

FULL PAGE UX AUDIT

Scentbird Homepage Experience

A complete heuristic review of the public acquisition homepage, from first impression through the primary fragrance-quiz/account-entry path.

OVERALL SCORE

72 / 100

PUBLIC HOMEPAGE

06

Audit dimensions

Usability, clarity, trust, control, interaction design + recovery.

10

Prioritized findings

Ranked by impact so the team knows what to fix first.

01

Core journey reviewed

Homepage through quiz and account entry, reviewed end to end.

AUDIT SNAPSHOT

What was reviewed and what you get.

SCOPE

Homepage + first step

What a first-time visitor sees before creating an account.

PATH

Quiz CTA -> account entry

The handoff from discovery into the first commitment step.

OUTPUT

Prioritized action plan

Ranked findings, clear fixes, and what to tackle first.

Prepared as a demonstration of the Trust by Design paid audit format.

Strong proposition. Too much friction at the moment of commitment.

Scentbird communicates the core subscription quickly: designer fragrances, a concrete 8mL size, first-month pricing, a free case, monthly delivery, and skip/cancel messaging. The page is persuasive, but the conversion path becomes less clear when a user acts on the promise to 'Take our fragrance quiz' and is sent to account creation before the quiz begins.



OVERALL SCORE

72 / 100

Good acquisition foundation with avoidable clarity, trust, and commitment friction.

WHAT WORKS

Concrete value

8mL, ~120 sprays, intro price, free case.

Simple model

Quiz, manage deliveries, receive vial.

Trust proof

Brand logos, authenticity messaging, press proof.

TOP OPPORTUNITY

Let the quiz start before asking for an account.

Give users a few useful questions first, then request email when the personalization benefit is tangible. This better matches the CTA promise and reduces commitment friction.

SCOPE NOTE

This audit covers the publicly accessible homepage and the first account-entry screen reached from the fragrance-quiz CTA. It does not include authenticated subscriber management, completed payment, or post-purchase behavior.

Six dimensions. One view of the experience.

Scores reflect the public homepage and first conversion step only. They are directional, not a substitute for analytics or moderated usability testing.

78 Usability



Core proposition and process are easy to scan.

70 Clarity



CTA promise and destination do not fully match.

68 Trust



Strong proof, but urgency and renewal detail need care.

76 User Control



Skip/cancel messaging is visible before purchase.

72 Interaction Design



Strong sections, but repetitive content increases effort.

65 Errors & Recovery



Limited evidence of recovery before account entry.

The page tells a clear story, but it gets long in the middle.

The overall sequence is logical. The main structural opportunity is to compress repeated fragrance-family content and create a cleaner transition from discovery to conversion.

- 01 Header + offer**
Navigation, login, Try now, 50% offer.
- 02 Hero**
Price, free case, product value, timer.
- 03 How it works**
Quiz -> manage deliveries -> receive vial.
- 04 Free case**
Portable product value and reinforcement.
- 05 Fragrance families**
Several long educational blocks + repeated quiz CTA.
- 06 Authenticity**
Designer-brand proof and reassurance.
- 07 Press proof**
Editorial logos and subscription validation.
- 08 Best sellers**
Perfume/cologne discovery, then account creation.
- 09 Footer**
Large navigation and policy area.

Best structural move

Show 3 fragrance families, then offer “Explore all families” instead of repeating long descriptions and identical quiz CTAs down the page.

Fix these five things first.

These changes are ranked by likely impact on comprehension, trust, conversion friction, and mobile page length.

1

Match the quiz CTA to the actual experience

Start with 2-3 quiz questions before asking for email.

High

2

Put renewal terms near the first CTA

Make the post-intro monthly price and subscription behavior explicit.

High

3

Reduce urgency pressure

Keep the promotion, but make timer behavior and offer rules trustworthy.

High

4

Compress the fragrance-family section

Reduce repetition and mobile scroll while preserving education.

Medium

5

Offer a browse path before account creation

Let high-intent users explore fragrances without committing first.

Medium

Conversion and clarity

1

“Take our fragrance quiz” opens account creation

High

The CTA sets an expectation that the quiz will begin. Instead, the next screen is titled 'Create your account' and asks for scent preference and email before the recommendation experience starts.

RECOMMENDATION

Let users answer 2-3 lightweight quiz questions first. Ask for email after they see progress or a preview of their scent profile.

2

The account gate appears before enough value is earned

High

The registration step asks for personal information before the user has received personalized feedback. That turns a low-commitment discovery action into an account-creation decision.

RECOMMENDATION

Delay account creation until the user has experienced some personalization. Explain why the email is needed at the moment you ask for it.

