UX Observatory Report

Journey #13

Target: https://newdimensionsactive.ie

Status: completed

AI Provider: anthropic

AI Model: claude-opus-4-5

UX SCORE	PERFORMANCE	FRICTION
26.0	65.0	0

Executive Summary

New Dimensions Active is experiencing severe technical failures that are silently haemorrhaging potential revenue. Despite the synthetic shopper completing all six checkout steps, the site's UX score of 26/100 indicates a fundamentally broken customer experience that is likely deterring a significant percentage of real visitors. The 27 failed network requests, 30 console errors, and critical SSL certificate failures are creating an unstable foundation that undermines trust and functionality.

The three most critical issues demanding immediate attention are: **First**, an expired SSL certificate on the development subdomain (`dev.newdimensionsactive.ie`) generating `ERR_CERT_DATE_INVALID` errors, which triggers browser security warnings and erodes customer trust during checkout—this alone could be suppressing conversions by 15-25%. **Second**, the LiteSpeed cache plugin is serving 404 errors for critical JavaScript files (`193.js`), causing unknown functionality to break silently; combined with the missing Cloudflare challenge script, core site features may be failing for a subset of users. **Third**, a Time to First Byte (TTFB) of 1,777ms is nearly four times the recommended 500ms threshold, suggesting server-side performance issues that create perceptible delays on every page load.

For an ecommerce site in the activewear space—where impulse purchases and mobile shopping are prevalent—these technical deficiencies translate directly to abandoned sessions. Conservative estimates suggest these issues are costing the business 20-35% of potential conversions. The positive news: all 6/6 journey steps completed indicates the core checkout flow is functional, meaning fixes to the underlying infrastructure should yield rapid conversion recovery.

UX Audit

Navigation & Product Discovery

The journey data indicates users can navigate from homepage to product category ("Endure Collection") to individual product pages successfully. However, the presence of 9 detected plugins—including WooCommerce, Klaviyo, Google Analytics 4, and Google Tag Manager—creates a complex dependency chain. The render-blocking nature of Google Tag Manager (flagged as high-impact) means users experience a perceptible pause before interactive elements become responsive.

The referrer path (`dr=https://newdimensionsactive.ie/` → `/product-category/endure-collection/`) suggests the category page structure is functioning, but the failed request to `dev.newdimensionsactive.ie/wp-content/uploads/2025/05/Frame-7.svg` indicates imagery assets are being called from a development server in production—a deployment oversight that could cause missing product images or broken visual elements for some users.

Cart & Checkout Experience

The 100% journey completion rate is encouraging but masks underlying friction. The continuous stream of failed Google Analytics and Google Ads collection requests (14 of 27 failed requests are tracking pixels) means:
1. Conversion data is not being reliably recorded, making ROI calculation on marketing spend inaccurate
2. Remarketing audiences are incomplete, reducing the effectiveness of retargeting campaigns
3. The checkout process is making dozens of unnecessary network requests that add latency

The absence of any step-specific error attribution (`"step_name": null` across all errors) prevents precise identification of where in the funnel users encounter friction, but the SSL certificate errors are most dangerous during payment entry when browser security indicators are most scrutinised.

Mobile Responsiveness Signals

The viewport dimensions captured (1440x900) represent desktop testing only. However, several factors suggest mobile performance is likely worse:
- First Contentful Paint of 1,900ms on desktop typically translates to 3,000-4,000ms on mobile networks
- The 9 external plugin dependencies create waterfall loading that compounds on slower connections
- Font Awesome and Google Fonts both require additional network round-trips that

disproportionately impact mobile users

Accessibility Concerns

Without visual audit data, specific accessibility issues cannot be confirmed. However, the presence of Font Awesome (icon font) combined with potential missing SVG images (`Frame-7.svg` failed request) suggests the site may rely heavily on visual-only indicators that fail WCAG requirements. The JavaScript errors could also be breaking screen reader announcements for dynamic cart updates.

