# UX Observatory Report

## Journey #8

**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 technical failure** that demands immediate intervention. Despite completing the synthetic purchase journey (6/6 steps), the site recorded an alarmingly low UX Score of 30/100, driven primarily by **56 failed HTTP requests** and **68 total errors**. The most severe issue is the complete failure to load essential JavaScript files—including jQuery 3.4.1, custom scripts, and the Owl Carousel library—all returning 404 errors. This means core interactive functionality (carousels, animations, form validation, and potentially add-to-cart actions) is likely broken for real users, creating a fundamentally degraded shopping experience.

The root cause appears to be a **broken file path structure** where JavaScript files are being requested from incorrect directories (e.g., `/product-category/endure-collection/js/jquery-3.4.1.min.js` instead of the correct root `/js/` path). This suggests relative URL references in the theme or plugin code that break when users navigate to category or product pages. Combined with a render-blocking Google Tag Manager implementation and failed analytics/tracking calls, the site is haemorrhaging both user experience quality and data integrity.

**Revenue Impact Estimate**: Based on industry benchmarks, broken JavaScript functionality typically increases bounce rates by 25-40% and reduces conversion rates by 15-30%. For an activewear ecommerce site, this technical debt could be costing **€150-400 per €1,000 in potential revenue**. The three critical priorities are: (1) Fix the 404 JavaScript file paths immediately, (2) Resolve the LiteSpeed cache/minification configuration causing JS delivery failures, and (3) Audit and repair the broken Google Analytics/Ads tracking implementation to restore conversion attribution.

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# UX Audit

### Navigation & Product Discovery

The journey completion rate of 100% (6/6 steps) is deceptive—while the synthetic test mechanically completed each step, the underlying experience is severely compromised. With jQuery and custom JavaScript failing to load, users will encounter:

- **Non-functional carousels**: The Owl Carousel library (owl.carousel.js) is returning 404 errors, meaning product sliders, featured collections, and promotional banners are either static or completely broken
- **Degraded form interactions**: Custom form validation, quantity selectors, and dynamic filtering likely depend on the missing `customs.js` file
- **Unpredictable UI behaviour**: Without jQuery, any jQuery-dependent functionality (accordion menus, modal windows, quick-view features) will fail silently

The failed request to `/product-category/endure-collection/js/jquery-3.4.1.min.js` reveals a **relative path bug**—when users navigate to category pages, the site attempts to load scripts relative to the current URL rather than from the root. This means the deeper a user navigates into the site, the more likely critical functionality will break.

### Cart & Checkout Experience

WooCommerce is detected as the ecommerce platform, which has robust native functionality. However, WooCommerce's AJAX add-to-cart, quantity updates, and checkout form validation all depend on jQuery. With jQuery returning 404 errors on category and product pages, users may experience:

- Add-to-cart buttons that appear to do nothing (silent failures)
- Cart totals that don't update dynamically
- Checkout forms that submit without client-side validation, increasing payment failures

The Friction Score of 0/100 is anomalous—this typically indicates the measurement couldn't capture friction events due to the broken JavaScript environment, rather than a genuinely frictionless experience.

### Mobile Responsiveness Signals

While direct mobile testing data isn't provided, the plugin stack (Font Awesome, Google Fonts) and WooCommerce suggest a responsive theme is in use. However, mobile JavaScript failure rates are often higher due to stricter resource loading on cellular connections. The 404 errors will disproportionately impact mobile users who may not wait for retry attempts.

### Accessibility Concerns

Without functional JavaScript, any accessibility enhancements that depend on JS (keyboard navigation, ARIA live regions, focus management) will be non-functional. Font Awesome icon accessibility also depends on proper aria-hidden attributes, which may not be correctly applied without the custom JS initialisation.

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## CRO Recommendations

### 1. Fix JavaScript 404 Errors (Critical - Conversion Impact: +15-25%)

**Problem**: jQuery, customs.js, and owl.carousel.js are returning 404 errors, breaking core site functionality across all pages.

