



snappymob.

UI/UX Audit Simplified

Find key usability issues easily, even if you're not a designer.





Introduction

A UI/UX audit is a systematic check-up of your product's interface and user experience.

It helps you spot what's frustrating your users and reveals opportunities to make their journey smoother and more satisfying.

This self-audit guide is designed for product owners who may not be design experts but want to take the first step towards a more user-friendly product.

Inside, you'll learn how to identify common UI/UX issues and uncover areas for improvement. All without needing advanced design skills.

How to Use This Guide

This guide combines [Nielsen's 10 usability heuristics](#) with insights from Snappymob's designers, organized into categories covering key areas of a product's user experience, such as:

1. Navigation & Information Architecture
2. Content & Layout
3. Interaction Design & Task Flows
4. Feedback, Errors & System Status
5. Accessibility & Inclusive Design
6. Mobile Responsiveness & Touch Usability
7. Trust, Credibility & Brand Consistency

To use it, go through each category and evaluate your product against the listed elements.

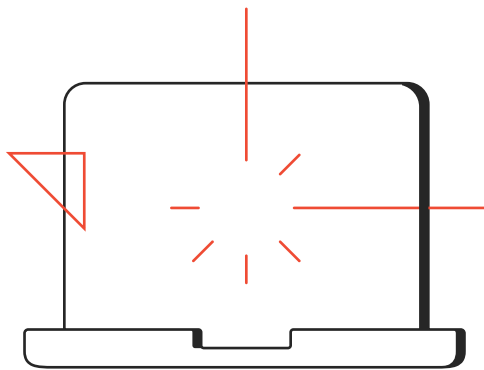
Pro tip: While exploring every part of your product, think like a user and note anything that feels confusing, frustrating, or out of place.





Your Audit Checklist: **Applying the Usability Heuristics**



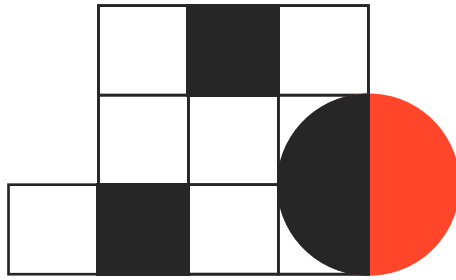


1. Navigation & Information Architecture

Looks at whether users can move through your product effortlessly and without confusion.

This category ensures your navigation system is logical, predictable, and helps users accomplish their goals quickly.

- ☐ Are navigation elements located in familiar locations based on the product's platform (e.g., iOS vs Android)?
- ☐ Can users easily identify where they are (e.g., page title, breadcrumbs, or tabs in active state)?
- ☐ Can users easily return to home or the main dashboard from wherever they are?
- ☐ Can users easily go back to the previous page or exit a current interaction?
- ☐ Is the search component easily accessible from anywhere on the product?
- ☐ Do main navigation pages use easily identifiable icons? Do they have conventional and familiar names (e.g. Home, Profile, Cart)?
- ☐ Is navigation consistent throughout the product?

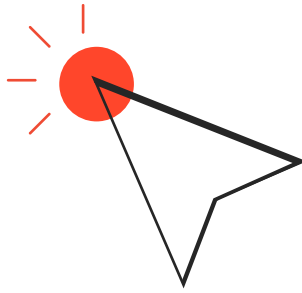


2. Content & Layout

Looks at how effectively your content structure supports user understanding and decision-making.

It is to ensure users can quickly grasp key information and know what to do next.

- ☐ Is language plain and familiar, avoiding technical jargon users might not understand?
- ☐ Are abbreviations and acronyms deciphered at least once on a given page?
- ☐ Is content structured with clear headings and subheadings, with clear hierarchy using different font size and weight?
- ☐ Are related content appropriately grouped together with enough white space to separate them from other content?
- ☐ Does content layout on the page follow the F or Z reading pattern for better scannability?
- ☐ Are call-to-actions clear in language and stand out in their appearance?
- ☐ Are paragraphs and sentences appropriately short, scannable, and have enough line spacing?
- ☐ Are important content and controls available above the fold?

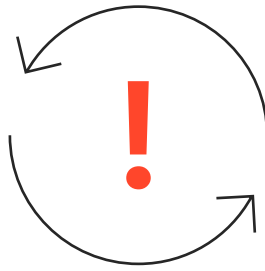


3. Interaction Design & Task Flows

Looks at how efficiently users can accomplish their goals within your product.

This category helps eliminate friction and guesswork from the user journeys that could lead to task abandonment.

- ☐ Is the primary action on each screen obvious and different visually from secondary action?
- ☐ Are interactive elements easy to identify (e.g., looks clickable/tappable/swipeable)?
- ☐ Are buttons and links labeled with concise action words?
- ☐ Are the labels and instructions clear enough for users to understand what they need to do?
- ☐ Can users complete tasks easily and with minimal steps?
- ☐ Are helpful information provided at relevant points during the task flow to reduce the user's need to recall information or reduce uncertainty?

