

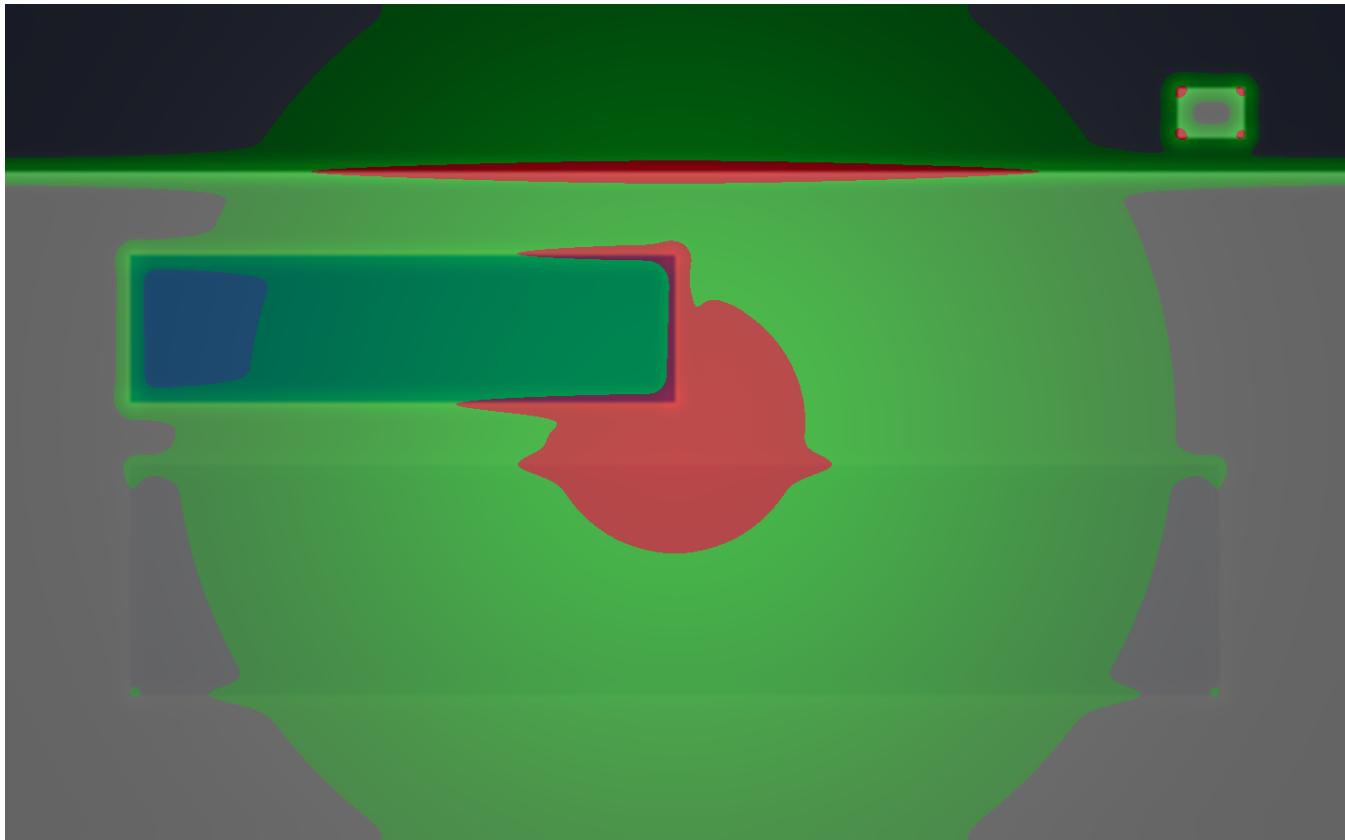
Plura UX Report

Cache key: 0c898451c4d0ec8590ee6011f7018147

Intent: signup

Overall score: 25.3764251716155

Original screenshot

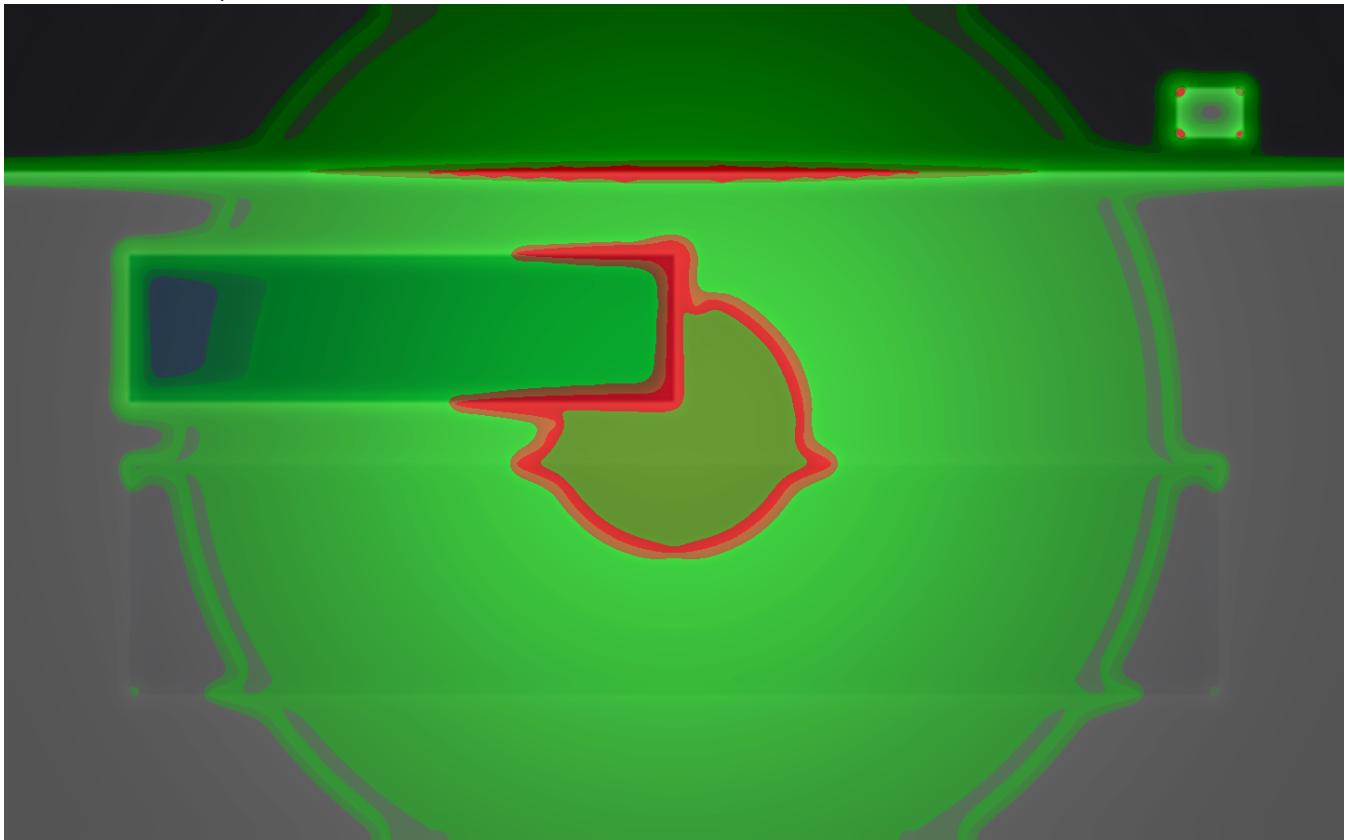


Key metrics

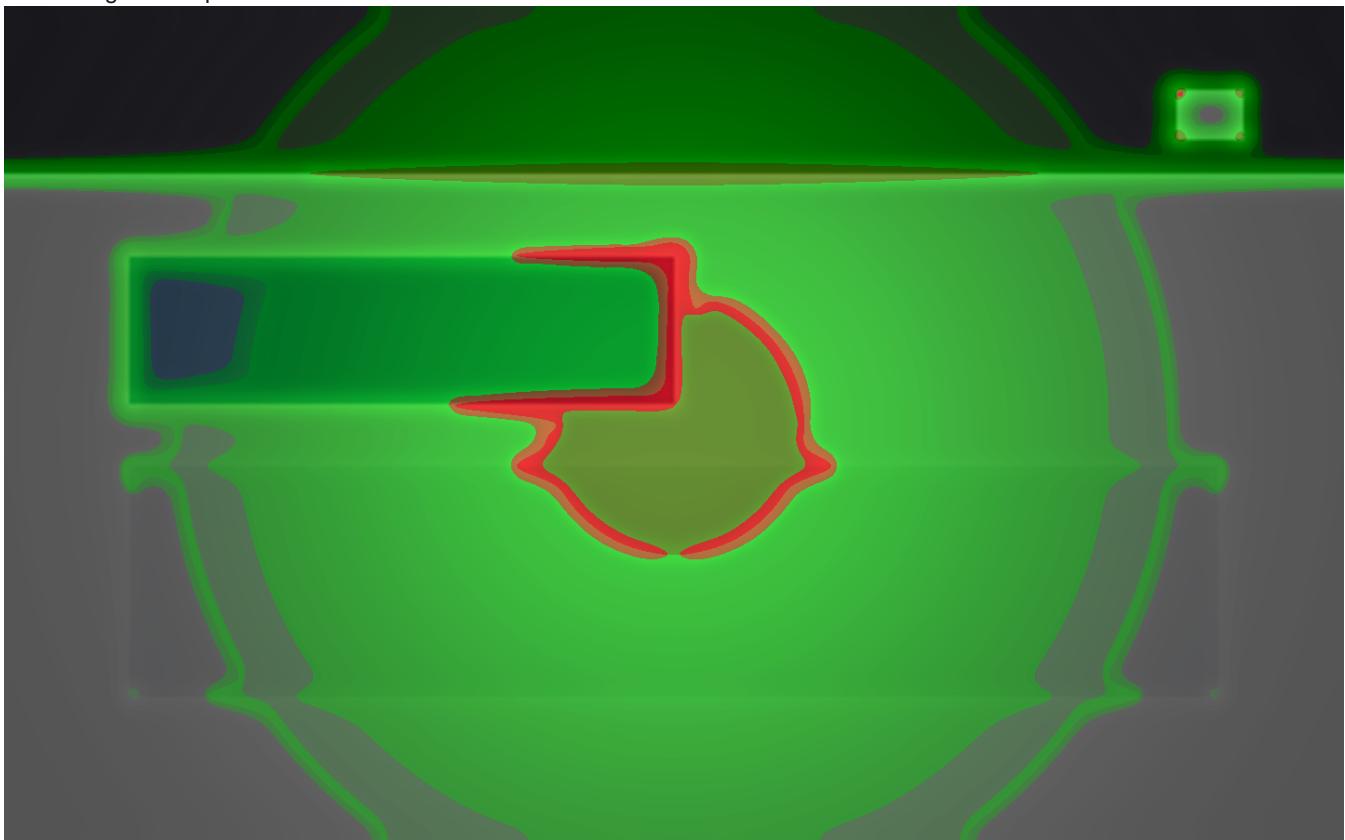
Metric	Value	Plain meaning
Focus	0.01932783115149406	How concentrated attention is.
Clarity	0.5488878018069603	How clean the visual hierarchy appears.
Alignment	0.0	Whether attention supports the intended action.
Fragmentation	1.0	Whether users split attention across many areas.
Dominance	0.2193585148055825	How strongly one area dominates attention.
Decay	0.7772006094455719	How quickly attention fades away from hotspots.
Intent overlap	0.0	Estimated overlap between intent and attention.
Hotspots	7	Number of distinct attention peaks.

