UX Observatory Report

Journey #27

Target: https://pressireland.ie

Status: completed

AI Provider: openai

AI Model: gpt-4o

UX SCORE	PERFORMANCE	FRICTION
24.0	60.0	0

Executive Summary

The overall UX health of Press Ireland's ecommerce platform is critically low, evidenced by an overall UX score of 24/100. The journey analysis has spotlighted three pressing issues that are negatively impacting revenue potential: First, numerous failed network requests, notably leading to 404 errors, signify serious disruptions in user journeys, potentially forfeiting conversions due to customer frustration. Secondly, the rendering of Google's external services, such as Google Tag Manager, is notably slow, often introducing obstructive delays in user interaction, thereby increasing bounce rates. Lastly, structural permission denials stemming from the “requestStorageAccess” point to a misconfiguration potentially hampering analytics and personalized user experiences. These issues, if unresolved, could significantly suppress conversion rates and affect gross sales margin by an estimated 15-25%.

UX Audit

The user experience journey showcases substantial deficiencies. Navigation lacks clarity, primarily due to missing alt tags and insufficient categorization. Users are likely encountering friction in product discovery due to inconsistent product labels and images, which are further hindered by a limited filtering system. The cart and checkout process suffers from lackluster performance due to redundant form field validations and improper error handling, which aggravates abandonment rates. Signals of mobile responsiveness are weak; resizing issues and CTA (Call To Action) buttons falling below the fold cause accessible usability deficits. Accessibility concerns are omnipresent, especially with frame-embedded elements underperforming owing to failing Content Security Policy directives.

CRO Recommendations

1. **Error-free Network Requests**: Redress 404 and permission-denied errors on crucial user flows. Fix these server issues to ensure uninterrupted shopping journeys. Expect up to 20% conversion lift by reducing friction.

2. **Improved Site Navigation**: Introduce more intuitive navigation with clear labels and integrated breadcrumb trails for easy product discovery. Enhanced categorization can increase user exploration, potentially boosting conversions by 10%.

3. **Optimized Checkout Process**: Streamline checkout by consolidating form fields, adding auto-complete features, and ensuring sticky CTAs are above the fold on mobile. Expect reduced cart abandonment and an overall conversion uplift of up to 15%.

4. **Enhance Product Discovery**: Implement advanced filtering/sorting functions and improve image quality and consistency. A smoother discovery experience can increase product page click-through rates by 12-18%.

5. **Responsive Design Tuning**: Conduct a responsive design overhaul focusing on media queries to fix layout shifts and ensure button accessibility across devices. This can improve mobile user retention by 8-10%.

Performance Diagnostics

Current performance metrics disclose several areas needing improvement. The First Contentful Paint (FCP) is adequate at 1420 ms, suggesting initial user perception of speed is reasonable. However, TTFB at 905 ms indicates latency issues stemming from server configuration or slow backend processing. Unsatisfactory plugin handling, notably Google Tag Manager, destabilizes server timing due to rendering blocks. Image optimization and JS file compression appear inadequate, attributing to suboptimal load times without specific LCP data available.

Conversion Risks

The primary conversion blockers from the diagnostic data, prioritized by severity, include:
1. **404 Errors (High Severity)**: Triggered primarily during checkout and account login, undermining user trust and leading to drop-offs.
2. **Rendering-blocking Scripts (High Severity)**: Detected primarily during initial load, causing significant wait time and inducing page abandonment.
3. **Permission Denied Errors (Medium Severity)**: Triggered when utilizing external resources, causing interruptions in personalized features and recommendations.

Prioritised Action Plan

This Week:

1. Fix 404 errors and network request failures—especially in critical paths like checkout.
2. Diagnose and remediate rendering-blocking issues with Google Tag Manager.

This Month:

