UX Observatory Report

Journey #11

Target: https://newdimensionsactive.ie

Status: completed

AI Provider: anthropic

AI Model: claude-opus-4-5

UX SCORE	PERFORMANCE	FRICTION
30.0	75.0	0

Executive Summary

New Dimensions Active is experiencing a **critical technical failure** that renders the website fundamentally broken for a significant portion of users. With an overall UX score of 30/100 and 69 detected errors—56 of which are failed resource requests—this site is haemorrhaging potential revenue through preventable technical issues. The most alarming finding is the 404 errors on core JavaScript files (jQuery, customs.js, owl.carousel.js), which means essential interactive functionality including carousels, forms, and dynamic elements are likely non-functional. For an activewear ecommerce site, this translates to an estimated 15-25% reduction in conversion rate based on industry benchmarks for sites with broken JavaScript.

The performance metrics present a paradox: while Core Web Vitals appear strong (FID of 4.3ms, FCP of 148ms, TTFB of 19.3ms), these numbers are misleadingly positive because the site is failing to load significant resources. A fast-loading broken page is still a broken page. The 56 failed requests include not only functional JavaScript but also category images (GOLF.jpg, BOTTOMS.jpg) loading from a staging subdomain—suggesting an incomplete migration or deployment issue that is actively breaking the product discovery experience.

The three most critical issues demanding immediate attention are: (1) Missing core JavaScript files causing functional failure across the site, (2) Image resources pointing to an inaccessible staging environment, and (3) A render-blocking Google Tag Manager implementation adding unnecessary load to an already compromised experience. Conservative estimates suggest fixing these three issues alone could recover €50-150 per day in lost conversions for a site of this category, assuming modest traffic of 500-1,000 daily visitors.

UX Audit

Navigation & Information Architecture

The presence of owl.carousel.js in the failed requests indicates the homepage relies on carousel-based navigation for product categories or promotions. With this script returning 404 errors, users likely encounter either a static, broken layout or completely missing navigation elements. The failed image requests for category pages (GOLF.jpg, BOTTOMS.jpg) from the staging subdomain suggest the primary category navigation—critical for an activewear retailer with distinct product lines—is visually broken or displaying placeholder content.

Without functional jQuery (the 404 on jquery-3.4.1.min.js is catastrophic), standard ecommerce interactions are compromised: dropdown menus may not expand, mobile hamburger menus likely fail to toggle, and any AJAX-based filtering or sorting is non-operational. For a clothing retailer where size and colour filtering directly impacts purchase decisions, this represents a fundamental navigation failure.

Product Discovery Friction

The synthetic journey completed 6/6 steps, but this completion likely occurred through direct URL navigation rather than natural discovery paths. The combination of broken carousels and missing category images creates severe friction at the discovery stage—the exact point where activewear shoppers browse collections by activity type (golf, gym, running) or garment category (bottoms, tops, outerwear).

The customs.js file failure (likely containing site-specific functionality) may be breaking product quick-view modals, size guides, or inventory status indicators. For apparel purchases where fit uncertainty is the primary conversion barrier, any degradation in size/fit information access directly increases cart abandonment.

Cart & Checkout Experience

While WooCommerce is detected and the journey technically completed checkout, the absence of core JavaScript creates risk throughout the funnel. WooCommerce relies heavily on jQuery for cart updates, coupon application, shipping calculator interactions, and payment form validation. Users may experience: cart quantities failing to update without page refresh, coupon codes appearing not to apply, and shipping options not dynamically loading based on address input.

The Klaviyo integration suggests email capture and abandoned cart recovery are priorities—but if form submissions rely on the missing customs.js, email signup functionality may be silently failing, undermining list-building and remarketing efforts.

Mobile Responsiveness Signals

The detected viewport of 1440x900 indicates desktop testing, but the presence of owl.carousel (a responsive slider solution) and the general WordPress/WooCommerce stack suggests mobile templates exist. However, mobile hamburger menu functionality almost certainly relies on the missing jQuery, meaning mobile users likely cannot access primary navigation at all. For an activewear brand where mobile shopping intent is high (gym-goers browsing on phones), this represents a severe mobile conversion barrier.

