

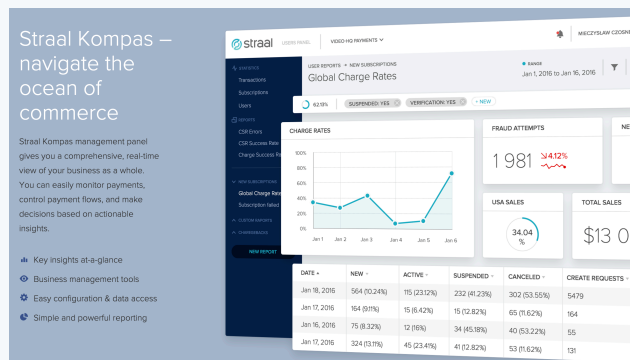
UX Audyt



May 2019

Executive summary

- straal.com is a product (feature) oriented, while their competitors offer benefit oriented approach to website storytelling.
- Website is lacking the possibility to see the real product. The only visualization of what use will get is a screen of a Global Change rates placed next to the list product usage benefits. The inability to get acquainted with the product, and thus imagine the situation in which the user actually uses the product increases the barrier between him and the product. A good idea would be not only introducing more screen from the platform, but also provide a sandbox with fake data for user to play with.
- There are no Testimonials nor vivid RTB (reason to believe) that as a brand Straal has the expertise needed in the matter of payment. Think of giving the certificate, showing off the number of clients or simply asking your most loyal user for the quote or user success stories after incorporating your solution.
- The website lack coherent design system which introduced might improve the total experience and support the understanding of interactive elements of UI. The hover on buttons is different among the website and there is no clear visual prioritization of UI elements. It is a work that will surely be paid off.
- There is no clear idea about the role of the blog. It is not user oriented nor does it redirect the traffic from organic search to the conversion funnel. In the following chapters some advice on how to improve the blog can be found.
- The content of the website is obviously divided between two targets: developers and stakeholders (or rather to be more precise counselors or even junior product managers who would be engaged in doing a research on the tools on the behalf of the stakeholder). Knowing that, it might be worth considering to give more detailed information not only for the developers but also for those researchers who will need to present specific business data for their superiors. Any data-driven, based on user success stories downloadable brochures can be a great help.



How to read this report

In order to improve the readability of this report we have introduced the visual system which will help reader to spot the most important information at a glance.

Recommendations for the website changes are shown in separated lightbox, visually highlighted and marked with an "information" icon. For each defined problem, we also propose a solution/improvement to try to resolve or mitigate the issue for the user experience. Recommendations are marked in the report as follows:



Recommendations

- The most important recommendations for improvements will presented as a list.
- In case the recommendation includes a visual example, suggestion it will be also given in the same box.

Particularly important remarks regarding currently applied solutions are marked with an exclamation icon. See image below:



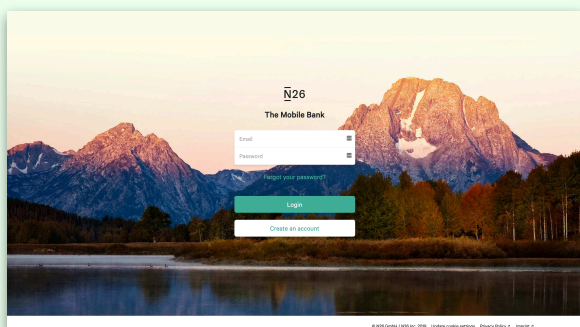
Dropdown is a standard pattern to which users are accustomed, in most cases it is used to select one element.

The most effective solutions or the most widespread and well-known by users, are presented in visually different boxes under the title „Best practices”. Example can be seen below:

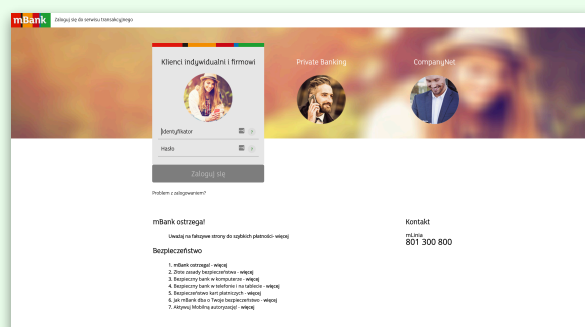


Best practices

Interesting practise for sign in to bank account is providing additional page dedicated only for the form. It narrows the cognition bias and focus user attention on the most important task the sign in. Additionally the free space gives an opportunity to show user alerts about breaks in the services or the new offers.



N26



mBank

Context of the research

Straal.com is a solution dedicated to companies looking for a holistic service in the field of implementation and management of recursive payments (subscriptions) and one-time payments. It provides a full package of payment tools, available for a variety of devices along with extensive analytics, payment optimization tools, and an anti-fraud system.

Due to the upcoming redesign of the straal.com website, the UX audit of the current landing page has been carried out. Its purpose was to identify areas and functionalities that redesigning or improving is necessary from the user's point of view as well as business goals. The most important areas included in this analysis were:

- Intelligibility of the page (straal.com and straal.com/pl)
- The path of leaving the lead ("Get Started" / „Zacznij teraz")
- Registration / login view

Methodology

This report contains indications of usability errors, recommendations for possible improvements and examples of best patterns. Cognitive techniques and tools used in the researches were:

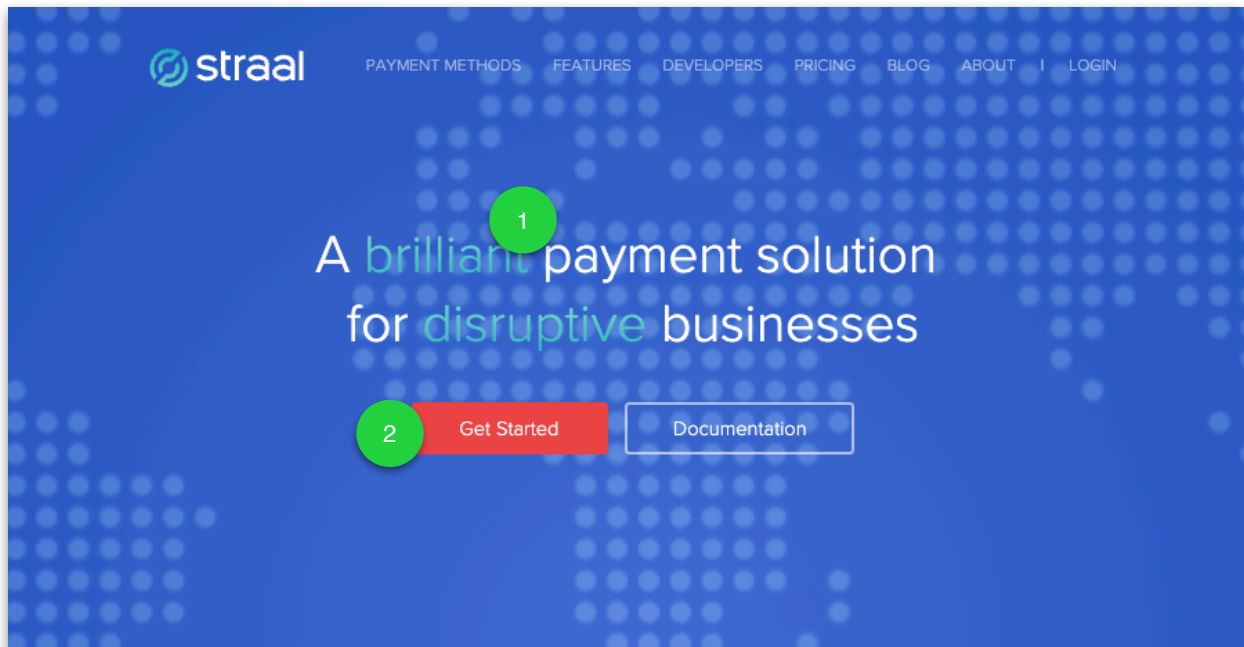
- Heuristic analysis
- Study of the website traffic
- Accessibility check
- Expert audit including a recommendation of best patterns

UX audit



Main page

Above the fold



(1) When entering the main page user is given product main benefit in the catchy phrase. However nicely emphasised, words „brilliant” and „disruptive” may suggest build-in link to other sides, especially when comparing to the website link system. (Compare with contact link →)

Porozmawiaj z zespołem deweloperskim →



Emphasised words have poor contrast between the text and the background (contrast ratio: 4.41:1), which means the accessibility standards are not met and information can be difficult to spot by people with sight problems.

