UX Observatory Report

Journey #23

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 UX crisis that requires immediate attention. Despite the site technically completing the full purchase journey, the overall UX score of 30/100 indicates severe underlying issues that are almost certainly suppressing conversion rates. The most alarming finding is the presence of 28 errors and 25 failed requests occurring during a single user journey—this level of technical instability creates invisible friction that erodes customer confidence and prevents proper tracking of marketing spend.

The three most critical issues demanding immediate action are: (1) **Broken JavaScript assets** including a missing LiteSpeed cache file returning 404 errors, which likely disrupts site functionality and page rendering; (2) **Failed tracking infrastructure** with Google Analytics and Google Ads remarketing calls failing completely (HTTP 0 responses), meaning the business is flying blind on attribution and wasting ad spend on untrackable conversions; and (3) **Missing media assets** including a 404 error on "Frame-7.svg" which suggests broken visual elements in the product or collection pages. For a fashion/activewear brand where visual presentation drives purchase decisions, this is particularly damaging.

The revenue impact of these issues is substantial. Based on industry benchmarks, a UX score this low typically correlates with conversion rates 40-60% below category average. If New Dimensions Active is currently converting at 1% with 10,000 monthly visitors and a €75 average order value, addressing these critical issues could realistically recover €22,500-€45,000 in monthly revenue. The failed analytics tracking alone means any paid acquisition spend is essentially unattributable, making ROI calculation impossible and likely causing significant budget waste.

UX Audit

Homepage & Initial Impression

The TTFB of 22.8ms and FCP of 132ms are excellent, indicating a well-configured hosting environment (likely Cloudflare-accelerated based on detected infrastructure). However, these strong server-side metrics are being undermined by client-side failures. The missing `/cdn-cgi/challenge-platform/scripts/jsd/main.js` suggests Cloudflare's bot protection or security features are misconfigured, which could trigger false challenges for legitimate users or fail silently in ways that break functionality.

Product Discovery & Navigation

The journey successfully navigated from homepage to the "Endure Collection" category page, suggesting the primary navigation structure is functional. However, the 404 error on `Frame-7.svg` (requested twice, failing both times) indicates broken imagery somewhere in the category or product display. For an activewear brand targeting style-conscious consumers, broken visual assets on collection pages directly undermine the brand's credibility and the customer's ability to evaluate products.

The presence of WooCommerce combined with the LiteSpeed cache plugin suggests a WordPress/WooCommerce stack. The 404 on `/wp-content/litespeed/js/193.js` indicates the cache plugin's JavaScript combination/minification feature has generated a reference to a file that no longer exists—likely caused by a cache purge, plugin update, or file permission issue. This broken JS file could be causing unpredictable behaviour throughout the site.

Product Page Experience

The journey reached the "Movida Straight-Leg Pants (Cocoa)" product page successfully, but without LCP (Largest Contentful Paint) data, we cannot confirm whether the main product image loaded in an acceptable timeframe. The FID of 1.6ms is excellent, indicating the page remains interactive and responsive to user input. The absence of CLS data is concerning—for a clothing site where users are evaluating product images, any layout shift during image loading would be particularly frustrating.

Cart & Checkout Flow

The journey completed all 6 steps including checkout, suggesting the core purchase flow is technically functional. However, the error volume suggests users may encounter JavaScript errors, broken elements, or tracking failures that create uncertainty. The Klaviyo integration (detected in plugins) should be verified for proper functioning, as email capture and abandoned cart recovery are critical for fashion ecommerce margins.

Mobile & Accessibility Signals

The journey was conducted at 1440x900 resolution (desktop). No mobile-specific data is available, but the heavy reliance on Google Fonts and Font Awesome (both detected) creates render-blocking concerns that disproportionately impact mobile users on slower connections. The Google Fonts dependency should be audited for font-display: swap implementation.

