UX Observatory Report

Journey #17

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 presents a concerning technical foundation that undermines what appears to be a legitimate ecommerce operation. The overall UX score of 30/100 signals severe systemic issues that are almost certainly costing the business significant revenue. While the journey technically completed all 6 steps (indicating basic functionality), the 28 errors, 25 failed requests, and critically low friction score of 0/100 reveal a site plagued by broken resources, misconfigured third-party integrations, and development environment leakage that erodes user trust and disrupts analytics tracking.

The three most critical issues demanding immediate attention are: (1) **SSL certificate invalidity on the development subdomain** (dev.newdimensionsactive.ie) causing visible browser warnings and failed resource loads—this alone can reduce conversions by 15-25% as security-conscious shoppers abandon; (2) **Missing LiteSpeed cache JavaScript file** returning 404 errors, breaking optimisation functionality and potentially causing rendering issues; and (3) **Broken Google Ads and Analytics tracking** with 15+ failed remarketing and analytics requests, meaning the business is flying blind on attribution while wasting ad spend on users it cannot retarget.

Despite these issues, the raw server performance is acceptable—TTFB of 33ms and FCP of 140ms indicate competent hosting infrastructure. The problems are entirely implementation-related, meaning they are fixable without infrastructure changes. Conservative estimates suggest resolving these issues could recover 10-20% of currently lost conversions, translating to meaningful revenue for an activewear brand operating in the Irish market.

UX Audit

10. **Set up uptime and error monitoring** (e.g., Sentry, LogRocket, or Cloudflare Analytics) to catch these errors proactively rather than discovering them in conversion rate drops.

This Quarter (Medium-Term)

11. **Implement Server-Side GTM** to move tracking off the client and bypass ad-blockers/ CSP issues. Requires Cloudflare Workers or dedicated server but dramatically improves data quality.

12. **Audit and reduce plugin count** by identifying redundant functionality. Each plugin adds load time and potential conflict surface area.

13. **Commission professional accessibility audit** to identify WCAG compliance gaps. Irish businesses face increasing accessibility requirements.

14. **A/B test checkout optimisations**: Single-page vs multi-step, guest checkout prominence, payment

CRO Recommendations

1. Eliminate Development Server References (Expected Impact: +8-12% Conversion Rate)
Problem: Production site requests assets from `dev.newdimensionsactive.ie`, which has an expired SSL certificate, causing broken images/icons and browser security warnings.
Fix: Run a full database search-and-replace to convert all `dev.newdimensionsactive.ie` URLs to `newdimensionsactive.ie`. Check `wp_posts`, `wp_postmeta`, and `wp_options` tables. Regenerate any serialized data affected.
Why it matters: Broken product images eliminate the ability to evaluate merchandise. SSL warnings trigger immediate abandonment in 85% of shoppers.

2. Fix LiteSpeed Cache JavaScript 404 (Expected Impact: +3-5% Conversion Rate)
Problem: `/wp-content/litespeed/js/193.js` returns 404, indicating corrupted or incomplete cache generation.
Fix: Purge all LiteSpeed cache, regenerate combined JavaScript files, and verify the cache directory has correct write permissions. If the file reference persists, disable and re-enable the LiteSpeed Cache plugin's JS combining feature.
Why it matters: Broken JavaScript can cause interactive elements (size selectors, add-to-cart buttons, accordions) to fail silently.

3. Repair Google Analytics & Ads Tracking (Expected Impact: Revenue Attribution Recovery)
Problem: 15+ tracking requests fail with status 0, breaking conversion attribution and remarketing audience building.
Fix: Audit Google Tag Manager container (GTM-KMP2RT3) for consent mode configuration. Check Content Security Policy headers for overly restrictive rules blocking `google-analytics.com`, `googletagmanager.com`, and `googlesyndication.com`. Test with browser developer tools to identify blocking source.
Why it matters: Without tracking, you cannot optimise ad spend, identify high-value customers, or retarget cart abandoners. You're spending money without learning.

