UiPath | UI UX Audit
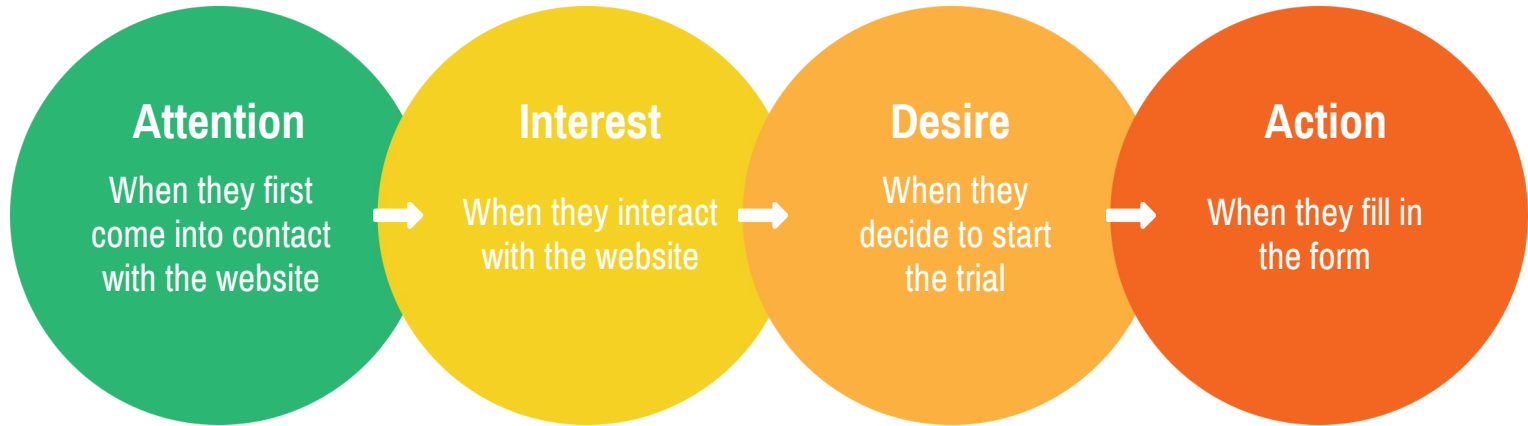
Analysis objective

Identifying www.uipath.com website performance optimization tactics based on qualitative & quantitative insights.

Any proposal starts from a hypothesis, and the best way is website evaluation taking into consideration the user's experience.

Methodology

1. **Initial research**: Find out why UiPath users are leaving the website without converting, when this happens or

   why they decide to start the trials on www.uipath.com:

   - Quantitative data analysis (Analytics)

   - Stats and public analysis done on similar websites

   - Qualitative research (surveys, heatmaps & user recordings)

2. **UI/UX Audit**: This includes layout analysis, website navigation flow and finding problems that may greatly

   impact the decision process.

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Each visitor that reaches the website follows a few psychological steps

Attention
When they first come into contact with the website

Interest
When they interact with the website

Desire
When they decide to start the trial

Action
When they fill in the form

OMNICONVERT

To improve the website experience there are a few, very efficient and simple persuasion principles

Reciprocity   Social Proof   Authority   Liking   Scarcity   Commitment

General Observations

UiPath.com

In this section we are going to review general aspects of uipath.com such as: brand consistency, formatting standards, page structure, visual elements and offer.

These observations are going to be organized into 2 parts:

Appreciations - items that fulfill the UI criteria

Improvements - items that can be improved through testing and/or implementation.

Appreciations - sitewide

- **The logo** is visible and placed in the same location on every page. The same color element is being used throughout the website. On clicking on the logo the user returns to the home page.

- There is **only one font**, Sans Serif, that is being used on most pages. This is a good thing because it helps readability.

- **The copy** is clear and easy to read on most pages.

- **Website's menu** is easy to follow and it is screen sticky for both desktop and mobile devices.

- **The CTAs** (buttons) are large and with enough padding to make the copy intelligible.

- The website is **responsive** with smaller screens.

- Relevant content - on average page scroll drops below 30% of the website, but we registered quite a lot of interaction below the average fold as well. Ex: visitors interact with blog posts, testimonials and facts.

Improvements - sitewide

- Although Sans Serif style is being used on all pages, we have found **3 similar fonts** such as: Open Sans, Poppins and Arial (they have the same shape and/or spacing). Because all of them are rather similar, we recommend using only one font (such as Open Sans or Poppins) for easier readability and for visitor visual comfort as well.

- Although there is clear visual "starting point" to almost every page, the layout should also be consistent in order to make visitors to easily complete the most common tasks. In this case, we've noticed that the **top banners have different heights** and, on some pages, these are covering the hole first screen, making the page content visible only on scroll.
  Examples: rpa-journey page vs. robotic-process-automation page vs. release-notes page

  The forum page though, is a little disruptive having a different layout and even a different logo.
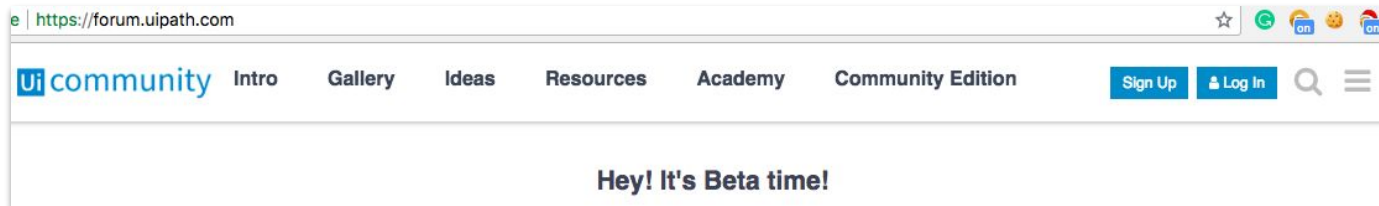
Improvements - sitewide

As a recommendation we could try:

- To avoid using large images to improve page load.
- Most desktop visitors use a 1366x768 screen display which leaves only an average of 650 px for the first fold on most browsers (fold = before scroll). Reducing images will allow our visitor to see more of the relevant content before page scroll.
- For Mobile devices even more so. Taking into consideration the small screen and the internet connection that can be slower, these images cover a lot of space and can affect the user's experience.

Conclusion:

It is nice to express emotions through images but keep in mind that this is a technical website and the focus should be on relevant content. If from the first page of access our visitor is provided with relevant content it is more likely that he/she will scroll down to read the topic.

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Improvements - sitewide

- There are currently at least 8 types of buttons available on the website having different colours, styles, text format and sizes. This can create confusion for our visitors as it becomes less obvious what is the hierarchy based on the value they have. Therefore, we suggest emphasizing what is the primary actions they need to take by using a single style for the buttons and of course a diffrent style for the secondary actions.

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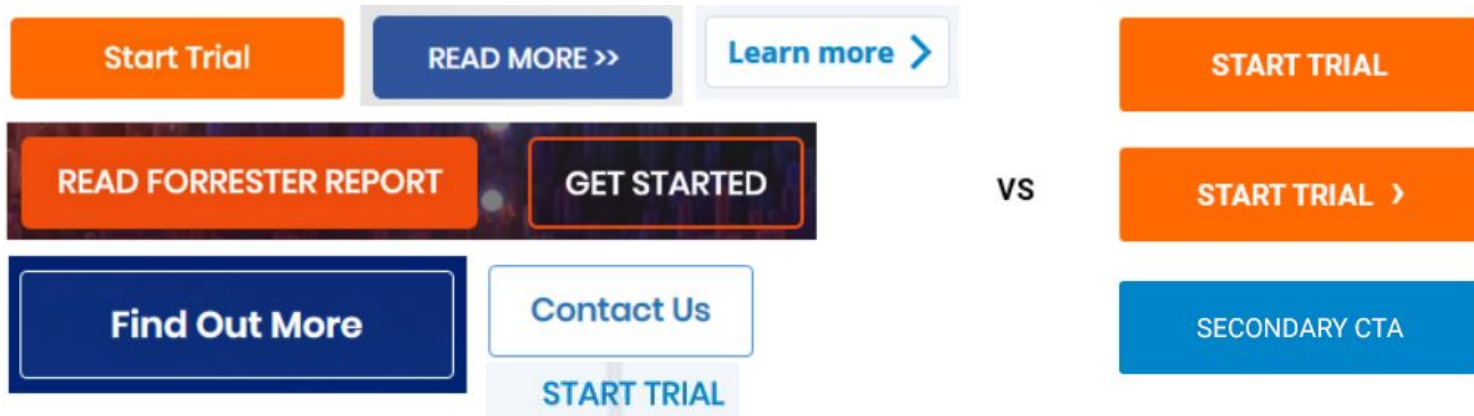
Improvements - sitewide

- Besides colour, **the Copy of the CTAs** is the deciding factor on whether the visitor will click on it or not. Its role is to help visitors make up their mind about Why they should click on the button. It should also give them an idea on what's going to happen next.