3

Primary subscription terms should sit closer to the first CTA

High

The hero shows the discounted first-month price and a crossed-out regular price, while skip/cancel language appears later in the page. A user should not have to scroll to understand the continuing subscription relationship.

RECOMMENDATION

Add a concise line near the first CTA such as: 'Then \$17.95/month. Skip or cancel anytime.' Keep the final legal language in checkout as well.

Trust and persuasion

4

The countdown timer can create trust risk

High

The hero uses a 20-minute 'Deal ends in' countdown. Urgency can lift conversion, but if the timer resets or the offer is effectively permanent, users may interpret it as artificial pressure.

RECOMMENDATION

Use urgency only when the offer genuinely expires. Add clear offer rules or replace the timer with a less coercive first-month promotion.

5

Trust proof is strong, but quote attribution could be clearer

Low

The page combines designer-brand proof, authenticity language, press logos, and a 'Best Perfume Subscription' statement. This builds confidence, but the relationship between the quote and the publication source should be unmistakable.

RECOMMENDATION

Place the publication name directly with the quote and keep logo use secondary. Make every proof point easy to verify visually.

6

Repeated promotional CTAs reduce choice

Medium

Multiple sections repeat variations of 'Take our quiz' or 'Get started with a quiz.' Repetition keeps the goal visible, but it also makes the page feel single-path and can become visually monotonous.

RECOMMENDATION

Keep one dominant quiz CTA per major section and add a secondary browse option for users who want to explore first.

Content density and mobile effort

7

Fragrance-family education is too long for the acquisition page

Medium

Citrus, Amber Gourmand, Woody, and Chypre each receive large descriptive blocks, followed by a note that 14 more families exist. The content is useful, but it interrupts the conversion rhythm and creates substantial vertical length.

RECOMMENDATION

Feature 3 representative families with short descriptions. Move the full library behind an 'Explore fragrance families' link or expandable module.

8

The page lacks a strong browse-before-sign-up route

Medium

The page emphasizes quiz and account creation. Users who already know brands, notes, or fragrances may prefer direct exploration rather than personalization.

RECOMMENDATION

Add a secondary 'Browse fragrances' route near the hero and again before the best-sellers section. Preserve the quiz as the primary CTA.

9

Best-seller discovery should create value before account creation

Medium

The page introduces perfumes and colognes and says 1000+ fragrances are waiting, then moves to 'Create your account.' The product catalog itself can do more persuasion work before registration.

RECOMMENDATION

Let users preview a small set of best sellers, filters, or fragrance details before asking them to create an account.

Accessibility and recovery

10

Image semantics and recovery states need explicit verification

Medium

The public page includes a skip-to-main-content link, which is a positive accessibility signal. In the accessible page representation, some images are described generically as 'Image,' and the public flow gives limited evidence about inline validation, error recovery, focus states, or keyboard behavior.

RECOMMENDATION

Run a dedicated accessibility pass covering meaningful alt text, decorative-image handling, focus visibility, keyboard order, form labels, validation messaging, and recovery from sign-up errors.

IMPORTANT LIMITATION

This report is a heuristic audit of the public experience. It does not claim a completed WCAG conformance test. Live keyboard, screen-reader, contrast, zoom, and device testing should be included in a production accessibility audit.

Top half of the homepage

Header + navigation

8/10

WORKS Clear primary navigation, login, and Try now. The offer is visible immediately.

IMPROVE Keep the nav concise. Consider a persistent secondary “Browse fragrances” path.

Hero

7/10

WORKS Concrete price, free case, large assortment, and product image make the offer tangible.

IMPROVE Put renewal terms beside the CTA and make urgency rules explicit.

How it works

8/10

WORKS The three-step model is easy to understand and includes skip/cancel language.

IMPROVE Rename step 1 or change the flow so the quiz truly begins before account creation.

Free case

8/10

WORKS Good value reinforcement and a practical reason to care about the case.

IMPROVE Keep this compact so it supports, rather than interrupts, the core subscription story.

Lower half of the homepage

Fragrance families

6/10

WORKS

Useful education and good language for scent discovery.

IMPROVE

Shorten aggressively. This is the largest contributor to perceived page length.

Authenticity + brand proof

8/10

WORKS

Designer-brand reassurance directly addresses product legitimacy.

IMPROVE

Keep proof close to purchase decisions and make claims easy to scan.

Press proof

7/10

WORKS

Recognizable publication logos add social proof.

IMPROVE

Clarify exactly which publication supports each quote or award statement.

Best sellers + account CTA

6/10

WORKS

Reminds users of assortment breadth and perfume/cologne choice.

IMPROVE

Show actual discovery value before asking users to create an account.

