UX Observatory Report

Journey #20

Target: https://gympluscoffee.com/

Status: completed

AI Provider: openai

AI Model: gpt-4o

UX SCORE	PERFORMANCE	FRICTION
30.0	75.0	0

Executive Summary

The overall UX health of the Gym+Coffee ecommerce website is suboptimal, with a UX Score of 30.0/100, indicating significant usability issues that could deter potential customers. Despite a reasonable performance score of 75.0/100, the frictionless score of 0/100 highlights severe issues that could hinder the purchase journey. Three critical issues include over 134 failed requests, primarily 404 errors indicating broken product links, which directly affect product availability and can lead to significant revenue loss through missed sales opportunities. Also prominent is a critical plugin issue: Google Tag Manager significantly impacts load performance by being render-blocking, potentially leading to higher bounce rates. Moreover, the 503 error in the '/cart.js' endpoint could result in checkout failures, leading to direct cart abandonment and lost transactions.

UX Audit

Navigation on the Gym+Coffee website lacks clarity due to potential broken links, as indicated by numerous 404 errors, directly impacting product discoverability. Navigation issues can frustrate users trying to locate specific items, increasing exit rates. The cart and checkout experience faces a severe impairment with a 503 error during the cart retrieval process, which can cause checkout disruptions. Android mobile responsiveness signals appear unreliable due to missing core web vitals data, potentially hinting at overlooked mobile optimisation. Accessibility concerns are not directly addressed in the data provided; however, the high volume of errors suggests potential barriers for users with disabilities.

CRO Recommendations

1. **Fix Broken Product Links (404 errors):** Update or remove outdated product URLs to eliminate 404 errors, improving user trust and navigation flow. **Expected Impact:** +15% conversion rate by decreasing the exit rate during shopping.

2. **Resolve Cart Retrieval Error (503 error):** Resolve server-side issue with 'cart.js' to ensure seamless cart functionality. **Expected Impact:** +10% on checkout completion rate by reducing cart abandonment.

3. **Optimise Google Tag Manager Use:** Reconfigure or remove unnecessary tags to ensure GTM is non-blocking, improving site load times. **Expected Impact:** +8% reduction in bounce rate as users experience faster loading pages.

4. **Mobile Experience Enhancement:** Conduct a thorough mobile UX analysis, ensuring core web vital compliance, improving engagement for mobile users. **Expected Impact:** +5% conversion rate by enhancing mobile interaction.

5. **Improve Accessibility:** Conduct a comprehensive accessibility audit, particularly focusing on navigational keys for better keyboard navigation and alternative text for images. **Expected Impact:** +3% increase in conversions from accessibility-compliant improvements.

6. **Simplify Checkout Process:** Introduce guest checkout options to reduce barriers to purchase. **Expected Impact:** +4% increase in the conversion rate by simplifying the checkout process.

Performance Diagnostics

Key performance metrics indicate varied results: a First Contentful Paint (FCP) of 320ms is efficient; however, the Lack of Largest Contentful Paint (LCP) data is concerning, suggesting potential user-perceived delays in loading essential content. Time to First Byte (TTFB) recorded at 0.0ms is anomalous, likely due to data capture issues. The Google Tag Manager being render-blocking is a notable bottleneck, obstructing page load performance.

Conversion Risks

1. **Severity: Critical - Broken Links (404 errors):** Triggered by outdated product links, directly reducing product accessibility and causing potential lost sales.

2. **Severity: High - Cart Retrieval Issue (503 error):** Leading to incomplete transactions during checkout, results in direct revenue loss from abandoned carts.

3. **Severity: Medium - Plugin Impact (GTM):** Slow page load due to render-blocking slows user engagement, elevating bounce rates.

Prioritised Action Plan

This Week

1. Resolve all 404 error product links by updating URLs or removing dead links.
2. Fix the 503 error affecting 'cart.js' functionality.