(2) Main action button copy „Get started” suggest to the user that they may instantly start using the tool. It creates a promise that will not be satisfied because the button leads to the lead capture form.



Recommendations

- Visually distinguish links from significant interfaces elements.
- Change the copy on „Get started” button into a phrase that will inform the user what will happen next. Good choices may be „Contact us”, „Talk to sales”.
- A good approach is providing for users the sandbox to play with. That approach is highly recommended as it allows the user to engage with the tool. According to many pieces of research held on the user onboarding, allowing user to learn by doing get them much more engaged than telling them about the potential benefits (TELL < SHOW < EXPERIENCE). It is important to provide some sample data in the sandbox for the user to play with.



Best practices

Most of straal.com competitors on the payment solution market provide a sandbox for the user to test their solution. This approach has been introduced f.e. by Stripe, Due, Braintree, Square up

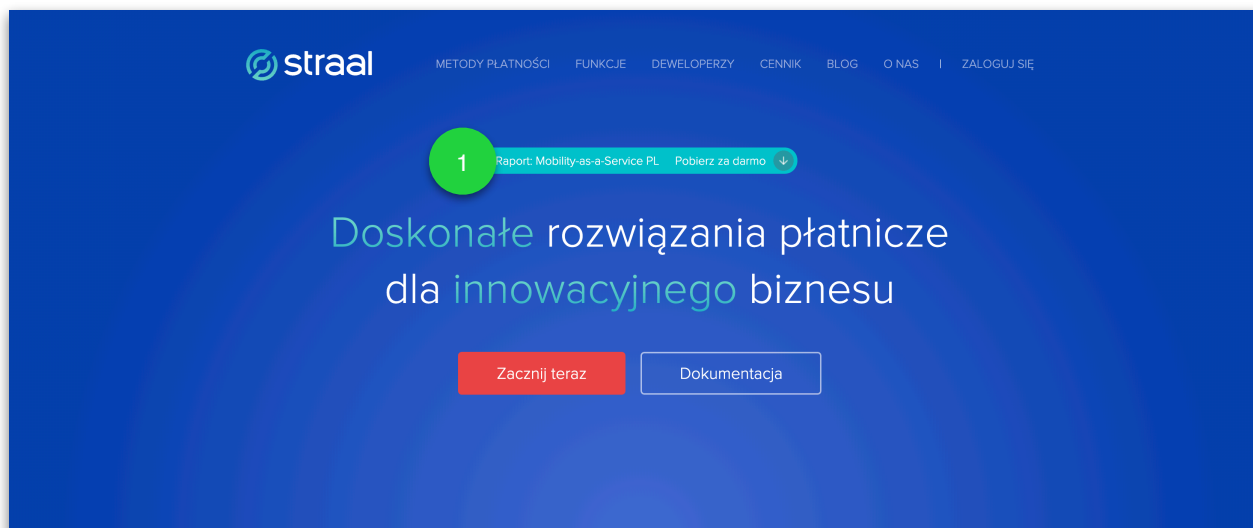
Due

Braintree

Stripe

Ebook as a lead generation content

Step 1



- (1) The object „Raport: Mobility-as-a-Service PL. Pobierz za darmo” resemble more of a typical download button than a link to another page, especially when designed with an icon usually used to inform about upcoming download process.



Download button has a very low contrast between the text and the background (contrast ratio: 2.13:1), which means the accessibility standards are not met and information can be difficult to spot by people with sight problems.



Recommendations

- **Quick fix:** Increase the contrast between text color and background color. Replace the „arrow down” icon to „arrow right” icon to indicate that the user will be taken to the next page. It will provide consistency within the design elements on a website, as „arrow right” is already used for links”
- **Big improvements:** Introduce a separate component within the page flow for report advertising. That technic is often used with providing the separate place navigation for all reports, often under the phrase „resources”. That approach is beneficial only if you decide to promote your business via free ebooks.

Step 2

Pobierz bezpłatnie raport „Mobility-as-a-Service PL”

Imię: Nazwisko:

Email służbowy: Nazwa firmy:

Stanowisko: Numer telefonu:

☐ Wyrażam zgodę na otrzymywanie od Straal Sp. z o.o. na podany adres e-mail wiadomości o charakterze marketingowym.

☐ Wyrażam zgodę, aby Straal Sp. z o.o. kontaktował się ze mną telefonicznie w celach marketingowych.

Straal Sp. z o.o. z siedzibą w Warszawie (00-844) przy PL Europejski 1, jest administratorem Twoich danych osobowych

Pobierz Bezpłatnie

(1) While filling in the form user is not informed which input fields are obligatory, he may only acknowledge that only by receiving an error (See below)

Imię: Nazwisko:

Email służbowy: Nazwa firmy:

Stanowisko: Numer telefonu:



Error should always provide user with insight that will help fix the problem. It should be an easy suggestion to follow, written in non-technical language.

(2) Phone number input field do not have defined input type. User can enter any data f.e. letters or signs, which increase amount of fake data in the database.



Recommendations

- The obligatory fields should be indicated by Asterix (*) or simply by writing in brackets that the field is obligatory. Otherwise, the user is informed about the error he might easily prevent from happening. A good example is incorporated in Live chat (on left) where a user is shown Asterix and in case of omitting field an understandable error appears.

Thank you for your visit. Our agents are not available right now, but don't feel discouraged and leave us a message.

E-mail: *

Please fill in required fields.

- If the phone number input field is required, try checking the input type (only numbers) and combining the structure of number with the country prefix. It will help in decreasing the amount of fake data. However, an increasing amount of required field may cause the drop in the number of leads gathered, that is why we strongly recommend checking the conversion number changes and set only one of the fields as required - email or phone number.

United States +1

United Kingdom +44

Afghanistan (افغانستان) +93

Albania (Shqipëri) +355

Algeria (الجزائر) +213

American Samoa +1684

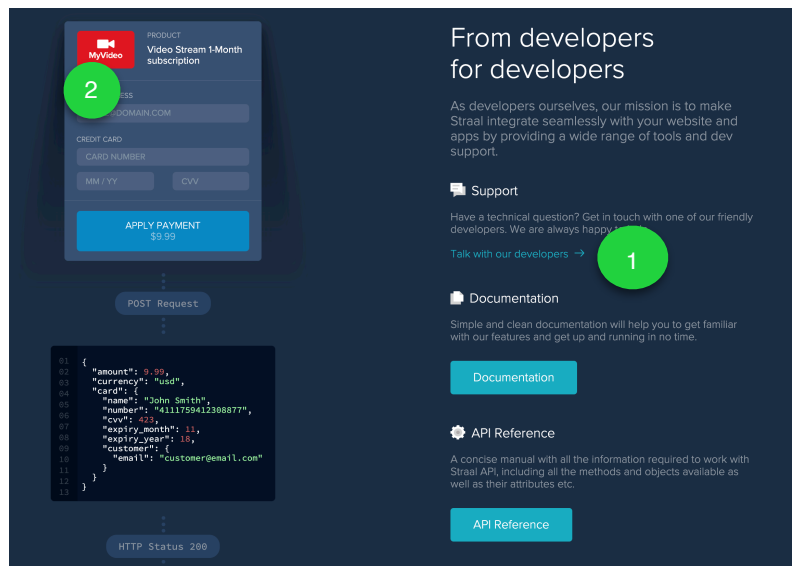
Andorra +376

Phone Number

4543623725y2

Must contain only numbers

From developers to developers



(1) Copy „Talk with our developers” can be misleading. Literally understood, it suggests that clicking the link will allow talking with developers (potentially via online chat or call providers), while it opens the email agent. So, in conclusion, we are allowed to write a direct email to the development team.