  Currently we have different copy on CTAs for the 2 trial versions of the software: "Get started", "Start trial", "Get Enterprise RPA trial"/"Get Community edition", "Request trial"/"Request community edition".

- **Proposal:** There are 3 different types of CTA formulas that can be tested which we can apply in turn, by type, to determine the best performing option:
  1. What + Why: "REQUEST YOUR RPA TRIAL"
  2. I Want To: "GET IN TOUCH WITH AN RPA SPECIALIST"/"START AUTOMATION"
  3. I Want You To: "MAKE ME AN OFFER"/"GIVE ME A PERSONALIZED QUOTE"/"SEND ME THE RPA DEMO"/"GRANT ME ACCESS TO THE TRIAL"

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Improvements - sitewide

- When looking in Google Analytics, we have noticed that **the conversion rate for sessions with search** is significantly lower than the website's average. This is because, most searches refer to content specific after the solutions are being used.

Improvements - sitewide

- Therefore, we suggest to emphasize less the search function on the main menu, especially on mobile devices where we can replace the search function with the "Start Trial" button.
This could also help visitors moving down the funnel and it could also reduce the bounce rate by making the action elements more visible.

OMNICONVERT
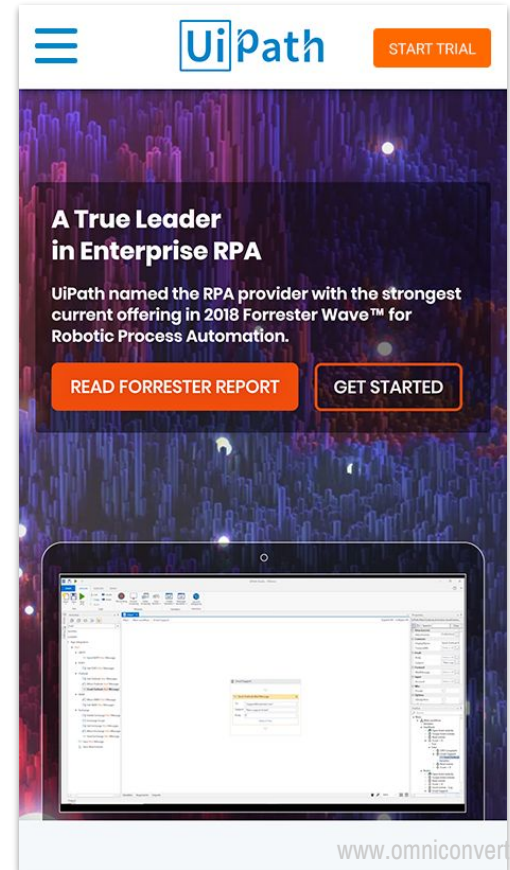
Improvements - sitewide

- On desktop devices, **the tabs listed on the menu** can be tested in order to have the most relevant ones available on scroll. For example, the search function can be switched with Contact.
We suggest this because there are [very few clicks on the "News" tab](#) (around 1% of all sessions in August) and [the conversion rate](#) for sessions that [contain a visit](#) on these pages is lower than average. Therefore, we recommend moving the tab in the footer. This way, the menu will be less cluttered and we could also test a bigger font, similar to the one used on the website, in order to increase readability.

- **The search function** though, can be **emphasized** on the Solutions, Blog & News pages which contain information that is frequently being searched such as "excel, oracle/ODBC, oracle, python, rpa challenge, SAP".

Specific Observations

UiPath.com

In this section we will review **the most important pages in the user's journey** and we will emphasize the aspects that could be **improved through testing** or direct implementation.

Improvement recommendations for Homepage

For Desktop
- Remove excess animated and static banners as much as possible (use only the necessary).
- Create a clean design layout by adding padding to all copy content on the website
- Remove icon elements and test without them, if the icons are not relevant you will be less distracted from reading the text content
- Text varies too much in terms of background from white text to dark backgrounds and the other way which can create discomfort when reading and searching for information

For Mobile
- Normalize button style; for example screen wide buttons will promote a higher click rate
- Add media files instead of small animations so that users can see them as a separate video
- Limit the number of banners to improve page load or lazy load on secondary banners upon user interaction
- Make side scroll for slide content easy to use

Homepage - desktop

Remove excess animated and static banners as much as possible (use only the necessary).

PageSpeed identified scaled images as being the lowest score.

Reducing the number of images, lazy loading or serving images already scaled to device size would increase page load times and increase the score.

We recommend lazy loading as it would be the biggest win implementation time vs. results.
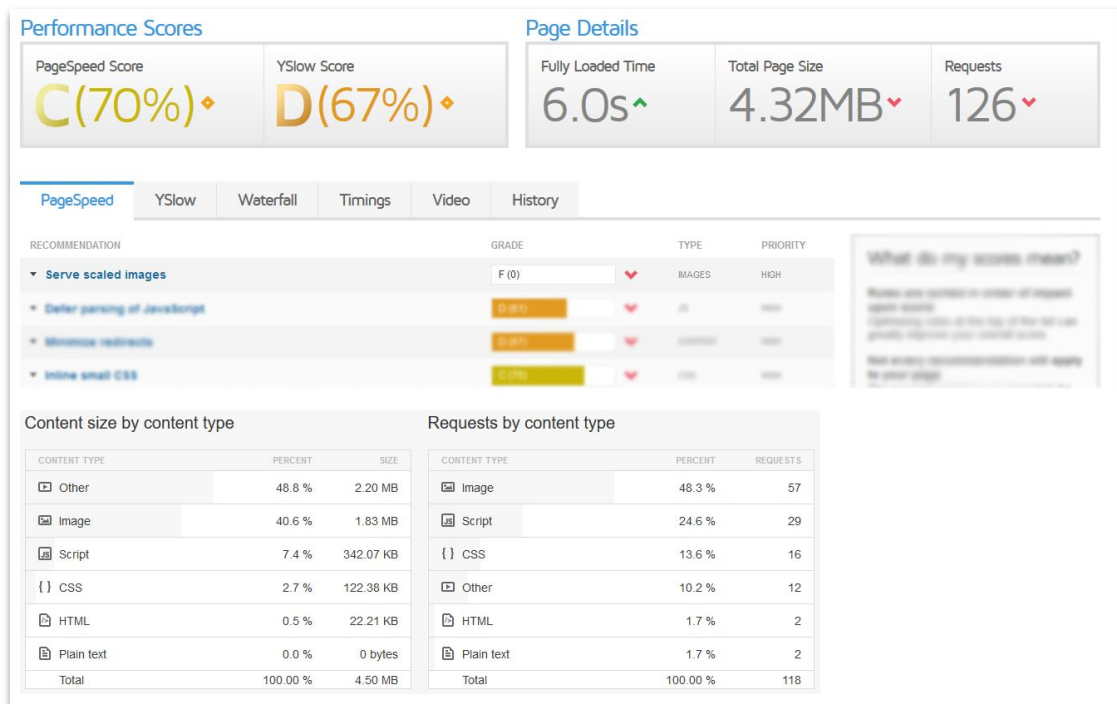

Page load according to gtmetrix.com

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Homepage - mobile

- On mobile devices, the page load can be significantly improved if the images would be optimized. We can see here that the slider images on the homepage represent a quarter from the total weight of the page images.

