

# Quick UX Check

Report for: praxisdesign.works (Example Report)

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# Executive Summary

From July 3-6, 20xx, rapid user feedback GmbH conducted the UX Quick Check consisting of an Expert Review (based on Jakob Nielsen's 10 Usability Heuristics) and User Test with 3 users (for a total of 5 tasks).

The purpose of the Quick UX Check was to assess the user experience / usability of the website / app, identify problems and provide recommendations for improvement.

The overall impression based on the **Expert Review** was that the <https://praxisdesign.works> in its current version includes a lot of redundant information without offering a clear call to action to its users.

Some problems identified in the Expert Review (ordered from most severe to least severe) were:

- The landing page is visually cluttered and cognitively overwhelming, presenting visitors with too much redundant information (heuristic#8: Aesthetic and minimalist design)
- ....

The overall findings of the **User test** with the 3 users were similar to those obtained from the expert review.

All 3 users found the website to be visually cluttered and cognitively overwhelming. Users liked that the website prominently displayed a hotline numbers for questions regarding their order.

The Users Tests identified the following **minor problems** including:

- The sign up has a redundancy at step 2 where the user is asked to fill in information about his place of residence (task#1: sign up to website)
- ....

The User Tests identified the following **major problems**:

- The website includes too much information & presents the information in an unclear and overwhelming way
- ....

This report contains the detailed findings from both the Expert Review and the User Test. The Expert Review consists of UX / usability problems documented with screenshots, described and classified according to severity (0-4), along with recommendations on how to solve the respective problem. The User Test follows the structure of the 5 tasks agreed in the kick-off. UX problems are described per task, along with screenshots, our notes from the observation as well as quotes from the think-aloud protocols, classified by severity (0-4), and a recommendation on how to solve the respective problem.

# UX Expert Review

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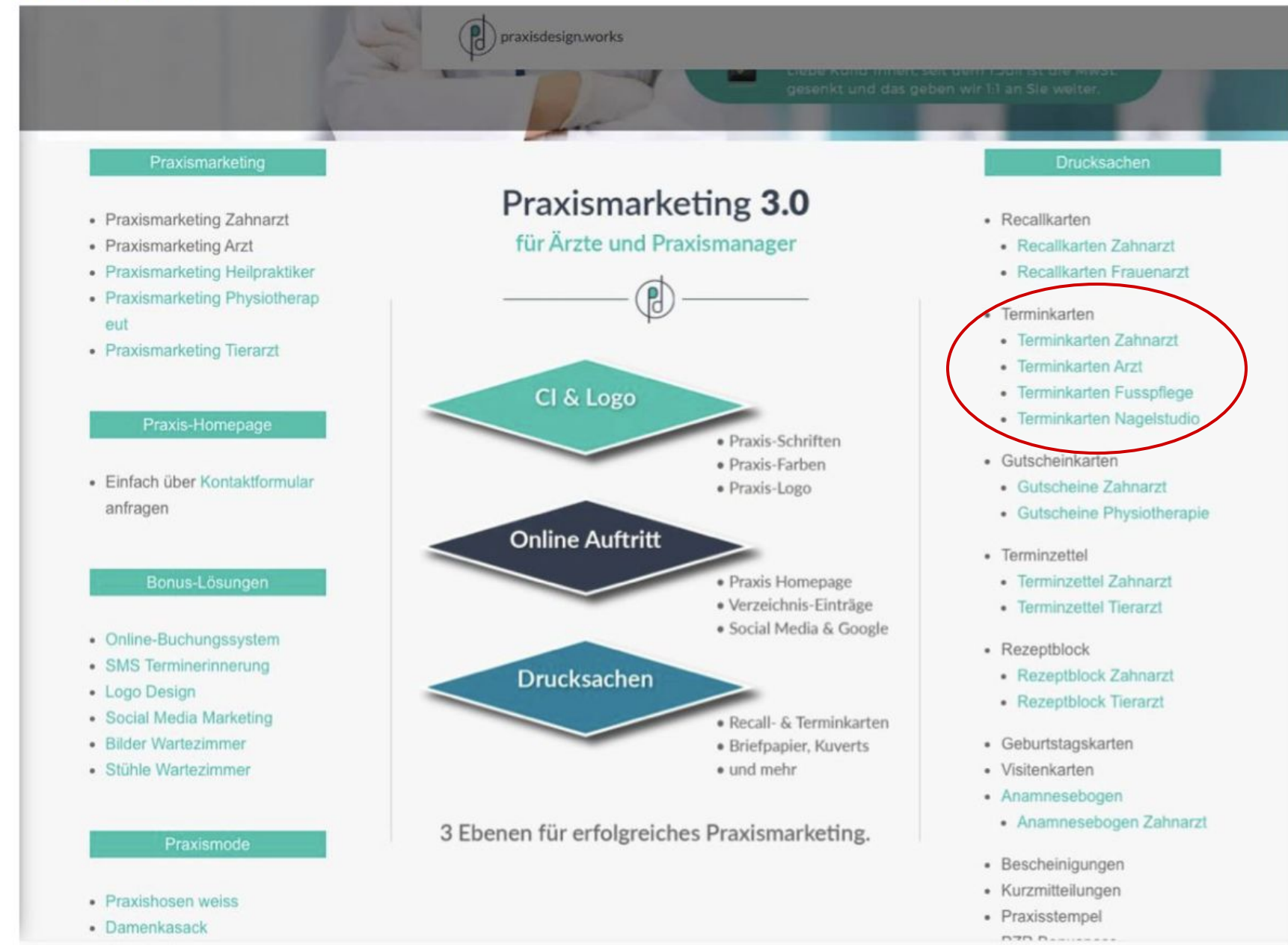
Results