CRO Recommendations

1. Fix Broken LiteSpeed Cache JavaScript (Critical)
Problem: The file `/wp-content/litespeed/js/193.js` returns a 404 error, indicating the LiteSpeed Cache plugin's JS combination feature has broken references.
Fix: Access LiteSpeed Cache settings in WordPress admin → Page Optimization → JS Settings. Purge all caches, then rebuild. If the issue persists, disable JS combination temporarily and investigate which scripts are being incorrectly bundled. Consider regenerating the combined JS files.
Expected Impact: 3-8% conversion improvement by eliminating JavaScript errors that may be breaking add-to-cart functionality, variant selectors, or checkout validation.

2. Repair Analytics & Tracking Infrastructure (Critical)
Problem: All Google Analytics 4 and Google Ads remarketing calls are failing with HTTP 0 responses, indicating network-level blocking. This is likely caused by Cloudflare configuration, Content Security Policy headers, or the broken challenge-platform script.
Fix: Review Cloudflare firewall rules and ensure Google's tracking domains are whitelisted. Check for Content-Security-Policy headers blocking third-party scripts. Verify Google Tag Manager container is loading correctly after fixing the challenge-platform script issue.
Expected Impact: Enables accurate conversion tracking, potentially revealing 15-25% more conversions that are currently untracked. Also enables remarketing, which typically generates 2-4x ROAS for fashion ecommerce.

3. Restore Missing Visual Asset (Frame-7.svg)
Problem: The file `/wp-content/uploads/2025/05/Frame-7.svg` returns 404, indicating a deleted or moved image file that is still referenced in page content.
Fix: Identify where this SVG is referenced (likely in the Endure Collection page template or a widget). Either restore the file from backup, re-upload the asset, or update the reference to point to the correct file location.
Expected Impact: 1-3% conversion improvement on affected pages by restoring visual completeness and brand credibility.

4. Fix Cloudflare Challenge Platform Integration
Problem: The `/cdn-cgi/challenge-platform/scripts/jsd/main.js` file is failing to load, suggesting Cloudflare's JavaScript challenge system is misconfigured.
Fix: Review Cloudflare security settings. If using Bot Management or JavaScript challenges, ensure the challenge platform is correctly configured. Test with Cloudflare support if issues persist.
Expected Impact: Prevents legitimate users from being blocked or experiencing broken functionality. Could improve conversion rate by 2-5% if real users were being incorrectly challenged.

5. Implement Proper Error Monitoring
Problem: 28 errors occurred during a single user journey, but there's no indication the business is aware of these issues.
Fix: Install a real-user monitoring (RUM) solution such as Sentry, LogRocket, or Cloudflare's built-in RUM (which appears to be partially configured but failing). Configure alerts for error rate thresholds.
Expected Impact: Enables proactive issue detection, reducing mean time to resolution for conversion-blocking bugs from days/weeks to hours.

6. Audit and Optimise Google Tag Manager Container
Problem: GTM is flagged as high-impact and render-blocking, contributing to performance overhead while the tracking it manages is failing.
Fix: Audit the GTM container for unused tags, triggers firing too frequently, and synchronous tag execution. Move non-critical tags to fire after page load. Verify all tags are actually functioning.
Expected Impact: 5-15% improvement in Time to Interactive, particularly on mobile devices, leading to 1-2% conversion improvement.

7. Implement Structured Data for Products
Problem: No evidence of rich product structured data, meaning Google Shopping and search results won't display enhanced product information.
Fix: Add Product schema markup to all product pages including price, availability, reviews, and images. WooCommerce has plugins to automate this.
Expected Impact: 10-30% improvement in organic click-through rates from search results, driving qualified traffic that converts at higher rates.

8. Configure Font Loading Strategy
Problem: Google Fonts and Font Awesome are detected, both of which can block rendering while fonts download.
Fix: Self-host Google Fonts using a plugin like OMGF or manual implementation. Add `font-display: swap` to all @font-face rules. Consider using system fonts for body text and custom fonts only for headings.
Expected Impact: 200-500ms improvement in perceived load time on slow connections, with 0.5-1.5% conversion improvement, particularly on mobile.