OMNICONVERT
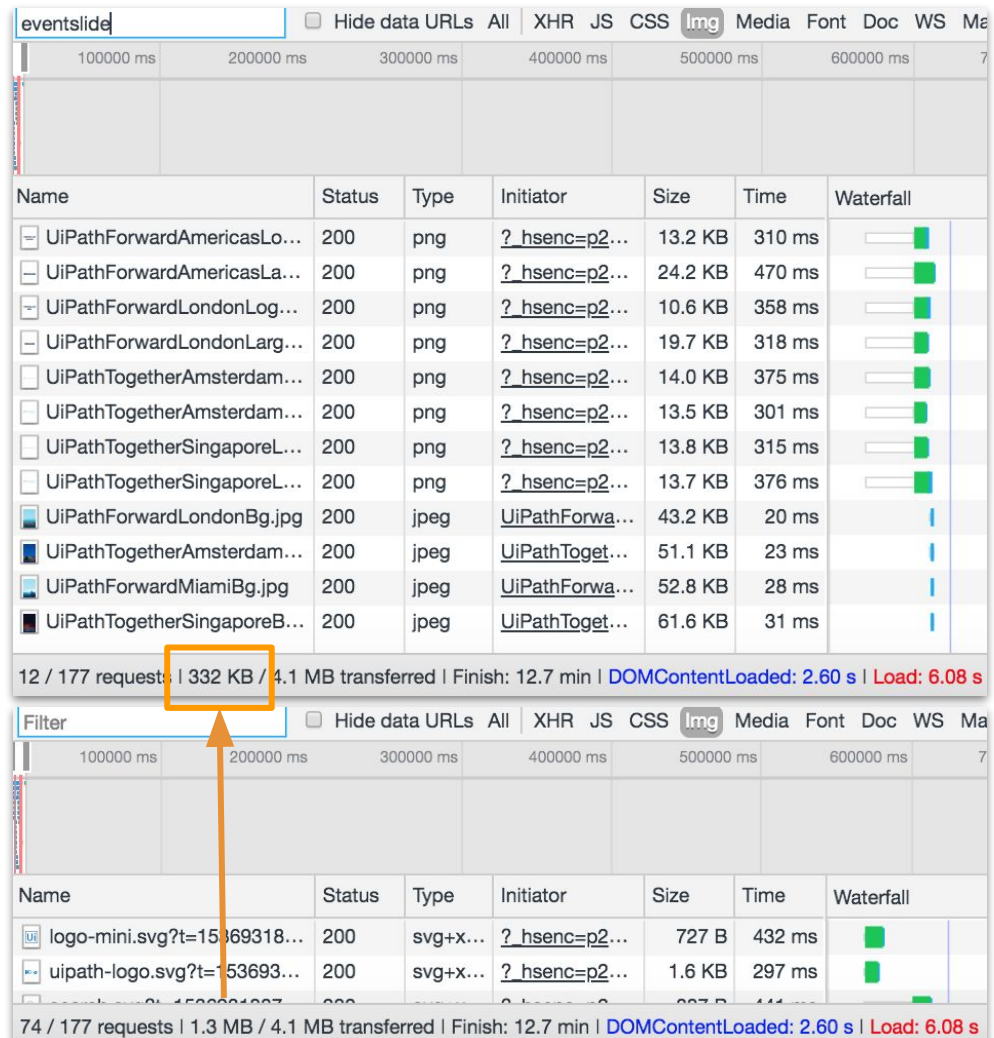
Homepage - desktop

- The website hero banner could also improve conversion rate as we noticed there is a high level of attention from our users on this page section. 69% of the users focus their attention on the left side of the website on desktop devices so using an animation on the right hand side can distract the user from the information that we have on the left. We suggest testing with **static images or short media files** instead of animations.
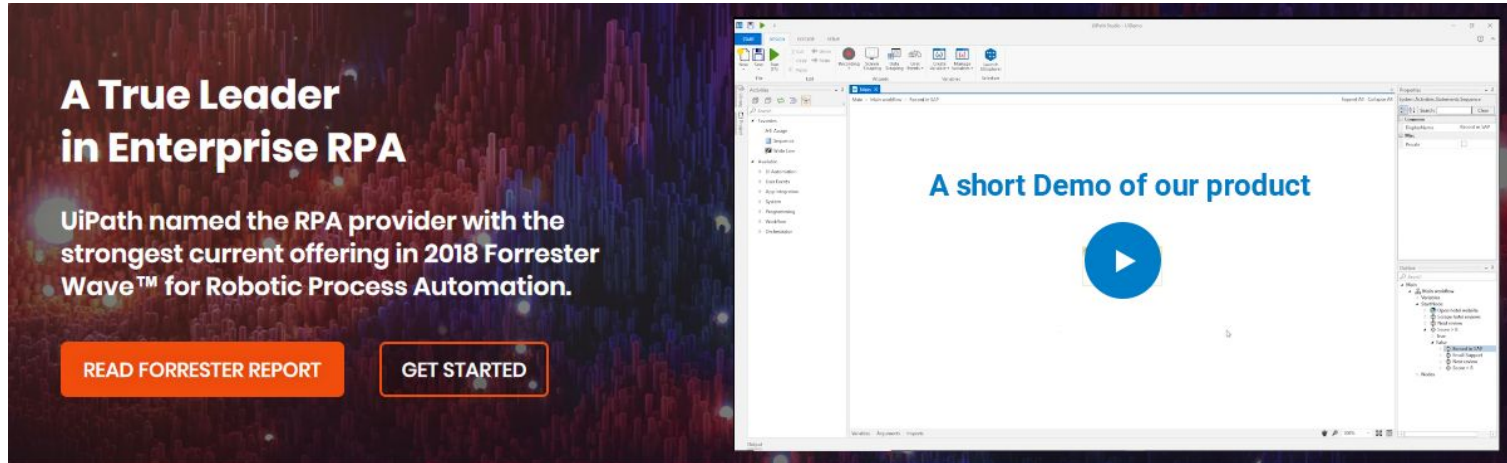
Homepage - desktop

- **Contrast** is the core factor in whether or not text is easy to read. Good contrasts will make text easy on the eyes, easy to scan, and overall more readable. On the other hand, poor contrast will force the user to squint and make reading the body text almost painful, not to mention a lot slower.

  When looking at the Hero Banner we can see that the background image has a lot of "noise" and the text is hard to read.
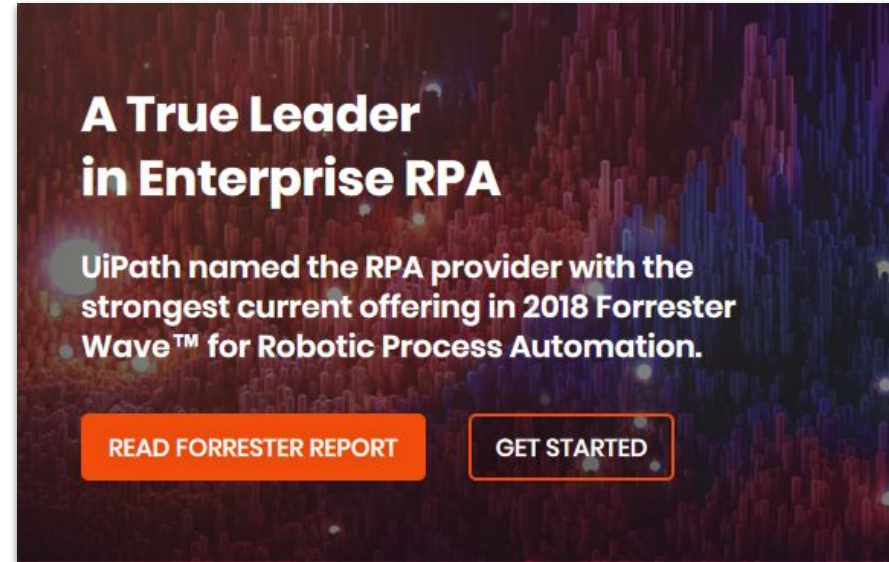
Homepage - desktop

- We suggest testing a different background such as blue or gray that is related to technology companies and also provides good contrast and readability.

