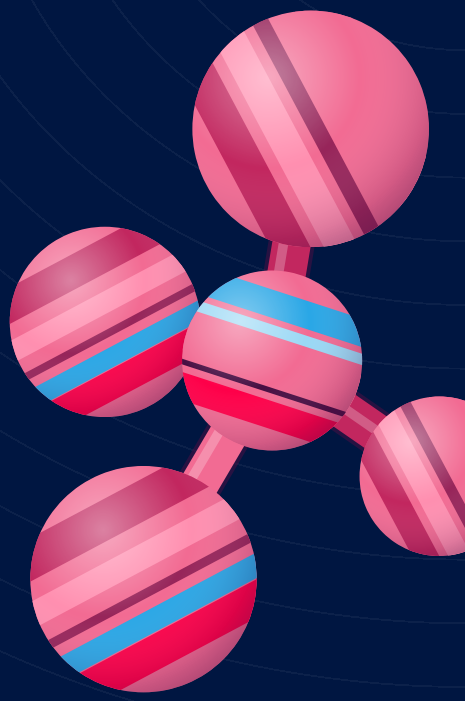
cartvane

CONFIDENTIAL. PREPARED FOR THE STORE OWNER



Type: Conversion audit

Store: Shopify

DEATHWISHCOFFEE.COM

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

HEALTH SCORE

76

/ 100

• Solid

ISSUES TO ACT ON	HIGH SEVERITY
22	6
CHECKS OBSERVED	**SCANNED (PKT)**
99%	3 Oct, 16:36

https://www.deathwishcoffee.com/. Scored from public pages only. A guide, not a forecast. Benchmarks are labeled as benchmarks, never as this store's forecast.

01. SUMMARY

Where the money leaks, closest to the sale first.

Shoppers get through most of the store, then stall on **page speed and the product page.** The scan found **22 issues to act on**, 6 of them high severity. The three below are the ones to fix first.

01 **Name, price or reviews sit below the first screen**

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

• High priority

Product

02 **Shipping cost and delivery date aren't near Add to cart**

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

• High priority

Product

03 **Popups block the first visit**

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

• High priority

Home

DAYS 1 TO 30

14

Ship the easy fixes

DAYS 31 TO 60

5

Test the big ideas

DAYS 61 TO 90

4

Test the rest, measure what we couldn't see

What's working. Leave it alone.

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

02. SCORES

The path to buy, one step at a time.

HOME	COLLECTION	PRODUCT	CART	CHECKOUT
3.5	5.0	3.0	5.0	4.5
Partial, 4 issues	Works, 0 issues	Partial, 11 issues	Works, 0 issues	Works, 0 issues

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

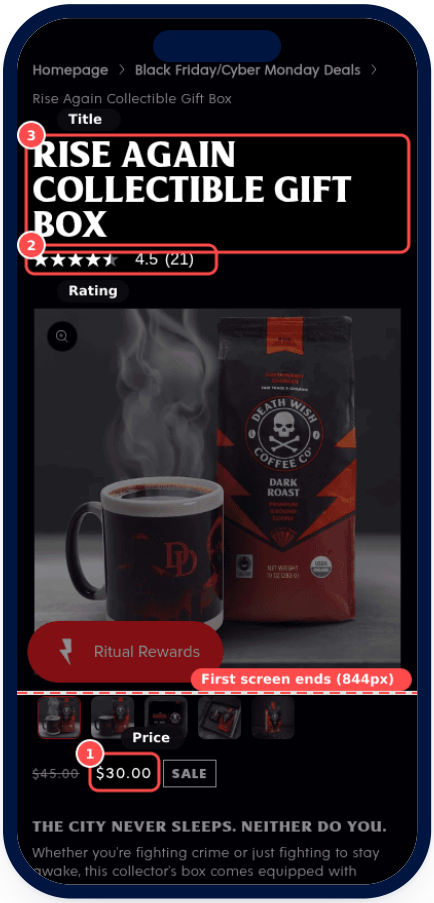
Fogg names the lever: motivation, ability or prompt.

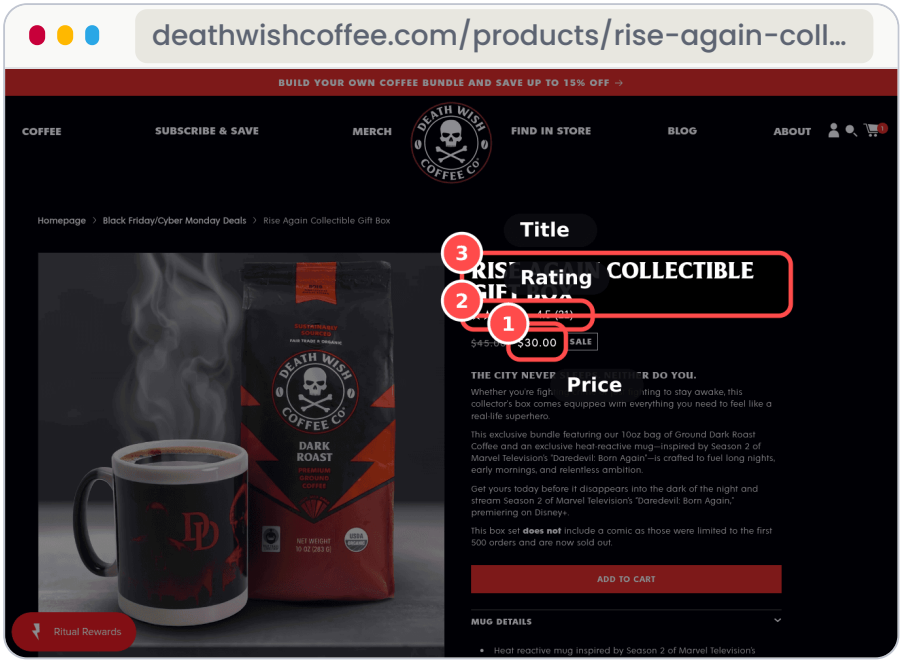
01

03. FINDING 1 OF 22. PRODUCT. PDP-02

Name, price or reviews sit below the first screen

• High priority | PXL 11/14 | Effort ~1h | Who: Theme | Fix now





01 WHAT WE FOUND

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. WHO: 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 effect 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.*

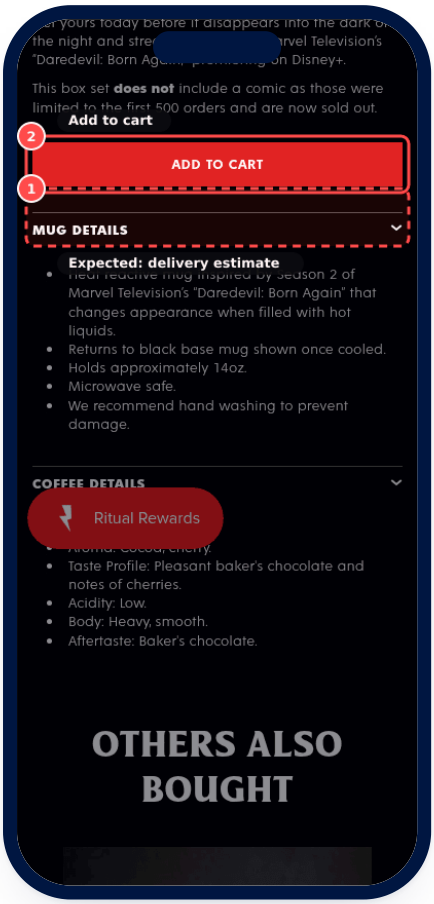
Evidence: mobile 390, https://www.deathwishcoffee.com/products/rise-again-collectible-gift-box. Research: nngroup.com, cxl.com