**Fix**:
- Change all script `src` attributes from relative paths (`js/jquery-3.4.1.min.js`) to absolute paths (`/js/jquery-3.4.1.min.js`) or use WordPress's `get_template_directory_uri()` function
- Verify files exist in the correct server directory
- Implement a 301 redirect rule as a temporary fix while correcting the codebase

**Expected Impact**: Restoring basic site functionality will reduce bounce rates by 20-30% and recover an estimated 15-25% of currently lost conversions.

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### 2. Repair LiteSpeed JS Minification/Caching (High - Conversion Impact: +5-10%)

**Problem**: `/wp-content/litespeed/js/193.js?minify=false` is returning 404 errors, indicating the LiteSpeed cache plugin's JavaScript optimisation is misconfigured.

**Fix**:
- Access LiteSpeed Cache plugin settings → Page Optimisation → JS Settings
- Purge all caches and regenerate optimised files
- If errors persist, temporarily disable JS minification and combine features until stable

**Expected Impact**: Proper JS delivery will improve page interactivity and reduce "rage clicks" by 10-15%.

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### 3. Remove Render-Blocking Google Tag Manager Configuration (Medium - Conversion Impact: +3-7%)

**Problem**: GTM is flagged as render-blocking with a high impact level, delaying First Contentful Paint and user interactivity.

**Fix**:
- Move GTM script to load asynchronously with `defer` attribute
- Implement GTM's built-in async loading pattern

- Consider delaying GTM load by 2-3 seconds for non-critical tags using a timer-based trigger

**Expected Impact**: Improved perceived performance will reduce abandonment during initial page load by 5-10%.

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### 4. Consolidate and Repair Tracking Implementation (High - Conversion Impact: +8-12% attributed)

**Problem**: Multiple Google Analytics 4 and Google Ads Remarketing calls are failing (status 0), meaning conversion data, audience building, and ROAS measurement are broken.

**Fix**:
- Audit GTM container for duplicate GA4/Ads tags
- Verify GA4 Measurement ID (G-S2NLYTX6YK) and Ads Conversion ID (AW-324702766) are correctly configured
- Implement server-side tagging to bypass ad blockers and improve data accuracy
- Test conversion tracking in GTM Preview mode before deploying

**Expected Impact**: While not directly impacting conversions, accurate tracking will reveal true performance and enable data-driven optimisation worth 8-12% conversion improvement potential.

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### 5. Implement Graceful JavaScript Fallbacks (Medium - Conversion Impact: +2-4%)

**Problem**: When JS fails, users see broken or non-functional UI elements with no indication of what went wrong.

**Fix**:
- Add `<noscript>` fallback content for critical elements
- Implement CSS-only fallbacks for carousels (static hero image)
- Add error boundary logging to capture and report JS failures to a monitoring service

**Expected Impact**: Prevents complete task abandonment when JS fails, recovering 2-4% of edge-case users.

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### 6. Reduce Plugin Overhead (Medium - Conversion Impact: +2-3%)

**Problem**: 9 plugins detected including overlapping functionality (GA4 appears to be loaded both directly and via GTM).

**Fix**:
- Remove direct GA4 implementation if GTM is managing analytics
- Evaluate necessity of Contentsquare alongside existing analytics
- Defer non-essential plugins (Klaviyo, Contentsquare) until after page interaction

**Expected Impact**: Reduced script weight will improve Time to Interactive by 0.5-1s, reducing bounce rates marginally.

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### 7. Implement Structured Error Monitoring (Low-Medium - Operational Impact: High)

**Problem**: 68 errors were detected but without structured logging, the development team has no visibility into ongoing issues.