Footer

8/10

WORKS

Comprehensive navigation, policies, support, and accessibility link.

IMPROVE

On mobile, use collapsible groups to reduce end-of-page length.

The mobile risk is not complexity. It is accumulated vertical length.

The content architecture suggests a long mobile journey because multiple desktop sections naturally stack into single-column blocks. The fragrance-family area is the biggest opportunity to shorten perceived effort.

PRIMARY RISK

Long scroll

Repeated education + CTAs

BEST FIX

Compress

3 families + explore all

FOOTER

Collapse

Accordion link groups

MOBILE RECOMMENDATIONS

- Reduce section top/bottom padding by 20-30% below 768px while preserving clear grouping.
- Convert fragrance families into 3 compact cards or a horizontally swipeable module.
- Avoid repeating identical CTA blocks after every family. Keep one sticky or strategically repeated action.
- Keep the 3-step “How it works” sequence compact and vertically connected.
- Use collapsible footer navigation groups instead of displaying every link at once.
- Ensure promotional banners and timers do not consume excessive viewport height.
- Keep the primary CTA reachable without making it permanently obstruct content.

Verification needed

A production audit should validate these recommendations on representative iPhone and Android viewport sizes. This demo does not claim live-device rendering verification.

Good signals are present. A dedicated test should finish the job.

The homepage exposes a skip-to-main-content link and clear text labels in several key areas. The next step is to verify the interaction layer, not just the content layer.

Skip link**Positive**

A skip-to-main-content control is present in the public page structure.

Form labels**Verify**

Confirm every field and preference control has a programmatic label.

Keyboard focus**Verify**

Check visible focus, logical order, and access to menus, tabs, and CTAs.

Image alt text**Verify**

Some assets surface with generic image descriptions in the accessible representation.

Validation**Verify**

Ensure sign-up errors are specific, announced, and recoverable without losing input.

Motion/urgency**Verify**

Timer and animations should respect reduced motion and never block content.

Contrast/zoom**Verify**

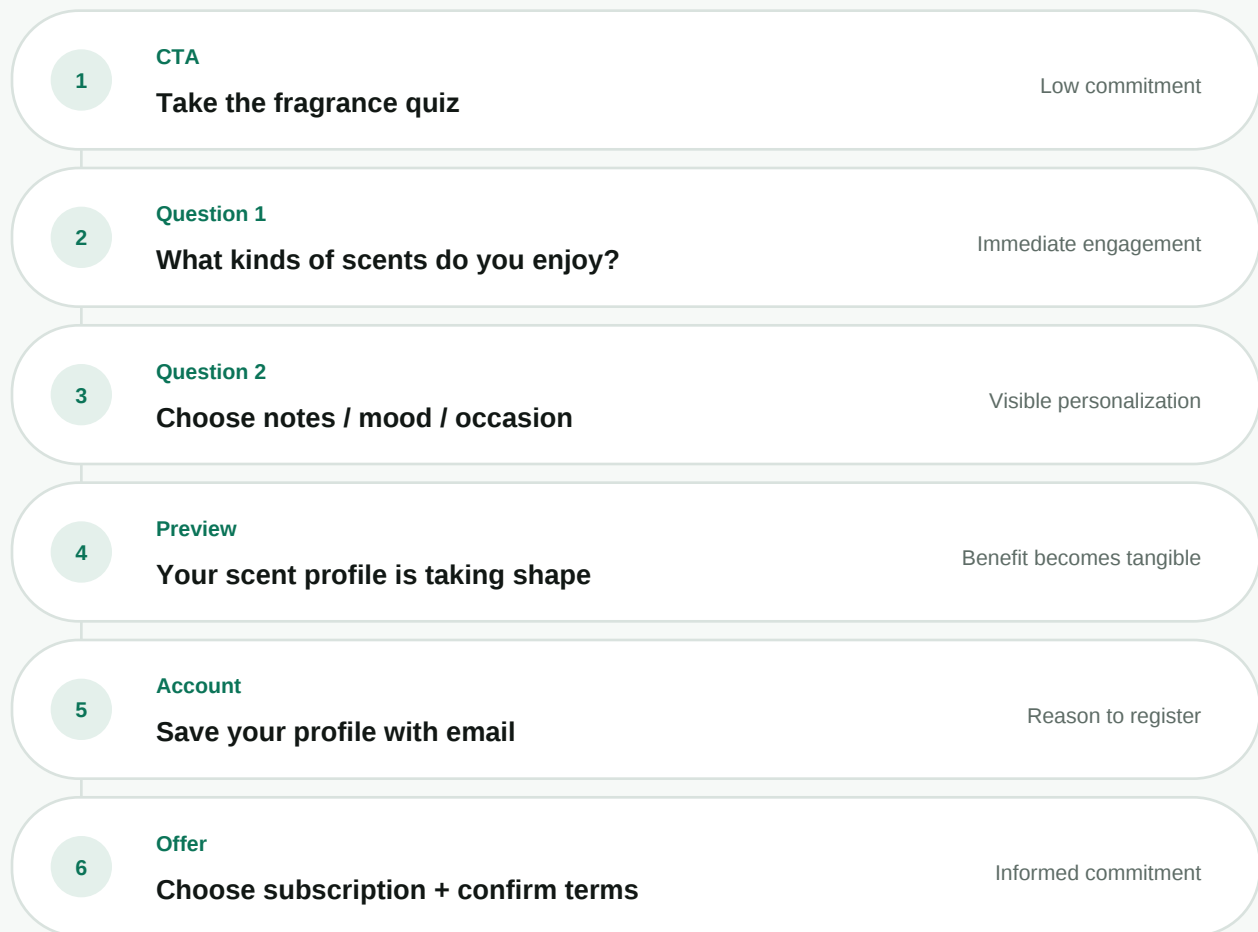
Run color-contrast and 200-400% zoom/reflow checks on real layouts.