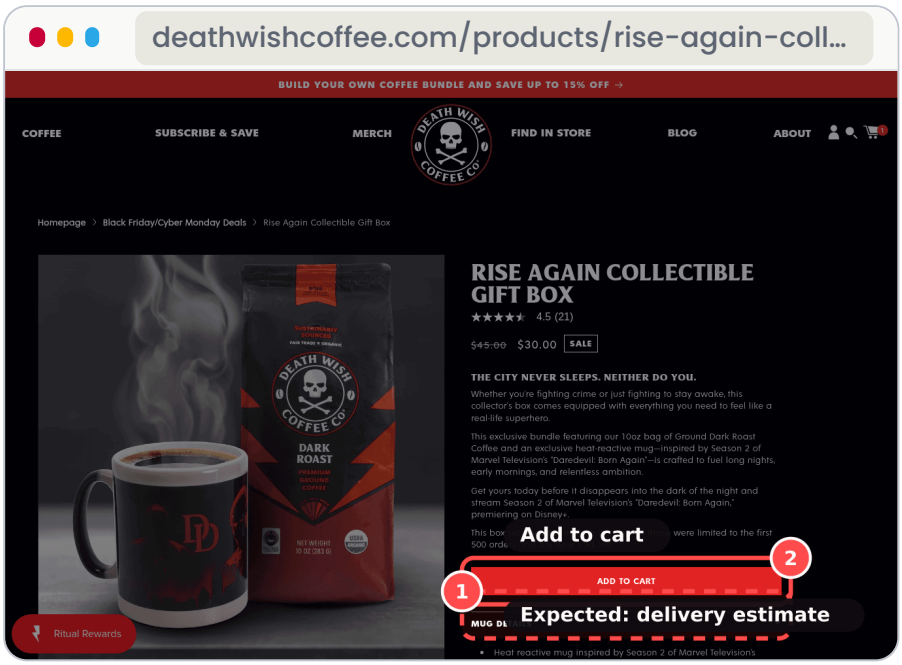
02

03. FINDING 2 OF 22. PRODUCT. PDP-07

Shipping cost and delivery date aren't near Add to cart

• High priority | PXL 11/14 | Effort ~2h | Who: Theme + Content/Ops | Fix now





01 WHAT WE FOUND

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 to 5 days'.

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

03 THE FIX. WHO: THEME + CONTENT/OPS

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

04 EXPECTED IMPACT

High effect 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.*

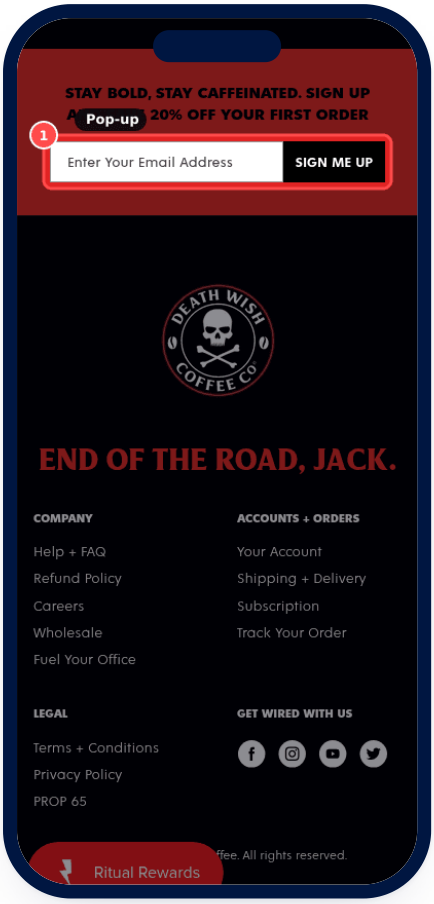
Evidence: mobile 390, https://www.deathwishcoffee.com/products/rise-again-collectible-gift-box. Research: baymard.com, econometricso...

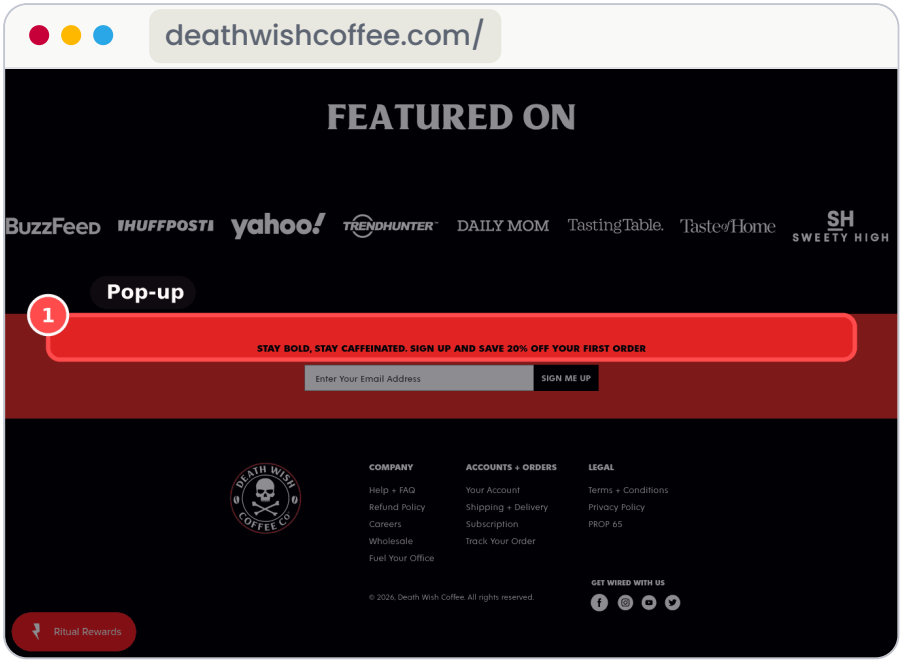
03

03. FINDING 3 OF 22. HOME. HOM-07

Popups block the first visit

• High priority | PXL 11/14 | Effort ~30m | Who: App | Fix now





01 WHAT WE FOUND

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. WHO: 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 effect on how many returning visitors buy

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.*

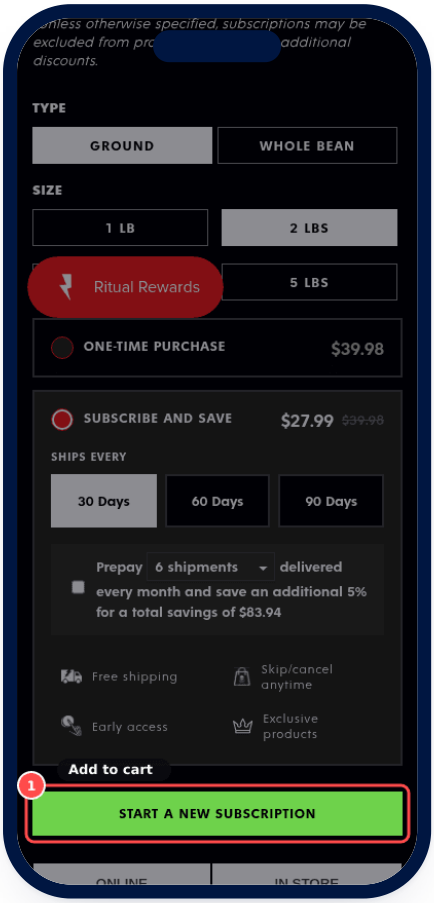
Evidence: mobile 390, https://www.deathwishcoffee.com/. Research: baymard.com, nngroup.com

