

LimELY.

UX AUDIT

Sample UX Audits

Improving Engagement & Performance



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Lead UX/UI Designer

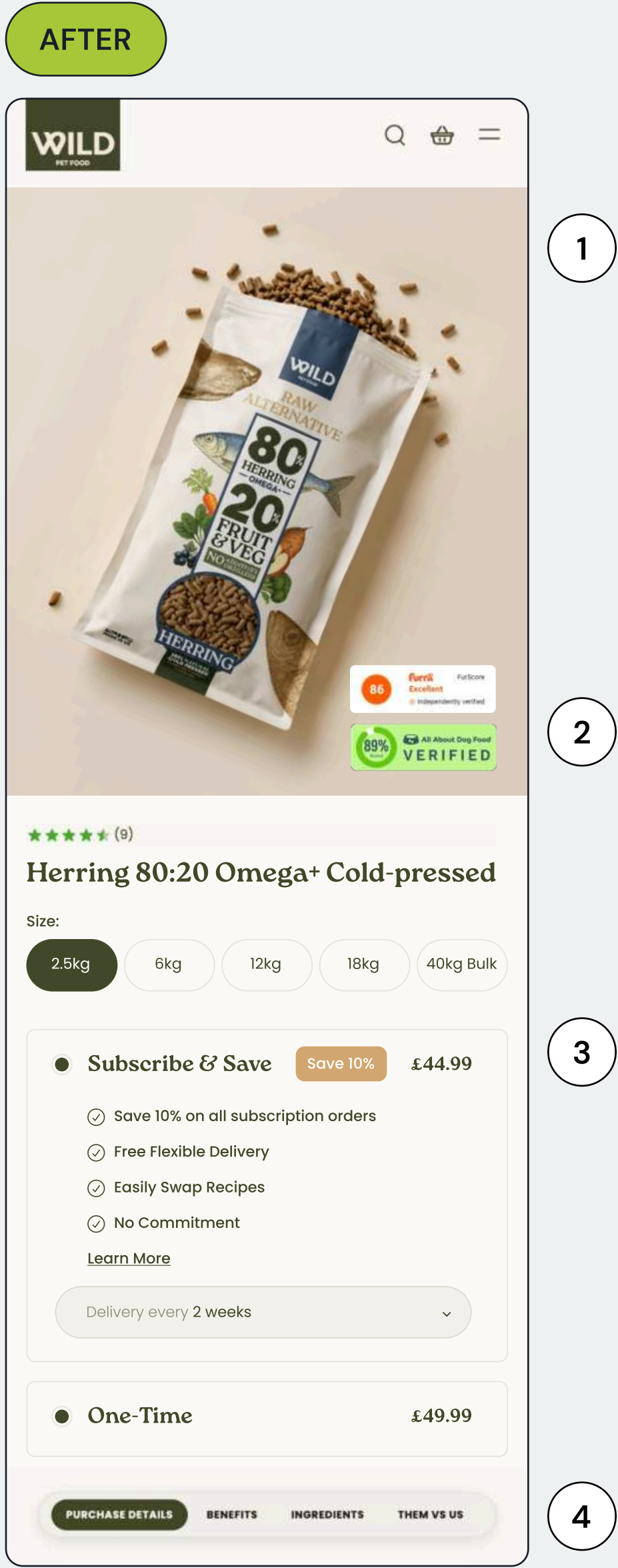
UX Audit

It's time to improve your website

As the ecommerce industry becomes increasingly competitive and consumer expectations continue to grow, brands must adapt and evolve to meet these shifting demands.

At Limely, we recognise the constant need for evolution. Leveraging our team's 40+ years of web design experience, we've identified key improvements to drive growth and take your ecommerce brand to the next level.

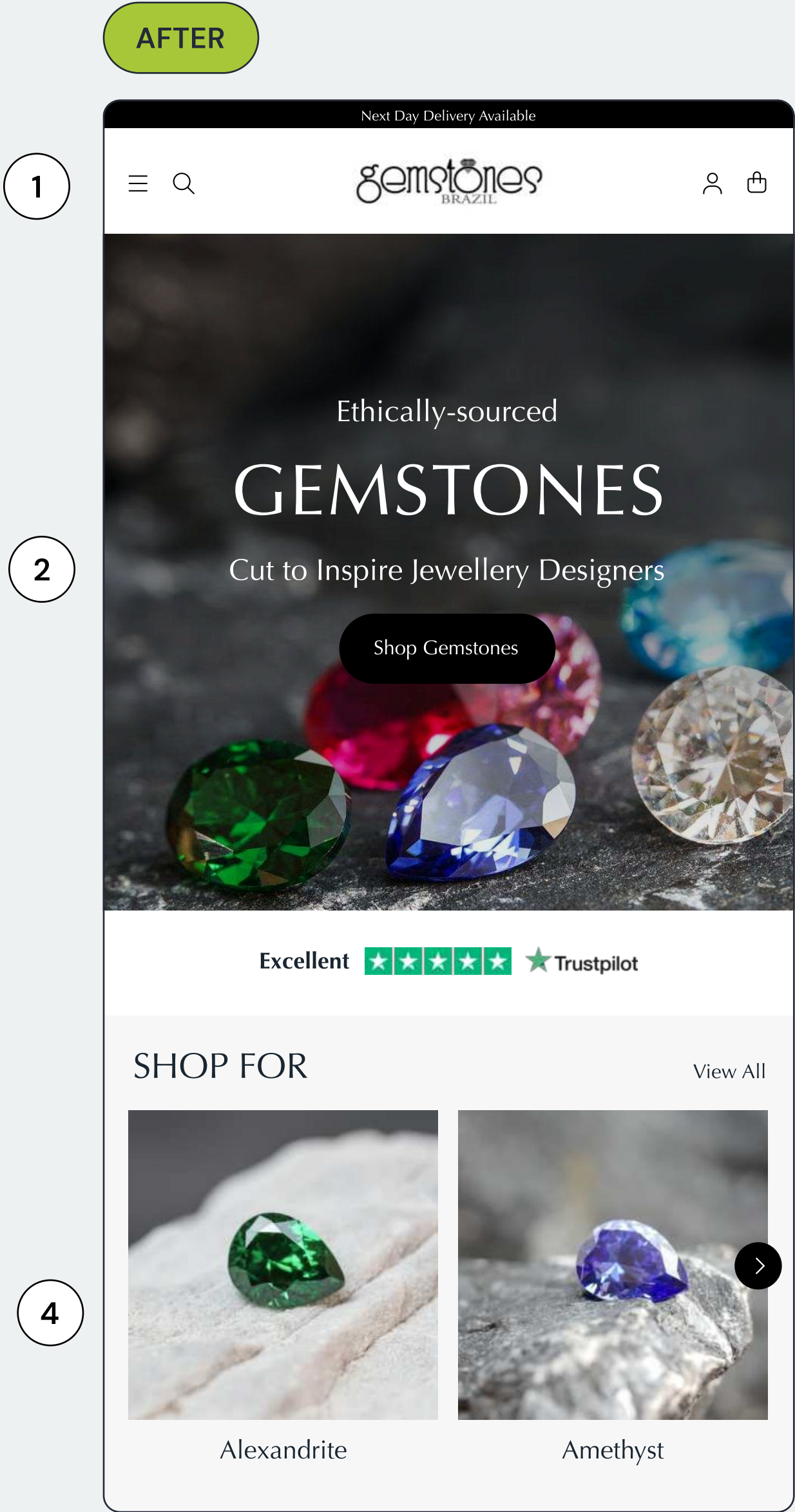
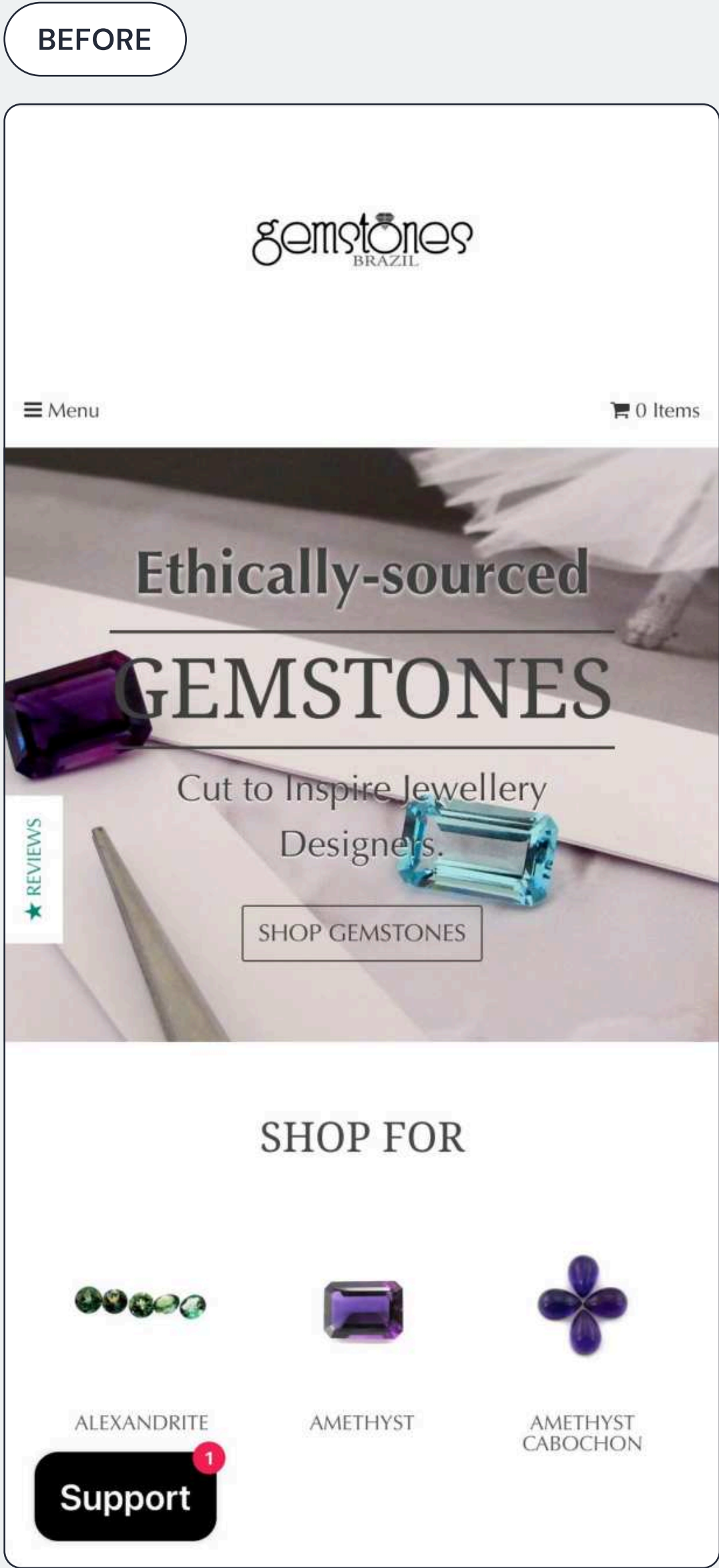
Take some time to explore these insights and envision how they could fuel growth and provide your brand with a competitive edge.



