

UX Audit Report

Sample Deliverable · E-commerce Checkout Flow

This is a sanitized, anonymized example of a real UX audit deliverable produced by Prajna Studio. Client names and confidential data have been removed. It illustrates the structure, tone, and depth you can expect: an executive summary, a scored heuristic review, annotated findings, and a prioritized recommendation roadmap.

Prepared by	Prajna Studio
Scope	Homepage, PLP, PDP, Cart & Checkout
Method	Heuristic evaluation + task-based walkthrough
Overall score	62 / 100 — Needs improvement

Executive Summary

The experience is visually polished but carries a high cognitive load during checkout. Users abandon at the payment step because form requirements are unclear and error recovery is punishing. Fixing the four Critical issues below is projected to recover a meaningful share of drop-off with low engineering effort.

AREA	SCORE	VERDICT
First impressions & clarity	78	Good
Cognitive load	54	Needs work
Navigation & IA	70	Fair
Forms & conversion	41	Critical
Accessibility	58	Needs work
Performance	72	Fair

Annotated Findings

Each finding below references an annotated screenshot in the full engagement (numbered callouts on the live screens). Severity follows a Critical / High / Medium scale.

#1	Payment errors clear the entire form	CRITICAL
Observation	A single invalid card field resets all previously entered billing data on submit.	
Impact	Users must re-enter everything; this is the primary abandonment point at checkout.	
Recommendation	Preserve valid input, validate inline on blur, and surface a specific, human error message.	

#2	Required fields are not marked until failure	CRITICAL
Observation	Optional and required fields look identical; users discover requirements only via errors.	
Impact	Increases form friction and repeated failed submissions.	
Recommendation	Mark required fields explicitly and reduce the form to essential fields only.	

#3	No visible progress in multi-step checkout	HIGH
Observation	The three-step checkout gives no indication of where the user is or what remains.	
Impact	Raises uncertainty and perceived effort, hurting completion.	
Recommendation	Add a simple step indicator (1 · 2 · 3) with the current step emphasized.	

#4	Low contrast on secondary buttons	MEDIUM
Observation	Grey-on-grey secondary actions measure 2.9:1, below WCAG AA (4.5:1).	
Impact	Reduces legibility for low-vision users and in bright conditions.	
Recommendation	Increase text/background contrast to at least 4.5:1 for all text elements.	

Prioritized Recommendations

Recommendations are sequenced by impact-to-effort. Start top-left: high impact, low effort.

PRIORITY	ACTION	IMPACT	EFFORT
P0	Preserve form data on payment error	High	Low
P0	Inline validation + specific error copy	High	Low
P1	Add checkout progress indicator	Medium	Low
P1	Trim checkout to essential fields	High	Medium
P2	Fix secondary button contrast	Medium	Low

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