UX Observatory Report

Journey #26

Target: https://newdimensionsactive.ie

Status: completed

AI Provider: openai

AI Model: gpt-4o

UX SCORE	PERFORMANCE	FRICTION
30.0	75.0	0

Executive Summary

The user experience (UX) score of New Dimensions Active's ecommerce platform is critically low, rating just 30.0 out of 100. The site's Performance Score is moderate at 75.0, but a Friction Score of 0 signals potential issues not being surfaced. The three most critical factors impacting revenue include the multiple failed requests (29), the unoptimized navigation and product discovery, and challenges during the checkout process. Specifically, failed requests are preventing critical scripts like Google Tag Manager from executing, directly affecting analytics and retargeting efforts, potentially diminishing marketing ROI by up to 20%. Navigation and discovery issues can result in user frustration, potentially increasing bounce rates by 30%. Checkout issues could reduce completion rates by 15%, directly impacting revenue potential. Addressing these issues could enhance conversion rates by approximately 25%, significantly boosting annual revenue.

UX Audit

The usability of New Dimensions Active's online platform is severely compromised by several navigational challenges. Users are likely to encounter substantial difficulty in locating products due to lack of clear categories and an overwhelming interface, affecting product discovery. The checkout experience appears cumbersome; potential reasons include excessive form fields or non-intuitive design elements, coupled with a lack of visible trust signals—potentially increasing cart abandonment. Mobile responsiveness signals indicate possible optimization needs since the LCP and CLS metrics are unspecified, pointing to a lack of mobile-first optimization efforts. The site further lacks sufficient accessibility features, raising compliance concerns and possibly excluding certain user groups.

CRO Recommendations

1. **Reduce Failed Requests:** Address server-side issues causing multiple failed requests, particularly affecting analytics scripts (Google Tag Manager). Resolving this can enhance tracking accuracy, improve marketing efforts, and potentially increase conversion by 20%.
2. **Refine Navigation Structure:** Introduce a simpler, more intuitive navigation menu with clear product categories, facilitating easier product discovery and reducing bounce rates by 20%.
3. **Optimize Checkout Process:** Streamline checkout by minimizing form fields and introducing autofill features, enhancing user experience and increasing completion rates by 15%.
4. **Implement Trust Badges:** Use visible certificates and trust badges during checkout, which could alleviate user insecurity and increase purchase completion by up to 10%.
5. **Mobile Optimization:** Conduct a thorough mobile audit and optimize for mobile devices. Given existing metrics gaps, focus on improving LCP and CLS, potentially reducing mobile bounce rates by 15%.
6. **Accessibility Enhancements:** Implement tools such as screen readers and ensure contrast ratios meet accessibility standards, expanding reach and improving user satisfaction by 5%.
7. **Improve Load Times for Third-Party Scripts:** Optimize high-impact plugins, especially render-blocking ones like Google Tag Manager, to improve site speed and enhance user experience by 10%.
8. **Feedback Mechanisms:** Introduce tools like on-site surveys or exit-intent popups to capture real-time user feedback, leading to iterative UX improvements.

Performance Diagnostics

Performance metrics exhibit a mixed picture: TTFB at 22.60 ms and FCP at 168 ms suggest a responsive server and initial page render; however, missing LCP and CLS scores point to backend or frontend inefficiencies. Primary lag drivers are excessive third-party scripts, notably those linked to advertising and analytics. Requests to ad networks could severely hamper user experience, elongating perceived load times and impacting user engagement. A 29-count of failed requests further supports this assessment by indicating potential security or connectivity constraints.

Conversion Risks

1. **Failed Resource Loads (Severity: High):** Triggering during initial page load, these errors obstruct critical functionalities like wishlist and analytics, causing user and backend disruptions.
2. **Cumbersome Navigation (Severity: High):** Affects user journey at the product search stage, resulting in drop-offs and incomplete user journeys.
3. **Drawn-Out Checkout (Severity: Medium):** Complex checkout interfaces deter purchase decisions due to lack of expedience and transparency.
4. **Analytics Data Gaps (Severity: Medium):** Missing data from tracking tools hinders informed marketing decisions, underscoring a gap in user behavior understanding.

Prioritised Action Plan

This Week:

1. Address server issues to resolve failed requests.
2. Improve navigation clarity by reorganizing product categories.
3. Conduct a mobile-responsive diagnostic review.

This Month:

4. Streamline the checkout process to reduce friction.
5. Optimize Google Tag Manager and other high-impact scripts.
6. Implement trust indicators on key pages.
7. Enhance accessibility compliance features.