PDP Above the fold

Simplify the PDP to improve clarity and conversion

- 1. Enhance product imagery**
Update photography to use cleaner backgrounds and more lifestyle-focused imagery, creating a more premium and engaging presentation.
- 2. Rebalance trust signals**
Reduce the size of the All About Dog Food rating and reposition it to the bottom-right of the image. This retains credibility while preventing it from dominating the product presentation.
- 3. Streamline subscription options**
Simplify the Subscribe & Save and One-Time Purchase sections, making pricing, savings, and key benefits easier to compare at a glance.
- 4. Improve mobile purchase flow**
Introduce a sticky PDP action bar at the bottom of the screen, ensuring key purchase actions remain accessible as users browse product information.



Homepage Above The Fold

Modernise the above-the-fold experience to improve credibility and engagement

- 1. Refine the header and navigation**
Reduce excess spacing within the navigation, move search and account actions into the main header, and introduce a USP bar with messaging such as “Next Day Delivery Available” to communicate value immediately.
- 2. Create a more impactful hero**
Replace the current hero with stronger imagery and messaging that better reflects the quality and uniqueness of the products, creating a more engaging first impression.
- 3. Introduce trust signals early**
Add a trust banner beneath the hero to build credibility and reassure users before they begin browsing.
- 4. Enhance category presentation**
Update category imagery to better showcase the products and create a more visually compelling path into key collections.

BEFORE



SKU: AF129

REVIEWS

This natural 6mm amethyst gemstone features an Asscher octagon cut, showcasing vibrant light-purple hues and excellent clarity. A beautiful gemstone, perfect for adding a touch of color and elegance to your jewellery designs.

£22.00

Shape/cut

Asscher/octagon

Size

6mm

Weight

1.2 carats

Quantity

- 1 +

Support

ADD TO CART

WISHLIST

AFTER

Next Day Delivery Available

gemstones

BRAZIL



1

AMETHYST

★★★★★

Amethyst Asscher/Octagon Cut - 8mm

8mm Amethyst Asscher/Octagon gemstone with rich violet tones and precision facets. Ethically sourced and graded, perfect for rings, pendants, and custom designs. [Read More](#)

3

SHAPE	SIZE	WEIGHT
Octagon	6mm	1.2 Carats

4

£25.00

- 1 +

2

Add to Basket

PDP

Optimise the PDP to improve clarity and purchase flow

1. Strengthen collection navigation

Surface the collection or gemstone type within the product details and make it clickable, helping users discover similar products more easily.

2. Improve content scannability

Shorten the initial product description and introduce a “Read More” option to make key information easier to digest.

