

# Complete UX Health Check

## 47-Point Comprehensive Audit Checklist





**A systematic approach to identifying conversion improvements in your product's user experience**

Used by 40+ startups to identify critical optimization opportunities

---

### How to Use This Checklist

This comprehensive UX Health Check is designed to help you systematically evaluate your product's user experience and identify the highest-impact optimization opportunities. Each section focuses on a critical aspect of user experience that directly impacts conversion rates and user satisfaction.

**Instructions:** -  Check each item that your product currently meets -  Mark items that need improvement -  Highlight items that could have immediate impact -  Note specific metrics or examples where applicable

**Scoring:** - 40-47 points: Excellent UX foundation - 30-39 points: Good UX with optimization opportunities - 20-29 points: Significant improvement needed - Below 20: Critical UX issues requiring immediate attention

---

### Section 1: First Impressions (9 Points)

The first 5-10 seconds determine whether users stay or leave. These elements create immediate trust and understanding.

#### Visual Presentation Clarity

- ☐ **1.1** Logo is clearly visible and professional
- ☐ **1.2** Color scheme feels cohesive and intentional
- ☐ **1.3** Typography is readable across all device sizes
- ☐ **1.4** Visual hierarchy guides attention to key elements
- ☐ **1.5** Images and graphics support the core message

## Loading Time Optimization

- ☐ **1.6** Page loads in under 3 seconds on mobile
- ☐ **1.7** Critical content appears within 1.5 seconds
- ☐ **1.8** Loading states provide clear feedback to users

## Visual Hierarchy Assessment

- ☐ **1.9** Most important elements are visually prominent
- ☐ **1.10** User's eye naturally flows to primary call-to-action

**Section 1 Score: \_\_\_\_/10**

---

## Section 2: Navigation & Usability (12 Points)

Users should never feel lost or confused about how to navigate your product.

### Menu Structure Evaluation

- ☐ **2.1** Main navigation is immediately visible
- ☐ **2.2** Menu items use clear, descriptive labels
- ☐ **2.3** Navigation structure is logical and intuitive
- ☐ **2.4** Search functionality is easily accessible (if applicable)

### Search Functionality Review

- ☐ **2.5** Search results are relevant and helpful
- ☐ **2.6** Search suggestions appear as users type
- ☐ **2.7** "No results" pages provide alternative options
- ☐ **2.8** Advanced search filters work correctly

### Mobile Responsiveness Check

- ☐ **2.9** All elements are touch-friendly (44px minimum)
- ☐ **2.10** Horizontal scrolling is never required
- ☐ **2.11** Mobile menu is easy to access and use
- ☐ **2.12** Text remains readable without zooming

**Section 2 Score: \_\_\_\_/12**

---

## Section 3: Conversion Funnel (10 Points)

Every step in your conversion funnel should move users closer to their goal with minimal friction.

### Sign-up Flow Evaluation

- ☐ **3.1** Sign-up process requires minimal information
- ☐ **3.2** Value proposition is clear before asking for commitment
- ☐ **3.3** Social proof appears near sign-up forms
- ☐ **3.4** Error messages are helpful and specific

### Onboarding Experience Audit

- ☐ **3.5** New users understand next steps immediately
- ☐ **3.6** Onboarding highlights key features and benefits
- ☐ **3.7** Users can skip or customize onboarding flow
- ☐ **3.8** Progress indicators show completion status

### Friction Point Identification

- ☐ **3.9** Forms are optimized for quick completion
- ☐ **3.10** Payment process is simple and secure

**Section 3 Score:** \_\_\_\_/10

---

## Section 4: Content & Messaging (8 Points)

Your content should clearly communicate value while addressing user concerns and objections.

### Benefit vs Feature Balance

- ☐ **4.1** Headlines focus on user benefits, not features
- ☐ **4.2** Value proposition is clear within 5 seconds
- ☐ **4.3** Content addresses specific user pain points
- ☐ **4.4** Technical jargon is minimized or explained

### Call-to-Action Effectiveness

- ☐ **4.5** Primary CTA stands out visually

- ☐ **4.6** CTA text is action-oriented and specific
- ☐ **4.7** Multiple CTAs don't compete for attention
- ☐ **4.8** CTA placement follows natural reading patterns

## Social Proof Placement

- ☐ **4.9** Customer testimonials appear near decision points
- ☐ **4.10** Social proof includes specific, credible details

**Section 4 Score: \_\_\_\_/10**

---

## Section 5: Trust & Credibility (8 Points)

Users need to feel confident and secure before taking action or sharing information.

