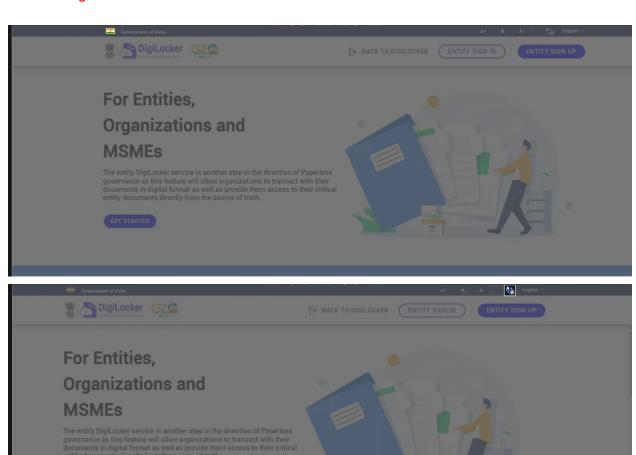
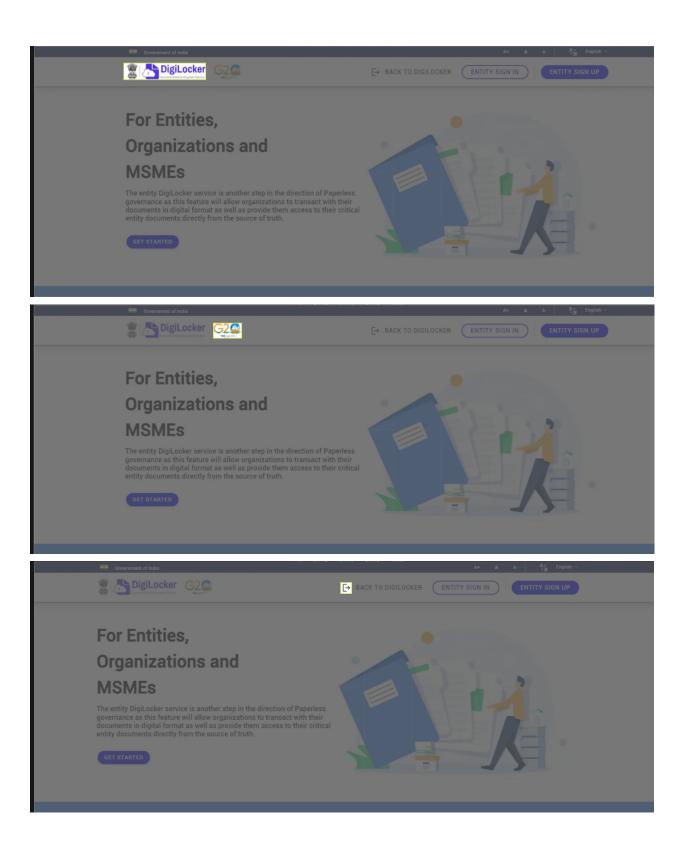
UX AUDIT - ENTITY LOCKER

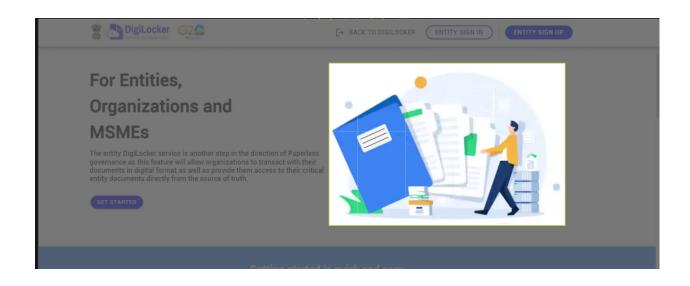
GET STARTED

Accessibility

1. Image elements don't have alt attributes.







Other Images:



Improvement: Add alt text in all the visual elements

2. Color Contrast

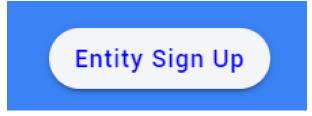
Primary Buttons - Contrast (7.80) PASS



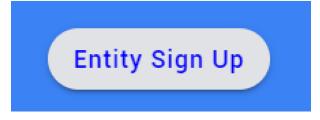
ENTITY SIGN UP

GET STARTED

Button States - Normal and Hover Normal Contrast (7.88) PASS



Hovered Contrast (6.63) Normal Text AAA failed [Don't use normal text in the button]



Blue over white sections

AA normal, AAA normal and AAA Large failing to match the guidelines, only AA Large is passed with 3.69 Contrast



3. Keyboard Focusable Identity

This button is not focused at the moment of the screenshot.