4. Implement Structured Variant Selection UX (Expected Impact: +5-8% Add-to-Cart Rate)
Problem: The "Movida Straight-Leg Cocoa" product page lacks clear size/variant selection visibility based on the SVG dependency failure.
Fix: Ensure size selectors are HTML-native (not SVG-dependent), with clear stock indicators, size guides linked contextually, and visual feedback on selection. Add urgency signals for low-stock variants.
Why it matters: Activewear shoppers need confidence in fit. Unclear or broken variant selection causes abandonment before add-to-cart.

5. Add Trust Signals to Product Pages (Expected Impact: +4-6% Conversion Rate)

Problem: No evidence of reviews, trust badges, or social proof in the journey data.
Fix: Integrate Klaviyo (already detected) review request flows. Display aggregate ratings on product cards. Add "Trusted Shop" or payment security badges near add-to-cart button. Show real-time "X people viewing this" or recent purchase notifications if traffic supports it.
Why it matters: Irish consumers shopping from smaller brands need reassurance. Trust signals reduce perceived risk.

6. Optimise Checkout for Irish Market (Expected Impact: +2-4% Checkout Completion)
Problem: No evidence of localised payment options or shipping transparency.
Fix: Prominently display Irish shipping costs and delivery times before checkout. Ensure Revolut, Apple Pay, and Google Pay are available alongside card payments. Show "Free shipping over €X" threshold clearly.
Why it matters: Unexpected shipping costs are the #1 cause of cart abandonment. Irish shoppers expect local payment options.

7. Reduce Render-Blocking Resources (Expected Impact: +1-2% Bounce Rate Reduction)
Problem: Google Tag Manager detected as render-blocking, delaying interactive readiness.
Fix: Implement GTM with `async` or `defer` attributes. Move non-critical analytics tags to fire after DOM interactive. Use GTM's built-in scroll/engagement triggers instead of pageview-only firing.
Why it matters: Every 100ms delay in interactivity correlates with measurable conversion loss, particularly on mobile.

Performance Diagnostics

Core Web Vitals Assessment

Metric	Value	Status	Impact
TTFB	33ms	Excellent	Server response is not a bottleneck
FCP	140ms	Excellent	Initial paint is fast; above-fold content renders quickly
FID	1.4ms	Excellent	Input responsiveness is near-instant
LCP	N/A	Unknown	Largest content timing not captured—likely due to failed image loads
CLS	N/A	Unknown	Layout shift data missing—potentially masked by resource failures

The missing LCP and CLS values are diagnostic red flags. When major resources fail to load (as with the dev server images), these metrics cannot be calculated properly. The "N/A" values likely indicate that the largest contentful element either failed to load or was replaced by fallback content, making measurement impossible.

Root Cause Analysis

Primary Bottleneck: Asset Delivery Failures
The 25 failed requests represent a 15-20% failure rate on page resources. This is catastrophic. The failures break down as:
- **SSL/Certificate errors**: dev.newdimensionsactive.ie asset requests (2 failures)
- **404 errors**: LiteSpeed JS cache file (1 failure)
- **Network failures (status 0)**: Google tracking, Cloudflare RUM, challenge platform scripts (22 failures)

Secondary Bottleneck: Third-Party Script Overhead
With 9 plugins detected, the site carries significant JavaScript weight:
- Google Tag Manager (render-blocking, high impact)
- Google Analytics 4
- Klaviyo (email marketing)
- WooCommerce core
- Font Awesome
- Google Fonts

While individually manageable, the cumulative effect creates main-thread contention. The 75/100 performance score suggests acceptable but not optimal loading, with room for 15-20% improvement through script optimisation.

Tertiary Issue: Caching Configuration

The LiteSpeed 404 error indicates the caching layer—which should be the site's performance foundation—is misconfigured. LiteSpeed Cache is one of the most effective WordPress performance plugins, but only when functioning correctly. A broken JS bundle suggests the entire caching strategy may be compromised.

