



FREE 25-Point

User Experience Checkup

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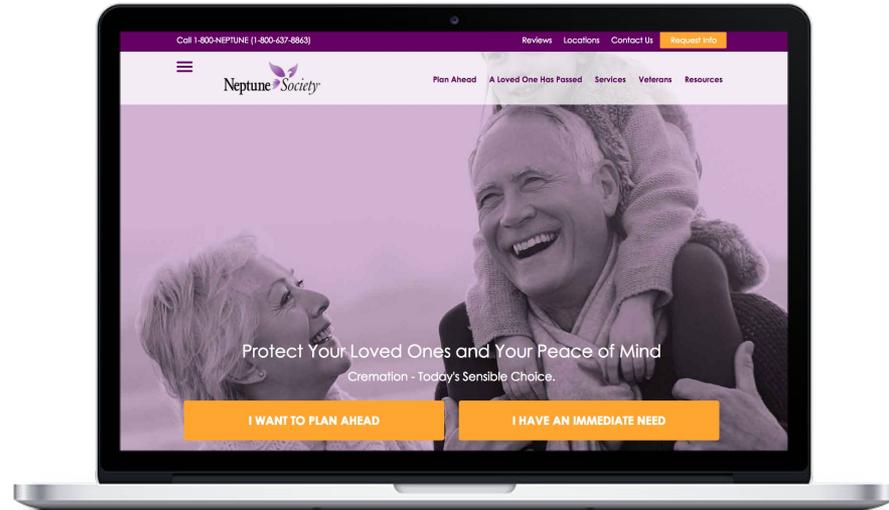
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Is the site's purpose immediately clear?

When someone visits your website they should be able to immediately determine the purpose of your website. At a primitive level, displaying your brand's logo in the header throughout the site helps keep the visitor aware they're on the correct site. Additionally, taglines and merchandising on the homepage should paint a clear picture for the visitor about what you sell and why they should buy from you versus your competitors.

- ✓ **1. Logo of the site is prominently displayed**
- ✓ **2. Clear tagline used to highlight purpose of the site**
- ✓ **3. Merchandising on the homepage demonstrates range and breadth of selection**

While not using merchandising in the traditional sense, the homepage does direct the customer to the services they are looking for.



Is the website mobile friendly?

As mobile usage continues to explode it has become critical for websites to enhance the user's experience on mobile. Not delivering an optimized experience for your visitors on their preferred device can drastically reduce your perceived brand reputation. We recommend a responsive design solution as it's a single code base and can increase your ranking in Google mobile search results.

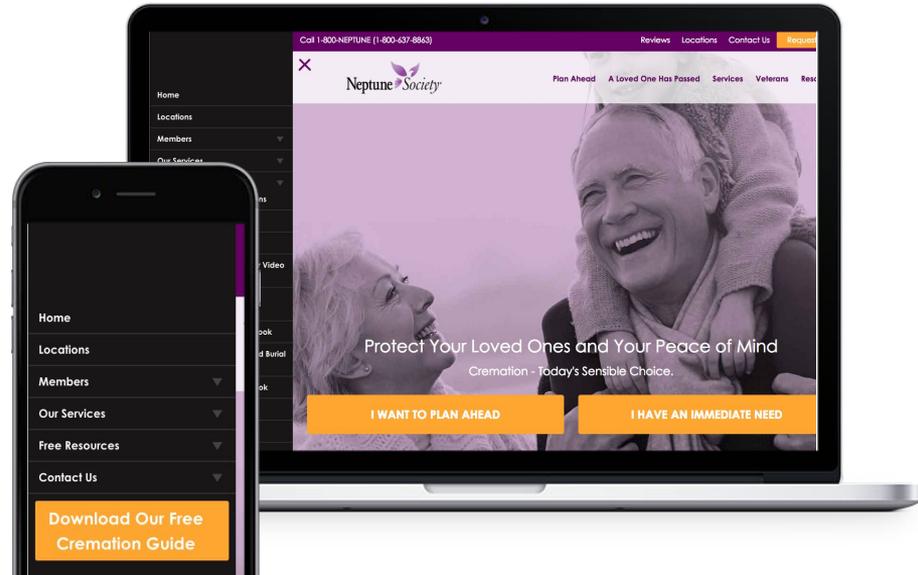
- ✓ **4. Site is responsive to device size**
- ✓ **5. Touch friendly links, buttons and form fields**
- ✗ **6. Good use of touch screen capabilities and available technology**
- ✓ **7. Look and feel matches desktop**



Is browsing the site intuitive?

