CRO Audit Report: ██████████

Conducted by: Cart Potato – Shopify CRO & UX Strategy Experts

Key Observations & Actionable Recommendations

1. Search Functionality

- **Observation:** No AI-powered suggestive search or dynamic filtering.
- **Recommendation:**
  - Implement predictive AI-based search (e.g., *Searchanise*, *Doofinder*) to improve product discovery.
  - Enable filtering by category in the search

2. Login Experience

- **Observation:** Limited login options; modern conveniences like OTP login are missing.
- **Recommendation:**
  - Add OTP-based login for faster account creation and frictionless login.This will ease the checkout process and further improve returning visitor behavior

3. Product Card Behavior

- **Observation:** Clicking "Select Options" does nothing; users expect a quick view or variant selection.
- **Recommendation:**
  - Fix the current bug or remove the "Select Options" CTA.
  - Ideally, integrate a Quick Add/Quick View modal on hover/tap for faster shopping.

4. Cart Drawer Functionality

- **Observation:**
  - No option to adjust the quantity in the cart drawer.
  - Quick checkout missing.
- **Recommendation:**
  - Add + / - quantity toggles in the cart drawer.
  - Enable express checkout buttons (Apple Pay, Shop Pay, GPay) inside the cart drawer itself.

5. Product Page (PDP) Optimization

Issues:

- PDP lacks upselling/cross-selling blocks.
- Some product descriptions are too long, pushing down the primary CTA.
- Sticky Add to Cart not available on mobile.
- Size guide poorly placed.
- No visibility for Express checkout buttons (Apple Pay, Shop Pay, GPay) & available offers.
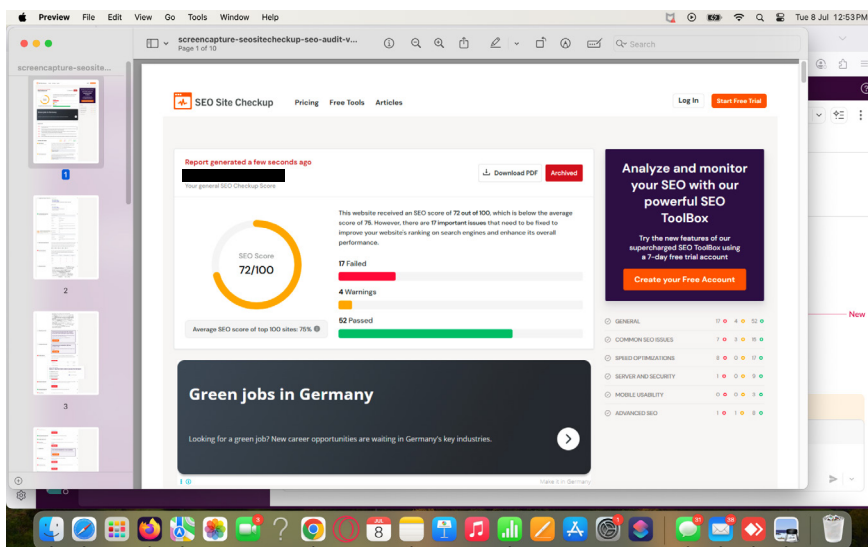
Recommendations:

- Add strategic sections such as:
  - "Complete the Look" (bundle products)
  - "Pair it With" (cross-sell accessories)
  - Recently Viewed and You May Also Like blocks.
- Move long product descriptions below the Add to Cart CTA.
- Implement sticky Add to Cart on mobile to reduce drop-off during scroll.
- Place Size Guide directly above size selection in a collapsed accordion to maintain layout cleanliness.
- Implement express checkout buttons (Apple Pay, Shop Pay, GPay) & available offers.
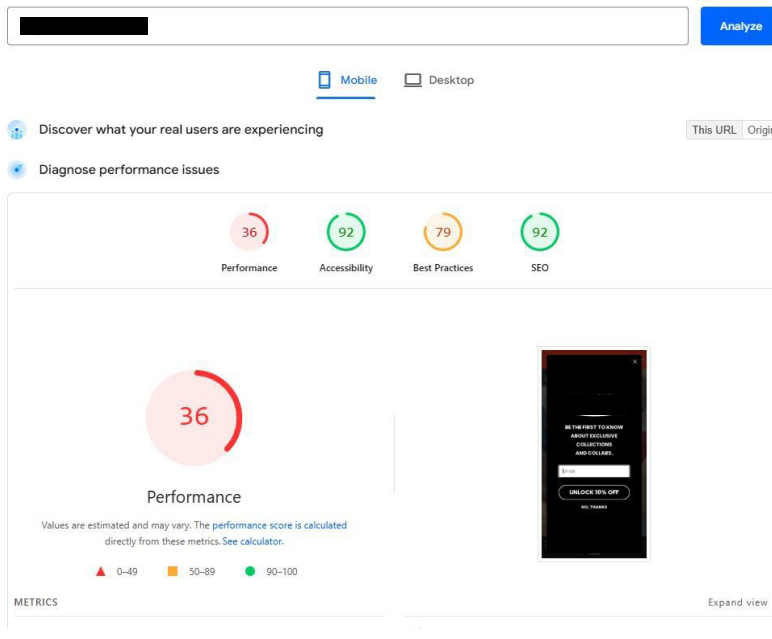
6. Branding & Visual Elements

