

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

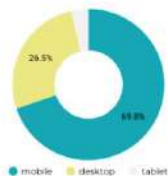
84.7%

New users

1.33%

CR to order

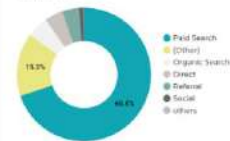
## Devices



Device	Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate
mobile	38,793	56.83%	2.22	00:01:11	1.39%
desktop	14,713	48.06%	3.7	00:03:00	2.74%
tablet	2,061	53.23%	2.47	00:01:35	1.35%

## Traffic and page views

### Channel



Default Channel Grouping	Users	Bounce Rate	Pages / Session	Avg Session Duration	Ecommerce Conversion Rate
Paid Search	40,464	59.02%	2.33	00:01:22	1.68%
(Other)	8,895	44.75%	2.5	00:01:16	0.42%
Organic Search	2,995	47.79%	3.71	00:03:19	2.75%
Direct	2,552	38.47%	4.48	00:03:51	2.14%
Referral	2,340	37.79%	4.51	00:04:19	5.29%
Social	652	39.04%	4.62	00:02:21	1.13%
Display	42	85.94%	3.89	00:01:39	4.89%

## User type

User Type	Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate
New Visitor	53,078	56.35%	2.22	00:01:12	1.27%
Returning Visitor	15,548	52.68%	3.26	00:02:27	2.5%



## Landing pages

Landing group	Sessions	Bounce Rate	Pages / Session	Avg Session Duration	Ecommerce Conversion Rate
Product details	58,380	57.25%	2.24	00:01:16	1.51%
Product list	16,961	37.01%	2.62	00:01:26	3.41%
Main	5,093	23.64%	7.55	00:05:56	3.46%
Other	1,348	0%	0	00:00:25	0.15%
Knowledge	196	92.44%	1.63	00:01:09	0%
Search results	902	38.86%	5.89	00:06:18	2.88%
Checkout	865	40.81%	4.17	00:03:03	20%
Contact us	107	63.55%	4.39	00:03:57	1.87%
Login	77	67.06%	4	00:01:51	10.76%



# USER JOURNEY

## Purchase of products



## Buying rations



**MAIN PAGE**

# HYPOTHESIS N°...

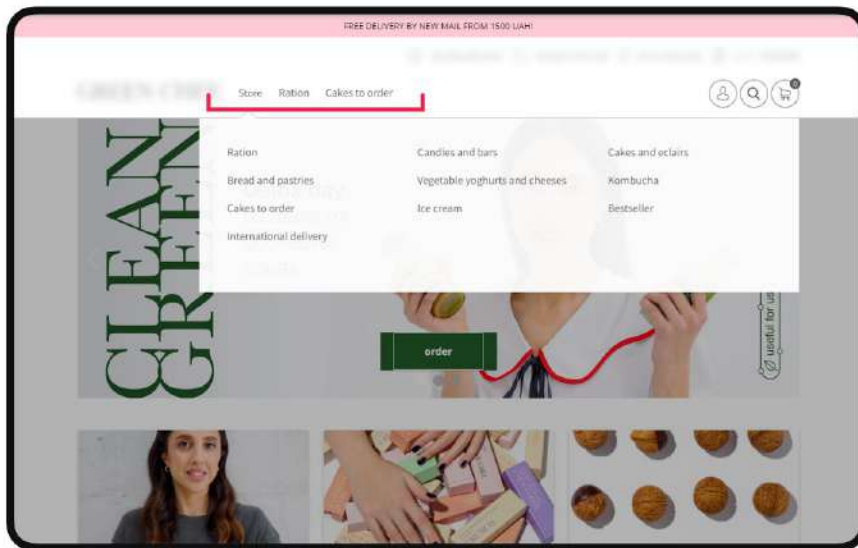
## Product category navigation

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.