(2) The lack of flow topic makes it difficult to understand whether "my video" form is a presentation of additional feature or simply an image, especially as the input fields are interactive allowing user to fill them with the data.

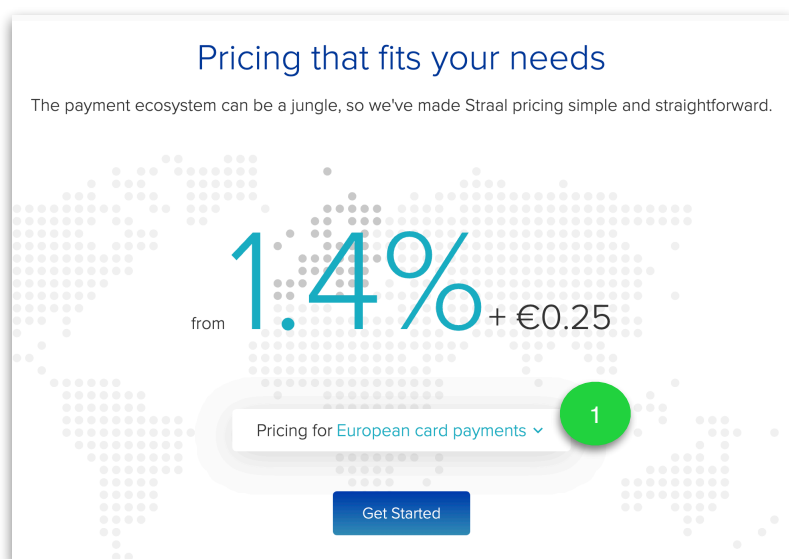
Moreover, the copy on the right side does not provide an explanation of what is seen on the left side. The words „From developers for developers” suggest that this component is made strictly for technical minds. For everyone else the purpose of the interactive form is unclear.



Recommendations

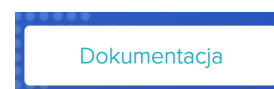
- Change link copy from „Talk with our developers” to more precise description „Write to our developers”.
- Introduce a heading over the presentation of technical aspects of payment flow - f.e. „Payment flow”.
- Deactivate the input fields on the form image or simply replace the component with a static, non-interactive representation of form.

Pricing made clear

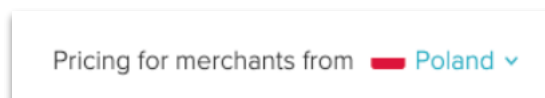


(1) The area on which the "Pricing for European card payments" is located, through its contrast with the background and the color variation of the text, suggest interactivity.

At the same time, two typical elements of user interface can be spotted in this object, suggesting different interaction. Firstly, the area is designed to resemble a button (see the button below), which suggest that the whole area might be clickable.

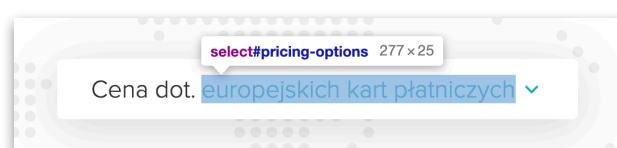


Secondly, there is a chevron on the end of a visually emphasized phrase, that reminds of a typical dropdown. It is worth mentioning that the operational area of dropdown should include as well the phrase as the chevron itself. The same problem goes to dropdown on straal.com/



pricing.

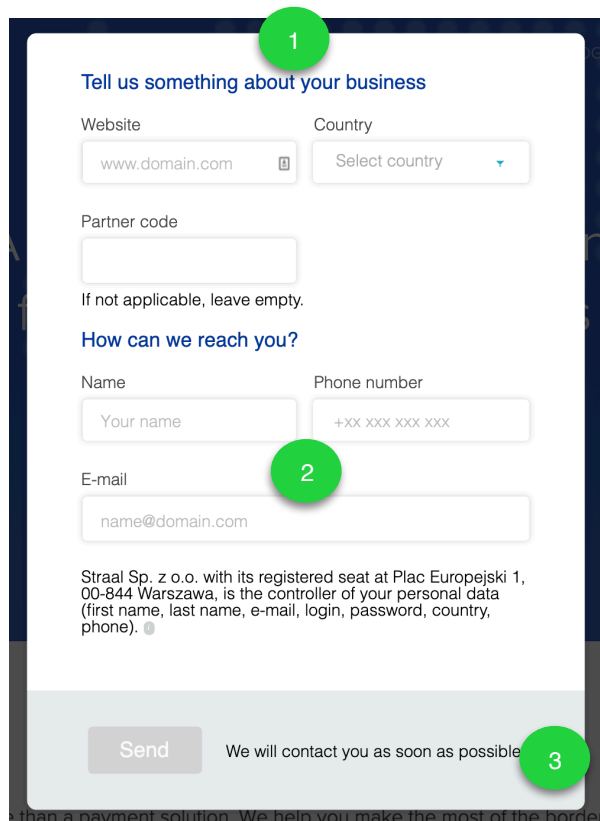
In this specific case the only place user can click to interact with the component, which is, in fact, a dropdown, is the emphasized phrase "Pricing for European card payments".



Recommendations

- **Quick fix:** Enlarge the operation area to include the chevron as a clickable element in all dropdown features on the website.
- **Big improvements:** Introduce the consistent design system on the website, differing the links form dropdown.

Contact form



Tell us something about your business

Website Country

Partner code

If not applicable, leave empty.

How can we reach you?

Name Phone number

E-mail

Straal Sp. z o.o. with its registered seat at Plac Europejski 1, 00-844 Warszawa, is the controller of your personal data (first name, last name, e-mail, login, password, country, phone).

We will contact you as soon as possible

Annotations: 1 points to the 'Tell us something about your business' header, 2 points to the E-mail field, and 3 points to the 'Send' button.

Customer journey based on collecting the leads from the website visitors is a moderately effective method of acquiring a client because it is difficult to scale. From the economic point of view, the potential customer has to be invited to the call each time they want to learn about the offer (often more than one time, as the person doing the research may not be a stakeholder), which raises the cost of acquiring the client. Additionally, according to the Tell <Show <Engage principle, the user watching the straal.com website has a little information about the product itself. The product has been only described to him. As a result, motivation to reach out to sales through the contact form is low, especially when competitors provide an interactive free sandbox to test their tools, earning user's trust and engagement.

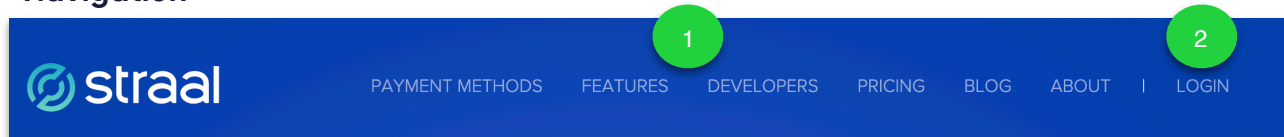
- (1) The input layout on the page is multi-column. This arrangement is avoided because it extends the process of completing the form.
- (2) The user must provide both telephone and email and cannot proceed if one is missing.
- (3) Information about the future communication channel is missing.