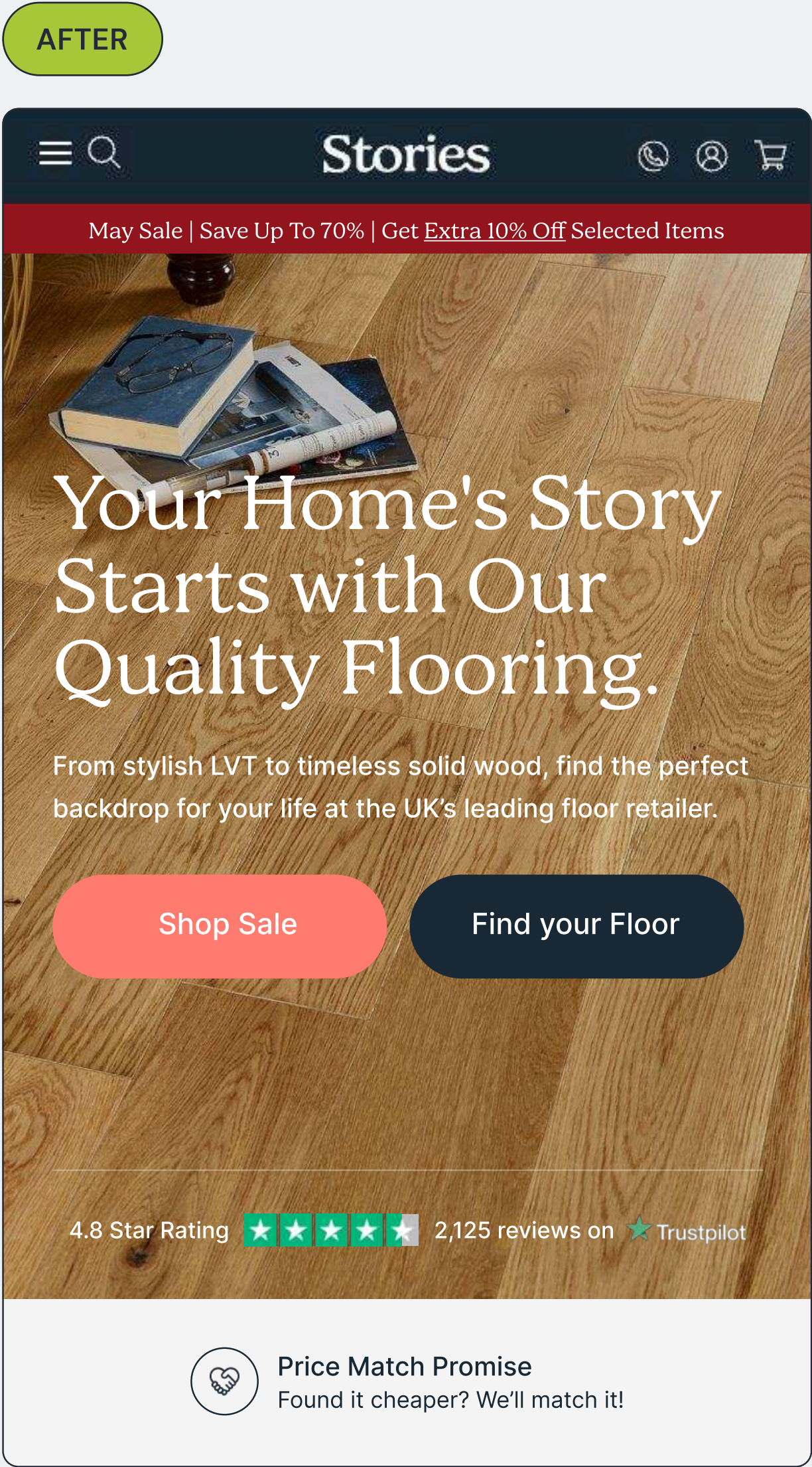
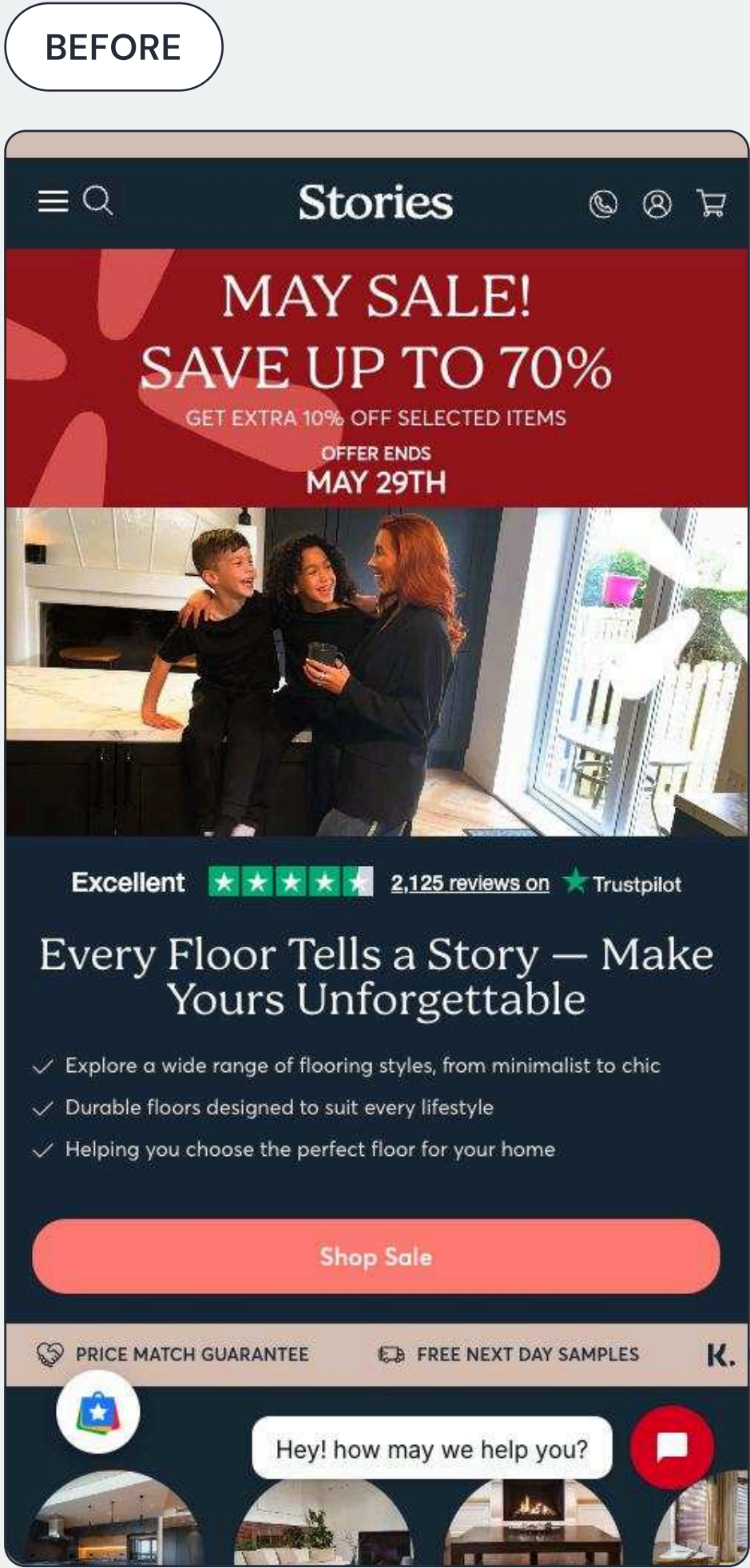
3. Clarify product specifications

Restyle product specifications so they are clearly presented as informational content rather than selectable product options.

4. Refine the purchase experience

Position the quantity selector alongside the “Add to Basket” button and increase the prominence of the CTA to create a clearer and more efficient purchase flow.

5 of 17



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Homepage Above the fold

Simplify the above-the-fold experience to improve focus and product clarity

1. Reduce sale banner dominance

Decrease the height of the sale flash banner to reduce visual clutter and allow more focus on core content and products.

