

SAMPLE REPORT · FICTIONAL WEBSITE

Visual Design Report

<https://brightline-studio.example/>

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Executive Summary

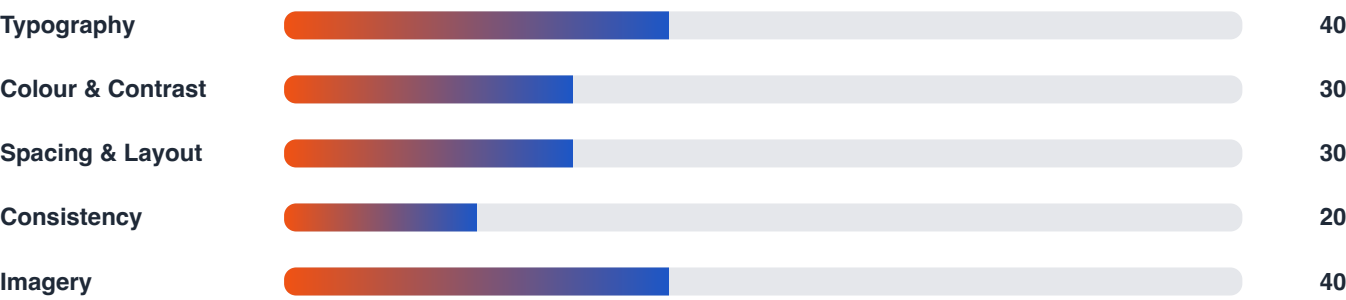
This is a sample report generated by the Visual Design Audit for a fictional demo website (Brightline Studio). Your report follows the same structure, analysing your own live page.

Brightline Studio's visual design has a decent foundation — a warm gold brand colour, a nice hero photo concept and reasonably clear headlines — but execution problems undermine trust and usability. The biggest issues are widespread low-contrast text (16 of 24 elements fail WCAG AA), a mobile layout that scrolls sideways by 174px, and five buttons built in five completely different styles. A stretched, blurry hero image and inconsistent typefaces/spacing add to a feeling of an unfinished or assembled-from-parts site. These are fixable with focused design and front-end work rather than a full redesign.

Visual Design Scorecard

32

Needs Significant Work



Screens Reviewed

Website: <https://brightline-studio.example/>

Screens reviewed: 1 (homepage — desktop and mobile viewports)

This audit covers the homepage only in this version. A multi-page walkthrough is available as part of an Expert UX Review.

Top Priorities

Critical

Low-contrast text is hard to read across the page

Visitors — especially older users or anyone in bright light — will struggle to read the navigation and intro copy, increasing bounce and making the brand feel inaccessible.

Critical

Mobile page scrolls sideways by 174px

Phone visitors — likely the majority of traffic for a home-services brand — see a broken, unprofessional layout and may assume the business can't be trusted with their home.

High

Five buttons, five different styles

Shoppers unconsciously read inconsistent buttons as different priority levels or even different vendors, which weakens calls-to-action like 'Book a consultation' and 'Get a quote'.

High

Hero photo is stretched and blurry

For an interior design studio, a soft or warped photo directly undercuts the 'considered craftsmanship' message and can make the portfolio look low-budget.

Medium

Too many typefaces and inconsistent spacing

Mixing serif, sans and monospace fonts plus ad-hoc spacing makes the page feel assembled from different templates rather than one coherent brand.

Priority Matrix

Findings plotted by business impact vs. development effort.

	LOW EFFORT	MEDIUM EFFORT	HIGH EFFORT
High impact	Low-contrast text is hard to read across the page Hero photo is stretched and blurry	Mobile page scrolls sideways by 174px Five buttons, five different styles	—
Medium impact	Long paragraph lines reduce readability Service card buttons lack visual hierarchy between each other Overloaded colour palette beyond the brand accent	Too many typefaces and inconsistent spacing	—
Low impact	Text smaller than 12px present on the page	—	—

Detailed Findings

F1 Low-contrast text is hard to read across the page

Critical

Confidence: High

Design: Low

Dev: Low

EVIDENCE

16 of 24 text elements fail WCAG AA; nav links 'Home', 'Projects', 'Services' etc are #999999 on white at 2.85:1, and the hero subheading is #aaaaaa on white at 2.32:1.

