

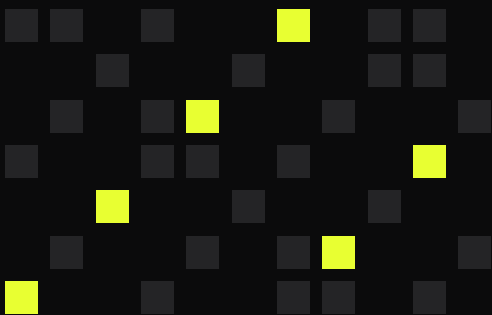
PX / RESOURCE 001

DIGITAL EXPERIENCE AUDIT

A 20-minute self-audit for your website, app or digital platform.

Audit with evidence. Not opinions.

START THE AUDIT ->



BEFORE YOU START

CHOOSE ONE JOURNEY.

Forget whether you personally like the interface. We're auditing whether it helps users accomplish what they came to do.

Choose one important user journey to audit.

PLATFORM

PAGE / JOURNEY

PRIMARY USER

WHAT DOES THIS USER NEED TO ACCOMPLISH?

WHAT ACTION TELLS US THE JOURNEY SUCCEEDED?

☐ Purchase

☐ Lead / Inquiry

☐ Booking

☐ Registration

☐ Application

☐ Download

☐ Find Information

☐ Contact



CLICKS SHOW INTENT.

Clicks tell us where users are trying to go. Confusing clicks tell us where the interface is failing to communicate.

SCORE EACH STATEMENT

0 = No / Unknown 1 = Partially 2 = Yes

1. We know which CTA receives the most clicks.

☐ 0 ☐ 1 ☐ 2

2. Our primary CTA receives meaningful interaction.

☐ 0 ☐ 1 ☐ 2

3. Users are not repeatedly clicking non-clickable elements.

☐ 0 ☐ 1 ☐ 2

4. We have checked for rage clicks or repeated frustrated interactions.

☐ 0 ☐ 1 ☐ 2

5. Click behaviour is consistent across desktop and mobile.

☐ 0 ☐ 1 ☐ 2

CLICK SCORE

/ 10

PAGE VIEWS

PRIMARY CTA CLICKS

CTA CLICK RATE

CTA clicks / page views x 100

BIGGEST CLICK PROBLEM DISCOVERED

WHAT WOULD YOU CHANGE?



WATCH WHAT USERS DO.

Your sitemap shows how you planned the platform. Behaviour data shows how people actually use it.

USE MICROSOFT CLARITY OR SIMILAR ->

1.

Users can understand the page's purpose without scrolling.

0

1

2
2.

The most important content receives meaningful attention.

0

1

2
3.

Users scroll far enough to reach important actions.

0

1

2
4.

Session recordings show a clear path rather than repeated backtracking.

0

1

2
5.

There is no consistent section where users abandon the journey.

0

1

2

JOURNEY SCORE

/ 10

MOST VIEWED SECTION

MOST IGNORED SECTION

MOST COMMON EXIT POINT

MOST SURPRISING BEHAVIOUR

WATCH AT LEAST 10 SESSION RECORDINGS. WHAT BEHAVIOUR APPEARED REPEATEDLY?



TRAFFIC IS NOT THE TASK.

Users successfully completing their task is. Define the journey from entry point to completion.

EXAMPLES

Homepage -> Service -> Project -> Contact | Product -> Cart -> Checkout -> Purchase | University -> Program -> Requirements -> Apply

MY JOURNEY

->->->

1. The primary action is obvious.

☐ 0☐ 1☐ 2
2. Users know what will happen after clicking the CTA.

☐ 0☐ 1☐ 2
3. Each step naturally leads to the next.

☐ 0☐ 1☐ 2
4. Users aren't required to provide unnecessary information.

☐ 0☐ 1☐ 2
5. The final action is easy to complete on mobile.

☐ 0☐ 1☐ 2

TASK SCORE

/ 10

JOURNEY STARTS

JOURNEY COMPLETIONS

COMPLETION RATE

completions / starts x 100

BIGGEST DROP-OFF STEP

DROP-OFF %

WHY MIGHT USERS BE LEAVING HERE?



REMOVE THE WORK.

Every unnecessary decision, field, delay or piece of confusion creates friction.

SCORE EACH STATEMENT

0 = No / Unknown 1 = Partially 2 = Yes

1. Navigation labels immediately make sense.

☐ 0 ☐ 1 ☐ 2
2. Users always know what the primary CTA is.

☐ 0 ☐ 1 ☐ 2
3. Forms only request information that is actually necessary.

☐ 0 ☐ 1 ☐ 2
4. The experience works properly on mobile.

☐ 0 ☐ 1 ☐ 2
5. Performance, readability and accessibility do not interfere with the experience.

☐ 0 ☐ 1 ☐ 2

FRICTION SCORE

/ 10

THE THREE

01

02

03



YOUR PX AUDIT SCORE

WHAT DID THE EXPERIENCE SCORE?

Add your four section scores. The number is a signal, not a verdict.

CLICKS	/ 10
USER JOURNEY	/ 10
TASK COMPLETION	/ 10
FRICTION	/ 10
TOTAL	/ 40

35-40 STRONG The core experience is working. Look for smaller optimisation opportunities.	27-34 GOOD, WITH FRICTION The experience works, but there are clear opportunities to make journeys easier.
17-26 NEEDS ATTENTION Users are probably completing important journeys despite the experience, not because of it.	0-16 START HERE There are fundamental experience issues worth addressing before adding more features, content or campaigns.



TURN DATA INTO ACTION

FIX WHAT MATTERS.

Don't leave the audit as a list of problems. Choose your top three fixes and connect every decision to evidence.

FIX 01

PROBLEM

EVIDENCE

PROPOSED FIX

EXPECTED IMPACT

FIX 02

PROBLEM

EVIDENCE

PROPOSED FIX

EXPECTED IMPACT



ONE MORE FIX.

Prioritise the change most likely to improve the journey - not the one that is easiest to make.

PROBLEM

EVIDENCE

PROPOSED FIX

EXPECTED IMPACT

ONE LAST RULE

Don't redesign everything because one metric looks bad.

Find the problem.

Find the evidence.

Change one thing.

Measure again. That's optimisation. Everything else is decoration.

PIXELS IN PLAY