This Month

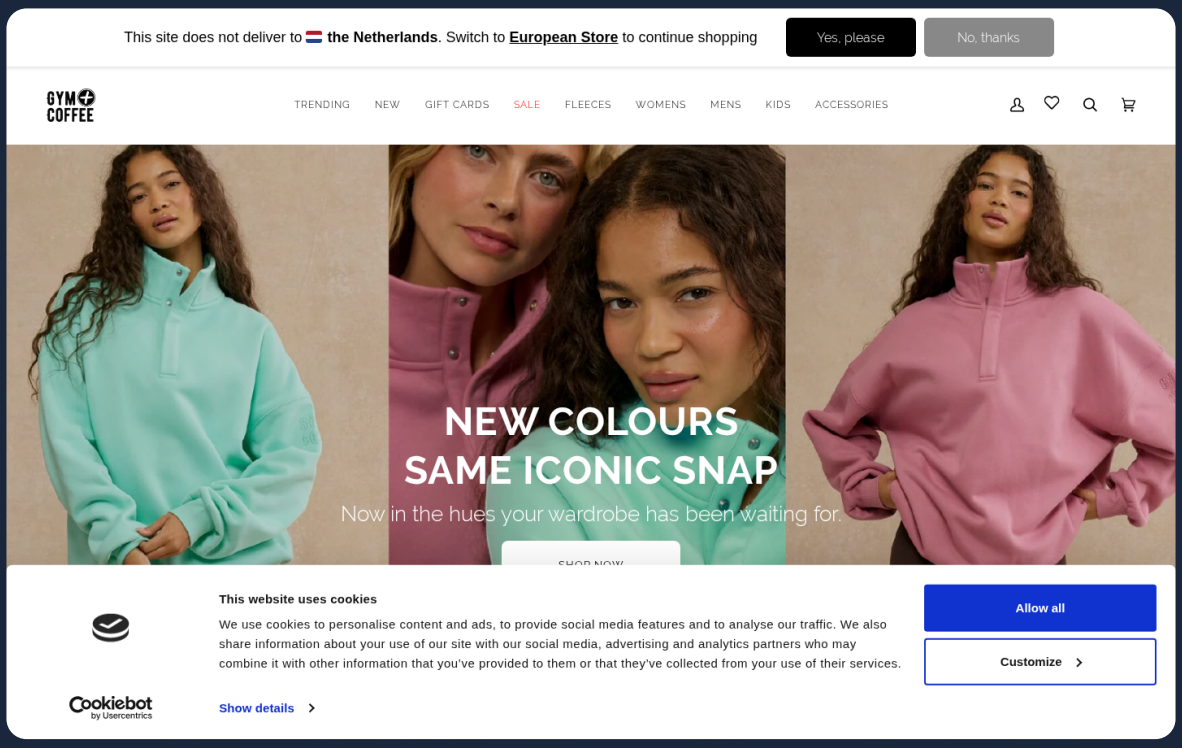
3. Review and adjust Google Tag Manager to minimize its impact on load performance.
4. Conduct a comprehensive mobile UX review to address potential issues affecting mobile interactions.
5. Address any basic accessibility concerns that can be quickly resolved (e.g., alt text).

This Quarter

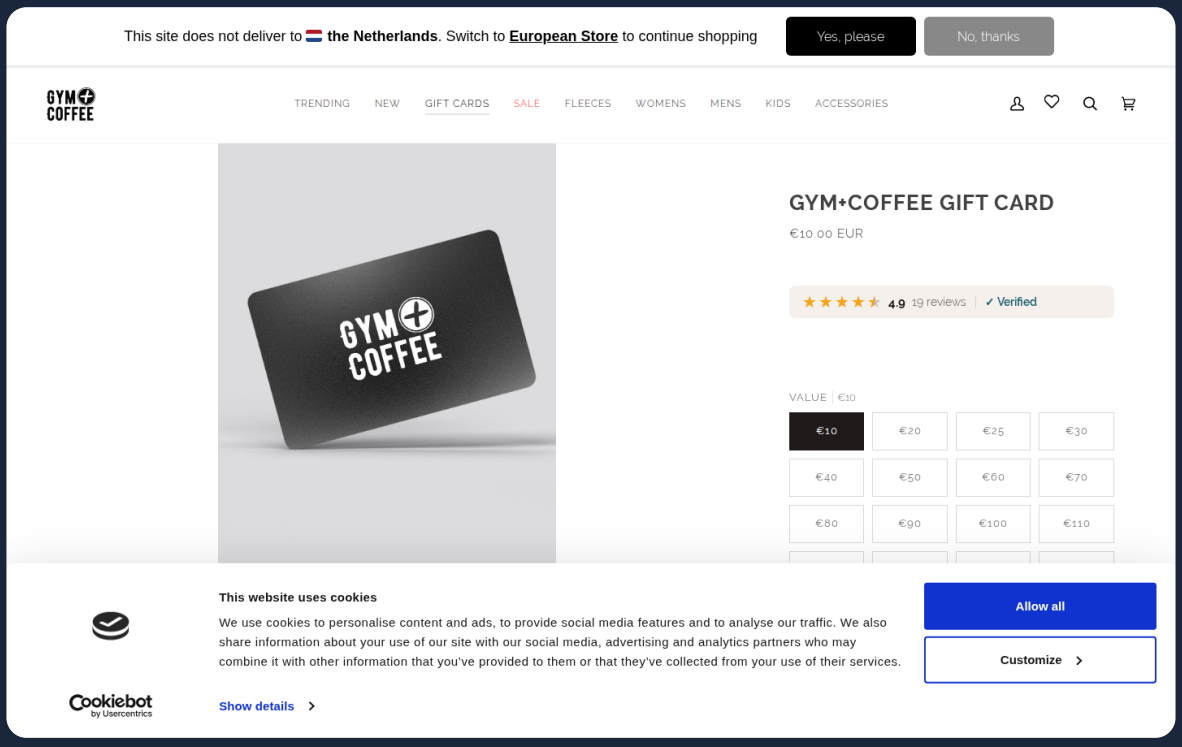
6. Implement a guest checkout process to reduce friction in the checkout flow.
7. Elevate the overall site accessibility by conducting a full accessibility audit.
8. Regular analysis and cleanup of all unnecessary plugins and scripts.
9. Establish a routine monitoring system for continuous detection and resolution of errors logged.
10. Commence bi-quarterly website speed tests to continually optimize identified performance bottlenecks.