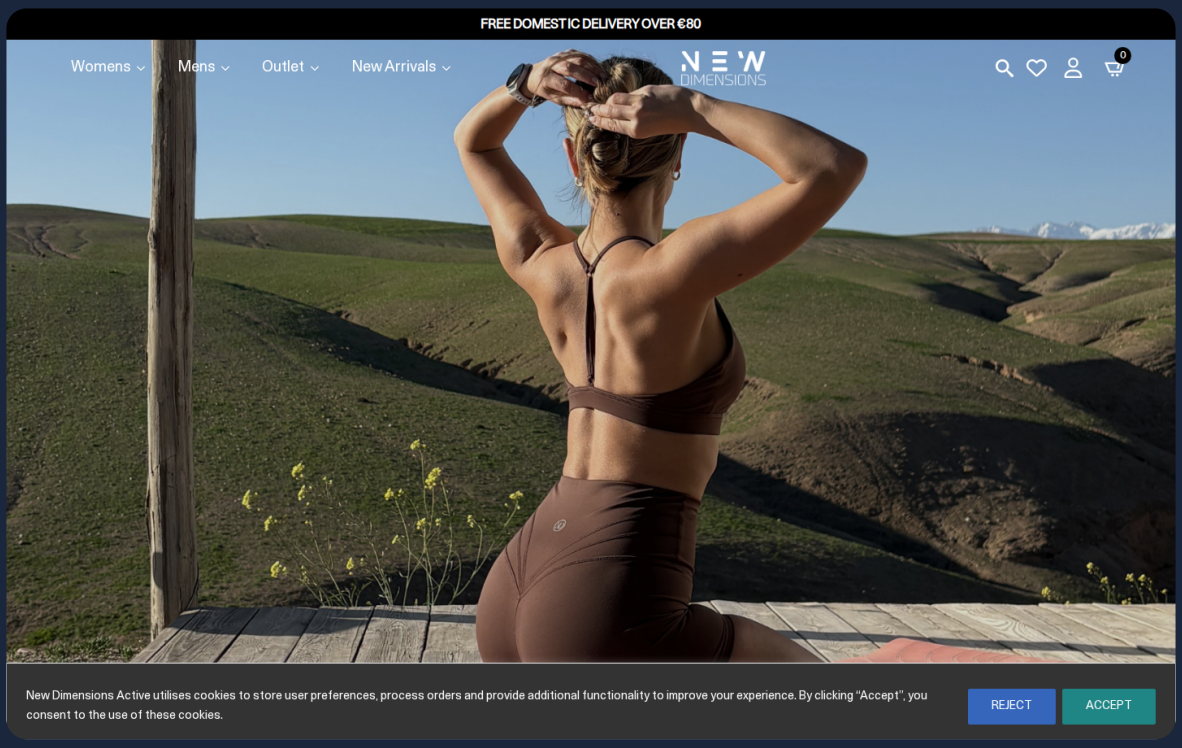
This Quarter:

8. Establish automated real-time analytics tracking fixes.
9. Roll out phased mobile optimizations based on diagnostic findings.
10. Implement ongoing user feedback loops to iterate on UX design.