2. Make the product offering clearer

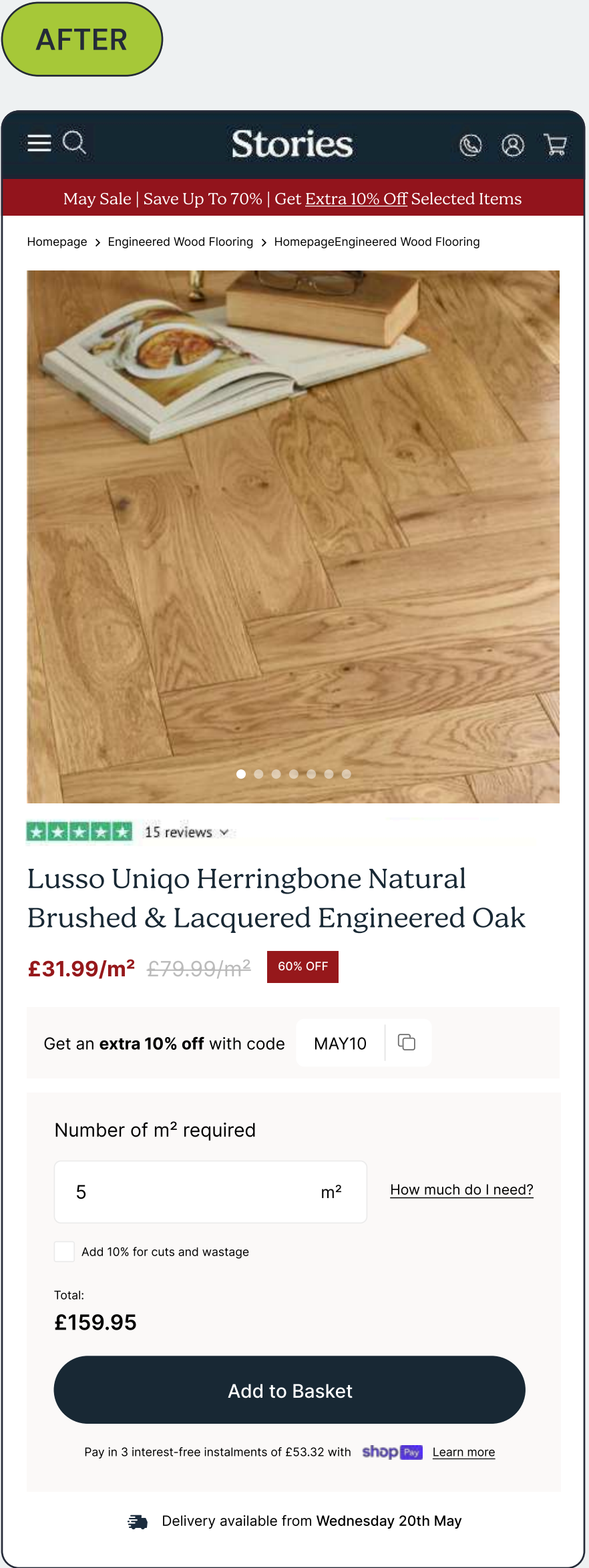
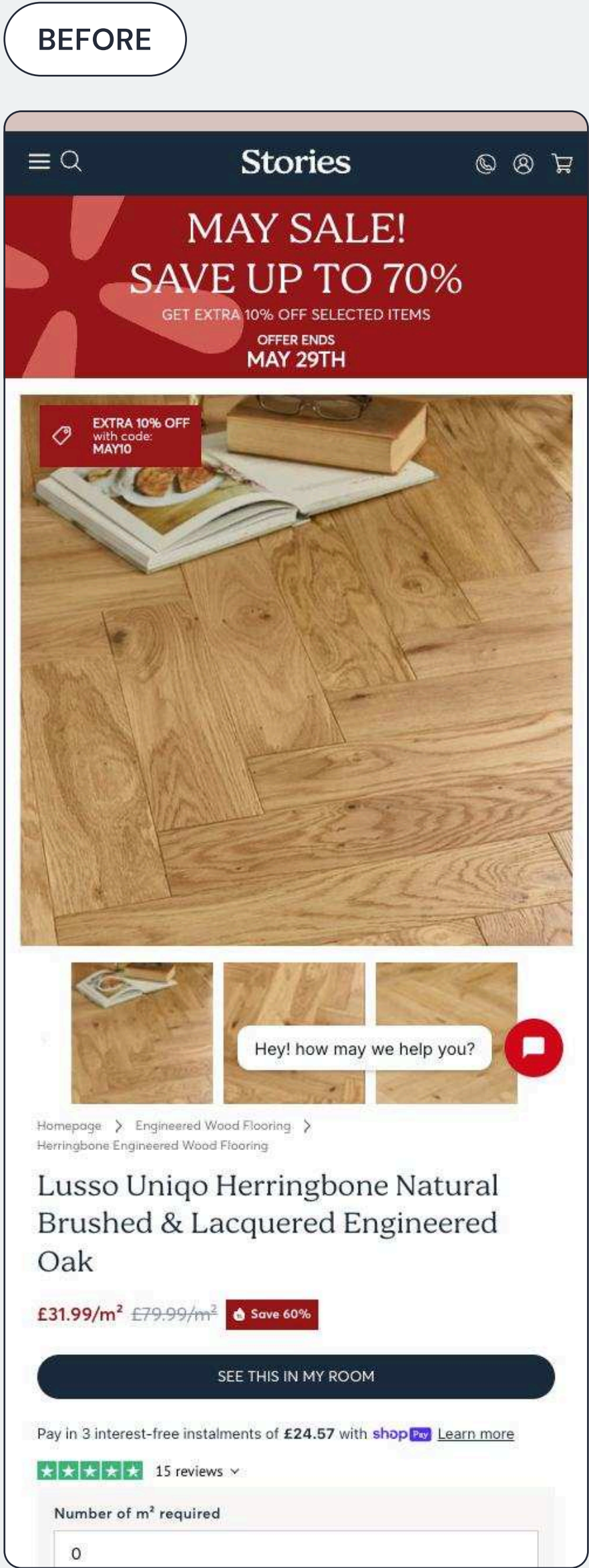
Replace the generic lifestyle imagery with visuals that better showcase flooring textures, finishes, and product variety. This helps users immediately understand the offering and creates a stronger first impression.

3. Introduce guided navigation

Add a “Find Your Flooring” CTA alongside “Shop the Sale” to support different browsing behaviours and help users navigate more confidently.

4. Improve USP visibility and consistency

Refine and unify the USP messaging, which is currently small, repetitive, and difficult to scan. On mobile, present these within a carousel to improve readability without overwhelming the layout.



PDP

Refine the PDP experience to improve clarity and conversion

1. Improve page hierarchy

Move breadcrumbs and reviews above the product title to create a clearer structure, surface trust signals sooner, and reduce clutter.

2. Simplify gallery navigation

Remove visual thumbnail indicators in favour of cleaner controls, reducing clutter around the product imagery.