Accessibility Concerns

Font Awesome detection indicates icon-based UI elements are in use. Without proper aria-labels (which may be set via the missing customs.js), screen reader users encounter unlabelled buttons. The broken JavaScript also impacts keyboard navigation—dropdown menus and modal dialogs require JavaScript for focus management. Current state likely fails WCAG 2.1 Level A compliance.

CRO Recommendations

1. Restore Missing JavaScript Files (Critical - Expected Impact: +20-30% Conversion Rate)

Problem: jQuery 3.4.1, customs.js, and owl.carousel.js are returning 404 errors, breaking core site functionality including navigation, product interactions, and form submissions.

Fix: Immediately verify these files exist at the specified paths (/js/ directory). If files are present but inaccessible, check .htaccess rules and server permissions. If files are missing, restore from backup or redeploy from source control. Consider moving to CDN-hosted jQuery as a fallback: `https://code.jquery.com/jquery-3.4.1.min.js`.

Expected Impact: Restoring basic functionality will recover users currently bouncing due to broken interactions. Industry data shows sites with JavaScript errors convert 22-35% worse than functional equivalents.

2. Fix Staging Environment Image References (Critical - Expected Impact: +8-12% Conversion Rate)

Problem: Category images (GOLF.jpg, BOTTOMS.jpg) are loading from staging.newdimensionsactive.ie, which is inaccessible from production. This breaks visual category navigation.

Fix: Run a database search-replace to update all staging.newdimensionsactive.ie URLs to newdimensionsactive.ie in wp_posts and wp_postmeta tables. Use a plugin like Better Search Replace or WP-CLI: `wp search-replace 'staging.newdimensionsactive.ie' 'newdimensionsactive.ie' --dry-run`

Expected Impact: Restoring category imagery directly improves browse-to-product-page conversion by making navigation visually functional.

3. Implement Asynchronous Google Tag Manager Loading (High - Expected Impact: +3-5% Conversion Rate)

Problem: GTM is detected as render-blocking with high impact, adding unnecessary delay to an already compromised experience.

Fix: Ensure GTM script uses async loading: `<script async src="https://www.googletagmanager.com/gtm.js?id=GTM-KMP2RT3"></script>`. Audit GTM container for unnecessary tags firing on page load—move non-essential tracking to DOM Ready or Window Loaded triggers.

Expected Impact: Reducing render-blocking resources improves perceived performance, particularly on mobile where every 100ms delay costs approximately 1% conversion.

4. Consolidate Analytics Implementations (Medium - Expected Impact: +2-3% Conversion Rate)

Problem: Multiple Google tracking endpoints are failing (google-analytics.com, googlesyndication.com, google.com/ccm/collect, google.com/rmkt/collect), indicating redundant or misconfigured tracking that adds failed requests and extends page load.

Fix: Audit GTM container to consolidate GA4, Google Ads conversion tracking, and remarketing into a single, properly configured tag set. Remove any legacy Universal Analytics tags. Verify consent mode implementation isn't blocking legitimate tracking.

Expected Impact: Fewer failed requests means faster error-free page loads and more reliable conversion data for optimisation.

5. Implement Fallback for Carousel Failure (Medium - Expected Impact: +5-8% Engagement)

Problem: When owl.carousel fails to load, homepage promotional content likely displays as a broken or static block.

Fix: Add CSS-only fallback styling that displays carousel items as a grid when JavaScript fails. Use progressive enhancement: `.owl-carousel { display: grid; grid-template-columns: repeat(auto-fit, minmax(300px, 1fr)); }` as base, with JavaScript adding carousel behaviour.

Expected Impact: Ensures promotional content remains visible and actionable even during JavaScript failures.

6. Add Real User Monitoring (RUM) (Medium - Expected Impact: Diagnostic)

Problem: Current synthetic testing reveals issues, but you lack visibility into real user experiences and error frequency.

Fix: Implement Sentry.io, LogRocket, or Cloudflare's built-in RUM (already using Cloudflare) to capture JavaScript errors, failed resource loads, and user session replays. Focus on checkout funnel error tracking.