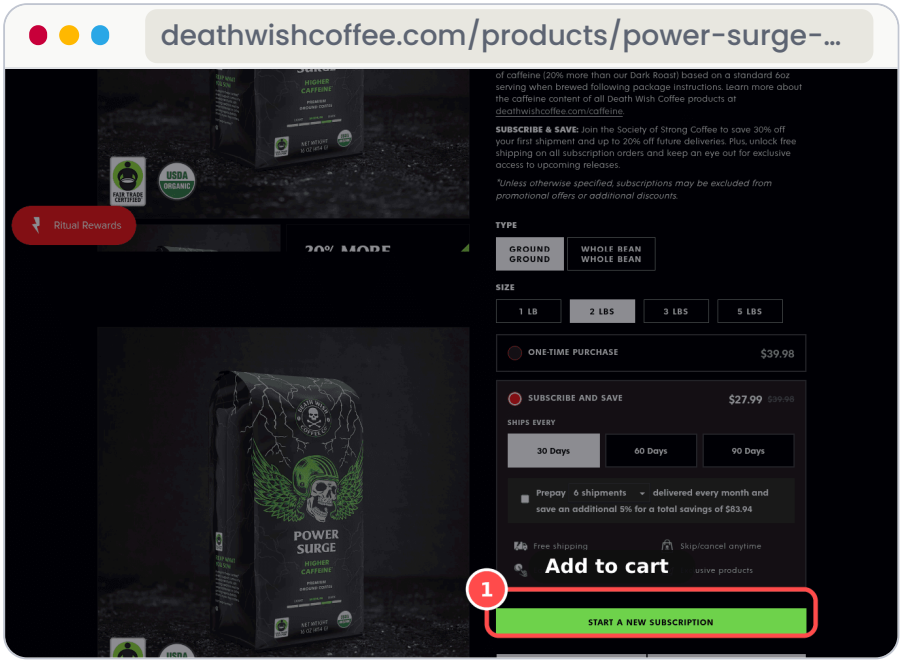
04

03. FINDING 4 OF 22. PRODUCT. PDP-03

Add to cart doesn't stand out in a busy buy box

• Med priority | PXL 11/14 | Effort ~2h | Who: Theme/App | Fix, then test





01 WHAT WE FOUND

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. WHO: 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

Medium effect 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.*

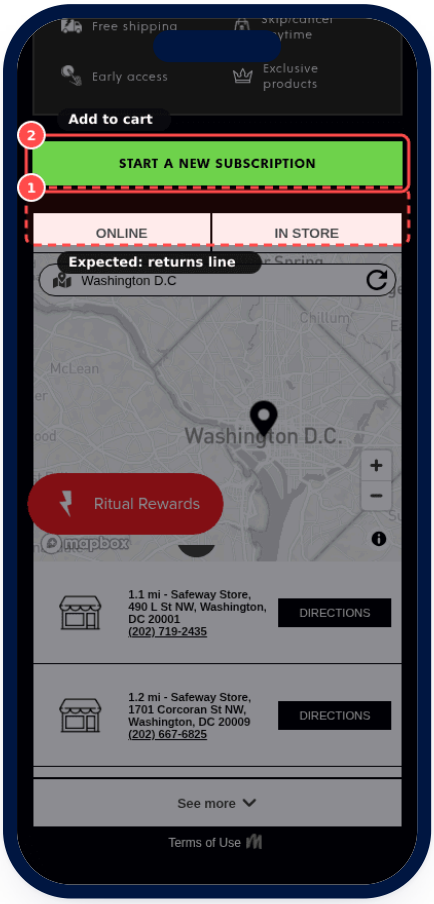
Evidence: mobile 390, https://www.deathwishcoffee.com/products/power-surge-coffee. Research: nngroup.com, conversion.com

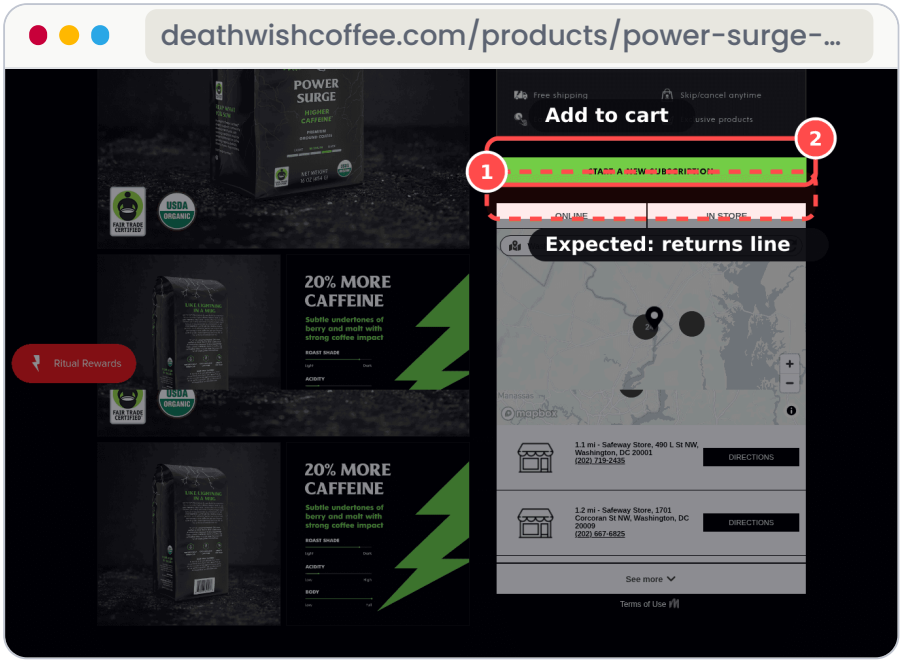
05

03. FINDING 5 OF 22. PRODUCT. PDP-08

No returns summary near Add to cart

• Med priority | PXL 11/14 | Effort ~30m | Who: Content/Ops | Fix now





01 WHAT WE FOUND

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. WHO: CONTENT/OPS

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

04 EXPECTED IMPACT

Medium effect 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.*

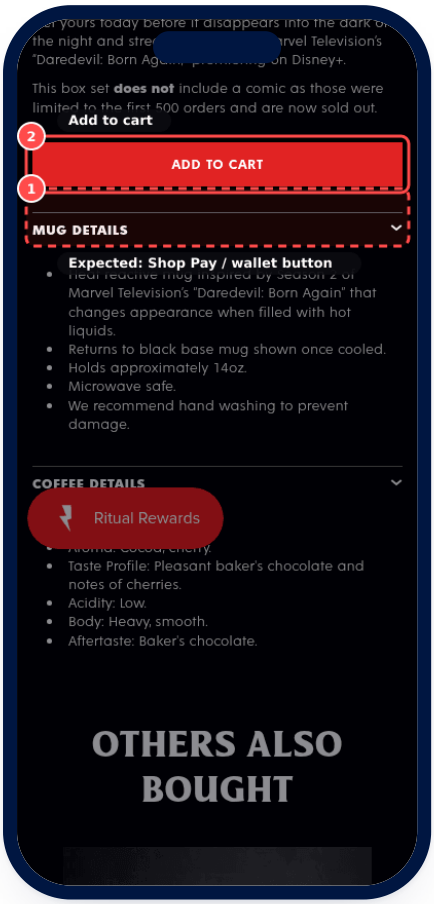
Evidence: mobile 390, https://www.deathwishcoffee.com/products/power-surge-coffee. Research: baymard.com, nngroup.com

06

03. FINDING 6 OF 22. PRODUCT. PDP-19

No express checkout buttons on the product page

• Med priority | PXL 11/14 | Effort ~30m | Who: Theme | Fix, then test





01 WHAT WE FOUND

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. WHO: 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

Medium effect on add to cart

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

Evidence: mobile 390, https://www.deathwishcoffee.com/products/rise-again-collectible-gift-box. Research: baymard.com, behaviormodel...

07

03. FINDING 7 OF 22. HOME. HOM-01

Visitors can't tell what you sell in 5 seconds

• High priority | PXL 9/14 | Effort ~1h | Who: Content/Ops | Fix now





01 WHAT WE FOUND

A headline is visible ("DESSERT CALLED. COFFEE ANSWERED.").