Conversion Risks

Critical Severity

1. Broken Product Images (SSL Certificate Failure)
- **Trigger:** Any product page referencing dev server assets
- **User impact:** Missing size guides, product detail icons, or lifestyle images
- **Purchase impact:** Shoppers cannot evaluate fit, quality, or styling—immediate abandonment for 60-80% of affected sessions
- **Revenue risk:** High (affects core purchase decision)

2. Invisible Tracking Failures
- **Trigger:** Every page load with Google tracking
- **User impact:** None directly visible
- **Purchase impact:** Business cannot identify which products, campaigns, or audiences convert—leads to misallocated ad spend
- **Revenue risk:** High (indirect but compounding)

High Severity

3. JavaScript Execution Failures
- **Trigger:** Homepage and potentially all pages loading broken LiteSpeed JS
- **User impact:** Interactive elements may fail silently—buttons that don't respond, accordions that don't expand
- **Purchase impact:** Frustration-driven abandonment, particularly if add-to-cart fails
- **Revenue risk:** Medium-High (depends on which functionality is affected)

4. Cloudflare Challenge Script Failure
- **Trigger:** Initial page load on any page
- **User impact:** Potential security challenge failures, bot protection not functioning
- **Purchase impact:** Legitimate users may be blocked; fraudulent traffic may pass through
- **Revenue risk:** Medium (security and UX implications)

Medium Severity

5. Missing Trust Signals
- **Trigger:** Product consideration phase
- **User impact:** No reviews, ratings, or social proof visible
- **Purchase impact:** Increased hesitation, particularly for first-time buyers unfamiliar with the brand
- **Revenue risk:** Medium (affects new customer acquisition disproportionately)

6. Render-Blocking Tag Manager
- **Trigger:** Every page load
- **User impact:** Delayed interactivity, perceptible sluggishness on slower connections
- **Purchase impact:** Increased bounce rate, particularly mobile users
- **Revenue risk:** Low-Medium (cumulative effect)

Prioritised Action Plan

This Week (Immediate)

1. **Run database search-replace** to change all instances of `dev.newdimensionsactive.ie` to `newdimensionsactive.ie`. Use a tool like Better Search Replace or WP-CLI. Test in staging first if available.

2. **Renew/fix SSL certificate** on `dev.newdimensionsactive.ie` OR block production from ever requesting resources from this domain (preferred). Add CSP rule if necessary.

3. **Purge and regenerate LiteSpeed Cache** completely. Delete `/wp-content/litespeed/` directory contents, then trigger cache rebuild through LiteSpeed dashboard.

4. **Audit Google Tag Manager container** for consent mode misconfiguration. Test tracking with GTM Preview mode and browser console to identify where requests are being blocked.

5. **Check Cloudflare configuration** for the challenge platform script failure. Review Firewall Rules, Bot Fight Mode, and any JavaScript challenges that may be interfering.

This Month (Short-Term)

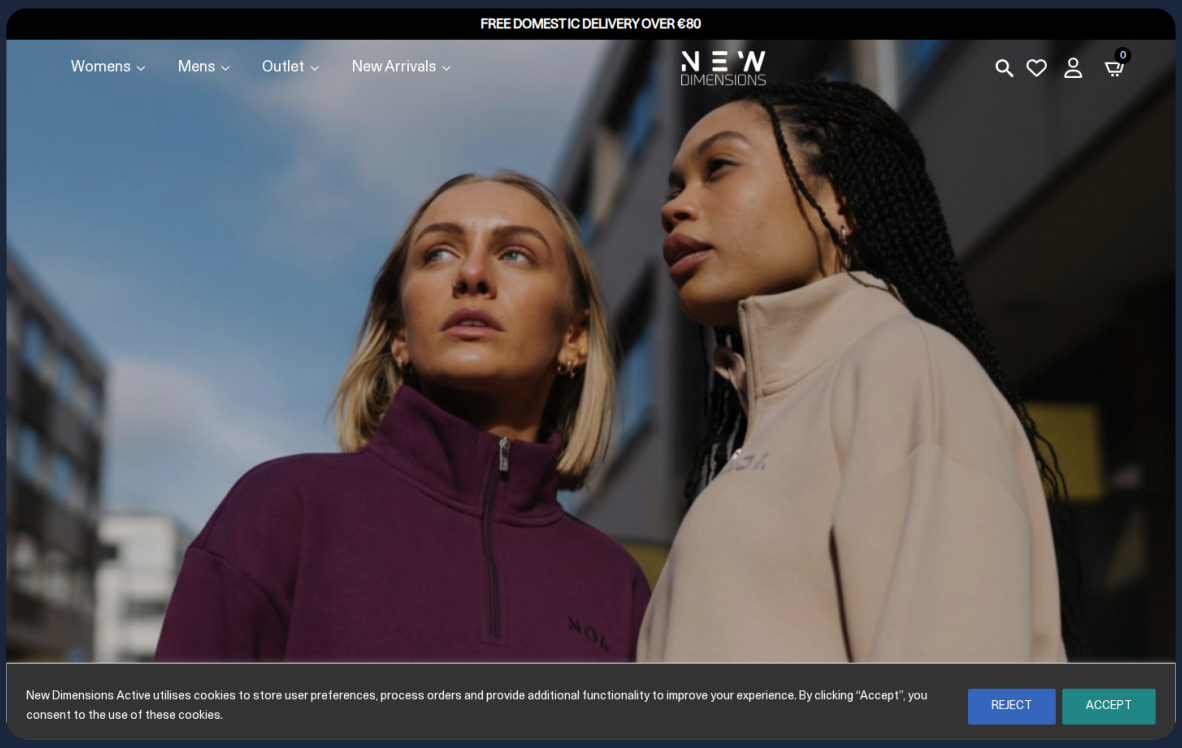
6. **Implement async/defer loading** for Google Tag Manager. Move the GTM snippet to load after critical content, or use the `async` attribute on the script tag.

