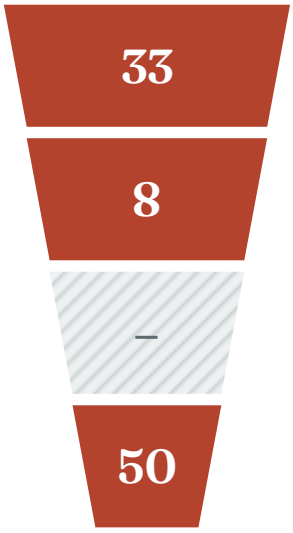
Quillsheet

Sample report. Quillsheet is a fictional product we built to show what a TidyFunnel audit looks like. Everything below is the unedited output of a real audit of its demo site.



Landing page

Do visitors get it straight away?

6 of 6 checks assessed

Sign-up

Is creating an account easy?

6 of 6 checks assessed

First minute in the product

Do new users reach the value fast?

Not assessed: send a 2-minute screen recording

Plans and polish

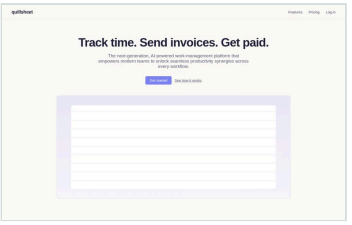
Is choosing a plan easy, on any screen?

6 of 7 checks assessed

31 / 100

High Friction

18 of 25 checks assessed



First screen on a laptop, as audited

Summary

Quillsheet has a strong headline ('Track time. Send invoices. Get paid.'), a primary button that sits inside the first screen on desktop and mobile, a simple three-plan pricing page, and a page that loads fast and stacks cleanly on a phone. The weak points are the sign-up form, the vague sub-headline, and the lack of any guidance on which plan to pick.

The sign-up page asks for six fields including phone and company, offers no Google, Microsoft, GitHub or Apple sign-in, enforces a strict 12-character password, shows no error for a malformed email, and never says whether a card is needed. The hero sub-headline swaps the clear headline for buzzwords, and the hero picture is an empty table with no product content. Every plan card looks the same, and the yearly toggle says '2 months free' without showing the euro saving. The primary button's white label is also too faint against its fill and is smaller than a comfortable tap size.

We could not assess anything that happens after sign-up: how quickly a new user reaches value, empty states, onboarding checklists, welcome tours, email verification, in-app help and upgrade prompts. For a fuller audit, send a screen recording of signing up and the first minute in the product, or screenshots from inside the app. No traffic or conversion numbers were supplied, so the findings are ordered by judgement alone.

Where you are losing people

The problems most likely to stop visitors from signing up or paying, most important first.

Sign-up form is long, strict and gives no reassurance

Critical, sign-up

The 'Create your account' page asks for first name, last name, company, work email, phone and password. It offers no one-click sign-in, requires a 12-character password with an uppercase letter, a number and a special character, and shows no error for an incomplete email such as 'test@'. Neither the sign-up page nor the hero says whether a card is needed, and no reassurance line sits near 'Get started' or 'Create account'.

Why it costs you

Visitors who have just decided to try the product face a long manual form with no shortcut and no word on cost. Those on a phone or in a hurry are likely to abandon, and those who enter a mistyped email only find out later.

Based on checklist items 7, 8, 9, 10, 11 and 12

Sub-headline and hero picture hide what the product does

High impact, landing page

The clear headline is followed by 'The next-generation, AI-powered work-management platform that empowers modern teams to unlock seamless productivity synergies across every workflow.' It names no audience and no concrete outcome. The hero image is a panel of empty table rows, so visitors never see a timer, hours or an invoice.

Why it costs you

Visitors who read past the headline get buzzwords and a blank mock-up, which weakens the promise just made and gives them no proof that the product matches it. Those who are unsure whether it suits them are likely to leave without clicking.

Based on checklist items 2, 3 and 6

Pricing page gives no recommendation and no visible saving

High impact, plans and polish

The Solo, Team and Agency cards look identical, with the same outline 'Start' buttons and no highlighted plan. The toggle says 'Yearly (2 months free)', but the yearly cards show only totals such as '€120 per year' and never state the euro saving.

Why it costs you

With no suggested plan, visitors have to compare three cards alone, and some will stall or pick the cheapest. The yearly saving is a promise they must calculate themselves, which weakens the reason to choose annual billing.