02 WHY IT COSTS CONVERSIONS

Visitors decide within the first 10 to 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. WHO: 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 effect on how many returning visitors buy

> *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.*

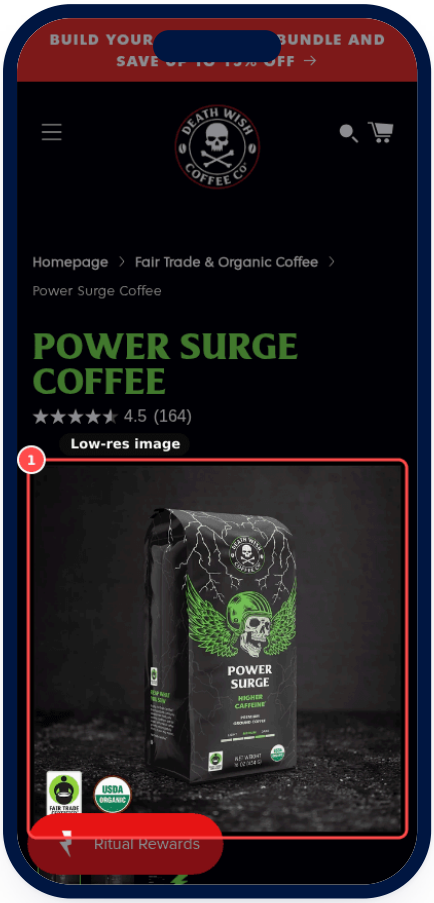
Evidence: mobile 390, https://www.deathwishcoffee.com/. Research: cxl.com, nngroup.com

08

03. FINDING 8 OF 22. PRODUCT. PDP-12

Too few product photos, or no zoom

• Med priority | PXL 9/14 | Effort ~2h | Who: Content/Ops | Fix now





01 WHAT WE FOUND

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. WHO: CONTENT/OPS

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

04 EXPECTED IMPACT

Medium effect on add to cart

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

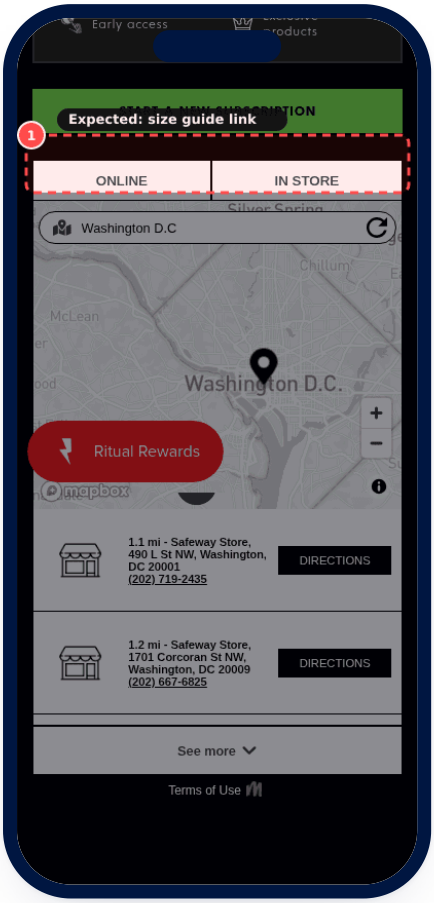
Evidence: mobile 390, https://www.deathwishcoffee.com/products/power-surge-coffee. Research: baymard.com, cxl.com

09

03. FINDING 9 OF 22. PRODUCT. PDP-15

No size guide near the size picker

• Med priority | PXL 9/14 | Effort ~1h | Who: Content/Ops | Fix now





01 WHAT WE FOUND

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. WHO: 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

Medium effect 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.*

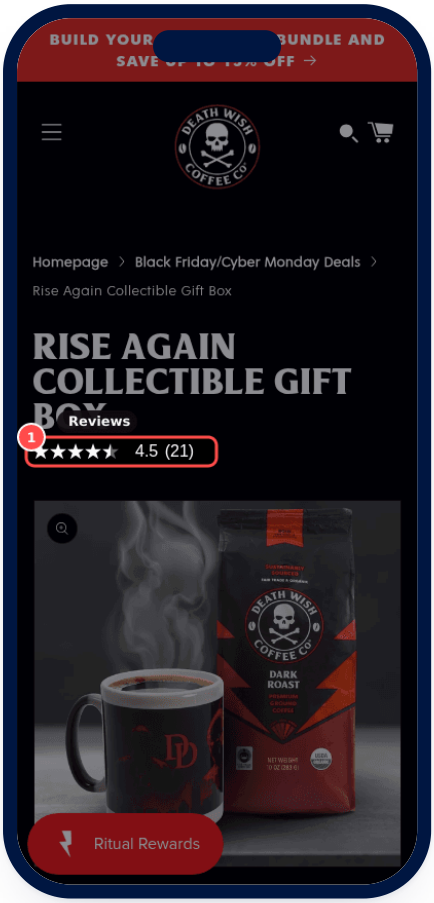
Evidence: mobile 390, https://www.deathwishcoffee.com/products/power-surge-coffee. Research: baymard.com

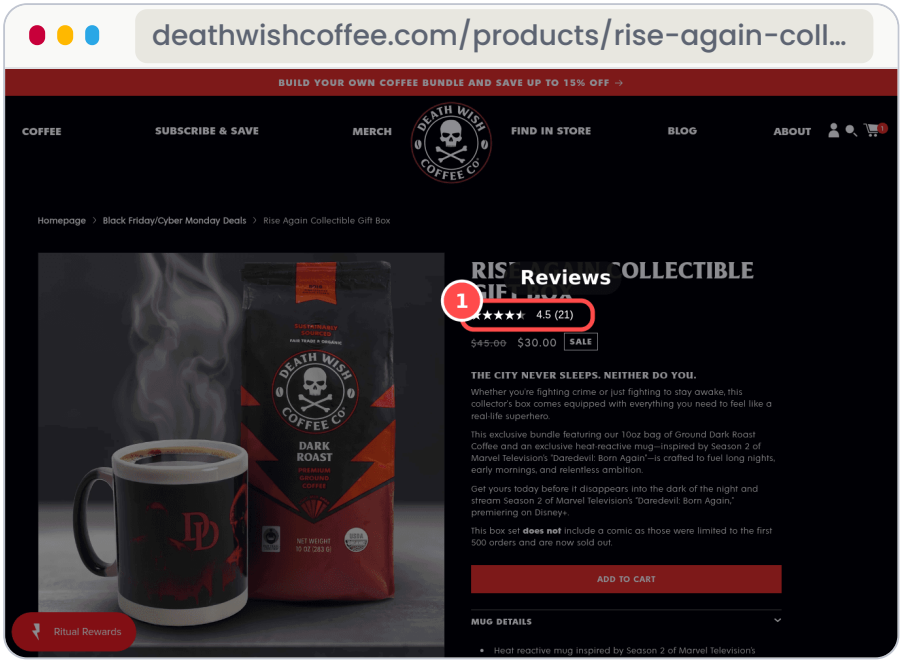
10

03. FINDING 10 OF 22. TRUST. TRU-07

Reviews and proof are hard to see or hard to believe

• Med priority | PXL 9/14 | Effort ~1h | Who: App + Content/Ops | Fix, then test





01 WHAT WE FOUND

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. WHO: 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

Medium effect on how many returning visitors buy

Purchase likelihood peaked for average ratings of 4.0 to 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.*

Evidence: mobile 390, https://www.deathwishcoffee.com/products/rise-again-collectible-gift-box. Research: spiegel.medill.northwestern.e...

