



Comprehensive UX Content Audit - PickNik.ai

EXECUTIVE SUMMARY

PickNik.ai's website successfully conveys innovation and authority in the robotics domain, but its content structure, navigation, and proof hierarchy present friction for prospective customers.

Key Strengths

- Recognizable brand and credibility with ROS 2 ecosystem.
- Strong emphasis on advanced robotics problems (motion planning, manipulation, mobile robots).
- Professional tone and visually polished design.
- Comprehensive FAQ and documentation library.

Key Issues

1. Above-the-fold design: Oversized hero sections dominate most pages, hiding value propositions and discouraging scrolling (especially on mobile).
2. Navigation overload and inconsistency: Too many pages, inconsistent menu behaviors, no sticky nav, and external links that break flow.
3. Product clarity: Product taxonomy (MoveIt Pro, Developer Platform, Runtime, Core, Safety Modules) is scattered and confusing.
4. Pricing and purchase flow: Add-on costs visible, but base licenses opaque; trial policy hidden in FAQ; Tech Specs hosted off-site (DocSend).
5. Media and demonstrations: Videos are too small, non-expandable, inconsistent with current UI, and lack explanatory context.
6. Messaging credibility: Catchy claims (e.g., "Launch 12-24 months earlier") are not backed with inline case studies or benchmarks.
7. Mobile experience: Responsive but cumbersome; long scrolls with CTAs buried; navigation not optimized for small screens.

Priority Recommendations

- Refactor hero sections for shorter height and scrolling banner tiles.
- Redesign navigation (sticky nav, fewer top-level pages, accordion-style content for Uses/Resources/FAQ).
- Provide a unified "What is MoveIt Pro?" product diagram + glossary.
- Create an onsite pricing matrix with ranges, trial explanation, and guarantee.
- Host Tech Specs on-site (HTML/PDF), not DocSend.
- Overhaul media (consistent UI, expandable playback, annotated screenshots, guided Product Tour).
- Pair bold claims with case study proof links and stat cards.
- Optimize mobile with compressed layouts, collapsible text, and sticky CTA bar.

METHODOLOGY

The audit was conducted across all primary navigation sections of PickNik.ai:

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 - Home

- Products (Developer Platform, Runtime, Core, Safety Modules)
 - Capabilities & Uses (Bin Picking, Mobile Manipulation, etc.)
 - Pricing / License Plans
 - Support (FAQ, Tech Specs, Docs)
 - Resources (Case Studies, White Papers, Blog)
 - About, Careers, Contact
 - User flows evaluated:
 - Entry via Home page.
 - Entry via Google → Product page (noted as first organic search hit).
 - Purchase flow via Pricing → Contact Sales.
 - Secondary flows: Docs access, Case Study reading, Support inquiry.
 - Assumed customer profile:
 - Experienced robotics engineers, integrators, or technical buyers familiar with robotic arms, ROS, and software stacks.
 - Evaluation mindset: Does this product fit my stack, reduce my risk/time-to-market, and justify cost?
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OVERALL FINDINGS

1. Above-the-fold & Layout

- Strengths
 - Hero visuals are clean and visually engaging.
 - Taglines convey ambition (“world’s most powerful platform”).
- Issues
 - Heroes take up full viewport, leaving no “peek” of content below. Many visitors may not scroll.
 - Repetition: Home and Product heroes carry near-identical messaging.
 - On mobile, vertical padding forces long swipes before value is visible.
- Recommendations
 - Shrink hero height by 40–50%. Show part of next section (“teaser effect”).
 - Home hero → implement scrolling 3-tile banner:
 - i. Consistent core value prop.
 - ii. Dynamic content (webinar/demo promotion).
 - iii. Customer logos/case study proof.
 - Revise Product hero headline to add new info (“Industrial-grade ROS 2 runtime” vs repeating “world’s most powerful”).

2. Navigation & Information Architecture

- Strengths
 - Products hover menu looks polished.
 - Top-level categories reflect customer needs (Products, Uses, Resources, Support).
 - Issues
 - Products hover menu is non-clickable (contradicts expectations).
 - Support > Tech Specs opens in DocSend (external, inconsistent with other nav items).
 - No sticky nav: users must scroll back up to navigate.
 - Too many top-level pages → overwhelming.
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- Use-case pages repeat same "Any Robot/End Effector" tiles.
- Recommendations
 - Implement sticky nav bar across all pages.
 - Make Products a clickable overview page with clear taxonomy.
 - Normalize nav behavior: all links remain within site domain.
 - Consolidate:
 - Uses → single accordion/tabs page (Bin Picking, Mobile Manipulation, etc.).
 - Resources → single hub with tabs (Case Studies, White Papers, Blog).
 - FAQ → accordion style on one page.

3. Product Clarity

- Issues
 - No single page explains stack placement (how runtime, dev tools, and add-ons fit together).
- Recommendations
 - Create a "What is Movelt Pro?" overview page:
 - Glossary of components.
 - A quick diagram showing Pro vs Core.
 - Link to Pricing and Tech Specs directly from this diagram.

4. Pricing & Purchase Flow

- Strengths
 - Add-on and service pricing is listed.
 - 60-day money-back guarantee is present (but buried).
- Issues
 - Core license pricing hidden behind "Talk to Sales."
 - Trial policy only found in FAQ.
 - Tech Specs hosted on DocSend.
- Recommendations
 - Publish pricing matrix (Dev site license, Runtime per robot, add-ons). Include "starting at" ranges.
 - Include trial policy explanation ("No trial due to complexity; 60-day money-back instead") directly on Pricing page.
 - Position guarantee near CTAs.
 - Host Tech Specs onsite in HTML/PDF format.