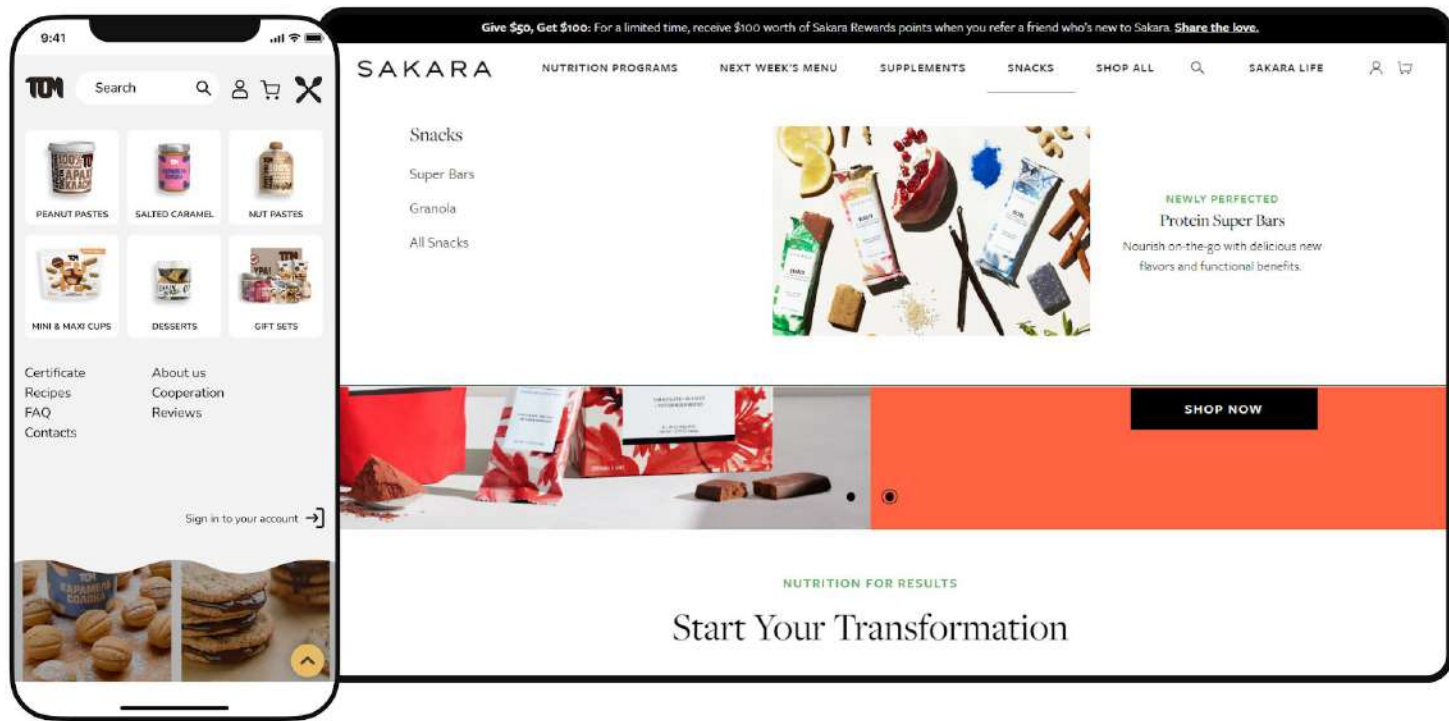
In addition, the mobile version has the most clicks to the "Store", but when clicked, it may not open the list of categories, instead redirecting the user to the "All Products" page. This makes the user wait for the page to load and scroll to the desired category. As a result, customers may not scroll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



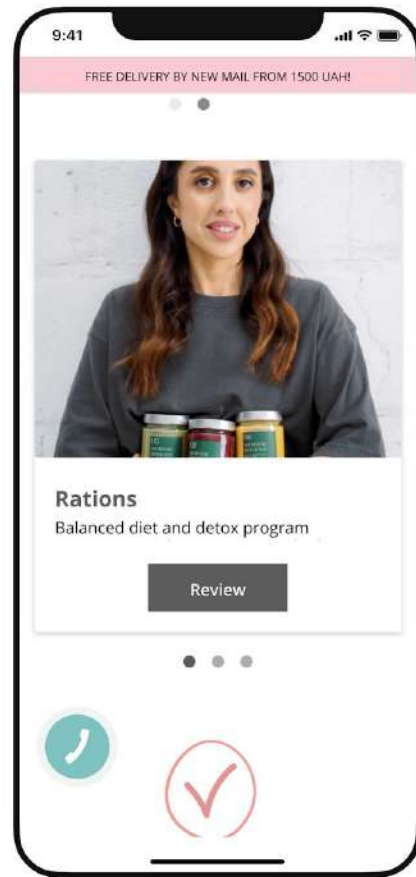
# HYPOTHESIS №...