3. Make promotions more actionable

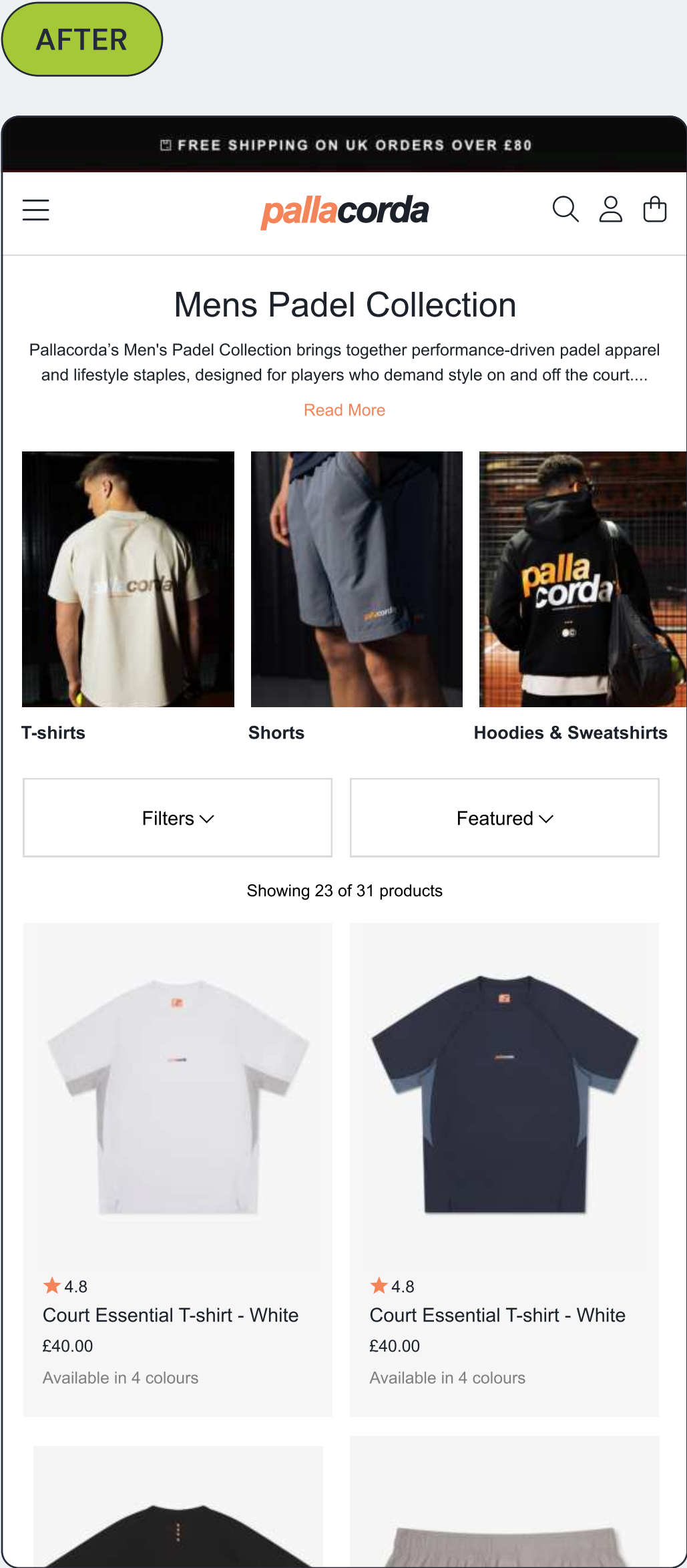
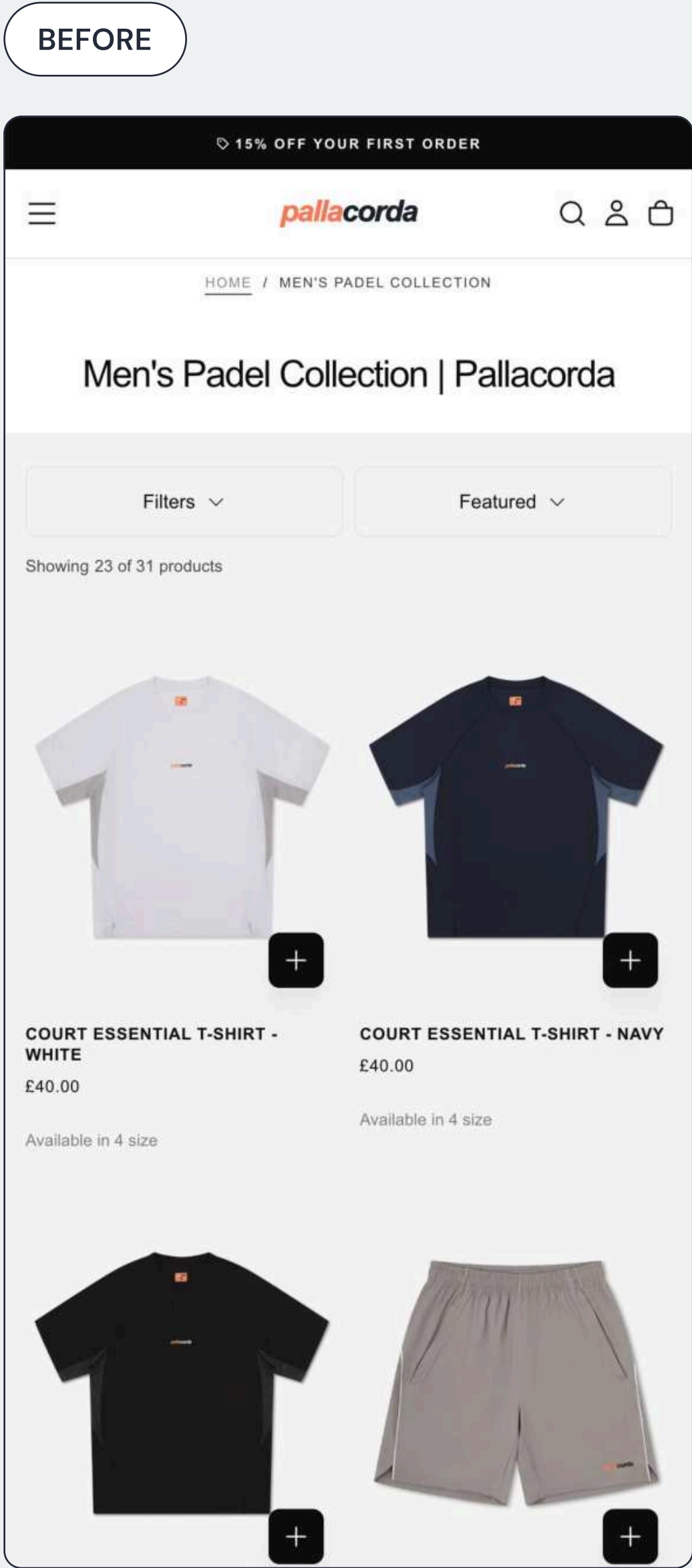
Present additional discounts beneath the price with one-click code copying to improve visibility and ease of use.

4. Introduce a flooring calculator

Add a “How much do I need?” modal with a built-in calculator to help users estimate quantities confidently.

5. Improve finance messaging clarity

Position finance messaging beneath the configured price so users see a more accurate monthly cost based on their selections.



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Top level collection pages

Enhance collection pages to improve navigation and product discovery

1. Reinstate content on mobile

Ensure collection descriptions are visible on mobile, using a “read more” toggle after a couple of lines to balance context with space.

2. Improve access to sub-collections

Introduce clear pathways to sub-collections, supported by lifestyle imagery to make browsing more engaging and intuitive.

3. Strengthen product cards

Add product reviews to build trust and update messaging to “Available in X colours” for clearer, more relevant product information.

BEFORE



AFTER



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PDP

Refine PDP layout to improve usability and interaction clarity

1. Reduce image dominance

Scale down product images to reduce excessive vertical space and bring key purchase information higher up the page.

2. Increase price prominence

Enlarge and emphasise the price to ensure it's immediately visible, supporting quicker decision-making.

3. Introduce colour navigation

Add swatches to allow users to easily switch between colour variants, improving exploration and product discovery.

4. Improve touch target sizing

Increase the size of selectable options like sizes to reduce misclicks and create a more accessible, user-friendly experience.

BEFORE



AFTER



PDP

Enhance PDP content to better support high-value purchase decisions

1. Increase image prominence

Break the product image out of its container to allow for a larger display while reducing overall vertical space.

2. Improve label placement

Move the “New” label above the image to free up space in the product details area and reduce visual clutter.

