

UX AUDIT REPORT

www.stripe.com<https://www.stripe.com/>**Needs Significant Improvement**

2 critical and 10 major issues are creating significant friction. Addressing these could meaningfully improve conversion and retention.

● 2 Critical

● 10 Major

✓ 14 Pass

EXECUTIVE SUMMARY

Needs Significant Improvement

2 critical and 10 major issues are creating significant friction. Addressing these could meaningfully improve conversion and retention.

2

CRITICAL

10

MAJOR

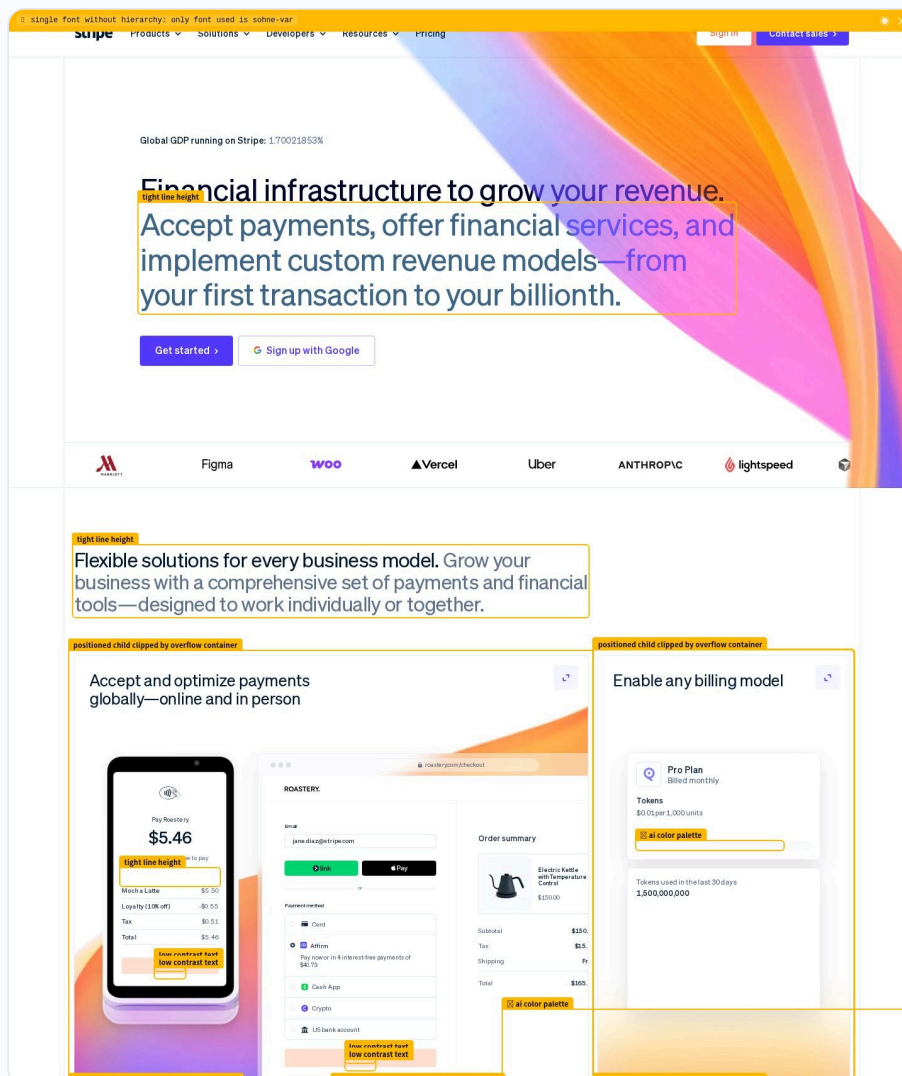
19

MINOR

70

SCORE

2 critical + 10 major issues concentrated in Accessibility & Inclusivity and AI Experience & Agent Readiness.



CAPTURED AT AUDIT TIME

PILLAR BREAKDOWN · MX / BX / AIX

LAYER	PILLAR	SCORE	CRITICAL	MAJOR	PASS
MX	Visibility & Feedback	67	0	2	2
MX	Control & Freedom	78	0	0	3
MX	Consistency & Standards	77	0	1	4
MX	Error Prevention & Recovery	75	0	1	5
MX	Cognitive Load & Efficiency	76	0	0	4
MX	Accessibility & Inclusivity	53	2	1	1
MX	Conversion Architecture	78	0	0	2
BX	Behavioural Design & Persuasion	67	0	2	1
AIX	AI Experience & Agent Readiness	61	0	3	1

MX

 Human Experience

BX

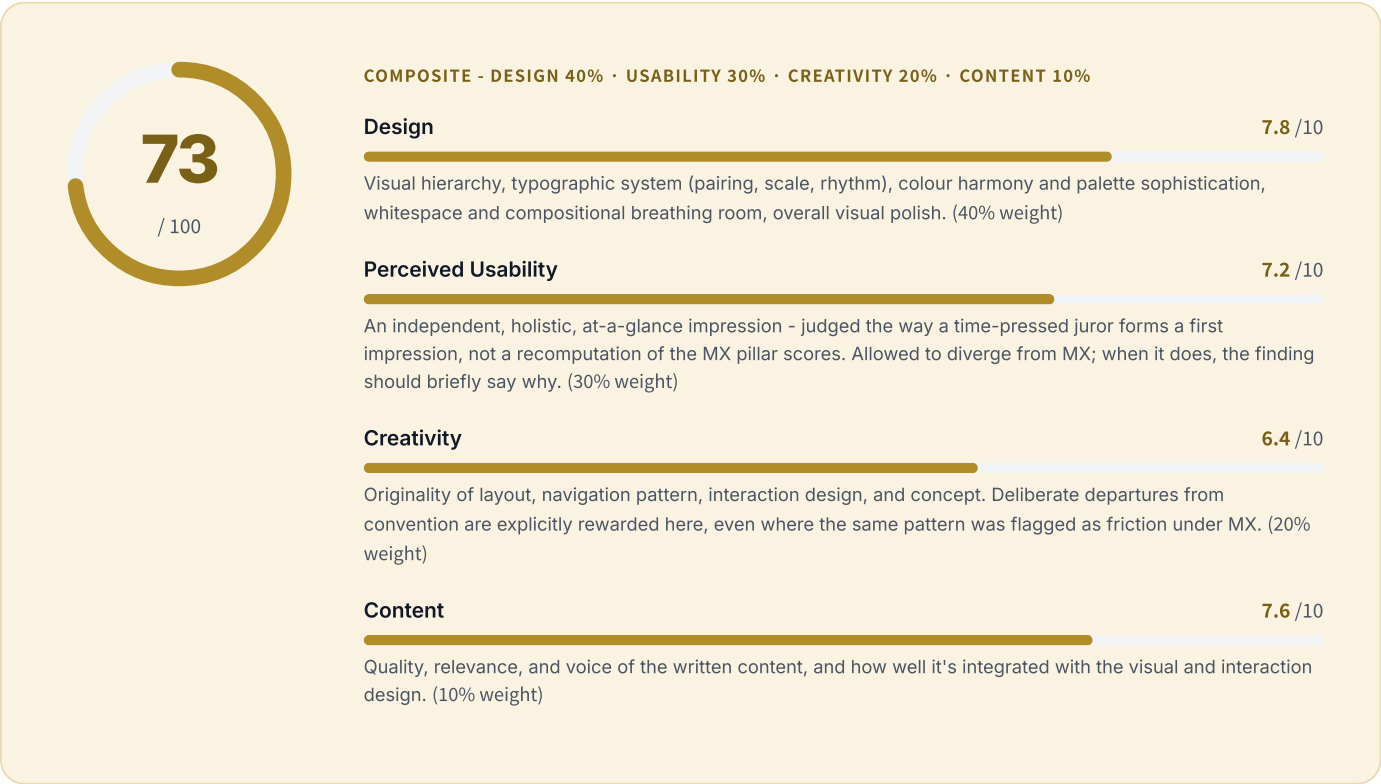
 Behavioural Design & Persuasion

AIX

 AI Experience & Agent Readiness

DX **Design Excellence & Craft**

Benchmarked against publicly documented industry design-award judging criteria. This is a craft/taste assessment, distinct from the compliance-based Verifux score above.



CRAFT OBSERVATIONS

STRENGTH

Bento Grid Product Storytelling

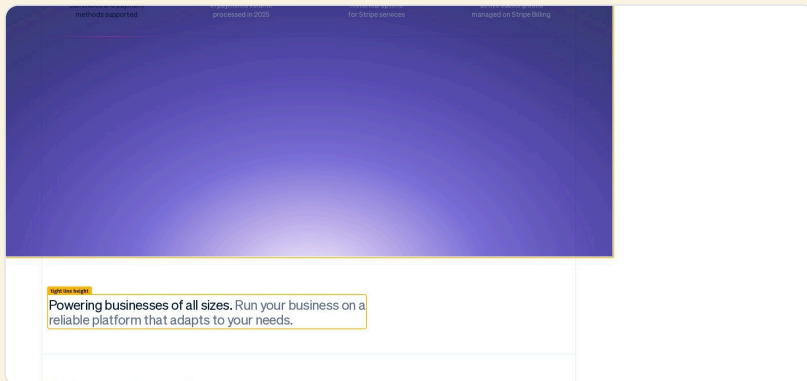
The solutions grid deploys a bento-style card layout that efficiently communicates product breadth without collapsing into a feature dump. Each tile pairs a tight, outcome-led headline with a distinct illustrative treatment, ranging from a live payment UI mockup to a Visa-branded gradient card, giving the section genuine visual variety at pace. The asymmetric sizing of the 'Embed payments' tile at the bottom of the grid introduces compositional tension that rewards slower reading.