- **Observation:**
  - Favicon is not visible on all the browsers, reducing credibility.
- **Recommendation:**
  - Work on this immediately for improved brand recognition in browser tabs and search.

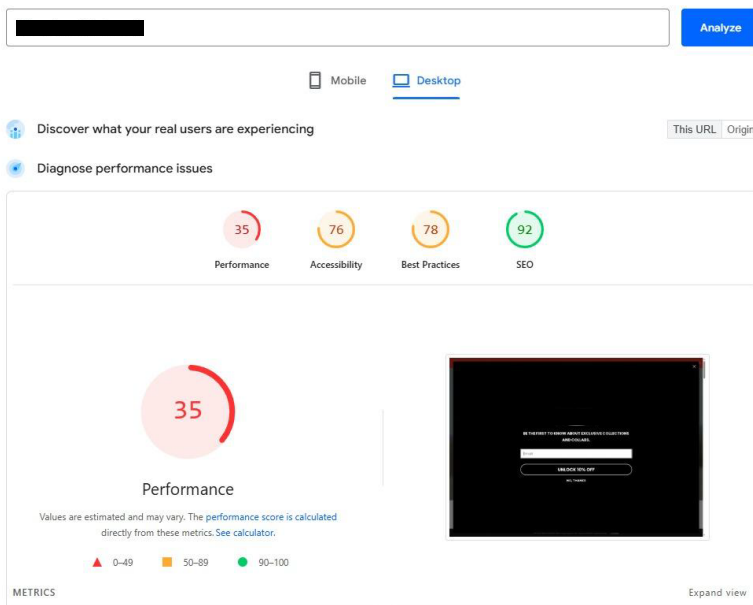## 7. Performance Enhancements (Additional Suggestions)

- Enable **AMP or LCP optimization** to improve Core Web Vitals for SEO and Google ranking.

8. Cart Drawer – Progress Bar Optimization

Observation: Progress bar is present but lacks clarity and visual appeal.
Recommendation:

- Redesign the progress bar to be more intuitive and goal-oriented (e.g., "You're $10 away from FREE shipping").
- Use color indicators (red → green) to show progression.
- This creates positive reinforcement, nudges users to increase cart value, and boosts Average Order Value (AOV) through micro-incentives.

9. Product Zoom – Poor UX Flow

Observation: Zoom functionality only activates inside the product image pop-up, adding an unnecessary step.
Recommendation:

- Allow zoom-on-hover or pinch-to-zoom on the main image itself (especially on mobile).
- Reducing clicks leads to frictionless exploration of product details—crucial in fashion eCommerce where fabric and detailing matter.
- A smoother zoom experience directly correlates to lower bounce rates on PDPs.

10. Cluttered Product Gallery on Mobile – Poor UX & Reduced Engagement

Observation: On mobile, the product image gallery appears cluttered, with thumbnails displayed below the main image. Users are required to tap on each thumbnail individually to view alternate angles or product variations.
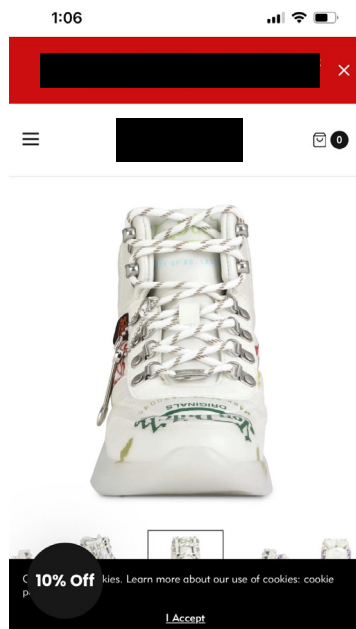
Why this is a problem:

- This layout reduces visibility of the product by hiding key visuals behind small, hard-to-tap thumbnails.
- Users often miss important product details (e.g., fit, fabric texture, back view), especially if they don't engage with each thumbnail.
- The experience feels click-heavy, which increases friction and can frustrate mobile users—who typically want quick, swipe-based browsing.

