

# KUGO UX Audit Sample Report

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## 1. Introduction

### Welcome to KUGO

At KUGO, we deliver fast, clear, actionable UX audits to help your website or app shine before launch. This sample report gives you a glimpse of how we analyze your digital product and provide practical recommendations.

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## 2. Executive Summary

This sample report highlights key UX areas based on our audit methodology. Our goal is to identify gaps, offer insights, and improve user experience to boost conversions and satisfaction.

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## 3. Audit Highlights

Area	Findings	Recommendations
Visual Hierarchy	Headings clear but CTAs blend in	Use contrasting colors for CTAs
Navigation	Menu lacks clarity on sub-items	Add dropdowns with clear labels
Accessibility	Missing alt text on 30% images	Add descriptive alt text to images
Mobile Responsiveness	Layout breaks on small devices	Adjust media queries for small screens
Checkout & CTA Effectiveness	CTA button text unclear	Use action verbs like “Buy Now”

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## 4. Methodology

We use a 10-point UX audit framework covering: visual hierarchy, navigation, accessibility, responsiveness, CTA effectiveness, and more.

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## 5. Our Services

- **UX Snapshot Audit** – Free, quick review of 3 screens
- **Full UX Audit** – Detailed paid audit with real user tests
- **Competitive Benchmark** – Compare your UX to top competitors

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## **6. Next Steps**

Interested in a detailed audit? Contact us to get started!  
Email: [hello@kugo.com](mailto:hello@kugo.com) | Phone: +91 7709677299

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## **7. About KUGO**

KUGO is your trusted UX audit partner, bringing clarity and empathy to digital experiences.