# Expert Review

## Examples for annotated screenshots from the Heuristic Evaluation of the Praxisdesign.works webpage and webshop

Heuristic: Aesthetic and minimalist design

Severity: 4



Notes:

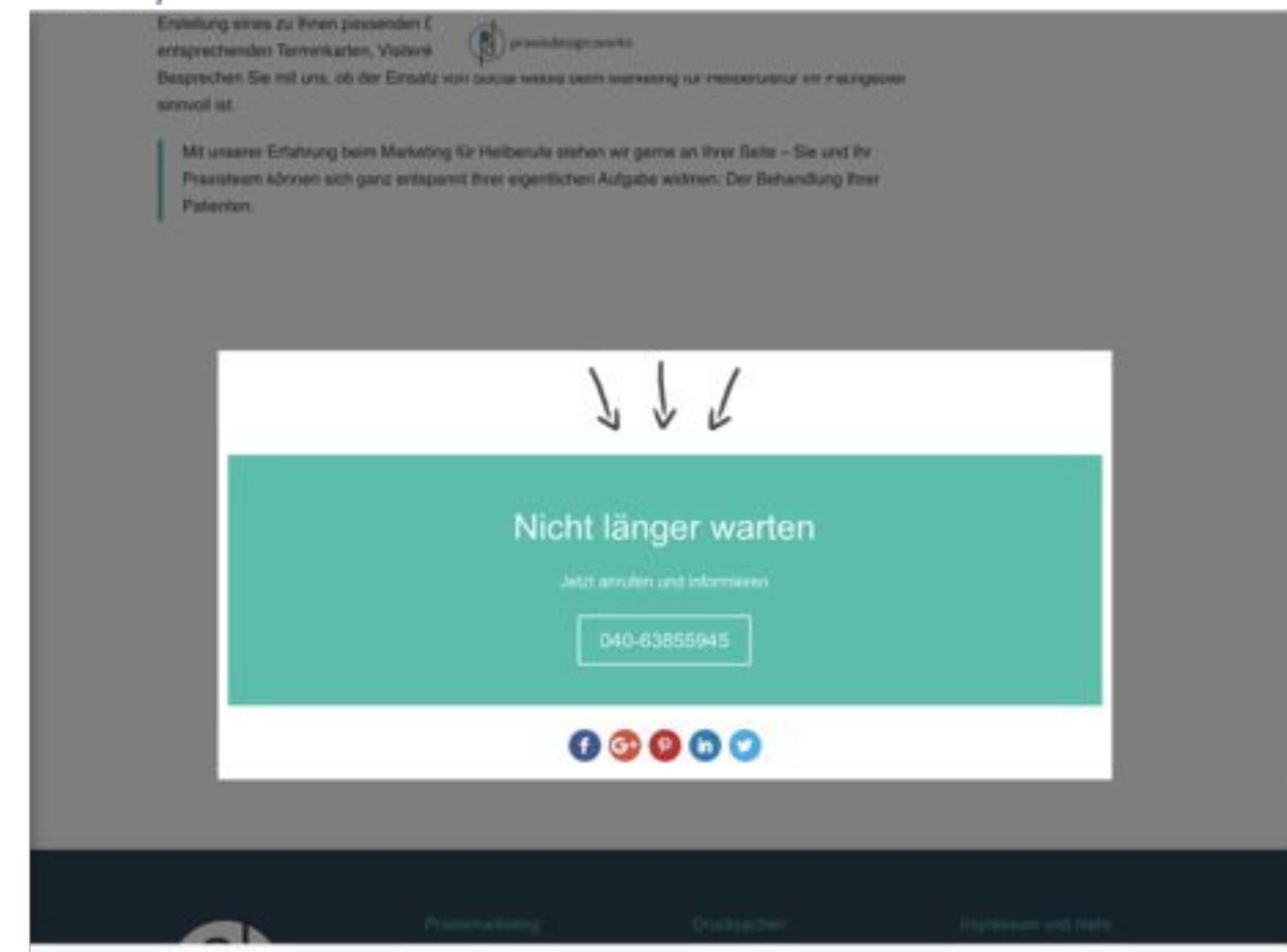
The landing page of the webpage shows a lot of information and comes across as relatively cluttered. This may be overwhelming for users and contribute to a feeling of being lost.