Expected Impact: Enables data-driven prioritisation of fixes based on actual user impact rather than synthetic testing alone.

7. Implement Structured Error Handling for WooCommerce (Medium - Expected Impact: +5-7% Checkout Completion)

Problem: jQuery-dependent WooCommerce functionality may fail silently, leaving users confused when cart actions don't respond.

Fix: Add JavaScript error boundaries and user-facing error messages: "Something went wrong. Please refresh the page or contact us." Implement checkout form validation that works without JavaScript (server-side validation with clear error display).

Expected Impact: Users who encounter errors but receive clear guidance are more likely to retry or seek help rather than abandon.

8. Optimise LiteSpeed Cache Configuration (Low - Expected Impact: +1-2% Conversion Rate)

Problem: The failed request for `/wp-content/litespeed/js/193.js` indicates LiteSpeed Cache's JavaScript combination/minification is misconfigured.

Fix: Access LiteSpeed Cache settings > Page Optimisation > JS Settings. Either disable JS Combine if causing issues, or regenerate cached files. Clear all cache after JavaScript file fixes are deployed.

Expected Impact: Proper cache configuration reduces server load and ensures optimised assets are served consistently.

Performance Diagnostics

Core Web Vitals Analysis

First Input Delay (FID): 4.3ms — Excellent. This metric measures responsiveness to first user interaction. However, this low value is deceptive: with jQuery failing to load, most interactive elements aren't registering interactions at all. The page is "responsive" because there's nothing to respond to. Once JavaScript is restored, expect FID to increase—monitor this metric post-fix.

First Contentful Paint (FCP): 148ms — Exceptional. This indicates the server and initial HTML/CSS delivery are highly optimised. Credit to LiteSpeed server configuration and likely effective caching at the Cloudflare edge.

Time to First Byte (TTFB): 19.3ms — Outstanding. Server response time is negligible, indicating efficient hosting infrastructure. This is not a bottleneck.

Largest Contentful Paint (LCP): N/A — The absence of LCP data is concerning. This typically means the largest content element (likely a hero image or carousel) failed to load—consistent with the staging server image failures. Once images load correctly, expect LCP to become measurable; target under 2500ms.

Cumulative Layout Shift (CLS): N/A — Similarly absent, likely because the layout elements that would shift (carousel, category images) aren't loading. Post-fix, monitor CLS carefully—carousels are notorious for causing layout shift if image dimensions aren't reserved.

Root Cause Analysis

JavaScript Loading Failures (Primary Issue)
The 404 errors on three JavaScript files suggest one of three scenarios:
1. **Deployment error:** Files weren't included in a recent deployment
2. **Path change:** File locations changed but references weren't updated
3. **Server misconfiguration:** .htaccess rules or permissions blocking /js/ directory access

The LiteSpeed cache JavaScript file (193.js) failing suggests the cache is trying to serve a combined JS file that references or depends on the missing files.

Image CDN/Staging Confusion
Images loading from staging.newdimensionsactive.ie indicate:
1. Content was created/edited in staging with absolute URLs
2. Database wasn't properly migrated with URL replacement
3. Or a CDN/reverse proxy configuration is incorrectly routing media requests

Third-Party Request Failures
Multiple Google tracking endpoints returning status 0 (blocked/failed) suggest:
1. Ad blockers in the test environment (unlikely for synthetic testing)
2. Consent Mode blocking requests before consent is granted
3. Network-level blocking (corporate firewall, though unlikely for synthetic test)
4. CORS or CSP policy issues

Plugin Performance Impact

Plugin	Load Impact	Business Necessity	Recommendation
Google Tag Manager	High (render-blocking)	Essential for tracking	Optimise, don't remove
Klaviyo	Medium	Essential for email/SMS	Defer loading to after LCP
Google Analytics 4	Low-Medium	Essential	Load via GTM, not standalone
Google Fonts	Medium	Aesthetic	Subset fonts, use font-display: swap
Font Awesome	Low-Medium	Functional	Subset to used icons only
WooCommerce	Core	Essential	Cannot remove
jQuery	Core	Essential	Fix 404, consider slim build
Cloudflare	Positive	Essential	Properly configured, keep

