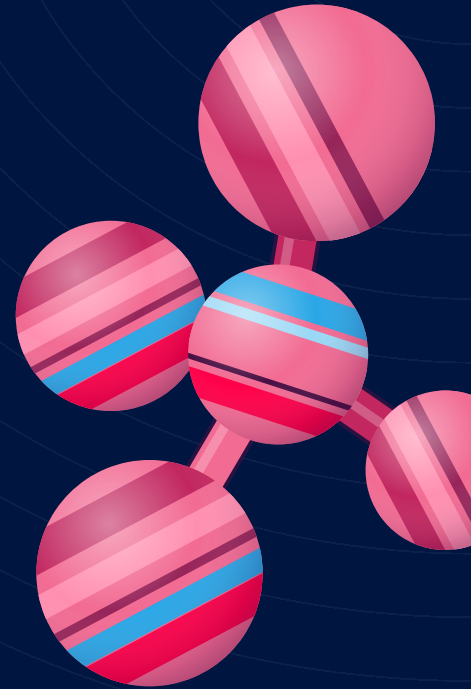




Type: Conversion audit

Store: Shopify

DEATHWISHCOFFEE.COM

Shoppers get through the store, then stall on page speed and the product page.



ISSUES TO ACT ON

27

HIGH SEVERITY

6

CHECKS OBSERVED

99%

SCANNED (PKT)

3 Oct, 16:36

Where the money leaks. Closest to checkout first.

Shoppers get through the store, then stall on **page speed and the product page**. The scan found **27 issues to act on**, 6 of them high severity. The three below are the ones to fix first.

01

Name, price and proof above the fold

Price (\$30.00) starts 909px down, below the 844px first screen. Star rating starts 414px down, inside the first screen.

● Fails · High

Product

02

Delivery cost and date shown near Add to cart

Neither a shipping cost or threshold nor a delivery estimate was found near Add to cart.

● Fails · High

Product

03

Popup stack does not block the first visit

2 overlay(s) in the first seconds. More than one overlay is open.

● Fails · High

Home

DAYS 1–30

17

Ship the just-do-it fixes

DAYS 31–60

5

Test the strongest hypotheses

DAYS 61–90

6

Test the rest, instrument the unknowns

What's working · don't touch

- ✓ Reviews present and linked from the title
- ✓ Add to cart visible on the first mobile screen
- ✓ Add to cart works and gives clear feedback
- ✓ Variant selector is clear and honest

The buy path, step by step.



AREA	WEIGHT		OBSERVED	SCORE
Product page	×5		20 · 10 open	3.0
Checkout entry	×4		10 · 1 open	4.5
Speed	×3		7 · 3 open	3.0
Cart	×2		8 · 0 open	5.0
Home / first impression	×2		11 · 3 open	3.5
Collection	×2		6 · 0 open	5.0
Trust	×2		8 · 2 open	3.5

Health = 5*Product page + 4*Checkout entry + 2*Cart + 2*Home / first impression + 2*Collection + 2*Trust + 3*Speed, each area 1–5, scaled to 100. Every area had at least one observed check. Scored from public pages only. Directional, not a forecast.

How to read the findings

Severity weighs frequency, impact and persistence (NN/g).

LIFT names the factor: clarity, relevance, urgency, anxiety, distraction.

PXL /14 is CXL's evidence-weighted priority score.

Fogg names the lever: motivation, ability or prompt.

Name, price and proof above the fold

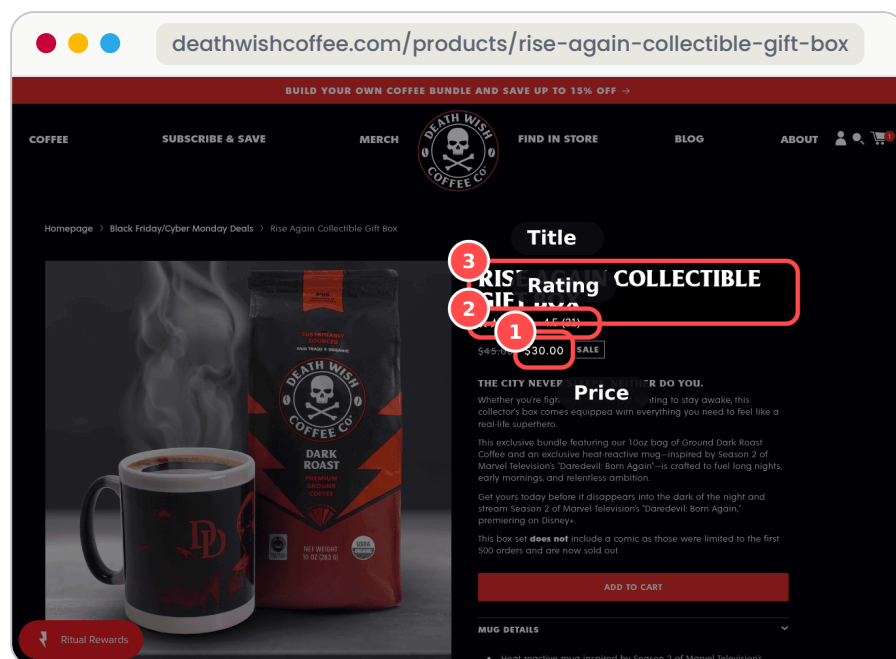
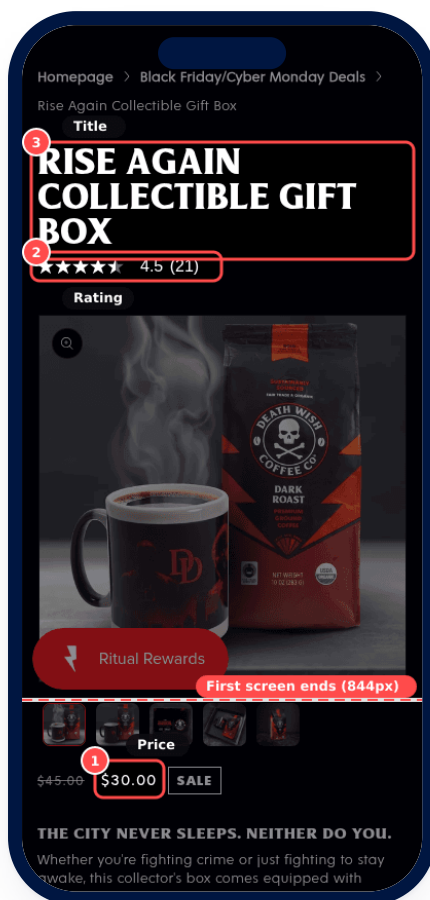
● Fails · High

PXL 11/14

Effort ~1h

Owner · Theme

Just do it



01 THE PROBLEM

Price (\$30.00) starts 909px down, below the 844px first screen. Star rating starts 414px down, inside the first screen.

02 WHY IT COSTS CONVERSIONS

Shoppers scan the top-left first; title, price and rating together answer 'what, how much, is it good' in one look.

Principle: F-pattern, social proof · LIFT: value proposition / clarity · Fogg: motivation

03 THE FIX · THEME

1. Show the product name, price and star rating together at the top of the page on mobile, next to the buy button.

04 EXPECTED IMPACT

High impact on add-to-cart

If title, price and rating sit together above the fold, then add-to-cart rate will rise, because key decision info is seen first.

Delivery cost and date shown near Add to cart

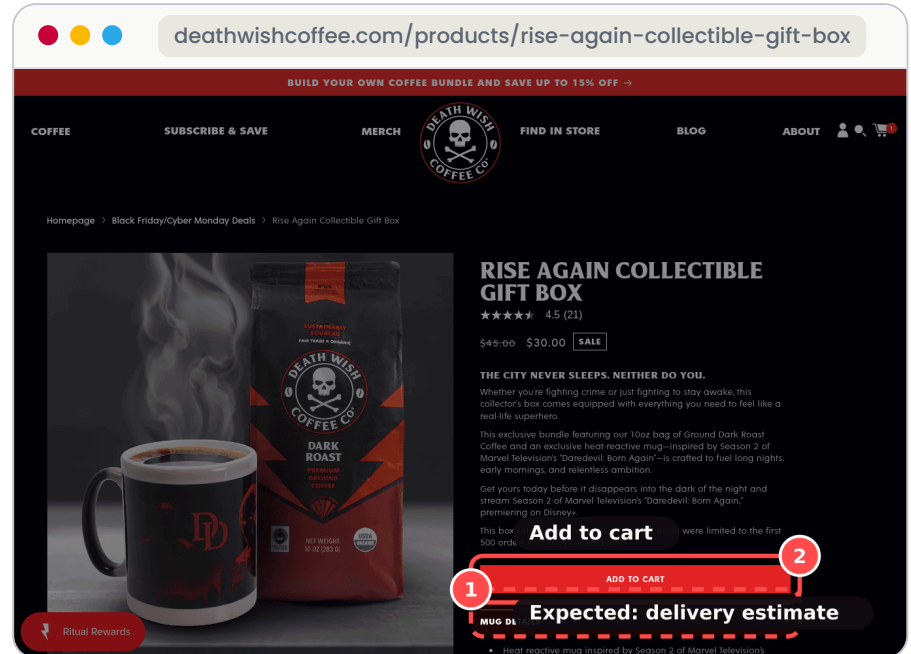
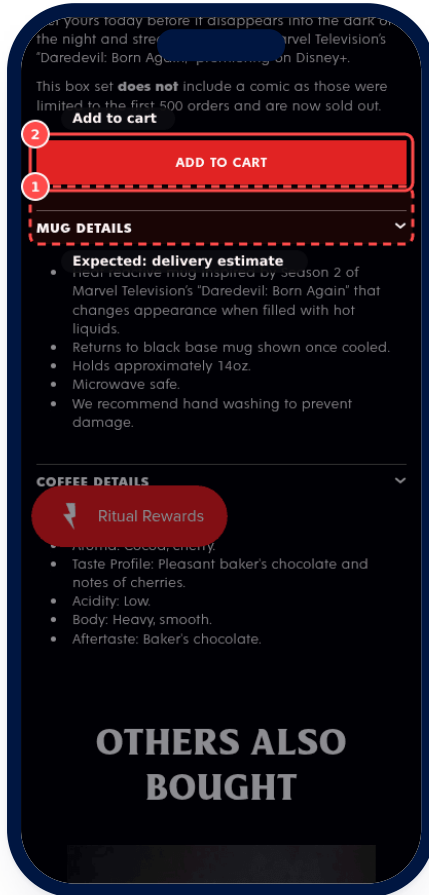
● Fails · High

PXL 11/14

Effort ~2h

Owner · Theme + Content/Ops

Just do it



01 THE PROBLEM

Neither a shipping cost or threshold nor a delivery estimate was found near Add to cart.

02 WHY IT COSTS CONVERSIONS

A cost that appears only at checkout feels like a loss; a concrete date is easier to judge than 'ships in 3–5 days'.

Principle: loss aversion, surprise cost · LIFT: anxiety · Fogg: motivation

03 THE FIX · THEME + CONTENT/OPS

1. Add a Text block under Add to cart: 'Free delivery over \$75 · otherwise \$6.95 · arrives in 3–5 business days'. Repeat it in the cart drawer. Later, show a date ('Arrives by Thu 9 Oct').

04 EXPECTED IMPACT

High impact on add-to-cart

43% of benchmarked sites don't show shipping cost on the PDP while 64% of users look for it there (Baymard UX statistics); 40% of US abandoners cite extra costs (Baymard abandonment survey). (benchmark, not this store's forecast)

If we show delivery cost, free-shipping threshold and arrival window under Add to cart, then checkout completion will rise, because shoppers can predict the total and no loss appears at the last step.

Popup stack does not block the first visit

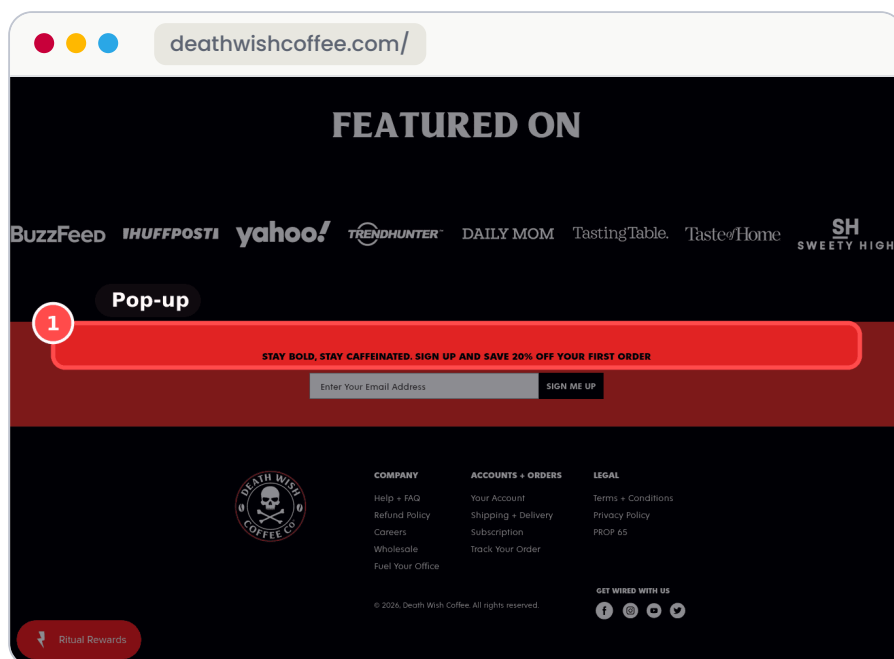
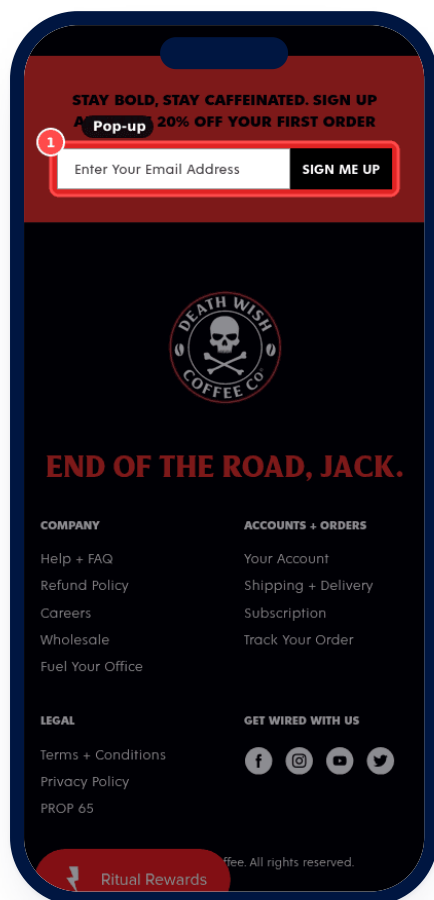
● Fails · High

PXL 11/14

Effort ~30m

Owner · App

Just do it



01 THE PROBLEM

2 overlay(s) in the first seconds. More than one overlay is open.