Paid-audit standard

Keyboard + focus pass, screen-reader spot checks, form-error review, semantic heading review, alt-text review, contrast, zoom/reflow, and reduced-motion behavior.

Earn the email after the user has felt the personalization.

A small change in sequence can make the quiz promise feel honest while preserving account creation as the conversion goal.



Why this is better

It keeps the first interaction lightweight, fulfills the quiz promise, demonstrates personalization before asking for personal data, and makes account creation feel like a useful save step rather than a gate.

A prioritized product plan

The audit should end with a practical sequence, not a pile of observations. This is the implementation order I would hand to a product team.

FIX NOW

High impact / conversion

Start quiz before registration; place renewal terms beside first CTA; verify urgency timer behavior.

FIX NEXT

Clarity / efficiency

Compress fragrance-family content; add browse path; show product value before account creation.

IMPROVE LATER

Polish / confidence

Tighten quote attribution; refine footer on mobile; complete dedicated accessibility remediation.

Client-ready outcome

Every finding should map to an owner, expected impact, implementation effort, and validation step once the product team starts work.

The page already has several strong conversion ingredients.

1

Concrete product value

The 8mL size, ~120 sprays, 30-day framing, first-month price, and free case make the offer tangible.

2

Simple subscription story

The three-step explanation quickly communicates how discovery, delivery management, and the monthly vial fit together.

3

Cancellation reassurance

"Skip or cancel anytime" reduces perceived lock-in and supports user control.

4

Brand legitimacy

Designer logos, authenticity messaging, and recognizable editorial proof build confidence.

5

Strong category education

Fragrance-family language helps users understand an unfamiliar product category.

6

Clear support and policy access

The footer exposes help, privacy, terms, accessibility, and other trust-oriented destinations.

What this audit reviewed

This demonstration uses the Trust by Design six-dimension framework and current publicly accessible content observed on 07 Aug 2026.

REVIEWED

- Public Scentbird homepage content and information architecture.
- Primary acquisition messaging, CTA language, subscription explanation, and trust signals.
- Fragrance-quiz CTA destination and first account-entry screen.
- Publicly visible support, policy, accessibility, and footer structure.
- Heuristic mobile/responsive risk based on the page architecture and content density.

NOT INCLUDED IN THIS DEMO

- Authenticated subscriber dashboard and queue management.
- Completed checkout/payment behavior or post-purchase lifecycle.
- Live analytics, user research, A/B test data, or session recordings.
- Formal WCAG conformance testing or legal accessibility certification.
- Live-device/browser rendering verification.

Primary public sources

scentbird.com/ | scentbird.com/register?redirect=/smart-recommendations | scentbird.com/register/log-in

The goal is not just to find problems. It is to make the next product decision obvious.

A full client audit turns the review into a prioritized plan with annotated evidence, flow-level recommendations, responsive and accessibility checks, and implementation guidance.

HIGHEST-VALUE MOVE

Let users experience the fragrance quiz before account creation.

01

PRIORITY

Then clarify renewal terms and compress the mid-page discovery content so the page earns commitment before it asks for it.

REDUCE FRICTION

Quiz before sign-up

BUILD TRUST

Clarify renewal terms

SHORTEN EFFORT

Compress discovery content

FULL CLIENT AUDIT

Findings -> priorities -> product plan

- Annotated evidence
- Flow-by-flow analysis
- Responsive + accessibility checks
- Implementation roadmap