REFERENCED AREA, CAPTURED AT AUDIT TIME

OPPORTUNITY

Tight Leading Undermines Type Rhythm

A deterministic scan of the rendered page found 33 instances where line-height falls to roughly 1.1x, well below the 1.3x threshold where body copy reads comfortably at scale. This is most noticeable in the stat block over the purple gradient section and across several card descriptions, where compressed leading makes the text feel pressured rather than authoritative. For a brand whose typographic discipline is otherwise a signature strength, this is a craft inconsistency that a sharp juror would catch immediately.

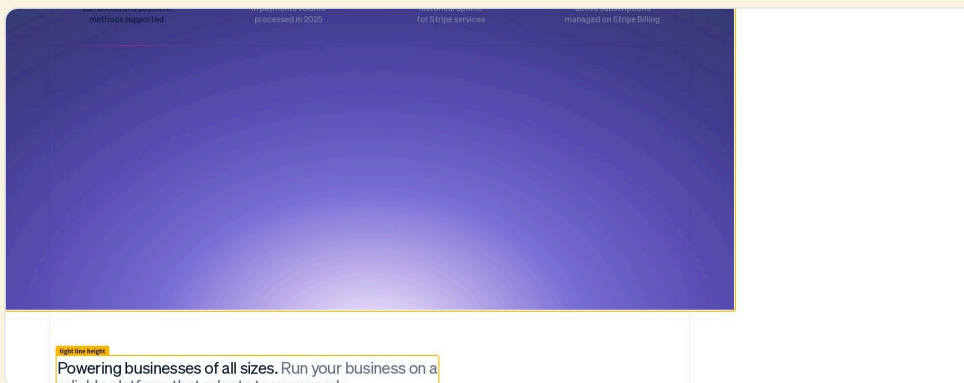


REFERENCED AREA, CAPTURED AT AUDIT TIME

OPPORTUNITY

Stat Block Contrast Undermines Credibility

The four social-proof statistics, 135+, \$1.9T, 99.999%, 200M+, are the page's strongest credibility signal, yet they sit over a low-contrast purple gradient where the supporting labels fall below WCAG contrast requirements. The numbers themselves land with visual weight, but the sub-labels that give them meaning are nearly illegible at a glance, which dilutes the very authority the section is designed to project.

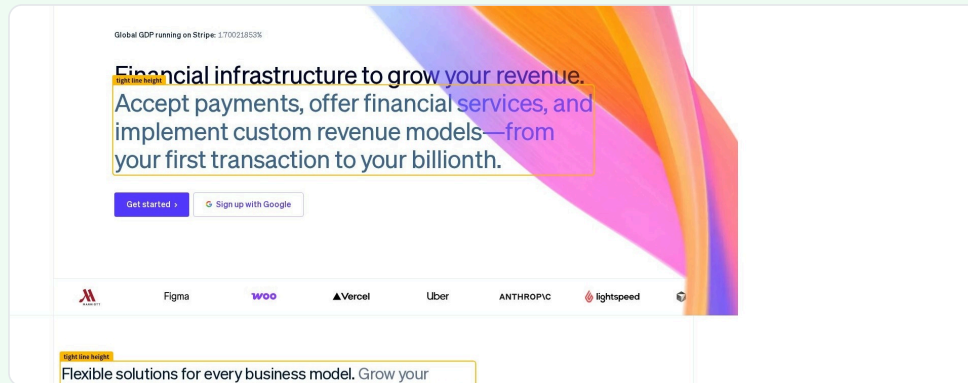


REFERENCED AREA, CAPTURED AT AUDIT TIME

STRENGTH

Headline Copy Earns Its Space

The H1 copy, 'Financial infrastructure to grow your revenue', is deliberately functional rather than poetic, and it works precisely because Stripe's audience is builders who distrust marketing gloss. The hierarchy from H1 through the product-section H2 and into individual H3 tile labels is logically sequenced, and the copywriting across tiles consistently favours concrete outcomes over feature names, with the single exception of 'agentic commerce', which lands as an inside term a non-developer visitor may not immediately parse.

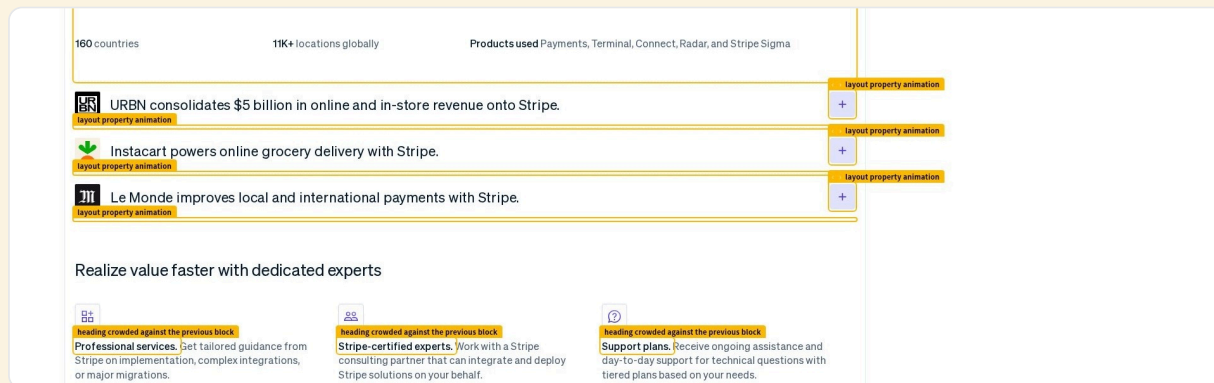


REFERENCED AREA, CAPTURED AT AUDIT TIME

OPPORTUNITY

Heading Spacing Hierarchy Inverted

Nine headings across the page, particularly the H4 labels in the dedicated experts section, carry far more space below them than above, which visually binds each heading to the content block that follows rather than separating it from what came before. This is the typographic equivalent of a section introduction arriving without a breath, and it softens the structural clarity that the grid system elsewhere delivers. Correcting the above-to-below margin ratio for these headings would sharpen the sense of rhythmic progression as the user scrolls.



REFERENCED AREA, CAPTURED AT AUDIT TIME

PRIORITY ACTION MATRIX: 31 FINDINGS REQUIRING ACTION

Sorted by severity. Critical issues block users or destroy trust - fix first. Major issues create real friction - fix next. Minor issues are polish - fix as capacity allows.

DONE	SEVERITY	FINDING	PILLAR	EFFORT
☐	CRITICAL	Focus indicators	MX Accessibility & Inclusivity	Large
☐	CRITICAL	Colour contrast compliance	MX Accessibility & Inclusivity	Large
☐	MAJOR	Error message quality	MX Error Prevention & Recovery	Medium
☐	MAJOR	Conversational and voice-query compatibility	AIX AI Experience & Agent Readiness	Medium
☐	MAJOR	Icon usage consistency	MX Consistency & Standards	Medium
☐	MAJOR	Image and icon accessibility	MX Accessibility & Inclusivity	Medium
☐	MAJOR	Agent-actionable interactions	AIX AI Experience & Agent Readiness	Medium
☐	MAJOR	System status visibility	MX Visibility & Feedback	Medium
☐	MAJOR	Anchoring & price framing	BX Behavioural Design & Persuasion	Medium
☐	MAJOR	Machine-readable content structure	AIX AI Experience & Agent Readiness	Medium
☐	MAJOR	Interactive element affordance	MX Visibility & Feedback	Medium
☐	MAJOR	Cognitive fluency & uncertainty reduction	BX Behavioural Design & Persuasion	Medium
☐	MINOR	Commitment, momentum & endowed progress	BX Behavioural Design & Persuasion	Small
☐	MINOR	AI compliance and disclosure readiness	AIX AI Experience & Agent Readiness	Small
☐	MINOR	Current location & navigation context	MX Visibility & Feedback	Small
☐	MINOR	Choice and decision overload	MX Cognitive Load & Efficiency	Small
☐	MINOR	Colour-independent communication	MX Accessibility & Inclusivity	Small
☐	MINOR	Choice architecture & sensible defaults	BX Behavioural Design & Persuasion	Small
☐	MINOR	Factual groundedness and AI citation readiness	AIX AI Experience & Agent Readiness	Small
☐	MINOR	Page density and visual noise	MX Cognitive Load & Efficiency	Small
☐	MINOR	Navigation freedom and wayfinding	MX Control & Freedom	Small
☐	MINOR	Social proof at the decision point	BX Behavioural Design & Persuasion	Small
☐	MINOR	Notification and alert clarity	MX Visibility & Feedback	Small

DONE	SEVERITY	FINDING	PILLAR	EFFORT
☐	MINOR	Interaction pattern consistency	MX Consistency & Standards	Small
☐	MINOR	Information hierarchy and scannability	MX Cognitive Load & Efficiency	Small
☐	MINOR	Text sizing and readability	MX Accessibility & Inclusivity	Small
☐	MINOR	CTA hierarchy and clarity	MX Conversion Architecture	Small
☐	MINOR	Escape hatches and back navigation	MX Control & Freedom	Small
☐	MINOR	Visual design consistency	MX Consistency & Standards	Small
☐	MINOR	Labelling clarity	MX Cognitive Load & Efficiency	Small
☐	MINOR	Value proposition clarity	MX Conversion Architecture	Small

DETAILED FINDINGS WITH ACCEPTANCE CRITERIA & USER STORIES

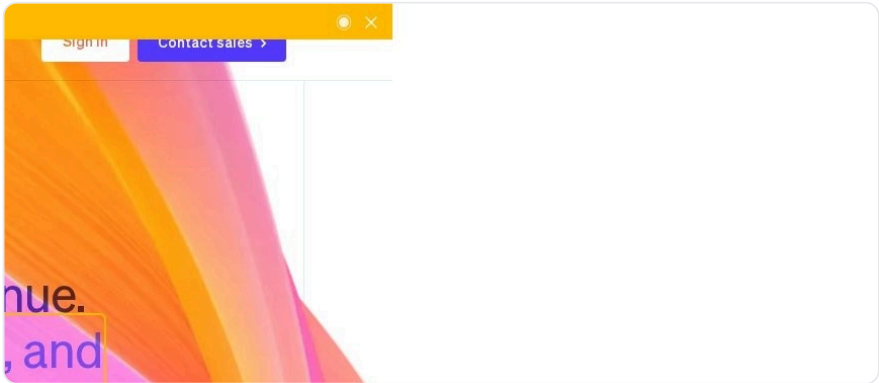
CRITICAL FINDINGS

CRITICAL

Focus indicators

MX

· Accessibility & Inclusivity



REFERENCED AREA, CAPTURED AT AUDIT TIME

WHAT WE FOUND

The script found that 31 out of 100 sampled interactive elements have no visible focus indicator at all. This includes primary navigation and conversion-critical controls: 'Sign in', 'Start now', 'Contact sales', 'Back', and the 'Toggle navigation menu' button. Every one of the product feature tiles - 'Accept and optimize payments...', 'Enable any billing model', 'Monetize through agentic commerce' - is also missing a focus ring. Keyboard users navigating to these elements get no visual feedback whatsoever about where they are on the page.