  Blue - The classic king of colors, blue appears in over half of all technology companies' logos. It's the symbol of trustworthiness and maturity. ([source](#))
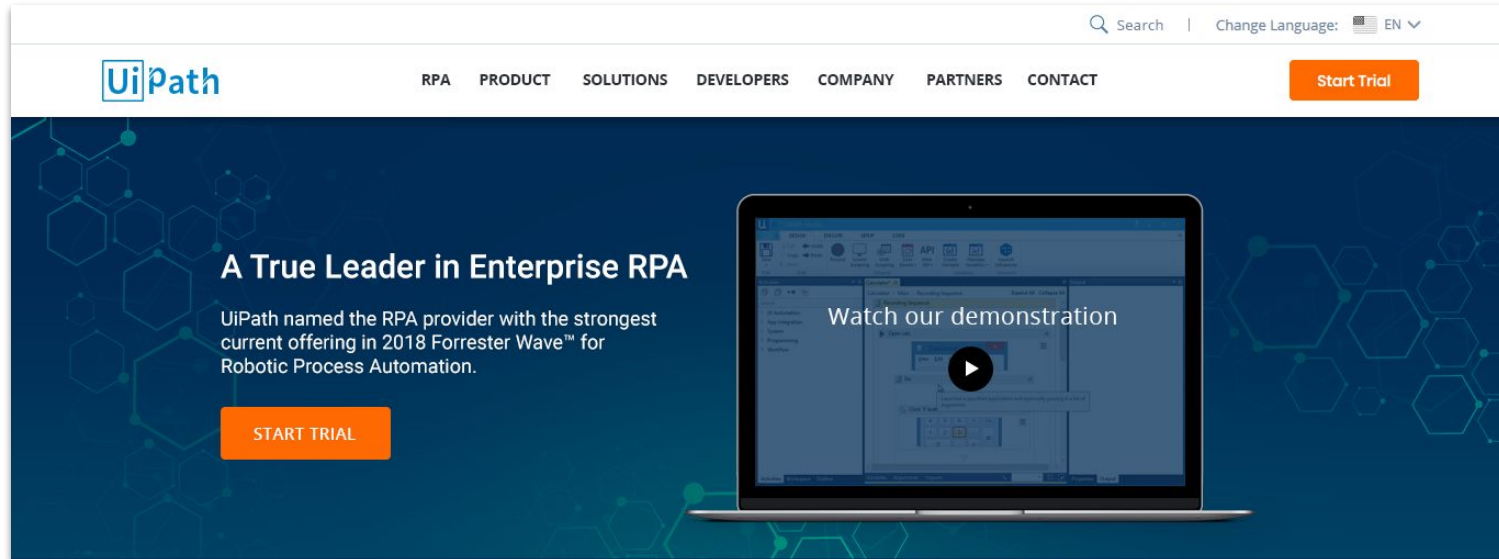
Homepage - desktop

Gray - Not quite dark, not quite light. Gray is the middleground of mature, classic and serious. Go darker to add mystery. Go lighter to be more accessible. ([source](#))

Purple - Paint with purple to appear luxurious, cutting-edge or wise. There's just a hint of femininity in there, too. ([source](#))

Homepage - desktop

As we know from the GA analysys, the homepage receives a lot of traffic and is the best landing page in terms of conversions. Therefore, this page should be highly tested in order to reach the best version of if.

- Also on the hero banner, one thing that draws the attention is that **the secondary action** "Read Forrester Report". It has a better visual real estate than the primary one "Get Started".
  Even so, the contrast between the buttons and the background is week and we suggest improving this aspect as well.

OMNICONVERT
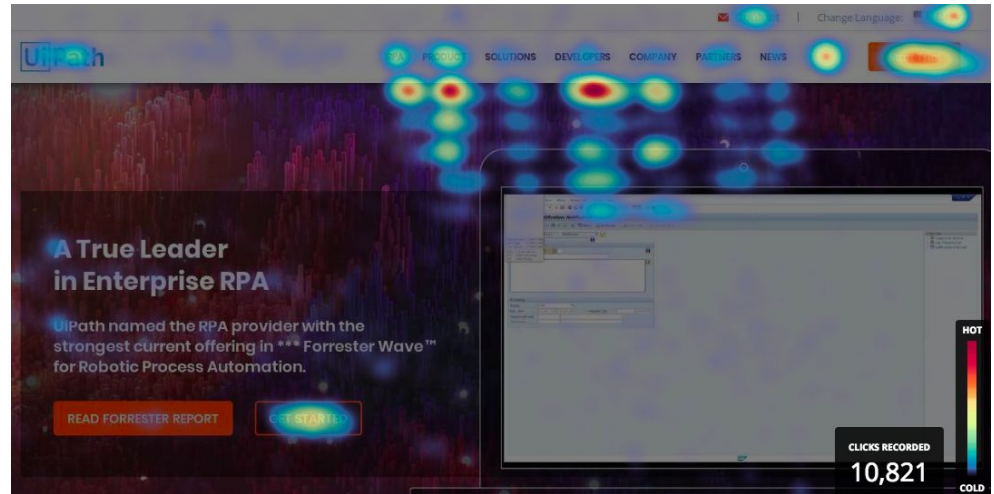
Homepage - desktop

- **The UVP (Unique Value Proposition)** is about the company instead of being about the client. Because the attention span on online is around 4s, we suggest testing the current approach against one that is more client oriented, emphasizing the benefits immediately after they land on this page. This could also explain the high bounce rate the homepage has.

There is no one right way to go about it, but we suggest to start with the **following formula**:

* **Headline**. What is the end-benefit you're offering, in 1 short sentence. Can mention the product and/or the customer. Attention grabber.

* **Sub-headline or a 2-3 sentence paragraph**. A specific explanation of what you do/offer, for whom and why is it useful.

* **3 bullet points**. List the key benefits or features.

* **Visual**. Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.

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Homepage - desktop

Examples:

- For a Buyer Persona who has structured thinking, is analytical and cost efficient we can test the following approach:

Automate all processes and get control of your business

Through RPA you can easily automate your company's processes and train robots to take over on every repetitive task. An RPA software robot will:
- Work 24/7
- Make zero mistakes
- Reduce costs by up to 80%

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Examples:

- For a Buyer Persona who is business owner, results oriented, competitive we can test the following approach:

  Robotic Process Automation for more flexible and scalable companies

  RPA undertakes execution of any high-volume, business-rules-driven, repeatable process delivering direct profitability while improving accuracy across organizations and industries.

  - Open platform
  - Rapid results
  - Security

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Homepage - desktop

- When looking at click maps, we can notice that there are a lot of clicks on the RPA **abbreviation** all over the website. Also, the third most clicked link from the menu is "What is RPA?". This could suggest that not all visitors are used with this abbreviation (or with the solution) therefore we suggest using the extended name.