Heatmaps

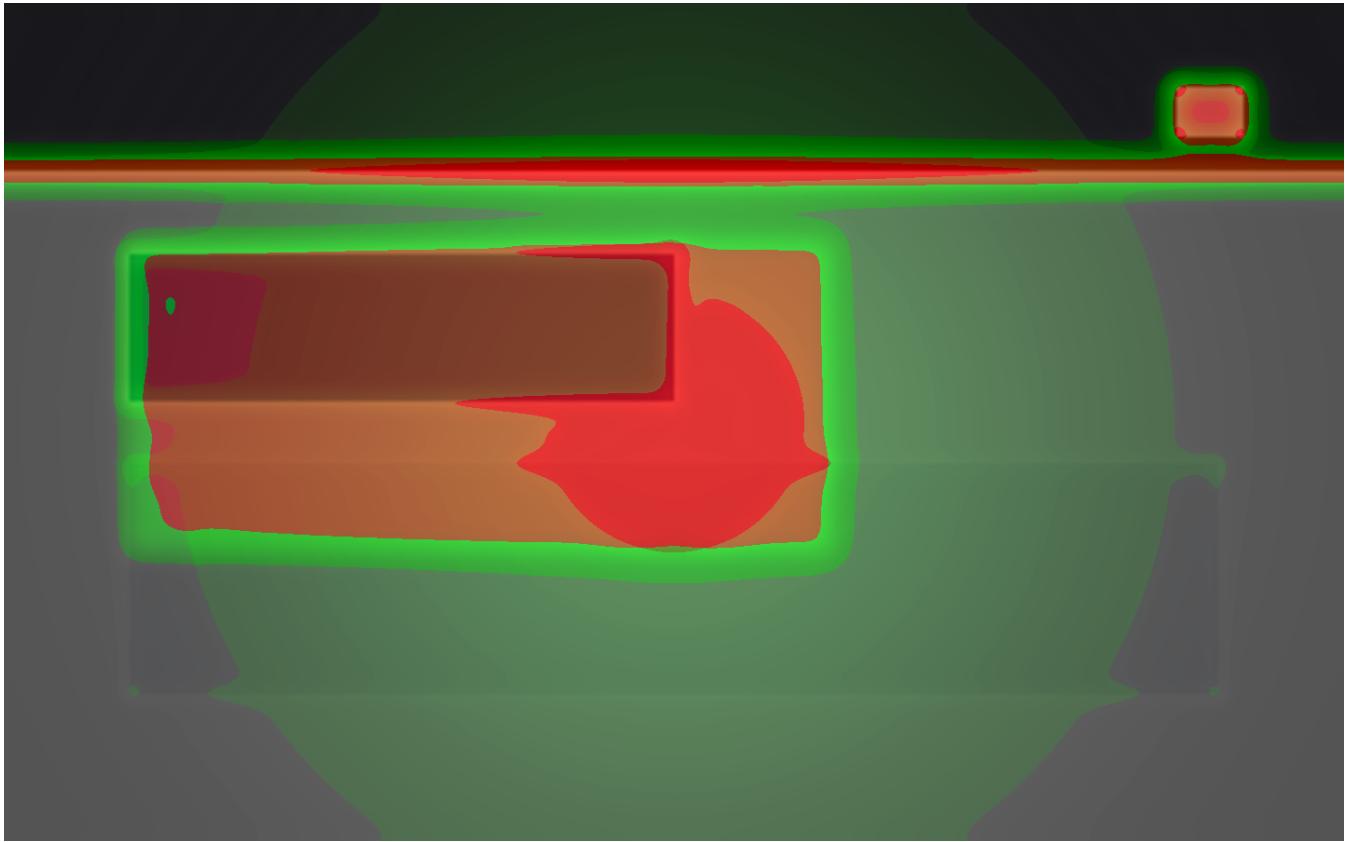
Immediate heatmap



Orienting heatmap



Scanning heatmap



Legend

Ignored threshold: 0.15
Over-attention threshold: 0.65
Overlay alpha: 0.55

Narrative summary

Category 1 — Heatmaps and Metric Breakdown

Explanation of Heatmap Frames

- **Immediate Frame**: This frame captures the user's initial attention distribution upon viewing the page. It highlights where users look first.
- **Orienting Frame**: This frame shows how users adjust their focus after the initial glance, indicating areas of sustained interest.
- **Scanning Frame**: This frame represents the user's attention as they scan the page, providing insight into overall engagement and navigation patterns.

Metrics Table

Metric	Value	Plain Meaning
Alignment	0.0	No alignment with intended action (signup).
Clarity	0.55	Moderate clarity; some elements are clear.
Decay	0.78	High decay; attention drops quickly.
Dominance	0.22	Low dominance; no single element stands out.
Focal Points	7	Multiple areas competing for attention.
Focus	0.02	Very low focus; attention is scattered.
Fragmentation	1.0	Highly fragmented; attention is divided.
Intent Overlap	0.0	No overlap with intended action (signup).
Overall	25.4	Low overall effectiveness in guiding user action.

What This Means on This Screenshot

- Attention is scattered across multiple areas.
- No single element captures user focus effectively.
- The visual hierarchy is not aligned with the signup intent.
- High fragmentation indicates divided user attention.
- The page lacks a clear call to action.
- Users may be confused about the primary action to take.
- The design does not guide users towards the intended goal.
- Over-attention areas may distract from key elements.
- The page may benefit from a clearer visual hierarchy.
- Immediate attention is not effectively captured.