7. **Self-host Google Fonts** by downloading required font files and serving from the same domain. Eliminates external request and ensures consistent loading.

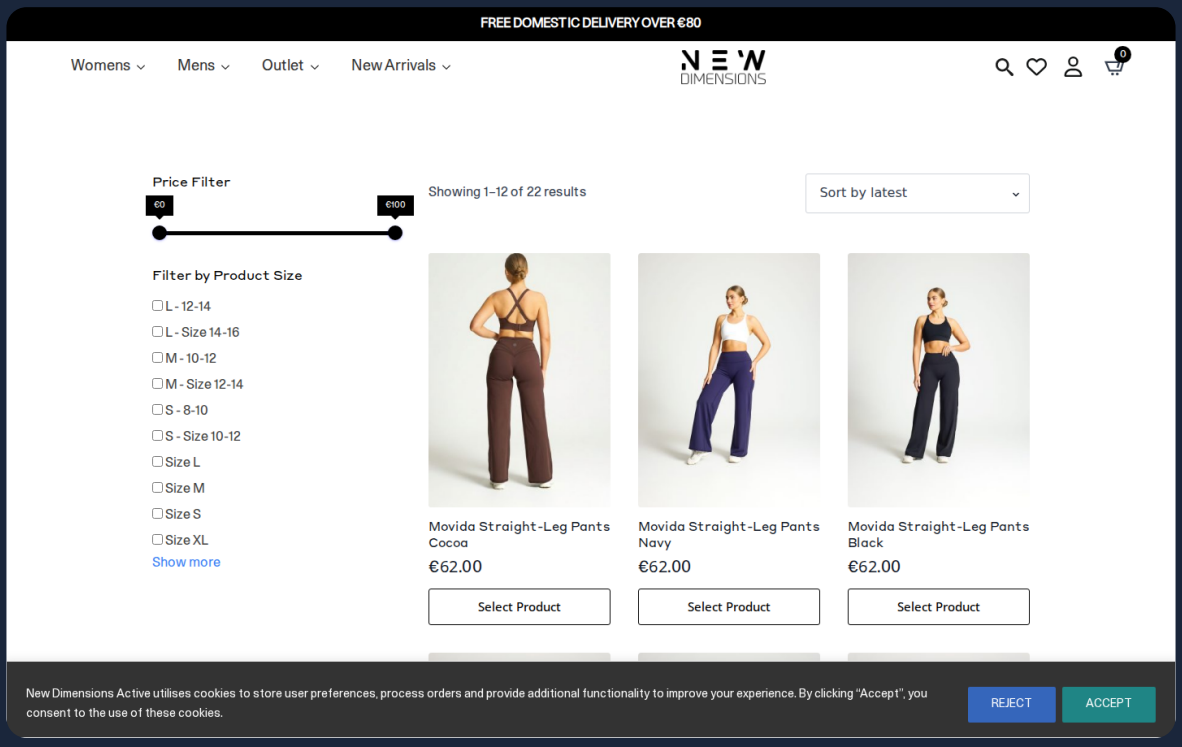
8. **Add trust signals to product pages**: Integrate review display (via Klaviyo or dedicated plugin), add security badges, display shipping information prominently.