OMNICONVERT
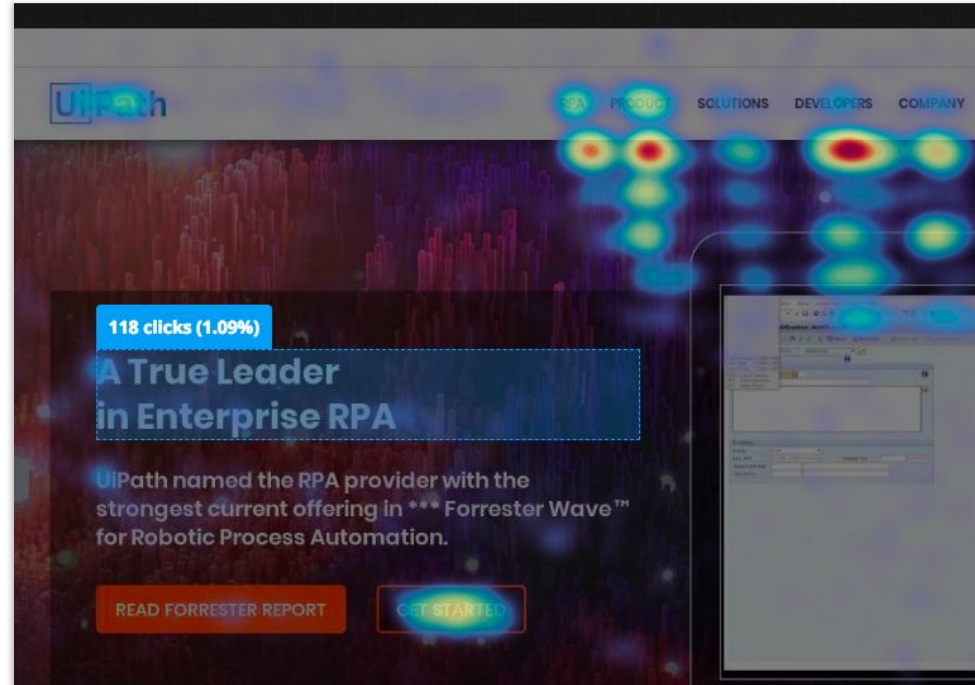
Homepage design recommendation
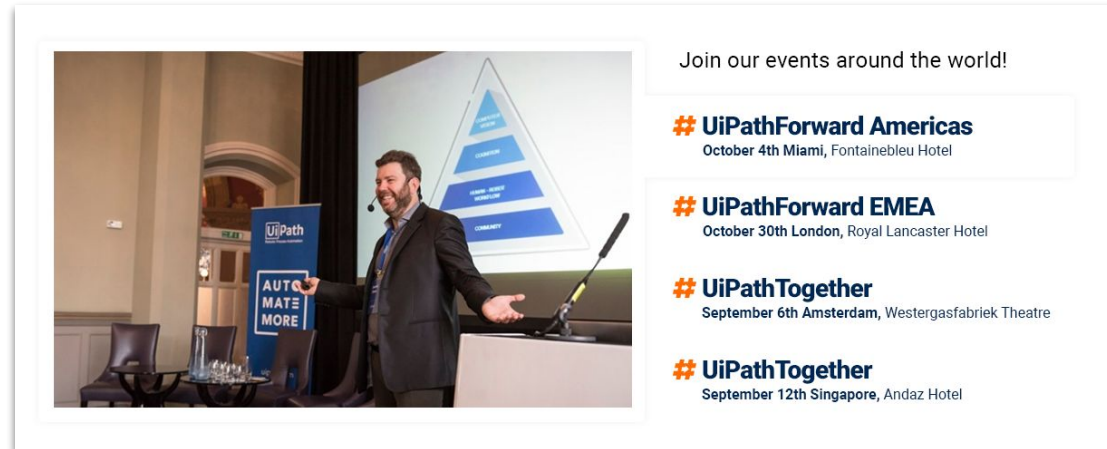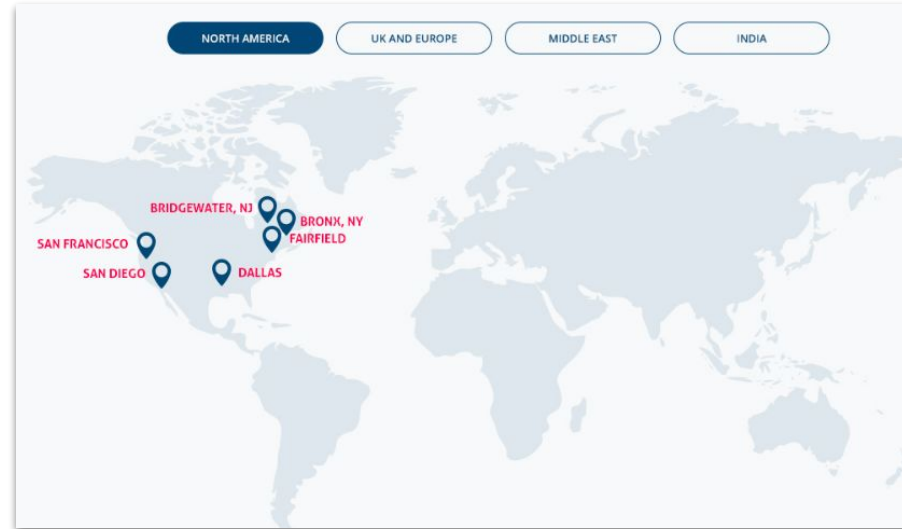
Homepage - desktop

- Other static banners on desktop we observed having a lower click rate and this can be pointed out by the fact that the information displayed is small and repetitive.

- Another approach that can be tested is one using an image more specific and related to the events that are being promoted. Also, it might be relevant to have a short description and some benefits of the events, including on the event pages.

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Homepage - desktop & mobile

- Even with the latest redesign, the event section is not getting more clicks. Therefore, we suggest testing other sections that could bring more leads and relevant information for visitors.

- For more trust on this page we can add a section regarding the Global Footprint of the company.

- Although the header is sticky on scroll and the "Start Trial" CTA is there, we suggest inserting a few more buttons that lead to the product listing.

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Homepage - desktop & mobile

We have noticed that the "Community" and "Enterprise" versions of the software are mostly advertised in top header and in the first fold. As a test to improve click through rate/conversion rate we would recommend adding these features below the first fold as well.

Homepage - desktop & mobile

- Talking about trust, elements such as **testimonials** are pretty popular on the website. That is why we suggest using a much easier and visible form of navigation through content.

Homepage July
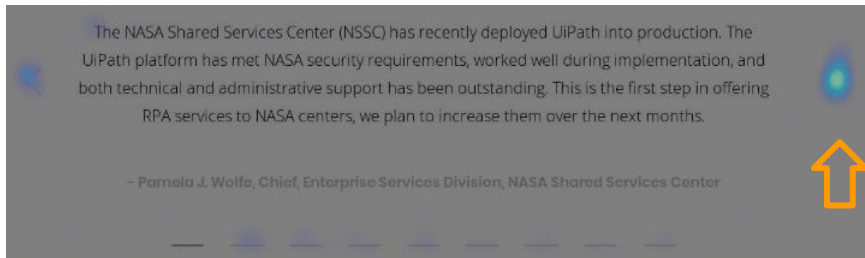
Homepage August
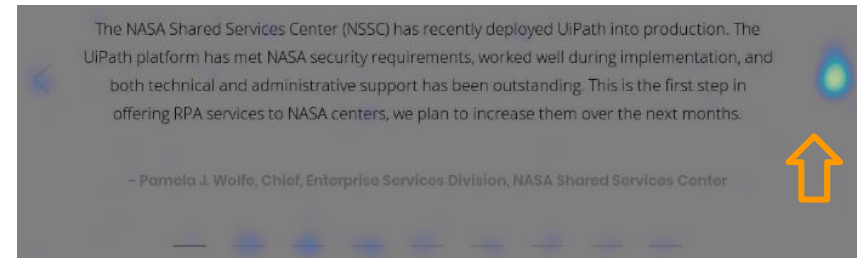
Homepage - desktop & mobile

- Using icons that suggest interaction and simple slide numbering can help improve the user experience when it comes to heavy content.
- We also suggest testing a variation that moves these elements higher up on the page as they seem to receive more attention than other elements that are listed above.

OMNICONVERT
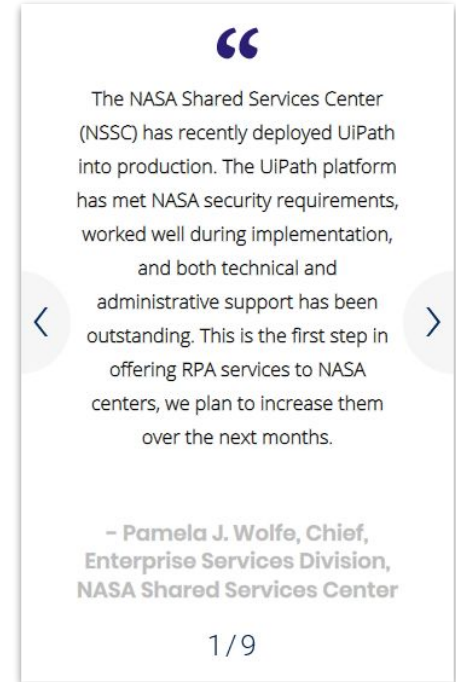
Homepage - desktop & mobile

- Same thing can be done with the **logos of the companies** that are already **using the products.**

  As an example, Slack used Nasa as an endorser in the Hero banner and had a huge success with this. :)

  In our case, only 18% of the traffic scrolls down to the point where these brands are visible.