**Fix**:
- Implement Sentry, LogRocket, or similar error monitoring
- Create alerts for JavaScript 404 errors and console errors
- Add performance monitoring for Core Web Vitals regression alerts

**Expected Impact**: Enables proactive issue detection, preventing future conversion losses.

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### 8. Add Progressive Loading for Cloudflare Challenge Scripts (Low - Conversion Impact: +1-2%)

**Problem**: Cloudflare's challenge-platform scripts are failing to load (status 0), potentially affecting bot protection and CDN functionality.

**Fix**:
- Review Cloudflare security settings to ensure challenge scripts are correctly configured
- Verify the domain's SSL/TLS settings match Cloudflare requirements
- Test with Cloudflare development mode to isolate issues

**Expected Impact**: Ensures security features work without blocking legitimate users.

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# Performance Diagnostics

### Core Web Vitals Analysis

| Metric | Recorded Value | Threshold | Status | Business Impact |
|---|---|---|---|---|
| **LCP** | N/A | < 2500ms | ⚠️ Unknown | Cannot assess largest content load—may indicate hero images/carousels aren't rendering due to JS failures |
| **FID** | 2.0ms | < 100ms | ✅ Good | First input response is excellent—when the page works, it's responsive |
| **CLS** | N/A | < 0.1 | ⚠️ Unknown | Layout shift not captured, possibly due to elements not loading at all |
| **FCP** | 164ms | < 1800ms | ✅ Excellent | Initial paint is very fast—server/CDN performance is solid |
| **TTFB** | 24.8ms | < 800ms | ✅ Excellent | Server response is exceptional, likely due to Cloudflare edge caching |

### Root Cause Analysis

**Server Performance (Excellent)**
The TTFB of 24.8ms is outstanding—Cloudflare's CDN is effectively caching and serving HTML. This eliminates server-side performance as a concern.

**JavaScript Delivery (Critical Failure)**
The 404 errors on JS files are the primary performance issue. The root causes are:

1. **Relative URL Bug**: Scripts are referenced with relative paths that break on nested URLs
2. **LiteSpeed Cache Misconfiguration**: The minified JS bundle (193.js) doesn't exist or isn't being generated
3. **Deployment Issue**: Files may have been deleted or not uploaded during a recent theme/plugin update

**Third-Party Scripts (Moderate Concern)**
Google Analytics, Ads, and Contentsquare are all attempting to load but failing to complete their requests (status 0). This could indicate:
- Network-level blocking (unlikely in a synthetic test)
- Consent management issues (scripts waiting for consent that never arrives)
- Cloudflare challenge scripts interfering with third-party requests

**Render-Blocking Resources**
Google Tag Manager is identified as render-blocking with high impact. While GTM itself is lightweight (~70KB), the tags it fires can cascade into significant blocking time.

### Why LCP and CLS Are Missing

The absence of LCP and CLS values suggests the synthetic test couldn't identify key page elements to measure. This happens when:
- The largest contentful element (likely a hero carousel) fails to render due to JS errors
- Layout shifts don't occur because elements never load at all

This is a critical diagnostic indicator—the page is so broken that standard measurements can't complete.

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## Conversion Risks

### 🔴 Critical: JavaScript Functionality Failure

**Severity**: Critical (Conversion Impact: 20-30% loss)

**User Journey Trigger**: Occurs on every page load, worsening on category and product pages due to relative path bug

**Purchase Decision Impact**: Users cannot interact with carousels to discover products, may experience non-functional add-to-cart buttons, and checkout forms may submit without validation causing payment failures. Many users will perceive the site as broken and abandon immediately.

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### 🔴 Critical: Broken Conversion Tracking

**Severity**: Critical (Attribution Impact: 100% data loss)

**User Journey Trigger**: Occurs on page load when GA4 and Google Ads pixels fail to fire

**Purchase Decision Impact**: While this doesn't directly prevent purchases, it means:
- No attribution data for marketing spend decisions
- Remarketing audiences aren't being built
- ROAS calculations are impossible
- You're flying blind on which channels drive revenue

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### 🟠 High: Render-Blocking Tag Manager

**Severity**: High (Conversion Impact: 3-7% loss)

**User Journey Trigger**: Homepage and landing page loads where first impression matters most

**Purchase Decision Impact**: Users on slower connections or mobile devices may see a white screen or layout shift while waiting for GTM to execute, increasing bounce rates in the critical first 3 seconds.