02 WHY IT COSTS CONVERSIONS

A popup on load interrupts the task before any value is seen; users close it reflexively and some leave.

Principle: interruption cost, banner blindness · LIFT: distraction / anxiety · Fogg: ability

03 THE FIX · APP

1. Show at most one popup, delay it (e.g. after scroll or exit intent), and make sure it never covers the Add to cart button on mobile.

04 EXPECTED IMPACT

High impact on returning-visitor CVR

59% of benchmarked sites use aggressive popups (Baymard UX statistics). (benchmark, not this store's forecast)

If we delay the email popup until scroll/exit intent and keep only one overlay, then home and PDP bounce will fall and add-to-cart will rise, because the first visit isn't interrupted.

04

03 · FINDING 4 OF 27 · PRODUCT · PDP-03

Add to cart is visually dominant; buy box is uncluttered

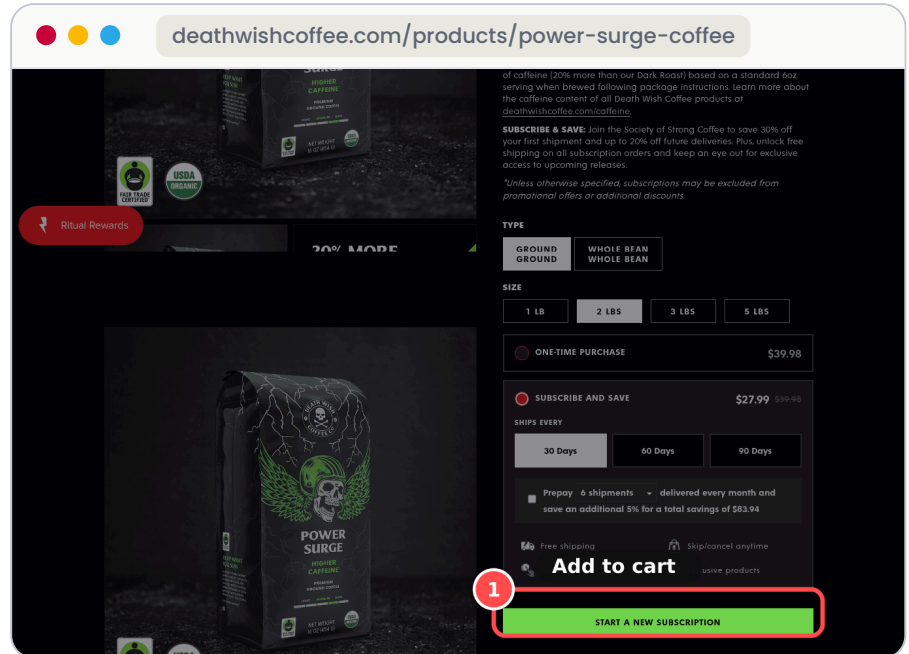
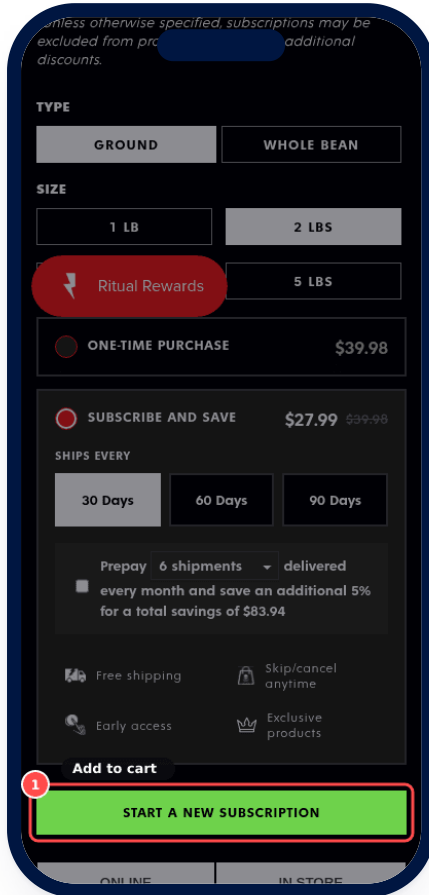
Warning · Med

PXL 11/14

Effort ~2h

Owner · Theme/App

Test



01 THE PROBLEM

Buy box: 12 blocks between price and Add to cart. Dominant button: yes.

02 WHY IT COSTS CONVERSIONS

Badges, app widgets and secondary buttons in the buy box compete with the one action that matters.

Principle: visual hierarchy, choice overload · LIFT: distraction / clarity · Fogg: prompt

03 THE FIX · THEME/APP

1. Give Add to cart a full-width solid style in the brand accent; move badges, upsells and extra app widgets below the button.

04 EXPECTED IMPACT

Med impact on add-to-cart

If we make ATC the largest, highest-contrast element and move non-essential widgets below it, then add-to-cart rate will rise, because the primary action stands out.

Returns policy summarised near Add to cart

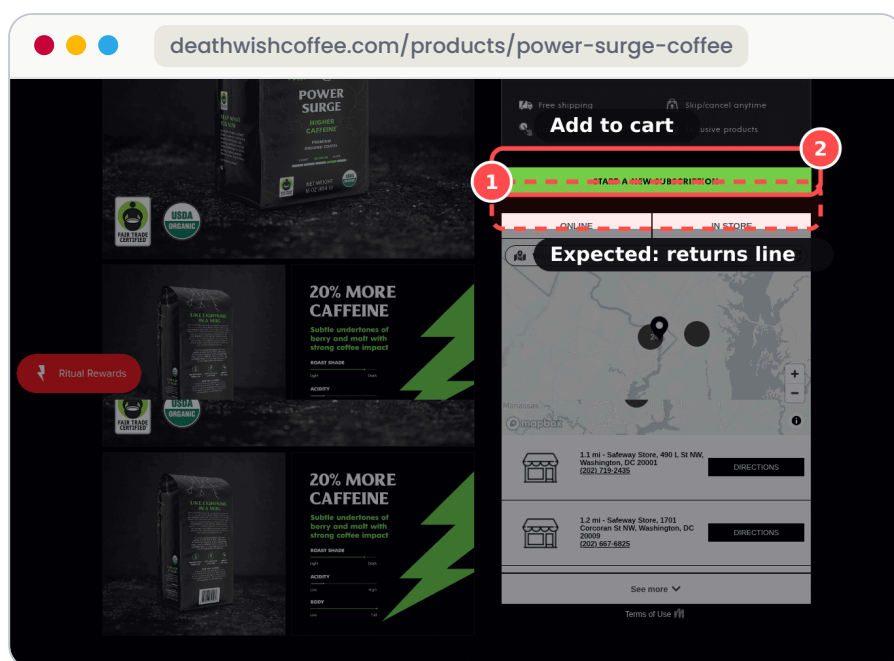
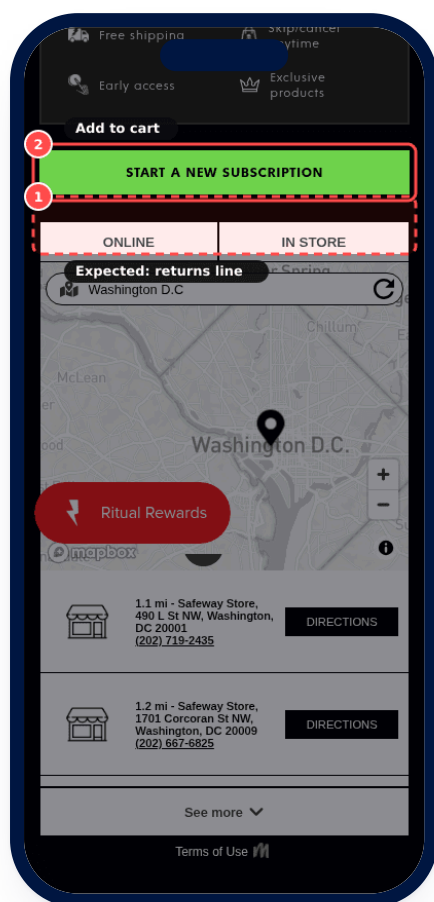
● Fails · Med

PXL 11/14

Effort ~30m

Owner · Content/Ops

Just do it



01 THE PROBLEM

No returns line or link was found within 600px of Add to cart.

02 WHY IT COSTS CONVERSIONS

A short, plain returns line at the buy box removes the 'what if it doesn't fit' worry.

Principle: risk reversal, loss aversion · LIFT: anxiety · Fogg: motivation

03 THE FIX · CONTENT/OPS

1. Add a line under the delivery info: '30-day free returns', linking to the refund policy.

04 EXPECTED IMPACT

Med impact on add-to-cart

44% of benchmarked sites don't link the return policy from the PDP (Baymard PDP 2026). (benchmark, not this store's forecast)

If we add a one-line returns summary with a link next to ATC, then add-to-cart rate will rise, because purchase risk feels reversible.

Express checkout buttons on the PDP

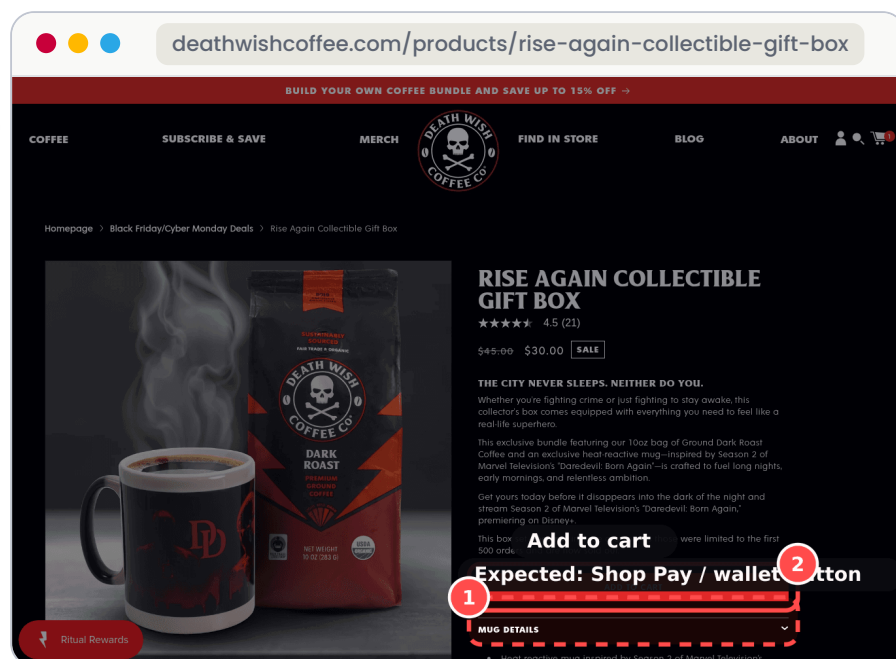
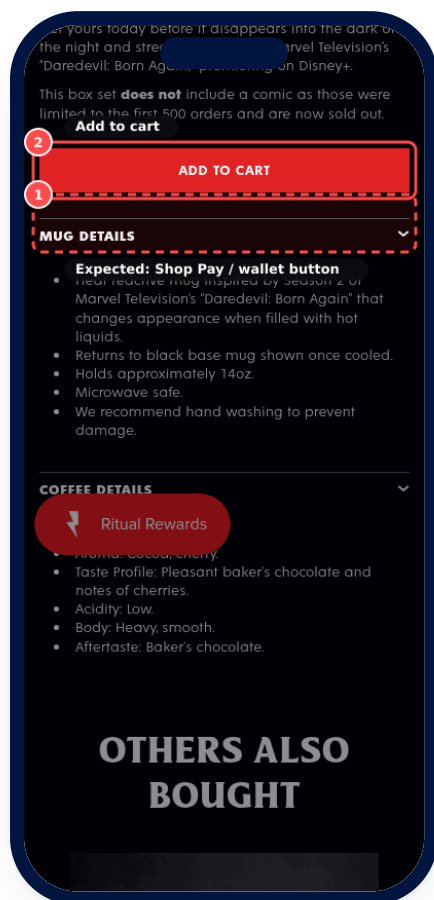
● Fails · Med

PXL 11/14

Effort ~30m

Owner · Theme

Test



01 THE PROBLEM

No Shop Pay or dynamic checkout button was found next to Add to cart.

02 WHY IT COSTS CONVERSIONS

Wallet buttons let returning wallet users skip forms; familiar payment brands also reassure on security.