3. Highlight key features upfront

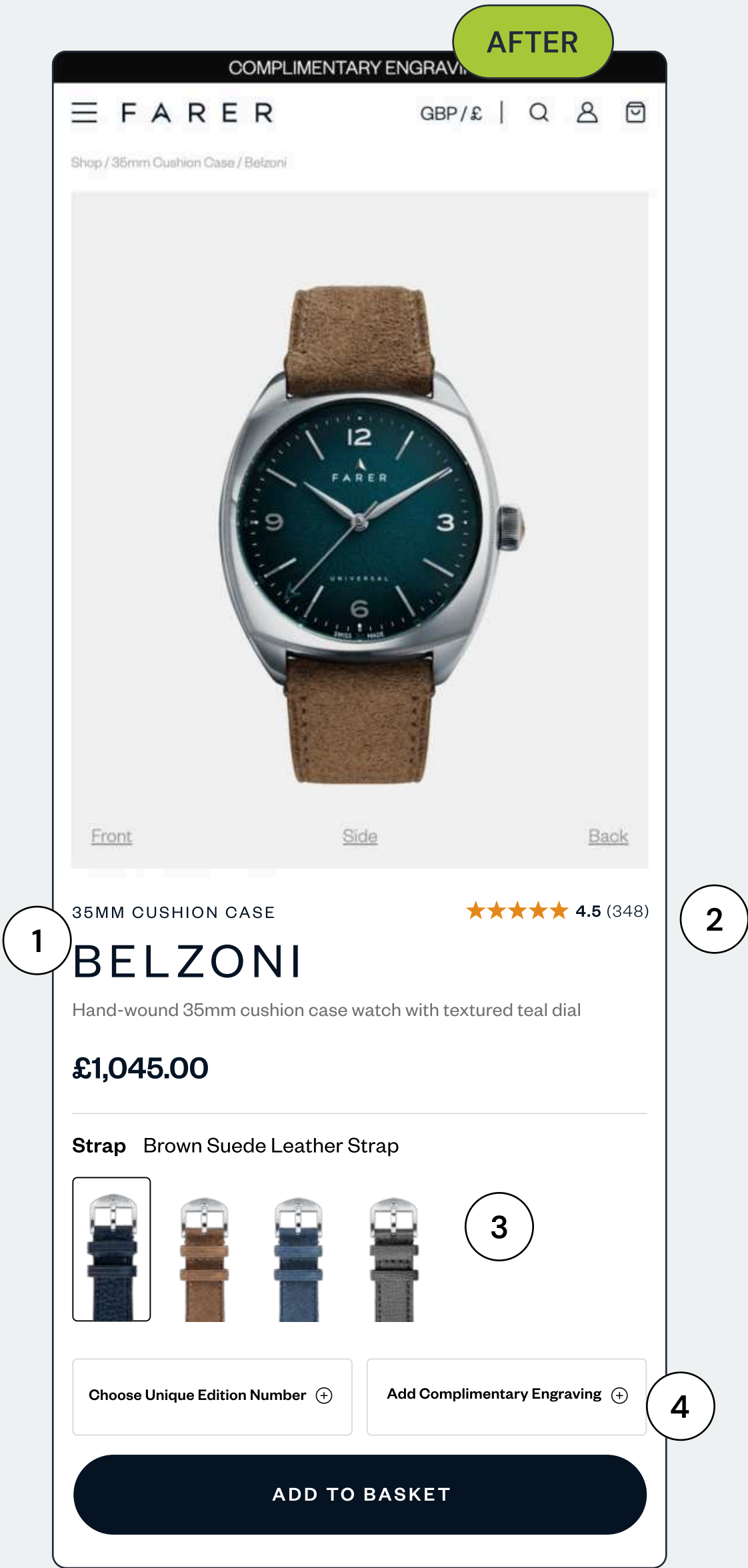
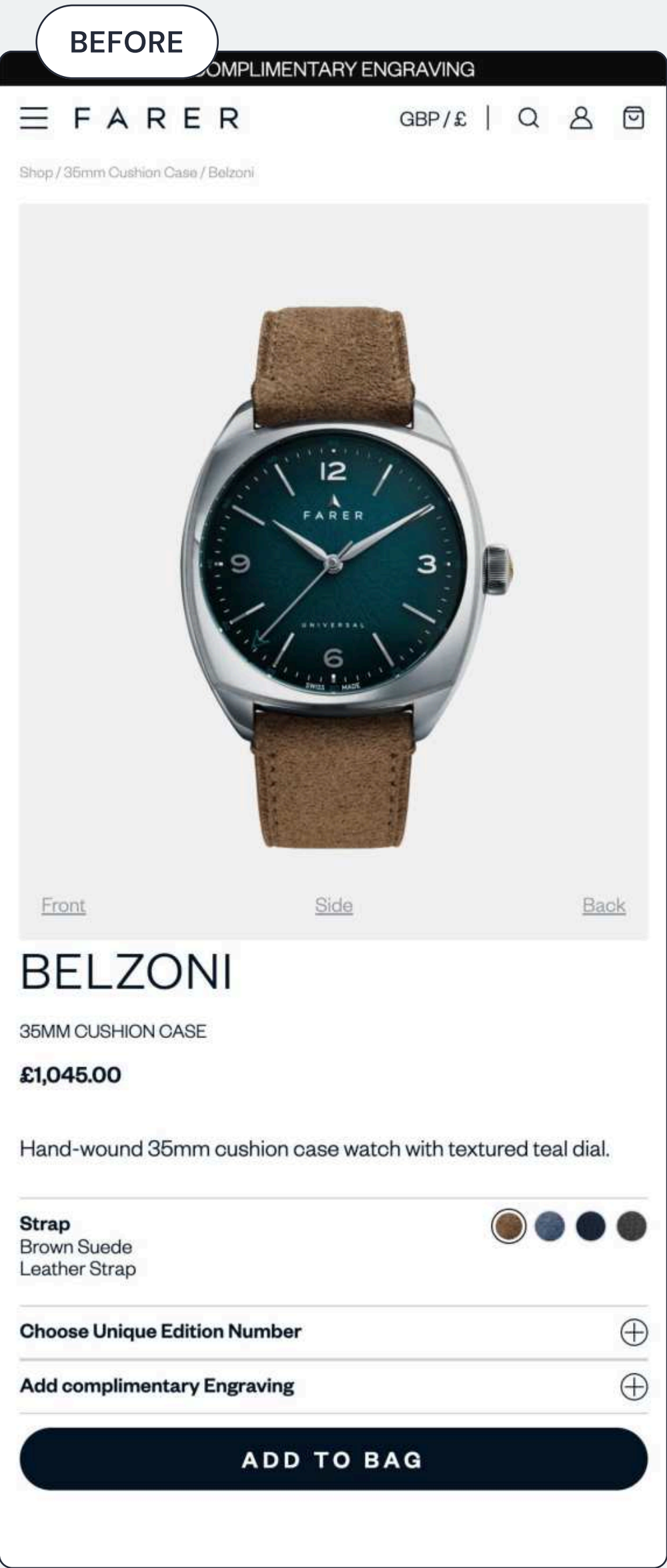
Introduce short, scannable product highlights to communicate value quickly without relying on the full description.

4. Add visual supporting information

Incorporate a visual stats section on relevant products to help users better understand key specs and benefits at a glance.