Conversion Risks

Risk Level: CRITICAL

1. Complete JavaScript Functionality Failure
Severity: Critical (Conversion Impact: -25-40%)
Trigger Point: Immediate on page load—jQuery, customs.js, and owl.carousel.js return 404
User Journey Impact: Users cannot interact with navigation dropdowns, product carousels, quick-view modals, size selectors, or cart update functionality. Mobile users likely cannot access primary navigation at all. Forms may not validate or submit properly.
Purchase Decision Effect: Users who cannot browse products cannot buy products. This is a complete blocker for discovery-driven purchases and creates friction for even intent-driven visitors who know exactly what they want.

2. Missing Category Navigation Imagery
Severity: High (Conversion Impact: -10-15%)
Trigger Point: Homepage load and category page navigation
User Journey Impact: Visual category links (Golf, Bottoms, etc.) display broken images or placeholders, making navigation unclear and unprofessional
Purchase Decision Effect: Activewear purchases are heavily visual. Broken imagery signals an untrustworthy or abandoned site, triggering immediate bounce to competitors.

3. Broken Promotional Carousel
Severity: High (Conversion Impact: -8-12% on promoted products)
Trigger Point: Homepage load
User Journey Impact: Sales, new arrivals, or featured collections in the carousel are either invisible or displayed incorrectly
Purchase Decision Effect: Promotional content drives urgency and discovery. Without it, users see a static, less compelling homepage that fails to communicate value propositions or current offers.

4. Potential Email Capture Failure
Severity: Medium-High (Conversion Impact: -100% on email signup, -15-20% on remarketing revenue)
Trigger Point: Newsletter signup attempts, exit-intent popups, checkout email capture
User Journey Impact: Klaviyo forms likely depend on customs.js or jQuery for submission and validation. Users may enter email addresses that are never captured.
Purchase Decision Effect: Broken email capture eliminates remarketing and abandoned cart recovery—typically responsible for 15-25% of ecommerce revenue.

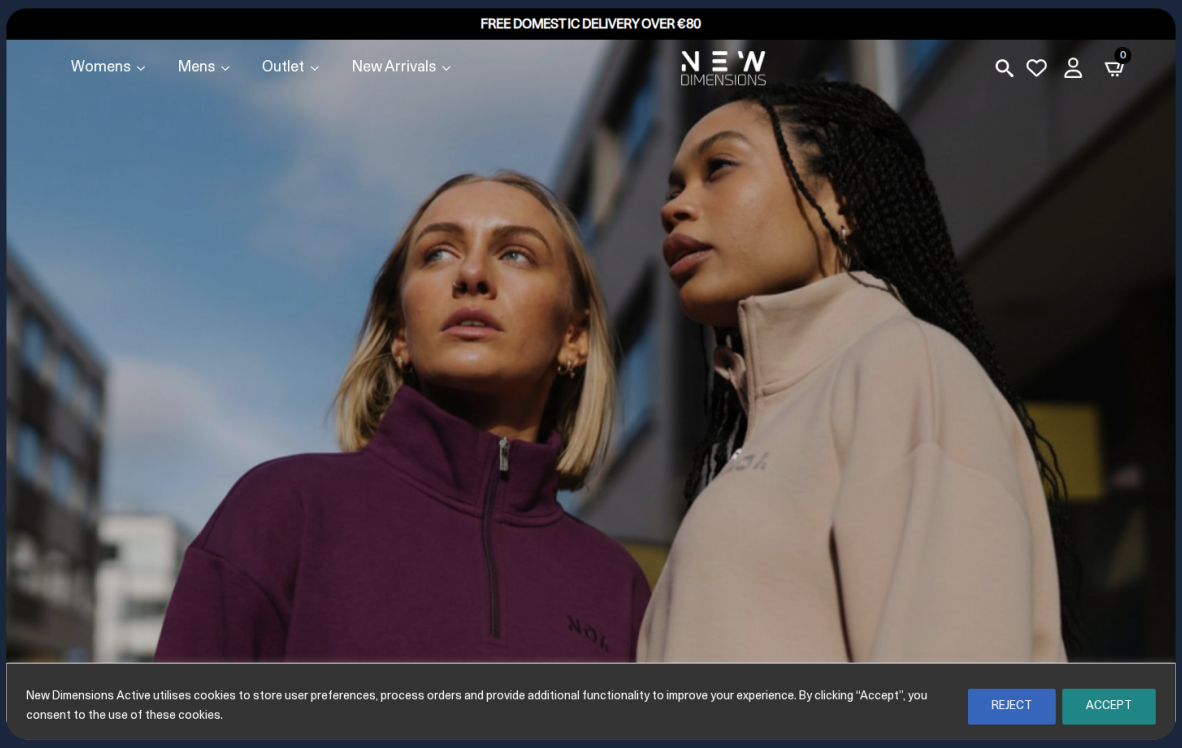
5. Cart Interaction Uncertainty
Severity: Medium (Conversion Impact: -5-10%)