Recommendations

- Mark the obligatory fields.
- Enter the single column layout for the input fields
- If it is not necessary, leave the user the choice if he wants to give an email, telephone or both. Each of us has different preferences. Forcing a user who values the privacy of their phone number to provide it may result in resignation from completing the survey.
- Inform about future communication with the client. Currently, the form collects both email and telephone. A nice gesture would be to inform the future customer by which channel (phone or email) the seller will contact him.

Navigation



The main navigation on the page is not consistent. Objects from the navigation bar have different behaviors despite the fact that there is no affordance suggesting it. Most elements from navigation are links, while functions and developers are the exceptions internally inconsistent.

(1) Features looks like a link, but when the user hover the word "Features" a submenu appears with the choice of functionalities. It is worth noting that such a pattern is often used on large portals with extended content, where the hint about the future display of the submenu is indicated by chevron. However, in this case, there is no affordance to suggest the upcoming submenu. Additionally, the submenu is not a collection of links to specific pages but anchors to specific sections on the Features page.

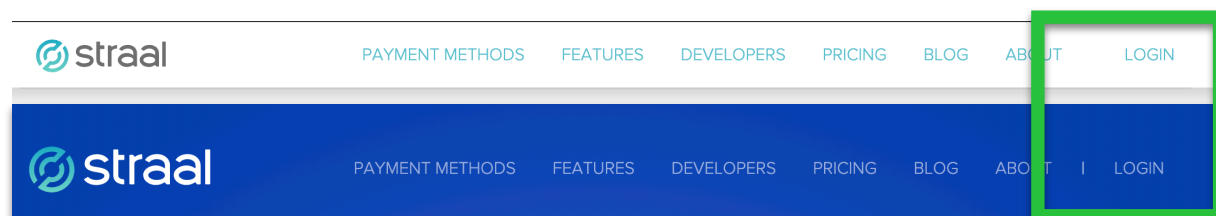


The interaction of Developers visually seems to be similar to the Features, but in practice it is a classical submenu with the links. Appearing after hovering on the Developers, the submenu offers two options, each of which brings the user to a different page, which creates an inconsistency with a previously described pattern. Additionally, Developers, despite being present in the main navigation, is not a separate page but only an anchor to the section on the main page.



Typical main navigation on the website should be consistent. If any differences appears an affordance should be added to improve the understanding.

(3) The login element in the static menu is separated by a line from the remaining menu, while in the case of a floating menu, the line does not exist. Cohesion should be a key here. (Compare pictures below)



All navigation links in light background navigation bar have a poor contrast between the text and the background (contrast ratio: 2.6:1), which means the accessibility standards are not met and information can be difficult to spot by people with sight problems.

DY PŁATNOŚCI FUNKCJE DEWELOPERZY CENNIK BLOG O NA

Dokumentacja

Zapoznaj się z naszymi rozwiązaniami i w mgnieniu oka zacznij przyjmować płatności.

API reference

Dowiedz się, jak łatwo i szybko zintegrować się ze Straal za pomocą API.

(3) Pages to which the user is redirected has no navigation allowing to return to the main page.

In addition, there is no information that both pages will be in English, even for users coming from Polish website. In this particular case, where users using these pages will be mainly developers, you can assume that this won't be a problem.



Recommendations

- Provide consistent navigation. If any element should interact differently provide a clear affordance to support the understanding. (See an example of Hubspot below)

HubSpot

Software ▼ Pricing Resources ▼ Partners ▼ About ▼

- For the expression that gives access to submenu resign from dedicated link to the greater category. Treat the expression with chevron as a dropdown dedicated only to access the submenu.
- Preferably resign from the visual line separating login from other navigation bar options.
- Consider introducing Register into the navigation bar - it would give user feeling that the access to the system is closer than now.
- Resign from the submenu only to present anchor links.
- Consider improving the contrast ratio esp. for the light navigation bar.

Pricing

Pricing for merchants from Switzerland ▾

Cards	ABOUT Accept credit and debit cards of all major organisations and currencies. Convert and retain customers from all over the world. Expand with ease.	PRICING From 1,4% + 0.25 EUR for european cards From 2,5% + 0,35 EUR for non - european cards	SERVICES
			✓ Online payments ✓ Mobile payments ✓ Subscriptions ✓ One-click payments ✓ POS payments ✓ MOTO payments ✓ Optimisation tools ✓ Fraud prevention

SEPA	ABOUT Accept Euro-denominated pull-based payments from customers across Europe. Collect recurring revenue automatically and with maximum effectiveness.	PRICING From 0,8% + 0.25 EUR	SERVICES
			✓ Online payments ✓ Mobile payments ✓ Subscriptions ✓ Analytics ✓ Fraud prevention

- (1) Observing the behavior of users on the pricing website, it can be seen that many of them are jumping between page **/pricing** and **/payment-methods**. This is due to the lack of knowledge of some of the presented services. Users must go back to payment methods to find out what a particular option is.
- (2) A good idea might be allowing the user to dive deeper to understand which organization would be included, as expression (all major organizations and currencies" might be not clear enough.



Recommendations

- **Quick fix:** Add on the page explanation of the services listed in each pricing option. You may use the tooltips or simple display information on hover when the name of the service is on focus. Thanks to this, the user will be able to quickly find out what is hidden under the unfamiliar expressions.
- **Big improvements:** Add pages for specific payments using the Progressive Disclosure method. Show user clear pricing (just like now) at the same time allowing them to get to more detailed information (hidden after one more click).

Blog: the list of articles

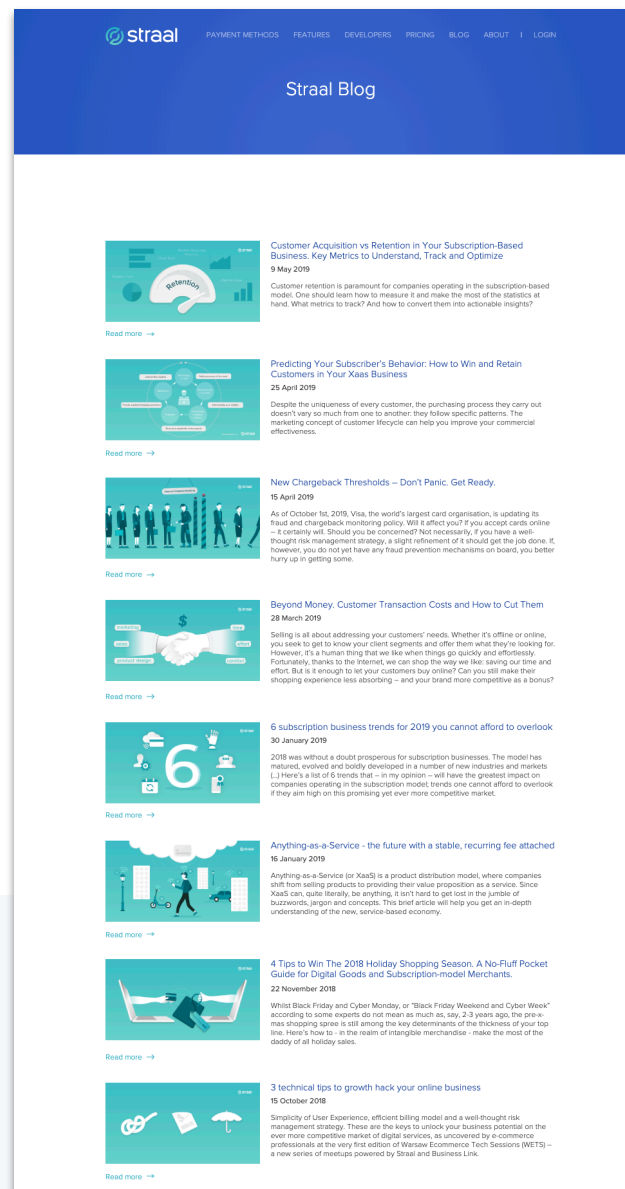
It's hard to say whether the blog offered on the website is more oriented towards SEO or the final user. However, after a glimpse the blog list view it seems more accurate to say that the blog is written mainly to build the right traffic on the page. Unattractive components representing the article, monochromatic graphics lighten only with white elements, too long and uncaptivating titles of entries all above cause all posts on the blog blend into one whole piece. The final impression is unattractive, especially in comparison with the widely used standards of the article lists view.

