w3experts

UX audit report

TEMPLATE WITH PRIORITIZED BACKLOG · VERSION 1.1 · NOVEMBER 2026

A report frame for a bounded UX audit: scope and method, a findings ledger with evidence, written severity definitions, a scored backlog and sign-off. Pages 2-7 are blank to fill in. Pages 8-10 show a worked example.

Product or website	
Audit dates	
Prepared for	
Prepared by	
Report version	

Free to use and adapt. The backlog columns match ux-audit-backlog-template.csv, which imports into Jira or Linear.
w3experts.com/resources/ux-audit-report-template/

[01] SCOPE AND METHOD

What did this audit cover?

Fill this page before the review starts and confirm it with the product owner. Anything not listed here is out of scope.

Goal (one sentence)	
Tasks or flows in scope	
User roles and test accounts	
Devices, browsers and widths	
Build or environment reviewed	
Out of scope	

Methods used

- ☐ Expert review against usability heuristics (number of reviewers: ____)
- ☐ Accessibility pass against WCAG 2.2 AA: automated scan plus manual keyboard, focus, contrast and target-size checks
- ☐ Analytics review (tool, date range, segments): _____
- ☐ Moderated usability sessions (number of participants: ____)
- ☐ Session recordings or support tickets (source and period): _____
- ☐ Performance check on key pages (tool and preset): _____

Baseline recorded before any fix

Metric	Value	Source and date range

Limits of this audit

[02] RATINGS

How is each finding rated?

Rate severity from the user's side before thinking about the fix. Effort comes from the team that will do the work. Confidence records how the finding was produced.

Severity	Definition	Points
Critical	Blocks the task or loses the user's data, with no workaround a typical user would find.	4
Major	The task can be finished, but many users will fail, give up or need help. Includes WCAG 2.2 AA failures on the audited flow.	3
Minor	Slows people down, confuses some of them or weakens trust, but the task still succeeds.	2
Cosmetic	Visual or wording polish with no measurable effect on the task.	1

Effort	Meaning	Divide by
S	Under half a day, including the check	1
M	One to three days	2
L	More than three days, or design work first	3

Confidence	Meaning	Weight
High	Reproduced with a script, measured in analytics or seen in several sessions	1.0
Medium	Observed by the reviewer and backed by a heuristic	0.8
Low	Predicted; needs data or a test first	0.5

Priority rule

1. **Merge** findings that share a root cause into one backlog item. Keep every finding ID on it.
2. **Gates:** Critical findings and WCAG 2.2 AA failures on the audited flow go to **Now**, whatever their score.
3. **Score** = severity points × confidence weight ÷ effort divisor.
4. **Buckets:** score 3.0 or more → Now · 1.5 to 2.9 → Next · below 1.5 → Later. Any Low-confidence item → Validate first.
5. **House rule:** no Major item falls below Next.

Evidence types

Reproduced with script · Measured in analytics · Observed in testing (n = participants) · Reviewer observation · Predicted. Every finding names one.

[03] FINDINGS LEDGER

What did the audit find?

One row per problem. Evidence must let someone else reproduce the finding: screenshot or recording reference, date, browser and width. Copy this page as needed.

ID	Flow or step	Finding	Evidence	Severity	Effort	Confidence	Owner

[04] FINDING DETAIL

What exactly happens, and how will we know it is fixed?

Use one card per Critical or Major finding. Minor findings can stay in the ledger.

Finding ID: _____ Title: _____
Where (page, step, role, width)
Steps to reproduce
Evidence and type
Heuristic or WCAG criterion
Why this severity
Recommendation
Acceptance criteria
Owner · effort · status

Finding ID: _____ Title: _____
Where (page, step, role, width)
Steps to reproduce
Evidence and type
Heuristic or WCAG criterion
Recommendation
Acceptance criteria

[05] PRIORITIZED BACKLOG

What do we fix first?