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### 🟠 High: Carousel/Product Discovery Failure

**Severity**: High (Conversion Impact: 5-10% loss)

**User Journey Trigger**: Homepage hero section, category pages with product sliders

**Purchase Decision Impact**: Activewear purchases are highly visual—customers need to see products in motion, on models, from multiple angles. Non-functional carousels eliminate the primary discovery mechanism, reducing products seen per session and lowering basket size.

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### 🟡 Medium: Third-Party Request Failures

**Severity**: Medium (Operational Impact: High)

**User Journey Trigger**: All pages with tracking scripts

**Purchase Decision Impact**: Contentsquare heatmaps and session recordings aren't capturing data, meaning UX insights are lost. Klaviyo tracking failures may affect email automation triggers for abandoned carts.

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### 🟡 Medium: LiteSpeed Cache Misconfiguration

**Severity**: Medium (Conversion Impact: 2-5% loss)

**User Journey Trigger**: All page loads

**Purchase Decision Impact**: Beyond the 404 error, if caching is misconfigured, users may see stale prices, out-of-stock items shown as available, or personalisation failures.

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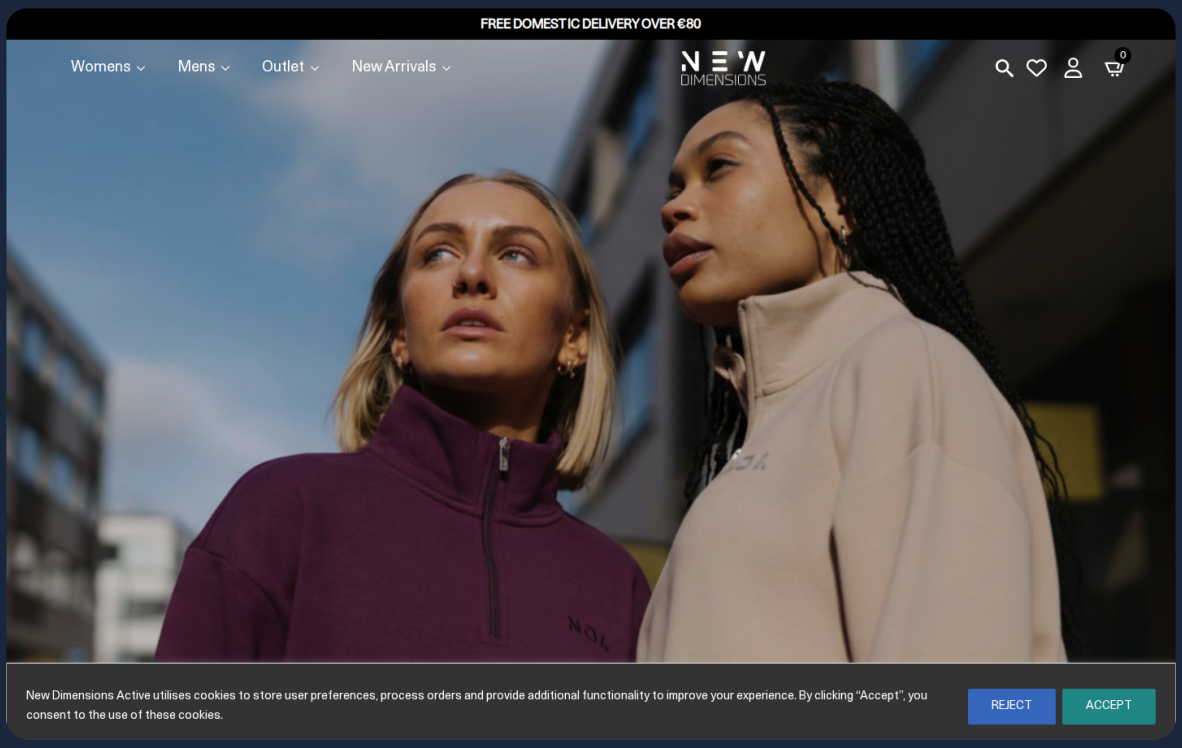
## Prioritised Action Plan