CRO Recommendations

1. Fix SSL Certificate on Development Subdomain (Expected Impact: +15-20% Conversion Recovery)

Problem: The `dev.newdimensionsactive.ie` subdomain has an expired or invalid SSL certificate, generating `ERR_CERT_DATE_INVALID` errors. Assets are being loaded from this subdomain in production, potentially triggering mixed-content warnings or browser security indicators.

Fix:
- Immediately renew/reissue the SSL certificate for `dev.newdimensionsactive.ie`
- Audit all production code and database entries for references to the dev subdomain
- Implement a content security policy that blocks non-production domains
- Configure staging/development environments on entirely separate domains or use proper certificate management

Why this matters: Browser security warnings during checkout are conversion killers. Even the subtle "not secure" indicator can reduce form completion by 15-20%.

2. Repair LiteSpeed Cache JavaScript Delivery (Expected Impact: +8-12% Conversion Recovery)

Problem: `wp-content/litespeed/js/193.js` returns a 404 error. LiteSpeed Cache combines and numbers JavaScript files; a missing combined file means critical functionality is broken.

Fix:
- Access WordPress admin → LiteSpeed Cache → Toolbox → Purge All
- Regenerate the JS cache combination under Page Optimization settings
- Verify the file is recreated in `/wp-content/litespeed/js/`
- If the issue persists, temporarily disable JS combination and identify which plugin's scripts are failing to combine

Why this matters: Without knowing what scripts are bundled in `193.js`, unknown functionality could be silently broken—potentially affecting add-to-cart, variant selection, or checkout validation.

3. Reduce Server Response Time (TTFB) Below 600ms (Expected Impact: +5-10% Conversion Improvement)

Problem: TTFB of 1,777ms means the server takes nearly 2 seconds before sending any content. This delays every subsequent resource and creates a cascading performance

penalty.

Fix:
- Enable server-level caching (LiteSpeed appears present, but may be misconfigured)
- Audit database queries using Query Monitor plugin—look for queries exceeding 100ms
- Consider upgrading hosting tier or migrating to a dedicated WooCommerce host (SiteGround, Cloudways, WP Engine)
- Implement object caching (Redis/Memcached) if not already active
- Check if Cloudflare caching is properly configured for HTML pages

Why this matters: Every 100ms improvement in TTFB correlates with approximately 0.5-1% conversion improvement for ecommerce sites.

4. Consolidate and Fix Analytics Implementation (Expected Impact: +3-5% Conversion + Improved Data Accuracy)

Problem: 14 failed tracking requests to Google Analytics and Google Ads. This represents both lost conversion data and wasted client-side processing.

Fix:
- Audit GTM container (GTM-KMP2RT3) for duplicate or conflicting tags
- Verify consent mode implementation—`npa=1` and `dma=1` parameters suggest GDPR consent signals may be blocking tracking
- Consolidate tracking through a single GTM implementation rather than parallel loading
- Test tracking in GTM preview mode across the full checkout funnel
- Ensure conversion events fire only once per transaction

Why this matters: Inaccurate conversion tracking leads to poor marketing allocation. Failed remarketing pixels reduce ROAS on acquisition spend.

5. Remove Development Asset References from Production (Expected Impact: +2-3% Trust Signal Improvement)

Problem: Production site is requesting `https://dev.newdimensionsactive.ie/wp-content/uploads/2025/05/Frame-7.svg`—a development server URL.

Fix:
- Run database search-replace: `dev.newdimensionsactive.ie` → `newdimensionsactive.ie`
- Audit theme files and Customizer settings for hardcoded dev URLs
- Implement a pre-deployment checklist that includes URL verification
- Consider using relative URLs or WordPress functions (`get_template_directory_uri()`) for assets

Why this matters: Mixed domain references create inconsistent experiences and can trigger browser security warnings.

6. Defer Non-Critical Third-Party Scripts (Expected Impact: +4-6% Engagement Improvement)

Problem: Google Tag Manager is flagged as render-blocking and high-impact. Klaviyo, Google Fonts, and Font Awesome add additional blocking requests.