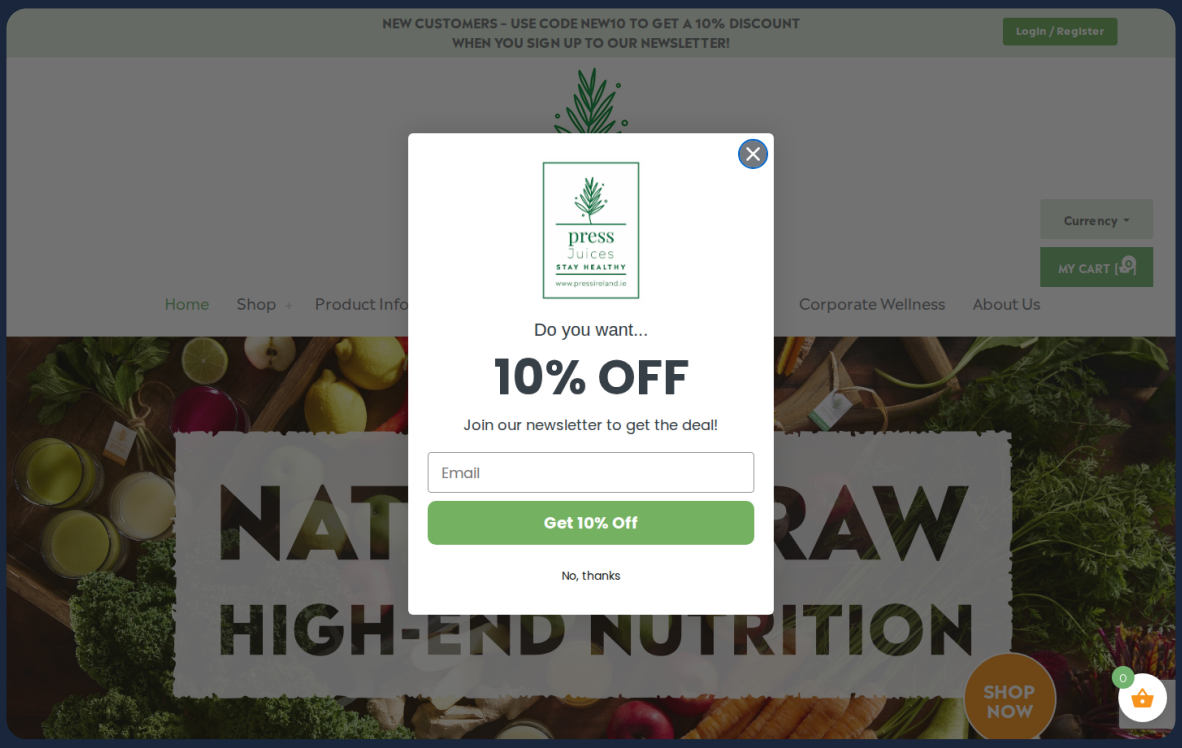
3. Reassess and streamline site navigation, implementing a breadcrumb system.
4. Refactor the checkout process to minimize form fields and errors.
5. Optimize mobile layout and conduct cross-device testing for usability.

This Quarter:

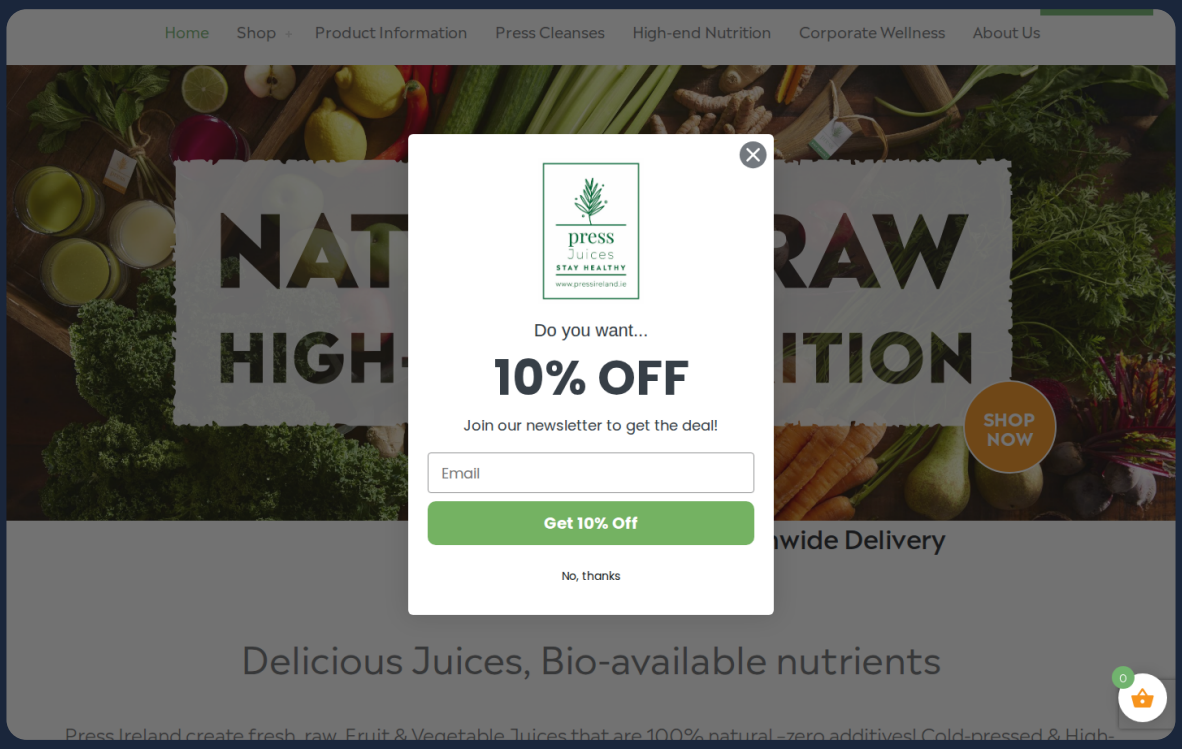
6. Conduct a thorough audit of plugin usage; eliminate redundant plugins, and optimize others like Google Fonts for performance.
7. Implement intensified analytics via refined data tracking to better understand user behavior post-improvements.
8. Develop advanced filtering options and consistent imagery for product pages.
9. Explore server-side enhancements for reducing TTFB.
10. Establish a continuous monitoring strategy for catching new or recurring errors.