## Lack of details about the key services

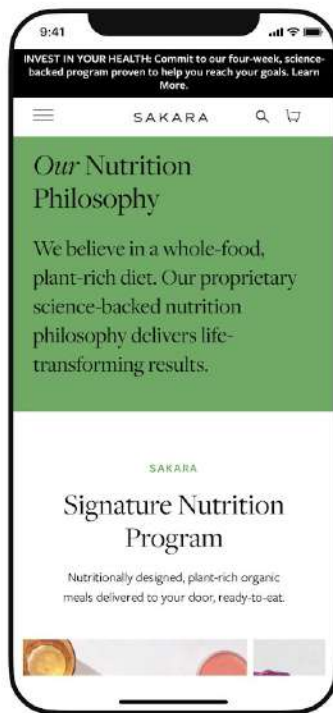
Dietary information. The page lacks information about the diets, for example, that the meals are well-balanced, promote health, and are developed by a nutritionist. There is also a lack of description of the company, its mission, and its features. Such information can be crucial for first-time users 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

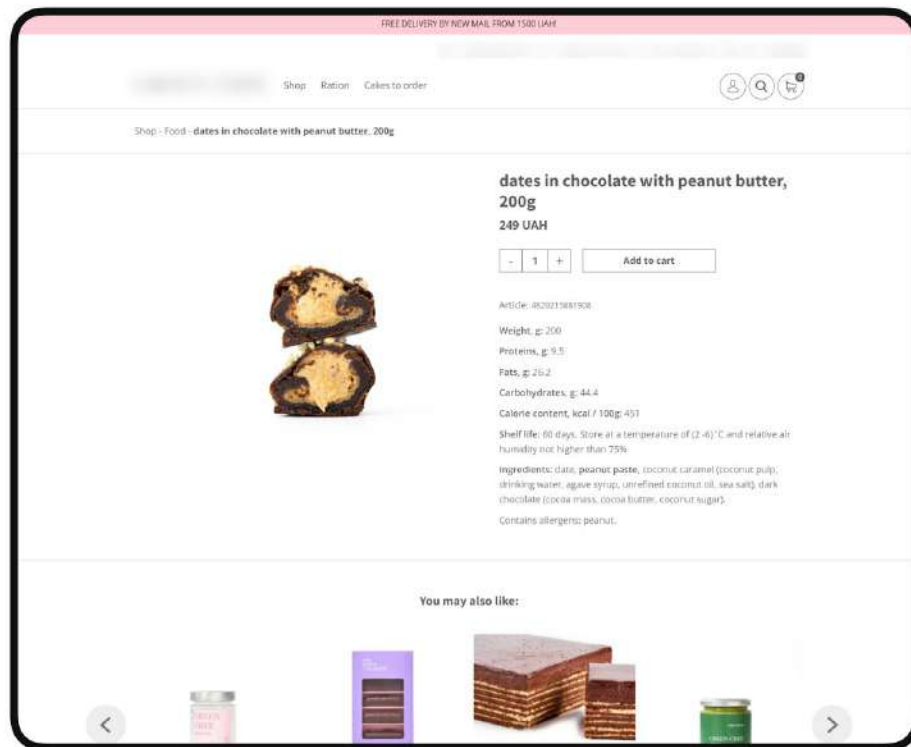
