](#) [Lviv](#) [Dnipro](#) [Odesa](#) [Kharkiv](#)

Choose a city

New Post (postal machine)
 Nova Poshta (address)
 Ukrposhta

Payment methods

Monobank
 Linqay

YOUR ORDER 3

 64g 200 UAH

Enter promo code Apply

Nova Poshta (branch) 0 UAH

Amount due 290 UAH

To order



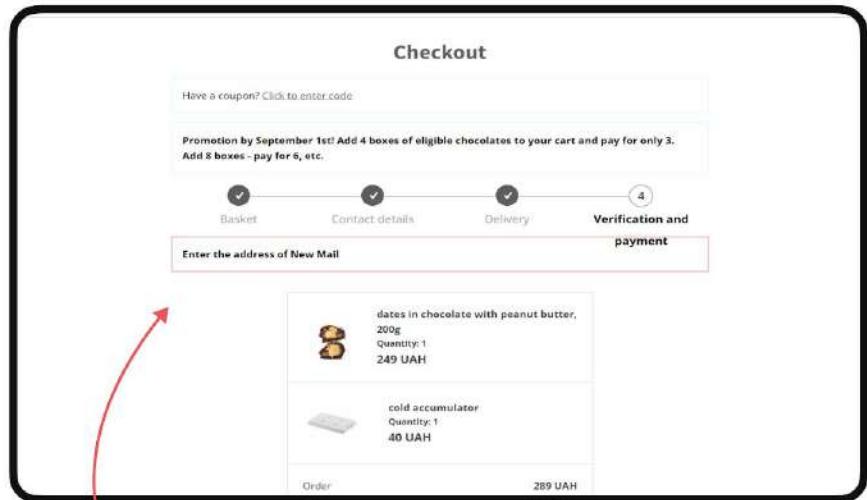
HYPOTHESIS Nº...

Validation of data entered

If the user makes an error in the data entered, the accuracy of the data is verified only before the order is confirmed. At the verification stage, the user will not see their own contact information and may not understand why they received a message about incorrect data. In addition, he or she must return to the stage where the error occurred and correct it, which creates unnecessary steps and increases the percentage of exits at the checkout stage.

Hypothesis

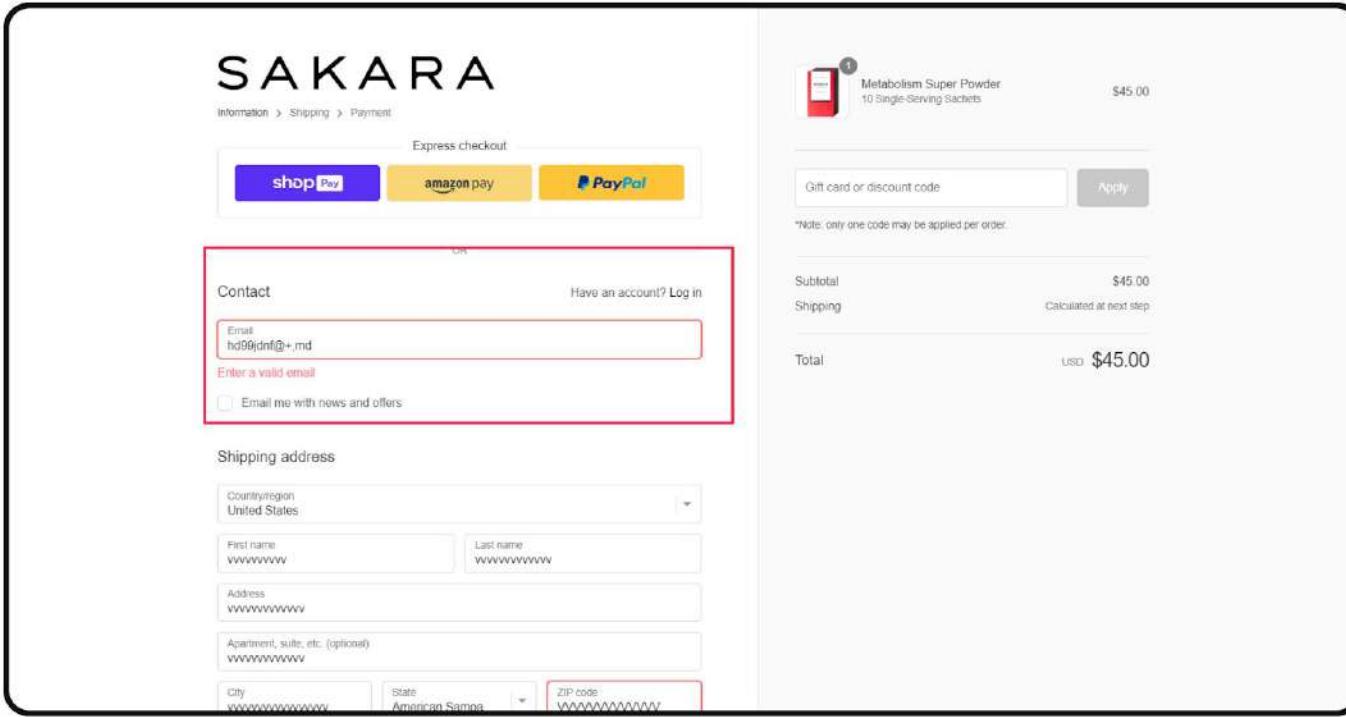
By reducing the number of steps, verifying the accuracy of the data entered when moving to the next step, and providing clear error notifications, users are able to find and correct errors more quickly, reducing checkout bounce rates.



If the user makes an error in the data entered, the accuracy of the data is verified only before the order is confirmed. If an error occurs, the user will have to search for the field themselves.



DESKTOP EXAMPLE



The screenshot shows a desktop checkout process for SAKARA. The top navigation bar includes 'Information', 'Shipping', and 'Payment'. Below this, there are three payment method buttons: 'shop Pay' (purple), 'amazon pay' (yellow), and 'PayPal' (blue). The main content area is divided into two sections: 'Contact' on the left and 'Order summary' on the right.

Contact Section:

- Text input field for 'Email' containing 'hd99jdnfj@+.md'.
- Validation message: 'Enter a valid email'.
- Email me with news and offers

Order Summary Section:

- Product: Metabolism Super Powder (10 Single-Serving Sachets) - \$45.00
- Gift card or discount code: (input field)
- Note: *Note: only one code may be applied per order.
- Subtotal: \$45.00
- Shipping: Calculated at next step
- Total: USD \$45.00



CONCLUSIONS

- The site lacks information for new users who need a more detailed description of the company, products, benefits and advantages on the landing pages.
- There is no way for regular users to purchase goods more easily and quickly.
- The visual design of the site does not match the brand's vision and target audience, which makes it difficult to perceive the store and detracts from its memorability.
- Current analytics data is collected incorrectly, making it difficult to draw conclusions from the metrics.

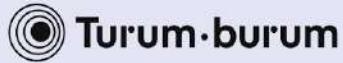
NEXT STEPS

- Configure Google Analytics 4;
- Implement potential hypotheses on the key pages: Homepage, Product list, Product page, Checkout.

REDESIGN RECOMMENDATIONS

- Revise the design of key interface elements (forms, buttons, colors, and fonts);
- Redesign of key pages to visually emphasize products and their benefits;
- Coordinate packaging design with website design to create a unified user experience and increase brand awareness.





THANK YOU FOR YOUR ATTENTION!

We will be happy to answer your questions and discuss
the terms of further cooperation!

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