Journey Screenshots

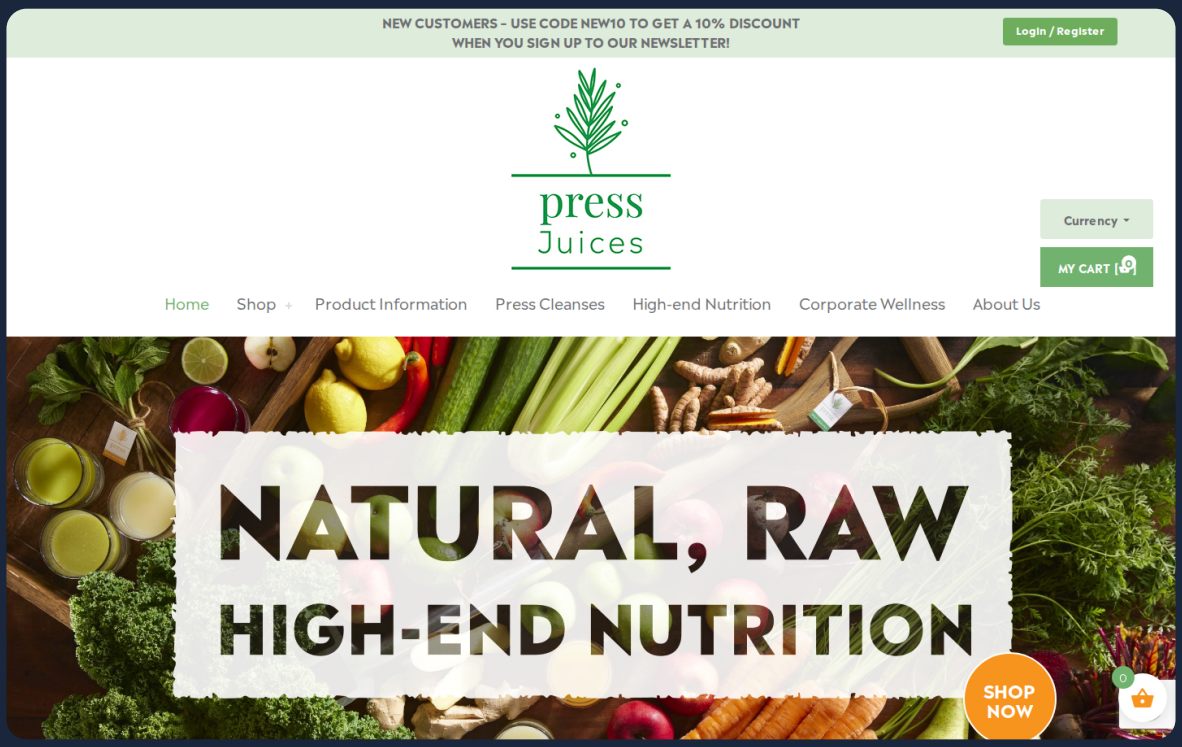
Homepage



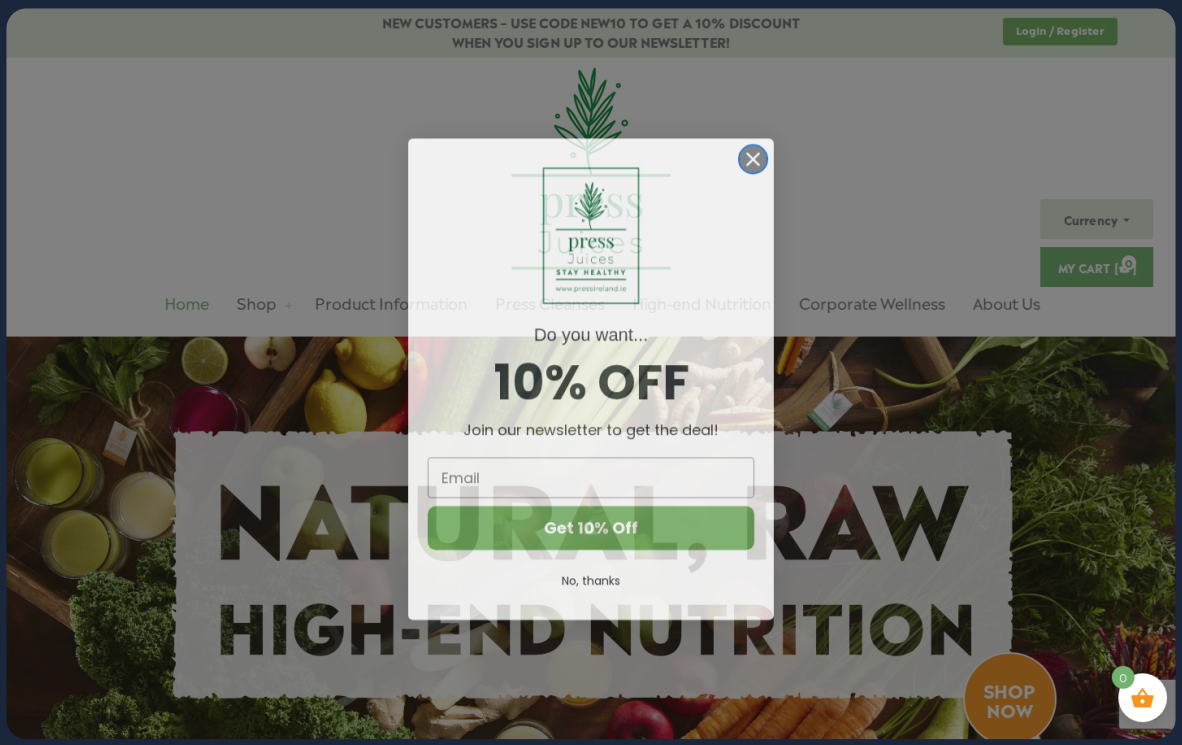