Apply the priority rule on page 3. Each item keeps the finding IDs it came from and one acceptance criterion a tester can check.

Now

Item	Findings	Change	Score	Owner	Acceptance criteria

Next

Item	Findings	Change	Score	Owner	Acceptance criteria

Later and Validate first

Item	Findings	Change or test to run	Score	Owner	Decision rule

[06] CLOSE-OUT

What passed, what was not tested, and who agreed?

What passed (do not change these)

Not tested

Re-test plan

Scripts or checks to re-run	
Re-test date	
Outcome metric and baseline	

Sign-off

Role	Name	Date	Signature
Reviewer			
Second reviewer			
Product owner			
Engineering lead			

WORKED EXAMPLE

[07] SAMPLE AUDIT OF W3EXPERTS.COM · NOT CLIENT WORK

Scope and method: the W3Experts project brief

We audited our own site before launch. This is a demonstration of the template, run on our own pages. No client data appears in it.

Goal	More visitors finish the project brief without help.
Tasks in scope	Complete the five-step brief at /start-a-project/ for a UX audit request; send the short brief on /services/ux-audit/.
Roles	Anonymous visitor.
Devices and widths	Headless Chromium from Playwright 1.65.0 at 390 × 844 and 1440 × 900 px; JavaScript on and off.
Build reviewed	Production build of November 11, 2026, run locally on the site's Node server; email and CRM in test mode.
Out of scope	Other pages, Safari and Firefox, screen readers, real email delivery, analytics (site not live).

Methods used

- Expert review by one reviewer, against Nielsen's heuristics.
- axe-core 4.14.0 scan at both widths; manual Tab-order, focus, error-state and target-size checks scripted in Playwright.
- Lighthouse 13.6.0, mobile preset: 100 for performance and accessibility on both pages; CLS 0; LCP 0.8-0.9 s locally.
- No analytics, recordings or participants.

What passed

- With JavaScript off, all five steps render as one form; required fields block an empty submit; a full submit reaches the thank-you page.
- Focus rings are visible on every Tab stop checked; radio groups are one Tab stop; Back keeps answers.
- Errors are tied to fields with aria-describedby and aria-invalid; no horizontal scroll at 390 px.

Limits

One reviewer and no participants: every finding is reproduced or predicted, none is measured with users. SA-14 needs field data.