RECOMMENDED FIX

Remove any CSS rule that sets 'outline: none' or 'outline: 0' on interactive elements without a replacement. Add a :focus-visible style across all buttons, links, and clickable tiles - a 2px solid offset ring in a high-contrast colour (Stripe's purple brand colour at sufficient contrast against the surface would work) is the minimum. Test with Tab key navigation in Chrome and Firefox before shipping.

WHY THIS MATTERS

WebAIM's annual accessibility analysis consistently finds contrast, alt-text, and labelling failures like this on the large majority of home pages it scans - this is a common gap, not an edge case.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Focus indicators"
WHEN they attempt to use, navigate, or interact with the relevant element or flow
THEN Remove any CSS rule that sets 'outline: none' or 'outline: 0' on interactive elements without a replacement. Add a :focus-visible style across all buttons, links, and clickable tiles - a 2px solid offset ring in a high-contrast colour (Stripe's purple brand colour at sufficient contrast against the surface would work) is the minimum. Test with Tab key navigation in Chrome and Firefox before shipping.
AND The fix is verified before this item is marked complete

USER STORY

Effort: Large

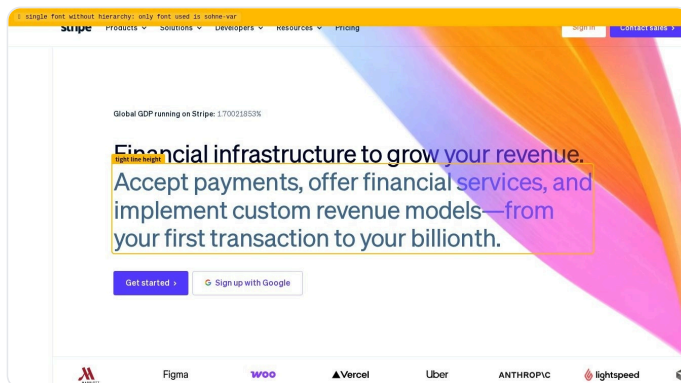
As a user of www.stripe.com, I want "Focus indicators" fixed so that I am no longer blocked and can trust this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

CRITICAL Colour contrast compliance

MX · Accessibility & Inclusivity



REFERENCED AREA, CAPTURED AT AUDIT TIME

WHAT WE FOUND

The verified contrast scan found 7 failing text instances across the page. The hero headline - 'Financial infrastructure to grow your revenue. Accept payments...' - has a measured contrast ratio of only 2.39:1 against its gradient background, well below the 3:1 minimum for large text. The 'Building the economic infrastructure for AI' text over the dark event banner image registers at 1:1, which means it is essentially invisible to anyone with low vision. The stat labels in the 'backbone of global commerce' section ('in payments volume processed in 2025', 'historical uptime', 'active subscriptions managed on Stripe Billing') all sit at 3.44:1, failing the 4.5:1 requirement for normal-weight body text.

WHY THIS MATTERS

WCAG 2.1 conformance failures are also a legal exposure in many jurisdictions, not just a UX preference.

RECOMMENDED FIX

Darken the hero headline text or add a semi-transparent overlay behind it to lift the contrast ratio to at least 3:1. For the AI event banner, add a dark gradient overlay beneath the text so the heading clears 3:1. For the stat labels in the social proof strip, either darken the label text or lighten the background so the ratio reaches 4.5:1 - switching to a heavier font weight won't fix this without a colour change too.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Colour contrast compliance"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Darken the hero headline text or add a semi-transparent overlay behind it to lift the contrast ratio to at least 3:1. For the AI event banner, add a dark gradient overlay beneath the text so the heading clears 3:1. For the stat labels in the social proof strip, either darken the label text or lighten the background so the ratio reaches 4.5:1 - switching to a heavier font weight won't fix this without a colour change too.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Large

As a user of www.stripe.com, I want "Colour contrast compliance" fixed so that I am no longer blocked and can trust this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

NOTES: CRITICAL FINDINGS

MAJOR FINDINGS

MAJOR

Error message quality

MX

· Error Prevention & Recovery

WHAT WE FOUND

The browser console logged 12 errors during page load, including multiple CORS policy failures blocking stylesheet requests from b.stripecdn.com, and 20 network failures mostly from r.stripe.com (analytics/tracking endpoint). None of these surface any user-facing error message - users have no idea something went wrong in the background. While the page still renders, the silent failure of 20+ network requests with no status feedback is a gap.

RECOMMENDED FIX

Resolve the CORS misconfiguration on the stripecdn.com CDN so marketing stylesheets load correctly. For the r.stripe.com failures, confirm whether these affect any user-visible feature (e.g. personalisation or A/B tests) and add a graceful fallback state with a visible status message if they do.

WHY THIS MATTERS

Nielsen Norman Group ranks error prevention above error messaging in impact - preventing a mistake is consistently rated more valuable to users than a well-worded message after the fact.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Error message quality"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Resolve the CORS misconfiguration on the stripecdn.com CDN so marketing stylesheets load correctly. For the r.stripe.com failures, confirm whether these affect any user-visible feature (e.g. personalisation or A/B tests) and add a graceful fallback state with a visible status message if they do.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Medium

As a user of www.stripe.com, I want "Error message quality" fixed so that I experience less friction while using this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MAJOR

Conversational and voice-query compatibility

AIX · AI Experience & Agent Readiness

WHAT WE FOUND

There is no FAQPage structured data markup anywhere on the page (confirmed by `json_ld.types` and `verified_facts.hasFaqStructuredData: false`), and no FAQ section is visible in the screenshots. The homepage is structured around product categories and social proof, not around the natural-language questions a prospective user would ask an AI assistant - questions like 'What does Stripe do?', 'How much does Stripe cost?', or 'Does Stripe work for subscription billing?'. A voice assistant or AI overview engine would have to assemble its answer by inferring from the marketing copy rather than extracting a direct, citable answer.

RECOMMENDED FIX

Add a short FAQ section to the homepage - six to eight questions covering pricing, supported countries, integration effort, supported payment methods, and what business sizes Stripe suits. Mark it up with FAQPage and Question/Answer JSON-LD so Google AI Overviews, ChatGPT browsing, and Perplexity can surface direct answers. Even a collapsed accordion is fine visually as long as the answer text is in the DOM and the structured data is present.

WHY THIS MATTERS

Sites without clear structured data or crawlable content risk being misread or skipped entirely by AI-driven search and agent tools, the same way they'd be inaccessible to a screen reader.

ACCEPTANCE CRITERIA

GIVEN an AI agent or search crawler accesses `www.stripe.com`

WHEN it processes the page content related to "Conversational and voice-query compatibility"

THEN Add a short FAQ section to the homepage - six to eight questions covering pricing, supported countries, integration effort, supported payment methods, and what business sizes Stripe suits. Mark it up with FAQPage and Question/Answer JSON-LD so Google AI Overviews, ChatGPT browsing, and Perplexity can surface direct answers. Even a collapsed accordion is fine visually as long as the answer text is in the DOM and the structured data is present.

AND The implementation is verified with a structured data validator and AI readiness test

USER STORY

Effort: Medium

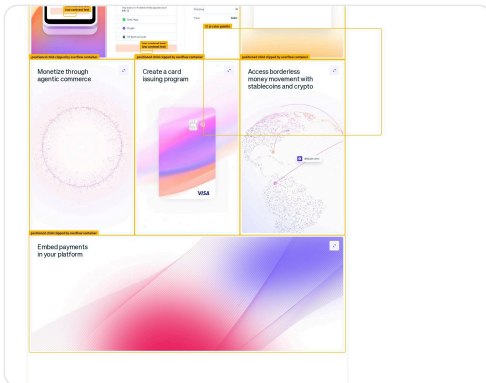
As a user of `www.stripe.com`, I want "Conversational and voice-query compatibility" fixed so that I experience less friction while using this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MAJOR Icon usage consistency

MX · Consistency & Standards



REFERENCED AREA, CAPTURED AT AUDIT TIME

WHAT WE FOUND

The verified facts confirm 28 icon-only controls are missing accessible names - meaning nearly 30 interactive elements across the page use icons with no text label and no aria-label or equivalent. This is both an accessibility failure and a consistency problem: users relying solely on visual context get no consistent labelling system for what these icon controls do, and the pattern of 'icon alone = action' is applied without the safety net of a visible or accessible label.