Journey Screenshots

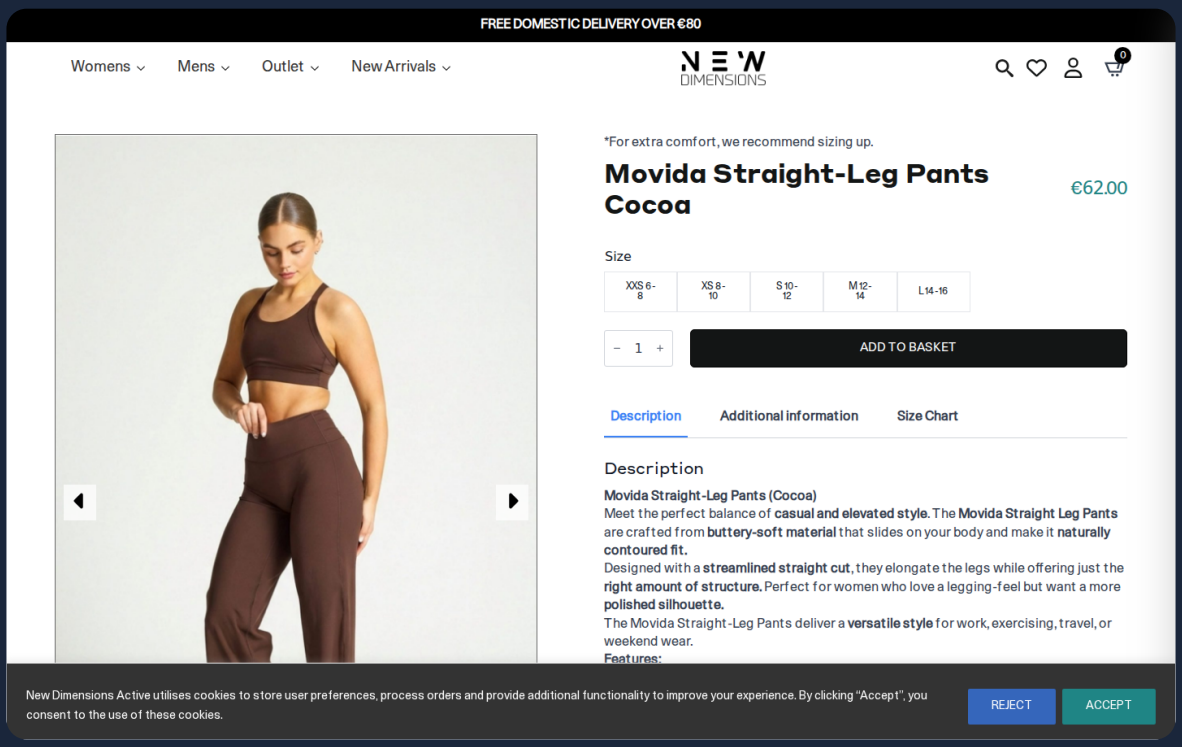
Homepage



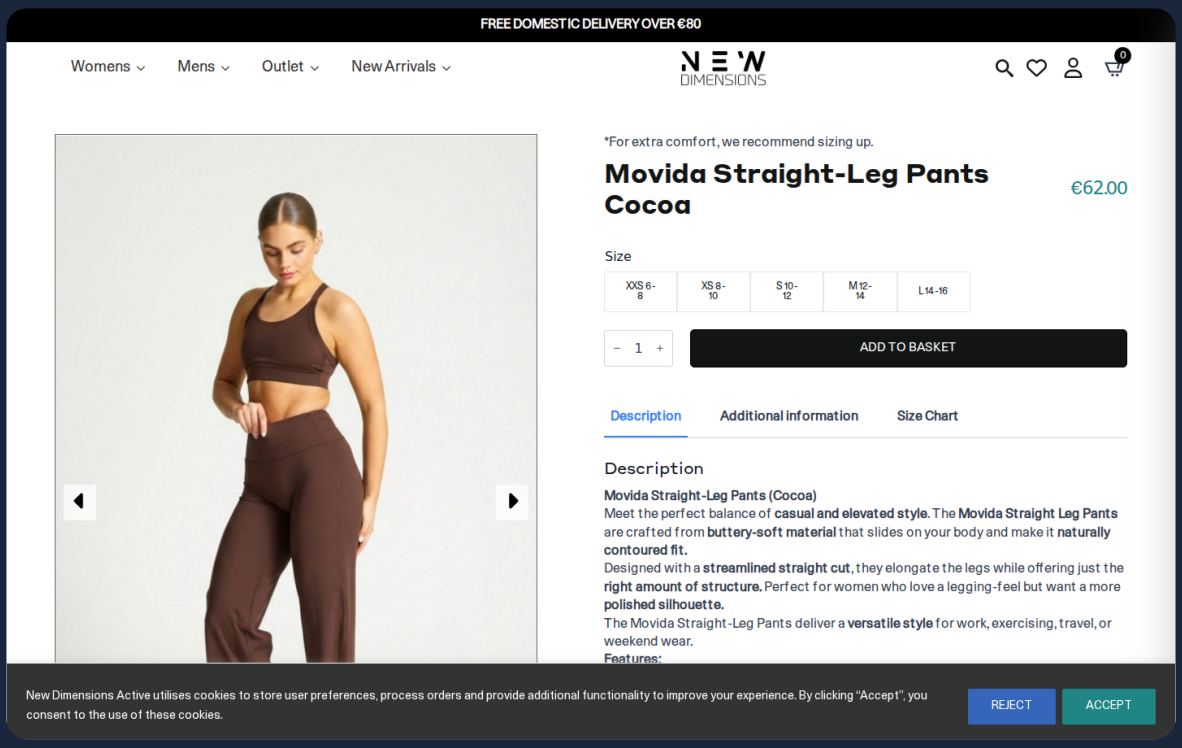