BUSINESS IMPACT

Visitors — especially older users or anyone in bright light — will struggle to read the navigation and intro copy, increasing bounce and making the brand feel inaccessible.

RECOMMENDATION

Darken body/nav text to at least #595959 (4.5:1 on white) and change the gold 'Book a consultation' button text or background so it clears 4.5:1, e.g. white text on a darker gold like #a9811e.

F2 Mobile page scrolls sideways by 174px

Critical

Confidence: High

Design: Low

Dev: Medium

EVIDENCE

Measured horizontal overflow on a 390px mobile viewport is 174px, versus 0px on desktop; the mobile screenshot shows the hero image and nav items cut off at the right edge.

BUSINESS IMPACT

Phone visitors — likely the majority of traffic for a home-services brand — see a broken, unprofessional layout and may assume the business can't be trusted with their home.

RECOMMENDATION

Set the hero image and containers to max-width:100% with responsive sizing, and check for fixed-width elements causing the overflow.

F3 Five buttons, five different styles

High

Confidence: High

Design: Medium

Dev: Medium

EVIDENCE

Buttons measured: gold/no-border/square, white/bordered/round, blue/no-border/soft, grey/bordered/soft, and green/no-border/round — 5 variants across 5 buttons, plus 6 distinct corner radii site-wide.

BUSINESS IMPACT

Shoppers unconsciously read inconsistent buttons as different priority levels or even different vendors, which weakens calls-to-action like 'Book a consultation' and 'Get a quote'.

RECOMMENDATION

Standardize on 2 button styles — a primary (solid gold, one corner radius) and a secondary (outlined, same radius) — and apply them consistently to all CTAs.

F4 Hero photo is stretched and blurry

High

Confidence: High

Design: Low

Dev: Low

EVIDENCE

Of 1 image measured, it is flagged as both upscaled (blurry) and stretched out of its natural aspect ratio — visible in the desktop screenshot where the armchair and floor lamp look slightly distorted and soft.

BUSINESS IMPACT

For an interior design studio, a soft or warped photo directly undercuts the 'considered craftsmanship' message and can make the portfolio look low-budget.

RECOMMENDATION

Replace with a correctly sized, higher-resolution image exported at the exact display dimensions, and set object-fit:cover instead of stretching to fill the frame.

F5 Too many typefaces and inconsistent spacing

Medium

Confidence: High

Design: Medium

Dev: Medium

EVIDENCE

Four typefaces are mixed (verdana 80%, arial 13%, georgia 5%, courier new 2%), and only 11% of the 19 distinct margin/padding values sit on a 4px scale.

BUSINESS IMPACT

Mixing serif, sans and monospace fonts plus ad-hoc spacing makes the page feel assembled from different templates rather than one coherent brand.

RECOMMENDATION

Pick one sans-serif for UI/body (e.g. keep Arial or move to a web font) and one serif for headings only, then rebuild spacing using a consistent 4/8px scale.

F6 Long paragraph lines reduce readability

Medium

Confidence: High

Design: Low

Dev: Low

EVIDENCE

Median line length of long paragraphs measures 112 characters, well above the comfortable 50-90 character range; this is visible in the hero paragraph spanning nearly the full left column.

BUSINESS IMPACT

Overly long lines make readers lose their place, especially skimmers, which can lower engagement with key messaging like the hero intro.

RECOMMENDATION

Constrain body paragraph containers to roughly 60-65ch max-width or add a second column so lines stay in the 50-90 character range.

