



1 Executive Summary

Audit Overview

I analyzed <https://mindspex-academic.vercel.app> to identify revenue leaks, user friction points, and technical bottlenecks. Overall, the site has stable traffic but exhibits specific **friction signals** that are likely impacting conversion rates.

Top 3 Critical Issues Found:

High Rage Click Rate

Detected 45 rage clicks, specifically on non-interactive elements. Users are frustrated by broken UI cues.

LCP Speed Warning

Largest Contentful Paint is 1.2s. This is slowing down initial engagement and hurting SEO.

Mobile Layout Friction

Significant portion of traffic is mobile, but specific elements are in "Cold Zones" on the heatmap.



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Health & Speed Audit

Technical Foundation & Core Web Vitals

⚡ The "Business Value" Insight

"I analyzed your site's technical foundation. Your Largest Contentful Paint (LCP) is **1.2s**. Google recommends typically under 2.5s. Fast loading sites directly correlate with lower bounce rates."

RECOMMENDATION Optimize the hero image size (compress to WebP) and check console for blocking scripts to improve LCP.

⚡ Core Web Vitals

LCP (LOADING)

Poor

5,079 ms

Largest Contentful Paint

CLS (LAYOUT)

0.497

Cumulative Layout Shift

INP (RESPONSE)

Poor

630 ms

Interaction to Next Paint

FCP (FIRST PAINT)

Needs Work

2,462 ms

First Contentful Paint



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Network Performance

 Network Health Status

 **Degraded**

4.2%

Error Rate

AVG LATENCY

420ms

P95 LATENCY

1.55s

Traffic by Device



 Desktop

79.3%

 Mobile

20.7%

Top Failing Endpoints

GET https://mindspex-academic.vercel.app/course?_rsc=3lb4g **100.0% fail**

6 errors 3.21s avg

GET <https://mindspex-academic.vercel.app/.well-known/vercel/jwe> **100.0% fail**

2 errors 132ms avg



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GET https://mindspex-academic.vercel.app/course?_rsc=ehpv2 **100.0% fail**

1 errors 49ms avg

3.1

The "Fold" & Engagement: /course

Scroll Depth & Attention Analysis

⌚ Engagement Insight: Click Heatmap

Visualizing high-intent interactions. Red zones indicate fierce engagement, while cold zones suggest ignored content.



No Snapshot Captured Yet

No visitors have stayed on this page (desktop) long enough for a snapshot to be captured. Visitors need to stay for at least 5 seconds.

💡 How snapshots work:

- Snapshots are captured after 5 seconds of page load
- This ensures the page has fully rendered
- Quick visitors who leave immediately won't trigger captures
- Once captured, the snapshot is cached for this device type



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3.2

The "Fold" & Engagement: /about

Scroll Depth & Attention Analysis

⌚ Engagement Insight: Click Heatmap

Visualizing high-intent interactions. Red zones indicate fierce engagement, while cold zones suggest ignored content.