RECOMMENDED FIX

Add aria-label attributes to every icon-only interactive control. Where space permits (especially on desktop breakpoints), pair icons with short visible text labels - this benefits all users, not just those using assistive technology, and makes the icon vocabulary self-consistent across the page.

WHY THIS MATTERS

Nielsen Norman Group's consistency heuristic shows that inconsistent UI patterns force users to re-learn the interface at every step, increasing cognitive load and error rate.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Icon usage consistency"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Add aria-label attributes to every icon-only interactive control. Where space permits (especially on desktop breakpoints), pair icons with short visible text labels - this benefits all users, not just those using assistive technology, and makes the icon vocabulary self-consistent across the page.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Medium

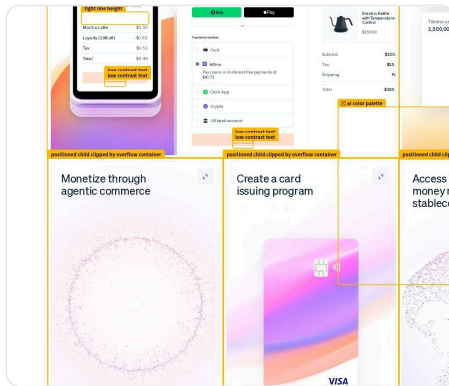
As a user of www.stripe.com, I want "Icon usage consistency" fixed so that I experience less friction while using this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MAJOR Image and icon accessibility

MX · Accessibility & Inclusivity



REFERENCED AREA, CAPTURED AT AUDIT TIME

WHAT WE FOUND

All 44 images have an alt attribute present, which is good. However, 28 icon-only interactive controls are missing an accessible name entirely. With 29 buttons on the page and 182 links, a large proportion of interactive controls are icon-based without any label that a screen reader can announce. The axe scan also confirmed a nested-interactive violation where a div with role='img' and an aria-label is placed inside a focusable parent in the first product feature tile, which can cause screen readers to skip or double-announce the element.

RECOMMENDED FIX

Add aria-label attributes to all 28 icon-only controls - be specific and action-oriented (e.g. 'Open navigation menu', not 'Menu'). For the nested interactive issue, restructure the first feature tile so the div with role='img' sits outside the focusable ancestor, or remove the role='img' from the inner div and rely on the parent's label alone. Run axe-core after the fix to confirm the nested-interactive violation is resolved.

WHY THIS MATTERS

WCAG 2.1 conformance failures are also a legal exposure in many jurisdictions, not just a UX preference.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Image and icon accessibility"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Add aria-label attributes to all 28 icon-only controls - be specific and action-oriented (e.g. 'Open navigation menu', not 'Menu'). For the nested interactive issue, restructure the first feature tile so the div with role='img' sits outside the focusable ancestor, or remove the role='img' from the inner div and rely on the parent's label alone. Run axe-core after the fix to confirm the nested-interactive violation is resolved.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Medium

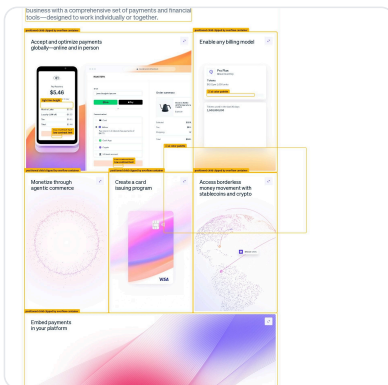
As a user of www.stripe.com, I want "Image and icon accessibility" fixed so that I experience less friction while using this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MAJOR Agent-actionable interactions

AIX · AI Experience & Agent Readiness



REFERENCED AREA, CAPTURED AT AUDIT TIME

WHAT WE FOUND

The primary CTAs ('Start now' and 'Contact sales') are real button elements with accessible names, so an agent can identify and click them. However, 28 icon-only controls have no accessible name at all (confirmed by verified_facts), and there is one confirmed axe violation for nested interactive elements inside a feature card - a div with role='img' containing interactive children. With 29 buttons and 182 links on a page with no form fields, a browsing or research agent will encounter a dense, ambiguous link graph where many controls lack enough context to be actioned with confidence.

RECOMMENDED FIX

Add aria-label attributes to all 28 icon-only controls immediately - the verified_facts script found these missing across navigation and feature tile expand/collapse controls. Fix the nested-interactive violation by moving the interactive element outside the role='img' container or restructuring the feature card so the clickable region is a sibling, not a child, of the image role. Review all icon buttons to ensure their labels describe the action, not just the icon shape.

WHY THIS MATTERS

The same structured, semantic markup that WCAG conformance requires for assistive technology is what AI agents and crawlers rely on to parse and act on a page correctly.

ACCEPTANCE CRITERIA

GIVEN an AI agent or search crawler accesses www.stripe.com

WHEN it processes the page content related to "Agent-actionable interactions"

THEN Add aria-label attributes to all 28 icon-only controls immediately - the verified_facts script found these missing across navigation and feature tile expand/collapse controls. Fix the nested-interactive violation by moving the interactive element outside the role='img' container or restructuring the feature card so the clickable region is a sibling, not a child, of the image role. Review all icon buttons to ensure their labels describe the action, not just the icon shape.

AND The implementation is verified with a structured data validator and AI readiness test

USER STORY

Effort: Medium

As a user of www.stripe.com, I want "Agent-actionable interactions" fixed so that I experience less friction while using this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MAJOR

System status visibility

MX · Visibility & Feedback

WHAT WE FOUND

The page itself loads quickly (LCP 340ms, zero CLS), which is excellent. However, there are 12 console errors and 20 network failures logged on load, including CORS-blocked CSS files from b.stripecdn.com. While these may not visibly break the rendered UI for most users, they indicate assets failing silently with no fallback or user-facing status signal. More critically, the page has 29 buttons but no interactive probes were able to test whether CTAs like 'Start now' or 'Contact sales' provide any loading or processing feedback after a click - a payment infrastructure homepage where primary CTAs give no click-state feedback is a real gap.

RECOMMENDED FIX

Add a visible loading state (spinner or button text change to 'Loading...') to all primary CTAs so users know their click registered. Separately, resolve the CORS configuration on b.stripecdn.com so CSS assets load without errors - while invisible to most users today, a failed asset is a silent failure that could degrade experience unpredictably.

WHY THIS MATTERS

Nielsen Norman Group's system-status-visibility heuristic is one of the most consistent predictors of perceived usability in their studies - users trust interfaces that keep them informed.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "System status visibility"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Add a visible loading state (spinner or button text change to 'Loading...') to all primary CTAs so users know their click registered. Separately, resolve the CORS configuration on b.stripecdn.com so CSS assets load without errors - while invisible to most users today, a failed asset is a silent failure that could degrade experience unpredictably.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Medium

As a user of www.stripe.com, I want "System status visibility" fixed so that I experience less friction while using this site.

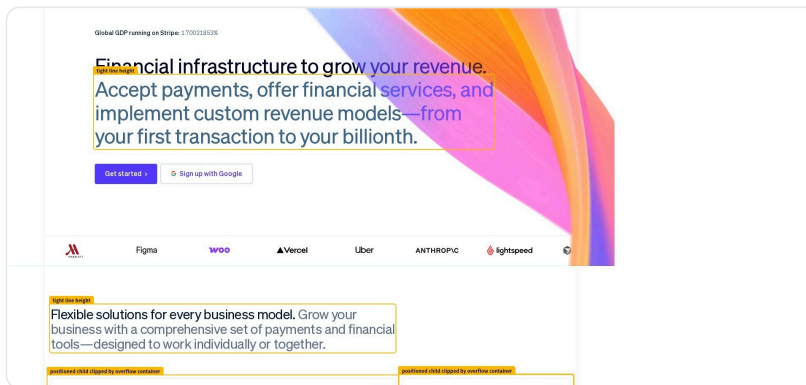
DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MAJOR

Anchoring & price framing

BX · Behavioural Design & Persuasion



REFERENCED AREA, CAPTURED AT AUDIT TIME

WHAT WE FOUND

Stripe's homepage is a product discovery page, not a pricing page, so a full good-better-best tier comparison isn't expected here. But there's a missed opportunity: the hero and product tiles give no price anchor at all - not even a 'starting from' figure or a cost-vs-alternative framing. The one concrete number visible in the product tile demo is '\$5.46' inside an animated checkout illustration, which is a transaction amount rather than a Stripe fee, so it offers no value-framing signal to a prospective customer evaluating cost. The Pricing nav link is the only path to any anchor, and it requires navigation away.

RECOMMENDED FIX

Add a lightweight pricing cue to the hero or the first CTA cluster - something like 'From 1.4% + 20p per transaction' or 'No monthly fees' would give first-time visitors a frame of reference without requiring a separate page visit. Even a 'See pricing' micro-link directly beneath the primary CTA would reduce the friction of value judgement.

WHY THIS MATTERS

Nielsen Norman Group's research on deceptive patterns finds that manipulative urgency and confirmshaming tactics erode long-term trust even when they lift short-term clicks.

ACCEPTANCE CRITERIA

GIVEN a user is on www.stripe.com and encounters a persuasion or conversion element related to "Anchoring & price framing"

WHEN they engage with pricing, urgency signals, social proof, or a commitment mechanism

THEN The element Add a lightweight pricing cue to the hero or the first CTA cluster - something like 'From 1.4% + 20p per transaction' or 'No monthly fees' would give first-time visitors a frame of reference without requiring a separate page visit. Even a 'See pricing' micro-link directly beneath the primary CTA would reduce the friction of value judgement.