OMNICONVERT
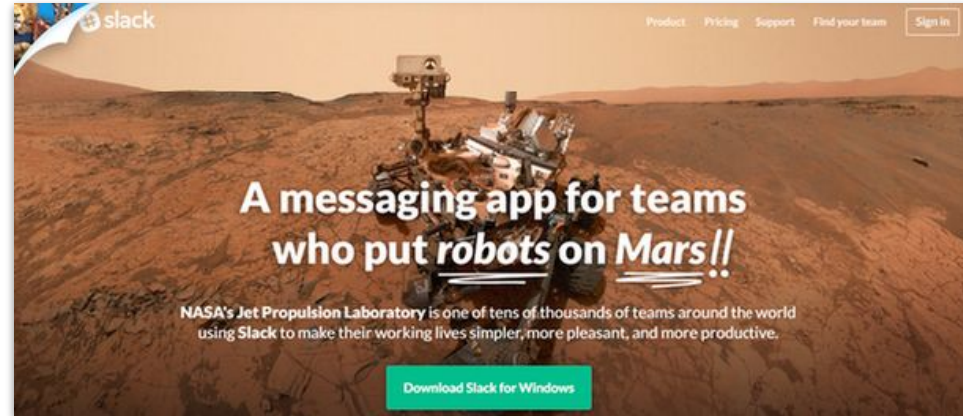
Homepage - desktop
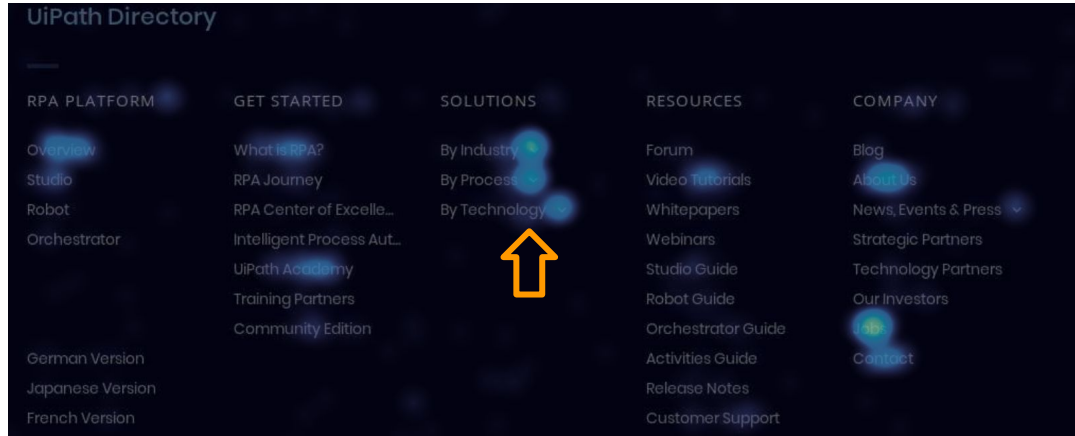
The "Solutions" section generates interest for visitors **in the footer** rather than in the main menu because the footer provides for choice reduction for the visitor by displaying the "Industry", "Process" and "Technology" options. In doing this, visitors can better identify the application of RPA for their situation.

We propose including the 3 options in the main menu or to integrate them in the homepage body.

The "Jobs", "About us" and "Contact" sections are also of interest, but since the first two don't contribute to the conversion goal they don't need any treatment. The "Contact" section is already included in the first fold.

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Product Page - desktop & mobile
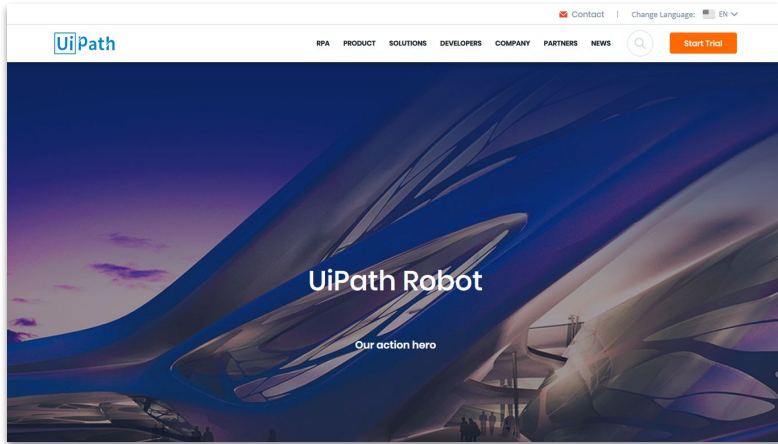
In this variation we used UiPath Robot page as an example. As we can notice from the very first fold.
The page offers little relevant information because of the huge image displayed.
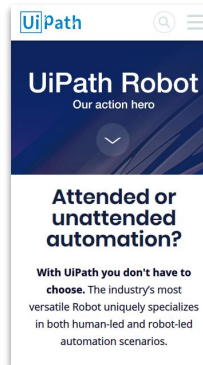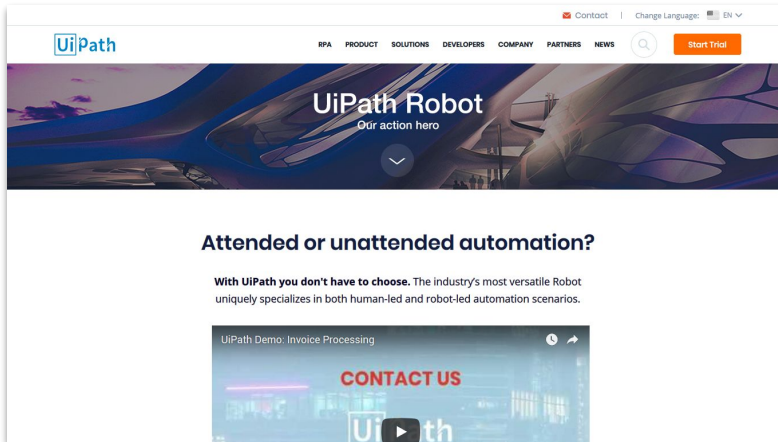
In our recommendation we reduced image height thus offering more space for actual content.
By doing this we encourage page scroll to discover the content. And as an added bonus we added a small interaction icon to be used as auto scroll.

Product Page - desktop & mobile

A game-changer and an industry standard

UiPath's Orchestrator is a game-changer. A highly scalable server platform, enabling fast deployment, from one robot to thousands. You can audit and monitor their activities, schedule all types of processes, and manage work queues. Create world-class reporting from Elasticsearch and Kibana tools. Release management, centralized logging and role-based access are also supported.
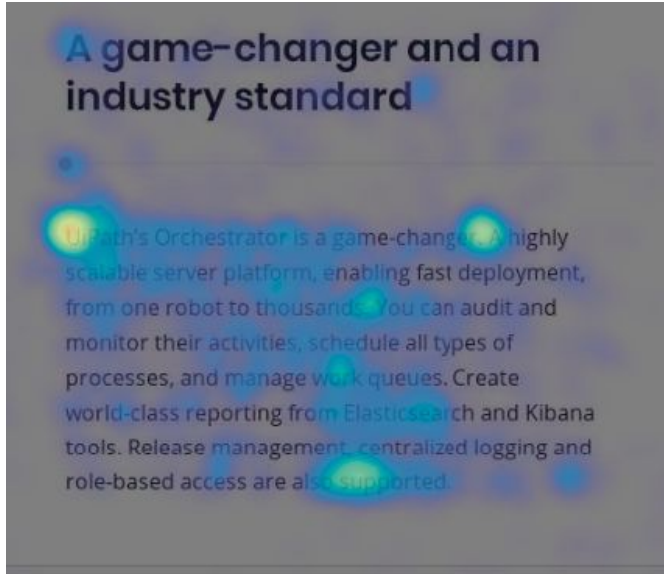
Visitors are giving a lot of attention to information listed on these pages and this is definitely suggesting an interest for the products. In order to improve the performance of these pages we suggest testing the following:

- Insert multiple CTAs on page
- Optimize the copy and make the benefits more visible and specific. On the Orchestrator page for example, the first 3 lines have the same copy.
- Add trust elements on these pages such as testimonials, logos, ratings, number of clients, etc.
- Link products between them within the page. Watching how people are browsing, we can see that the only way to reach to the other products is using the menu.