On the other hand, the analysis of data from Google Analytics shows that in the period from November 1, 2017, to May 26, 2019, the traffic coming from the blog accounted for only 11.90% of all incoming traffic. In addition, goals conversion (until February 2019 goal „Contact form send”, from February goal „Lead form submitted”) indicates that blog posts are practically non-converting (0%).



Recommendations

- The decision has to be made whether the blog is written for users to build the RTB (reason to believe) for the brand or for the SEO to improve the traffic. However, no matter the final decision, the images next to articles should be changed into more dynamic and colourful. Each of these should provide more visual interpretation on what to expect from a given article.
- To improve SEO meta descriptions should be included in search results to concisely summarize page content.
- Make sure that every page has a description.
- Use different descriptions for different pages.
- Include clearly-tagged facts in the descriptions. The descriptions don't have to be in sentence format. They can contain structured data.





Best practices

An interesting example and inspiration can be the list of articles on portals, ie [medium.com](#) or articles published for a similar reason (SEO) on [hubspot.com](#), [braintree.com](#). All the articles have short titles, visually attractive photos, although their main purpose is still to build traffic.

How to Price Your Minimum Viable Product

Let's talk about how much you should charge customers for something when you're not totally sure what that thing is yet.

Joe Procopio

May 27 · 6 min read ★



Are rich people REALLY smarter than you?

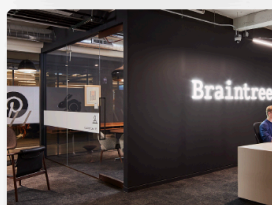
Today I want to talk to you about a preconception I had when I started building Elite Robotics. During the last 2 years, I have made a...

Sahil Harriram

May 22 · 6 min read ★



Medium



February 04, 2019

Finding Opportunities at Braintree: Starting Your Career in Support

A career in Braintree Support means diving into the payments industry headfirst, immersing yourself in new technologies...

OFFICE CULTURE_

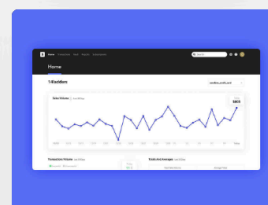


January 25, 2019

Introducing \$0 Verifications for American Express

In early November 2018, Braintree introduced \$0 AMEX verifications to help improve the cardholder experience by reducing...

PRODUCTS + DESIGN_



January 22, 2019

How Braintree Uses Merchant Feedback to Build Better Products

At some point, we've all been taught how to be a good listener: Be quiet while someone is speaking, use body language to...

PRODUCTS + DESIGN_

Braintree

PAYMENTS | PARTNER SUCCESS | RISK & FRAUD | SAAS & PLATFORMS | WEPAY UPDATES



TRENDS & IDEAS

WePay talks with Confluent about Apache Kafka

WePay's infrastructure relies on a great deal of robust engineering to support the huge number of transactions we proc...

Read more ...

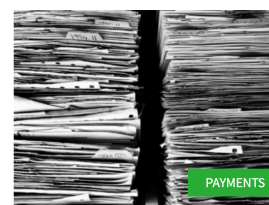


PARTNER SUCCESS

14 Tips for Merchants: Best Practices for Reducing...

While chargebacks are unavoidable, the goal of any business is to handle chargebacks properly whenever they appear. That...

Read more ...



PAYMENTS

Improved Know Your Customer (KYC) Document Upload ...

Today, we released improvements to our Know Your Customer (KYC) document upload experience that give merchants better cl...

Read more ...

WePay

Blog entry

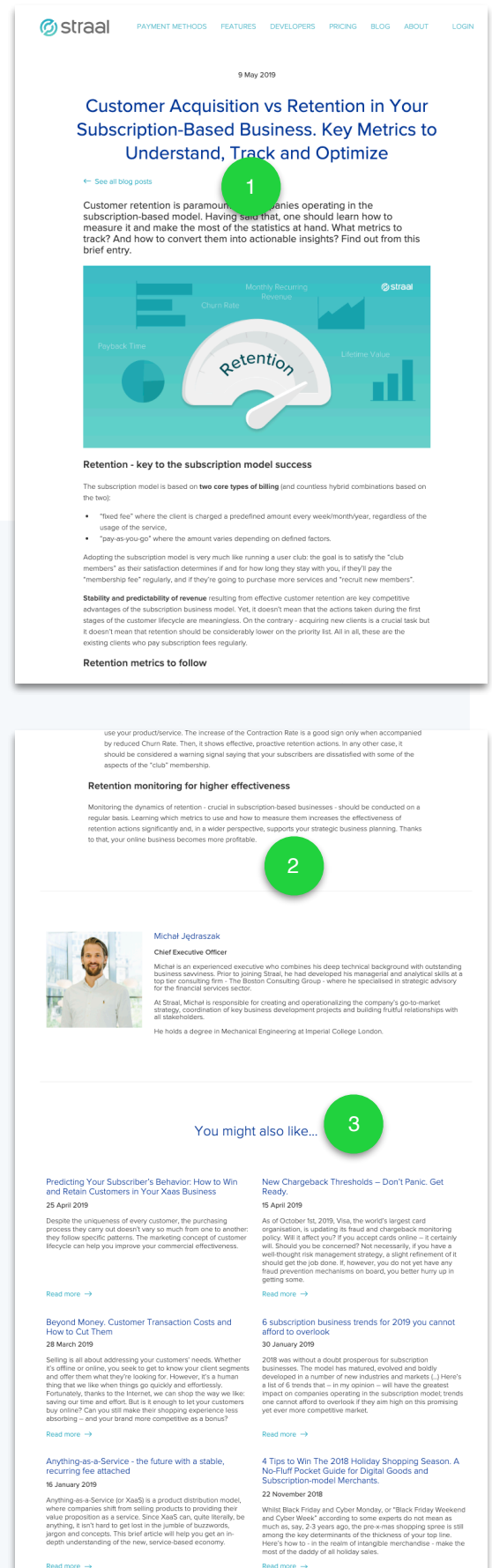
The biggest challenge associated with blog sites is the redirection of traffic to the conversion funnel. In order to make it effective it is necessary to introduce attractive components to guide users to the possibility of leaving a lead.

- (1) There are no components which will help to convert a viewer into a potential lead. It may be worth redirecting the user to contact form or even to the newsletter, focusing blog post design more on customer acquisition.
- (2) The blog post does not have the ability to "to share" on social media.
- (3) „You might also like” shows all articles on the blog which causes overwhelming.