When evaluating your navigation, we are looking for intuitive information architecture that logically groups products together using terms that your visitors will easily understand. The use of flyout menus are helpful for a user to discover more content within main groupings without the fear of investing an additional click; this presentation can be improved by including images to reassure the user that the current category corresponds with the products they expect to find.

- ✗ **8. Navigation is easily identifiable on desktop and mobile**
- ✓ **9. Number of navigational links is reasonable**
- ✓ **10. Menu titles are clear and concise**
- ✗ **11. Appropriate use of flyout menus**
On desktop, the mobile style dropdowns can get cut off the page.
- ✗ **12. Predictive search functionality**

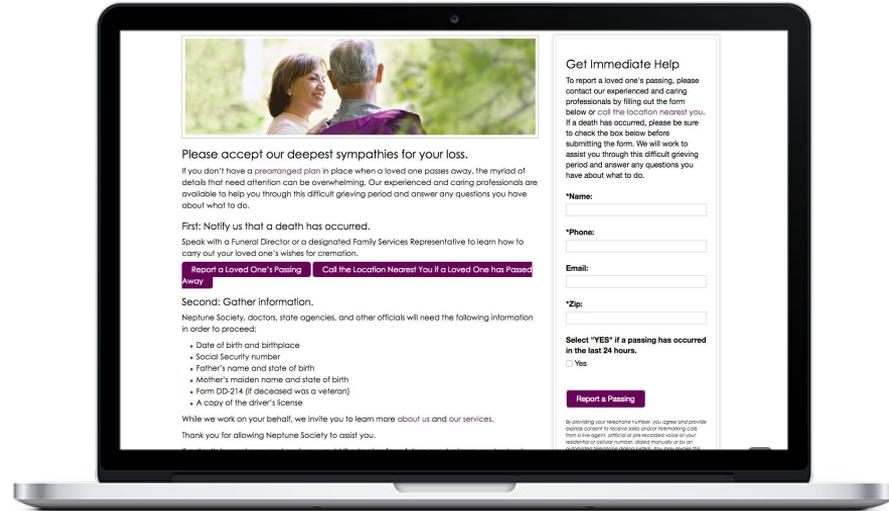




Are next steps actionable and clear?

Having effective call-to-action buttons is essential to any successful website. Call-to-actions need to be the focal point on each step of the customer journey and compel the visitor to act. In addition, product options need to have clear, easy-to-understand labels and options that provide the customer an easy way to compare and make their selections.

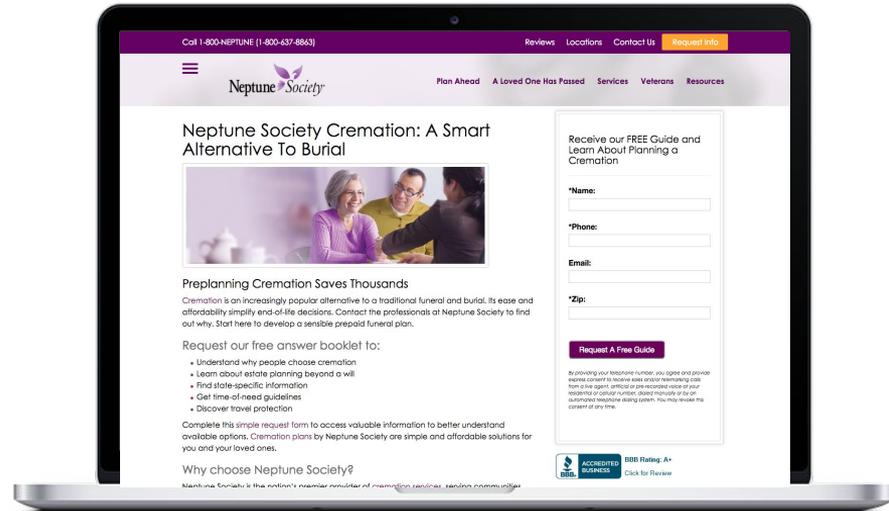
- ✓ 13. Consistent button styling with one clear call to action on each step of the customer journey
- ✗ 14. Product / service options are actionable and clear
- ✓ 15. Intuitive articulation of progress within the conversion funnel



Are product photos / videos professional?

One of the key best practices for eCommerce product pages is to use high-resolution and zoomable product images. There should also be enough supporting images to view all relevant product angles and product color options so the customer can make their purchasing decision. Online customers don't have the option to touch and hold your products before purchasing. Providing the customer with a video can be the next best alternative to provide reassurance and context.

- ✓ 16. High quality product photos
- ✗ 17. Multiple photos and ability to enlarge to view full detail
- ✗ 18. Meaningful product videos





Does the site reassure the customer?