Principle: effort reduction · LIFT: anxiety · Fogg: ability

03 THE FIX · THEME

1. Turn on 'Show dynamic checkout buttons' in the product section so Shop Pay / Apple Pay / Google Pay appear under Add to cart.

04 EXPECTED IMPACT

Med impact on add-to-cart

If we show dynamic checkout buttons on the PDP, then checkout completion will rise, because wallet users skip form entry.

Express wallets shown first in checkout

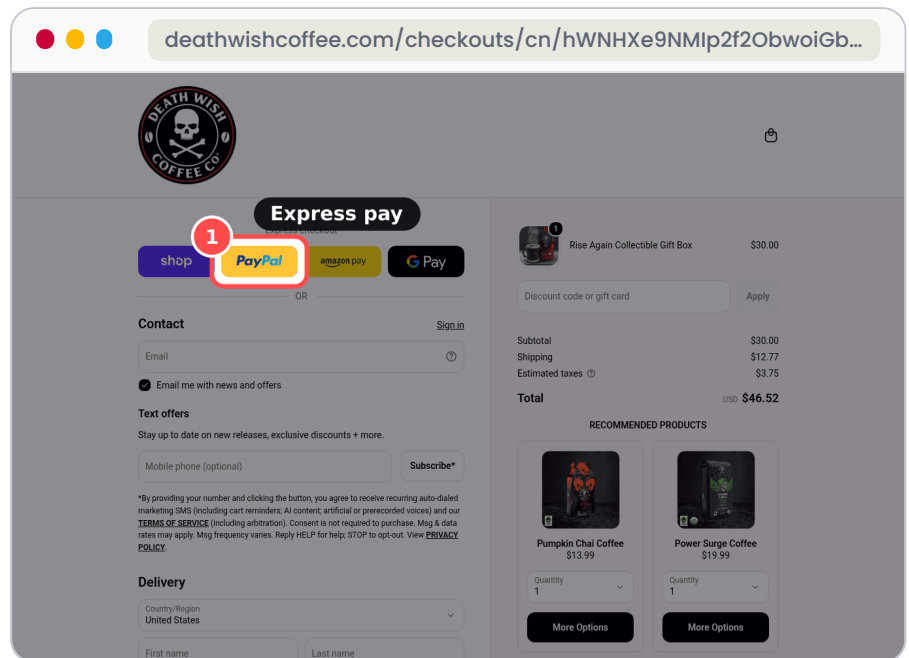
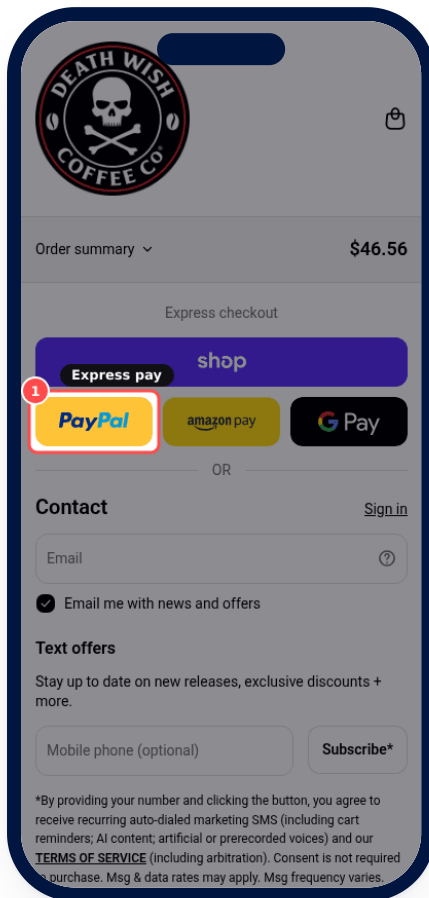
● Fails · Med

PXL 11/14

Effort ~15m

Owner · Content/Ops

Just do it



01 THE PROBLEM

No express wallet was visible on the checkout landing.

02 WHY IT COSTS CONVERSIONS

Shop Pay and other wallets at the top let returning users finish in a few taps.

Principle: effort reduction · LIFT: anxiety · Fogg: ability

03 THE FIX · CONTENT/OPS

1. Enable Shop Pay and other wallets in Settings → Payments so they show at the top of checkout.

04 EXPECTED IMPACT

Med impact on checkout completion

If Shop Pay/Apple Pay/Google Pay are enabled and shown at the top, then checkout completion will rise, because wallet users skip forms.

Value proposition is clear in 5 seconds

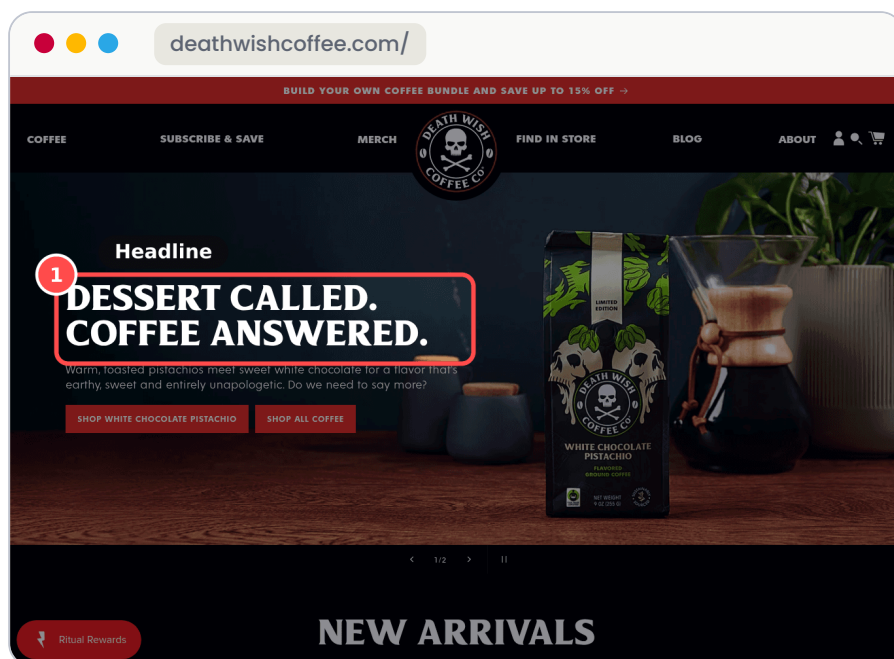
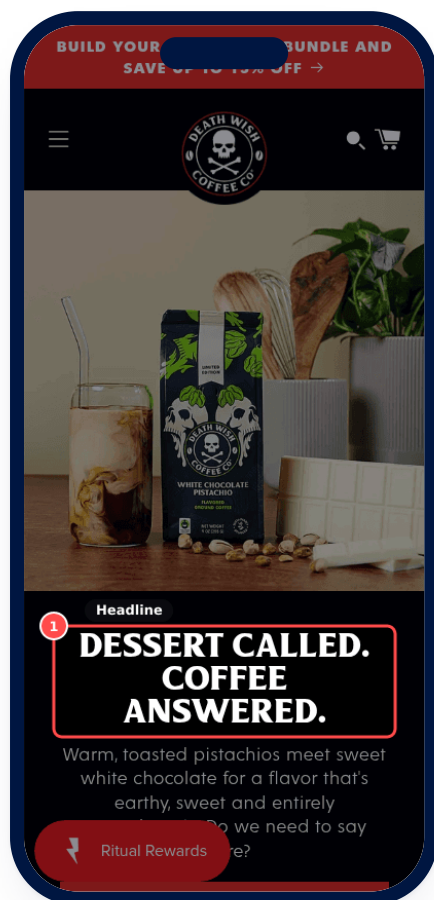
Warning · High

PXL 9/14

Effort ~1h

Owner · Content/Ops

Just do it



01 THE PROBLEM

A headline is visible ("DESSERT CALLED. COFFEE ANSWERED."), but a differentiator was not confirmed because the vision model was not run.

02 WHY IT COSTS CONVERSIONS

Visitors decide within the first 10–20 seconds whether to stay; if the first screen doesn't say what is sold and why it's better here, the default is to leave.

Principle: 5-second test, visual hierarchy, banner blindness · LIFT: value proposition / clarity · Fogg: motivation

03 THE FIX · CONTENT/OPS

1. Rewrite the hero headline as: what you sell + who it's for + the one reason to buy from you (e.g. 'Garment-dyed linen shirts, made to soften for years'). Keep it in live text, not baked into the image.

04 EXPECTED IMPACT

High impact on returning-visitor CVR

If we replace the hero slogan with a concrete line (what we sell + for whom + main reason to buy here), then home→collection/PDP click-through will rise, because visitors can judge relevance before they lose interest.

Enough product images, with thumbnails and zoom

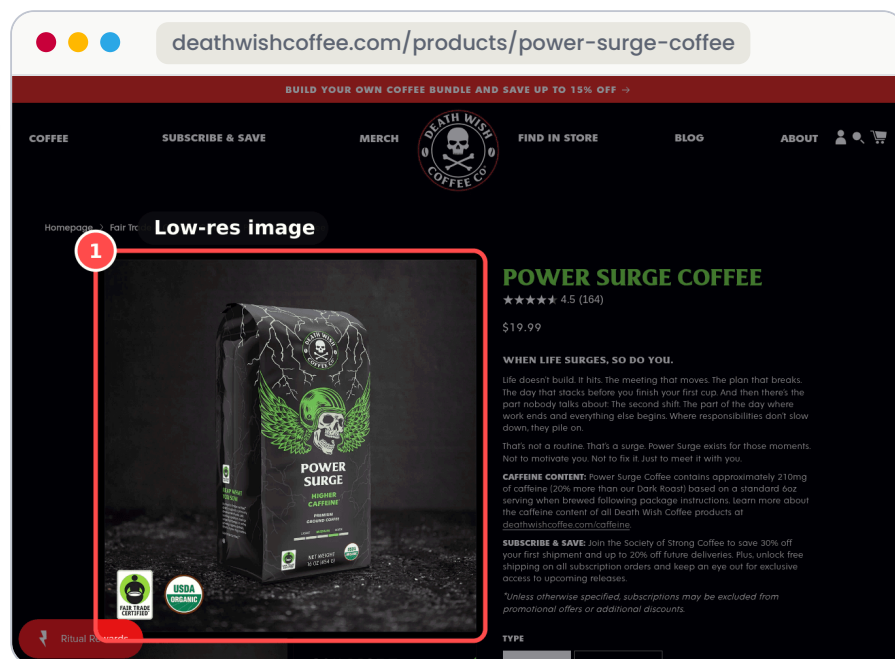
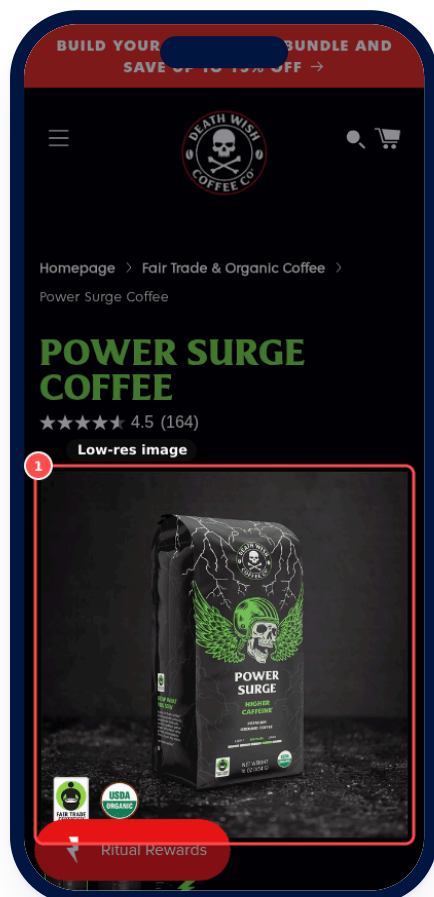
● Fails · Med

PXL 9/14

Effort ~2h

Owner · Content/Ops

Just do it



01 THE PROBLEM

6 product image(s). The main image is smaller than the space it fills.

02 WHY IT COSTS CONVERSIONS

Online, images replace touch; too few images or hidden gallery navigation leave quality questions open.

Principle: tangibility · LIFT: clarity / anxiety ·
Fogg: motivation

03 THE FIX · CONTENT/OPS

1. Add at least 3–5 photos (front, detail, in use/scale) and use your theme's zoom/swipe gallery.

04 EXPECTED IMPACT

Med impact on add-to-cart

If each product has 3–5+ images with visible thumbnails and zoom, then add-to-cart rate will rise, because shoppers can inspect the product.

Size guide available near the size selector

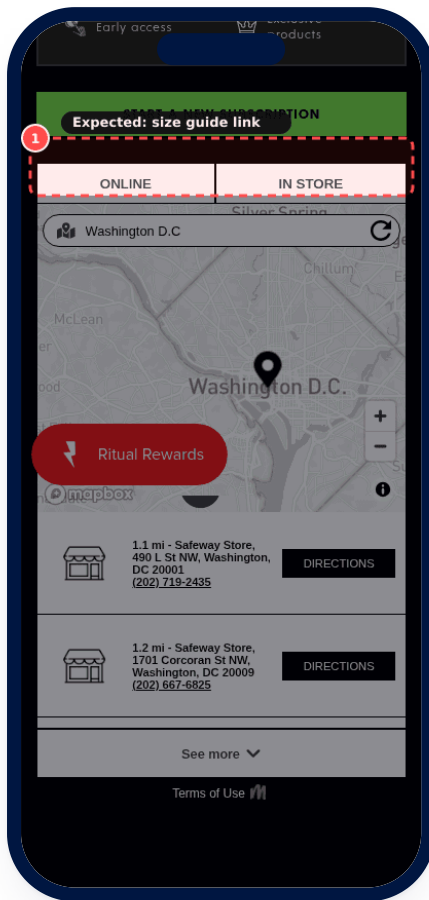
● Fails · Med

PXL 9/14

Effort ~1h

Owner · Content/Ops

Just do it



01 THE PROBLEM

The product has a size option and no size guide was linked from the page.