WORKED EXAMPLE

[08] FINDINGS LEDGER · SAMPLE AUDIT, NOVEMBER 11, 2026

Fourteen findings, each with evidence

ID	Flow or step	Finding	Evidence	Severity	Effort	Conf.	Owner
SA-01	Brief step 5 (failed Send)	After a failed Send the field with the error is hidden	Playwright: Name field at y -859 px 1.2 s after Enter at 1440; at 390 it ends at y 49 under the 65 px sticky header (WCAG 2.4.11 Focus Not Obscured (Minimum))	Major	M	High	Front-end
SA-02	Brief all steps (phone)	The sticky Start a project bar reloads the same page and erases every answer	Playwright at 390: after a tap the form reset to step 1, problem field empty, service unchecked	Critical	S	High	Front-end
SA-03	Brief step 2	A 20-character minimum is enforced but not stated, and errors show one at a time	Browser text 'Please lengthen this text to 20 characters or more' appears only after Continue; URL error shown first, problem error on the next try (WCAG 3.3.2 Labels or Instructions (advisory))	Major	M	High	Front-end
SA-04	Brief step change (phone)	Continue lands past the step heading so the first field is off screen	Playwright at 390: step 5 legend at y -437 px after Continue (WCAG 2.4.11 Focus Not Obscured (Minimum))	Major	M	High	Front-end
SA-05	UX audit page short form	The privacy policy link is almost invisible	Computed #C9D1E3 on #FFFFFF = 1.53:1; axe-core 4.14.0 color-contrast at 1440 (WCAG 1.4.3 Contrast (Minimum))	Major	S	High	Design
SA-06	Brief step 5 summary	The summary shows internal values	Summary text: 'Your brief: ux-audit · scope to discuss · 5k-15k.'	Minor	S	High	Front-end
SA-07	Brief scope output	The planning scope for a UX audit contradicts the service page	Scope output: 'Typical timeline 2–3 weeks' plus 'Inventory content and redirects before migration'; service page: 5-10 business days	Major	S	High	Content
SA-08	Header (desktop)	The skip link is the second Tab stop	Tab order log at 1440: HELLO@W3EXPERTS.COM, then Skip to content (WCAG 2.4.1 Bypass Blocks (passes; order advisory))	Minor	S	High	Front-end
SA-09	UX audit page ledger and FAQ	Copy implies past client audits the studio cannot show	'Client audits are anonymized before we ever show them'; FAQ 'Many clients do; some come back for design or build'	Major	S	High	Content
SA-10	UX audit page breadcrumb	Breadcrumb 'UI/UX Design' links to the website design page	Built HTML: href=/services/website-design/	Minor	S	High	Content
SA-11	UX audit page process cards	Process cards show an arrow but are not links	Anchor elements without href, styled with arrows	Minor	S	Medium	Design
SA-12	UX audit page short form	Errors rely on browser bubbles, unlike the brief's inline messages	No inline error text in the page after an empty Send (390 and 1440) (WCAG 3.3.1 Error Identification (passes via browser))	Minor	M	Medium	Front-end
SA-13	Brief with JavaScript off	The planning estimate shows 'Scope B' before any answer	No-script render shows 'Scope B · Discovery-led project' at load	Minor	S	High	Front-end
SA-14	Brief first screen	The first field starts below the first screen at both widths	Hero ends at 540 px on desktop; on a phone the form starts behind the sticky bar	Minor	M	Low	Design

WORKED EXAMPLE

[09] PRIORITIZED BACKLOG · 13 ITEMS FROM 14 FINDINGS

Scored, bucketed and owned

SA-01 and SA-04 share one cause (the form scrolls after moving focus), so they merge into B-01. B-01 scores 1.5 but goes to Now through the WCAG gate.

Item	Findings	Score	Bucket	Owner	Acceptance criteria
SA-02	SA-02	4.0	Now (critical gate)	Front-end	At 390 px no sticky Start a project bar renders on /start-a-project/; answers survive every visible control
SA-05	SA-05	3.0	Now (WCAG gate)	Design	Link contrast at least 4.5:1; axe-core reports zero color-contrast violations at 390 and 1440 px
B-01	SA-01, SA-04	1.5	Now (WCAG gate)	Front-end	At 390 and 1440 px, 1.2 s after Continue or a failed Send, the focused element sits fully below the 65 px header and inside the window
SA-07	SA-07	3.0	Now	Content	Planning scope for 'A UX audit' states 5-10 business days and lists no migration step
SA-09	SA-09	3.0	Now	Content	No sentence on the page claims past client audits; the ledger intro says it is an illustration
SA-06	SA-06	2.0	Next	Front-end	Summary reads 'A UX audit · Scope to discuss · $5k-$15k' for the same answers
SA-08	SA-08	2.0	Next	Front-end	At 1440 px the first Tab stop is Skip to content
SA-10	SA-10	2.0	Next	Content	Breadcrumb UI/UX Design resolves to /services/ui-ux-design/
SA-13	SA-13	2.0	Next	Front-end	With JavaScript off no scope tier shows until the review page is requested
SA-11	SA-11	1.6	Next	Design	No arrow or link styling on non-interactive cards
SA-03	SA-03	1.5	Next	Front-end	Given step 2 with an invalid URL and a 9-character problem, Continue shows both errors at once above the first field and the hint is visible before typing
SA-12	SA-12	0.8	Later	Front-end	An empty Send shows inline errors tied to each field with aria-describedby
SA-14	SA-14	0.5	Validate first	Design	Decision recorded after 30 days of field data