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50+

1000+

Schools Visited

Lives Touched

20+

Community Programs

5+

Years of Impact



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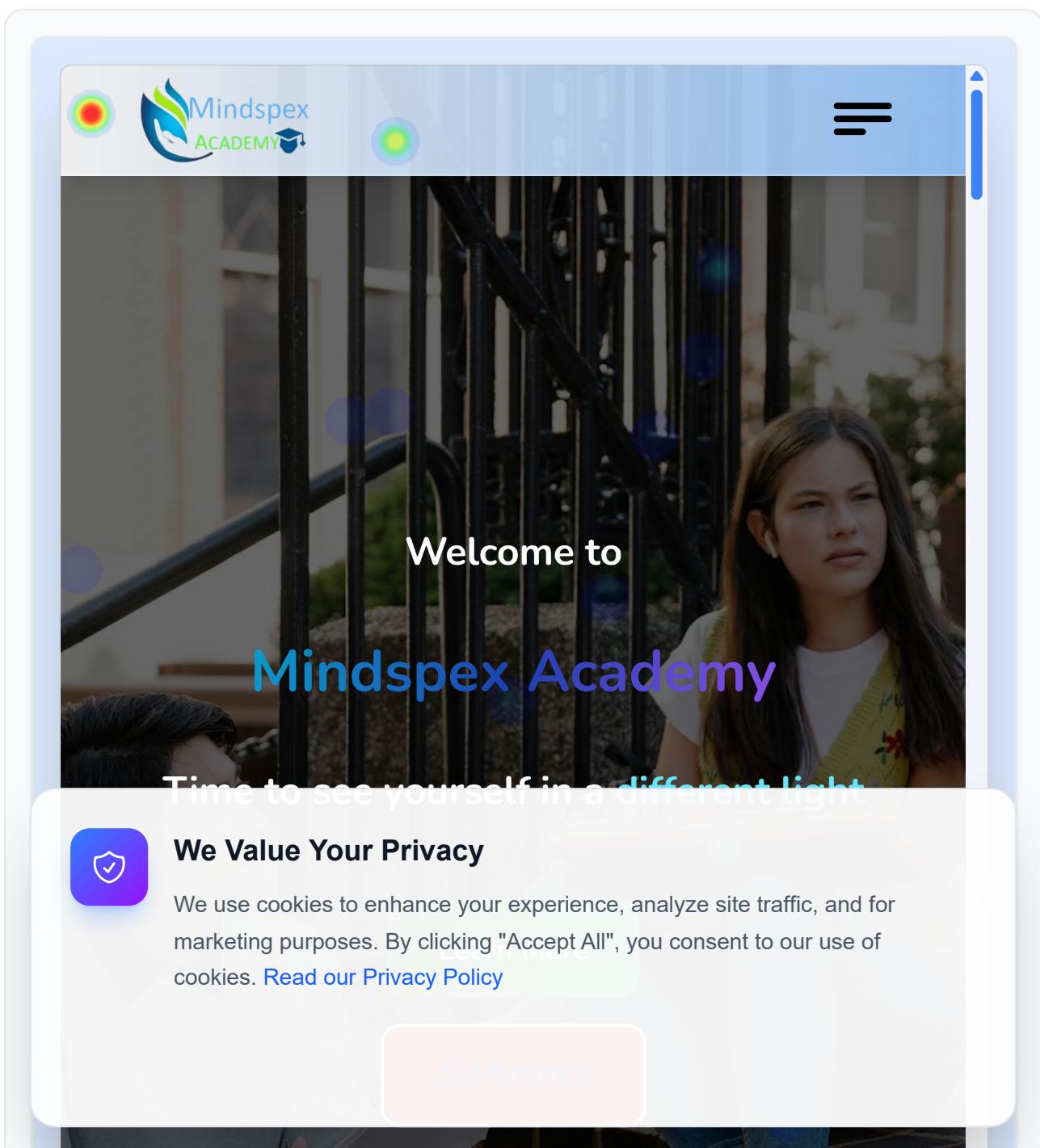
3.3

The "Fold" & Engagement: Homepage

Scroll Depth & Attention Analysis

⌚ Engagement Insight: Click Heatmap

Visualizing high-intent interactions. Red zones indicate fierce engagement, while cold zones suggest ignored content.





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3.4

The "Fold" & Engagement: /program

Scroll Depth & Attention Analysis

⌚ Engagement Insight: Click Heatmap

Visualizing high-intent interactions. Red zones indicate fierce engagement, while cold zones suggest ignored content.

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 Join the Program →



 Feedback

100+
Happy live



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3.5

The "Fold" & Engagement: /homepage

Scroll Depth & Attention Analysis

⌚ Engagement Insight: Click Heatmap

Visualizing high-intent interactions. Red zones indicate fierce engagement, while cold zones suggest ignored content.

The screenshot shows the homepage of Mindspex Academy. At the top left is the logo 'Mindspex ACADEMY'. On the right are a menu icon (three horizontal lines) and a search icon (magnifying glass). The main content features a large image of a person looking at a smartphone. Overlaid on this image is text: 'Welcome to' in white, 'Mindspex Academy' in large blue letters, and 'Time to see yourself in a different light' in white. A purple callout box in the bottom-left corner contains the text 'We Value Your Privacy' and a shield icon. Below this, a paragraph explains cookie usage and links to the privacy policy. A pink button labeled 'Get Started' is located at the bottom center.

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Get Started



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Friction & Frustration Hunt

Identifying Invisible User Struggles

① The "Killer Feature" Analysis

"Users are experiencing friction. I detected 45 Rage Clicks. This often happens when users think an element (like an image or icon) is clickable but it isn't. This breaks their flow and causes abandonment."

RECOMMENDATION Identify the top rage-clicked elements (likely icons or non-linked headers) and either make them clickable or remove interactive styling (cursor: pointer, hover effects).