02 WHY IT COSTS CONVERSIONS

Fit uncertainty makes apparel shoppers hesitate; a size guide at the selector answers it in context.

Principle: uncertainty reduction · LIFT: anxiety · Fogg: ability

03 THE FIX · CONTENT/OPS

1. Add a 'Size guide' link beside the size picker that opens a chart in a drawer, plus a one-line fit note ('Runs true to size').

04 EXPECTED IMPACT

Med impact on add-to-cart

If we add a size-guide link next to the size options, then add-to-cart rate will rise, because shoppers can choose a size confidently.

Social proof is credible and visible site-wide

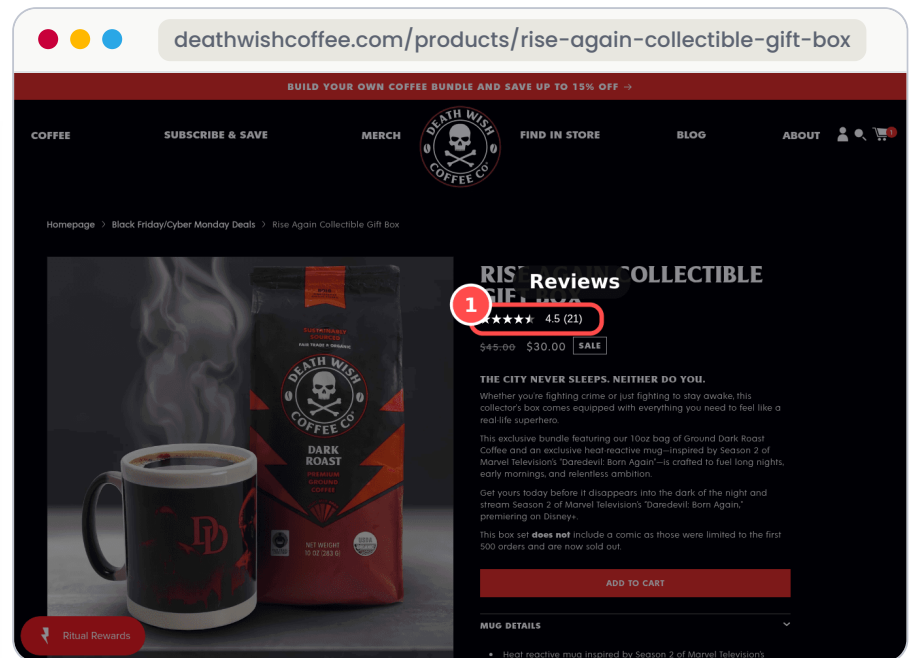
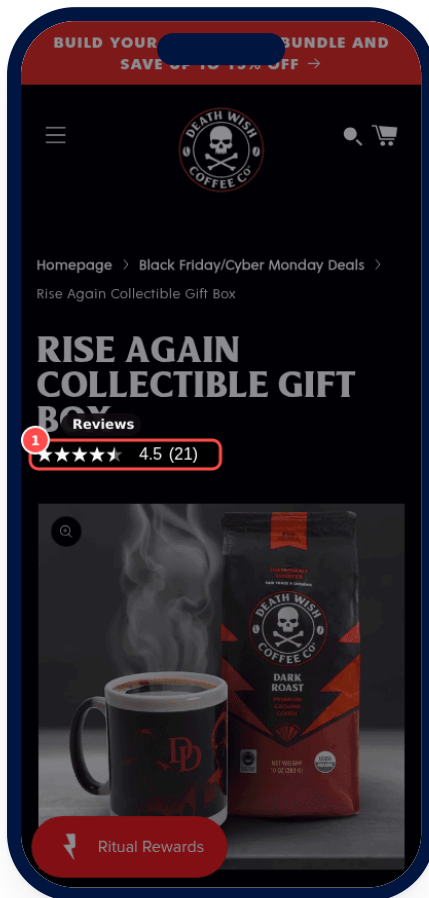
● Warning · Med

PXL 9/14

Effort ~1h

Owner · App + Content/Ops

Test



01 THE PROBLEM

Reviews are on the product page. Home-wide ratings and whether testimonials are specific were not confirmed.

02 WHY IT COSTS CONVERSIONS

Real ratings with counts and specific reviews persuade; perfect 5.0 scores or vague 'loved by thousands' claims look fake.

Principle: social proof, credibility · LIFT: anxiety / value proposition · Fogg: motivation

03 THE FIX · APP + CONTENT/OPS

1. Show your real average and review count on the home page and PDP; use specific customer quotes with first name and product.

04 EXPECTED IMPACT

Med impact on returning-visitor CVR

Purchase likelihood peaked for average ratings of 4.0–4.7 and fell as ratings approached 5.0 (Spiegel Research Center). (benchmark, not this store's forecast)

If we show real rating averages with counts on home and PDP (and stop hiding lower ratings), then add-to-cart rate will rise, because proof looks believable.

Risk-reducer bar (shipping, returns, guarantee) near the top

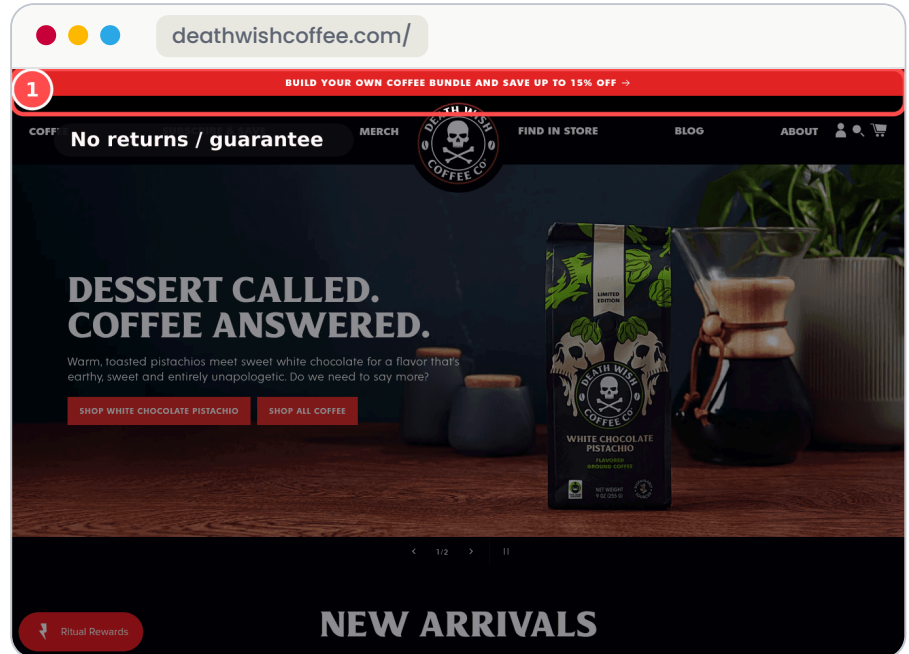
Warning · Med

PXL 9/14

Effort ~1h

Owner · Content/Ops

Just do it



01 THE PROBLEM

Only returns was found in the announcement, hero, or beside Add to cart.

02 WHY IT COSTS CONVERSIONS

Unexpected costs and return worries are top abandonment reasons; stating them early reduces anxiety before the shopper invests effort.

Principle: loss aversion, risk reversal · LIFT: anxiety / value proposition · Fogg: motivation

03 THE FIX · CONTENT/OPS

1. Add a static row of 2–4 short reassurances (delivery threshold, returns window, dispatch time) under the header; don't rely on a rotating announcement bar.

04 EXPECTED IMPACT

Med impact on returning-visitor CVR

Excluding 'just browsing', 40% of US shoppers who abandoned cited extra costs too high and 13% cited an unsatisfactory returns policy (Baymard abandonment survey). (benchmark, not this store's forecast)

If we show a short USP bar ('Free delivery over \$75 · 30-day returns · Ships in 2 days') under the header, then add-to-cart rate will rise, because shoppers' cost and risk questions are answered up front.

Policies exist, are plain and linked near buy and footer

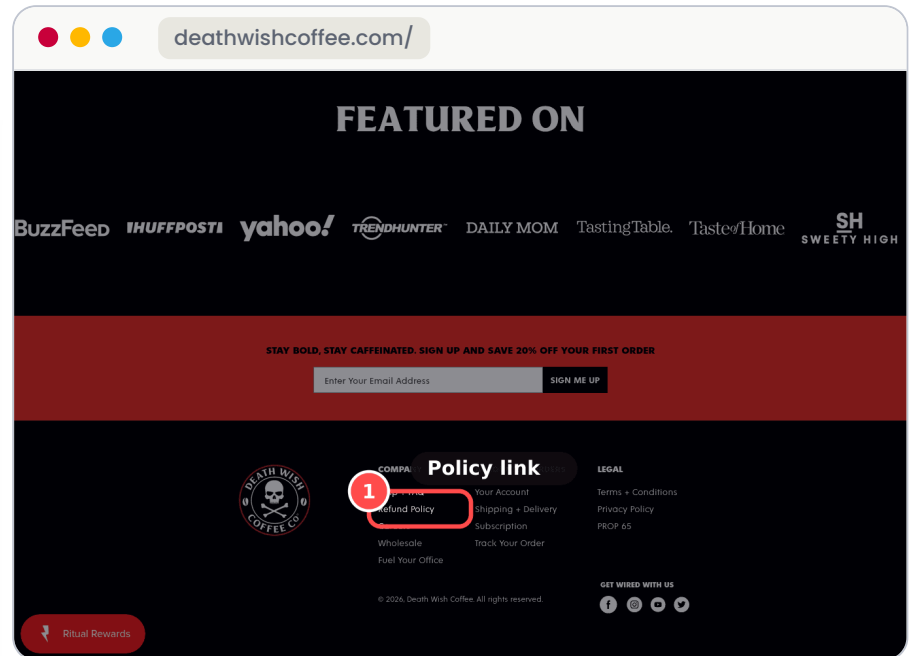
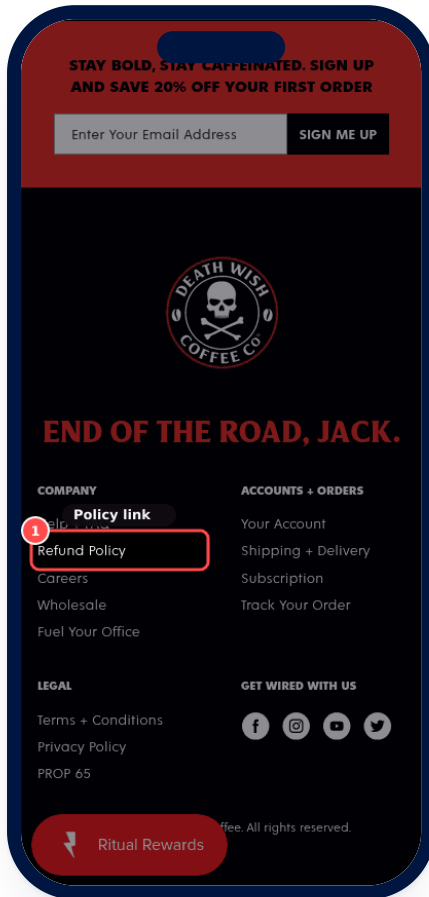
● Fails · High

PXL 8/14

Effort ~1h

Owner · Content/Ops

Just do it



01 THE PROBLEM

Refund policy exists, shipping policy exists, footer links no, product-page mention no.

02 WHY IT COSTS CONVERSIONS

Clear, readable returns and shipping policies reduce purchase risk; legal-only wording increases doubt.

Principle: risk reversal · LIFT: anxiety · Fogg: motivation

03 THE FIX · CONTENT/OPS

1. Publish refund and shipping policies (Settings → Policies) and link them in the footer and next to the buy button.

04 EXPECTED IMPACT

High impact on returning-visitor CVR

13% of US abandoners cited an unsatisfactory returns policy (Baymard abandonment survey). (benchmark, not this store's forecast)

If policies are linked near the buy box and footer and summarised in plain language, then add-to-cart rate will rise, because risk feels lower.