Until the sale is complete, fear, uncertainty and doubt can cause a potential customer to jump ship. Therefore, in evaluating your website we are looking for simplicity, security, guarantees, reviews and testimonials. Customer reassurance messaging / badging should not be hidden within links in your footer. Reassurance messaging / badging should be easily found along the each step of your customer's' journey.

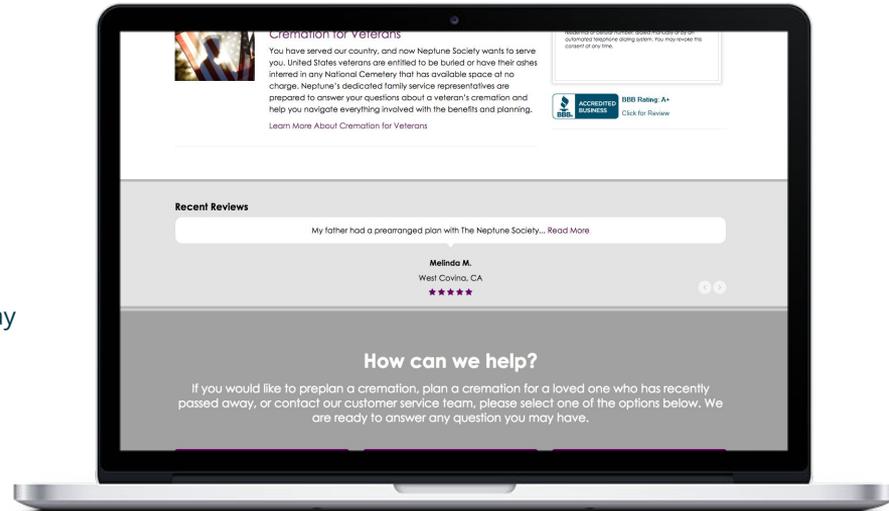
✓ 19. Strong security messaging / badging

✗ 20. Product / service guarantees

✓ 21. Product reviews

While some reviews are displayed, the 'Reviews' page should display actual reviews.

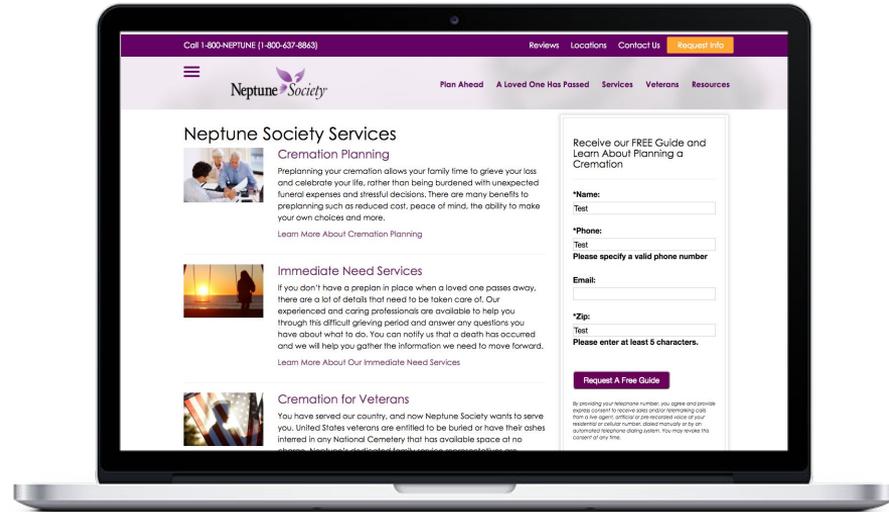
✓ 22. Professional presentation



Are forms intuitive and easy to edit?

Visitors can easily be intimidated by online forms. Therefore, it's important to pay close attention to the experience you're providing customers when filling out forms. Validating user's input as they enter it, optimizing mobile inputs, and minimizing the number of form fields are just a few of the important things you can do to improve the customer's experience with forms.

- ✓ 23. Inline validation with 'live' logic
- ✗ 24. Correct input types used to simplify entering inputs on mobile devices
- ✓ 25. Minimized number of form fields required / displayed





Let's Talk

Have questions?

As an award-winning agency, Trinity Insight helps companies with eCommerce, digital marketing, and customer experience needs. Since 2006, Trinity has helped hundreds of clients generate digital sales growth while reducing costs.

Our team works as an extension of yours, using data and our human capital to drive optimization and growth processes.

We help with [eCommerce Consulting](#), [Digital Marketing](#), [SEO](#), [Data](#), and [User Experience](#).



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