

UX Audit Pack — Free Preview

8 questions about what a new visitor understands in the first 10 seconds

This is a free sample from the full UX Audit Pack (87€) — available at <https://felddesign.eu/audit>

How to use this preview

For each question below, mark one of the following:

Score	Meaning
✓ 0	This works well. No issue here.
⚠ 1	This is weak but functional. Could be improved.
✗ 2	This is broken or missing. It's likely costing you.
—	Not applicable to my product.

How to do this right: Open your product or website in one browser window. Go through each question as if you're encountering it for the first time — not as the person who built it.

Section 1 — First Impression & Clarity

Why it matters: If a visitor doesn't immediately understand what your product does and who it's for, they leave. Most do this within 8 seconds. This section measures whether your first impression earns the next click.

#	Question	Score	Notes
1.1	Can a complete stranger tell what your product does within 5 seconds of landing on your homepage or main screen?		
1.2	Is it immediately clear who this product is for?		
1.3	Is the main benefit (not the feature — the <i>outcome</i>) communicated above the fold?		
1.4	Is there one clear primary action a new visitor should take? (Not three, not five — one.)		
1.5	Is your headline specific? ("Increase trial-to-paid conversion by 30%" beats "The best tool for your business")		
1.6	Is the visual design consistent with the type of product you're selling? (A fintech tool should feel trustworthy; a creative tool should feel expressive)		
1.7	Does the page load fast enough that a first-time visitor doesn't leave while waiting? (Target: under 3 seconds)		
1.8	On mobile, is the first screen still clear and functional without zooming or horizontal scrolling?		

Section 1 Score: _____ / 16

What your score means

Score	What it means
0–4	Your first impression is strong. Visitors immediately understand what you offer.
5–8	Mixed signals. Some visitors get it, others don't. Worth improving.
9–12	Significant clarity problem. Most visitors leave before they understand your value.
13–16	Critical. Your product is likely invisible to first-time visitors.

What comes next in the full pack

The full UX Audit Pack includes 5 more sections:

Section 2 — Navigation & Information Architecture (10 questions) Whether users can find what they need without thinking hard.

Section 3 — Conversion & Calls to Action (10 questions) Whether users know what to do and are motivated to do it.

Section 4 — Onboarding & First-Use Experience (8 questions) What happens after a new user signs up or first engages.

Section 5 — Trust & Credibility (9 questions) Whether users feel safe enough to commit.

Section 6 — Retention & Ongoing Experience (8 questions) Whether users come back and stay.

Plus: a **Prioritization Matrix** that scores every problem by business impact vs. fix effort, and a **30-Day Action Plan Template** to turn findings into next steps.

Total: 53 questions. ~2.5 hours. A prioritized action plan at the end.

Get the full pack

Get the UX Audit Pack **87€**

- ✓ Instant download after payment
- ✓ One-time purchase, no subscription
- ✓ Fillable PDF, works on any device.