Tap targets are big enough and spaced on mobile

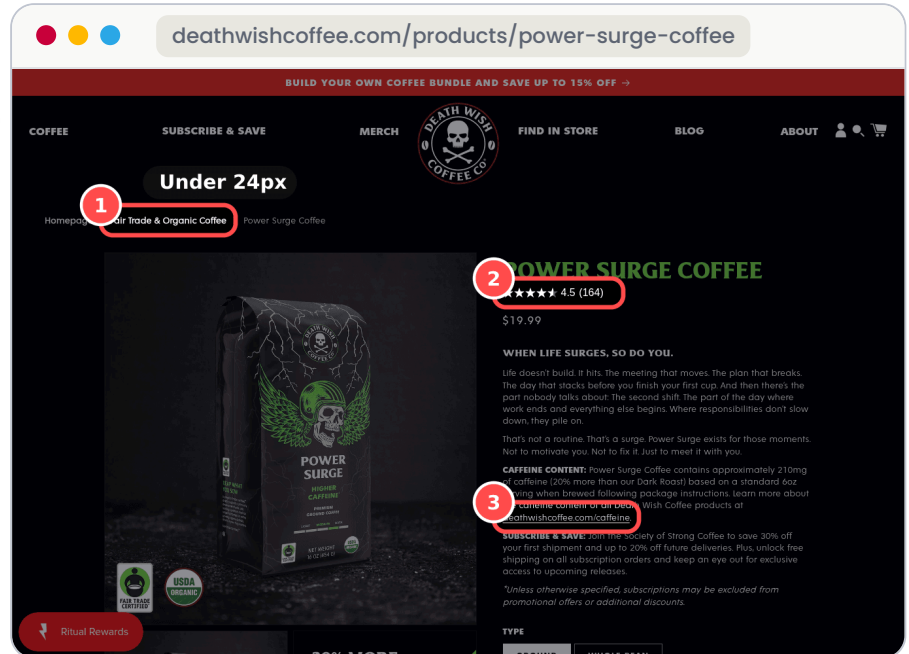
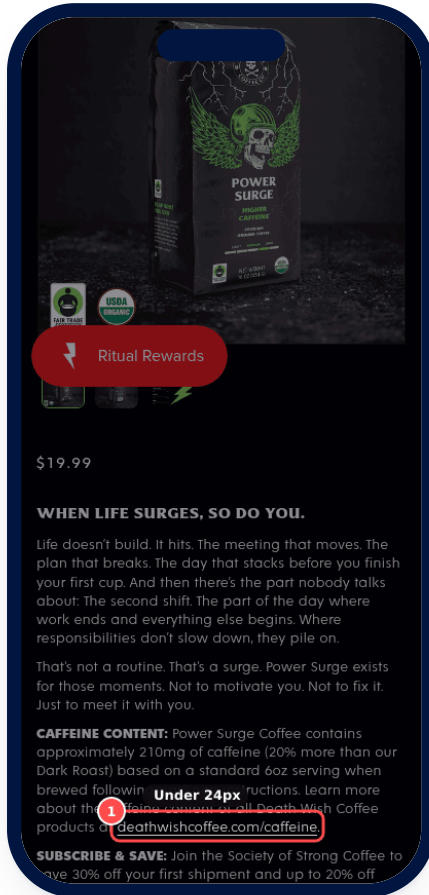
● Fails · Med

PXL 8/14

Effort ~2h

Owner · Theme

Just do it



01 THE PROBLEM

3 tappable controls are under 24px, and Add to cart is under 44px tall.

02 WHY IT COSTS CONVERSIONS

Small or crowded targets cause mis-taps on options and buttons where precision matters.

Principle: Fitts's law, error prevention · LIFT: clarity · Fogg: ability

03 THE FIX · THEME

1. Make variant pills, quantity buttons and buy-box links at least 44px tall with 8px gaps.

04 EXPECTED IMPACT

Med impact on add-to-cart

66% of benchmarked mobile sites place tappable elements too close; 32% make them too small (Baymard UX statistics). (benchmark, not this store's forecast)

If we enlarge and space option and buy-box targets, then ATC errors will fall and add-to-cart will rise, because shoppers tap what they intend.

Real contact options

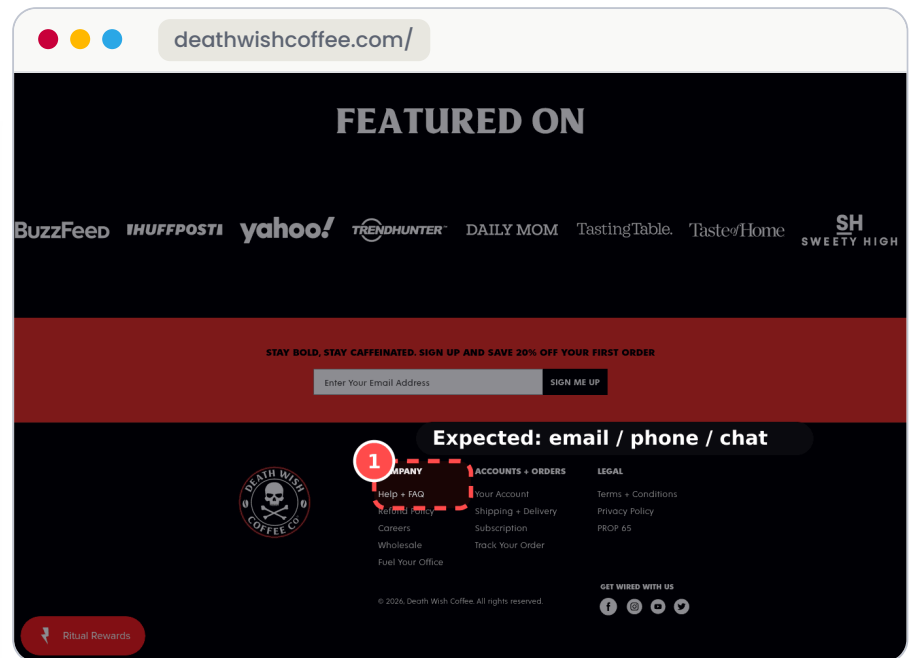
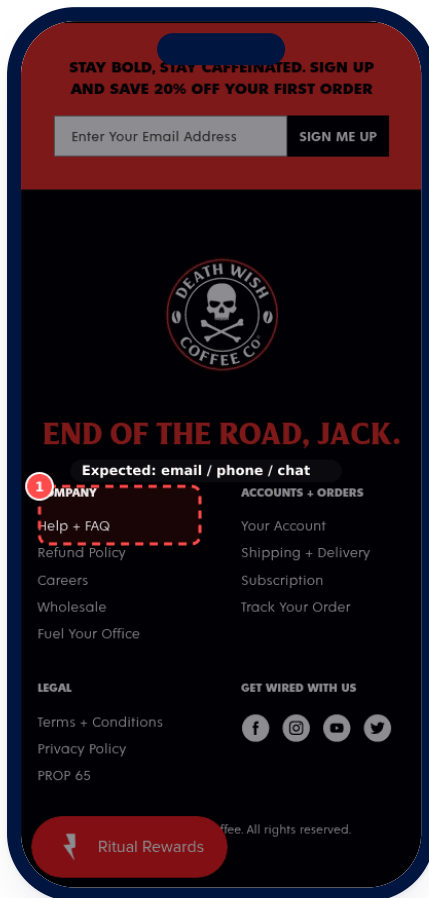
● Fails · Med

PXL 8/14

Effort ~30m

Owner · Content/Ops

Just do it



01 THE PROBLEM

No email, phone, chat, or contact-page link was found in the footer.

02 WHY IT COSTS CONVERSIONS

A real email, address or phone shows a business that will answer; their absence is a scam signal.

Principle: trustworthy design · LIFT: anxiety
· Fogg: motivation

03 THE FIX · CONTENT/OPS

1. Show a real email and/or phone and a contact page link in the footer.

04 EXPECTED IMPACT

Med impact on returning-visitor CVR

If contact details are easy to find, then returning-visitor CVR will rise, because the store looks accountable.

Reviews have depth: photos, filters, responses to negatives

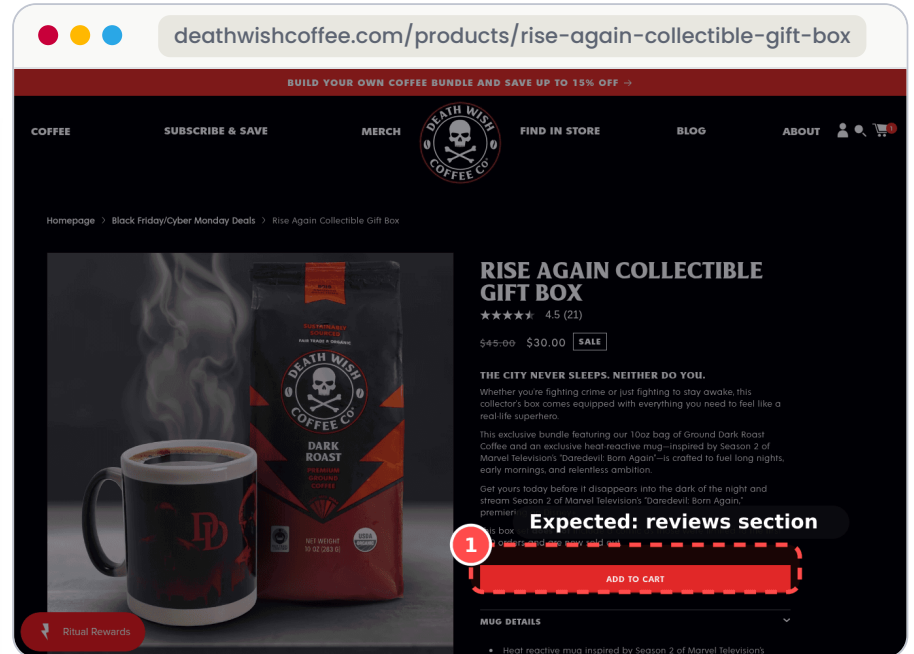
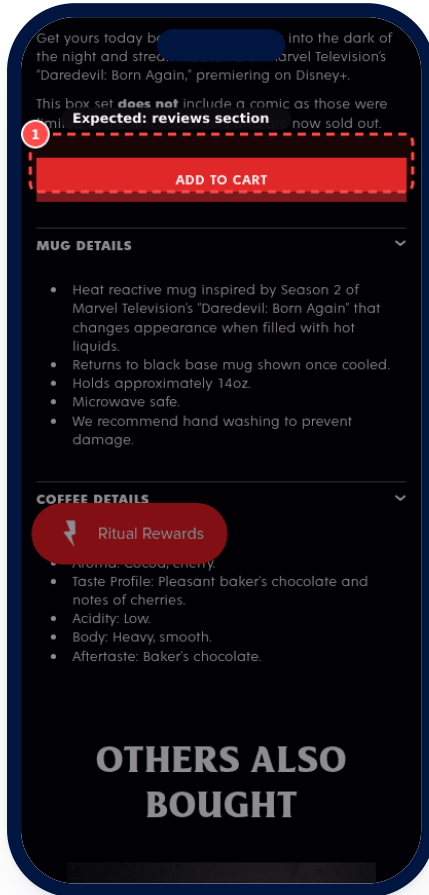
● Fails · Low

PXL 8/14

Effort ~2h

Owner · App + Content/Ops

Test



01 THE PROBLEM

Reviews are present without photos, merchant replies, or a way to browse critical reviews.

02 WHY IT COSTS CONVERSIONS

Shoppers seek out negative and photo reviews to check fit and quality; answered complaints show the brand cares.

Principle: social proof credibility · LIFT: anxiety · Foggy: motivation

03 THE FIX · APP + CONTENT/OPS

1. Turn on photo reviews and rating filters in the review app; reply politely and specifically to every 1–3 star review.

04 EXPECTED IMPACT

Low impact on add-to-cart

89% of benchmarked sites don't respond to negative reviews; 63% don't let users browse reviewer images (Baymard PDP 2026). (benchmark, not this store's forecast)

If we enable photo reviews and a rating filter and reply to negative reviews, then add-to-cart rate will rise, because reviews look credible and answer fit doubts.

Unit price shown where relevant

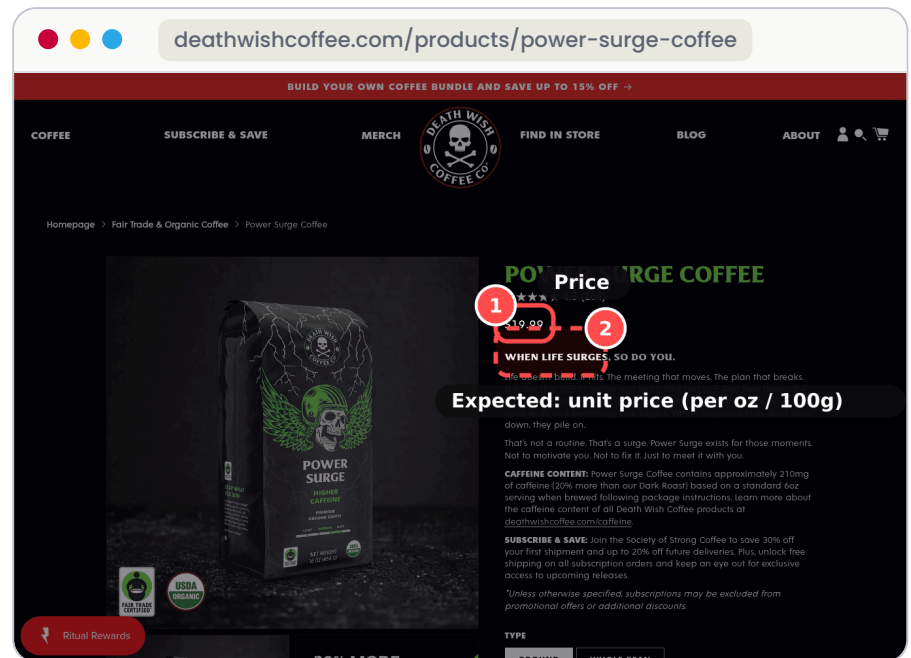
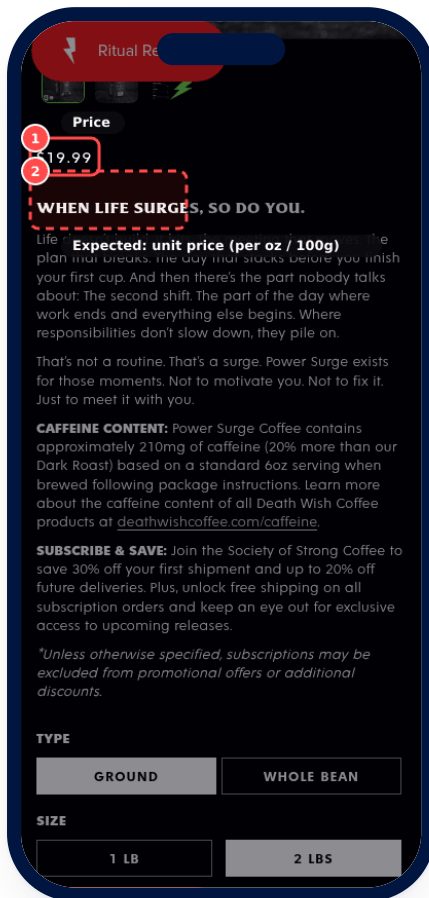
● Fails · Low

PXL 8/14

Effort ~30m

Owner · Content/Ops

Just do it



01 THE PROBLEM

This looks like a measurable product and no per-unit price was found.