11

03. FINDING 11 OF 22. HOME. HOM-04

Shipping, returns and guarantee are hidden from the top of the page

• Med priority | PXL 9/14 | Effort ~1h | Who: Content/Ops | Fix now





01 WHAT WE FOUND

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. WHO: CONTENT/OPS

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

04 EXPECTED IMPACT

Medium effect on how many returning visitors buy

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.*

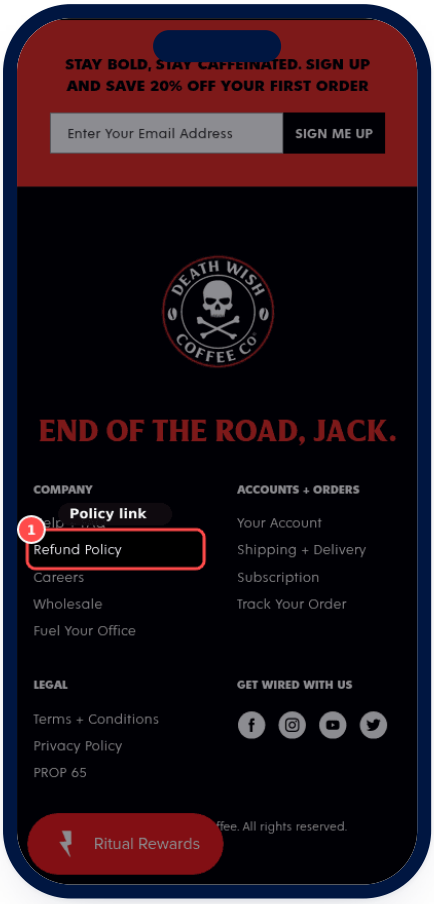
Evidence: mobile 390, https://www.deathwishcoffee.com/. Research: baymard.com, nngroup.com

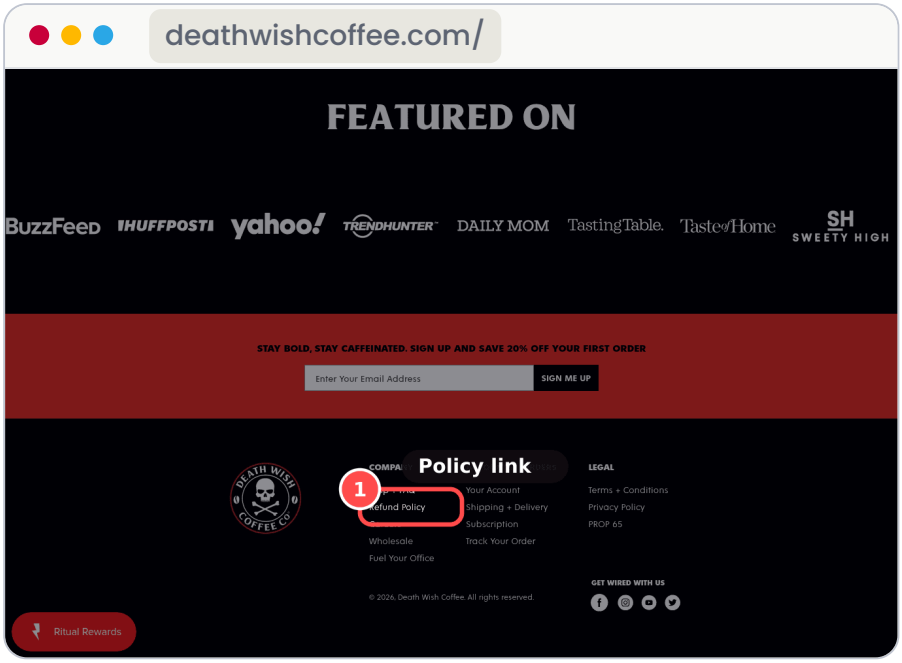
12

03. FINDING 12 OF 22. TRUST. TRU-01

Policies are missing, unclear or hard to find

• High priority | PXL 8/14 | Effort ~1h | Who: Content/Ops | Fix now





01 WHAT WE FOUND

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. WHO: 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 effect on how many returning visitors buy

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.*

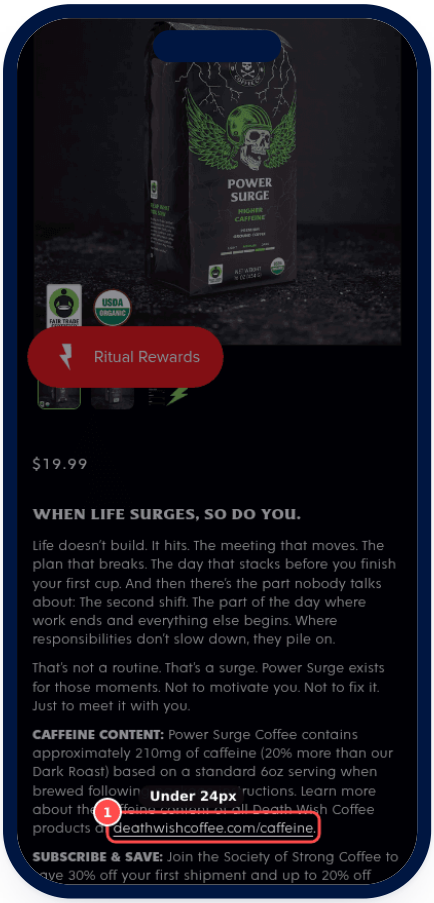
Evidence: mobile 390, https://www.deathwishcoffee.com/. Research: baymard.com, nngroup.com

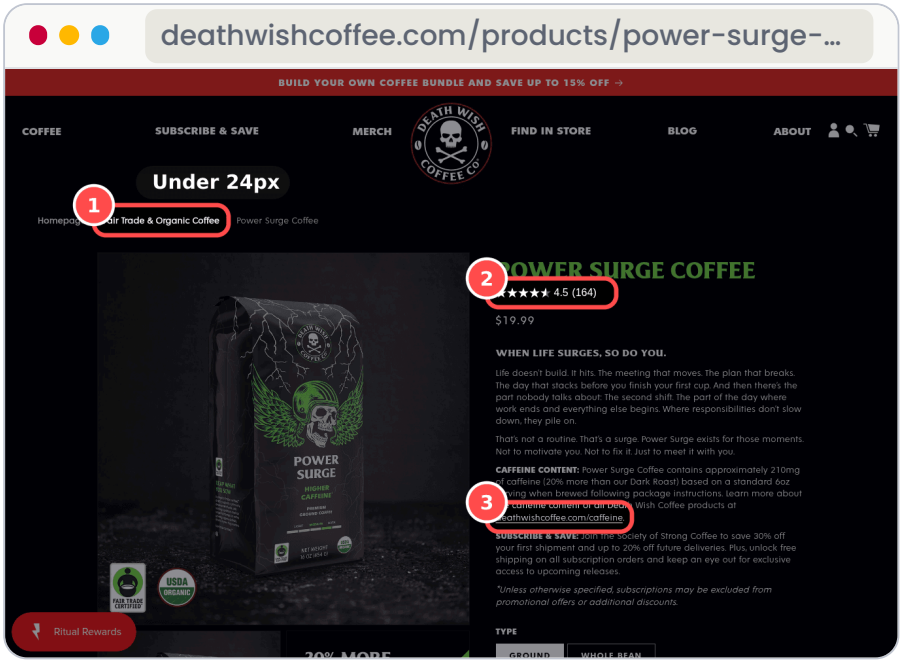
13

03. FINDING 13 OF 22. PRODUCT. PDP-20

Buttons are too small or too close to tap on a phone

• Med priority | PXL 8/14 | Effort ~2h | Who: Theme | Fix now





01 WHAT WE FOUND

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. WHO: THEME

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

04 EXPECTED IMPACT

Medium effect 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.*

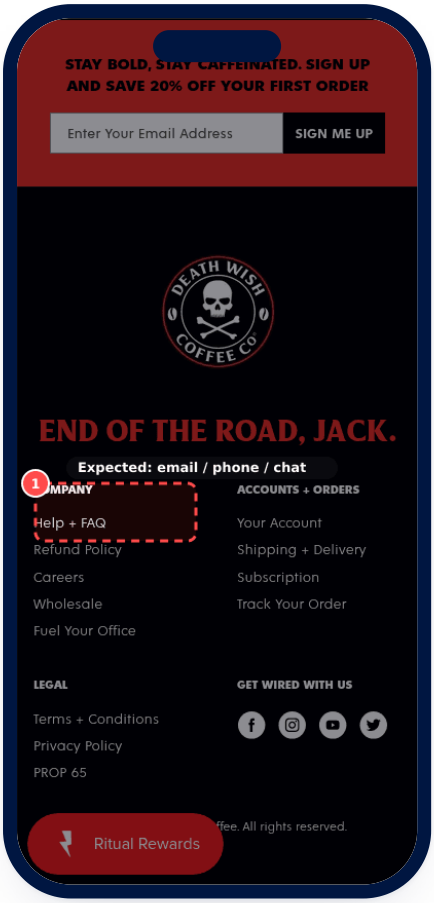
Evidence: mobile 390, https://www.deathwishcoffee.com/products/power-surge-coffee. Research: w3.org, baymard.com