Recommendation:

"Declutter" the landing page by removing relatively similar or redundant information. For example, use category headers only and not list the contents (Terminkarten & Terminkarten Zahnarzt & Terminkarten Arzt & Terminkarten Fusspflege & Terminkarten Nagelstudio...).

Heuristic: Consistency and standards

Severity: 2



Notes:

The contact information / call to action comes at the very bottom of the webpage. Not all visitors of your website will read through / scroll down the entire site for getting in touch.

Recommendation:

Some solution that offers a shortcut for users (e.g., an easy to spot button that links to the contact form at the bottom of the page).

# User Test

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Results

# User Test

## Task #1: Sign up to website

### Hauptwohnsitz

Geben Sie Ihren Hauptwohnsitz (die Adresse, unter der Sie für die einkommensteuerliche Veranlagung ansässig sind) ein. Wenn Sie bei der US-Steuerbehörde IRS bereits eine Adresse hinterlegt haben, verwenden Sie bitte genau dieselbe Adresse. Geben Sie kein Postfach und keine Adressangabe mit c/o, p. Adr. oder z.Hd. ein.

Land	Deutschland
Straße	Rotkehlchenweg 8
Optional Adresse 2 Gebäude, Treppe, Stockwerk, Tür o.ä.	
Stadt	Graefenhainichen
Optional Bundesstaat/Bundesland /Provinz/Kanton	
Optional Postleitzahl	06773

### Postanschrift

Entspricht Ihre Postanschrift Ihrem Hauptwohnsitz?

Postanschrift  Entspricht Hauptwohnsitz  Andere

## Notes from observation and quotes from thinking-aloud

The sign up has a redundancy at step 2 where the user is asked to fill in information about his place of residence (task#1: sign up to website).\*

User1 comment: "Didn't I just provide that information in the previous step?"

User3 comment: "Come on, not again, I just filled in my address!"

**Recommendation:** Remove the free text field in step 2 where users are asked to fill in the information they already provided in the previous step.