02 WHY IT COSTS CONVERSIONS

For packs and consumables, a per-unit price lets shoppers compare value quickly (and is legally required in some markets).

Principle: comparison effort · LIFT: clarity · Fogg: ability

03 THE FIX · CONTENT/OPS

1. Fill in the unit price fields on Shopify product variants and make sure the theme displays them.

04 EXPECTED IMPACT

Low impact on add-to-cart

81% of benchmarked sites don't show a unit price (Baymard PDP 2026).
(benchmark, not this store's forecast)

If we show unit price on multi-pack/consumable products, then add-to-cart rate will rise, because value comparison is easier.

No auto-rotating hero carousel

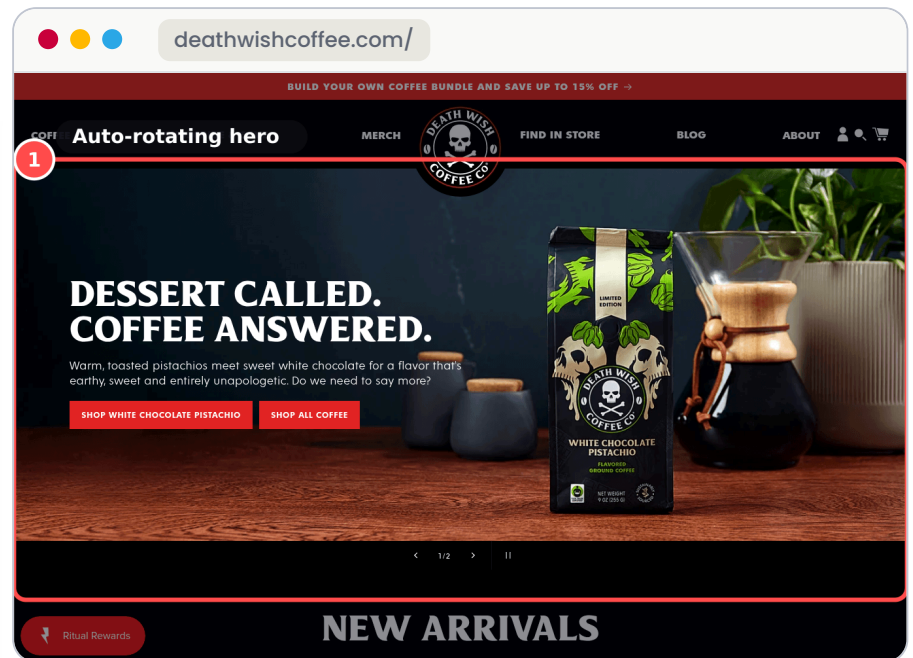
● Fails · Low

PXL 8/14

Effort ~30m

Owner · Theme

Just do it



01 THE PROBLEM

The hero slider is marked to autoplay.

02 WHY IT COSTS CONVERSIONS

Auto-rotating slides move before people read them, hide most messages and take control from the user.

Principle: banner blindness, user control · LIFT: clarity / distraction · Fogg: ability

03 THE FIX · THEME

1. Turn off autoplay in the slideshow section settings, or replace the slideshow with a single image banner.

04 EXPECTED IMPACT

Low impact on returning-visitor CVR

52% of benchmarked sites auto-rotate home carousels (Baymard, guideline #957). (benchmark, not this store's forecast)

If we replace the auto-rotating hero with one static message, then hero CTA click-through will rise, because the main message stays readable.

In-scale and on-model images

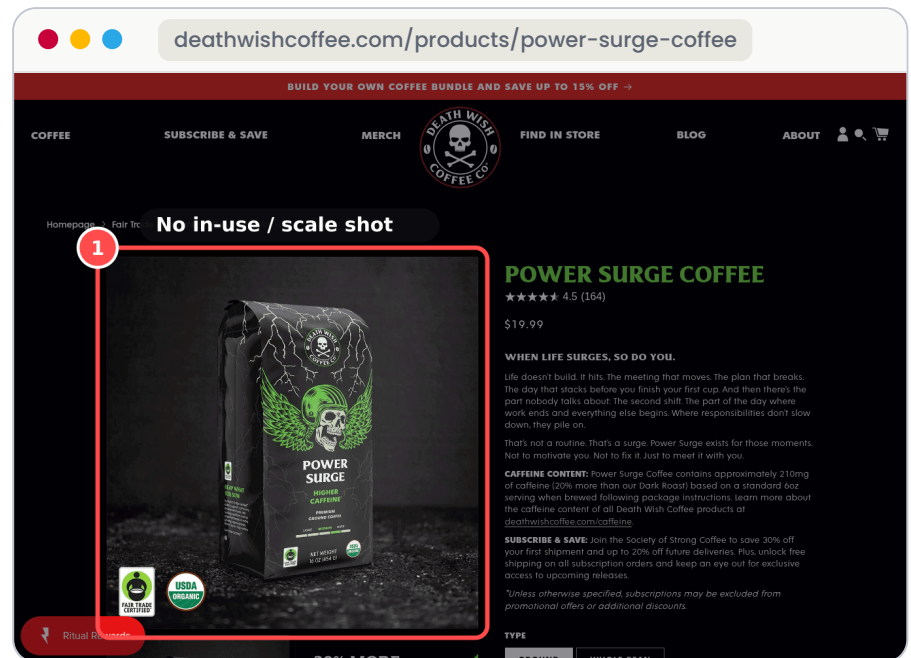
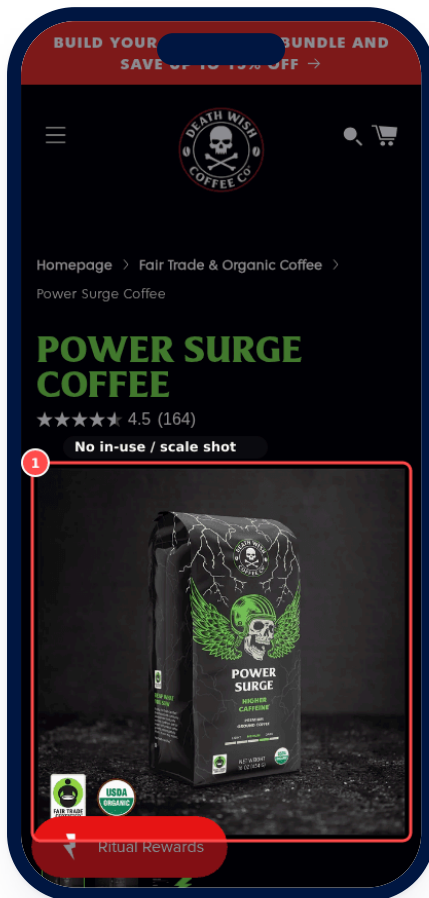
● Fails · Med

PXL 7/14

Effort ~1 day

Owner · Content/Ops

Test



01 THE PROBLEM

Product images are present, and none of the visible image text describes a model or a scale reference.

02 WHY IT COSTS CONVERSIONS

Without a person or object for scale, shoppers misjudge size and fit.

Principle: tangibility · size uncertainty · LIFT: clarity / anxiety · Fogg: motivation

03 THE FIX · CONTENT/OPS

1. Add at least one photo of the product being worn or used, or next to a familiar object.

04 EXPECTED IMPACT

Med impact on add-to-cart

37% of benchmarked sites have no in-scale image; 23% have no human model (Baymard PDP 2026).
(benchmark, not this store's forecast)

If we add an on-model or in-scale image to the gallery, then add-to-cart rate will rise, because shoppers can judge size.

Description answers buying questions

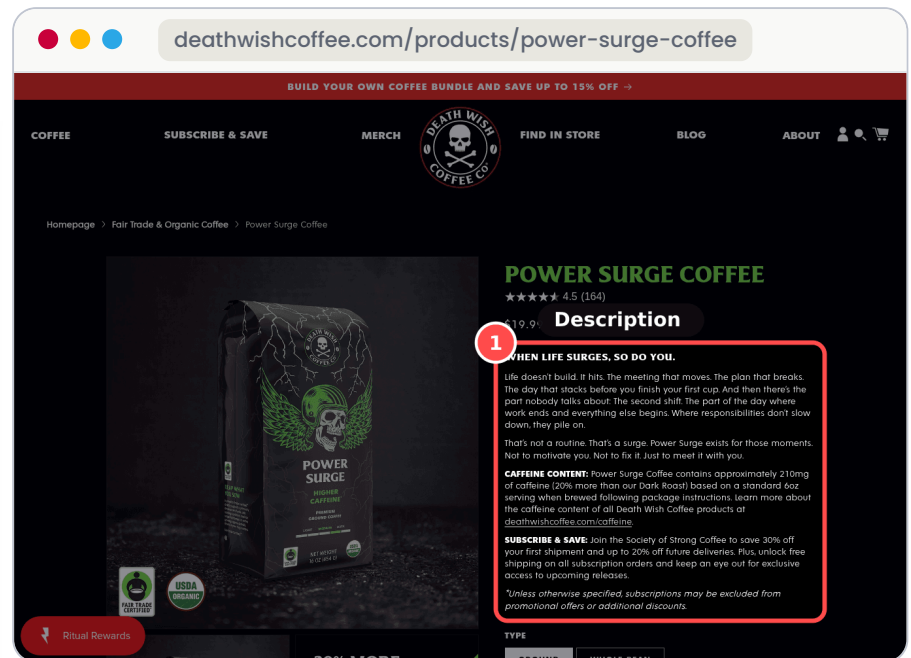
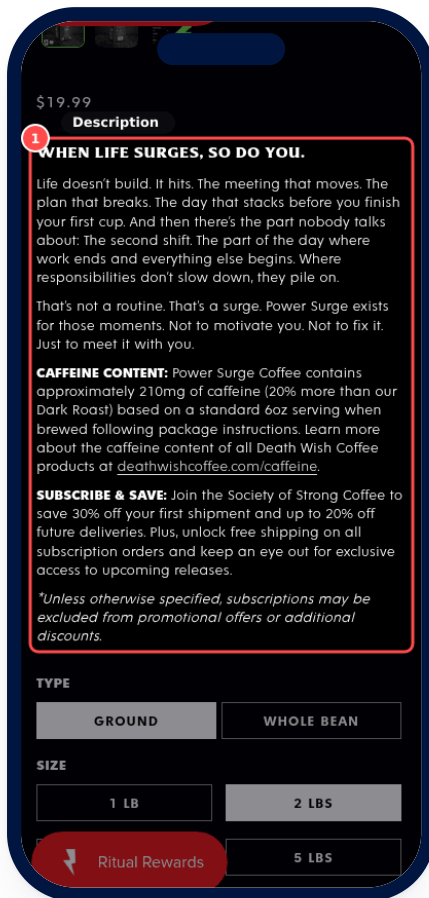
Warning · Med

PXL 7/14

Effort ~1 day

Owner · Content/Ops

Just do it



01 THE PROBLEM

Description is about 184 words. Question coverage was not separately scored without a model call. Materials, fit, care, and dimensions were not scored without a model, so this stays a warning.

02 WHY IT COSTS CONVERSIONS

Shoppers look for materials, fit, care and dimensions; scannable bullets answer them faster than prose.

Principle: cognitive load · LIFT: clarity / anxiety · Fogg: motivation

03 THE FIX · CONTENT/OPS

1. Add short, scannable sections covering size/fit, materials, dimensions, care and what's in the box.

04 EXPECTED IMPACT

Med impact on add-to-cart

If we rewrite descriptions as scannable bullets covering material, fit, size and care, then add-to-cart rate will rise, because common doubts are answered.

No layout shift near buy elements (CLS)

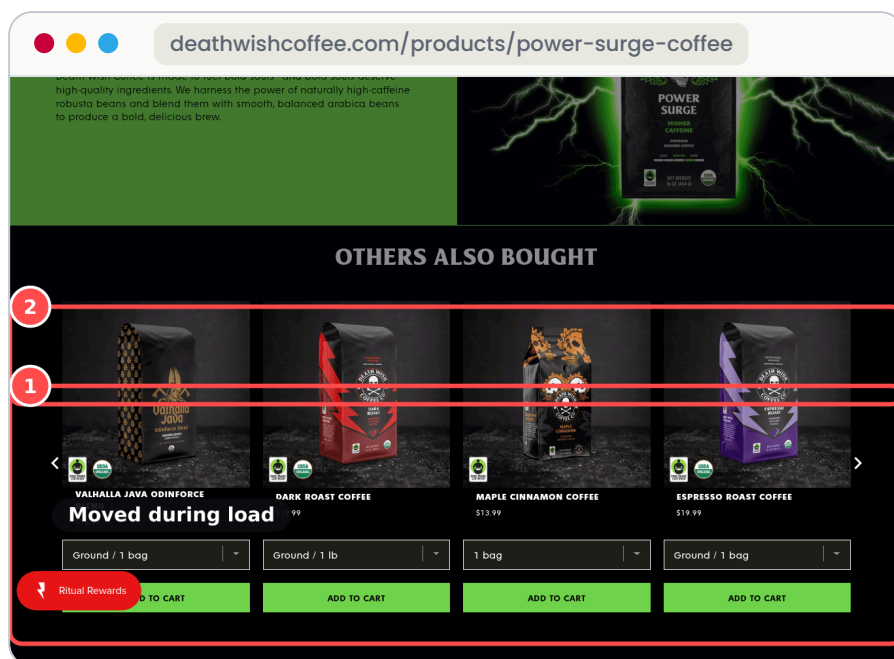
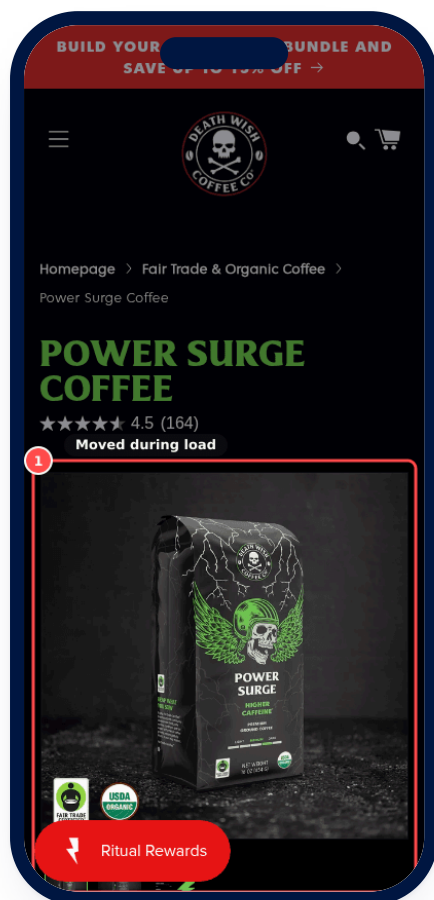
● Fails · Med

PXL 7/14

Effort ~2h

Owner · Dev

Just do it



01 THE PROBLEM

CLS 0.827 via the audit browser (lab, not field data).