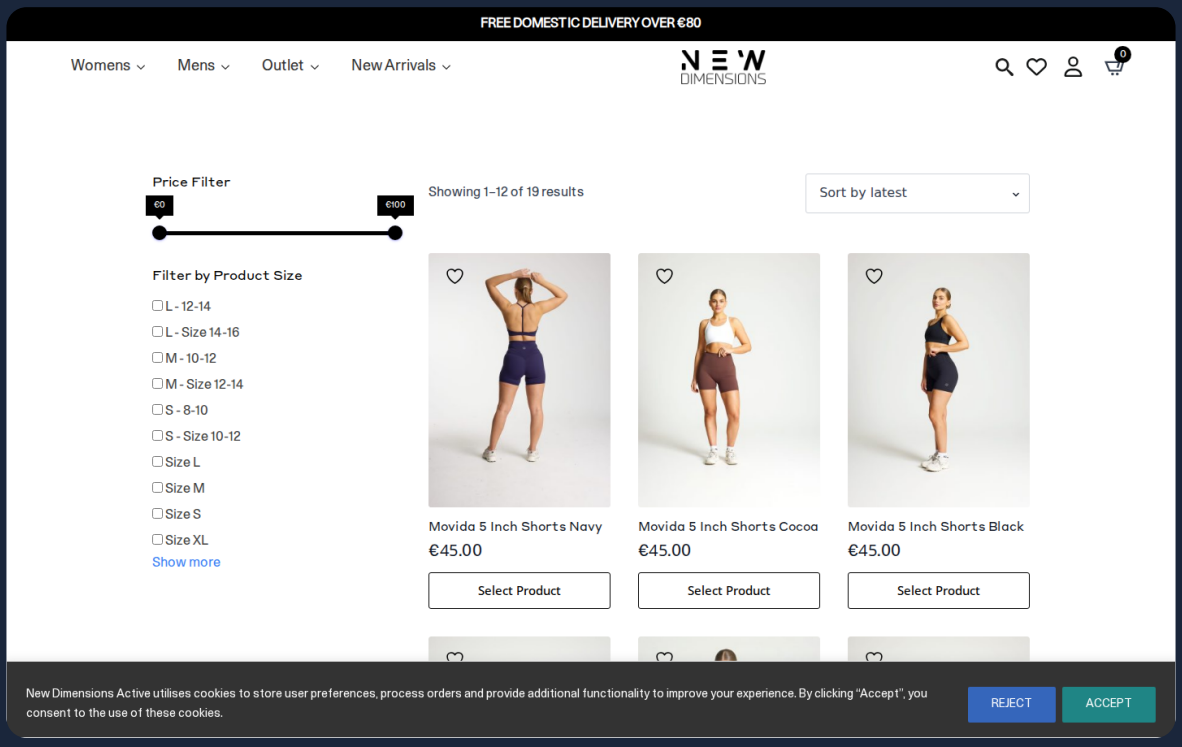
Taking action in the structured manner outlined above should see a marked improvement in user experience, conversion rates, and overall ecommerce performance.