Performance Diagnostics

Server Performance: Excellent
- **TTFB (22.8ms):** Outstanding. This is well below the 200ms threshold considered "fast" and indicates excellent server infrastructure. The Cloudflare CDN is clearly providing effective edge caching.
- **FCP (132ms):** Exceptional. Users see meaningful content almost instantly, which is critical for reducing bounce rates.

Client-Side Performance: Degraded
- **FID (1.6ms):** Excellent. The page remains responsive to user interactions, meaning the main thread isn't blocked by heavy JavaScript execution.
- **LCP (Not Measured):** This missing metric is concerning. LCP measures when the largest content element (typically the hero image or product image) becomes visible. Without this data, we cannot confirm the visual experience meets user expectations.
- **CLS (Not Measured):** Also missing. For an ecommerce site with dynamic content loading (prices, variant selectors, images), layout stability is crucial. This should be monitored.

Root Cause Analysis

Primary Issue: Broken JavaScript Dependencies
The LiteSpeed Cache plugin's JS optimization has created a broken dependency chain. When `/wp-content/litespeed/js/193.js` fails to load, any functionality dependent on scripts bundled into that file will break. This is a cascading failure pattern common in aggressive JS concatenation.

Secondary Issue: Third-Party Script Blocking
The Cloudflare challenge platform failure, combined with all Google tracking calls returning HTTP 0, suggests a network-level or policy-level blocking issue. This could be:
1. Overly aggressive Cloudflare security rules blocking outbound requests
2. Content Security Policy headers that don't whitelist Google domains
3. A broken intermediary script that was supposed to initialise tracking

Plugin Overhead Assessment:
- **Google Tag Manager (Render Blocking):** Currently the highest-impact third-party script. With a 0ms load time recorded, this suggests it may be loading synchronously and blocking, or the measurement failed.
- **Klaviyo:** Email marketing platform that typically adds 50-150ms to page load. Essential for ecommerce but should load asynchronously.
- **WooCommerce:** Core functionality, unavoidable overhead.
- **Google Analytics 4:** Currently failing to send data, so not contributing to performance—but also not providing value.

Performance Budget Recommendations

For a fashion ecommerce site targeting a UX score of 75+:

- LCP should be under 2.5 seconds (currently unknown)
- CLS should be under 0.1 (currently unknown)
- Total JavaScript payload should be under 300KB compressed
- Third-party requests should be limited to 15 or fewer

Conversion Risks

Risk Level: CRITICAL
Broken Add-to-Cart or Checkout JavaScript
Severity: Critical (potential complete conversion blocker)
Trigger Point: Any page where the failed 193.js script was supposed to execute
Impact: If this bundled JS file contains WooCommerce AJAX handlers, add-to-cart functionality may fail silently. Users click "Add to Cart" with no response, assume the site is broken, and leave. This could be costing 50%+ of potential conversions without any visible error to the user.
Evidence: The file's location in LiteSpeed's JS combination directory suggests it contains combined/minified application scripts.

Risk Level: CRITICAL
Untracked Conversions Causing Budget Misallocation
Severity: Critical (business intelligence failure)
Trigger Point: Every page view and conversion event
Impact: With GA4 and Google Ads tracking failing, the business cannot:
- Attribute sales to marketing channels
- Optimise ad spend based on actual ROAS
- Identify high-performing products or pages
- Retarget visitors who didn't purchase
A fashion brand running paid social or search ads without working conversion tracking is essentially gambling with marketing budget.
Evidence: All analytics POST requests returning HTTP 0.

