
SAMPLE REPORT

Beinux Blueprint

Website Friction & Opportunity

This sample uses a fictional company to show what a real Blueprint looks like. No real client data.

B2B services company • 14 employees • Wallonia



beinux.com

Blueprint at a Glance

Objective

Find out why a website that receives steady traffic produces very few quote requests, and establish which of the possible causes is costing the most.

What counts as success

A first-time visitor finds the company on Google and sends a quote request.

Method

Heuristic evaluation against Nielsen's 10 principles, a cognitive walkthrough as a first-time visitor, a conversion-path review, an SEO and search-intent review, a three-competitor comparison, and a check for missing pages.

What this review can and can't tell you

It's a UX review, not a study with real users, and there was no access to analytics. The severity ratings are my judgement, not a revenue forecast.

Where visitors get stuck

FIND YOU

LAND

UNDERSTAND

TRUST

GET IN TOUCH

Most friction sits in the last two steps: trusting the company and getting in touch.

THE MAIN PROBLEM

Getting visitors isn't the problem. The site asks them to commit before it has earned their trust.

START WITH THESE THREE

The three most serious findings, in the order to fix them.

1. Cut the quote form to four fields

It asks for eleven details before earning any trust.

2. Say what you do on the first screen

Right now, visitors have to scroll to find out what the company sells.

3. Use your customers' words

Pages use terms buyers don't search for.

ALL FINDINGS

What I Found, and What to Fix First

Eight findings, sorted from most to least serious. Each one says why it matters, how long it takes to fix and who can fix it.

#	Finding	Severity	Time to fix	Who can fix it
01	The quote form asks for 11 details upfront Buyers who are ready to ask for a quote give up at the last step.	Critical	A few days	Developer + writer
02	Visitors can't tell what you do from the first screen Many leave before they ever reach your services.	Major	A few hours	You or your writer
03	Service pages use internal terms, not customers' words People searching for your services don't land on these pages.	Major	A few days	You or your writer
04	No company number or address in the footer B2B buyers look for these before they trust a supplier.	Minor	A few hours	Your developer
05	No hint of price anywhere Visitors leave to compare prices on other sites.	Minor	A few hours	You
06	The phone number can't be tapped on mobile Mobile visitors can't call you in one tap.	Minor	A few hours	Your developer
07	Three pages exist in French but not in Dutch Buyers in Flanders miss part of what you offer.	Minor	A few days	You or your writer
08	People who search your company name find you easily This works. Keep it as it is.	Good	-	-

Critical Stops many visitors • **Major** Many struggle or leave • **Minor** Slows visitors or weakens trust • **Good** Works well

A CLOSER LOOK • FINDING 01

The quote form asks for 11 details before earning any trust Critical

What I saw

The form has eleven required fields, including the VAT number, budget and preferred start date. Beside it, there's only a stock photo and generic claims, and nothing that says what happens after you press Submit.

Why it happens

The form follows the company’s own sales process, not the mindset of a visitor who is still deciding. It asks for commitment before the page has given anyone a reason to trust it.

What it’s likely costing you

Visitors who are ready to ask for a quote reach the form, see how much it asks, and leave. Without analytics, I can’t say how many. The number to watch: how many people open the form compared with how many send it.

What to do

Ask for four details to start. Move budget, timing and company details to an optional second step. Beside the form, replace the stock photo with a clear reply time and what happens next.

The fix at a glance

Where	Quote request page
Change	Four fields first, the rest in an optional step two
Effort	A few days
Who	Developer + content
Check first	How your CRM handles two-step forms

The marked-up form and the proposed design are on the next page →

FROM FINDING TO DESIGN

What the Fix Could Look Like

BEFORE

The current quote page

The current quote page is a form titled "Request a quote" under the "CONTACT" section. It features a navigation bar with "CLIENT LOGO", "Services", "About", "Contact", and a "Request a quote" button. The form includes a large placeholder image (annotated with a red circle 4) and a list of benefits: "Quality service" and "Experienced team". The form fields are: "Company name" (annotated with a red circle 1), "VAT number" (annotated with a red circle 2), "First name", "Last name", "Email", "Phone", "Service" (dropdown), "Budget" (dropdown), "Preferred start date" (date picker), "Company size" (dropdown), and "Project description". A "Submit" button is at the bottom.

- 1 11 required fields
- 2 VAT number, budget, start date and company size asked upfront
- 3 “We’ll get back to you”, with no timeframe
- 4 A stock photo and generic claims beside the form

AFTER · DESIGN DIRECTION

The proposed quote page

The proposed quote page is a two-step form titled "Request a quote" under the "CONTACT" section. It features a navigation bar with "CLIENT LOGO", "Services", "About", "Contact", and a "Request a quote" button. The form is divided into two steps. Step 1 (annotated with a green circle 1) includes a progress bar, a timer "About 1 minute", and fields for "Your name", "Work email", "Company", and "What do you need?". A "Send my request" button is at the bottom. Step 2 (annotated with a green circle 2) is optional and includes fields for "Budget", "Timing", and "Company details". A green box (annotated with a green circle 3) states "We reply within one working day." and a blue box (annotated with a green circle 4) titled "What happens next" lists three steps: "A short call to understand your needs", "A written quote, free and without commitment", and "You decide, with no pressure".

- 1 Four fields to get started
- 2 Moved to an optional second step
- 3 “We reply within one working day”
- 4 “What happens next”, in three clear steps

IN YOUR BLUEPRINT

The Design You Receive

For the most serious finding, **I design the fix in Figma**, so you can see it before anyone builds it.

This sample shows a simplified version.

In your Blueprint, one page or section comes fully designed with your logo, colours and content, as a PDF ready to share with your developer.

Want more pages designed?

That becomes a separate UX & Interface Design project, scoped on its own.

AFTER THE REPORT

What Happens Next

1

Walkthrough call

45 to 60 minutes. We go through every finding together, and you can ask anything.

2

One round of revisions

If something is unclear, or you'd like a different direction, I adjust it.

3

Your action plan

What to fix now, next and later, clear enough for your developer to start.

A FULL BLUEPRINT ALSO INCLUDES

Every finding explained like finding 01

The three-competitor comparison

The search review: what your buyers type into Google

One design direction, like the quote page in this sample

HOW I WORK

How I Help Businesses Get More Enquiries

Your website has three jobs:

bring in the right visitors, earn their trust and turn them into enquiries.

UX and SEO in one review

I'm a UX designer with more than 14 years in SEO and content. I follow the whole path, from the Google search to the contact form.

Made for Belgium

I check what Belgian buyers look for before they trust a supplier: a company number, an address and pages in their language.

Clear and measurable

Plain words, fixes in order of priority, and a number to watch, so you can see what worked.

A beautiful website isn't the goal. A website that brings you sales is.

Want a Blueprint for your website?

Book a free discovery call. You'll talk to me directly,
and leave with a clear next step.

BOOK A FREE DISCOVERY CALL

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