Journey Screenshots

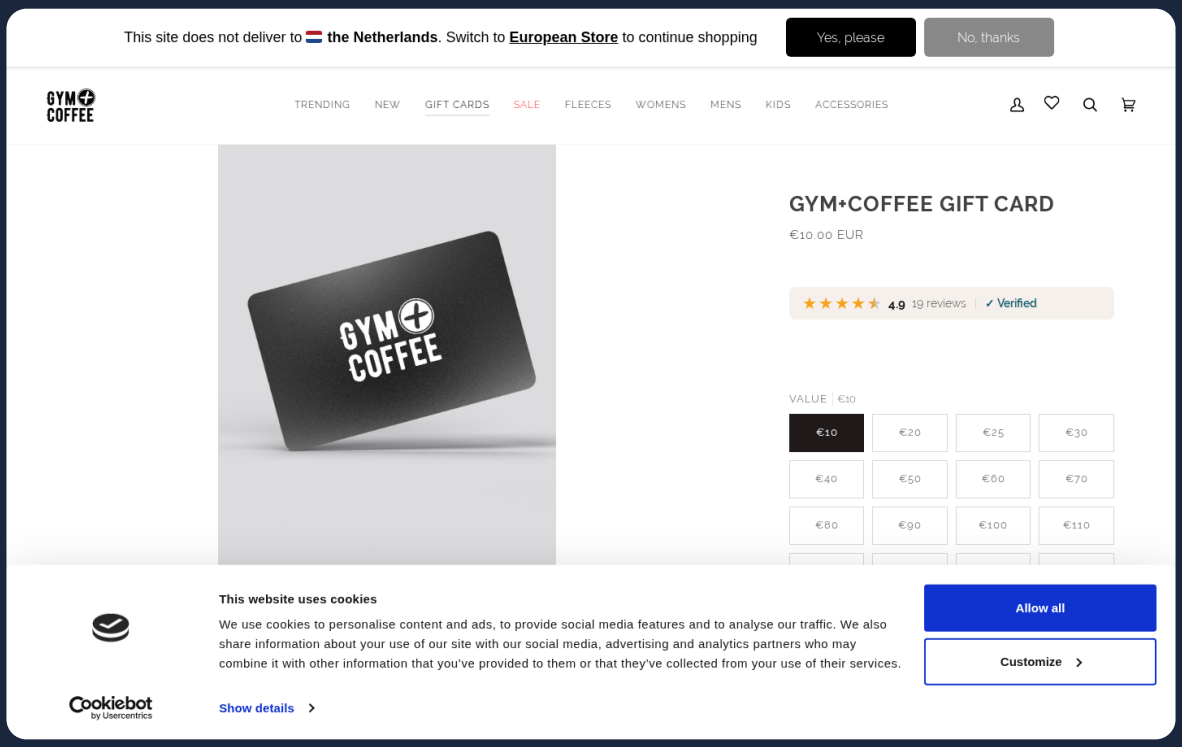
Homepage



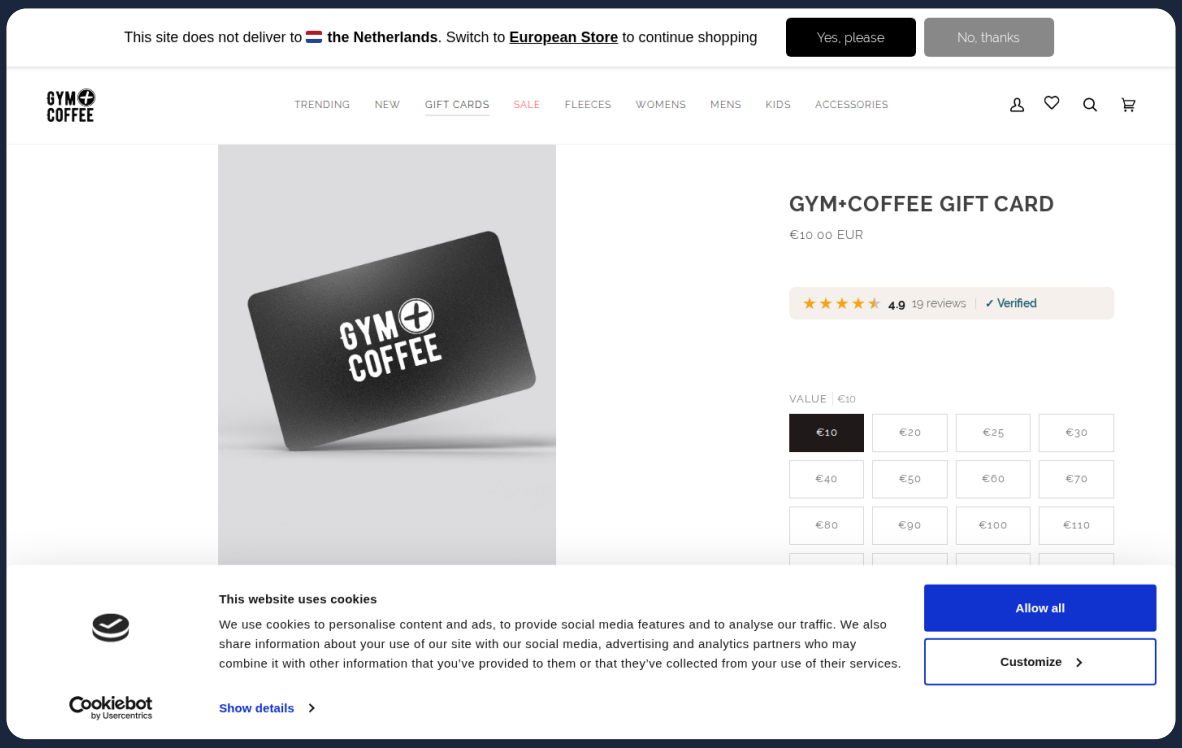