Recommendations:

- Implement a full-screen swipeable gallery on mobile, where users can swipe left/right to view all images, similar to Instagram or Zara mobile interfaces.
- Optionally include carousel dots for orientation rather than small thumbnails.
- Ensure zoom-on-tap or pinch-to-zoom is supported within the gallery.

Studies show that better image interactivity leads to up to 58% higher engagement on PDPs and can increase conversion by 12–15%, especially in fashion categories.

11. Quick Checkout Missing Across Homepage, Collection, and PDP

Observation: The store currently lacks a Quick Checkout or Buy Now option across all major pages—Homepage, Collection Pages, and Product Detail Pages (PDPs). Shoppers are always routed through the full cart flow, even for single-item purchases.

Why this is a missed opportunity:

- Many high-intent users—especially returning customers or mobile users—prefer to bypass the cart and complete their purchase in as few clicks as possible.
- Extra steps = more friction, which increases the chances of cart abandonment.
- In fast fashion and impulse-buy scenarios, speed to checkout is crucial.

Recommendations:

- Add a "Buy Now" or "Quick Checkout" CTA next to "Add to Cart" on all PDPs.
- Enable quick checkout buttons (e.g., Shop Pay, Apple Pay, Google Pay) across Homepage featured products and Collection grid items.
- Consider persistent smart CTAs like "Express Checkout" after a user adds an item to cart.

According to Baymard Institute, 18% of users abandon checkout simply because the process is too long or complicated. Quick checkout can boost conversions by 10–20%, especially on mobile.

12. Ineffective Use of Banner Space Below Hero Video

Observation: Two static banners (carousel) are placed directly below the hero video, but their purpose is unclear and they don't effectively guide user action or add visual value to the homepage flow.

Why this is a missed opportunity:

- From a UX perspective, this section adds **visual clutter** without improving discoverability or engagement.

Recommendations:

- Design the layout in a modular, mobile-first format that stacks cleanly on smaller screens and reduces scroll fatigue.

- Use interactive category tiles with bold text overlays and hover states to improve click-through rates (CTR).
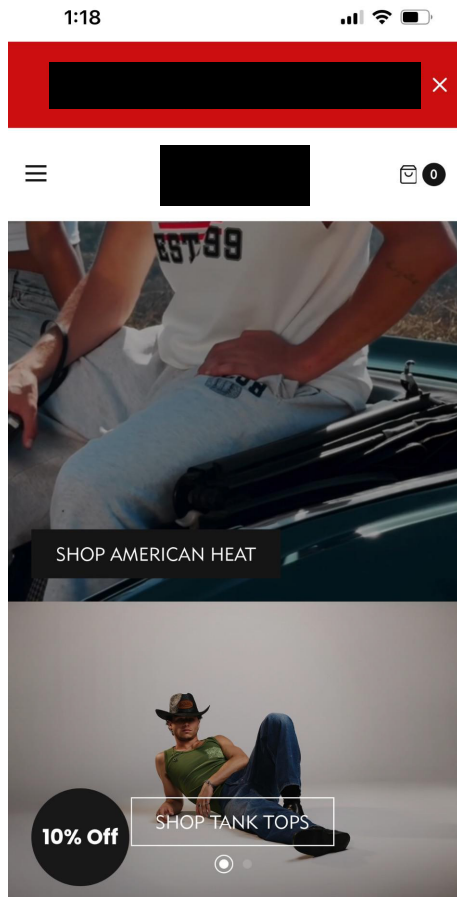
13. Top Bar & Menu Consuming Excessive Space on Mobile

Observation: On mobile devices, the top bar and menu section occupy a disproportionately large amount of vertical space, pushing product content further down and limiting visibility above the fold.

Why this impacts conversions:

- Reduced visibility of actual products or promotional sections leads to lower user engagement and higher bounce rates.
- Important content like banners, featured products, or CTAs gets pushed below the initial view, especially on smaller screens.
- It disrupts quick browsing behavior, which is essential for mobile shoppers.

14. Homepage Collection Tabs

Each collection tab on the homepage should display 8–10 products with a horizontal scroller or a 'View All' button. Currently, the user has to scroll excessively to reach the footer, affecting overall navigation and UX.

15. Mega Menu Design – Outdated & Underutilized

Observation: The current navigation menu is basic.
Recommendation:

- Introduce a modern mega menu with:
    - Category thumbnails (e.g., hoodies, caps, footwear)
    - Bestseller highlights
    - Seasonal promotions or "New Arrivals" banners
- A well-designed visual menu:
    - Accelerates navigation
    - Improves brand storytelling
    - Reduces bounce rate by helping users find what they want within 3 clicks

Reference: Modern menu examples on sites like Zara or ASOS