Based on checklist items 20 and 21

Fixes you can make today

Each one takes one person under 30 minutes. The copy is ready to paste.

Replace the buzzword sub-headline

Hero sub-headline under 'Track time. Send invoices. Get paid.'

Now	Change to
'The next-generation, AI-powered work-management platform that empowers modern teams to unlock seamless productivity synergies across every workflow.'	Replace the whole sentence with: 'Time tracking and invoicing for agencies and freelancers. Start a timer, turn the hours into an invoice in two clicks, and get paid.'

Fixes checklist items 2 and 3

Cut the sign-up form to email and password

Sign-up form fields and the password hint under 'Password'

Now	Change to
Six fields (First name, Last name, Company, Work email, Phone, Password) and the hint 'At least 12 characters, including an uppercase letter, a number and a special character.'	Remove the First name, Last name, Company and Phone fields so only 'Work email' and 'Password' remain, and ask for name and company on the first screen inside the product. Change the hint to 'At least 8 characters.'

Fixes checklist items 7 and 9

Darken and enlarge the primary button

'Get started' button in the hero (and the matching 'Create account' button on the sign-up page)

Now	Change to
White label on a pale lavender-blue fill; measured label contrast 3.29:1 against the 4.5:1 needed, and the button is 110×35 px.	Change the button fill to the deeper indigo #4F46E5, keeping the white label, so the label is clearly readable. Increase the button height to at least 44 px (for example 12 px vertical padding on a 20 px line) and keep the width at least 110 px.

Fixes checklist items 24 and 25

The full checklist

All 25 checks, grouped by funnel stage, with what we based each one on.

Landing page

33 / 100

1	**Headline says what the product does**	Pass	Track time. Send invoices. Get paid. The headline names the three jobs the product does and is readable in a few seconds.
2	**Sub-headline names who it's for and the outcome**	Fail	empowers modern teams to unlock seamless productivity synergies across every workflow 'Modern teams' does not say who the product is for, and there is no concrete outcome. The page's own proof line names agencies and freelancers, which would be a sharper audience.
3	**Plain language, no buzzwords**	Fail	unlock seamless productivity synergies across every workflow These phrases carry no concrete meaning, and the sub-headline also calls the product a 'next-generation, AI-powered work-management platform'. That describes a different product from the time-tracking and invoicing tool the headline and features describe.
4	**Main button visible on the first screen**	Pass	'Get started' is fully inside the first screen on desktop (1440×900) and mobile (390×844). Placement passes. Its colour contrast and size are weak, covered under the contrast and touch-size items.
5	**Proof next to the main button**	Fail	Trusted by 1,200 agencies and freelancers This line appears only at the bottom of the page, below the features. No proof sits near the hero button, the pricing 'Start' buttons or the sign-up form, and the customer names are plain grey text rather than logos.
6	**Hero shows the real product**	Fail	The hero shows a lavender panel holding a white block of empty horizontal rows, with no text, numbers or UI elements. This looks like a blank placeholder, not the real product. It shows no timer, hours or invoice.

Sign-up

8 / 100

7	**Short sign-up form**	Fail	Sign-up form has 6 visible fields plus a checkbox; 5 or more fails the threshold. The fields are first name, last name, company, work email, phone and password. Phone and company are not needed to create an account.
8	**One-click sign-in**	Fail	No Google, Microsoft, GitHub or Apple sign-in buttons were found on the sign-up page. Visitors must fill in the whole form by hand.
9	**No strict password rules up front**	Fail	At least 12 characters, including an uppercase letter, a number and a special character. The rule is shown up front, which helps, but a 12-character minimum with three character types is a strict hurdle at account creation.
10	**Instant error on a mistyped email**	Fail	After typing 'test@' in the email field and leaving it, no error message appeared. The screenshot agrees: focus moved to the Phone field and nothing flagged the incomplete email.
11	**Card requirement stated**	Warning	The hero, the pricing page and the sign-up page show no line about a credit card or a free trial. The pricing buttons just say 'Start'. Visitors cannot tell whether a card is needed or whether there is a free trial.

12	**Reassurance next to the button**	Fail	Nothing appears under or beside the 'Get started' button except the 'See how it works' link; none under 'Create account'. There is no reassurance line near either button.