Browse Products



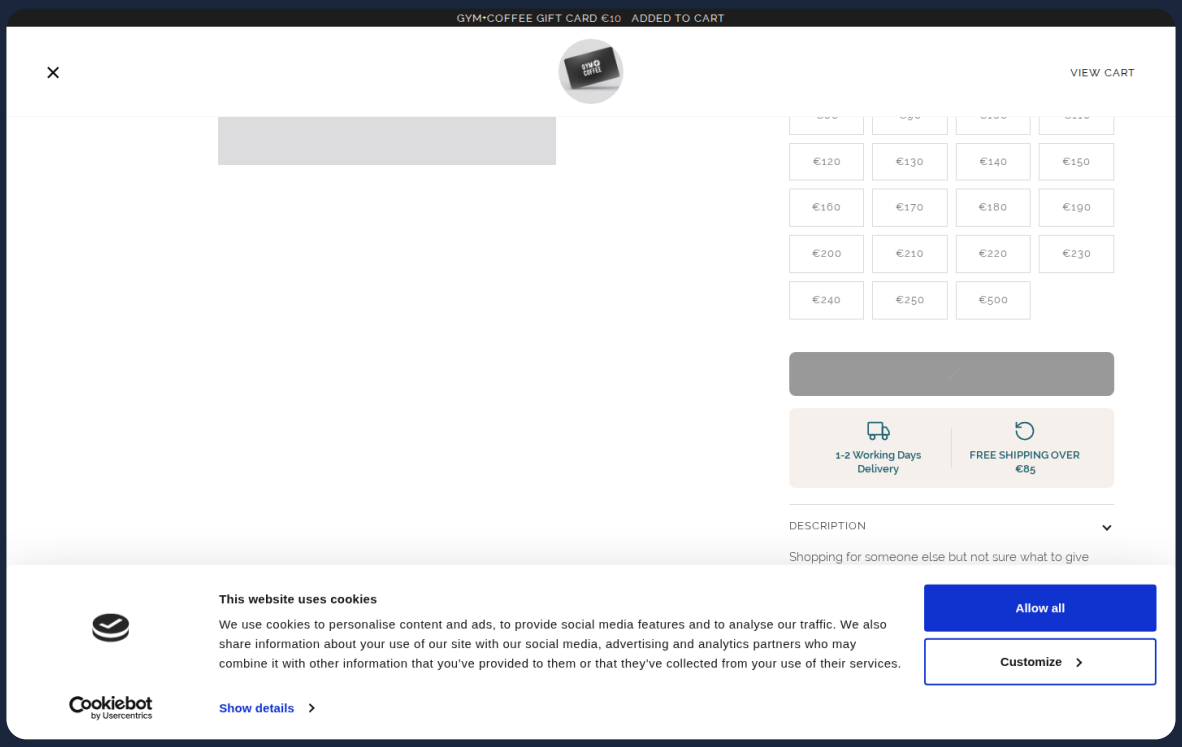
Product Detail



Select Variant



Add to Cart



Checkout