02 WHY IT COSTS CONVERSIONS

Content jumping under the thumb causes taps on the wrong button.

Principle: error prevention · LIFT: anxiety · Fogg: ability

03 THE FIX · DEV

1. Reserve space for images, review stars and banners so the buy button doesn't jump while the page loads.

04 EXPECTED IMPACT

Med impact on returning-visitor CVR

Good CLS ≤ 0.1 , poor > 0.25 at p75 (web.dev). (benchmark, not this store's forecast)

If CLS stays ≤ 0.1 around the buy box, then mis-taps will fall and add-to-cart will rise, because buttons stay where the thumb expects.

One dominant call to action on the first screen

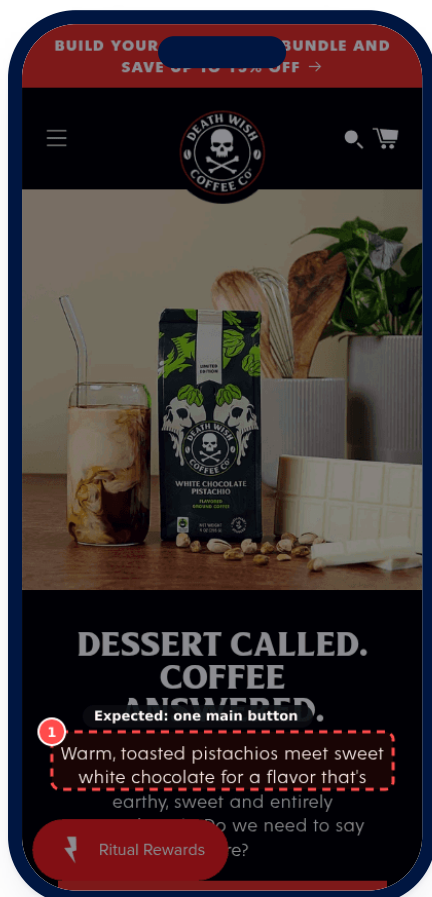
- Fails · Med

PXL 7/14

Effort ~1h

Owner · Theme

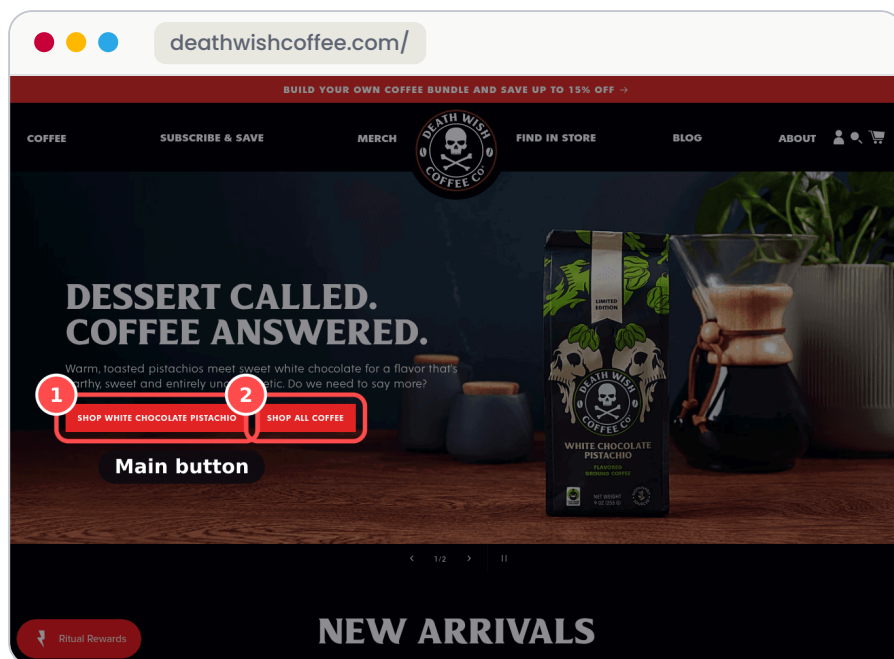
Test



02 WHY IT COSTS CONVERSIONS

When several buttons compete with equal weight, the eye has no entry point; one visually dominant CTA works as Fogg's prompt.

Principle: visual hierarchy, choice
overload · LIFT: distraction / clarity · Fogg:
prompt



01 THE PROBLEM

No button-styled call to action was visible on the first screen.

03 THE FIX • THEME

1. Keep one solid, high-contrast button in the hero ('Shop linen'); turn secondary actions into outline buttons or text links.

04 EXPECTED IMPACT

Med impact on returning-visitor CVR

If we make one primary CTA visually dominant and demote the others to text links, then first-click rate on the home page will rise, because shoppers see the obvious next step.

Result count and paging are clear

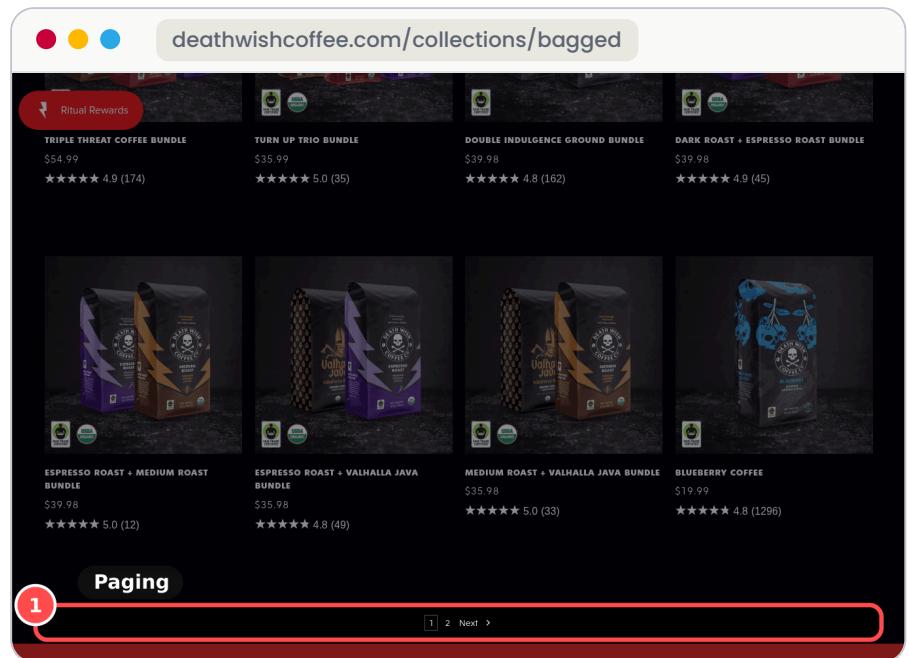
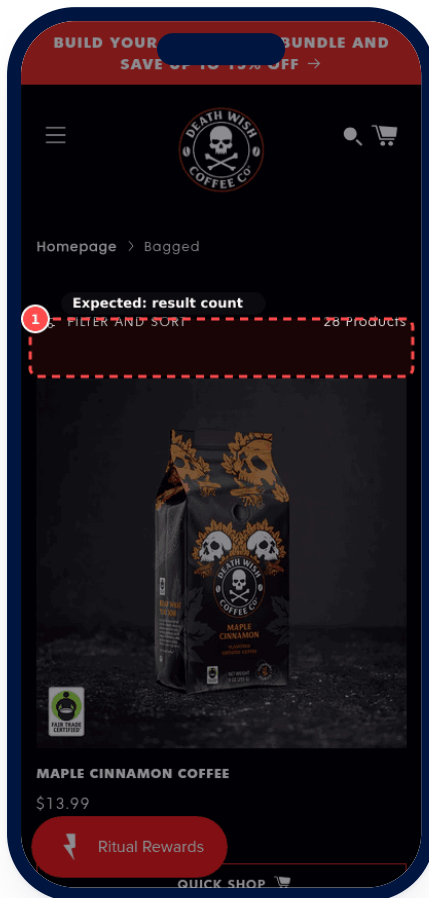
Warning · Low

PXL 7/14

Effort ~1h

Owner · Theme

Just do it



01 THE PROBLEM

A result count is shown, without a paging control.

02 WHY IT COSTS CONVERSIONS

Showing how many items there are and using 'Load more' instead of tiny page links helps shoppers judge the effort and keep browsing.

Principle: choice overload, user control ·
LIFT: clarity · Fogg: ability

03 THE FIX · THEME

1. Show 'X products' above the grid and replace numbered pagination with a 'Load more' button (often a theme setting).

04 EXPECTED IMPACT

Low impact on returning-visitor CVR

If we show the product count and a 'Load more' button, then products viewed per session will rise, because browsing feels finite and controllable.

Interaction responsiveness (INP)

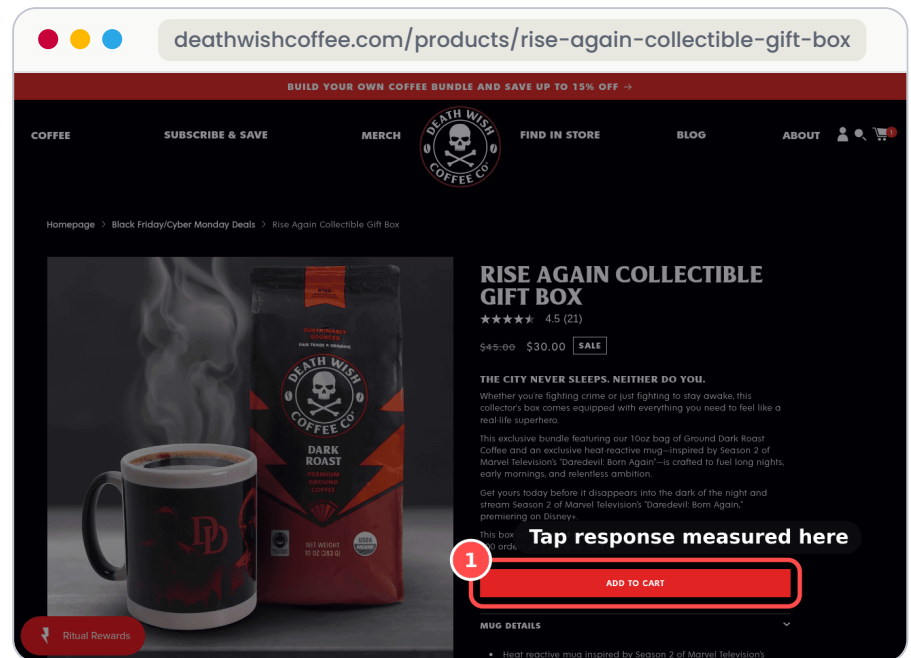
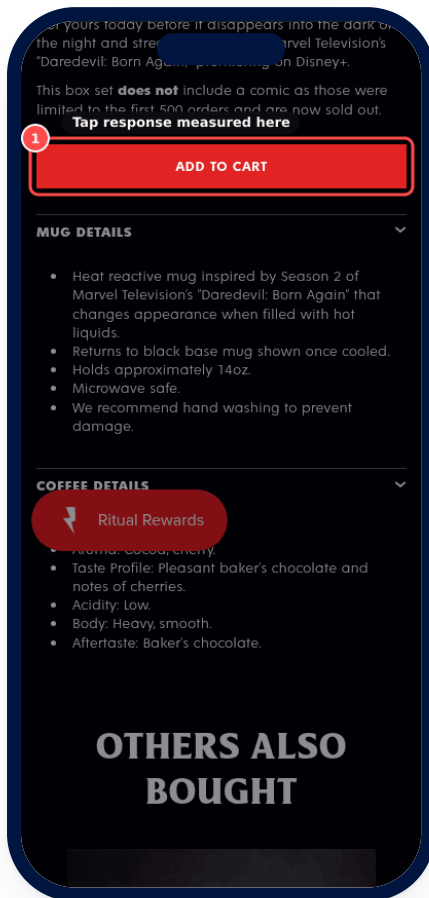
● Fails · High

PXL 6/14

Effort ~1 day

Owner · Dev

Investigate



01 THE PROBLEM

total blocking time 1545ms via the audit browser (lab, not field data).

02 WHY IT COSTS CONVERSIONS

Taps that respond late feel broken; shoppers tap again or give up.