# PRODUCT DETAIL PAGE

## 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.



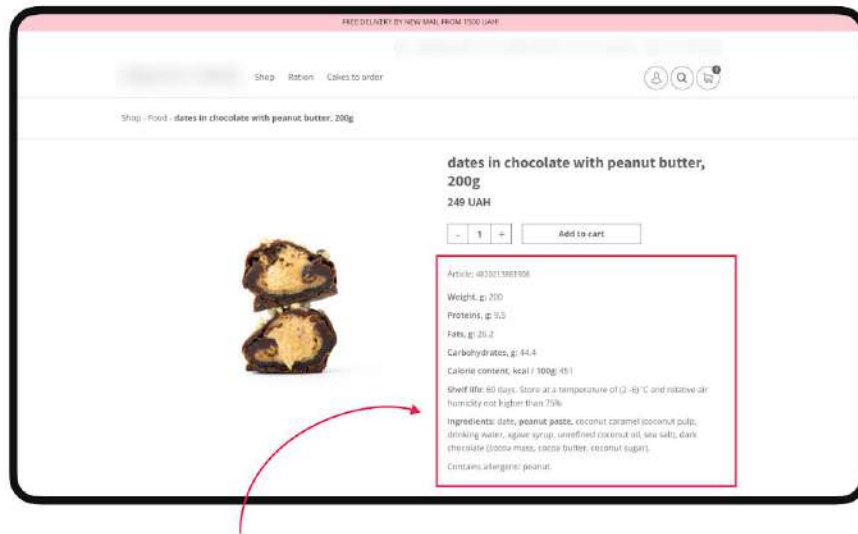
# HYPOTHESIS N°...

## 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

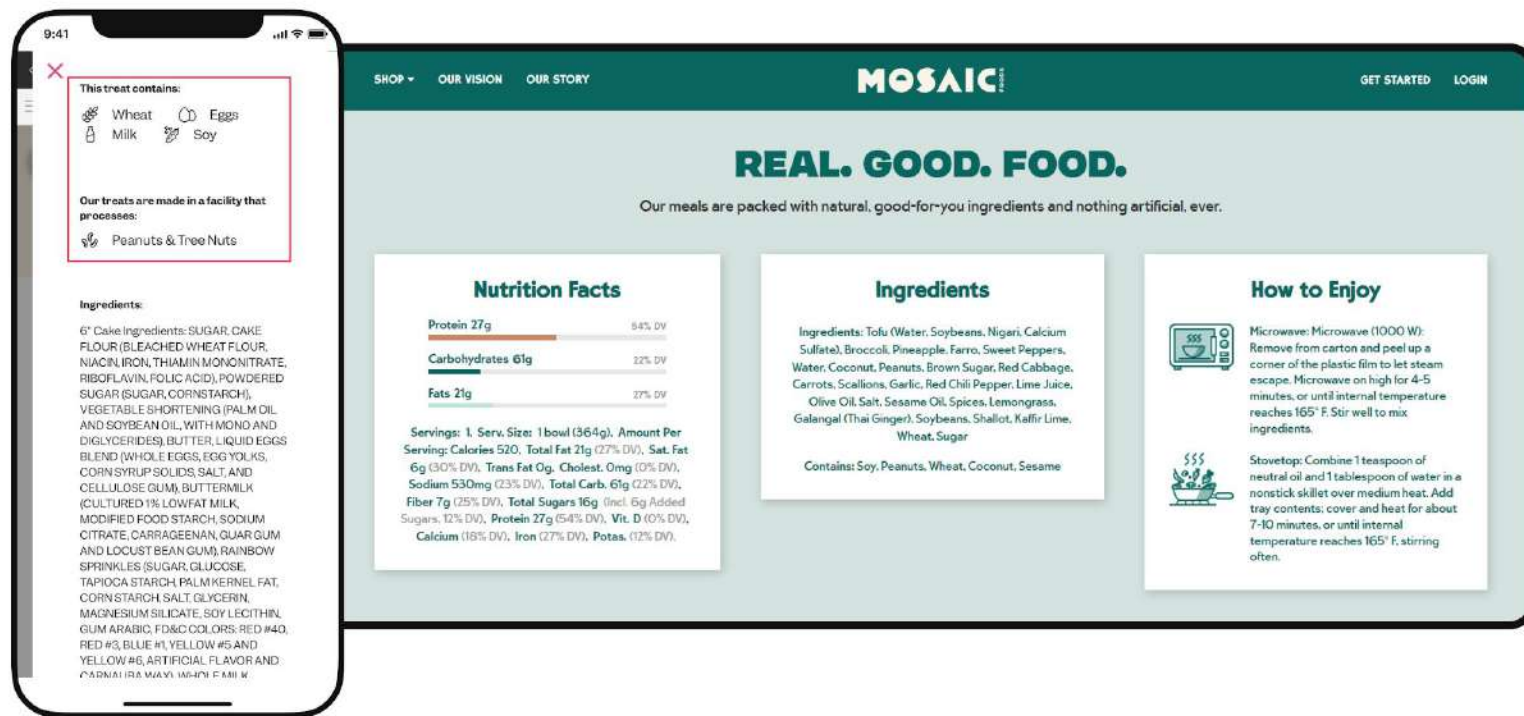
Adding a more detailed description of benefits and features to product pages, specifying what makes these products better than their analogs, will help users understand the benefits, increase engagement, and drive purchases.