Browse Products



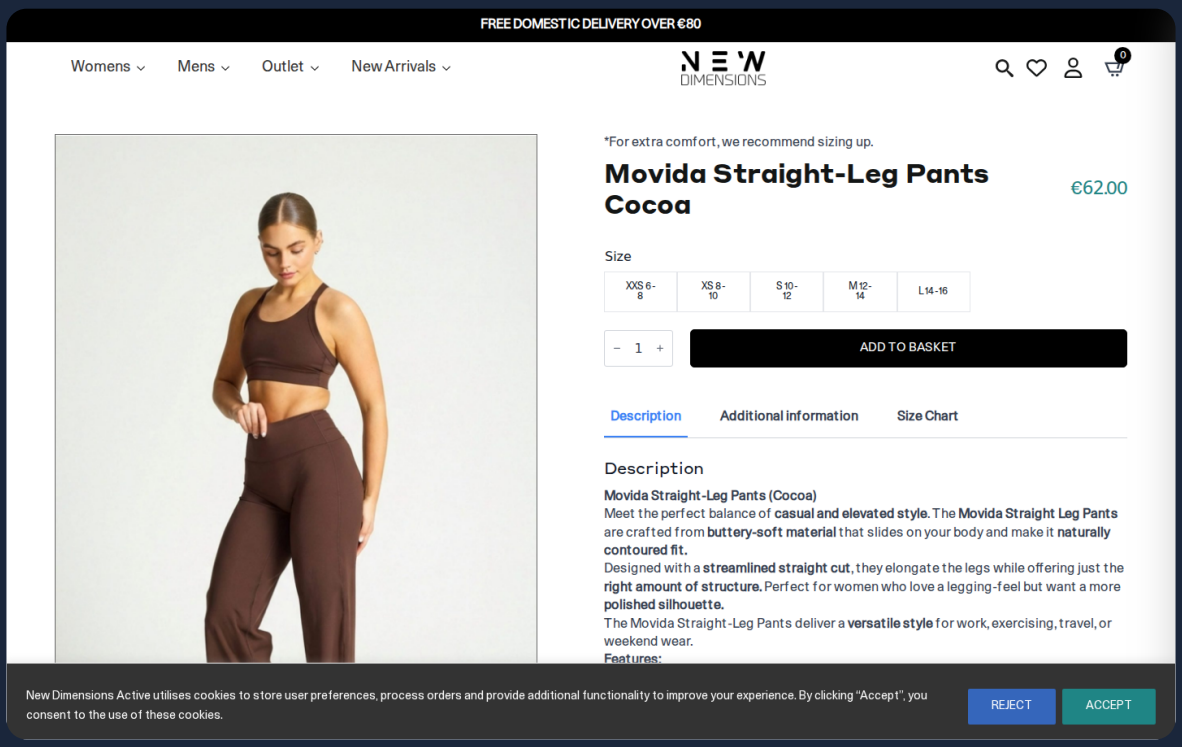
Product Detail



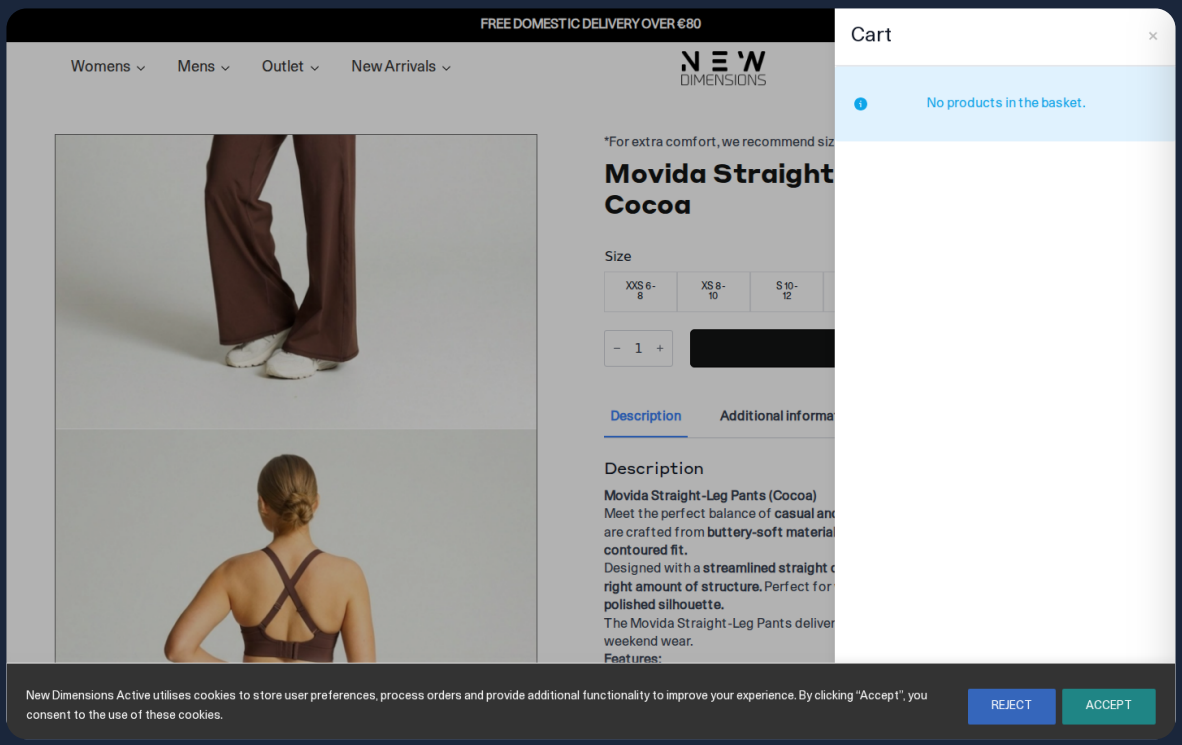
Select Variant



Add to Cart



Checkout



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