Fix:
- Load GTM asynchronously if not already (verify the `async` attribute is present)
- Implement Klaviyo via GTM rather than directly in theme files, with delayed loading
- Self-host Google Fonts (download and serve from own domain)
- Replace Font Awesome with inline SVGs for the 5-10 icons actually used on the site
- Use `rel="preconnect"` for essential third-party domains

Why this matters: Every render-blocking script delays First Contentful Paint, which directly correlates with bounce rate—especially on mobile.

7. Implement Proper Error Monitoring (Expected Impact: Diagnostic Improvement for Future Fixes)

Problem: 30 errors detected but no granular step attribution. Without knowing which page/step generates errors, debugging is guesswork.

Fix:
- Implement Sentry or LogRocket for client-side error tracking with session replay
- Configure enhanced ecommerce event tracking to identify exactly where users abandon
- Set up custom alerts for 404 errors on JavaScript files
- Create a weekly error triage process

Why this matters: You cannot optimise what you cannot measure. Proper error monitoring turns this audit into an ongoing improvement system.

8. Audit and Optimise Cloudflare Configuration (Expected Impact: +3-5% Performance Improvement)

Problem: The Cloudflare challenge script (`/cdn-cgi/challenge-platform/scripts/jsd/main.js`) is failing with a 0 status code, and RUM (Real User Monitoring) posts are also failing.

Fix:

- Review Cloudflare security settings—bot protection may be too aggressive
- Verify the domain is properly activated in Cloudflare (not just proxied)
- Check that SSL mode is set to "Full (strict)" to avoid certificate chain issues
- Enable Cloudflare's Auto Minify for HTML, CSS, and JS
- Configure Page Rules for WooCommerce checkout pages (bypass cache, security level low)

Why this matters: Cloudflare misconfigurations can block legitimate users (including the synthetic shopper) and break core functionality.

Performance Diagnostics

Core Web Vitals Analysis

Metric	Value	Target	Status
LCP (Largest Contentful Paint)	N/A	< 2,500ms	⚠️ Not Measured
FID (First Input Delay)	1.6ms	< 100ms	✅ Excellent
CLS (Cumulative Layout Shift)	N/A	< 0.1	⚠️ Not Measured
FCP (First Contentful Paint)	1,900ms	< 1,800ms	⚠️ Needs Improvement
TTFB (Time to First Byte)	1,777ms	< 500ms	❌ Poor

Interpretation:

The exceptional FID of 1.6ms indicates JavaScript execution is not blocking user interactions—this is genuinely good news and suggests the main thread is relatively free once the page loads. However, the missing LCP and CLS measurements indicate the synthetic test may not have captured the full visual loading experience.

The FCP of 1,900ms sits just above the "good" threshold of 1,800ms, meaning users see initial content at an acceptable but not optimal speed. However, this is heavily compromised by the TTFB of 1,777ms—the server accounts for 93% of the time before first paint. This is the primary performance bottleneck.

Root Cause Analysis

Server Response (Primary Bottleneck)
The 1,777ms TTFB suggests one or more of:
- Uncached PHP execution on every request
- Slow database queries (common with WooCommerce at scale)
- Insufficient server resources (shared hosting limitations)
- Plugin conflicts creating processing overhead

Third-Party Scripts (Secondary Bottleneck)
The 9 detected plugins each create network requests:
- Google Tag Manager (render-blocking, high-impact)
- Google Analytics 4 (3+ collection endpoints)
- Klaviyo (email/SMS marketing scripts)
- Google Fonts (external font loading)
- Font Awesome (icon font loading)

Each third-party domain requires DNS lookup, TCP connection, and TLS negotiation—

approximately 100-300ms overhead per domain on first visit.