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Product Page - desktop & mobile
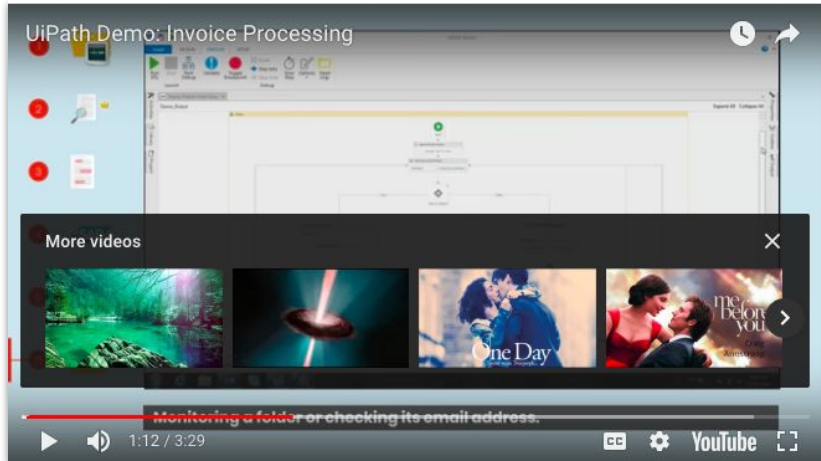
- Use Demo videos to emphasize how the products work and encourage visitors to click more as the conversion rate for sessions containing a video view traditionally have a better conversion rate than website's average. This can be done using a more specific copy such as "See how it works"/"Watch demo".
  Also, make sure that at the end of the video the Youtube suggestion will not be available so the visitor will not be tempted to leave the site.

- We would also suggest adding tracking to the video itself, in order to segment based on video interaction behavior.

From a navigation point of view the website requires close attention to path finding. Following any flow from the menu we noticed that, as a user, you have no pathfinding as to what pages you have followed and where you are located at any moment while browsing.

Using "**breadcrumbs**" not only provides a solid pathfinding but also improves SEO and of course is a tool that Google appreciates because it helps understand how the website is structured. Using this method also helps lower the bounce rate of your website by offering users a way back and/or out of the current page and towards others.

Free Trial or Community - desktop & mobile

Turning our attention to our major funnel pages we have noticed the content of these pages is not displayed in an organised and user friendly way.

- The 2 packages should be easy to distinguish to improve conversion

- We suggest testing a version with chromatic emphasis on the best package

- Using different chromatic areas would separate visually 1 product from the other

- The details of each package should be clear and easy to differentiate

- Also consider adding a short FAQ answering possible questions that the details won't answer

- We recommend testing without images of the software; they are too small for such an elaborate tool

- Also test a version without an image banner, the focus should stay on the products

- The list of product details should include the type of subscription and platform compatibility

Free Trial or Community - desktop & mobile

Different scale, same power

- We notice the **small "i" icons** receive attention although they **are not clickable**. This happens because they use the same blue color as the links and resemble a tooltip so visitors are expecting to receive more information. We recommend linking this area with the "Solutions" area where they may receive more information based on industry.

- The "Included components" section click activity on the symbol coupled with the clicks on the "Studio" and "Orchestrator CE" text may indicate that visitors have trouble distinguishing the difference for these components for the 2 products - the copy is almost identical. We recommend extending the copy for clarity. The above link on Orchestrator CE does not solve much - it leads to the Platform login.

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Free Trial or Community - desktop & mobile

Different scale, same power

	UiPath Enterprise RPA Platform	VS	UiPath Community Edition
Target	Recommended for Enterprise Businesses	ⓘ ⓘ	For individual developers, Academia, NGOs and small businesses
Cloud & On-premises	Fully integrated with UiPath Orchestrator	● ◑	Up to 2 Robots connected to Orchestrator CE
Support	Phone, email and ticketing support, UiPath implementation partners and UiPath Community Forum	● ○	UiPath Community Forum*.
Updates	Implemented by enterprise	● ◑	Received automatically
Included Components	Studio, Robots, Orchestrator	● ◑	Studio, Robot, Orchestrator CE
Training	Role-based, online and on location. UiPath Academy & UiPath Official Training Partners. Certification enabled	● ◑	Role-based, online, self-paced UiPath Academy. Diploma enabled

- Also, the contrast between the background and the text is not sufficient and this can affect readability and confuse the visitor.

  Our suggestion is to test a different layout and also to emphasize the main actions, and the eligible buyer persona for each version.

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Free Trial or Community - desktop

Free Trial or Community - desktop & mobile

Need more info?

We're always here to help you on your RPA journey, in more ways than one.

Go to Forum   **Contact Support**

- Instead of sending visitors to other pages such as "Forum" or "Support" pages where they can get lost on the amount of information that's available, we can insert answers to some of the most frequently asked questions.

- We can even insert a lead form that pre-qualifies the leads after they insert their concerns.

- Also, trust elements such us number of users, testimonials or the logos of the companies that are already using these products can be tested in this step.

Requesting the product - desktop & mobile

Once a product has been selected the page that loads should reflect that choice meaning page title should be named as the option we have chosen. Suggestions for testing:

- The form page should be simple and all information easy to read
- Wording such as "Get Free Trial" must be made visible helping in the decision making process
- Adding trust badges such as security certificates and/or standards can have a big impact on the decision factor
- Offering a more compact form field can have a positive visual impact making the process seem shorter

After completing the form we are met by a page that is supposed to help us move forward with download installation but the information is not that visible. As such, we recommend creating a simple **step based funnel**. This will have the purpose of guiding the user through the process and offering a fluid experience after the form field has been previously completed.

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Step 1

Get Enterprise RPA Platform **Free Trial**

In 3 easy steps

1 — 2 — 3
SUBMIT INFORMATION — DOWNLOAD YOUR TRIAL — INSTAL YOUR PLATFORM

By submitting your information, you will be able to download UiPath Platform and obtain a free license for the use of the software for 60 days.

With the downloaded software, you will be able to view and test all UiPath functions in an unrestricted fashion.

Free resources during the 60-day trial:

- Video tutorials
- Automated workflow samples
- Knowledge base
- Email support

[256 AES] [ISO 27001] [Microsoft .NET] [Active Directory]

First Name* | Last Name*

Company Email*

Phone Number*

Company Email*

Select Company Industry*

Select Job Level*

What is your level of expertise?*

Select Country*

☐ Subscribe to Release Notes Notifications

☐ I would like to receive communications about UiPath tailored to my interests and preferences, including latest news about products, services, events and promotions. For more information, please see our Privacy Policy

☐ I declare that I have read and I agree with the UiPath Trial Agreement

DOWNLOAD TRIAL

Step 2

Thank you for your request!

1 — 2 — 3
SUBMIT INFORMATION — DOWNLOAD YOUR TRIAL — INSTAL YOUR PLATFORM

You will shortly receive an email containing the link to download UiPath Studio Community and other instructions!

Please check your email.

Need help installing our product?

PROCEED TO INSTALLATION

OMNICONVERT

Requesting the product - desktop & mobile

As we have seen in the previous examples we created a little visual guide to help our visitor.