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



# HYPOTHESIS Nº...

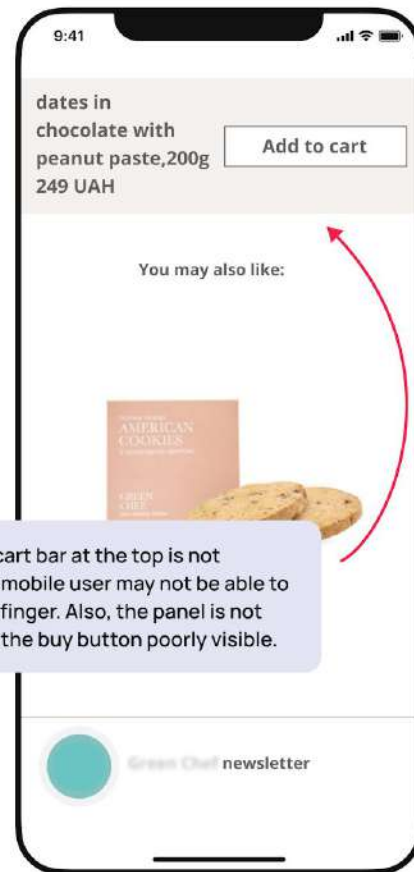
## Ease of adding to cart

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.

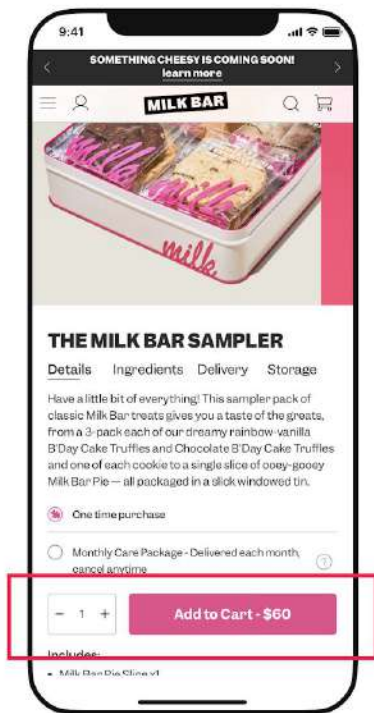
## Hypothesis

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.

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, making the buy button poorly visible.



# MOBILE EXAMPLES



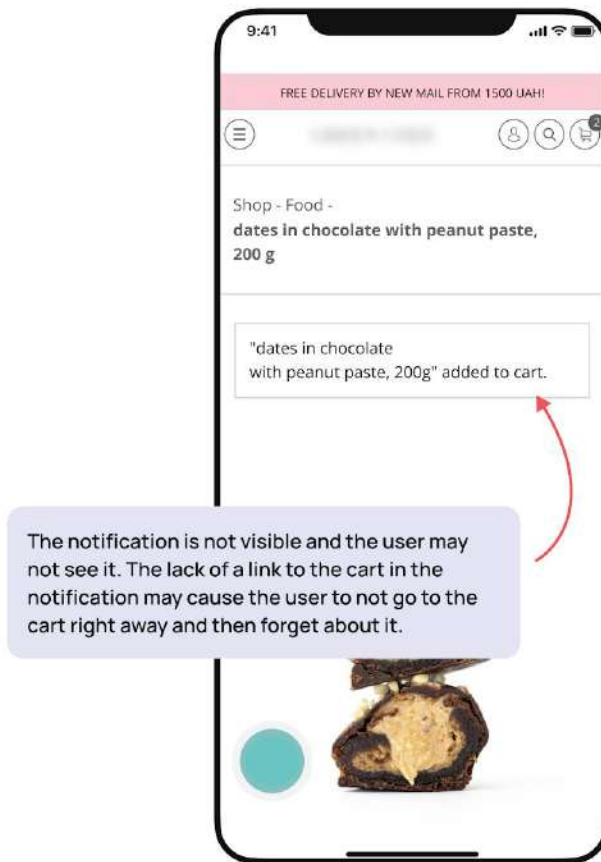
# HYPOTHESIS N°...