Browse Products



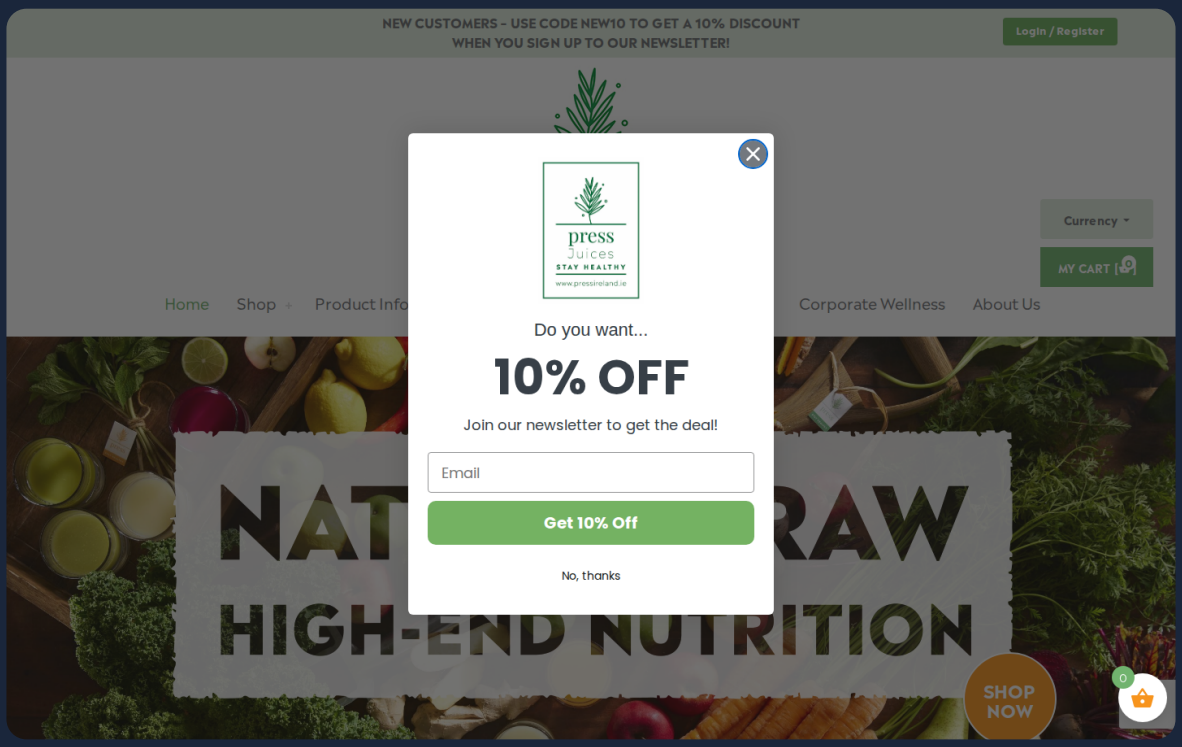
Product Detail