AND No dark patterns are present: no fake urgency, no confirmshaming, no hidden costs, and user autonomy is preserved

USER STORY

Effort: Medium

As a user of www.stripe.com, I want "Anchoring & price framing" fixed so that I experience less friction while using this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MAJOR Machine-readable content structure

AIX · AI Experience & Agent Readiness

WHAT WE FOUND

The page has the bones of good structure - a proper heading hierarchy (h1 through h4 with no skipped levels), JSON-LD blocks covering WebSite, Organisation, Person, and related types, and a viewport meta tag in place. But the actual HTML is overwhelmingly div-based: 1,039 divs against only 23 semantic elements, a ratio of 2.2%, which means the vast majority of the page's content regions, feature cards, and interactive panels carry no inherent structural meaning for a crawler reading the DOM directly.

RECOMMENDED FIX

Replace the outermost wrapper divs for distinct content regions (feature cards, customer story panels, statistics section, testimonial blocks) with the appropriate semantic elements: section with an aria-label, article for standalone stories, aside for supplementary content. Each feature tile in the product grid is a natural candidate for an article or section element. This won't change the visual output but will let a crawler identify content boundaries without guessing.

WHY THIS MATTERS

The same structured, semantic markup that WCAG conformance requires for assistive technology is what AI agents and crawlers rely on to parse and act on a page correctly.

ACCEPTANCE CRITERIA

GIVEN an AI agent or search crawler accesses www.stripe.com

WHEN it processes the page content related to "Machine-readable content structure"

THEN Replace the outermost wrapper divs for distinct content regions (feature cards, customer story panels, statistics section, testimonial blocks) with the appropriate semantic elements: section with an aria-label, article for standalone stories, aside for supplementary content. Each feature tile in the product grid is a natural candidate for an article or section element. This won't change the visual output but will let a crawler identify content boundaries without guessing.

AND The implementation is verified with a structured data validator and AI readiness test

USER STORY

Effort: Medium

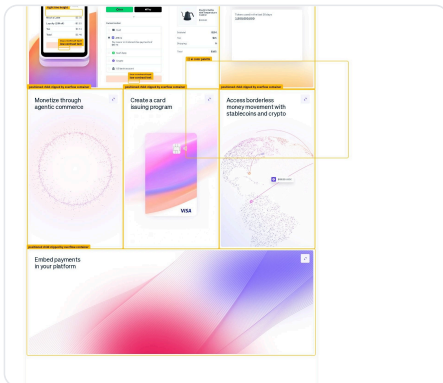
As a user of www.stripe.com, I want "Machine-readable content structure" fixed so that I experience less friction while using this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MAJOR Interactive element affordance

MX · Visibility & Feedback



REFERENCED AREA, CAPTURED AT AUDIT TIME

WHAT WE FOUND

The primary CTAs ('Get started' in purple and 'Sign up with Google') are visually distinct and clearly button-like, which is good. The problem is with the product feature tiles in the grid below the hero - six panels labelled 'Accept and optimize payments', 'Enable any billing model', 'Monetize through agentic commerce', etc. are all interactive (they appear in the ctaButtons list and have expand/navigate behaviour) but visually they look like static content cards. There is no consistent button label, arrow, or hover affordance visible that signals 'click me'. The verified_facts also confirm 31 interactive elements are missing focus indicators, including 'Accept and optimize payments globally', 'Enable any billing model', and 'Monetize through agentic commerce' - exactly these tiles.

RECOMMENDED FIX

Add a visible interactive cue to each feature tile - a small arrow icon, an underline on the heading, or a hover border/background shift is enough. Ensure all tiles receive a visible :focus-visible outline so keyboard users can tell these are navigable. The 31 missing focus indicators flagged by the script need a global fix across the CTA set.

WHY THIS MATTERS

Nielsen Norman Group's system-status-visibility heuristic is one of the most consistent predictors of perceived usability in their studies - users trust interfaces that keep them informed.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Interactive element affordance"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Add a visible interactive cue to each feature tile - a small arrow icon, an underline on the heading, or a hover border/background shift is enough. Ensure all tiles receive a visible :focus-visible outline so keyboard users can tell these are navigable. The 31 missing focus indicators flagged by the script need a global fix across the CTA set.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Medium

As a user of www.stripe.com, I want "Interactive element affordance" fixed so that I experience less friction while using this site.

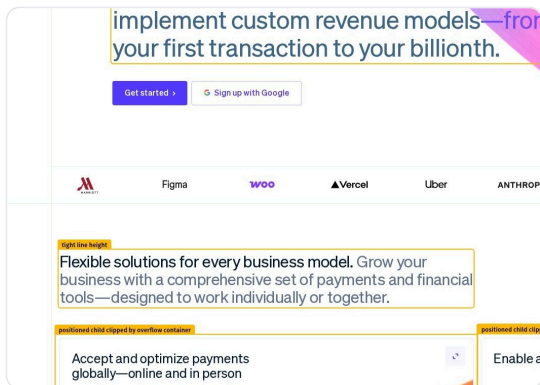
DEFINITION OF DONE

☐ Fix implemented as specified

☐ QA passed on desktop + mobile

MAJOR Cognitive fluency & uncertainty reduction

BX · Behavioural Design & Persuasion



REFERENCED AREA, CAPTURED AT AUDIT TIME

WHAT WE FOUND

The hero headline is specific and benefit-led ('Financial infrastructure to grow your revenue'), which is good. But the two CTAs - 'Get started' and 'Sign up with Google' - give no indication of what happens next: is this a free trial, a paid account, a sandbox environment? There's no commitment-level signal ('free forever', 'free trial', 'no card needed') and no visible risk-reducer adjacent to either button. For a product that handles money, this is a meaningful gap: potential customers who are not already sold on Stripe will hesitate because they don't know what they're committing to by clicking.

WHY THIS MATTERS

Baymard Institute finds that fake scarcity and countdown timers, once a user recognises them as inauthentic, actively damage the site's perceived trustworthiness.

RECOMMENDED FIX

Place a short risk-reducer line directly beneath the CTA pair - 'No credit card required' or 'Free to explore, pay only when you go live' would address the two most common hesitations (cost and commitment). If there is a free tier or sandbox, name it explicitly in the CTA label: 'Start for free' is more fluency-friendly than 'Get started'.

ACCEPTANCE CRITERIA

GIVEN a user is on www.stripe.com and encounters a persuasion or conversion element related to "Cognitive fluency & uncertainty reduction"

WHEN they engage with pricing, urgency signals, social proof, or a commitment mechanism

THEN The element must Place a short risk-reducer line directly beneath the CTA pair - 'No credit card required' or 'Free to explore, pay only when you go live' would address the two most common hesitations (cost and commitment). If there is a free tier or sandbox, name it explicitly in the CTA label: 'Start for free' is more fluency-friendly than 'Get started'.

AND No dark patterns are present: no fake urgency, no confirmshaming, no hidden costs, and user autonomy is preserved

USER STORY

Effort: Medium

As a user of www.stripe.com, I want "Cognitive fluency & uncertainty reduction" fixed so that I experience less friction while using this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

NOTES: MAJOR FINDINGS

MINOR FINDINGS

MINOR

Commitment, momentum & endowed progress

BX · Behavioural Design & Persuasion

WHAT WE FOUND

The homepage itself has no multi-step flow, so endowed-progress mechanics don't apply here. What does matter is how well the page primes commitment before handing off to signup. The 'Get started' CTA creates a low-threshold first step, and 'Sign up with Google' offers a near-zero-effort entry - both of which reduce the initial commitment cost effectively. There's no visible signal about what happens immediately after clicking (e.g. 'No credit card required', 'Live in minutes'), which leaves a small gap in momentum at the handoff point.

RECOMMENDED FIX

Add a one-line reassurance directly beneath the hero CTAs - something like 'No credit card required to get started' or 'Your first transaction live in minutes'. This bridges the commitment gap between the homepage and the signup flow without requiring any structural change.

WHY THIS MATTERS

Nielsen Norman Group's research on deceptive patterns finds that manipulative urgency and confirmshaming tactics erode long-term trust even when they lift short-term clicks.

ACCEPTANCE CRITERIA

GIVEN a user is on www.stripe.com and encounters a persuasion or conversion element related to "Commitment, momentum & endowed progress"

WHEN they engage with pricing, urgency signals, social proof, or a commitment mechanism

THEN The element Add a one-line reassurance directly beneath the hero CTAs - something like 'No credit card required to get started' or 'Your first transaction live in minutes'. This bridges the commitment gap between the homepage and the signup flow without requiring any structural change.

AND No dark patterns are present: no fake urgency, no confirmshaming, no hidden costs, and user autonomy is preserved

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Commitment, momentum & endowed progress" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

AI compliance and disclosure readiness

AIX · AI Experience & Agent Readiness

WHAT WE FOUND

Stripe promotes 'Monetize through agentic commerce' as a headline product feature, positioning themselves as infrastructure for AI agents - which makes the absence of any visible AI-use or AI-training data policy on the homepage more noticeable than it would be for a typical site. There is no chatbot or AI-generated content on this page that would require an in-page disclosure, so that specific risk does not apply here. However, there is no link to an AI data policy, AI training opt-out, or automated decision-making disclosure reachable from the page footer.

RECOMMENDED FIX

Add a link in the site footer to a published AI and data-use policy that covers whether customer data is used for model training and how automated decisions (fraud scoring, risk assessment) work. Given that Stripe is actively marketing agentic commerce features, proactively publishing and linking this policy from the homepage footer would be good practice ahead of expected EU AI Act obligations.

WHY THIS MATTERS

The same structured, semantic markup that WCAG conformance requires for assistive technology is what AI agents and crawlers rely on to parse and act on a page correctly.

ACCEPTANCE CRITERIA

GIVEN an AI agent or search crawler accesses www.stripe.com

WHEN it processes the page content related to "AI compliance and disclosure readiness"

THEN Add a link in the site footer to a published AI and data-use policy that covers whether customer data is used for model training and how automated decisions (fraud scoring, risk assessment) work. Given that Stripe is actively marketing agentic commerce features, proactively publishing and linking this policy from the homepage footer would be good practice ahead of expected EU AI Act obligations.