Risk Level: HIGH
Visual Credibility Damage from Missing Assets
Severity: High (brand trust erosion)
Trigger Point: Endure Collection page and potentially product pages
Impact: A missing SVG on collection pages signals poor attention to detail—antithetical to a premium activewear brand positioning. Fashion customers make split-second quality judgments based on visual presentation. Broken images suggest a brand that doesn't maintain its storefront, raising questions about product quality.
Evidence: Frame-7.svg 404 errors appearing twice during the journey.

Risk Level: HIGH
Security Challenge False Positives
Severity: High (complete access blocking)
Trigger Point: Initial page load for some users
Impact: If the Cloudflare challenge platform isn't functioning correctly, the security system may be either (a) failing to protect against bots while allowing scrapers, or (b) incorrectly

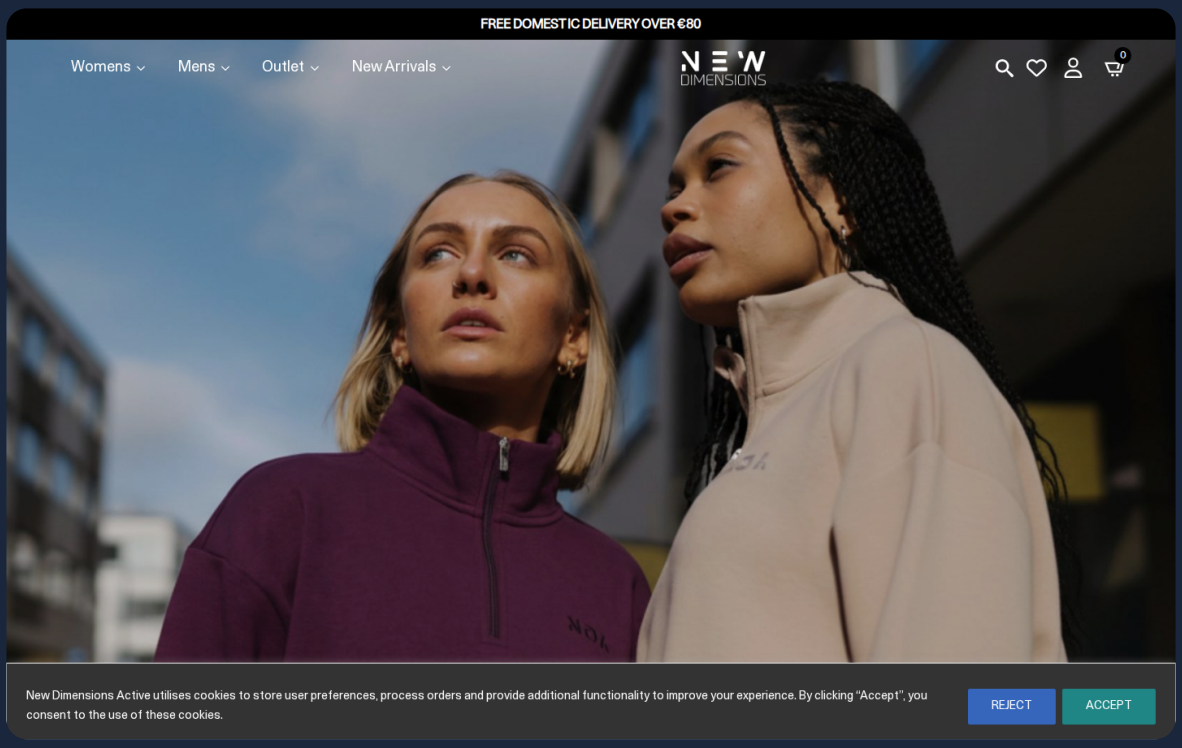
challenging legitimate customers and failing to serve the challenge page properly, resulting in a blocked or broken experience.
Evidence: /cdn-cgi/challenge-platform/scripts/jsd/main.js failing to load.