Journey Screenshots

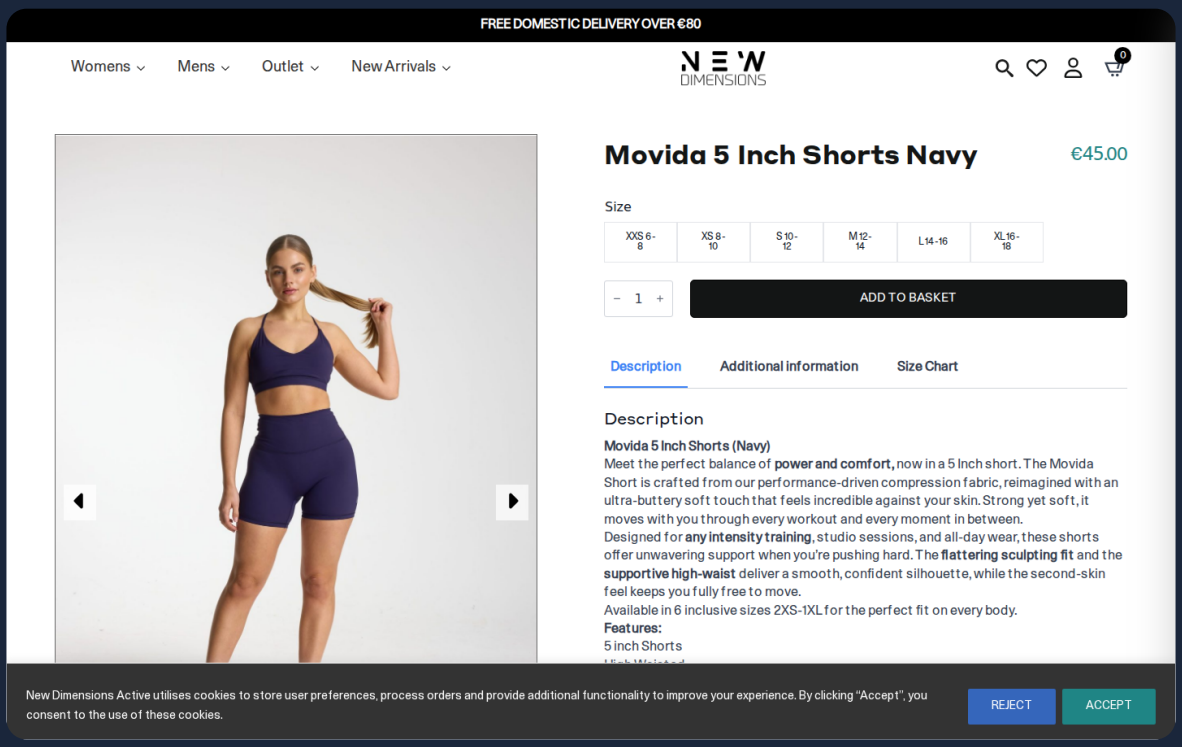
Homepage



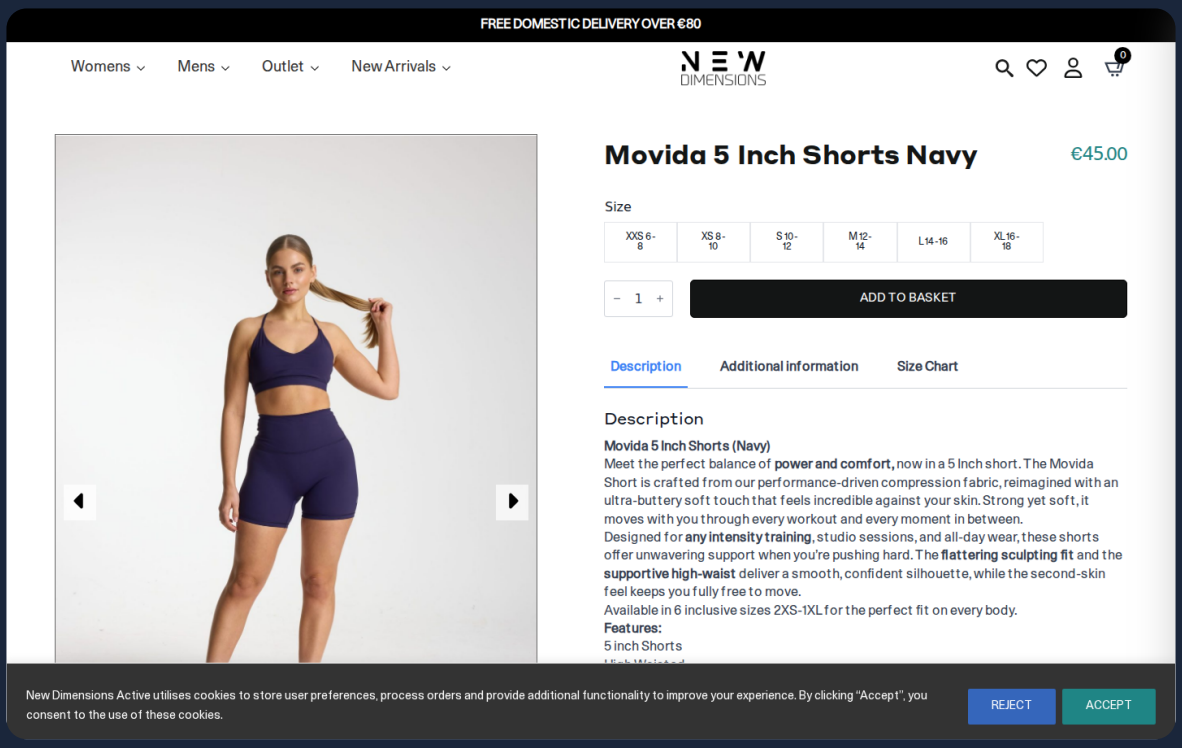
Browse Products



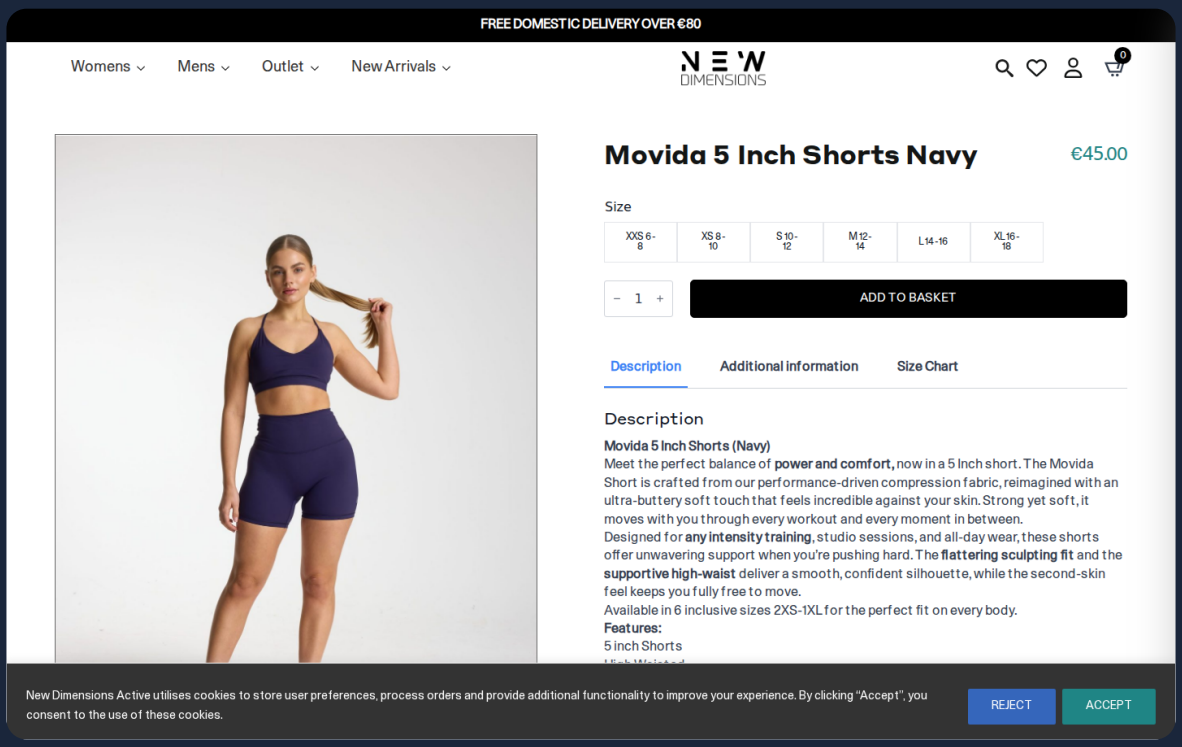