Principle: visibility of system status · LIFT: anxiety · Fogg: ability

03 THE FIX · DEV

1. Remove or defer apps and scripts that run on every page so taps on Add to cart and options respond instantly.

04 EXPECTED IMPACT

High impact on returning-visitor CVR

Good INP ≤ 200 ms, poor > 500 ms at p75 (web.dev). (benchmark, not this store's forecast)

If INP drops to ≤ 200 ms on the PDP, then ATC errors will fall, because taps feel instant.

Third-party app scripts are under control

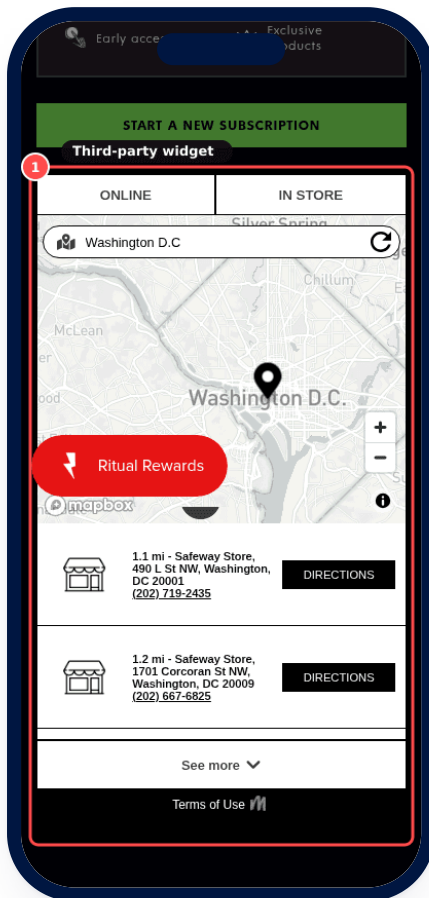
● Fails · Med

PXL 6/14

Effort ~2h

Owner · App

Investigate



01 THE PROBLEM

38 third-party script origins, about 289KB.

02 WHY IT COSTS CONVERSIONS

Every app embed adds script weight; leftover apps slow every page for no benefit.

Principle: performance budget · LIFT: anxiety · Fogg: ability

03 THE FIX · APP

1. Audit installed apps: uninstall unused ones, turn off their app embeds, and keep only what earns its place.

04 EXPECTED IMPACT

Med impact on returning-visitor CVR

If we remove unused app embeds, then LCP/INP will improve and bounce will fall, because pages carry less script.

Cart drawer and filters respond quickly

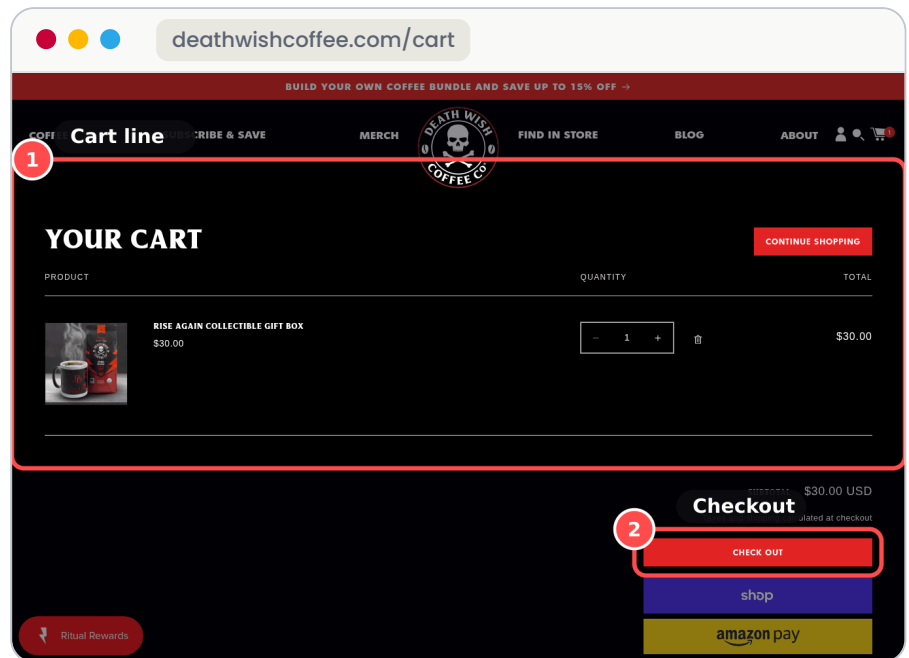
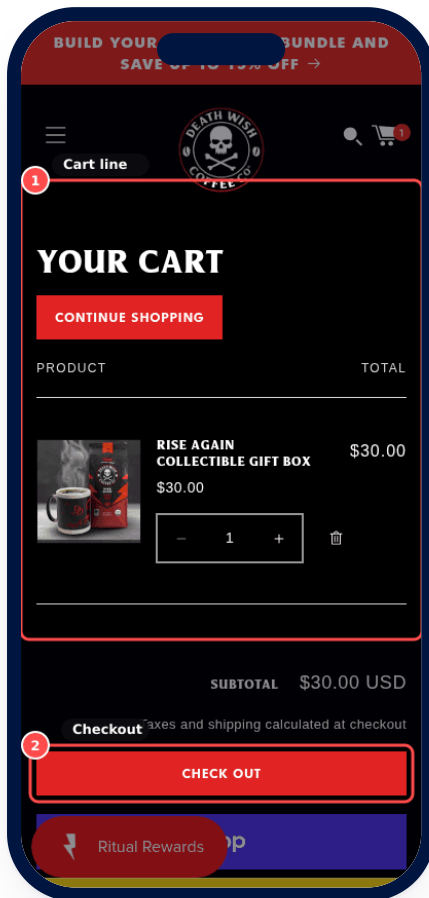
● Warning · Med

PXL 6/14

Effort ~1 day

Owner · Dev

Investigate



01 THE PROBLEM

cart feedback 793ms. filter update not measured.

02 WHY IT COSTS CONVERSIONS

Waits over about a second after tapping Add to cart or a filter break the shopper's flow.

Principle: response-time limits · LIFT: anxiety · Fogg: ability

03 THE FIX · DEV

1. Simplify the cart drawer (fewer upsell widgets) so it opens instantly after Add to cart.

04 EXPECTED IMPACT

Med impact on returning-visitor CVR

If cart drawer and filter updates complete in under 1s, then cart reach and filter use will rise, because interactions feel immediate.

FAQ/help answers are easy to reach

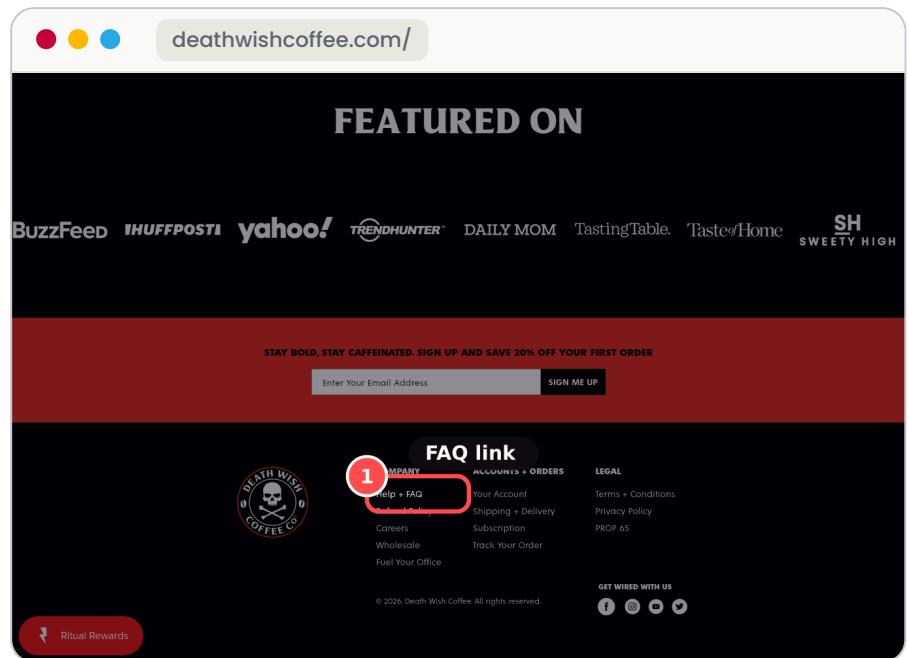
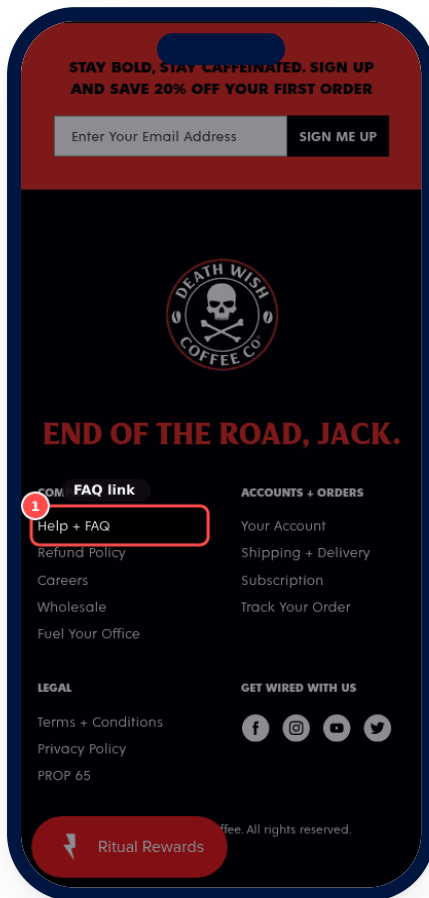
Warning · Low

PXL 6/14

Effort ~2h

Owner · Content/Ops

Just do it



01 THE PROBLEM

A help link exists (Help + FAQ). Whether it covers shipping, returns, and fit was not fetched.

02 WHY IT COSTS CONVERSIONS

Shoppers with a last question (sizing, delivery, returns) leave if the answer isn't findable in a tap or two.

Principle: self-service, recognition over recall · LIFT: anxiety · Fogg: ability

03 THE FIX · CONTENT/OPS

1. Create an FAQ page (delivery, returns, sizing, payment) and link it in the footer and as a collapsible block on the PDP.

04 EXPECTED IMPACT

Low impact on returning-visitor CVR

If an FAQ covering delivery, returns and sizing is linked from the PDP and footer, then add-to-cart rate will rise, because last doubts get answered without leaving.

What to do, in what order.

DAYS 1–30

SHIP THE JUST-DO-IT FIXES

Clear failures with a known fix and low effort. No test needed: ship, then watch add-to-cart and checkout-start.

#1	Name, price and proof above the fold	~1h
#2	Delivery cost and date shown near Add to cart	~2h
#3	Popup stack does not block the first visit	~30m
#5	Returns policy summarised near Add to cart	~30m
#7	Express wallets shown first in checkout	~15m
#8	Value proposition is clear in 5 seconds	~1h
#9	Enough product images, with thumbnails and zoom	~2h
#10	Size guide available near the size selector	~1h
#12	Risk-reducer bar (shipping, returns, guarantee) near the top	~1h
#13	Policies exist, are plain and linked near buy and footer	~1h
#14	Tap targets are big enough and spaced on mobile	~2h

+ 6 more

DAYS 31–60

TEST THE STRONGEST HYPOTHESES

One change at a time, highest PXL first. Under ~1,000 orders a month, ship and monitor instead of A/B testing.

#4	Add to cart is visually dominant; buy box is uncluttered	~2h
#6	Express checkout buttons on the PDP	~30m
#11	Social proof is credible and visible site-wide	~1h
#16	Reviews have depth: photos, filters, responses to negatives	~2h
#19	In-scale and on-model images	~1 day

DAYS 61–90

TEST THE REST, INSTRUMENT THE UNKNOWN

Lower-priority tests, plus checks the scanner could not observe. Add the analytics event before deciding.

#20	Description answers buying questions	~1 day
#22	One dominant call to action on the first screen	~1h
#24	Interaction responsiveness (INP)	~1 day
#25	Third-party app scripts are under control	~2h
#26	Cart drawer and filters respond quickly	~1 day
—	Back button keeps scroll position	unobserved



What we saw, and what we couldn't.

PAGES WALKED

Home

<https://www.deathwishcoffee.com/>
Mobile 390 × 844 · Desktop 1366 × 900

Collection

<https://www.deathwishcoffee.com/collections/bagged>
Mobile 390 × 844 · Desktop 1366 × 900

Product (with variants)

<https://www.deathwishcoffee.com/products/power-surge-coffee>
Mobile 390 × 844 · Desktop 1366 × 900

Product (simple)

<https://www.deathwishcoffee.com/products/rise-again-collectible-gift-box>
Mobile 390 × 844 · Desktop 1366 × 900

Cart

<https://www.deathwishcoffee.com/cart>
Mobile 390 × 844 · Desktop 1366 × 900

Checkout landing

<https://www.deathwishcoffee.com/checkouts/cn/hWNHxe9NMlp2>
Mobile 390 × 844 · Desktop 1366 × 900

LIMITS

Public pages only. The scanner may add an item to its own cart; it never fills checkout or places an order. It does not try to pass a bot challenge.

UNOBSERVED CHECKS

COL-08: Back button keeps scroll position
Unobserved checks are left out of the score.

RESEARCH BASIS

Checks draw on Baymard Institute, CXL (ResearchXL, PXL), Nielsen Norman Group, the LIFT model, the Fogg Behavior Model and Cialdini. Cited as sources; Cartvane is not affiliated with them.

Scored from public pages only. Directional, not a forecast. Benchmarks are labelled as benchmarks, not this store's forecast. No conversion-lift percentages are promised. Validate with your own analytics.