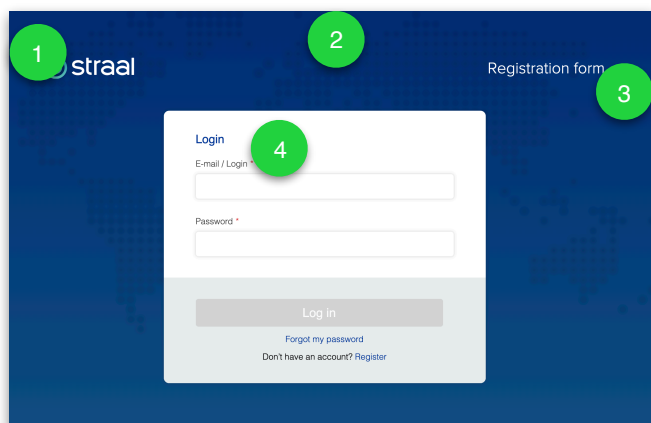


Recommendations

- Introduction of buttons to share content on social media - in the case of attractive articles, may generate additional traffic on the website and increase the brand's recognition.
- In the "You might also like" section, serve only a few selected articles (3-5), with a link to the total list of articles.
- Shorten article titles on a blog to a maximum of one sentence. Introduce a meta description visible for crawlers instead.
- Enter the section on the blog article page that redirects the user to the first step in the lead form or, if the system sandbox is available, into the system registration process.
- Good practice in the case of SaaS blogs attracting traffic to the site is to introduce an additional CTAs to subscribe to the newsletter, just after the end of an article. The hypothesis behind it is as follows: if the user has already visited the site and read the article till the end, he may potentially want to sign up to receive more similar content.



Sign in



(1) After entering the login page, the user has no explicit hint as to what he should do to go back to the previous page. This is especially important in case of entry by mistake. If the user is not familiar with the possibility of clicking on the logo for return, he will not know how to go back to the homepage.

(2) In case of logging in on the Polish language version website (straal.com/pl) I expect the login form will be also in Polish.

(3) The page header informs me that I found myself in the registration process, although it is placed on the login page (straal.com/login) and the main action on the page is defined by the button as "Log in".

(4) The "Email / login" label is imprecise. It suggests a user has to make a choice.



Recommendations

- Enter a link „Back” that allows a user to go back to the main page.
- In the case of users coming from websites about url **/pl/***, it is recommended to redirect them to the login page **/ pl/logowanie** , so they stay on the site in their own language. If you support several languages, you must provide the user with the opportunity to complete the task (f.e log in) in their own language.
- If the user's email is also a login, it would be enough to ask for an email. In case when different users can log in with different credentials, the quickest fix would be to introduce a tooltip explaining what credential user should use. The worst solution is to leave the user a choice not supported by any help or suggestion.

Registration

The screenshot shows the 'Create an account' registration form on the Straal website. The form is titled 'Create an account' and includes the following fields: First name, Last name, Website, Email / Login, Password, Confirm password, Country (a dropdown menu labeled 'Select country'), and Phone. At the bottom, there is a 'Register' button and a link for users who 'Already have an account? Log in'. Three green circles with numbers are overlaid on the form: circle 1 points to the Straal logo in the top left corner; circle 2 points to the 'Email / Login' label; and circle 3 points to the 'Create an account' title.

(1) After entering the register page, the user has no explicit hint as to what he should do to go back to the homepage. This is especially important because in case of entry by mistake if the user is not familiar with the possibility of clicking on the logo for return, he will not know how to go back to homepage.

(2) Similarly as on the login page, the "Email / login" label is imprecise. It suggests a user has to make a choice. Here it is even more difficult task, as a user has never before entered the system and do not know whether he should come up with a random login or simply enter an email.

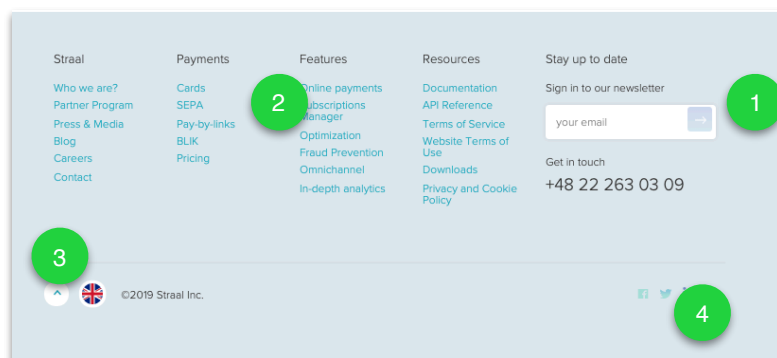
(3) In case of logging in on the Polish language version website (straal.com/pl) I expect the login form will be also in Polish.



Recommendations

- Enter a link „Back” that allows you to go back to the main page.
- In the case of users coming from websites about url /pl/*, it is recommended to redirect them to the registration page / pl/rejestracja , so they stay on the site in their own language. If you support several languages, you must provide the user with the opportunity to complete the task (f.e registration) in their own language.
- If the user's email is also a login in your system, it would be enough to ask for an email. In case when different users can log in with different credentials, the quickest fix would be to introduce a tooltip explaining what credential user should use here to register. The worst solution is to leave the user a choice not supported by any help or suggestion.

Footer



(1) The process of joining the newsletter subscription on the website is placed statically in the footer. This is a very good place to present contact information, but a poor way of collecting emails, as it can be easily missed. There is a lack of information about what content will be delivered in the newsletter, nor is the call to action indicating the benefits of the subscription.

(2) Very low contrast between the text and the background (contrast ratio: 2.07:1), which means the accessibility standards are not met and information can be difficult to spot by people with sight problems.

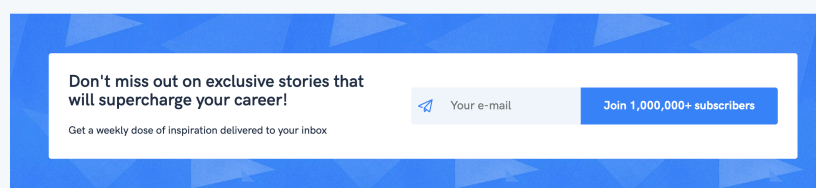
(3) Icon of an arrow is not self-explanatory.

(4) Social media buttons cause immediate redirection from the website to Staal's account in chosen social media. The redirect is taking place in the same tab, ejecting the user from the page. In addition, the user does not receive any information about the upcoming change.



Recommendations

- Introduce additional component for promotion of newsletter (esp. recommended is placing within the blog post). Make it more standing out - colorful, vivid and benefit-oriented. A nice example can be seen on zety.com where the user is given all essential information: how often the newsletter will be sent, what topic will be covered. Another good pattern is to provide a social proof f.e. information on how many subscribers you already have or how big expertise you have.



- Improve the contrast between the text color in the footer list of links and the background. Go for AA standard to provide a good experience for a wider amount of viewers.
- Add a copy to an arrow (3) "scroll to the top", to provide easy understanding. Remember to promote recognition over recall, as it minimizes the cognition burden.
- Open social media account in the new tab, or if necessarily inform about redirect in a current tab, that will cause in leaving the page.

Joining the newsletter

The process of subscribing to the newsletter can be defective in many stages.

- (1) After setting the focus on the input field, the submit button disappears. This generates anxiety about whether the component works properly (looks like a bug!)
- (2) With the completion of the field hint, which was also a label disappears. This is not a big mistake, but it forces the user to remember what he started to type.
- (3) After entering the email, in accordance with specific requirements that are not known to the user (an "@" sign and a domain-like expression) - a popup with a checkbox appears. This very moment is difficult because the user still does not see the submit button and can expect that subscribing to the newsletter is not possible.
- (4) In the last step, there is often a bug related to not displaying the submit button despite the fact that all required conditions have been met. This error probably occurs when the user has Adblock turned on.



Recommendations

- Do not hide the submit button, nor move it to a different position. Whenever you want to indicate that additional action is needed to accomplish, simply introduce an inactive button. Only after filling the input field with current data and agreeing on legal statement turn the button to the active one.
- Good practice to inform users that Adblock can interfere with the subscription button is adding a hint near to the button. However, the best solution would be stopping the bug from reproducing.