AND The implementation is verified with a structured data validator and AI readiness test

USER STORY

Effort: Small

As a user of www.stripe.com, I want "AI compliance and disclosure readiness" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Current location & navigation context

MX · Visibility & Feedback

WHAT WE FOUND

This is the homepage, so there is no 'deep page' problem to solve here - but the nav items (Products, Solutions, Developers, Resources, Pricing) show no active or highlighted state for the current page. On a homepage this is low impact, but the nav gives no signal that the user is at the root of the site rather than any other section. The page title 'Stripe | Financial Infrastructure to Grow Your Revenue' is descriptive and matches the H1, which is a solid foundation.

RECOMMENDED FIX

Add a subtle active indicator (underline, colour change, or font-weight shift) to the homepage nav item or Stripe logo to confirm to keyboard and screen-reader users in particular that they are at the top-level page. This also sets the pattern correctly for all child pages.

WHY THIS MATTERS

Baymard Institute's usability testing repeatedly finds that unclear system feedback, such as after an add-to-cart or form submission, is among the most common sources of user hesitation and repeated actions.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Current location & navigation context"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Add a subtle active indicator (underline, colour change, or font-weight shift) to the homepage nav item or Stripe logo to confirm to keyboard and screen-reader users in particular that they are at the top-level page. This also sets the pattern correctly for all child pages.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Current location & navigation context" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Choice and decision overload

MX · Cognitive Load & Efficiency

WHAT WE FOUND

The top navigation has five mega-menu items (Products, Solutions, Developers, Resources, Pricing) plus Sign in and two CTAs, which is on the acceptable side of Hick's Law. The homepage itself, however, presents six product feature tiles simultaneously with no recommended starting point, and the 'Powering businesses of all sizes' section immediately below layers enterprise, startup, and SMB paths at the same visual level, forcing visitors to self-identify before they've been given enough context to do so comfortably.

RECOMMENDED FIX

Introduce a brief orientating question or segmentation nudge near the top of the feature grid - something like 'What are you building?' with three distinct paths - so visitors can filter the decision space before encountering all six tiles at once.

WHY THIS MATTERS

Nielsen Norman Group's research on minimalist design finds that every unnecessary element competes for attention and measurably slows task completion.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Choice and decision overload"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Introduce a brief orientating question or segmentation nudge near the top of the feature grid - something like 'What are you building?' with three distinct paths - so visitors can filter the decision space before encountering all six tiles at once.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Choice and decision overload" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Colour-independent communication

MX · Accessibility & Inclusivity

WHAT WE FOUND

The page does not rely heavily on colour alone for critical state communication - there are no error states, required-field markers, or status indicators on this page since it has no forms. That said, the product feature tiles use coloured border highlights (visible in the screenshot as yellow/orange outlines around selected tiles) to indicate an active or expanded state, with no accompanying icon or text label to distinguish the selected from unselected state for colour-blind users.

RECOMMENDED FIX

Add a secondary visual cue to the selected tile state beyond the coloured border - a checkmark icon, a 'selected' text label, a change in the tile's background pattern, or a bold heading would all work. This ensures users with deuteranopia or similar conditions can still identify which tile is active.

WHY THIS MATTERS

WCAG 2.1 conformance failures are also a legal exposure in many jurisdictions, not just a UX preference.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Colour-independent communication"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Add a secondary visual cue to the selected tile state beyond the coloured border - a checkmark icon, a 'selected' text label, a change in the tile's background pattern, or a bold heading would all work. This ensures users with deuteranopia or similar conditions can still identify which tile is active.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Colour-independent communication" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Choice architecture & sensible defaults

BX · Behavioural Design & Persuasion

WHAT WE FOUND

The homepage presents six product capability tiles (payments, billing, agentic commerce, card issuing, stablecoins/crypto, embedded payments) with no recommended starting point or hierarchy signal beyond the visual size of the first tile. For a developer or startup arriving for the first time, the choice is genuinely wide and there is no 'most people start here' cue. The two hero CTAs ('Get started' and 'Sign up with Google') are sensibly differentiated - one for new signups, one for frictionless Google auth - which is good default architecture at the conversion step itself. No pre-checked boxes or manipulative defaults were found (confirmed by `bx_signals.preCheckedCount = 0`).

RECOMMENDED FIX

Add a brief segment-selector or a 'Not sure where to start?' prompt near the top of the product tile grid, or flag the most common entry-point tile (Payments) with a 'Most popular' or 'Start here' badge. This reduces cognitive load for undecided visitors without removing options for those who know what they want.

WHY THIS MATTERS

Baymard Institute finds that fake scarcity and countdown timers, once a user recognises them as inauthentic, actively damage the site's perceived trustworthiness.

ACCEPTANCE CRITERIA

GIVEN a user is on `www.stripe.com` and encounters a persuasion or conversion element related to "Choice architecture & sensible defaults"

WHEN they engage with pricing, urgency signals, social proof, or a commitment mechanism

THEN The element Add a brief segment-selector or a 'Not sure where to start?' prompt near the top of the product tile grid, or flag the most common entry-point tile (Payments) with a 'Most popular' or 'Start here' badge. This reduces cognitive load for undecided visitors without removing options for those who know what they want.

AND No dark patterns are present: no fake urgency, no confirmshaming, no hidden costs, and user autonomy is preserved

USER STORY

Effort: Small

As a user of `www.stripe.com`, I want "Choice architecture & sensible defaults" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Factual groundedness and AI citation readiness

AIX · AI Experience & Agent Readiness

WHAT WE FOUND

The key statistics Stripe uses as proof points - 135+ companies, \$1.9T volume, 99.999% uptime, 200M+ subscriptions - are rendered as plain text in the DOM and are therefore extractable by an AI answer engine. Pricing is referenced in the product UI animations but the actual pricing page is linked rather than summarised here, which means a voice assistant asking 'how much does Stripe charge?' will not find an answer on this page. There is no date or 'last updated' metadata anywhere visible.

RECOMMENDED FIX

Add a brief, plain-text pricing summary to the homepage - even a single sentence like 'Stripe charges 1.5% + 25p per successful card transaction in the UK; see pricing page for full details' gives AI crawlers a citable, extractable answer to the most common pre-signup question. Add a visible or machine-readable last-updated date to the statistics block so crawlers can assess freshness.

WHY THIS MATTERS

Sites without clear structured data or crawlable content risk being misread or skipped entirely by AI-driven search and agent tools, the same way they'd be inaccessible to a screen reader.

ACCEPTANCE CRITERIA

GIVEN an AI agent or search crawler accesses www.stripe.com

WHEN it processes the page content related to "Factual groundedness and AI citation readiness"

THEN Add a brief, plain-text pricing summary to the homepage - even a single sentence like 'Stripe charges 1.5% + 25p per successful card transaction in the UK; see pricing page for full details' gives AI crawlers a citable, extractable answer to the most common pre-signup question. Add a visible or machine-readable last-updated date to the statistics block so crawlers can assess freshness.

AND The implementation is verified with a structured data validator and AI readiness test

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Factual groundedness and AI citation readiness" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Page density and visual noise

MX · Cognitive Load & Efficiency

WHAT WE FOUND

The page is ambitious in scope - covering payments, billing, card issuing, stablecoins, embedded finance, enterprise case studies, startup resources, and a Stripe Sessions event banner all on a single homepage. Each individual section is well spaced, but the sheer scroll depth means the page asks a lot of a visitor trying to orient quickly. The animated product demo in the hero tile ('Accept and optimize payments') is rich and useful, but two or three other tiles also appear to carry motion, which competes for attention when multiple things are moving at once.

RECOMMENDED FIX

Consider whether the Stripe Sessions event banner (a time-bounded promotional item) belongs on the homepage or would be better served as a dismissible notification bar. Audit the tile animations to ensure no more than one plays at a time when the page first loads.

WHY THIS MATTERS

Baymard Institute finds that excessive choice and cluttered layouts are strongly correlated with higher abandonment on task-critical pages.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Page density and visual noise"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Consider whether the Stripe Sessions event banner (a time-bounded promotional item) belongs on the homepage or would be better served as a dismissible notification bar. Audit the tile animations to ensure no more than one plays at a time when the page first loads.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Page density and visual noise" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Navigation freedom and wayfinding

MX · Control & Freedom

WHAT WE FOUND

The top navigation is persistent and well-structured, with Products, Solutions, Developers, Resources, and Pricing clearly labelled - users can jump around freely from anywhere on the page. The Stripe logo links back to the homepage as expected. The bigger issue is that the page has 182 links and a very dense scroll journey, but no in-page anchor navigation or jump-to-section controls to help users who arrive knowing what they want (e.g. 'show me the enterprise section'). On a page this long, that absence adds real friction for goal-directed visitors.

RECOMMENDED FIX

Add a sticky secondary navigation or tab bar below the main nav that links to the key page sections ('Payments', 'Billing', 'Platforms', 'Enterprise', 'For startups'). This lets goal-directed users skip directly to the relevant section rather than scrolling through the full canvas. A 'Back to top' button appearing after significant scroll would also help.

WHY THIS MATTERS

Baymard Institute finds that users who can't easily exit or reverse a flow are significantly more likely to abandon it than to search for a way out.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Navigation freedom and wayfinding"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Add a sticky secondary navigation or tab bar below the main nav that links to the key page sections ('Payments', 'Billing', 'Platforms', 'Enterprise', 'For startups'). This lets goal-directed users skip directly to the relevant section rather than scrolling through the full canvas. A 'Back to top' button appearing after significant scroll would also help.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Navigation freedom and wayfinding" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Social proof at the decision point

BX · Behavioural Design & Persuasion

WHAT WE FOUND

Stripe does a good job with social proof in aggregate - there are recognisable enterprise logos (Hertz, URBN, Instacart, Le Monde), specific revenue figures ('\$5 billion in online and in-store revenue'), and a stat block showing '135+ countries', '\$1.9T payments volume', '99.999% uptime', and '200M+ active subscriptions'. The problem is positioning: all of this lands well below the fold, after the hero and the entire product grid. At the point where a visitor is reading the hero CTA ('Get started' / 'Sign up with Google'), there is no social proof at all - not a single logo, stat, or quote.