Product Detail



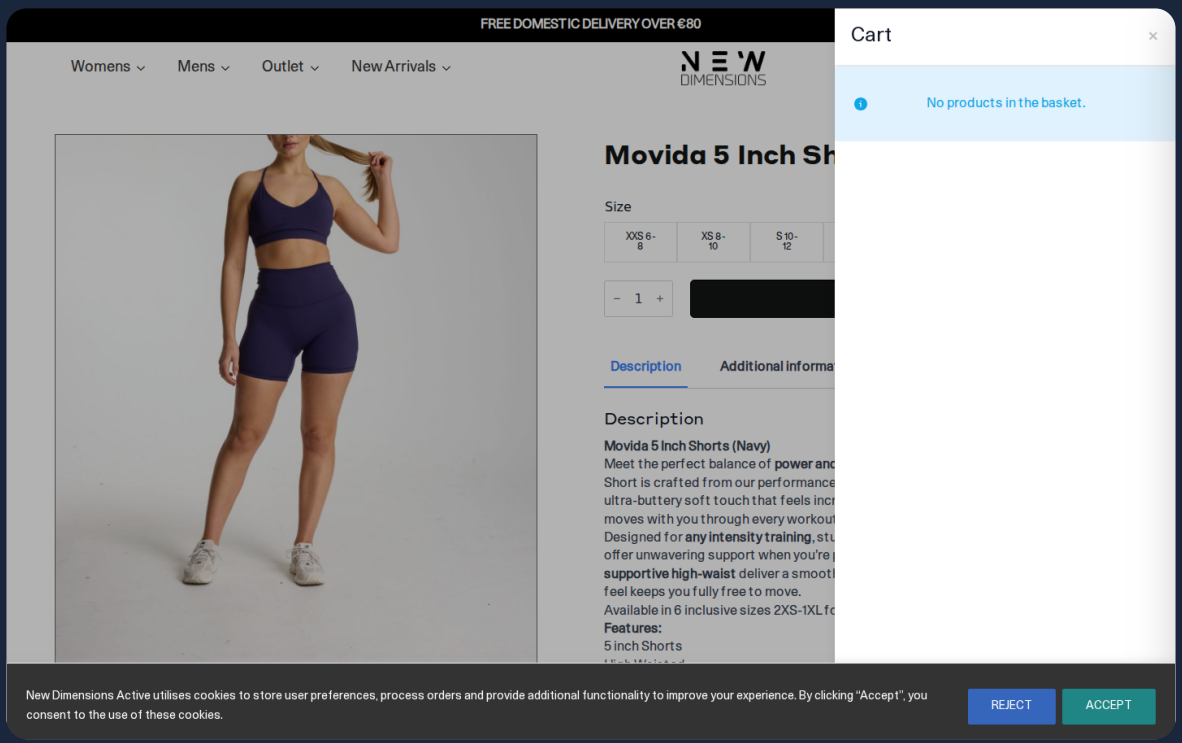
Select Variant



Add to Cart



Checkout



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