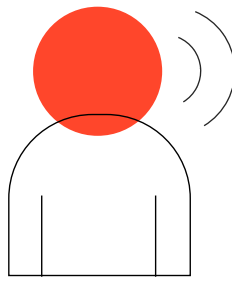


4. Feedback, Errors & System Status

Looks at how well your product keeps users informed and helps them fix problems when things go wrong.

This category ensures your system communicates clearly during both successful and failed interactions.

- ☐ Does the interface provide clear feedback for user actions (e.g, loading, success, errors)?
- ☐ Do error messages explain what went wrong in plain language and tell the user what they can do next?
- ☐ Is there visual treatment to errors so that users can notice and recognise them (e.g., using the colour red or using an appropriate icon for errors)
- ☐ Are confirmation prompts used for irreversible and/or destructive actions?
- ☐ Are notifications timely, clear, and non-intrusive?



5. Accessibility & Inclusive Design

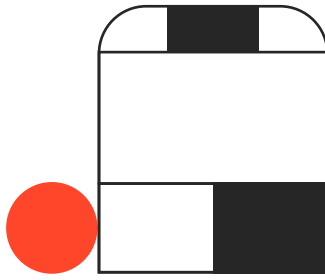
Looks at how effectively your product caters to all users, regardless of their abilities or circumstances.

It ensures your design doesn't exclude potential customers due to visual, motor, or cognitive barriers.

- ☐ Are text sizes and contrast sufficient for readability on all devices?

***Pro Tip:** 16px should be the minimum size for body text. It is also good to provide adjustable sizes to support different needs*

- ☐ Is colour contrast sufficient for readability (passed WCAG colour contrast requirements)?
- ☐ Can the product be used with assistive technology (screen readers, voice recognition software, screen magnifiers, alternative input devices such as keyboards and eye trackers)?
- ☐ Do users have control over interactions and animations? (eg, ability to stop slideshows)
- ☐ Do interaction feedbacks or system states use visual treatments that do not rely only on colour?

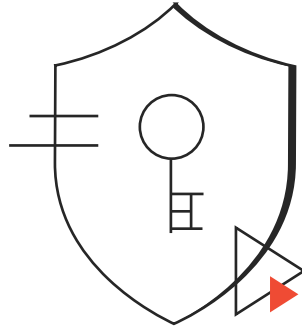


6. Mobile Responsiveness & Touch Usability

Looks at how well your product adapts to mobile devices and touch interactions.

This category ensures mobile users can interact with your product as effectively as desktop users, thereby preventing the high bounce rates that result from poor mobile experiences.

- ☐ Are touch targets large enough and reachable for users' thumbs to interact with without accidentally selecting another interactive item?
- ☐ Are active and important elements placed in a way that could be interacted with one hand?
- ☐ Does the interface adapt well to all screen sizes and orientations?
- ☐ Are mobile-specific features (e.g., share, call) well supported?



7. Trust, Credibility & Brand Consistency

Looks at how effectively your product establishes credibility and reduces user anxiety about engaging with it.

A product that establishes credibility eliminates the barriers that prevent users from completing purchases or sharing personal information.

- ☐ Is the branding style consistent across the product (visual style & designs such as logo, font, colors)
- ☐ Are privacy policies, terms, or security signals easily accessible for users to find and review?
- ☐ Is there an option for users to find and contact customer support?
- ☐ Are there any content elements that would build trust with users, such as testimonials, case studies, or reviews?

Take Your UI/UX Audit Further

Using this guide is a great start, and we hope it helps you see your product through your users' eyes.

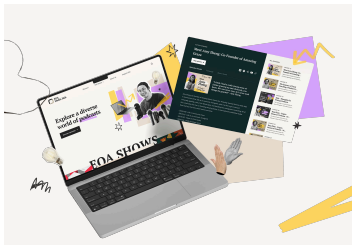
But, if you'd like to go deeper, there are additional ways to learn about your users, and create experiences that truly make their lives easier.

At Snappymob, we're here to walk that path with you and guide you through every step of a purposeful and effective audit.

We can help you:

- Define clear goals and scope by understanding your business needs and deciding what to focus on
- Review design artefacts, product data, and user feedback to gain full context and uncover hidden insights
- Conduct expert heuristic analysis to spot usability issues and recommend practical improvements.
- Conduct usability testing with real users to observe their interactions and identify pain points.
- Carry out user surveys and interviews to reveal deeper motivations and validate assumptions.
- Analyse and report findings to create an actionable plan that drives meaningful improvements

Many of our clients have created smoother, more meaningful experiences with the support of our design team, like these:



We care deeply about creating designs that make life easier for people.

So, if you're ready to build something that genuinely works for your users, we'd be honoured to help!

[**CONTACT US**](#)