Best practices

See an example of submit button given on UXPin website. When the user is filling out the form to download the ebook, below the button the additional information very important for those who actively use Adblock, can be seen.

Download now

If you don't see the ebook download form above, please pause Adblock temporarily and refresh the page. Thanks!

UXPin

Mobile UX audit



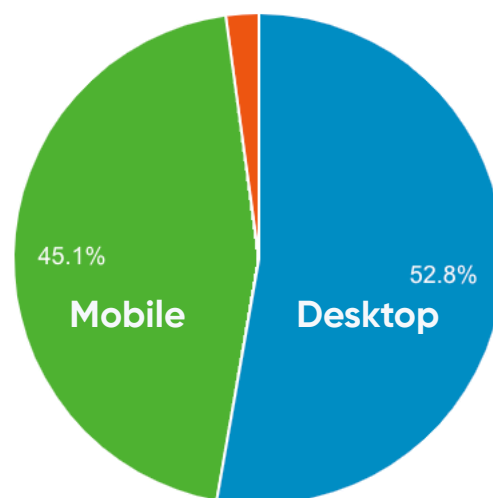
Why mobile should be given more attention

Currently, although the website has its PWA (mobile) version, mobile experience seems not fairly as important as a desktop. Surprisingly as it may seem, from November 2017 to now the traffic generated from mobile devices can be compared to the desktop. (See the chart below, where green represents the mobile traffic, blue desktop, and red tablet traffic)

Concerning the browser choice, for the same period of time, the most popular Browsers were: Chrome (both mobile and desktop), Android Webview, Safari (mobile) and Firefox (desktop).

Why even mention it in the UX audit?

The devices and browsers most often used to browse through the website teach us for which experience should we design and prepare. As for Straal, even though the platform for payment management is not mobile friendly, the experience on the mobile product page can be crucial - defining whether a user will return during their pursuit of the best payment solution or not.

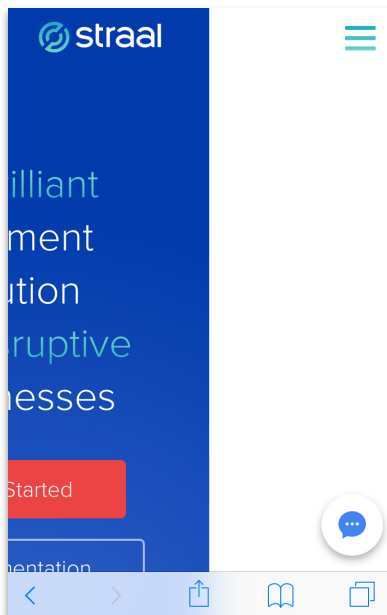


Traffic generated on different devices (Nov 1 2017 - May 26th 2019)

Device Category 	Browser  	Users  	New Users 	Sessions 
		22,423 % of Total: 86.11% (26,039)	22,307 % of Total: 85.54% (26,077)	32,579 % of Total: 82.46% (39,510)
1. desktop	Chrome	7,960 (35.54%)	7,916 (35.49%)	12,485 (38.32%)
2. mobile	Chrome	5,351 (23.89%)	5,345 (23.96%)	8,034 (24.66%)
3. mobile	Android Webview	2,030 (9.06%)	2,030 (9.10%)	2,185 (6.71%)
4. mobile	Safari	1,738 (7.76%)	1,736 (7.78%)	2,173 (6.67%)
5. desktop	Firefox	1,190 (5.31%)	1,186 (5.32%)	1,619 (4.97%)

The most popular browsers among Straal visitors (Nov 1 2017 - May 26th 2019)

Homepage



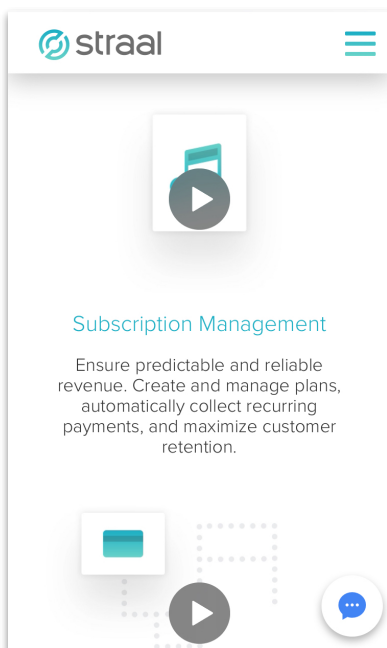
There is a bug on homepage – the screen scrolls to the right. (Safari mobile).



Recommendations

Remove the bug, so that there won't be a vertical scroll (until its not a part of a design)

Feature presentation



Gifs on Home Page are shown as a video (they have play button). Such a presentation can be somewhere misleading for the users as they expect to see additional information about the feature after clicking the play. (Chrome browser for iPhone)



Recommendations

If possible, resign from animations for Chrome. Show static image instead, to provide consistency it might be a frame from the animation. It will boost the page and reduce disappointment. Alternatively, introduce .svg or lottie format.

Ebook as a lead generation content



"Download the report" button redirects to a page that do not provide any link to return to the homepage. That minor bug on a desktop can cause many problems especially for iPhone users, as their phone has no manual back button.

(1) The header covers up to half of the view. It unnecessary clutters the view of.

(2) The lead generating form is split into two columns. For mobile users, it will be more cumbersome to follow.

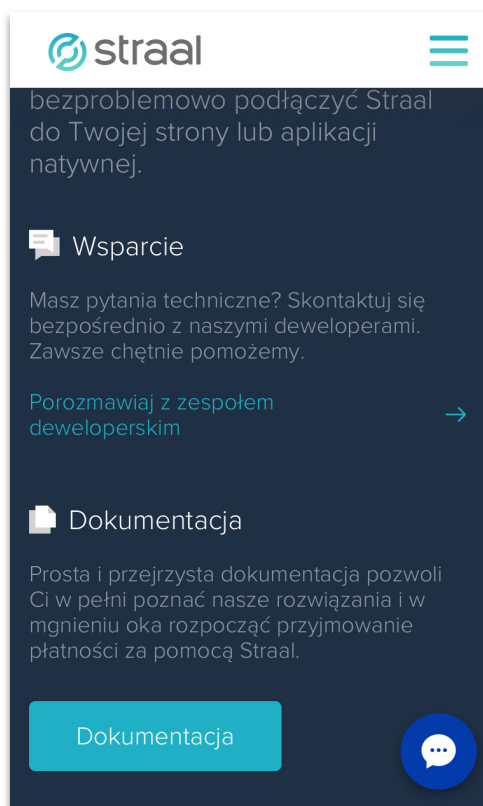
(3) Inputs on the form are not visible, the border of each input field is missing, what do not provide accurate affordance for the user to understand how to interact with elements.



Recommendations

- The header font should be made smaller as the title is too big. Think of font scaling.
- Consider introducing one column layer to easier filling the form on mobile devices.
- Provide visual indicators for input fields so the user could understand how to enter the interaction.

From developer to developers



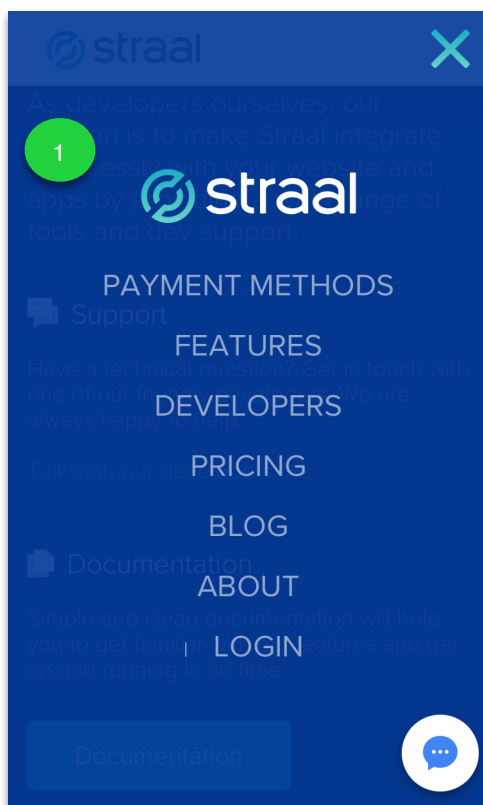
In "From developers for developers" section, the arrow, which is connected to the "Talk with our developers" link it's too far from the text (in Polish version).



