

# UX Audit Report

Example: a SaaS pricing page

This is a sample of the report you receive. Your audit covers your own page in exactly this structure: a UX score, three critical blockers, five quick wins, and a short read of the copy. No calls, no jargon, delivered as a PDF within 24 hours.

**5.5** /10

UX SCORE

## What the score means

5.5 is a capable page held back by a few avoidable frictions - the kind that quietly cost signups without ever showing up as a bug.

PREPARED BY  
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TURNAROUND  
Within 24 hours

# Summary

The page is clean and the intended plan is clear. The problems are quieter than that: the yearly saving is hidden, three calls to action compete for the same click, and the top plan gives the visitor no reason to choose it. Each one adds a small tax on the one decision the page exists to make.

## 3 critical blockers

### 01 The billing toggle hides the reason to go annual

**HIGH**

The monthly/annual switch changes the number but never states the saving. The one moment to nudge a higher-commitment plan passes silently.

### 02 Three calls to action compete on one screen

**HIGH**

Get started, Start trial, and Contact sales sit side by side with equal weight. When every option looks primary, the visitor picks none.

### 03 "Custom" pricing blocks comparison

**MEDIUM**

The top plan shows Custom where the others show a number, so the reader can't line the plans up at the exact moment they're comparing.

## 5 quick wins

### 01 Put the annual saving on the toggle

Label it "Annual (save 20%)" so the benefit is visible before the click.

### 02 Demote two of the three CTAs

Make one plan's button the single filled action; turn the rest into quiet links.

### 03 Give the top plan a starting number

"Starts at \$2,000/mo" lets a buyer self-select instead of booking a call.

### 04 Name plans by who they're for

"Solo / Team / Company" tells the reader which row is theirs in one glance.

### 05 State what happens after signup

Add "No card required. Cancel anytime." to remove the last hesitation.

## The copy read

The headline describes the product, not the reader's job. "Custom" and "Contact sales" ask for effort at the moment of highest intent. Small wording changes here remove doubt faster than any layout change.

#### THE PRINCIPLE

Remove the taxes on the decision first. Every element either speeds the choice or gets in its way.