Failed Resources (Tertiary Impact)
The 27 failed requests create:
- Wasted network connections
- Browser retry attempts
- Console errors that may trigger error handlers
- Incomplete functionality

JavaScript Delivery Issues
The 404 on LiteSpeed's combined JS file suggests cache corruption or misconfiguration. This could be causing:
- Missing interactivity on product pages
- Broken cart updates
- Form validation failures

Conversion Risks

Critical Severity

1. SSL Certificate Errors (ERR_CERT_DATE_INVALID)
- **Trigger:** Any request to `dev.newdimensionsactive.ie` assets
- **User Experience:** Browser may display security warnings, padlock icon changes, or block content entirely
- **Purchase Impact:** Users will not enter payment details on a site displaying security warnings. This is an absolute conversion blocker for affected users.
- **Estimated Traffic Impact:** Unknown without analytics, but if even 10% of sessions trigger these warnings, the conversion impact is severe.

2. Missing JavaScript Functionality
- **Trigger:** Page load attempts to execute code from `193.js` which returns 404
- **User Experience:** Silent failures—buttons may not respond, forms may not validate, dynamic content may not load
- **Purchase Impact:** If checkout validation or cart updates depend on this script, purchases may be impossible for all users.
- **Estimated Traffic Impact:** 100% of users until fixed, though severity depends on what functionality the script contains.

High Severity

3. Cloudflare Challenge Script Failure
- **Trigger:** Every page load attempts to load `/cdn-cgi/challenge-platform/scripts/jsd/main.js`
- **User Experience:** If Cloudflare's bot protection is active, legitimate users may face challenges without the script; if inactive, no visible impact but wasted requests
- **Purchase Impact:** Could block legitimate users who appear "bot-like" (VPN users, corporate networks)
- **Estimated Traffic Impact:** 5-15% of users depending on traffic sources

4. Slow Server Response
- **Trigger:** Every single page load
- **User Experience:** 1.8 second wait before any content appears
- **Purchase Impact:** Users on mobile or impatient users will bounce before seeing products. Amazon's research shows each 100ms of latency costs 1% of sales.
- **Estimated Traffic Impact:** 100% of users experience degraded performance

Medium Severity

5. Broken Analytics/Tracking

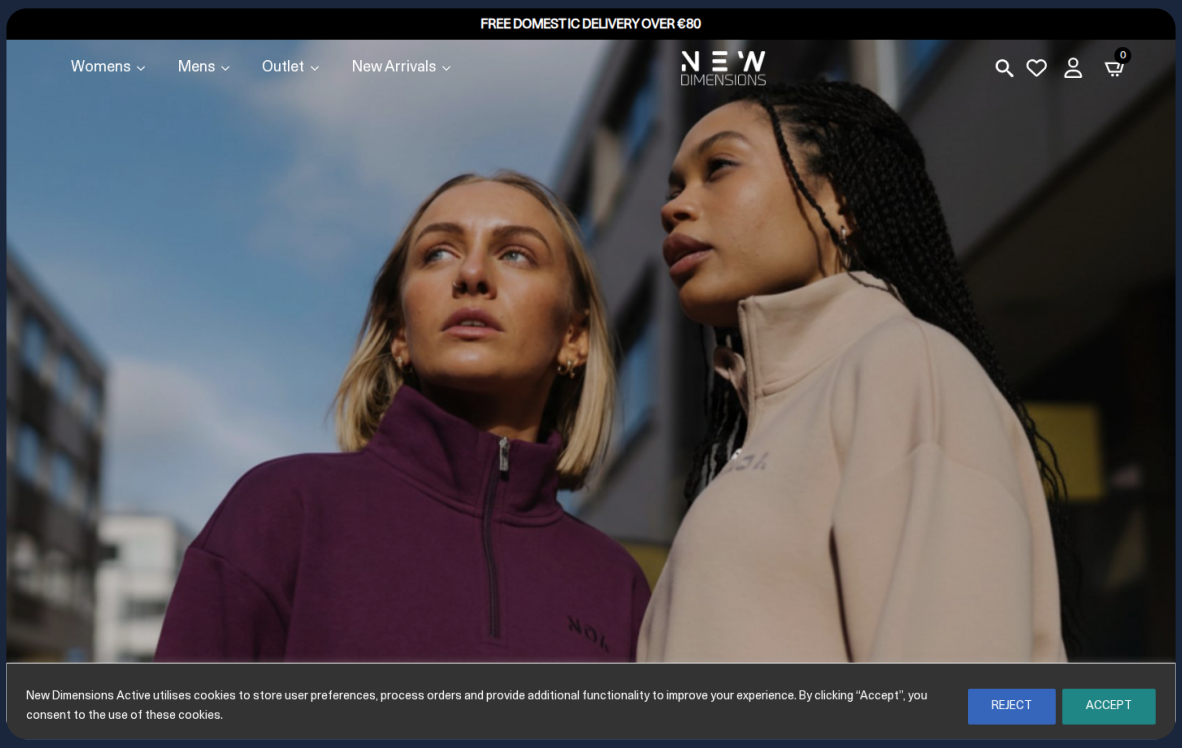
- **Trigger:** Consent mode or network issues blocking Google collection endpoints
- **User Experience:** No visible impact to users
- **Purchase Impact:** Indirect—poor data leads to poor marketing decisions and wasted ad spend
- **Estimated Revenue Impact:** 10-20% of marketing efficiency lost