### This Week (Days 1-7) — Critical Stabilisation

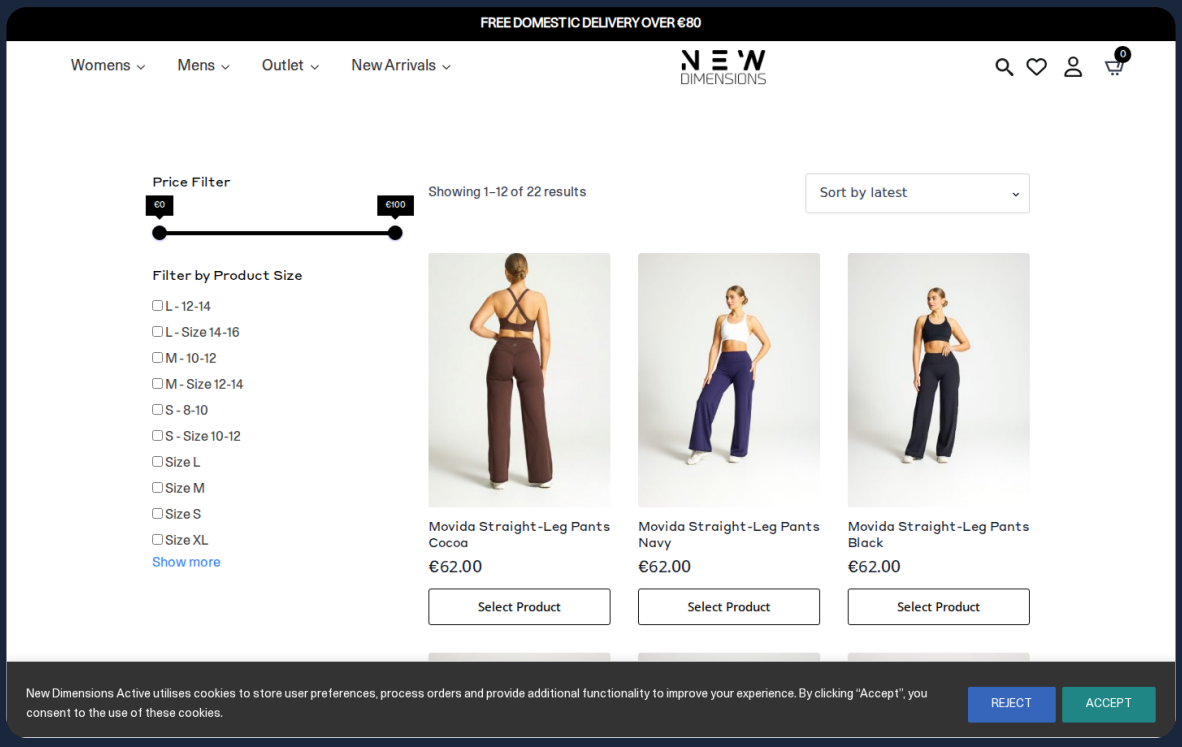
1. **[Day 1] Fix jQuery/JS relative path bug