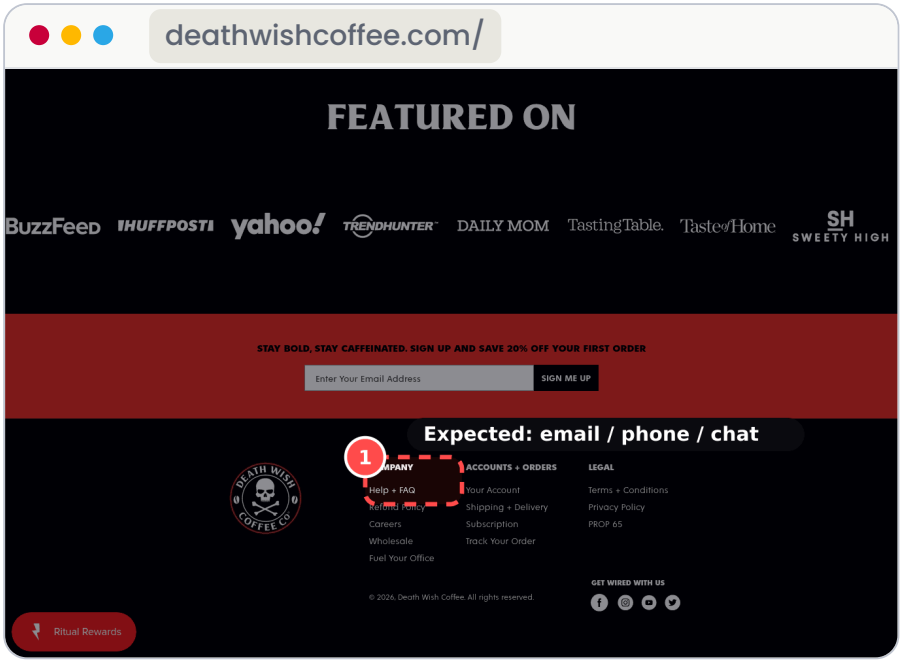
14

03. FINDING 14 OF 22. TRUST. TRU-02

No real way to contact you

• Med priority | PXL 8/14 | Effort ~30m | Who: Content/Ops | Fix now





01 WHAT WE FOUND

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. WHO: CONTENT/OPS

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

04 EXPECTED IMPACT

Medium effect on how many returning visitors buy

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

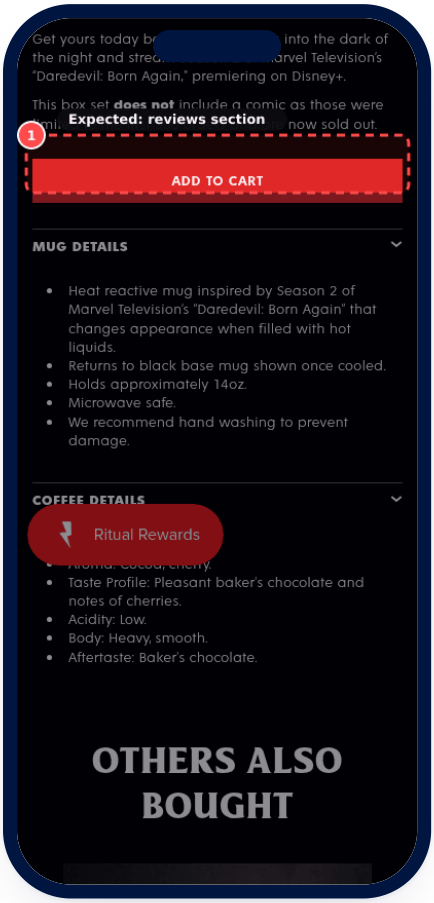
Evidence: mobile 390, https://www.deathwishcoffee.com/. Research: nngroup.com

15

03. FINDING 15 OF 22. PRODUCT. PDP-10

Reviews are thin: no photos, filters or replies

• Low priority | PXL 8/14 | Effort ~2h | Who: App + Content/Ops | Fix, then test





01 WHAT WE FOUND

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 · Fogg: motivation

03 THE FIX. WHO: APP + CONTENT/OPS

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

04 EXPECTED IMPACT

Low effect 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.*

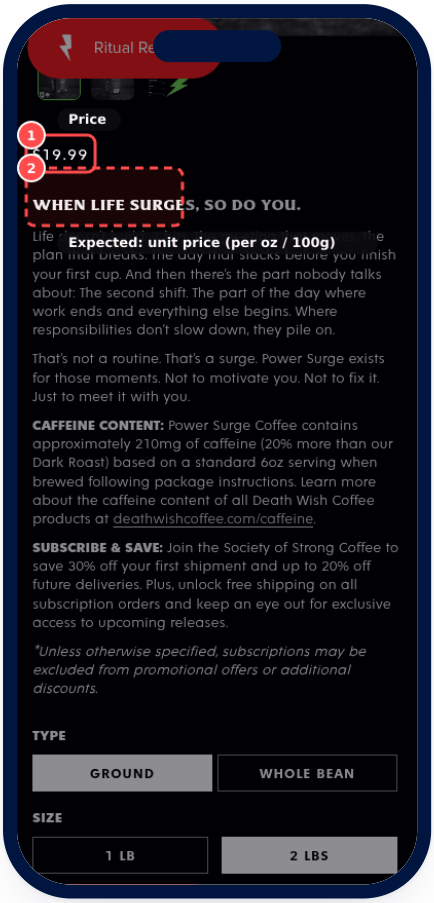
Evidence: mobile 390, https://www.deathwishcoffee.com/products/rise-again-collectible-gift-box. Research: baymard.com, spiegel.medill....

16

03. FINDING 16 OF 22. PRODUCT. PDP-17

No unit price where shoppers expect one

• Low priority | PXL 8/14 | Effort ~30m | Who: Content/Ops | Fix now





01 WHAT WE FOUND

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. WHO: CONTENT/OPS

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

04 EXPECTED IMPACT

Low effect 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.*

Evidence: mobile 390, https://www.deathwishcoffee.com/products/power-surge-coffee. Research: baymard.com

17

03. FINDING 17 OF 22. HOME. HOM-10

The hero carousel rotates on its own

• Low priority | PXL 8/14 | Effort ~30m | Who: Theme | Fix now





01 WHAT WE FOUND

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. WHO: THEME

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

04 EXPECTED IMPACT

Low effect on how many returning visitors buy

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.*

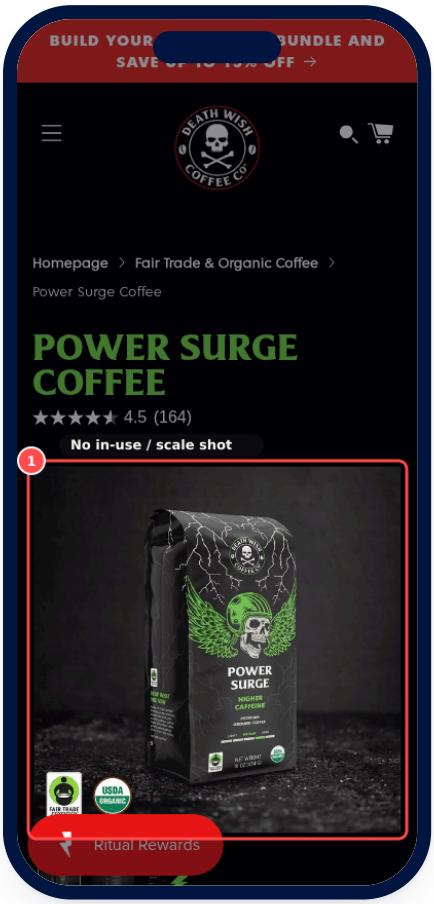
Evidence: mobile 390, https://www.deathwishcoffee.com/. Research: nngroup.com, baymard.com

