

Eight-Point Mobile UX Audit

⌚ approx. 25 min

Module: Mobile UX Principles

Type: mini-audit

Task: Open your shop's three most important pages on a real smartphone: the home page, category page, and product page. Evaluate each page against the eight principles from this module: thumb reach, touch target size, CTA visibility, navigation, search and filter, form length, readability, and mental models. Give each page a score from one to five and note the three actions you believe will have the highest impact on revenue.

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. Which of the eight principles does your shop violate most noticeably right now?

2. How would you explain thumb reach to a developer or designer to make the case for it?

3. What's the fastest UX improvement you could test within a week?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.