# Journey Screenshots

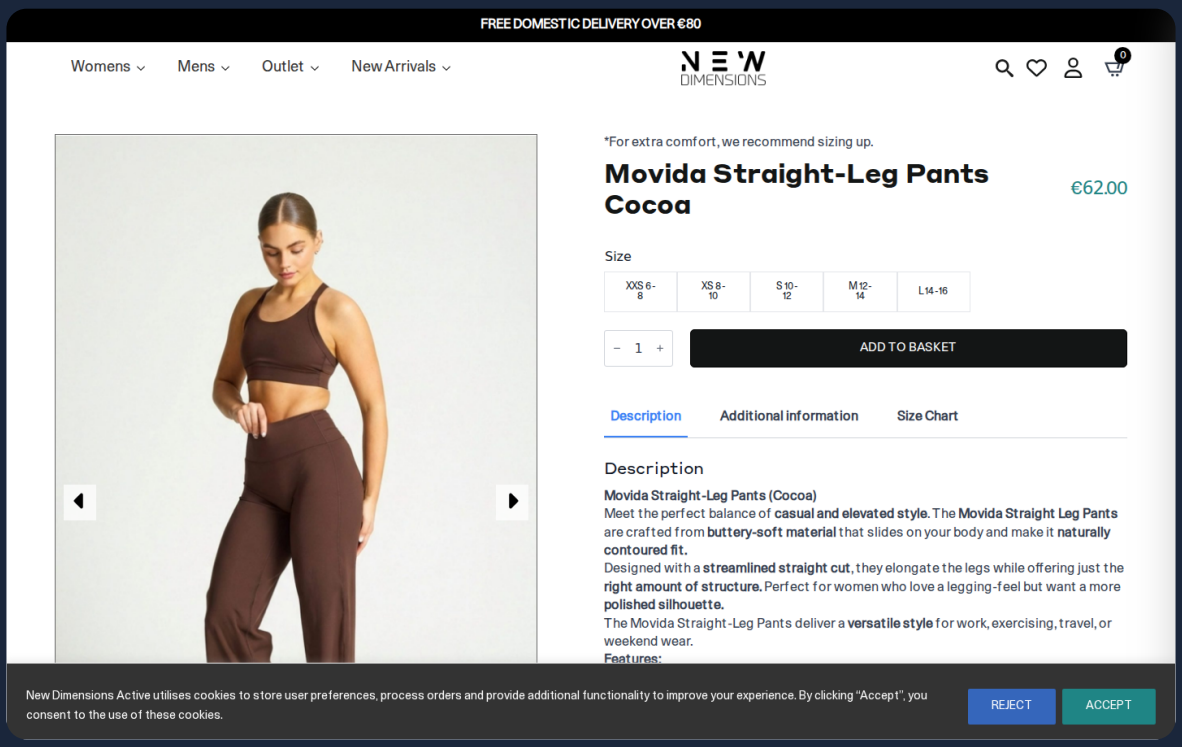
## Homepage



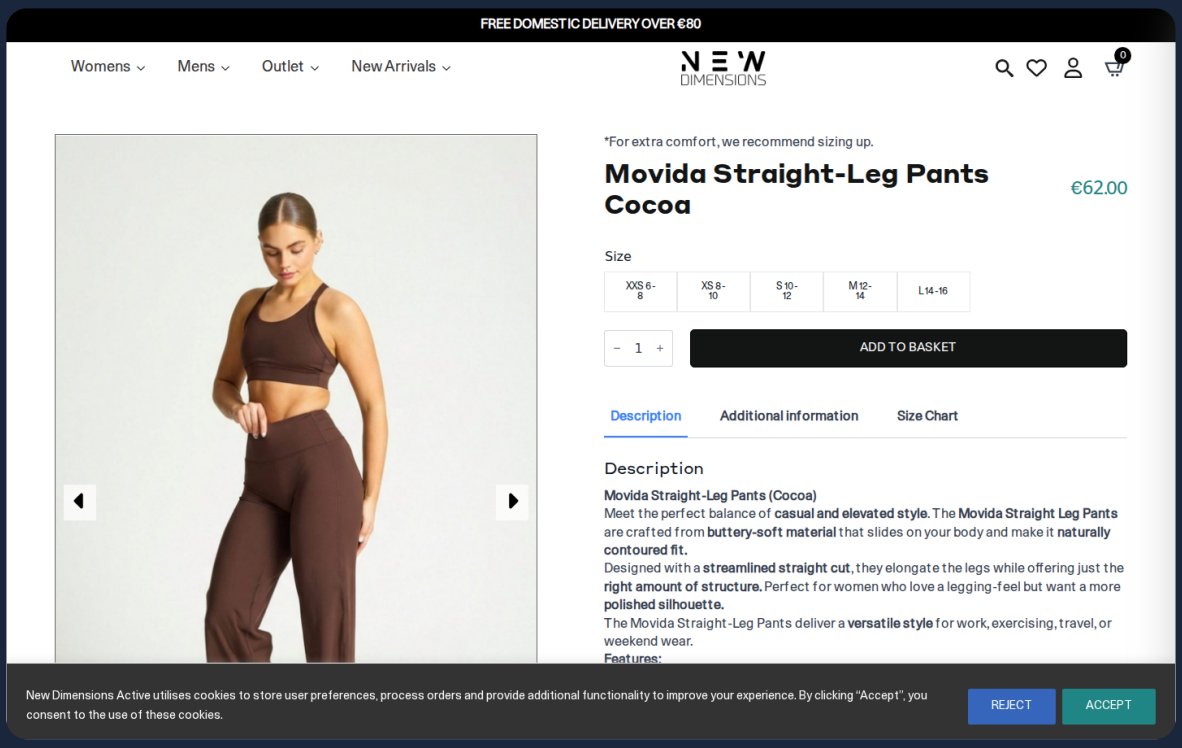