- Offering wording incentives such as "3 easy steps" can improve a form's performance

- Explaining what each step of the process offers can offer our visitor things to look up to

- Once the forms have been completed they should receive further guidance

- Even though our visitor may have knowledge on how to product works we should always offer help

- Guiding them to a page where he can find tutorials on how to install and/or use the product brings value to our user

- Displaying the information as such would offer the visitor relevant content without having to scroll down the page

Contact Us - desktop & mobile

Sales

Marketing & PR

Technical Support & Activations

UiPath Academy

Employment

Other
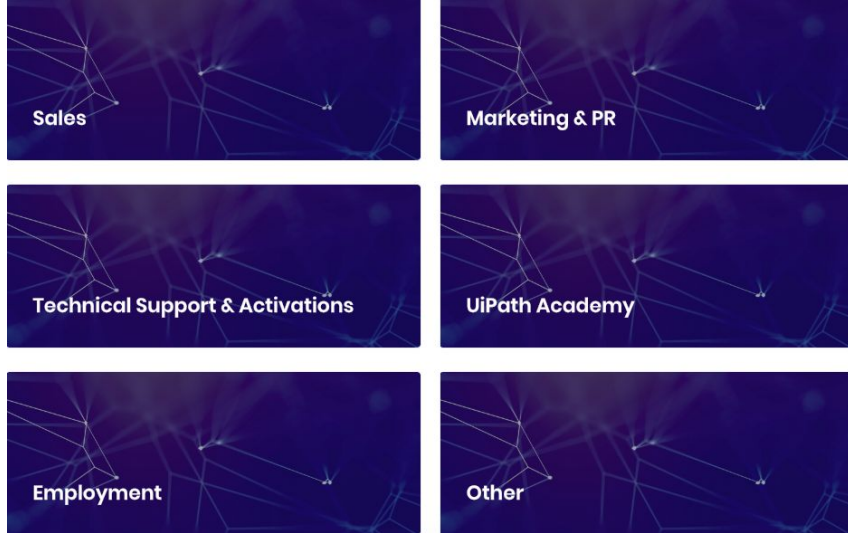
- This step could definitely be improved in terms of copy and user interface.
One of our suggestion is to make the copy more action driven.
Instead of simply labeling a box with "Sales" we could suggest "Contact one of our specialist" or we can add a brief description of what they will get after clicking - see Moz

  Also, a friendly human face can encourage visitors to engage with this page more.

  Search option could also help in this step.

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# Solution page - desktop & mobile

- As we can see on the heatmap below, the secondary navigation receives a lot of clicks in order to reach the information listed on the page. We suggest making this tabs also sticky on scroll for easier navigation.
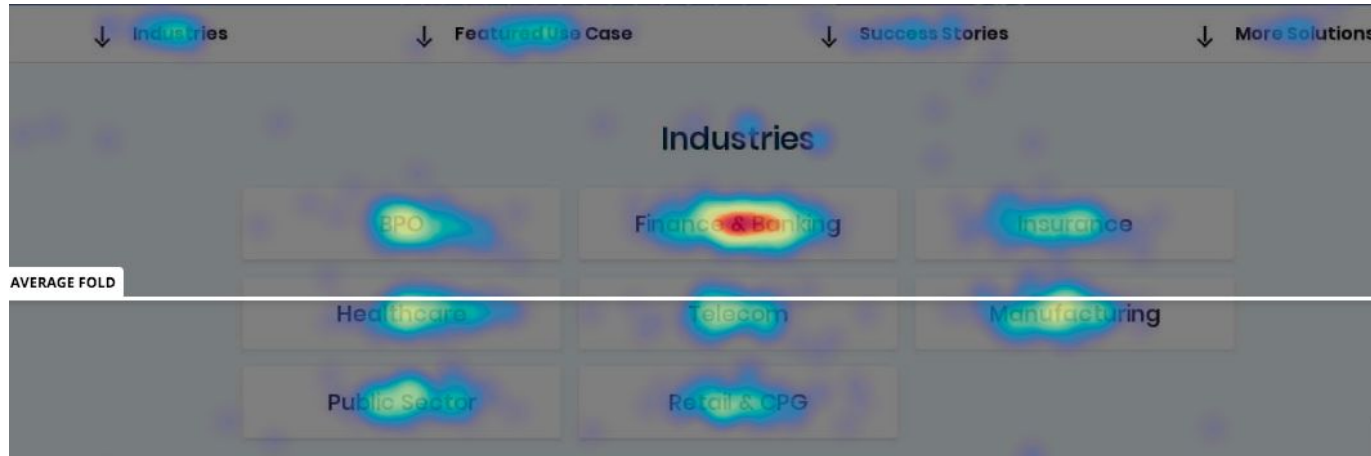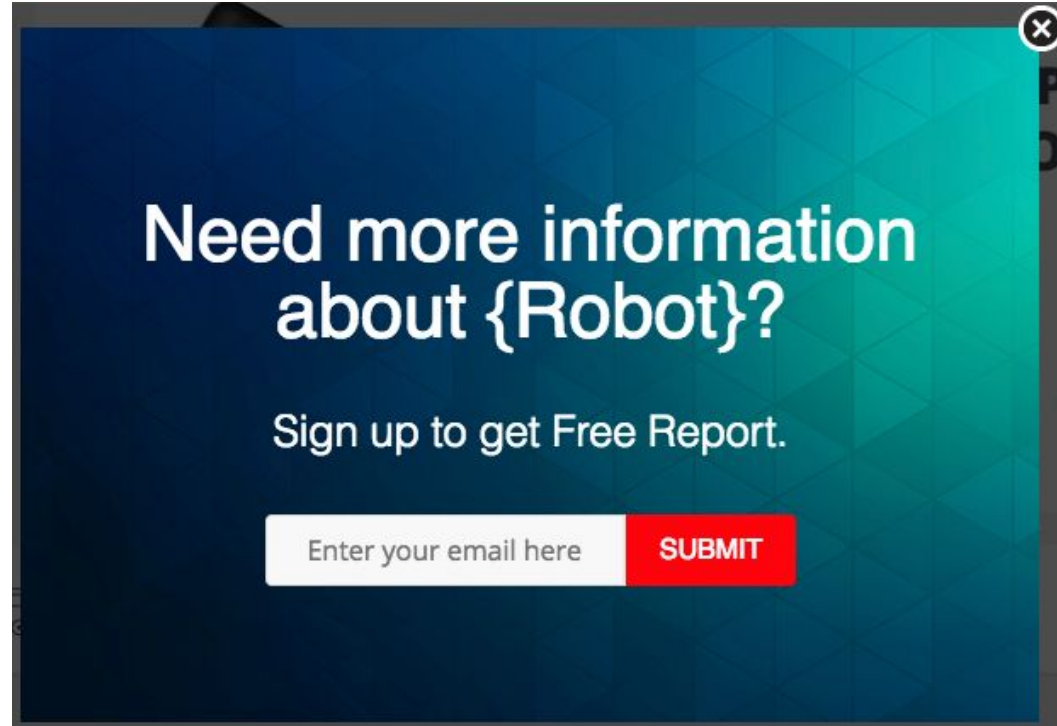
Other recommendations - chat module

- We suggest using **chat modules** to turn interested visitors into leads. By using a chat module to engage visitors the sales process can be enhanced.

  "The average close rate of prospects on live chat is 2X higher than those requesting a demo through a standard landing page." Melissa Miller - Hubspot (source)
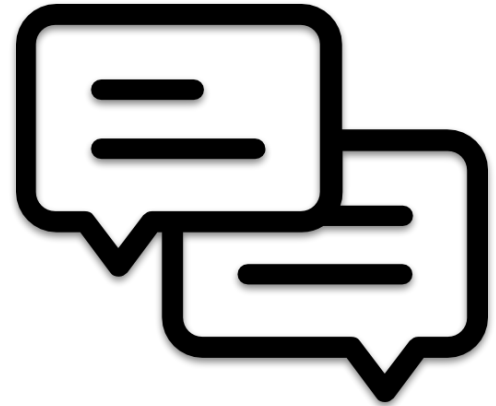
Other recommendations - lead collectors

- For visitors who are undecided if RPA is a good solution for them we can contact them via email after implementing a lead collector on the website.
- The lead collector can be triggered upon exit intent. The resulting emails can be treated differently based on personal vs. company email when the lead is contacted.

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