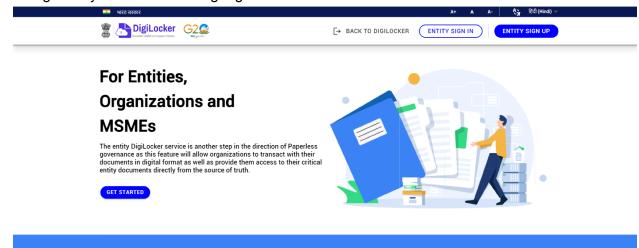
ENTITY SIGN UP

This button is focused with the keyboard interaction

ENTITY SIGN UP

4. Language Accessibility

When changing the default language to another language by the given feature it changes only a few section languages.

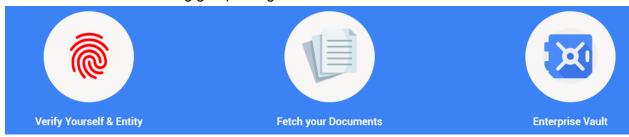


आसान और त्वरित आरंभ के लिए

Heuristic Evaluation

1. Consistency and Standards

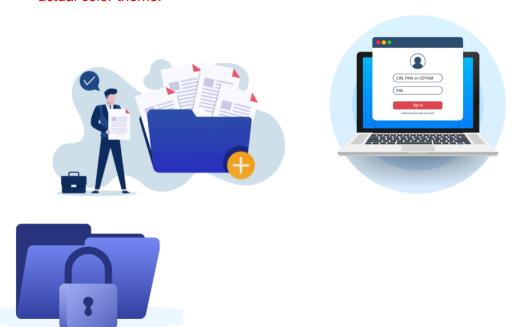
Left Image and Right Image are coloured ones, but the image at the center looks from different families even having grouped together.



Entity Sign up at the top is written in capital case, but in one of the section it is written in small case, consistency of typography in buttons can be improved



Need to pick right visual items so website visual elements looks consistent Some of them have light backgrounds, some of them have dark backgrounds. In the second image where the Sign in screen is shown in the Laptop, we can change it to the actual color theme.



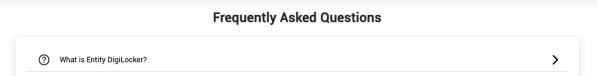
2. Recognition rather than recall

We can show a pan card in the background, which can represent that we can login with the pan, can also include other documents pic from which we can login. [Suggestion]



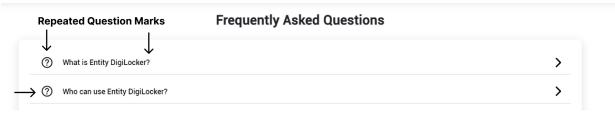
3. Match between system and the real world

Arrows are right indicating, but when opened it is indicating downwards, can follow real Word patterns like - up and down, right and left (interactions) going forward, going back. [Suggestion]

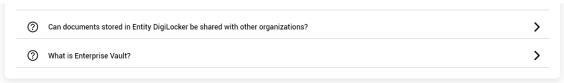


4. Aesthetic and minimalist design

Website is minimalist and visually good, however we can reduce the amount of repetition elements like question marks in this case. [Suggestion]



Can remove the border from the last question [Suggestion]



UX Writing

This is a good example of ux writing, where we don't just write sign in and sign up, instead we write what the button will take us to.



ENTITY SIGN UP

We can also change the Get started button name to Get Started with Entity or something else. [Suggestion]



SEOs

- Has a <meta name="viewport"> tag with width or initial-scale
- Document has a <title> element
- Document has a meta description
- Page has successful HTTP status code
- Links have descriptive text
- Links are crawlable
- Page isn't blocked from indexing
- Document has a valid hreflang
- Document avoids plugins
- Image elements do not have [alt] attributes