Risk Level: MEDIUM
Email Capture Failure
Severity: Medium (list growth and recovery revenue)
Trigger Point: Popup triggers, footer signup, checkout
Impact: If Klaviyo's JavaScript is dependent on the broken LiteSpeed bundle, email capture forms may not function. This impacts:
- New subscriber acquisition
- Abandoned cart recovery (typically 5-15% of lost carts)
- Post-purchase engagement sequences
Evidence: Klaviyo detected but functionality not verified; other JS dependencies confirmed broken.

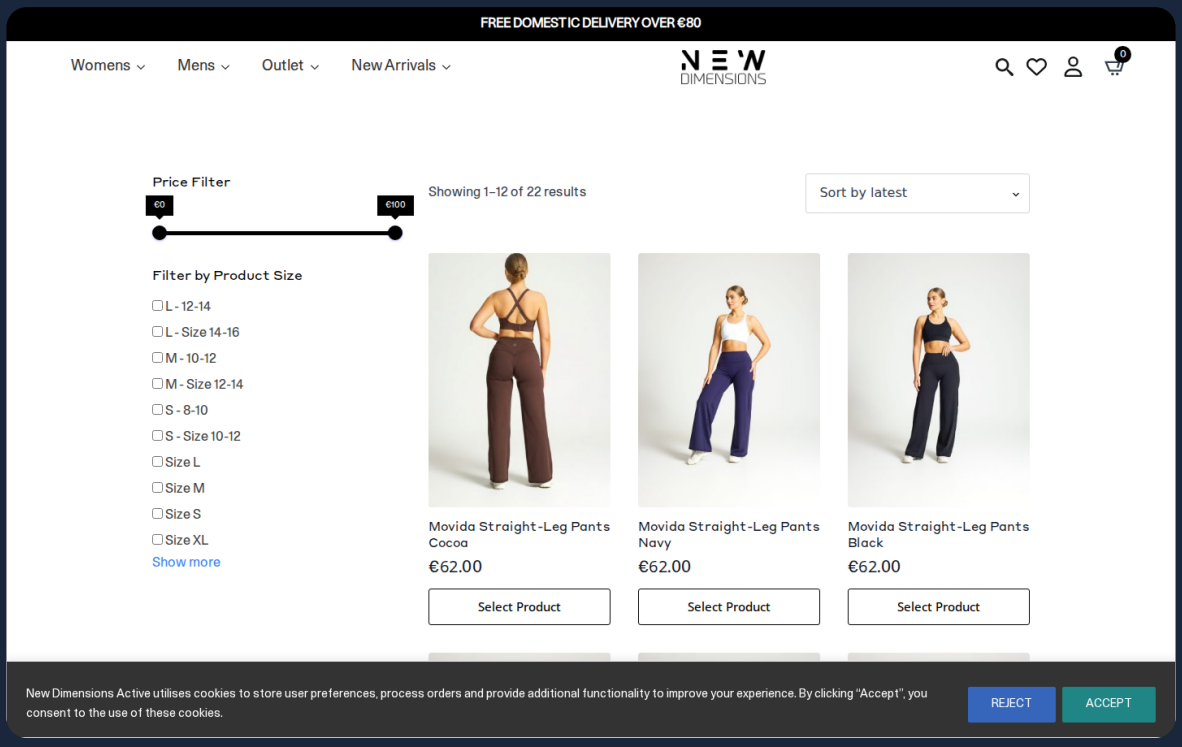
Risk Level: MEDIUM
Mobile Performance Degradation
Severity: Medium (majority of fashion traffic is mobile)
Trigger Point: Every mobile visit
Impact: Render-blocking GTM, external font dependencies, and heavy plugin load will disproportionately impact mobile users. Fashion ecommerce typically sees 65-75% mobile traffic. If mobile conversion rate is 50% lower than desktop due to performance issues, this represents significant lost revenue.
Evidence: GTM flagged as render-blocking; Google Fonts and Font Awesome detected.