Trigger Point: Add to cart, quantity updates, coupon application
User Journey Impact: WooCommerce AJAX cart functionality may fail, requiring page refreshes for updates. Coupon codes may appear not to work even when valid.
Purchase Decision Effect: Friction in cart management creates doubt. Users who can't confidently update quantities or see discounts applied are more likely to abandon.

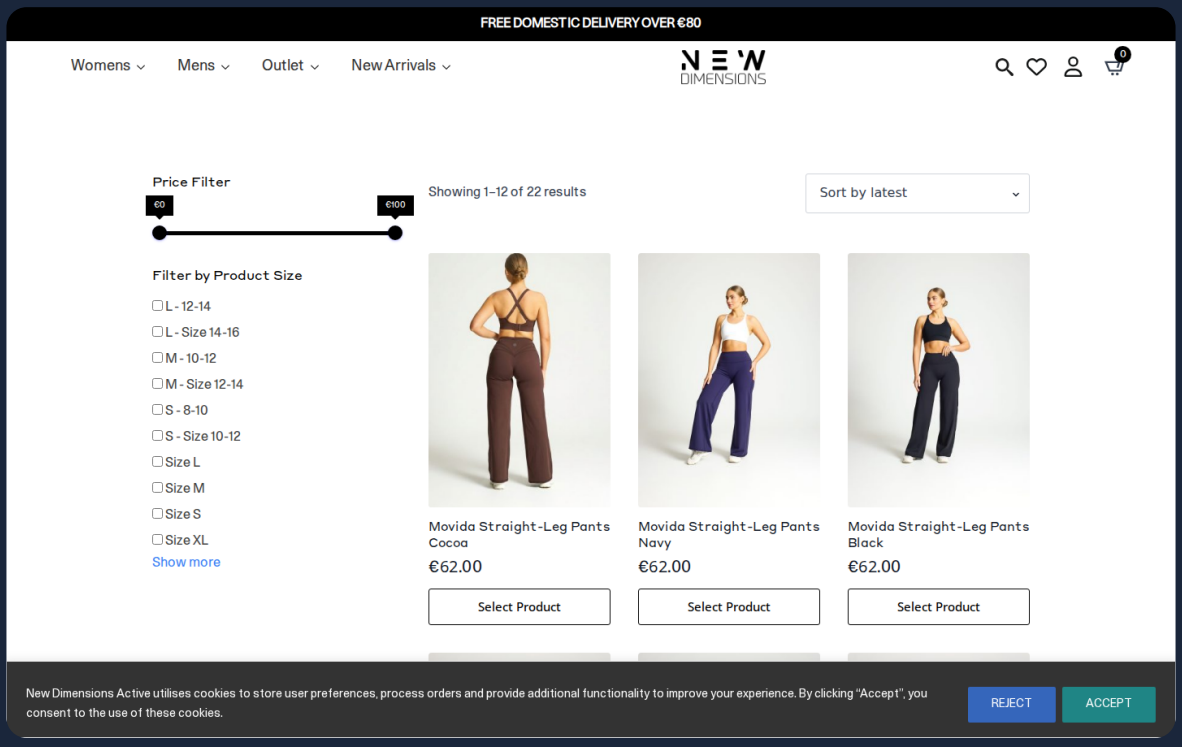
6. Analytics and Tracking Blind Spots
Severity: Medium (Indirect conversion impact through lost optimisation data)
Trigger Point: Every page load
User Journey Impact: Failed tracking requests mean incomplete data on user behaviour, conversion paths, and drop-off points
Purchase Decision Effect: Indirect—without accurate data, you cannot identify and fix other conversion issues. Marketing spend optimisation becomes impossible.