RECOMMENDED FIX

Move at least one trust signal - the logo bar (currently visible just below the hero in the screenshot) or the stat block - so it sits within the hero section itself, directly beneath the two CTAs. The logo strip is already close; anchoring it visually to the CTA row rather than below a section break would put credibility exactly where the decision happens.

WHY THIS MATTERS

Baymard Institute finds that fake scarcity and countdown timers, once a user recognises them as inauthentic, actively damage the site's perceived trustworthiness.

ACCEPTANCE CRITERIA

GIVEN a user is on www.stripe.com and encounters a persuasion or conversion element related to "Social proof at the decision point"

WHEN they engage with pricing, urgency signals, social proof, or a commitment mechanism

THEN The element must Move at least one trust signal - the logo bar (currently visible just below the hero in the screenshot) or the stat block - so it sits within the hero section itself, directly beneath the two CTAs. The logo strip is already close; anchoring it visually to the CTA row rather than below a section break would put credibility exactly where the decision happens.

AND No dark patterns are present: no fake urgency, no confirmshaming, no hidden costs, and user autonomy is preserved

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Social proof at the decision point" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Notification and alert clarity

MX · Visibility & Feedback

WHAT WE FOUND

There is one ARIA alert role present in the accessibility tree, but it is not immediately visible or obvious in the screenshot - it may be a screen-reader-only announcement or a conditionally shown element. The homepage itself does not display notification banners or alert messages during the normal load flow, which is appropriate. The concern is that with 12 console errors and failed network requests, there is no user-facing signal if a component silently fails to load - a user who lands on a broken version of a tile would see nothing to indicate the problem.

RECOMMENDED FIX

Ensure any dynamic content sections (product demo tiles, customer story carousels) have a graceful fallback state visible to the user if their content fails to load, rather than rendering as a blank space. Audit what triggers the existing ARIA alert role and confirm it has a descriptive, actionable message if it ever fires visibly.

WHY THIS MATTERS

Baymard Institute's usability testing repeatedly finds that unclear system feedback, such as after an add-to-cart or form submission, is among the most common sources of user hesitation and repeated actions.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Notification and alert clarity"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Ensure any dynamic content sections (product demo tiles, customer story carousels) have a graceful fallback state visible to the user if their content fails to load, rather than rendering as a blank space. Audit what triggers the existing ARIA alert role and confirm it has a descriptive, actionable message if it ever fires visibly.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Notification and alert clarity" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Interaction pattern consistency

MX

· Consistency & Standards

WHAT WE FOUND

The six product feature cards in the solutions grid are interactive - each has an expand arrow in the top-right corner - but the interaction pattern is not self-evidently consistent across the full page. The customer story rows (Hertz, URBN, Instacart, Le Monde) use a different expand pattern with a toggle, and the tab-style selector visible in the enterprise section uses yet another pattern. None of these are broken, but a user who clicks one card expecting all cards to behave identically may find the variety slightly surprising.

RECOMMENDED FIX

Document and codify the three expand/reveal patterns into the design system so each pattern is clearly tied to a specific content type. Add a visible hover state to the feature cards so users can immediately tell which elements are interactive before clicking.

WHY THIS MATTERS

Baymard Institute's cross-site research finds that inconsistent labelling and layout patterns measurably slow task completion, even when each individual pattern is understandable on its own.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Interaction pattern consistency"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Document and codify the three expand/reveal patterns into the design system so each pattern is clearly tied to a specific content type. Add a visible hover state to the feature cards so users can immediately tell which elements are interactive before clicking.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Interaction pattern consistency" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Information hierarchy and scannability

MX · Cognitive Load & Efficiency

WHAT WE FOUND

The heading structure is technically sound (H1 > H2 > H3 > H4 with no skipped levels), and Stripe does a good job leading with the value proposition. That said, the product feature grid below the fold packs six H3 tiles at equal visual weight with no clear signal of which matter most to a first-time visitor, and the social proof section with 135+, \$1.9T, 99.999%, and 200M+ stats sits over a low-contrast purple background that makes the supporting labels hard to read (confirmed failing WCAG at 3.44:1 against a 4.5:1 requirement).

RECOMMENDED FIX

Add a visual weight signal to the most-used product tiles (e.g. a slightly larger card or a 'Most popular' label) so first-time visitors can orient quickly. Increase the contrast of the stat descriptor labels in the 'backbone of global commerce' section to at least 4.5:1.

WHY THIS MATTERS

Baymard Institute finds that excessive choice and cluttered layouts are strongly correlated with higher abandonment on task-critical pages.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Information hierarchy and scannability"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Add a visual weight signal to the most-used product tiles (e.g. a slightly larger card or a 'Most popular' label) so first-time visitors can orient quickly. Increase the contrast of the stat descriptor labels in the 'backbone of global commerce' section to at least 4.5:1.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Information hierarchy and scannability" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Text sizing and readability

MX · Accessibility & Inclusivity

WHAT WE FOUND

Body text across the page appears to be set at a comfortable size - the marketing copy and customer case-study excerpts look to be at or above 16px. Line heights in the main content blocks look adequate from the screenshot. The main concern is in the dense social proof stats section, where the supporting label text under each large number ('in payments volume processed in 2025', etc.) renders very small and at low contrast, making it hard to read even for users without visual impairment. The stat label text appears closer to 12-13px based on proportion to surrounding elements.

RECOMMENDED FIX

Increase the stat label text in the 'backbone of global commerce' section to at least 14px, and ideally 16px. Pair this with the contrast fix from acc_01 - the combination of small size and low contrast makes these labels the hardest text to read on the entire page.

WHY THIS MATTERS

WebAIM's annual accessibility analysis consistently finds contrast, alt-text, and labelling failures like this on the large majority of home pages it scans - this is a common gap, not an edge case.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Text sizing and readability"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Increase the stat label text in the 'backbone of global commerce' section to at least 14px, and ideally 16px. Pair this with the contrast fix from acc_01 - the combination of small size and low contrast makes these labels the hardest text to read on the entire page.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Text sizing and readability" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

CTA hierarchy and clarity

MX

· Conversion Architecture

WHAT WE FOUND

The hero has two CTAs - 'Get started' (filled, purple) and 'Sign up with Google' (outlined) - which is a reasonable primary/secondary split. However, 'Get started' is vague about what happens next: does the user land on a pricing page, a sign-up form, or something else? Users who are not yet sure they want Stripe have no cost or commitment signal next to the CTA. The 'Contact sales' CTA in the nav also competes at the same visual weight as 'Start now' on mobile, muddying the hierarchy.

RECOMMENDED FIX

Update the primary CTA copy to something outcome-specific such as 'Start for free' or 'Create your account' so users know what clicking means. Add a micro-line beneath the button ('No credit card required' or 'Free to get started') to reduce hesitation. On mobile, ensure 'Contact sales' is visually subordinate to the primary sign-up action.

WHY THIS MATTERS

Nielsen Norman Group's usability testing finds that unclear CTA hierarchy is among the most common causes of task abandonment.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "CTA hierarchy and clarity"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Update the primary CTA copy to something outcome-specific such as 'Start for free' or 'Create your account' so users know what clicking means. Add a micro-line beneath the button ('No credit card required' or 'Free to get started') to reduce hesitation. On mobile, ensure 'Contact sales' is visually subordinate to the primary sign-up action.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "CTA hierarchy and clarity" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Escape hatches and back navigation

MX · Control & Freedom

WHAT WE FOUND

The main navigation mega-menu has a visible 'Back' button in the page context nav items, which is a good escape hatch for users who open a product category panel and want to return. However, the product feature tiles in the solutions grid (Accept payments, Enable billing, Monetize through agentic commerce, etc.) appear to be interactive cards that expand or animate in place - and it is not obvious from the screenshot whether an expanded state has a clear close or collapse control. The absence of visible X or close affordances on those tiles is a mild concern.

RECOMMENDED FIX

Audit each interactive feature tile to confirm any expanded or focused state shows a clear close or collapse control. If tiles open a lightbox or overlay, add a visible close button and ensure pressing Escape dismisses it. The existing 'Back' nav control is good - keep it.

WHY THIS MATTERS

Nielsen Norman Group's user-control-and-freedom heuristic identifies missing undo or back paths as a leading cause of frustration and task abandonment.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Escape hatches and back navigation"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Audit each interactive feature tile to confirm any expanded or focused state shows a clear close or collapse control. If tiles open a lightbox or overlay, add a visible close button and ensure pressing Escape dismisses it. The existing 'Back' nav control is good - keep it.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Escape hatches and back navigation" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Visual design consistency

MX · Consistency & Standards

WHAT WE FOUND

The overall visual design is coherent and recognisably Stripe - consistent use of the brand's purple/indigo palette, clean sans-serif typography, and a shared card grid system throughout the page. The main inconsistency worth noting is in the product feature cards: the six solution tiles in the upper grid use a bordered card style with interactive expand arrows, while the 'Embed payments in your platform' tile below them is noticeably larger and spans the full width, breaking the visual rhythm without a clear design rationale visible in the screenshot.

RECOMMENDED FIX

Review the bottom tile in the solutions grid to confirm its larger treatment is intentional and signals a hierarchy difference. If it is not a deliberate emphasis choice, bring it into the same card dimensions as its siblings to maintain grid consistency.