### Security Indicators

- ☐ **5.1** SSL certificate is properly installed
- ☐ **5.2** Privacy policy is easily accessible
- ☐ **5.3** Contact information is clearly displayed
- ☐ **5.4** Professional email addresses are used

### Customer Testimonials

- ☐ **5.5** Testimonials include real names and photos
- ☐ **5.6** Reviews mention specific benefits or results
- ☐ **5.7** Testimonials are recent and relevant
- ☐ **5.8** Third-party review platforms are linked

### Professional Design Assessment

- ☐ **5.9** Design feels modern and professional
- ☐ **5.10** No broken links or missing images
- ☐ **5.11** Consistent branding across all pages

**Section 5 Score: \_\_\_\_/11**

---

## Overall UX Health Score

**Total Score: \_\_\_\_/47**

## Score Interpretation:

**40-47 Points: Excellent UX Foundation** 🎉 Your product has a strong user experience foundation. Focus on advanced optimization techniques like A/B testing specific elements and micro-interactions to achieve incremental improvements.

**30-39 Points: Good UX with Opportunities** 🚀 You have solid UX fundamentals with clear opportunities for improvement. Prioritize the unchecked items that align with your business goals and user feedback.

**20-29 Points: Significant Improvement Needed** ⚠️ Your UX has notable gaps that are likely impacting conversion rates. Focus on the highest-impact items first, particularly in the Conversion Funnel and Trust & Credibility sections.

**Below 20 Points: Critical Issues** 🔥 Immediate UX improvements are essential. Start with First Impressions and basic usability issues before moving to advanced optimization.

---

## Priority Action Plan

Based on your score, focus on these areas in order:

### Immediate Priorities (Fix This Week)

1. **Critical Loading Issues:** Any page taking over 5 seconds to load
2. **Mobile Usability Problems:** Elements that don't work on mobile
3. **Broken Functionality:** Missing links, forms, or search features

### High-Impact Improvements (Fix This Month)

1. **Conversion Funnel Optimization:** Simplify sign-up and onboarding
2. **Trust Signal Enhancement:** Add testimonials and security indicators
3. **Content Clarity:** Improve headlines and value proposition

### Long-term Optimization (Next Quarter)

1. **Advanced Testing:** A/B test different approaches
  2. **Personalization:** Customize experience for different user segments
  3. **Performance Optimization:** Advanced speed and interaction improvements
-

## Next Steps

### If You Scored 30+ Points:

You're ready for advanced optimization. Consider our **Complete Conversion Analysis** (\$597) to identify specific testing opportunities and create a systematic improvement roadmap.

### If You Scored 20-29 Points:

Focus on fundamental improvements first. Our **Quick Win Audit** (\$97) can identify the 3 highest-impact changes to implement immediately.

### If You Scored Below 20 Points:

Significant UX improvements are needed. Our **Conversion Sprint** (\$3,497) provides hands-on implementation to address critical issues quickly.

### Not Sure Where to Start?

Book a **free 15-minute consultation** to discuss your specific situation and get personalized recommendations for your next steps.

---

## Additional Resources

### Free Resources:

- **5-Day Email Course:** Daily insights on UX optimization
- **Case Study Library:** Real examples of UX improvements
- **Conversion Templates:** Ready-to-use frameworks

### Professional Services:

- **Quick Win Audit** (\$97): 15-minute video audit with immediate recommendations
  - **Complete Analysis** (\$597): Comprehensive audit with strategy session
  - **Implementation Sprint** (\$3,497): 2-week hands-on optimization
  - **Growth Partnership** (\$9,997+): Ongoing optimization and testing
-

# About AlmostHuman.digital

We're conversion specialists who help modern founders transform their user experiences into growth engines. Our systematic approach has helped 40+ startups improve their activation rates by an average of 35%.

**Contact Information:** - Email: [hello@almosthuman.digital](mailto:hello@almosthuman.digital) - Website: [almosthuman.digital](https://almosthuman.digital) - LinkedIn: [/company/almosthuman-digital](https://www.linkedin.com/company/almosthuman-digital)

**Ready for Professional Help?** Visit [almosthuman.digital/contact](https://almosthuman.digital/contact) to discuss your specific optimization needs and get personalized recommendations.

---

© 2025 AlmostHuman.digital. This checklist is provided free for personal and commercial use. Please credit AlmostHuman.digital when sharing.