## Adding to cart

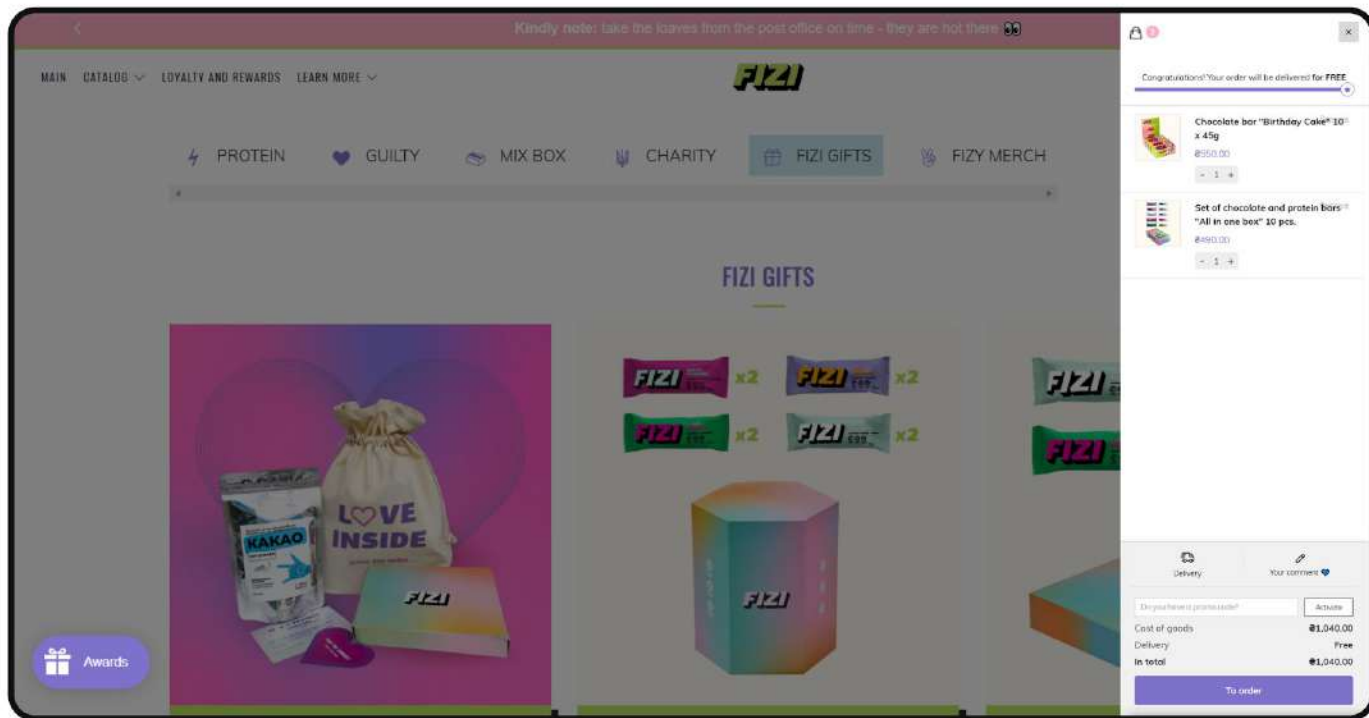
After adding an item to the cart, the notification is not visible because it appears at the top of the page where the user may not see it. Also, according to heatmaps, users often go from the product page to the cart presumably to check it out or proceed to checkout after adding it. The low visibility 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