WHY THIS MATTERS

Nielsen Norman Group's consistency heuristic shows that inconsistent UI patterns force users to re-learn the interface at every step, increasing cognitive load and error rate.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Visual design consistency"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Review the bottom tile in the solutions grid to confirm its larger treatment is intentional and signals a hierarchy difference. If it is not a deliberate emphasis choice, bring it into the same card dimensions as its siblings to maintain grid consistency.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Visual design consistency" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Labelling clarity

MX

· Cognitive Load & Efficiency

WHAT WE FOUND

Most labels are clear and outcome-oriented. 'Start now' is slightly weaker than it could be - 'Create your account' or 'Get started for free' tells the user what happens next, whereas 'Start now' is vague about whether they're starting a trial, a registration, or something else. 'Contact sales' is unambiguous. The feature tile label 'Monetize through agentic commerce' uses the internal Stripe term 'agentic commerce' that a non-developer visitor may not immediately recognise.

RECOMMENDED FIX

Rewrite 'Start now' to something like 'Create your account' to set clearer expectations. Add a brief descriptor beneath 'Monetize through agentic commerce' that explains the concept in plain language for non-technical visitors, similar to how the other tiles have a subtitle.

WHY THIS MATTERS

Nielsen Norman Group's research on minimalist design finds that every unnecessary element competes for attention and measurably slows task completion.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Labelling clarity"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Rewrite 'Start now' to something like 'Create your account' to set clearer expectations. Add a brief descriptor beneath 'Monetize through agentic commerce' that explains the concept in plain language for non-technical visitors, similar to how the other tiles have a subtitle.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Labelling clarity" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

MINOR

Value proposition clarity

MX · Conversion Architecture

WHAT WE FOUND

The H1 - 'Financial infrastructure to grow your revenue. Accept payments, offer financial services, and implement custom revenue models - from your first transaction to your billionth' - answers 'what is it' adequately but is genuinely long for a hero headline. It takes more than a glance to parse. 'Who is it for' is implicit (businesses that take payments) but never stated, which means a first-time visitor from a non-payments background may not immediately self-qualify. The animated product UI in the hero is a real strength: it shows a live checkout, billing meter, and card UI, giving concrete visual evidence of what the product does. The 'next step' is clear via the CTAs.

RECOMMENDED FIX

Tighten the hero headline to a single punchy statement (the first sentence alone - 'Financial infrastructure to grow your revenue' - works better on its own). Move the specifics about payments, financial services, and revenue models into the subheadline. Consider adding a brief 'For startups to enterprises' or equivalent qualifier so new visitors self-identify faster.

WHY THIS MATTERS

Nielsen Norman Group's usability testing finds that unclear CTA hierarchy is among the most common causes of task abandonment.

ACCEPTANCE CRITERIA

GIVEN a user is visiting www.stripe.com and reaches a point involving "Value proposition clarity"

WHEN they attempt to use, navigate, or interact with the relevant element or flow

THEN Tighten the hero headline to a single punchy statement (the first sentence alone - 'Financial infrastructure to grow your revenue' - works better on its own). Move the specifics about payments, financial services, and revenue models into the subheadline. Consider adding a brief 'For startups to enterprises' or equivalent qualifier so new visitors self-identify faster.

AND The fix is verified before this item is marked complete

USER STORY

Effort: Small

As a user of www.stripe.com, I want "Value proposition clarity" fixed so that I get a more polished experience on this site.

DEFINITION OF DONE

- ☐ Fix implemented as specified
- ☐ QA passed on desktop + mobile

NOTES: MINOR FINDINGS

DEVELOPER CHECKLIST

PRINT THIS PAGE AND TICK OFF EACH FIX AS IT SHIPS

Critical items block users or destroy trust - fix first. Major items create real friction - fix next. Minor items are lower priority - fix as capacity allows.

CRITICAL - FIX FIRST

- ☐ **Focus indicators** Accessibility & Inclusivity
Remove any CSS rule that sets 'outline: none' or 'outline: 0' on interactive elements without a replacement. Add a :focu...
- ☐ **Colour contrast compliance** Accessibility & Inclusivity
Darken the hero headline text or add a semi-transparent overlay behind it to lift the contrast ratio to at least 3:1. Fo...

MAJOR - FIX NEXT

- ☐ **Error message quality** Error Prevention & Recovery
Resolve the CORS misconfiguration on the stripecdn.com CDN so marketing stylesheets load correctly. For the r.stripe.com...
- ☐ **Conversational and voice-query compatibility** AI Experience & Agent Readiness
Add a short FAQ section to the homepage - six to eight questions covering pricing, supported countries, integration effo...
- ☐ **Icon usage consistency** Consistency & Standards
Add aria-label attributes to every icon-only interactive control. Where space permits (especially on desktop breakpoints...
- ☐ **Image and icon accessibility** Accessibility & Inclusivity
Add aria-label attributes to all 28 icon-only controls - be specific and action-oriented (e.g. 'Open navigation menu', n...
- ☐ **Agent-actionable interactions** AI Experience & Agent Readiness
Add aria-label attributes to all 28 icon-only controls immediately - the verified_facts script found these missing across...
- ☐ **System status visibility** Visibility & Feedback
Add a visible loading state (spinner or button text change to 'Loading...') to all primary CTAs so users know their clic...
- ☐ **Anchoring & price framing** Behavioural Design & Persuasion
Add a lightweight pricing cue to the hero or the first CTA cluster - something like 'From 1.4% + 20p per transaction' or...
- ☐ **Machine-readable content structure** AI Experience & Agent Readiness
Replace the outermost wrapper divs for distinct content regions (feature cards, customer story panels, statistics sectio...
- ☐ **Interactive element affordance** Visibility & Feedback
Add a visible interactive cue to each feature tile - a small arrow icon, an underline on the heading, or a hover border/...
- ☐ **Cognitive fluency & uncertainty reduction** Behavioural Design & Persuasion
Place a short risk-reducer line directly beneath the CTA pair - 'No credit card required' or 'Free to explore, pay only ...

MINOR - WHEN CAPACITY ALLOWS

- ☐ **Commitment, momentum & endowed progress** Behavioural Design & Persuasion
Add a one-line reassurance directly beneath the hero CTAs - something like 'No credit card required to get started' or '...
- ☐ **AI compliance and disclosure readiness** AI Experience & Agent Readiness
Add a link in the site footer to a published AI and data-use policy that covers whether customer data is used for model ...
- ☐ **Current location & navigation context** Visibility & Feedback
Add a subtle active indicator (underline, colour change, or font-weight shift) to the homepage nav item or Stripe logo t...
- ☐ **Choice and decision overload** Cognitive Load & Efficiency

Introduce a brief orientating question or segmentation nudge near the top of the feature grid - something like 'What are...

- | | | |
|--------------------------|--|---------------------------------|
| ☐ | Colour-independent communication
Add a secondary visual cue to the selected tile state beyond the coloured border - a checkmark icon, a 'selected' text l... | Accessibility & Inclusivity |
| ☐ | Choice architecture & sensible defaults
Add a brief segment-selector or a 'Not sure where to start?' prompt near the top of the product tile grid, or flag the m... | Behavioural Design & Persuasion |
| ☐ | Factual groundedness and AI citation readiness
Add a brief, plain-text pricing summary to the homepage - even a single sentence like 'Stripe charges 1.5% + 25p per suc... | AI Experience & Agent Readiness |
| ☐ | Page density and visual noise
Consider whether the Stripe Sessions event banner (a time-bounded promotional item) belongs on the homepage or would be ... | Cognitive Load & Efficiency |
| ☐ | Navigation freedom and wayfinding
Add a sticky secondary navigation or tab bar below the main nav that links to the key page sections ('Payments', 'Billin... | Control & Freedom |
| ☐ | Social proof at the decision point
Move at least one trust signal - the logo bar (currently visible just below the hero in the screenshot) or the stat bloc... | Behavioural Design & Persuasion |
| ☐ | Notification and alert clarity
Ensure any dynamic content sections (product demo tiles, customer story carousels) have a graceful fallback state visibl... | Visibility & Feedback |
| ☐ | Interaction pattern consistency
Document and codify the three expand/reveal patterns into the design system so each pattern is clearly tied to a specifi... | Consistency & Standards |
| ☐ | Information hierarchy and scannability
Add a visual weight signal to the most-used product tiles (e.g. a slightly larger card or a 'Most popular' label) so fir... | Cognitive Load & Efficiency |
| ☐ | Text sizing and readability
Increase the stat label text in the 'backbone of global commerce' section to at least 14px, and ideally 16px. Pair this ... | Accessibility & Inclusivity |
| ☐ | CTA hierarchy and clarity
Update the primary CTA copy to something outcome-specific such as 'Start for free' or 'Create your account' so users kno... | Conversion Architecture |
| ☐ | Escape hatches and back navigation
Audit each interactive feature tile to confirm any expanded or focused state shows a clear close or collapse control. If... | Control & Freedom |
| ☐ | Visual design consistency
Review the bottom tile in the solutions grid to confirm its larger treatment is intentional and signals a hierarchy diff... | Consistency & Standards |
| ☐ | Labelling clarity
Rewrite 'Start now' to something like 'Create your account' to set clearer expectations. Add a brief descriptor beneath ... | Cognitive Load & Efficiency |
| ☐ | Value proposition clarity
Tighten the hero headline to a single punchy statement (the first sentence alone - 'Financial infrastructure to grow you... | Conversion Architecture |

NOTES: DEVELOPER CHECKLIST

METHODOLOGY

Evaluated against the Verifux MX/BX/AIX Framework v2.0 - 54 checkpoints across Human Experience (MX), Behavioural Design & Persuasion (BX), and AI Experience & Agent Readiness (AIX). Model: claude-sonnet-4-6. Report eval_1787048679322 · generated 18 August 2026.