5. Refine purchase interaction

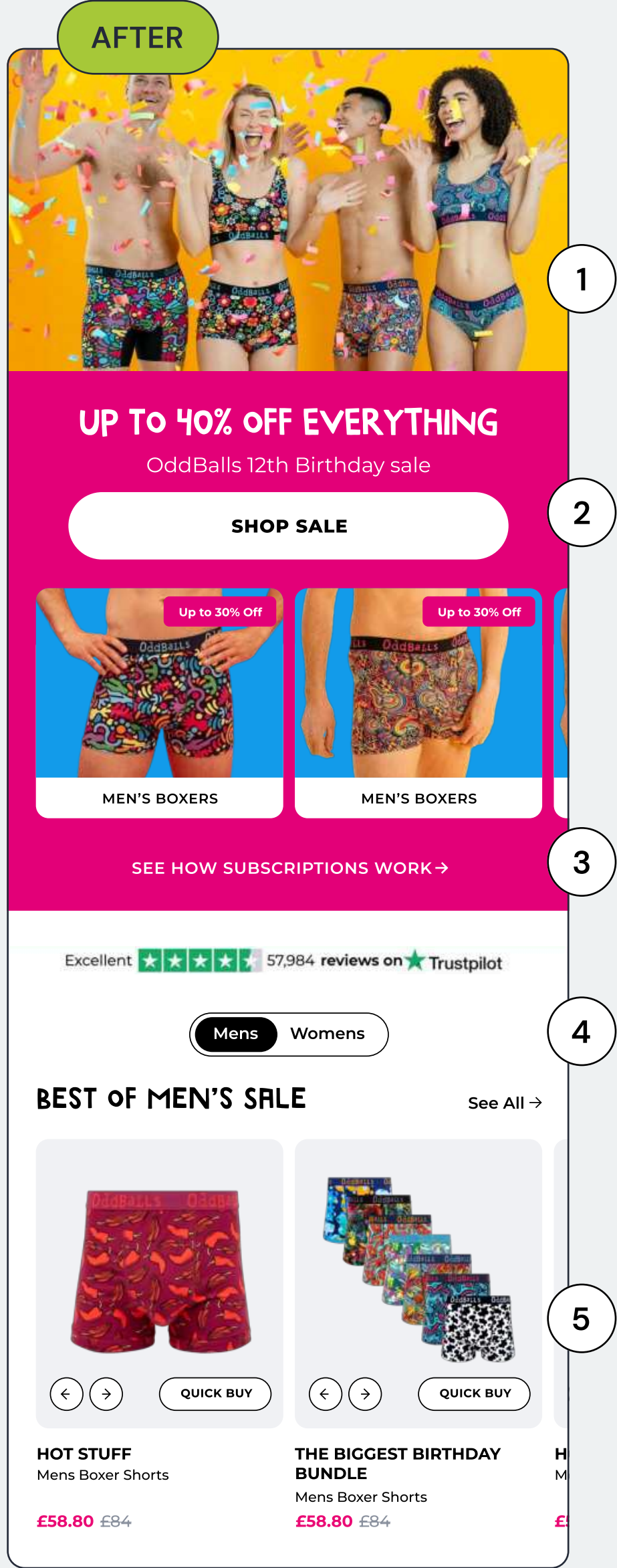
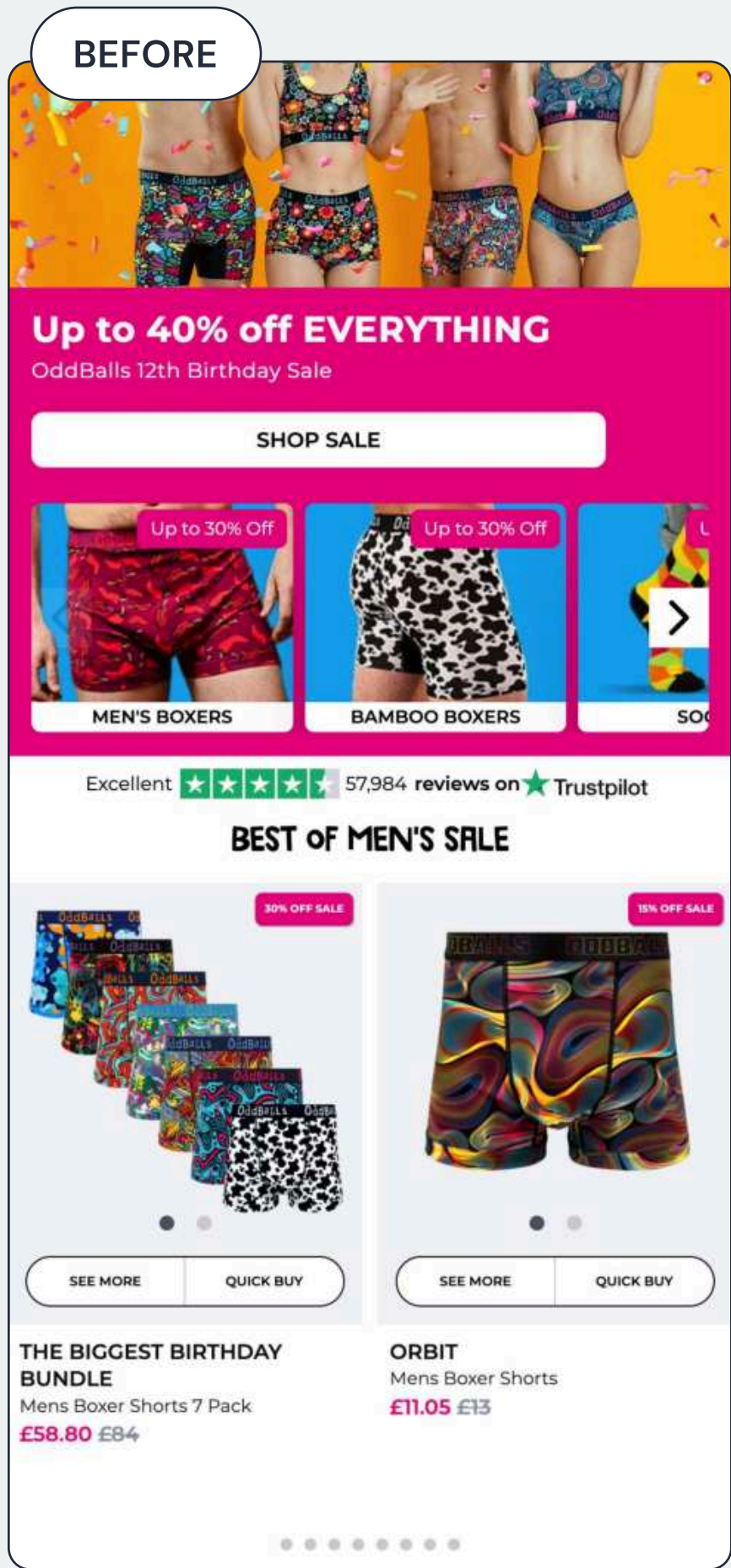
Position the quantity selector alongside the “Add to basket” button to create a more intuitive and efficient buying flow.