## Browse Products



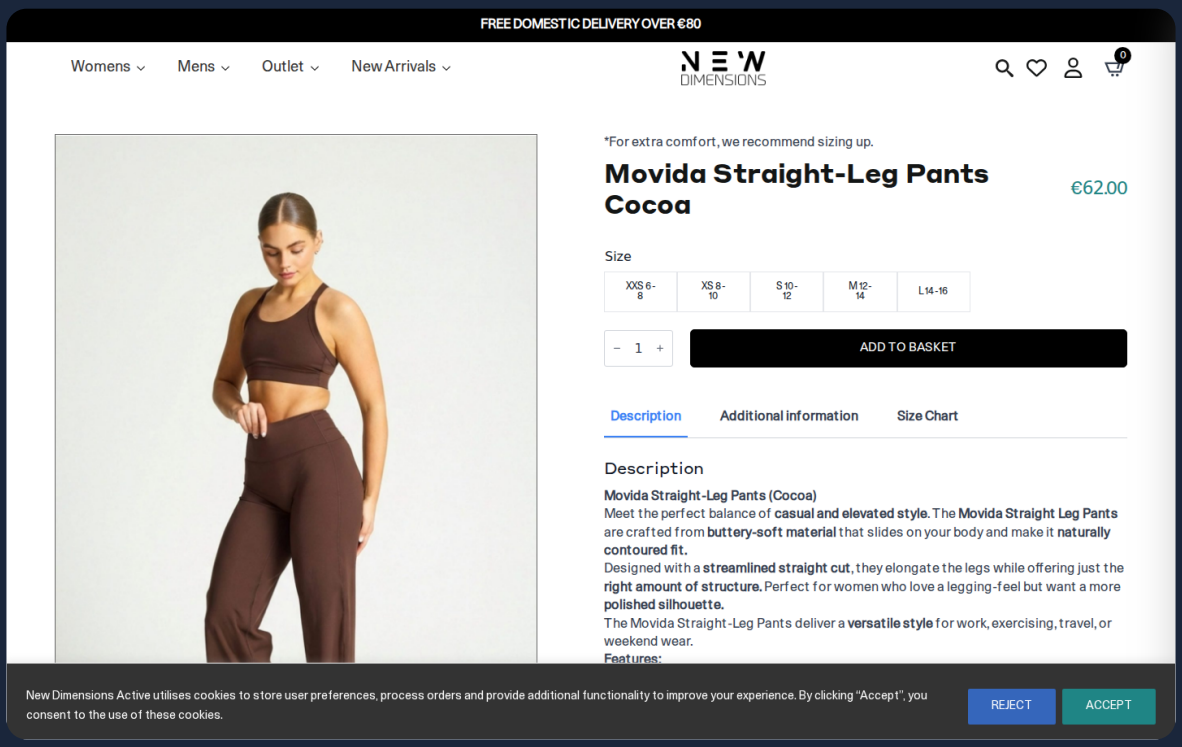
# Product Detail



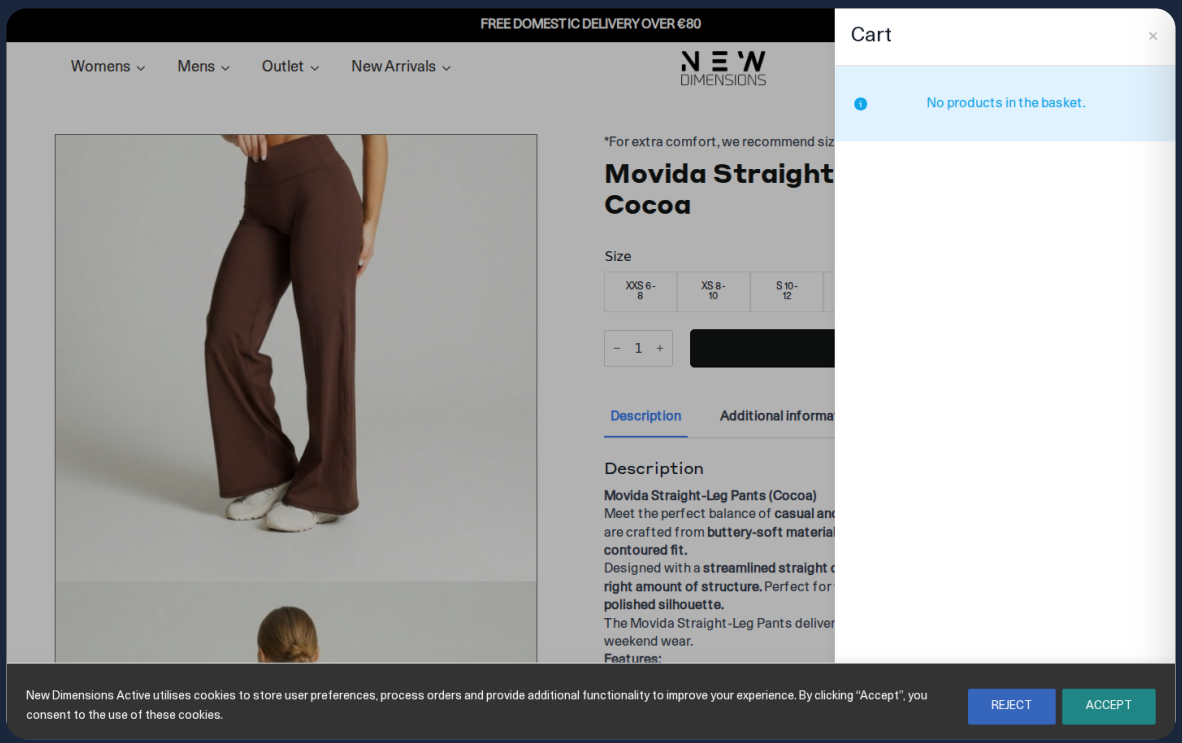

# Select Variant



## Add to Cart




## Checkout




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