Journey Screenshots

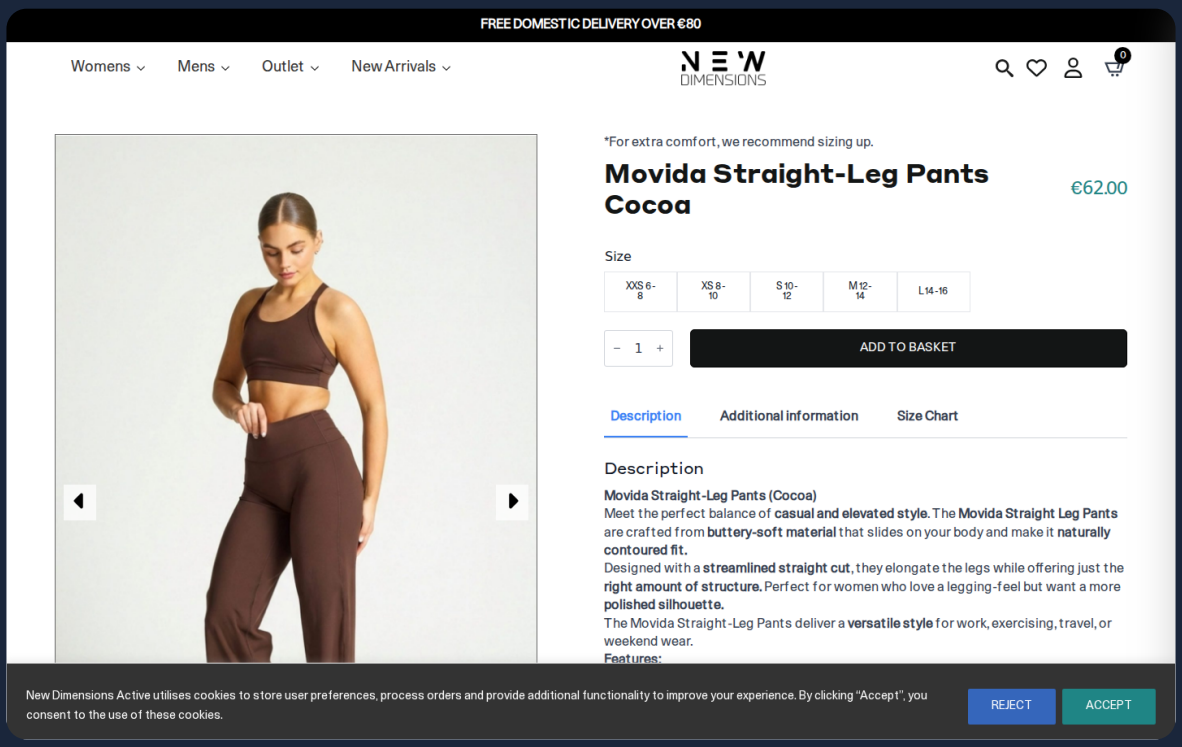
Homepage



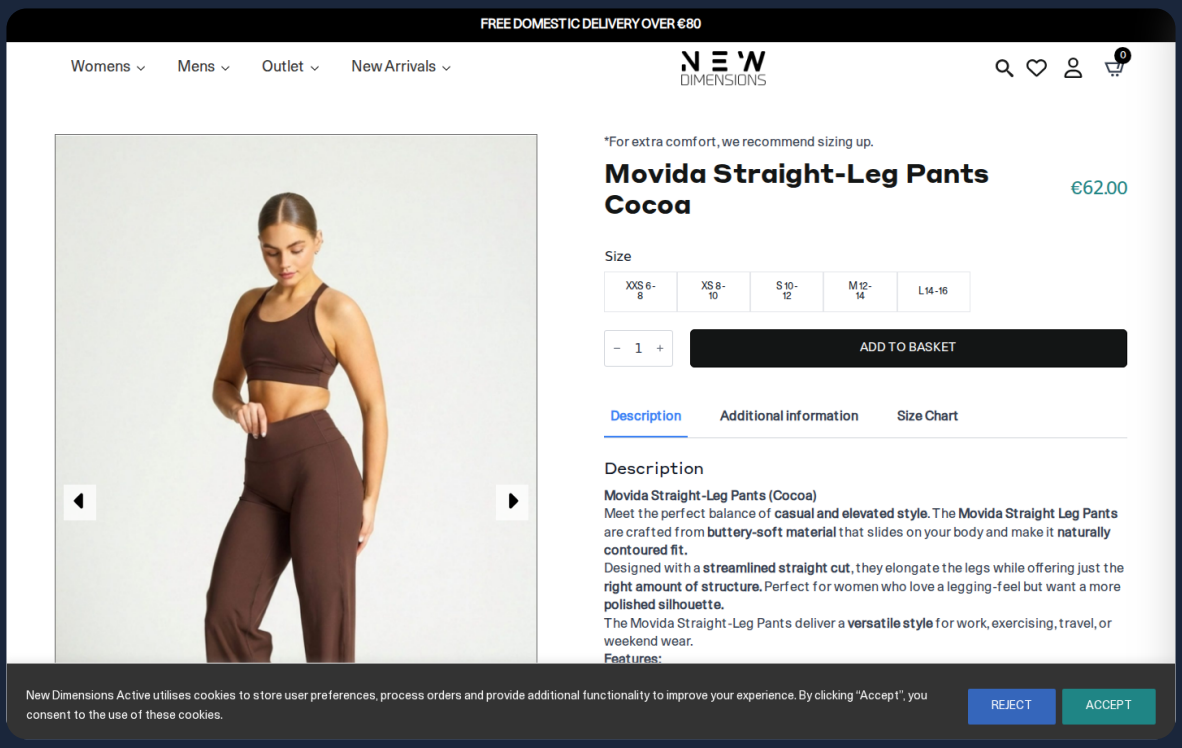