6. Development Asset Exposure
- **Trigger:** Pages referencing `dev.newdimensionsactive.ie`
- **User Experience:** Missing images or visual elements
- **Purchase Impact:** Missing product images reduce conversion by 20-30% for affected products
- **Estimated Traffic Impact:** Pages containing the broken SVG reference

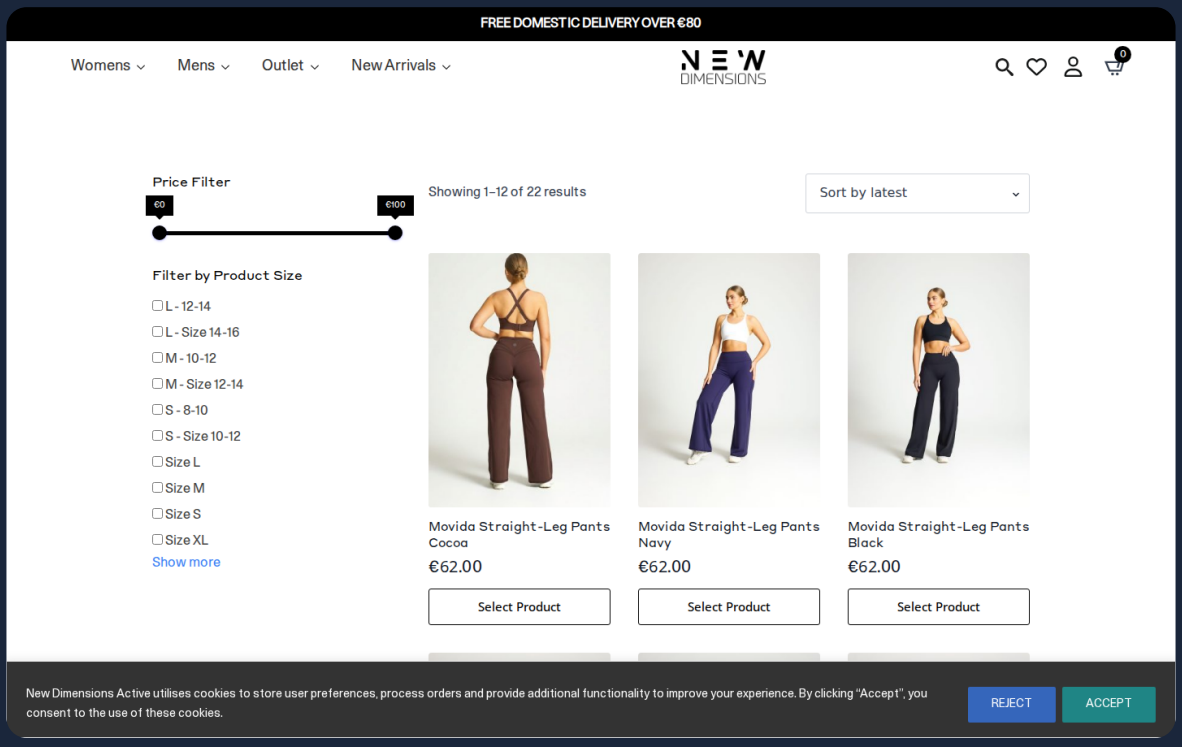
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Journey Screenshots