First minute in the product

Not scored

13	**Value within about a minute**	Not assessed	Needs a screen recording of signing up and the first minute in the product, with timestamps.
14	**Helpful empty screens**	Not assessed	Needs recording frames or screenshots of the product's empty screens, such as a new account with no projects or timers.
15	**Setup checklist or progress**	Not assessed	Needs recording frames or screenshots from inside the product showing whether a checklist or progress indicator exists.
16	**No blocking welcome tour**	Not assessed	Needs recording frames of what appears right after account creation, to see whether a welcome tour blocks the product.
17	**Product usable before email verification**	Not assessed	Needs recording frames of the steps after clicking 'Create account', to see whether email verification blocks access.
18	**Help inside the app**	Not assessed	Needs screenshots or recording frames from inside the product showing any help, chat or support entry point.

Plans and polish

50 / 100

19	**Plans easy to tell apart**	Pass	Everything in Solo The three cards build on each other ('Everything in Solo', 'Everything in Team') with only 4 to 6 short bullets each, so the tiers are easy to tell apart. The homepage promotes automatic reminders to everyone, but they only appear from the Team plan up.
20	**Recommended plan highlighted**	Fail	All three plan cards look identical, with the same outline 'Start' buttons and no badge or highlight. Nothing steers visitors toward one plan.
21	**Clear monthly or yearly saving**	Warning	Yearly (2 months free) The toggle state is clear, but the yearly cards only show totals such as '€120 per year'. The euro saving is not shown, so visitors must work it out.
22	**Upgrade prompts at limits**	Not assessed	Needs screenshots or recording frames of what a user sees on hitting a plan limit inside the product.
23	**Clean layout on phones**	Pass	On a 390 px screen the headline, 'Get started' button and 'See how it works' link stack centred, and pricing cards stack full width. No horizontal overflow was measured. On the mobile homepage the header shows only 'Pricing', with no visible 'Log in' link.
24	**Button colour contrast**	Fail	Button label contrast 3.29:1 (needs 4.5:1); button against its background 3.15:1 (needs 3:1). The button stands out from the page, but its white label on the pale lavender-blue fill is too faint.
25	**Button size and placement**	Warning	'Get started' button measures 110×35 px; 44×44 px is needed to pass. Placement is good, but the button is shorter than a comfortable touch target.

What we measured

These checks were measured by software on your live site, against published guidelines, not judged by eye.

#	Check	What we found	Guideline	Result
4	**Main button on the first screen**	Laptop: yes. Phone: yes. Button: “Get started”.	Fully visible on both without scrolling	**Pass**
7	**Fields on the sign-up form**	6	2 or fewer	**Fail**
8	**One-click sign-in**	None found	Google, Microsoft, GitHub or Apple	**Fail**
10	**Error shown for a mistyped email**	No message appeared	Shown before submitting	**Fail**
23	**Page fits a phone screen**	Page 390 px wide on a 390 px screen	No sideways scrolling	Judged by review
24	**Main button contrast**	Text 3.29:1, button against page 3.15:1	Text 4.5:1, button 3:1 (WCAG)	**Fail**
25	**Main button size on a phone**	110 × 35 px	At least 44 × 44 px	**Partly**

100 / 100
Google page speed, phone

Your main content takes **0.8 seconds** to appear on a phone, which Google rates as **good** (good is 2.5 seconds or less). Slow pages lose visitors before they read anything. This figure comes from Google PageSpeed Insights and is not part of your score.

Get a fuller audit

We could not assess 7 of the 25 checks from your public pages. Reply to the email this report came with and attach:

A 2-minute screen recording
Sign up as a new user and use the product for one minute. It lets us check the first-minute stage and your upgrade prompts. Use a test account, not real customer data.

Three numbers
Monthly visitors, the share who sign up, and the share of sign-ups who become paying customers. They tell us which stage to fix first.

How this report was made. On 24 November 2026 our software visited your site as a browser in Milan, Italy (EU), set to British English, on a laptop-sized and a phone-sized screen. Prices, currency and language are what a visitor from there sees. It never submitted a form or created an account.

The measured checks above use fixed thresholds. The other findings were written by an AI model (Claude, by Anthropic) from the screenshots and page text, then automatically checked: any finding that contradicts a measurement, quotes text that is not on your site, or states an unsupported figure is rejected before the report is produced.

Questions about a finding? Write to support@tidyfunnel.com.