Browse Products



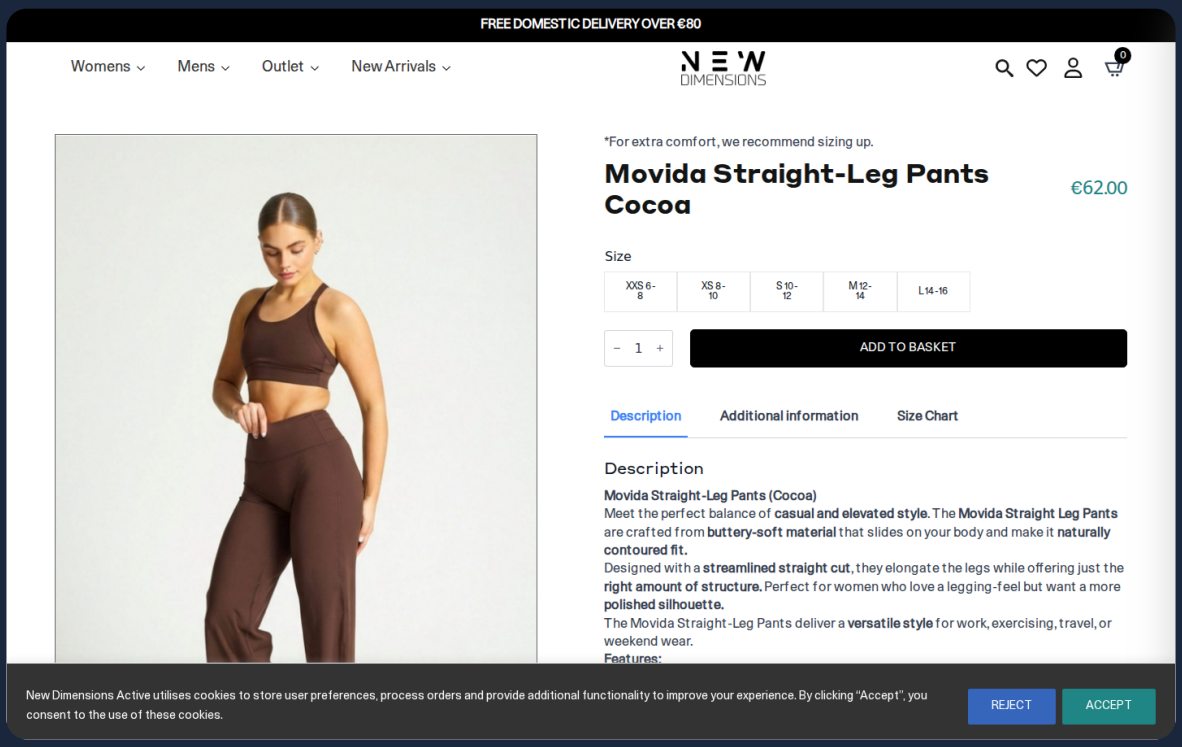
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