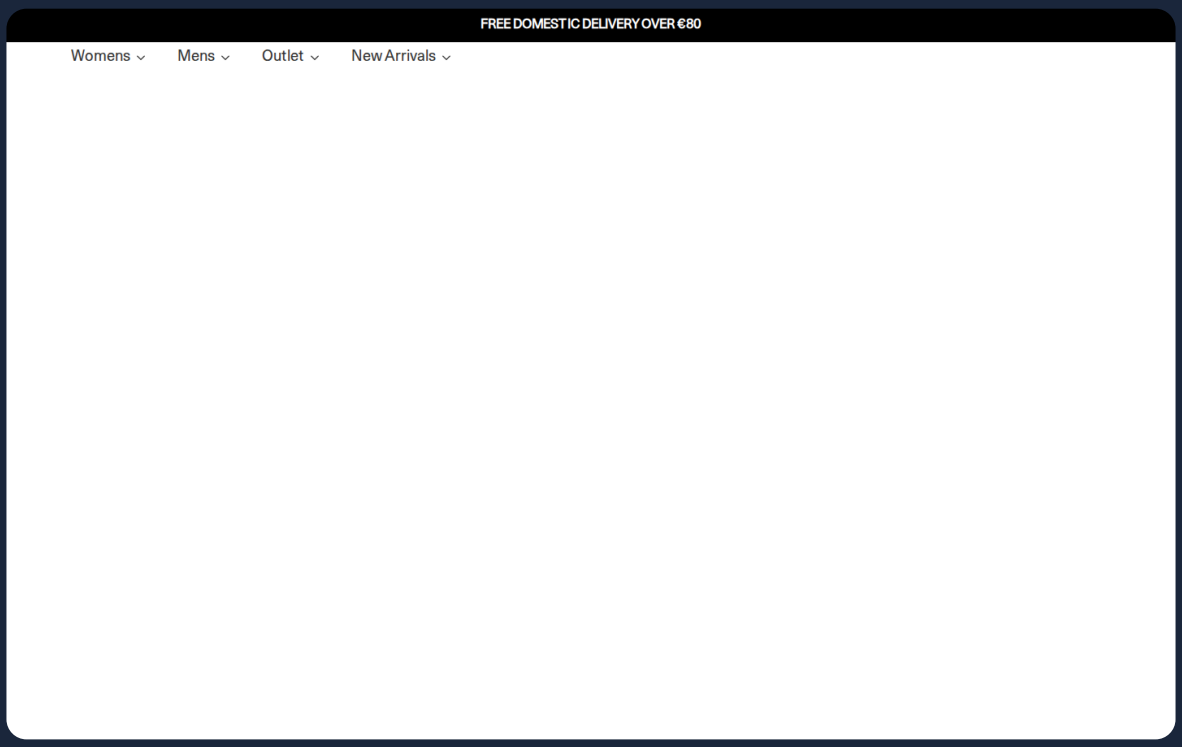
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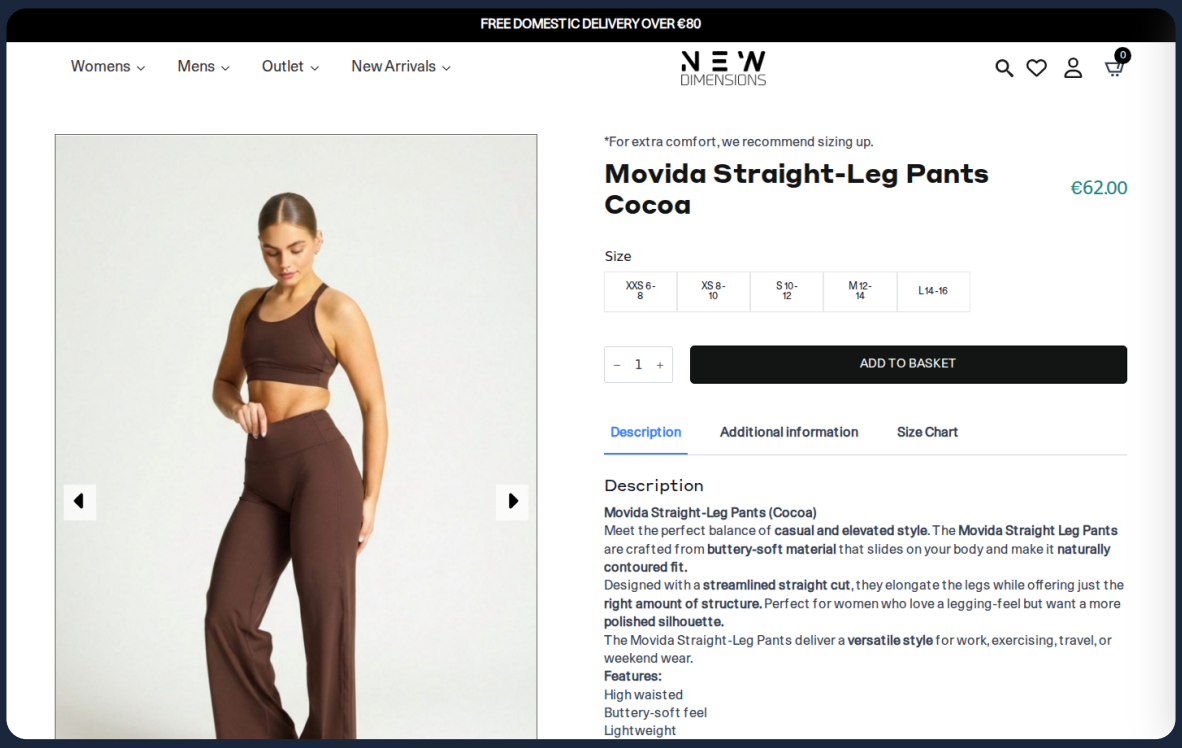
Browse Products