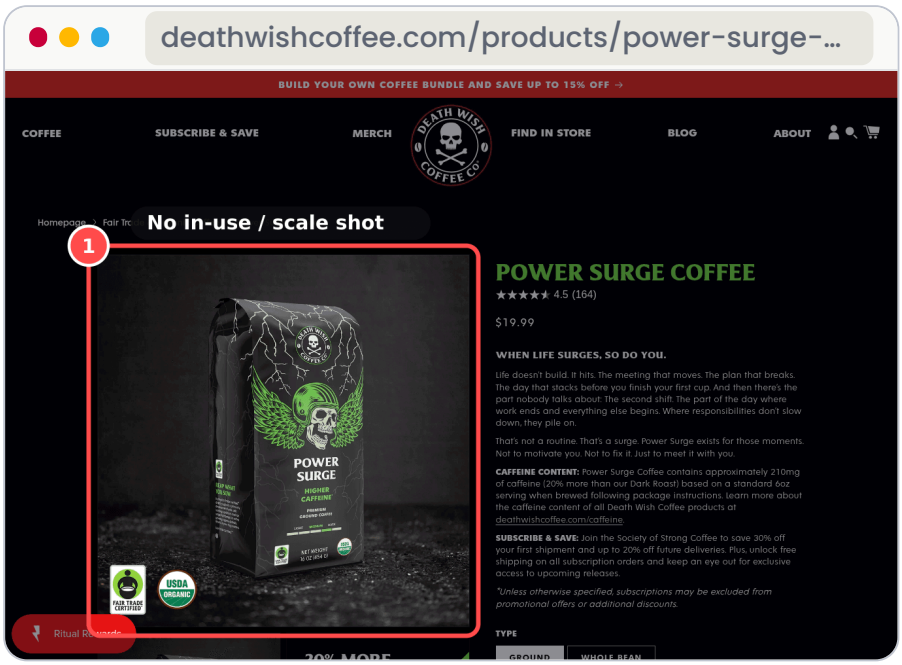
18

03. FINDING 18 OF 22. PRODUCT. PDP-13

Photos don't show real size or the product in use

• Med priority | PXL 7/14 | Effort ~1 day | Who: Content/Ops | Fix, then test





01 WHAT WE FOUND

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. WHO: CONTENT/OPS

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

04 EXPECTED IMPACT

Medium effect 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.*

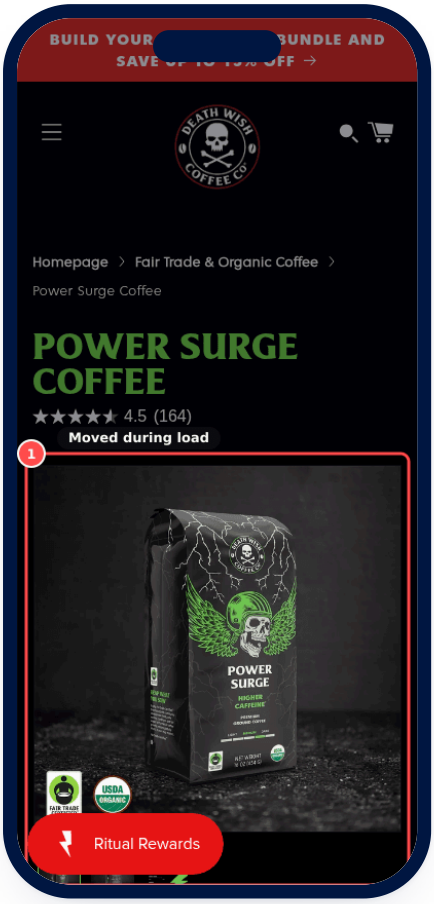
Evidence: mobile 390, https://www.deathwishcoffee.com/products/power-surge-coffee. Research: baymard.com

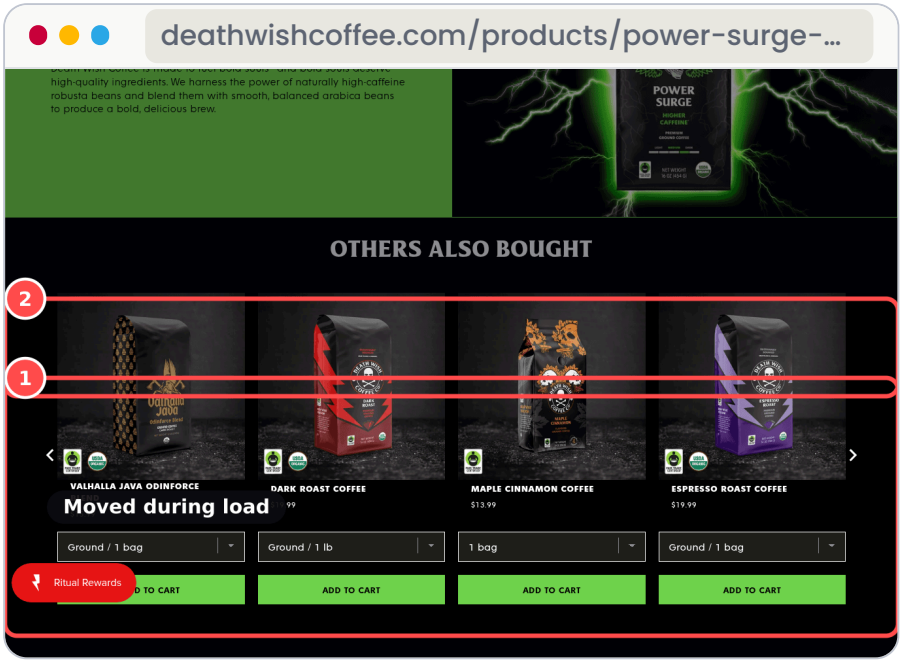
19

03. FINDING 19 OF 22. SPEED. SPD-04

The layout jumps near the buy button

• Med priority | PXL 7/14 | Effort ~2h | Who: Dev | Fix now





01 WHAT WE FOUND

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. WHO: DEV

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

04 EXPECTED IMPACT

Medium effect on how many returning visitors buy

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.*

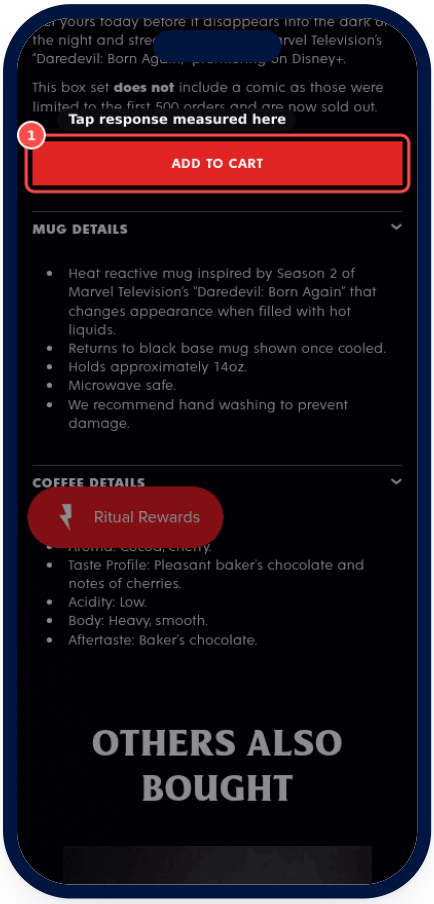
Evidence: mobile 390, https://www.deathwishcoffee.com/products/power-surge-coffee. Research: web.dev, nngroup.com