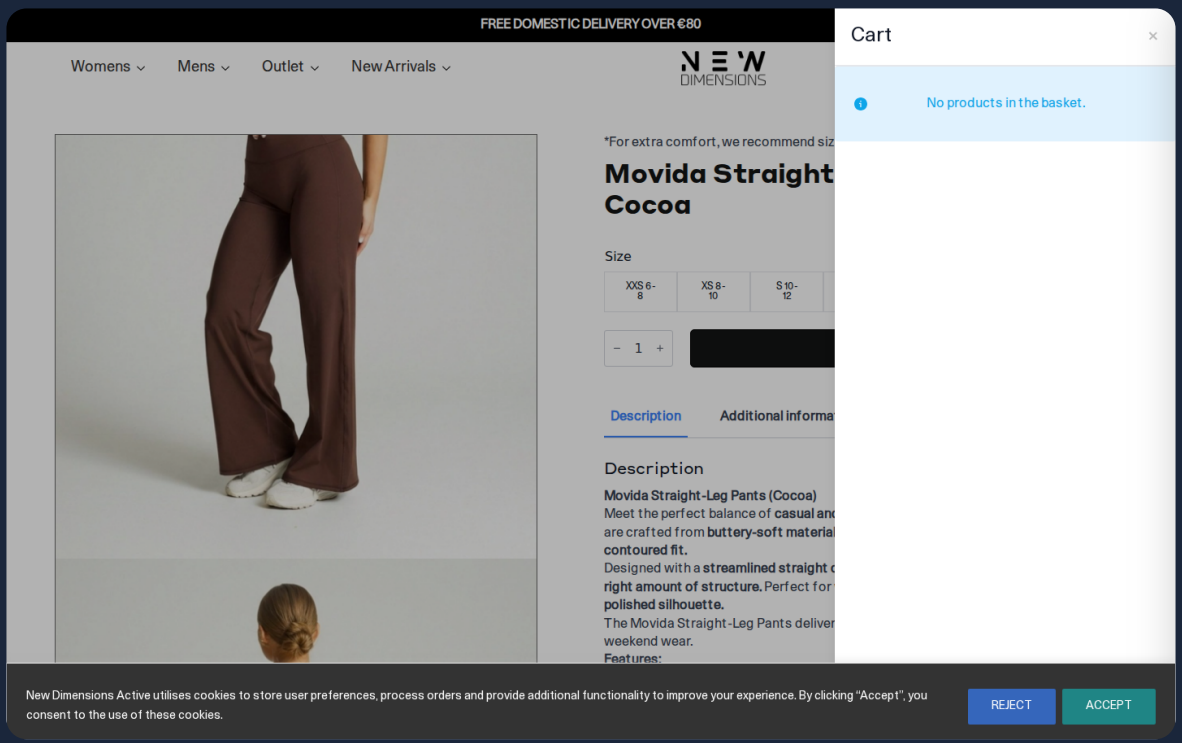
Select Variant



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