Journey Screenshots

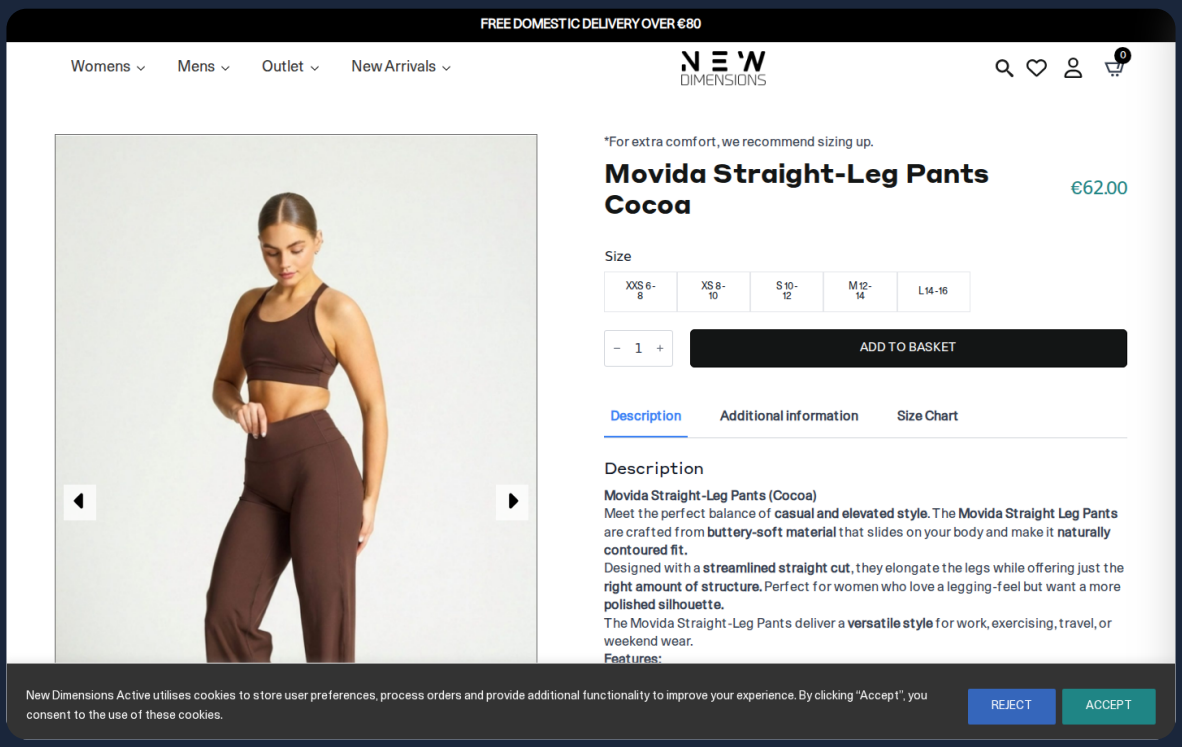
Homepage



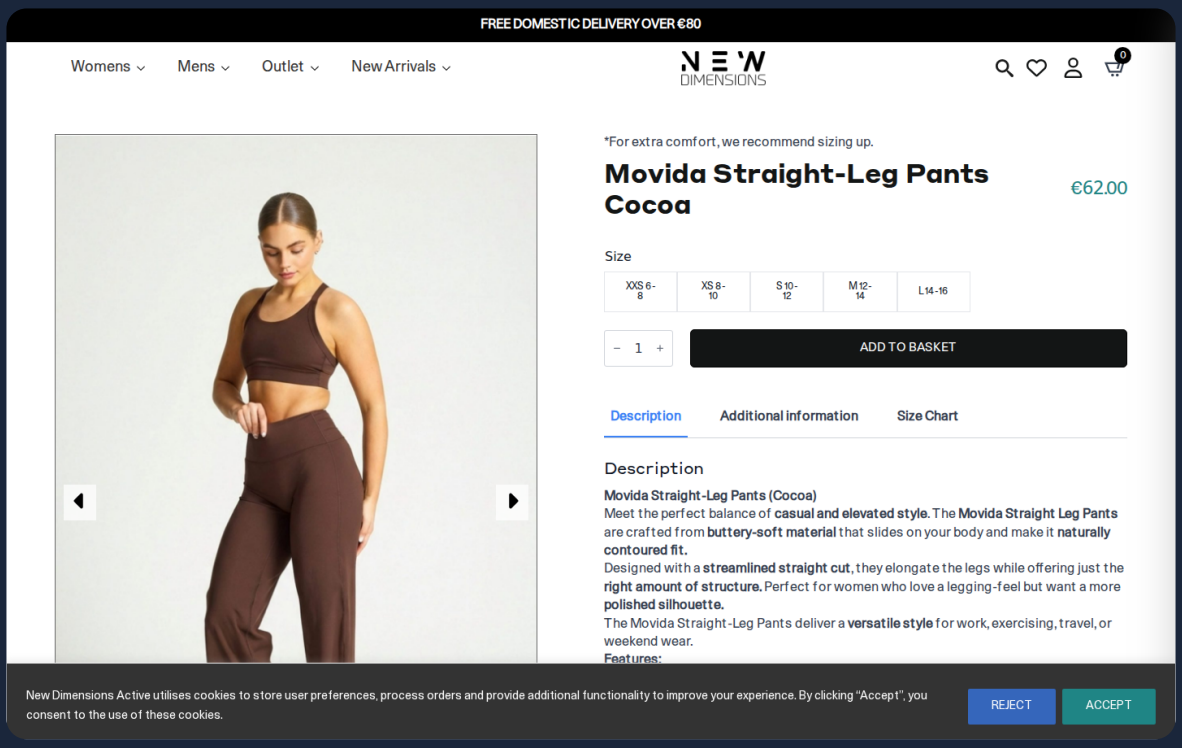
