ProDesign

SaaS UX Audit Checklist: 40 Things to Check Before a Redesign

The checklist the ProDesign team uses on client SaaS products. Tick each item, then rank what fails by impact (how many users it affects) and effort (how hard it is to fix). Fix quick, high-impact items first.

First Impressions: Audit Your SaaS Landing Page

- [ ] **1.1 Headline clarity** — Can a visitor tell what you do, and who it's for, in one read?
- [ ] **1.2 Supporting copy** — A short, two-line paragraph that backs up the headline.
- [ ] **1.3 Real product visuals** — Show your actual product UI, paired with a real customer review.
- [ ] **1.4 A strong CTA** — Verb-led, high contrast and above the fold (e.g., "Start free trial").
- [ ] **1.5 Social proof** — Put logos, ratings or testimonials above the fold or just below it.
- [ ] **1.6 No trial barriers** — Let users try the premium experience (like a 7-day trial) without hoops.
- [ ] **1.7 Page speed** — Google found that 53% of mobile visits are abandoned when a page takes longer than 3 seconds to load.

Sign-Up & Onboarding: The Most Important SaaS UX Audit Step

- [ ] **2.1 Frictionless sign-up** — Keep forms short so users can start using the product quickly.
- [ ] **2.2 Fewer questions** — Ask 3 to 5 questions at most during onboarding. You can always ask the rest later.
- [ ] **2.3 Time to value** — Does onboarding get users to your core feature fast?
- [ ] **2.4 Social login** — Offer Google, Apple, Microsoft or LinkedIn sign-in, depending on your niche.
- [ ] **2.5 Progress feedback** — Show users where they are in the process and let them move back and forth easily.
- [ ] **2.6 Helpful empty states** — Replace blank screens with guidance, e.g., "Your client list is empty" plus a clear "Add your first client" button.
- [ ] **2.7 Onboarding checklist** — A short checklist of 3 to 5 first actions nudges users toward activation.

Navigation and Information Architecture in a SaaS UX Audit

- [ ] **3.1 Global navigation** — Features and pricing are visible, logically grouped and free of jargon.
- [ ] **3.2 Navigation depth** — Keep it to 5 or fewer sub-items per menu group. For instance, a new client of ours offers accounting services to medical and dental practices, but their main service was buried deep in the navigation.
- [ ] **3.3 Breadcrumbs and wayfinding** — Structure content around your primary user's goal. Can they find what they came for?
- [ ] **3.4 Search** — In feature-rich products, in-app search is often the fastest route to a feature.
- [ ] **3.5 Consistent naming** — Use the same label for a feature everywhere, including menus, buttons and help docs.

SaaS Dashboards and User Flows

- [ ] **4.1 Visual hierarchy** — After onboarding, are your primary features and paths clearly visible?
- [ ] **4.2 Data filtering** — Can users quickly filter what they need? For LumiMeds, we added 15+ basic-to-advanced order and subscription filters so admin and support teams could get through daily tasks faster.
- [ ] **4.3 Responsive tables** — Designs must adapt to every screen size. We typically rework about 20% of a design for mobile.
- [ ] **4.4 Clear flow paths** — Don't block users from finishing their goals. During Smodin's UX research, our team found 11+ blocked user paths.
- [ ] **4.5 Actionable charts** — Does each graph tell users what to do next, or does it just display numbers?
- [ ] **4.6 Color contrast** — Check text against WCAG AA (4.5:1) or AAA (7:1). The WebAIM Million 2026 report found low-contrast text on 83.9% of home pages.
- [ ] **4.7 Accessibility** — The CDC reports that more than 1 in 4 U.S. adults live with a disability. Test with tools like Lighthouse, axe DevTools or WAVE.
- [ ] **4.8 UI consistency audit** — Screenshot and list every button, card, style and link variant. Duplicates and one-off styles are clear signs of design debt.
- [ ] **4.9 Avoid generic AI-made UI** — Lately we see so many look-alike shadcn/ui apps on Mobbin that they blur together. Add your own brand flair, such as a distinct color or theme, so you stand out.

Forms, Inputs and Error Prevention

- [ ] **5.1 Inline validation** — Validate each field when the user moves to the next one, not after they submit a long form.
- [ ] **5.2 Helpful error messages** — Say what went wrong and how to fix it. Cryptic messages like "X05Z5559 data API error" only confuse people.
- [ ] **5.3 Smart defaults** — Any pre-filled value or pre-checked option should be the best choice for the user.
- [ ] **5.4 Correct mobile keyboards** — Use the right input types for email, phone and number fields.
- [ ] **5.5 Visible labels** — Don't use placeholders as labels, because they disappear the moment users start typing.
- [ ] **5.6 Save progress** — Auto-save long forms so a refresh doesn't wipe out a user's work.

Usability Testing: Validate Your SaaS UX Audit With Real Users

- [ ] **6.1 Edge cases** — The most unusual or extreme ways someone might use your product.
- [ ] **6.2 Happy path** — The ideal journey from landing page to checkout.
- [ ] **6.3 Checkout and billing** — New purchases, upgrades, plan changes and cancellations. Baymard found that 17% of users abandon a checkout that's too long or complicated.
- [ ] **6.4 Onboarding** — First-time experiences for both free and premium users.
- [ ] **6.5 First dashboard visit** — The route from sign-up or login to the dashboard. Is there one obvious next action?
- [ ] **6.6 Core feature flows** — Watch users work with your core features. It's often eye-opening for users and painful for founders to see, which is exactly why it's worth doing.

Want a senior team to run this audit for you?
Micro UX Audit: $1,499 (3 days). Detailed UX Audit: $2,999 (7–10 days). Serving SaaS teams in the USA and Canada, 9 AM–5 PM ET.
Book a free 15-minute call: prodesign.tech/contact-us | Full guide: read the checklist online