45

RAGE CLICKS

Rapid, frustrated clicking on elements



23

DEAD CLICKS

Clicks on non-interactive elements



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5

"Why They Leave" Analysis

Conversion Leaks, Funnels & Drop-offs

Conversion Drop-off Insight

"Analyzing your Conversion Funnels and Forms reveals exactly where users abandon the process. A high drop-off at a specific form field or funnel step indicates a barrier—technical error, confusion, or request for too much info."

Conversion Funnels

No funnels configured for this site.

Form Analytics

No form data detected.

User Journeys (Flow)

**29**

Multi-Page Sessions

**3**

Entry Points

**4**

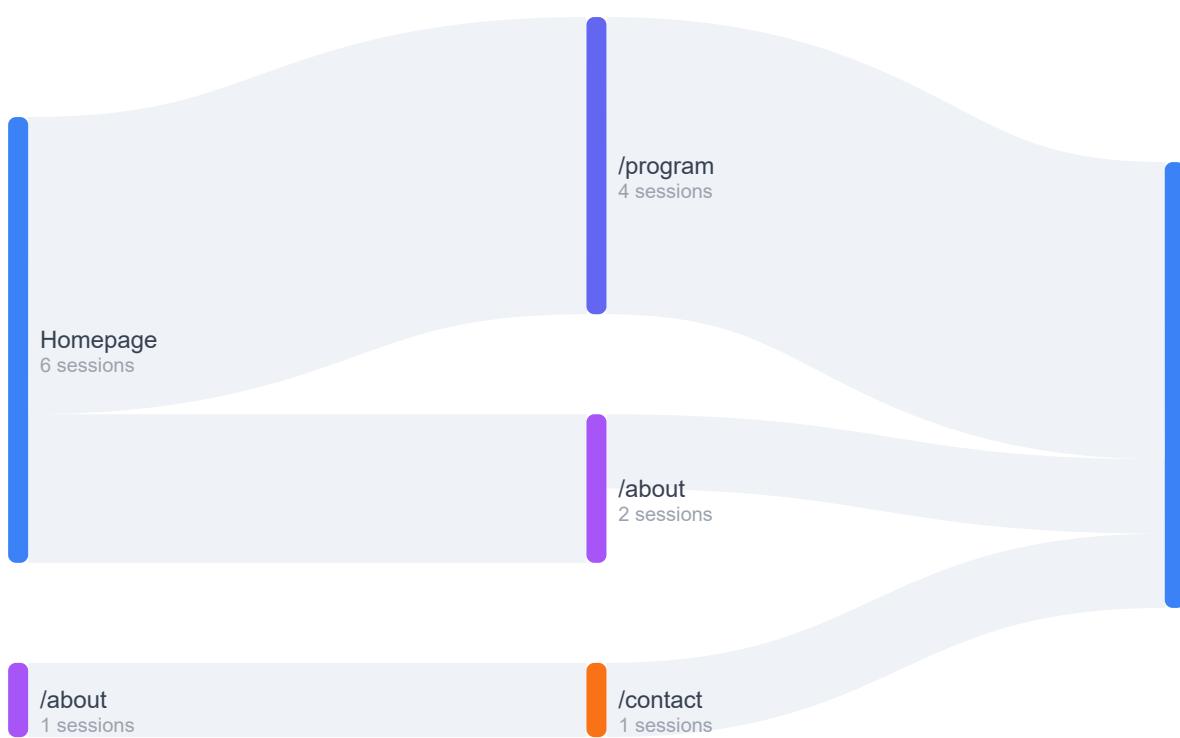
Exit Points



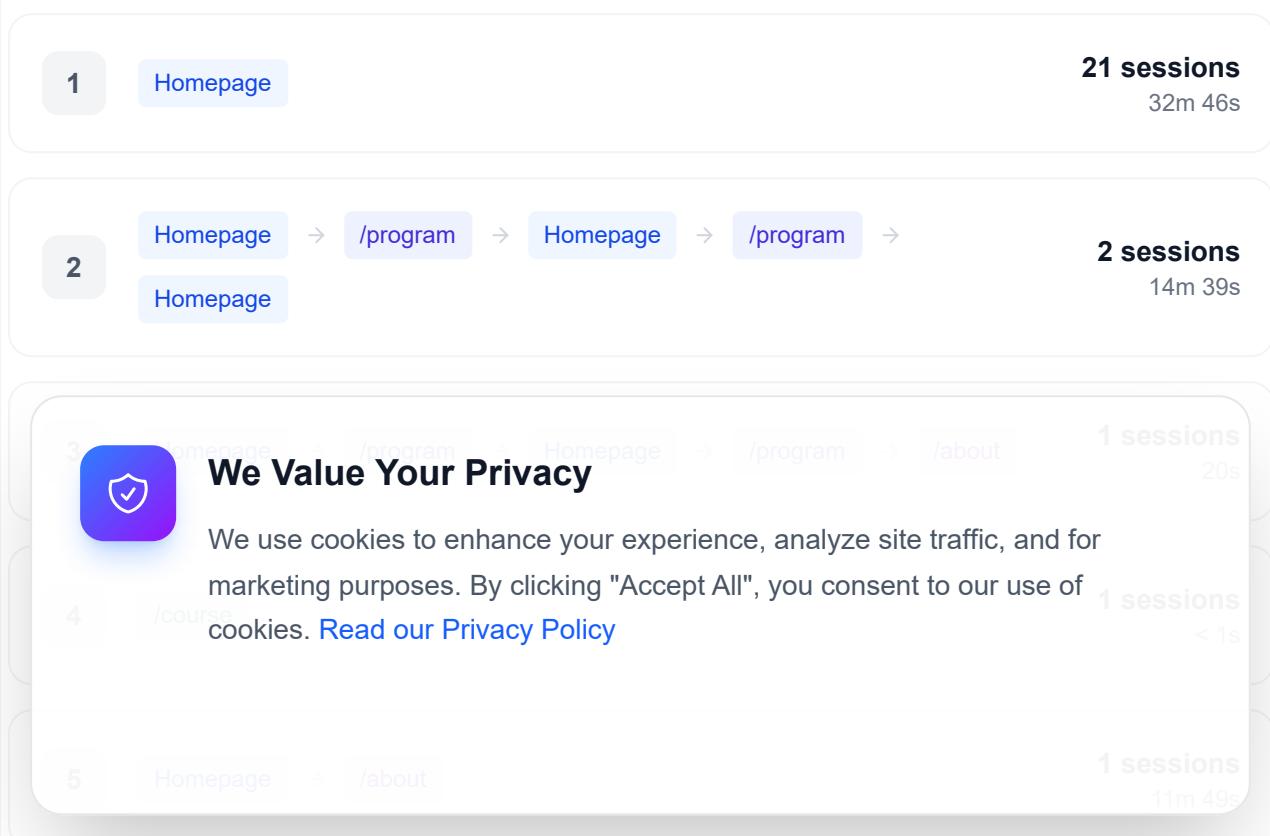
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Top User Flows



Common Paths





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Mobile vs. Desktop & Traffic

Device Breakdown & Audience Overview

Mobile Optimization Insight

"A significant portion of web traffic is mobile. If your mobile bounce rate is higher than desktop, or if the heatmap shows cold zones on key mobile buttons, prioritize responsive design improvements immediately."

TOTAL
VISITORS

12,543

TOTAL
SESSIONS

4,302

AVG.
DURATION

**2m
14s**

BOUNCE
RATE

42%



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Action Plan & Quick Wins

