

ONE-PAGE MOBILE UX / CLARITY AUDIT

Fix the buying path before redesigning the page.

Primary viewport: 390×844. Desktop comparison: 1440×900. Review covers hierarchy, decision flow, readability, touch targets, responsive robustness, and core interactions.

**INTERNAL SELF-AUTHORED
PROTOTYPE**

**Not a client case study. No
customer or revenue claim.**

7,263

MOBILE
DOCUMENT
HEIGHT

**6 /
11**

MOBILE
TARGETS
UNDER 44PX

4.8px

SMALLEST
PROOF LABEL

0px

HORIZONTAL
OVERFLOW

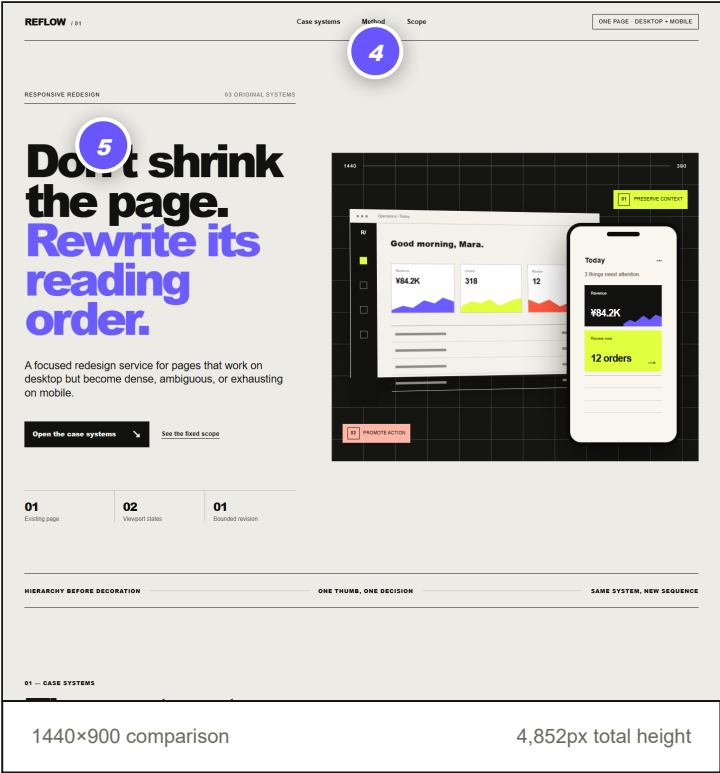
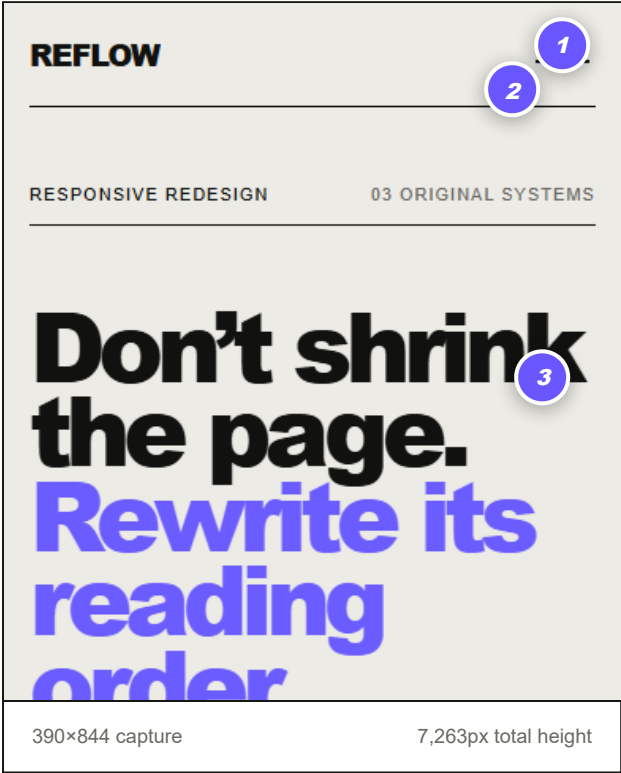
The proposition is clear. The path to scope and proof is not.

The first screen communicates the service quickly and the responsive implementation is stable. The highest-leverage problems begin after that: purchase-critical scope appears near the bottom of an 8.6-screen mobile page, six touch targets miss the 44px baseline, and the visual proof relies on labels as small as 4.8–8px.

FIX ORDER

1. Touch targets
2. Readable proof crop
3. Move scope forward
4. Contrast exceptions
5. CTA hierarchy

Measured in a real browser, not inferred from a static mockup.



Five changes, prioritized by decision impact.

HIGH / 01	Decision-critical scope arrives too late The intake CTA appears at y=6,924px, roughly 8.2 viewport heights below the start. A qualified buyer must cross the full case and method sections before seeing what is included.	Recommendation: place a compact “included / excluded / required” strip directly after the hero or first case preview. Keep the full table later for detail.
HIGH / 02	Six mobile targets miss the 44px baseline Measured examples include the 42×42 menu, 117×18 scope link, 143×24 review action, 310×33 intake link, and 358×16 back-to-top link.	Recommendation: enlarge the clickable box without necessarily enlarging the visible text. Use min-height:44px and move spacing inside the link rather than around it.
HIGH / 03	Proof labels become unreadable thumbnails Mobile dashboard labels render at 4.8–8px. They technically fit, but they no longer communicate the claimed hierarchy improvement.	Recommendation: show one proof question per crop. Replace miniature dashboards with a focused before/after detail or a tap-to-enlarge panel.
MED / 04	Four contrast exceptions need confirmation The automated approximation found ratios from 3.10:1 to 4.26:1 against a 4.5:1 normal-text target, including “Field” labels and one date label.	Recommendation: darken the affected muted text or increase its size/weight. Recheck with a production accessibility scanner; this report treats the browser estimate as a flag, not a legal certification.
MED / 05	The first CTA prioritizes exploration over qualification The dominant hero action opens case systems. The purchase-defining fixed scope is a small 18px secondary link next to it.	Recommendation: keep cases as proof, but make “See fixed scope” the dominant path for ready buyers; retain cases as the secondary path for skeptical buyers.

What already works and should be preserved.

PASS

No horizontal overflow at 390px or 1440px.

4 / 4

Mobile menu and all three case tabs opened correctly.

0

No console errors during the tested page states.

Clear

One H1 communicates the service proposition in the first viewport.