Recommendations

Stick the visual element to the phrase to build an experience that both elements refer to the same action.

Navigation in hamburger menu



(1) In some places the transparency of this element does affect the readability of navigation elements.

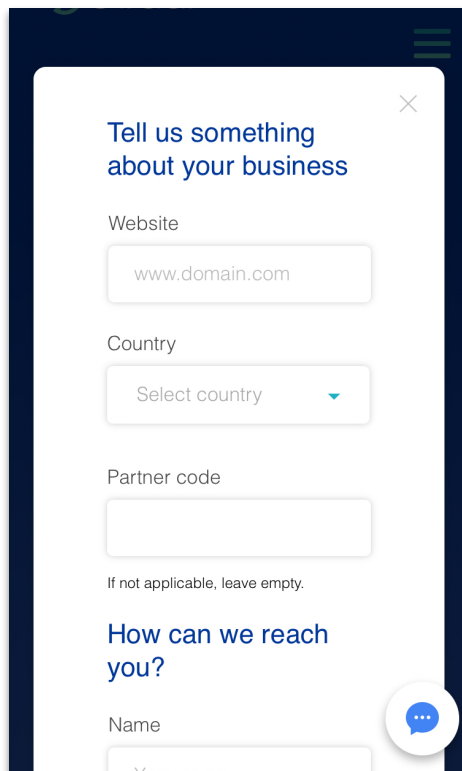
(2) The line next to "Log in" shouldn't be visible



Recommendations

- Make menu on the non-transparent layer to increase readability.
- Preferably resign from the visual line separating login from other navigation bar options.

Contact form



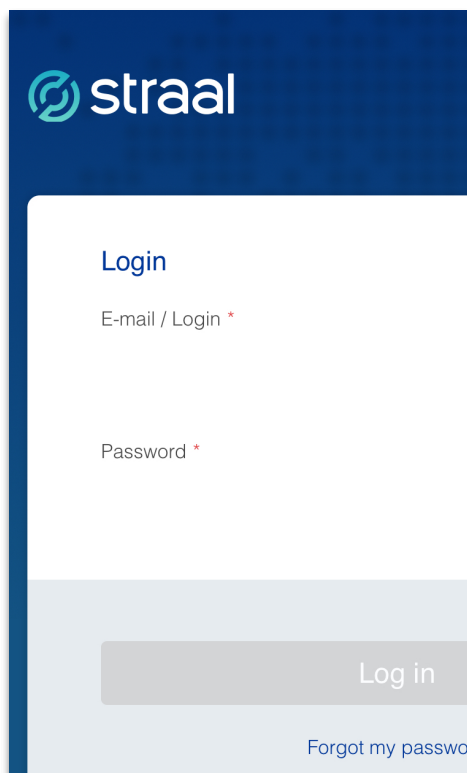
There is a bug which makes it difficult or even unable to scroll the form on mobile (Chrome for iPhone).



Recommendations

Advanced tests should be conducted on the mobile performance, especially for the chrome browser for ios.

Login page



This form is not adjusted to the mobile screen.



Recommendations

If the user should not log into the system on the mobile phone - this option should be hidden in the menu. Alternatively, after entering the login a communicate should appear informing the user that service is available only from a desktop.

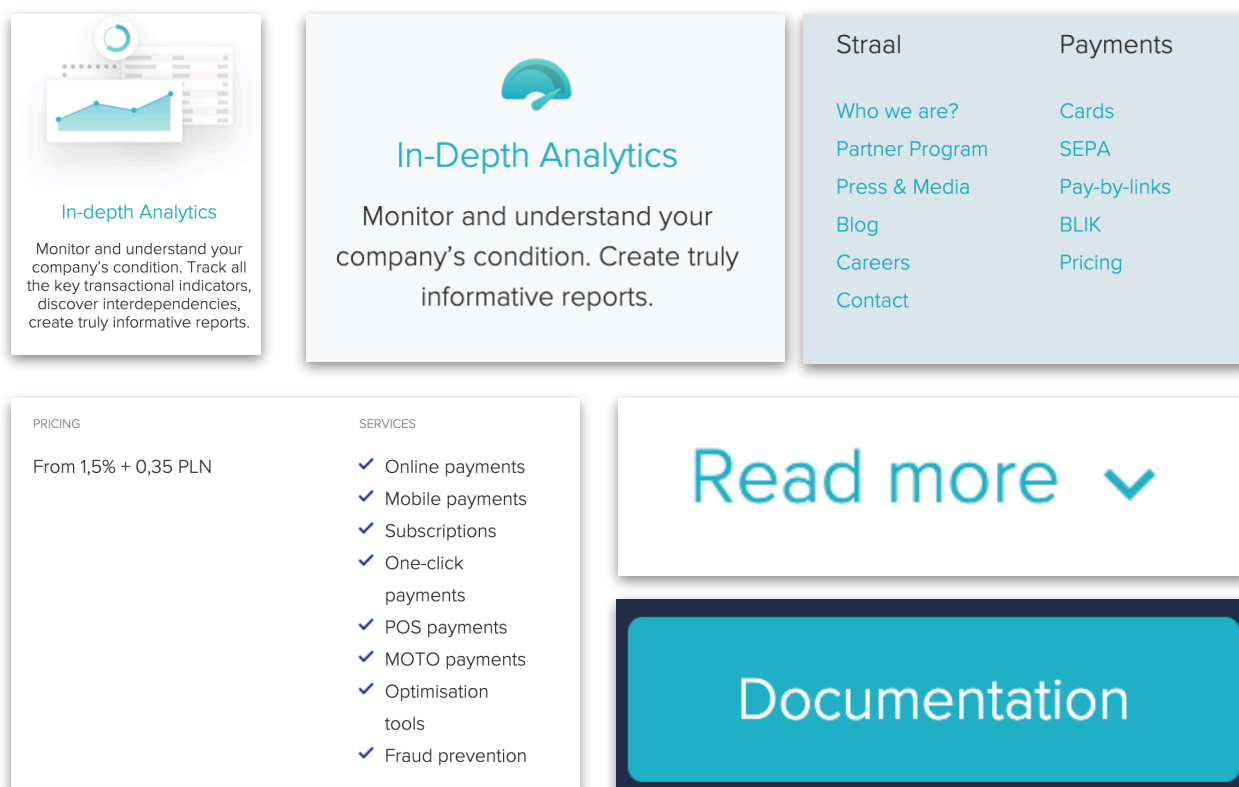
Accessibility check



Accessibility check

Elements with poor contrast ratio

Low-contrast text is difficult or impossible for many users to read. Elements shown below do not meet the AA nor the AAA standard requirements.



Common accessibility best practices

- The [id] attributes on the page are not unique. The value of an id attribute must be unique to prevent other instances from being overlooked by assistive technologies
- [user-scalable="no"] is used in the <meta name="viewport"> element or the [maximum-scale] attribute is less than 5. What does it mean? Such a setting disables the zooming. Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page.



● Contact us



info@elpassion.com



+48 555 454 445



Warsaw Spire
Plac Europejski 6
00-844 Warsaw, Poland