Immediate steps to improve revenue & UX

Developer Checklist (High Impact)

Fix Content Layout Shift (CLS)

Add explicit width/height to all images and video elements to prevent layout jumping.

Resolve Console Errors on Checkout

Investigate and fix the JS errors flagged in the Health Audit to ensure smooth transactions.

Optimize Mobile Tap Targets

Increase padding on menu buttons and primary CTAs to be at least 44x44px.

Ready to Boost Your Conversions?

Implementing these "Quick Wins" typically results in a 10-15% lift in immediate engagement. Monitor these metrics using Navlens over the next 30 days to track improvement.



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APPENDIX: ADDITIONAL DATA

User Cohorts

mobile users

Device Type | **mobile**

[Click to view details](#)

Created 12/22/2025



Desktop Users

Users accessing the website from a desktop device

Device Type | **desktop**

[Click to view details](#)

Created 12/18/2025



User Feedback



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 **General** 12/15/2025

"jjj"

⊕ / □ tablet ★ 3/5

 **General** 12/13/2025

"New here but nice ui"

⊕ / □ tablet ★ 4/5

 **General** 12/13/2025

""

⊕ / □ tablet ★ 2/5

 **Bug Report** 12/12/2025

"kk"

⊕ / □ desktop

 **Bug Report** 12/11/2025

"nice"

⊕ / □ desktop

Generated by Navlens Analytics 12/25/2025



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