Heatmap Legend Thresholds

- **Gray (< 0.15)**: Areas with minimal attention.
- **Green (0.15 to 0.65)**: Areas with moderate attention.
- **Red (≥ 0.65)**: Areas with high attention concentration.

Category 2 — Synthetic Individuals (Simulation Results)

Synthetic Individual 1

- **Name**: Alex
- **Role/Context**: New User
- **Goal**: Sign up for a service
- **Step-by-Step Behavior**:
 1. Lands on the page and looks at the top banner.
 2. Scans the middle section for signup options.
 3. Notices a button but is unsure if it's for signup.
- **First Noticed**: Top banner
- **Accomplished Goal**: No
- **Friction Points**: Unclear call to action, scattered attention.
- **Quote**: "I couldn't find where to sign up easily."

Synthetic Individual 2

- **Name**: Jamie
- **Role/Context**: Returning Visitor
- **Goal**: Explore new features
- **Step-by-Step Behavior**:
 1. Looks at the middle of the page.
 2. Notices multiple elements but no clear feature highlights.
 3. Scrolls down, losing interest.
- **First Noticed**: Middle section
- **Accomplished Goal**: No
- **Friction Points**: Lack of clear feature highlights.
- **Quote**: "I expected to see new features but got lost."

Synthetic Individual 3

- **Name**: Taylor
- **Role/Context**: Potential Customer
- **Goal**: Evaluate the service
- **Step-by-Step Behavior**:
 1. Scans the page for testimonials or reviews.
 2. Finds multiple text blocks but no clear testimonials.
 3. Leaves the page without further action.
- **First Noticed**: Text blocks
- **Accomplished Goal**: No
- **Friction Points**: No clear testimonials or reviews.
- **Quote**: "I wanted to see what others think but couldn't find reviews."

Category 3 — Research Synthesis for Founders and Enterprise Leaders

Key Research Findings

- **Visual Hierarchy**: Effective landing pages have a strong visual hierarchy that directs attention to the most important elements, such as the call to action (<https://www.seerinteractive.com/insights/ux-checklist-landing-page-design>).
- **Attention Ratio**: Maintaining a 1:1 attention ratio between clickable links and conversion goals is crucial for effective user engagement (<https://gojilabs.com/blog/designer-spotlight-10-best-practices-for-effective-landing-page-ux-design/>).
- **Design Consistency**: Consistent design patterns reduce cognitive load and enhance user control, which is essential for conversion (<https://prismic.io/blog/landing-page-optimization-best-practices>).

Voice of Reddit

- **Thread Title**: "Share Your Startup - June 2021 - Put Your Startup On Blast!"
- **URL**: [Reddit Link](https://www.reddit.com/r/startups/comments/nqktp/share_your_startup_june_2021_put_your_startup_on/)
- **Excerpt**: "Would love some feedback on our landing page and also our pricing model..."
- **Thread Title**: "The Future of Product & UX/UI Design: Are We All ..."
- **URL**: [Reddit Link](https://www.reddit.com/r/Design/comments/1n35j59/the_future_of_product_uxui_design_are_we_all/)
- **Paraphrase**: Discussion on the evolving role of designers in creating landing pages.
- **Thread Title**: "What's the state of the art for end-to-end testing with ..."
- **URL**: [Reddit Link](https://www.reddit.com/r/django/comments/15mrzui/whats_the_state_of_the_art_for_endtoend_testing/)
- **Paraphrase**: Insights into testing methodologies for landing pages.

Decision-Ready Considerations

- Validate the effectiveness of the call to action placement.
- Assess the risks of user confusion due to scattered attention.
- Measure the impact of design changes on user engagement.

- Consider simplifying the visual hierarchy to enhance clarity.

Caveats

- Saliency maps may not fully capture task relevance, as they focus on visual features rather than user goals (<https://www.hci.uni-tuebingen.de/assets/pdf/publications/geislerETRA2020GBVS.pdf>).
- Eye-tracking studies suggest that task relevance can override visual saliency, indicating the need for goal-directed design (<https://www.osti.gov/servlets/purl/1340620>).