Source: <https://www.affiliate-marketing-tipps.de/affiliate-marketing/hilfe-zum-amazon-steuerfragebogen-fuer-affiliates/1002546/>



\* this is only an example to show what the observation notes look like

# User Test

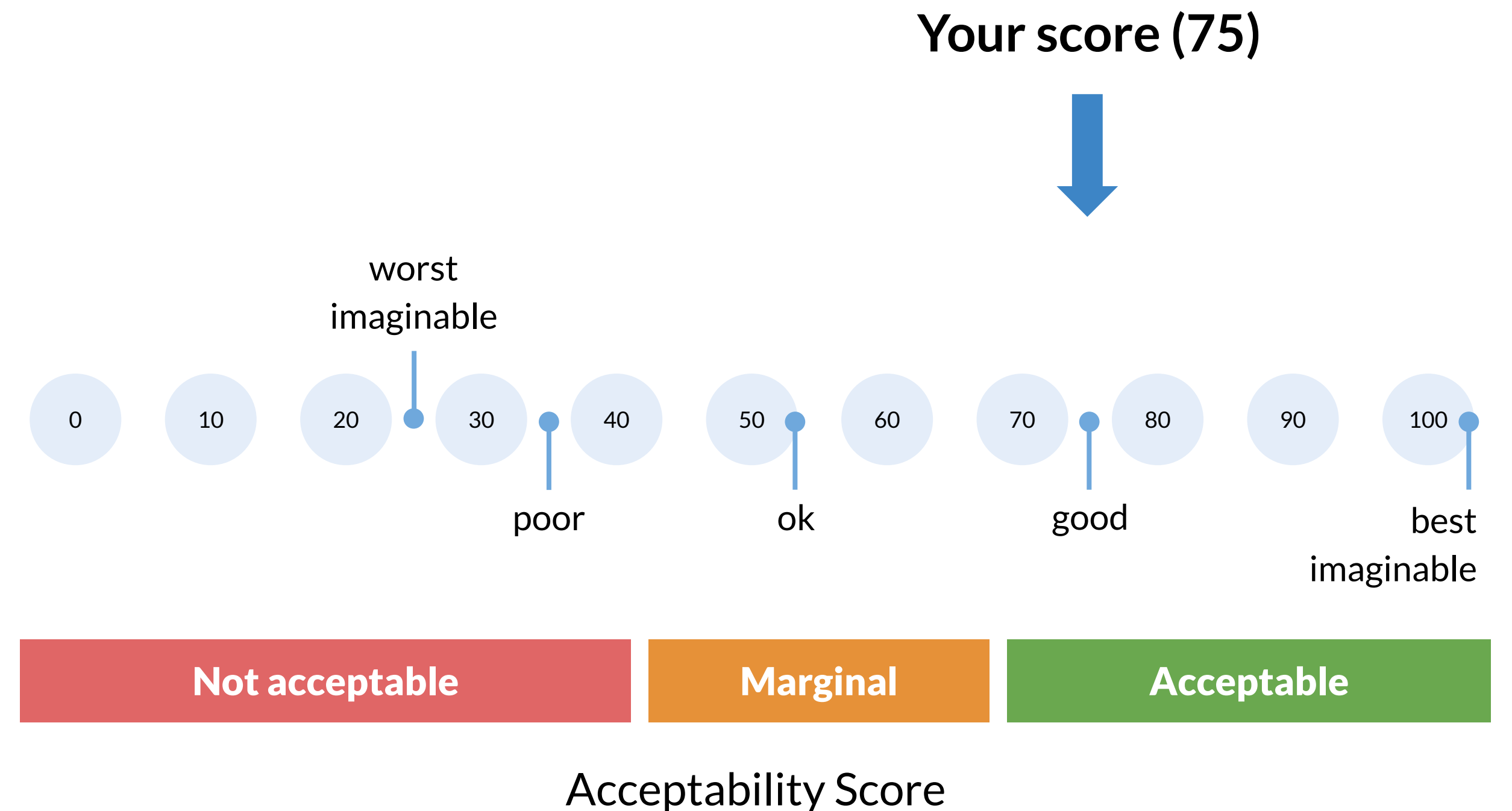
Quantitative Results | Sample: n = 3 (2 male, 1 female)

Single Ease Question: Overall, this task was?



Tasks	Single Ease Question (SEQ) - mean scores
task #1: sign up to website	3.3
task #2: ...	1.3
task #3: ...	5.6
task #4: ...	4.6
task #5: ...	6.6

System Usability Score (SUS): [see Questions](#)



# Quick UX Check by rapid user feedback

A service by rapid user feedback GmbH.

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