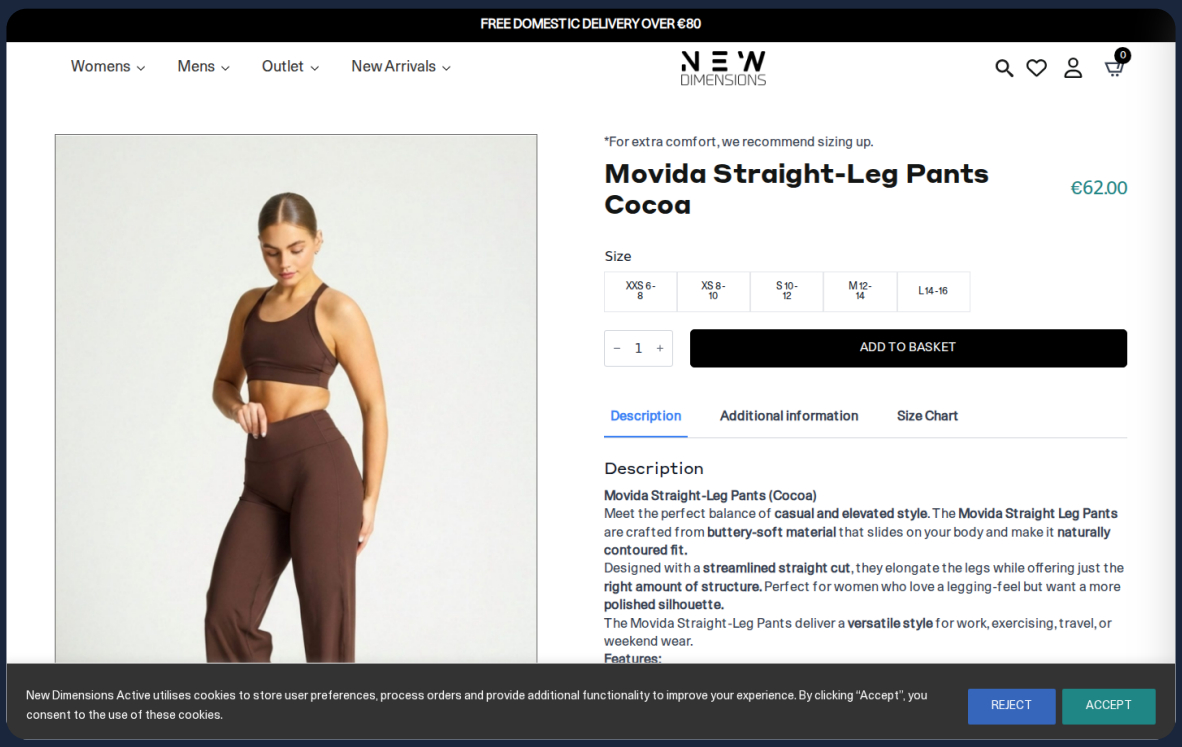
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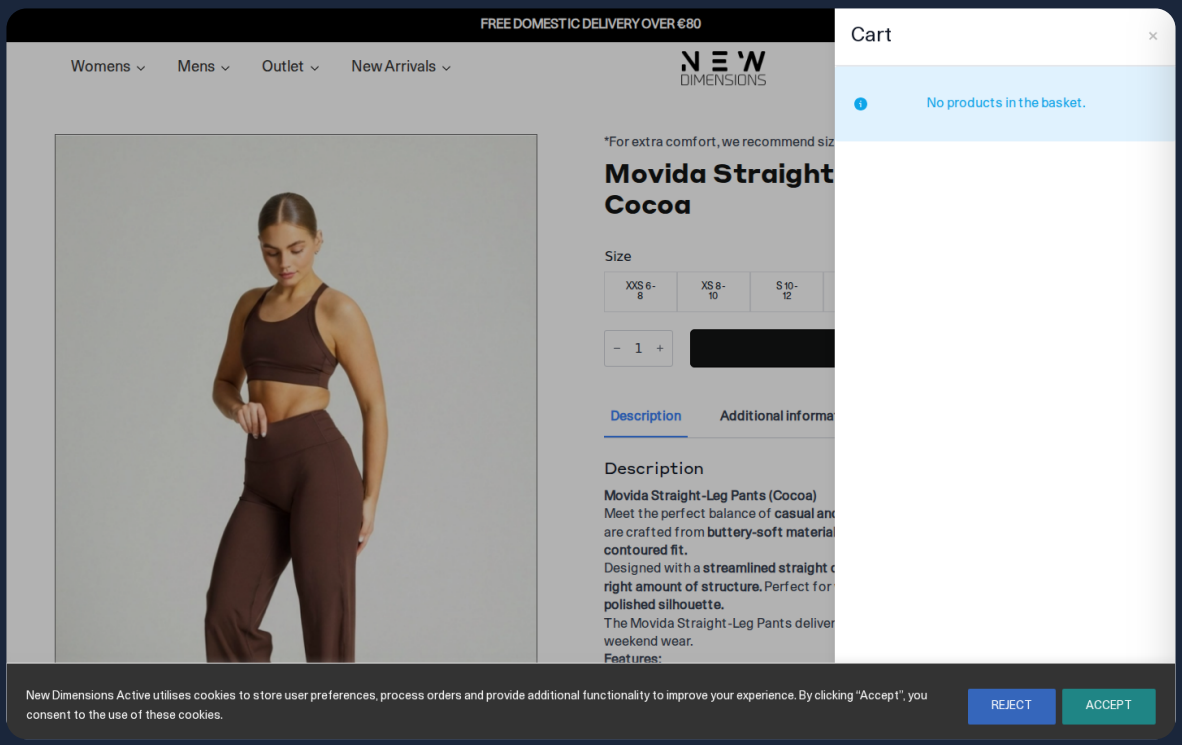
Select Variant



Add to Cart



Checkout



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