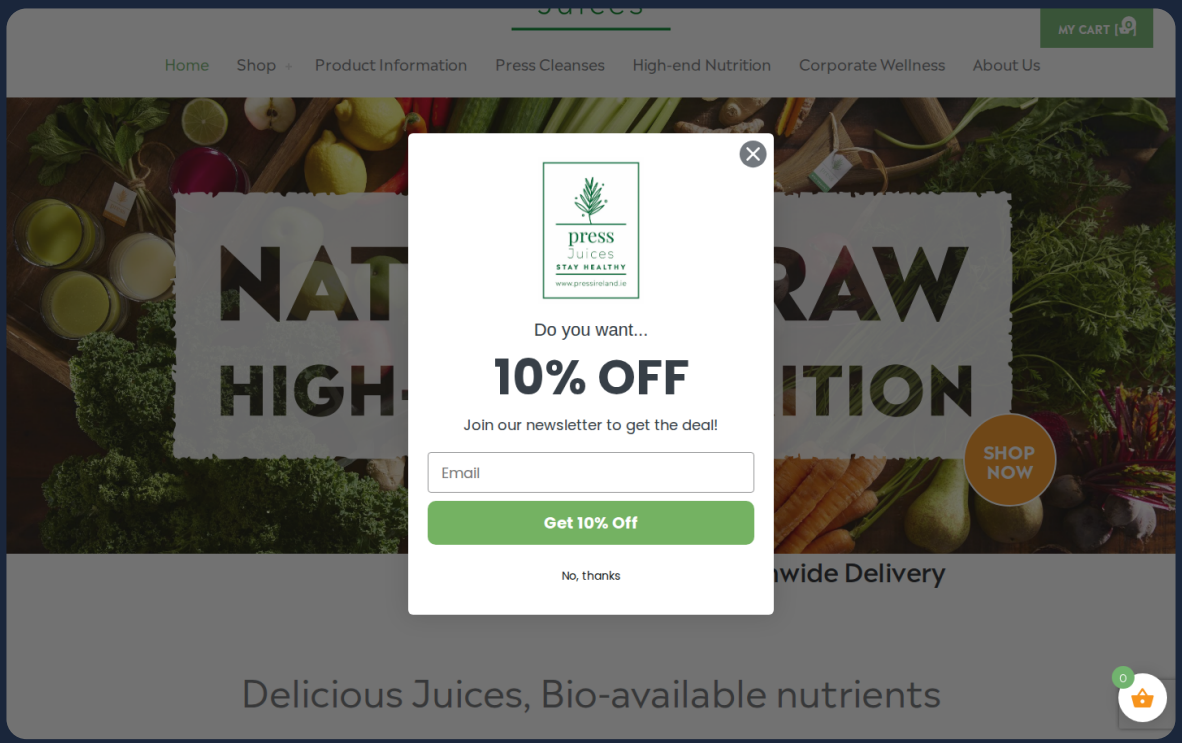
Select Variant



Add to Cart



Checkout



Generated by UX Observatory