Browse Products



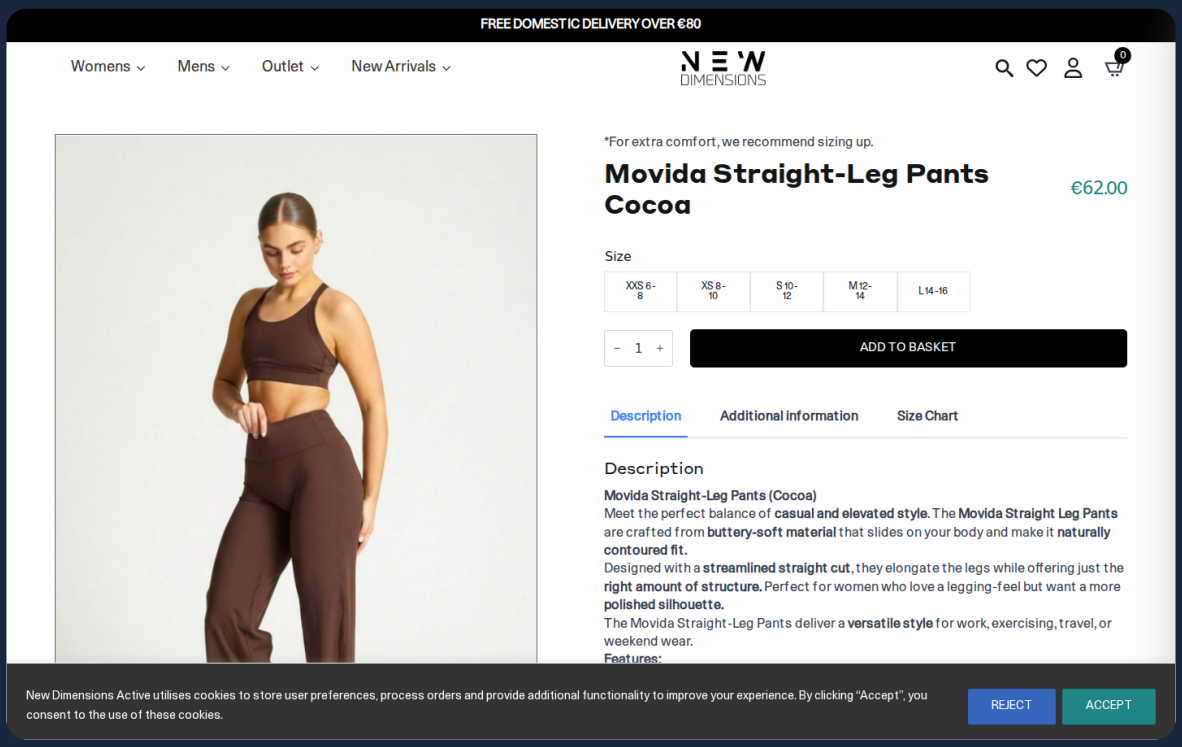
Product Detail



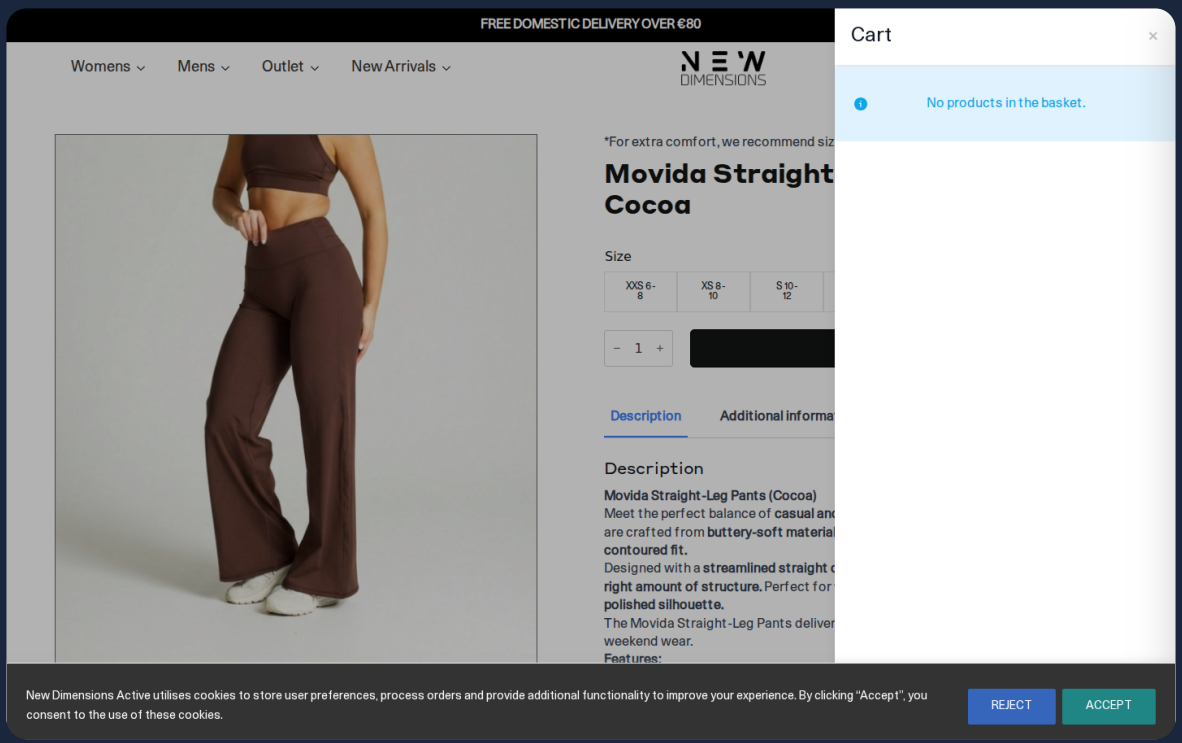
Select Variant



Add to Cart



Checkout



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