F7 Service card buttons lack visual hierarchy between each other

Medium

Confidence: Medium

Design: Low

Dev: Low

EVIDENCE

The three 'What we do' cards each use a differently styled button — blue square 'Learn more', grey soft 'Details', green round 'Get a quote' — with no shared size, colour or shape.

BUSINESS IMPACT

Equal-weight content (three services) is presented with unequal visual weight, confusing which action is primary and diluting the brand's gold accent colour.

RECOMMENDATION

Give all three cards the same button style (ideally the brand gold or a single neutral outline) so the cards read as equivalent options.

F9 Overloaded colour palette beyond the brand accent

Medium

Confidence: High

Design: Medium

Dev: Low

EVIDENCE

Backgrounds include brand gold #c9a227 (59%) alongside unrelated green #16a34a (3%) and blue #1d4ed8 (2%) buttons, plus 9 distinct text colours.

BUSINESS IMPACT

Random green and blue buttons compete with the gold brand colour, weakening brand recognition and making the page feel like a template with unedited defaults.

RECOMMENDATION

Remove the green and blue button backgrounds and restrict all interactive elements to the gold accent plus one neutral, reserving colour variation for status messages only.

F8 Text smaller than 12px present on the page

Low

Confidence: Medium

Design: Low

Dev: Low

EVIDENCE

2 visible text elements are rendered under 12px, against a body size of 15px and 11 distinct font sizes in total.

BUSINESS IMPACT

Very small text (likely fine print like 'Projects from £4,500. Terms apply.') is hard to read on mobile and signals an afterthought rather than deliberate hierarchy.

RECOMMENDATION

Raise any sub-12px text to at least 12-13px and fold it into the existing type scale rather than treating it as a one-off size.

Category Reviews

Typography Review

40/100

Medium F5 Too many typefaces and inconsistent spacing

Medium F6 Long paragraph lines reduce readability

Low F8 Text smaller than 12px present on the page

Colour & Contrast Review

30/100

Critical F1 Low-contrast text is hard to read across the page

Medium F9 Overloaded colour palette beyond the brand accent

Spacing & Layout Review

30/100

Critical F2 Mobile page scrolls sideways by 174px

Consistency Review

20/100

High F3 Five buttons, five different styles

Medium F7 Service card buttons lack visual hierarchy between each other

Imagery Review

40/100

High F4 Hero photo is stretched and blurry

Implementation Roadmap

Quick wins

Low development effort — tackle these first for fast, low-risk impact.

- Low-contrast text is hard to read across the page
- Hero photo is stretched and blurry
- Long paragraph lines reduce readability
- Service card buttons lack visual hierarchy between each other
- Text smaller than 12px present on the page
- Overloaded colour palette beyond the brand accent

Core improvements

Moderate effort changes that meaningfully improve the experience once quick wins are done.

- Mobile page scrolls sideways by 174px
- Five buttons, five different styles
- Too many typefaces and inconsistent spacing

Design + Development Effort

FINDING	SEVERITY	DESIGN EFFORT	DEV EFFORT
Low-contrast text is hard to read across the page	Critical	Low	Low
Mobile page scrolls sideways by 174px	Critical	Low	Medium
Five buttons, five different styles	High	Medium	Medium
Hero photo is stretched and blurry	High	Low	Low
Too many typefaces and inconsistent spacing	Medium	Medium	Medium
Long paragraph lines reduce readability	Medium	Low	Low
Service card buttons lack visual hierarchy between each other	Medium	Low	Low
Overloaded colour palette beyond the brand accent	Medium	Medium	Low
Text smaller than 12px present on the page	Low	Low	Low

Next Steps

This report is an AI-assisted Visual Design Audit built on the design methodology behind Sundeepk.in — measured typography, contrast, spacing and consistency data combined with a review of your page screenshots. It does not replace a hands-on design review of your full product.

Want help implementing these fixes?

Book an Expert UX Review for a 1-on-1 walkthrough of this report, wireframes for key screens and developer handoff guidance.

www.sundeepk.in/contact →