20

03. FINDING 20 OF 22. SPEED. SPD-03

The page is slow to respond to taps

• High priority | PXL 6/14 | Effort ~1 day | Who: Dev | Check first





01 WHAT WE FOUND

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. WHO: 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 effect on how many returning visitors buy

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

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

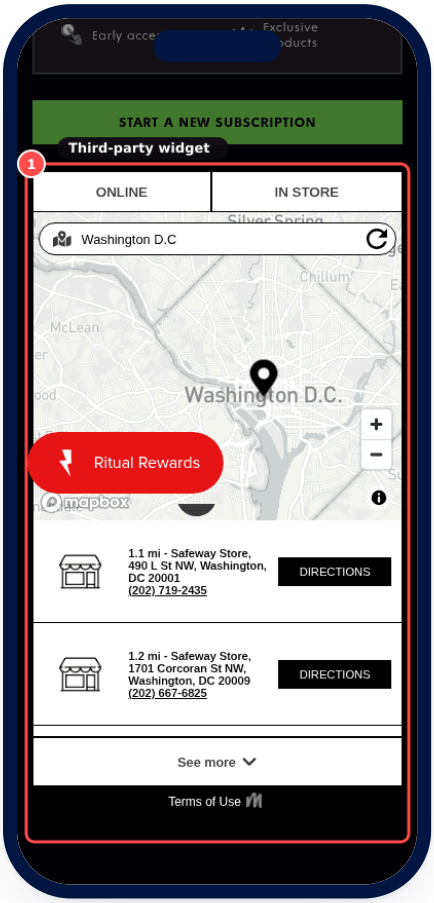
Evidence: mobile 390, https://www.deathwishcoffee.com/products/rise-again-collectible-gift-box. Research: web.dev, nngroup.com

21

03. FINDING 21 OF 22. SPEED. SPD-05

App scripts are slowing the page

• Med priority | PXL 6/14 | Effort ~2h | Who: App | Check first





01 WHAT WE FOUND

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. WHO: APP

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

04 EXPECTED IMPACT

Medium effect on how many returning visitors buy

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

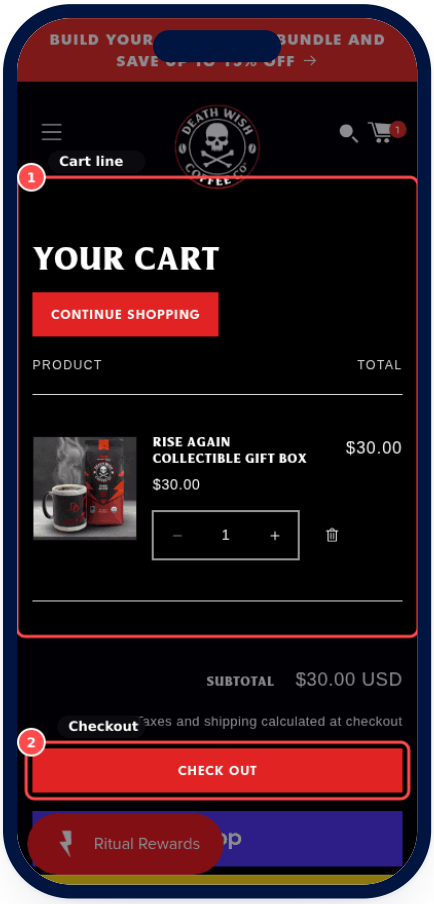
Evidence: mobile 390, https://www.deathwishcoffee.com/products/power-surge-coffee. Research: web.dev

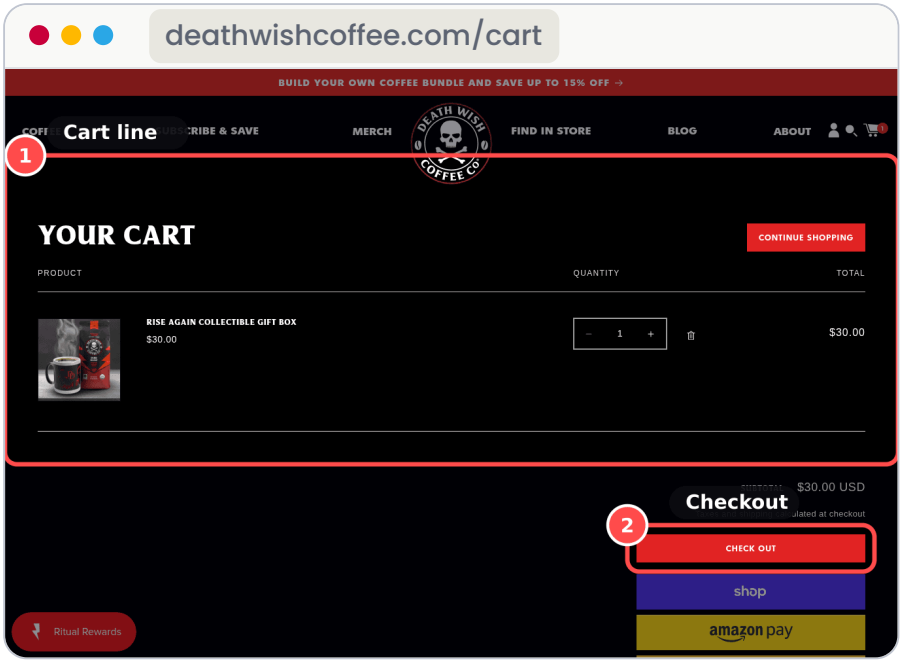
22

03. FINDING 22 OF 22. SPEED. SPD-07

The cart drawer and filters respond slowly

• Med priority | PXL 6/14 | Effort ~1 day | Who: Dev | Check first





01 WHAT WE FOUND

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. WHO: DEV

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

04 EXPECTED IMPACT

Medium effect on how many returning visitors buy

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

Evidence: mobile 390, https://www.deathwishcoffee.com/cart. Research: nngroup.com, web.dev

What to do, in what order.

DAYS 1 TO 30

SHIP THE EASY FIXES

Clear problems with a known fix and little effort. No test needed. Ship them, then watch add to cart and checkout starts.

#1	Name, price or reviews sit below the first screen	~1h
#2	Shipping cost and delivery date aren't near Add to cart	~2h
#3	Popups block the first visit	~30m
#5	No returns summary near Add to cart	~30m
#7	Visitors can't tell what you sell in 5 seconds	~1h
#8	Too few product photos, or no zoom	~2h
#9	No size guide near the size picker	~1h
#11	Shipping, returns and guarantee are hidden from the top of the page	~1h
#12	Policies are missing, unclear or hard to find	~1h
#13	Buttons are too small or too close to tap on a phone	~2h
#14	No real way to contact you	~30m

+ 3 more

DAYS 31 TO 60

TEST THE BIG IDEAS

One change at a time, highest priority first. Under about 1,000 orders a month, ship and watch your numbers instead of running A/B tests.

#4	Add to cart doesn't stand out in a busy buy box	~2h
#6	No express checkout buttons on the product page	~30m
#10	Reviews and proof are hard to see or hard to believe	~1h
#15	Reviews are thin: no photos, filters or replies	~2h
#18	Photos don't show real size or the product in use	~1 day

DAYS 61 TO 90

TEST THE REST, MEASURE WHAT WE COULDN'T SEE

Lower priority tests, plus checks we couldn't observe. Set up tracking for them before you decide.

#20	The page is slow to respond to taps	~1 day
#21	App scripts are slowing the page	~2h
#22	The cart drawer and filters respond slowly	~1 day
n/a	Back button keeps scroll position	not seen

05. HOW WE TESTED

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/hWNHXe9NMIp2
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.

CHECKS WE COULDN'T SEE

COL-08: Back button keeps scroll position Checks we couldn't see 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. A guide, not a forecast. Benchmarks are labelled as benchmarks, not this store's forecast. No conversion-lift percentages are promised. Validate with your own analytics.