**CHECKOUT**

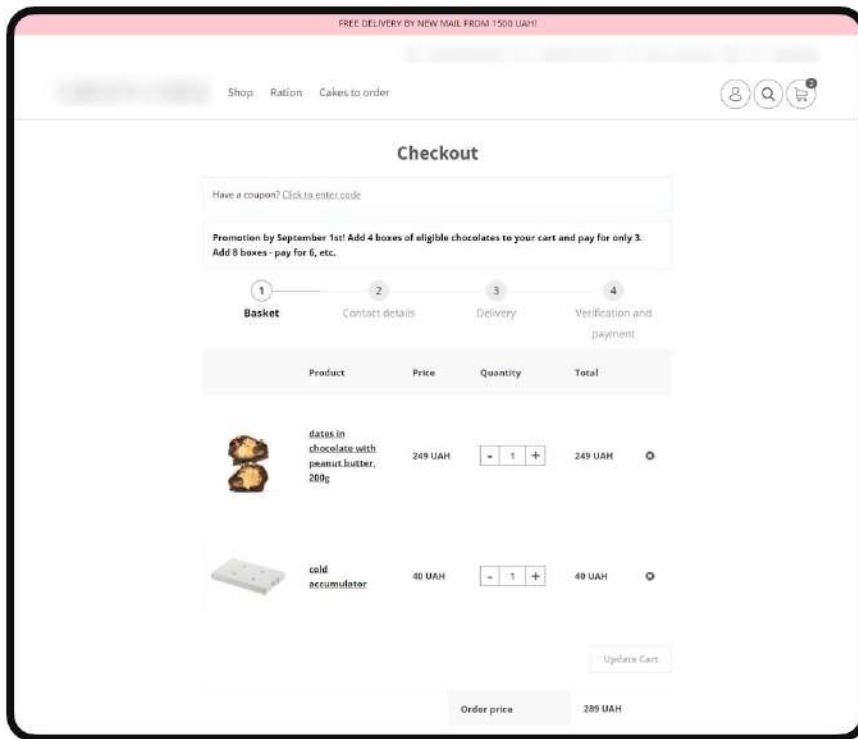
# CHECKOUT PAGE

## User motivation / task

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

## Objective

Place an order and understand how to get it.



# HYPOTHESIS №...

## 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.

9:41

FREE DELIVERY BY NEW MAIL FROM 1500 UAH!  
pay for only three, add 6 boxes - pay for only 6 and etc.

✓ Cart

2 Contact data

Name \*

Surname \*

Email address \*

Telephone \*

+38(

3 Delivery

4 Checkout and payment

Return Next

# DESKTOP EXAMPLE

### PLEASE FILL OUT THE CONTACT FORM

☒ I am the receiver

☐ another recipient

Your contact details

### Delivery methods

☒ Nova Poshta (branch)

☐ Nova Poshta (address)

☐ Ukrposhta


**Kyiv** **Lviv** **Dnipro** **Odesa** **Kharkiv**

### Payment methods

☒ Monobank

☐ Liqpay

### YOUR ORDER



Salted caramel with coconut shavings and cream / 64g

< 1 >

200 UAH

Apply

Nova Poshta (branch)

0 UAH

Amount due

290 UAH

To order

 Checkout

20

# HYPOTHESIS N°...



## 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.

The screenshot shows a checkout page titled "Checkout". At the top, there is a coupon field with the text "Have a coupon? Click to enter code". Below this is a promotional banner: "Promotion by September 1st! Add 4 boxes of eligible chocolates to your cart and pay for only 3. Add 5 boxes - pay for 5, etc.". A progress bar with four steps is shown: "Basket" (checked), "Contact details" (checked), "Delivery" (checked), and "Verification and payment" (active, indicated by a circled 4). Below the progress bar is a form field labeled "Enter the address of New Mail". To the right of the form field is a list of items in the cart:

	dates in chocolate with peanut butter, 200g Quantity: 1 249 UAH
	cold accumulator Quantity: 1 40 UAH

At the bottom of the cart list, it says "Order" and "289 UAH". A red curved arrow points from the "Verification and payment" step of the progress bar to the "Enter the address of New Mail" form field.




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

## SAKARA

Information > Shipping > Payment

Express checkout



Contact

Have an account? [Log in](#)

Email

hg99jdnf@+.md

Enter a valid email

☐ Email me with news and offers

Shipping address

Country/region

United States

First name

vvvvvvvv

Last name

vvvvvvvvvv

Address

vvvvvvvvvv

Apartment, suite, etc. (optional)

vvvvvvvv

City


vvvvvvvvvvvv

State

American Samoa

ZIP code

vvvvvvvvvvvvvv



Metabolism Super Powder

10 Single-Serving Sachets

\$45.00

Gift card or discount code

Apply

\*Note: only one code may be applied per order.

Subtotal

Shipping

\$45.00

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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