5. Media & Demonstrations

- Issues
 - Videos are small, non-expandable, too fast-paced.
 - Show inconsistent UI versions (old vs new).
 - Few static screenshots or walkthroughs.
- Recommendations
 - Curate short demo videos (30–60s) for each capability.
 - Standardize visuals on the current UI.
 - Enable click-to-expand (modal playback).
 - Provide annotated screenshots (Step 1: Setup workspace → Step 2: Plan motion).
 - Develop interactive Product Tour (guided click-through).

6. Messaging & Proof

- Issues
 - Marketing claims (12-24 months earlier, half the time/cost, world's most powerful) lack inline evidence.
 - Reads as unsubstantiated to technical buyers.
- Recommendations
 - Pair each bold claim with case study/stat link.
 - Add stat cards under claims with logos + quantified results.
 - Shift tone: fewer superlatives, more specifics (e.g., "200ms motion planning latency").

7. Mobile Experience

- Issues
 - Responsive but cumbersome.
 - Long hero blocks + dense text → excessive scrolling.
 - CTAs (Product Tour, Pricing, Contact) buried.
- Recommendations
 - Compress hero sections for mobile.
 - Use collapsible accordions for long content (FAQ, Uses).
 - Add sticky bottom CTA bar with 2-3 actions (Tour | Pricing | Contact).

PAGE BY PAGE FINDINGS

Home Page

- Strengths
 - Clean hero visuals, strong brand credibility.
 - Taglines reinforce innovation.
 - Partner logos provide social proof.
- Issues
 - Hero section too tall; no teaser for content below → reduces scroll-through.
 - Immediate CTA for Product Tour previously led users away from value prop; now buried.
 - Claims ("Launch 12-24 months earlier") not substantiated with links.
- Recommendations
 - Shorten hero height by 40-50%, expose first line of next section.
 - Add scrolling 3-tile banner: core value | webinar/demo | case study stat.
 - Place Product Tour CTA below value prop section (not in hero).
 - Inline links from bold claims to supporting case studies.

Product Page (Developer Platform / Runtime)

- Strengths
 - Strong visual identity.
 - High-level features well articulated.
 - Clear emphasis on ROS 2 integration.

- Issues
 - Hero headline repeats Home messaging (“world’s most powerful”) → feels redundant.
 - No single diagram clarifies product taxonomy (Developer vs Runtime vs Core vs Safety Modules).
 - Tech Specs link opens DocSend PDF (off-site).
 - Video demo small and inconsistent UI versions.
- Recommendations
 - Change hero headline to new differentiator (e.g., “Industrial-grade ROS 2 runtime + developer tools”).
 - Add “What is MoveIt Pro?” graphic showing all components.
 - Host Tech Specs onsite (HTML/PDF).
 - Replace video with expandable, current-UI demo.

Capabilities & Uses (e.g., Bin Picking, Mobile Manipulation)

- Strengths
 - Clear relevance to common robotics applications.
 - Good coverage of different scenarios.
- Issues
 - Repeated “Any Brand/End Effector/Depth Camera” tiles across pages (filler feel).
 - Videos too small, not expandable.
 - Some demo footage too quick for comprehension.
- Recommendations
 - Consolidate “Uses” into a single page with accordion or tabbed sections.
 - Replace repeated tiles with compact compatibility checklist.
 - Add short demo clip (30–60s) per use case with clear captions.
 - Ensure expandable playback.

Pricing / License Plans

- Strengths
 - Add-on/service pricing shown.
 - 60-day guarantee mentioned.
- Issues
 - Core license pricing hidden behind “Talk to Sales.”
 - Trial policy (“no free trial”) only in FAQ, not here.
 - Guarantee buried, not near CTAs.
 - Layout text-heavy, not scannable.
- Recommendations
 - Publish matrix of license tiers (Dev, Runtime, add-ons, services). Include ranges if exact prices are sensitive.
 - Place 60-day guarantee directly under primary CTA.
 - Add “Why no trial?” panel.
 - “How to Buy” step strip (Choose license → Pick add-ons → Select onboarding → Contact Sales).

FAQ

- Strengths
 - Content-rich, detailed.
 - Covers compatibility, licensing, support.

- Issues
 - Buried compared to pricing/product pages.
 - Long scrolling text format.
- Recommendations
 - Highlight key FAQ items on relevant pages (pricing, product, support).
 - Reformat into accordion-style collapsibles for scannability.

Resources (Case Studies, White Papers, Blog)

- Strengths
 - Strong depth of content.
 - Credibility through thought leadership.
- Issues
 - Scattered across multiple pages.
 - Case study stats not cross-linked to claims on Home/Product pages.
- Recommendations
 - Merge into a single Resources Hub with tabs (Case Studies | White Papers | Blog).
 - Link directly from bold claims to case study proof.
 - Highlight 2-3 key stats on Home/Product pages.

Docs & Support

- Extensive documentation, developer-friendly.
- Slack channel + direct support noted.
- Issues
 - Landing on old docs (e.g., v6) possible; "not current" banner easy to miss.
 - Tech Specs link inconsistent (DocSend vs HTML).
- Recommendations
 - Default docs to latest version; add redirect banner for old versions.
 - Host Tech Specs onsite, linked from both Docs and Pricing.
 - Surface support SLA (response time, onboarding) earlier in Product/Pricing pages.

Contact & Careers

- Strengths
 - Clear contact info (phone/email/address).
 - Professional careers section.
- Issues
 - "Connect" page not framed as final step in purchase journey.
- Recommendations
 - Add stronger conversion CTA: "Talk to a Robotics Expert" vs generic "Connect."
 - Reinforce 60-day guarantee and support SLA here.