PDP

Improve PDP hierarchy to support clearer decision making

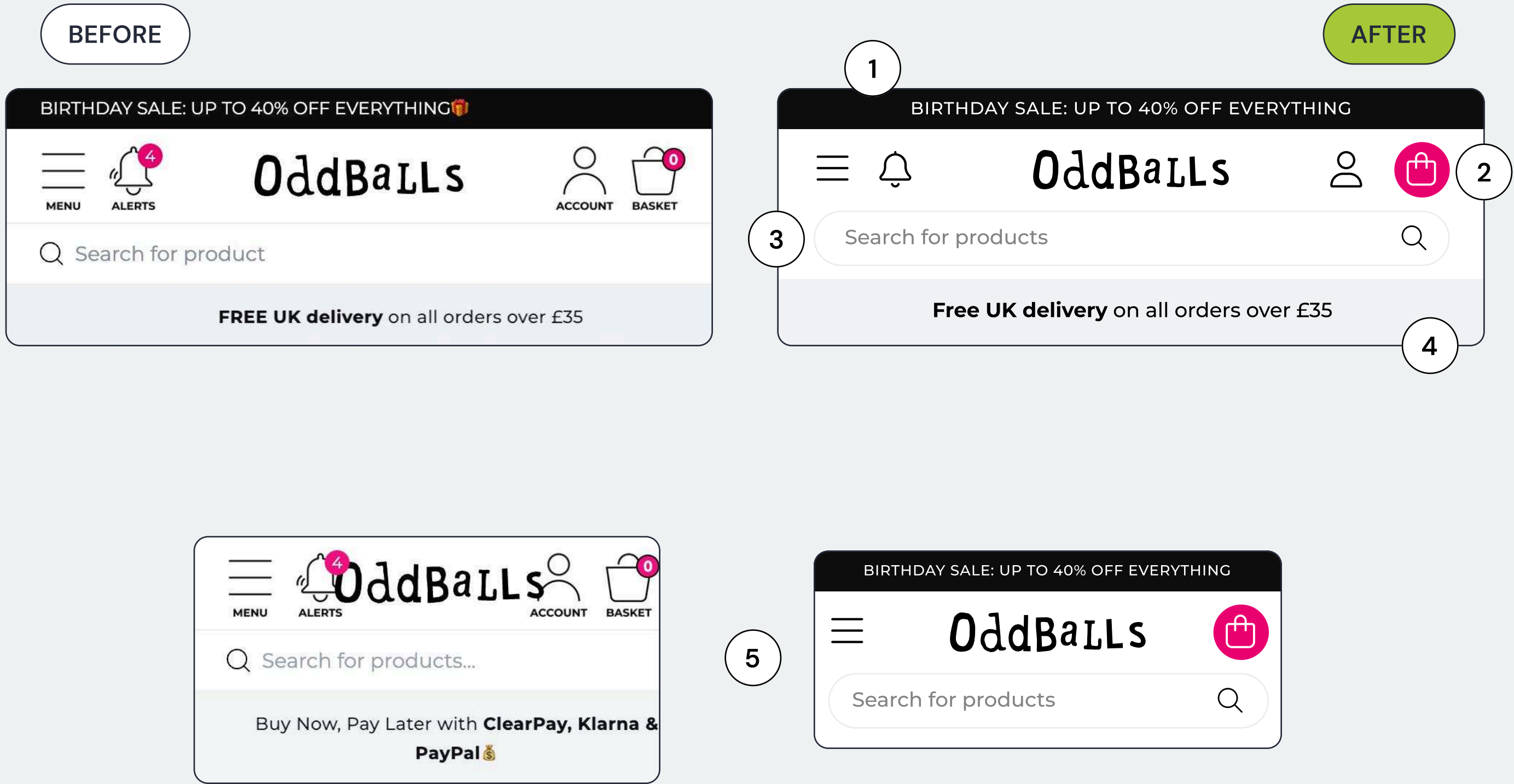
- 1. Restructure product information**
Reorganise the layout to create a clearer hierarchy between title, price, options, and key details. This helps users quickly understand the product and reduces cognitive load.
- 2. Introduce product reviews**
Add visible ratings and reviews to provide social proof, building trust and supporting more confident purchase decisions.
- 3. Make swatches more visual**
Replace standard swatches with imagery of the actual watch straps. This gives users a more accurate sense of the product and improves selection confidence.
- 4. Optimise layout of additional options**
Reduce the width of Edition Number and engraving options to a 50/50 split and place them within defined containers. This reduces vertical space and makes these features feel like clear, optional add-ons.



Homepage Above the fold

Refine the above-the-fold experience to improve clarity and engagement

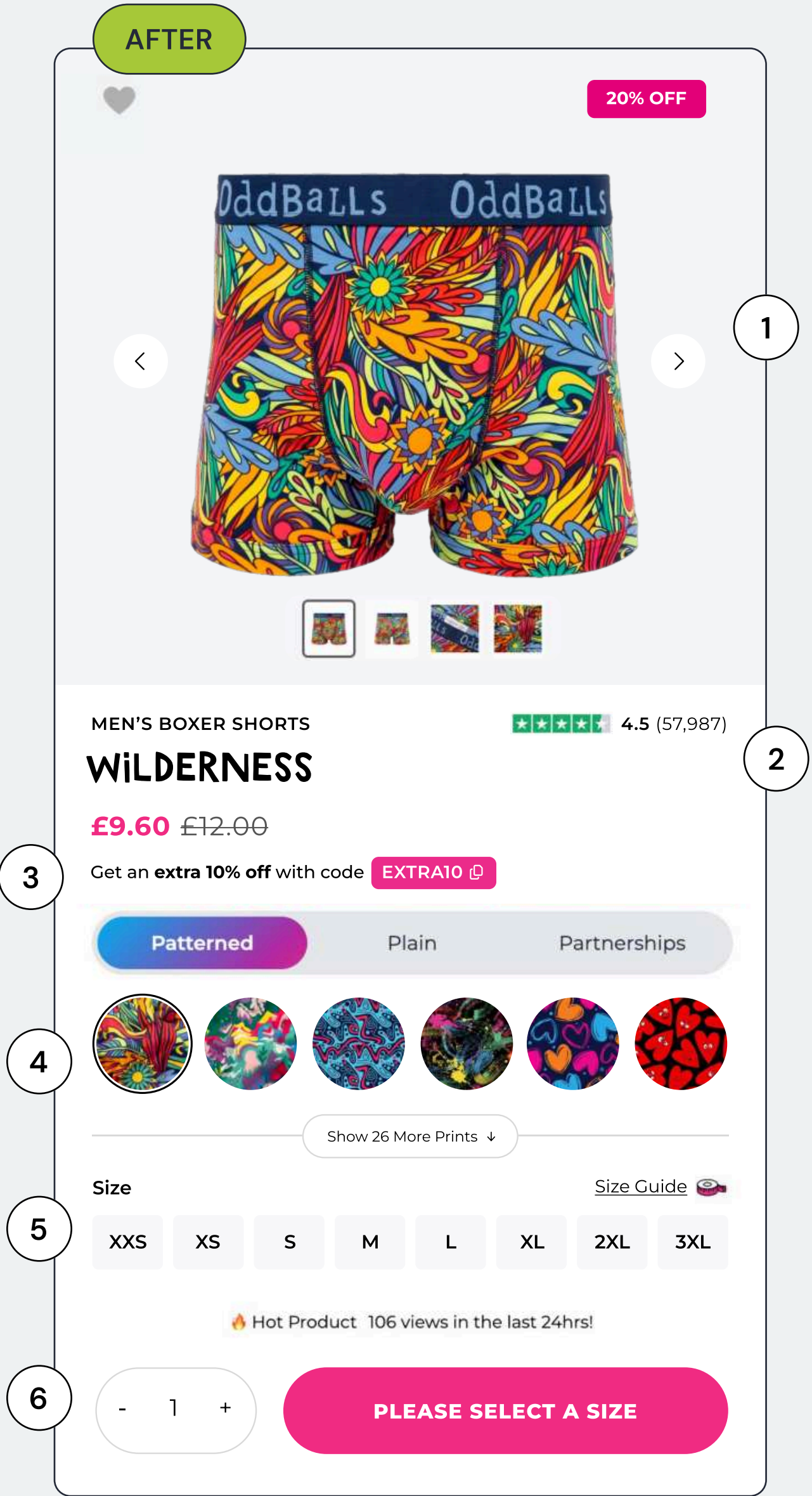
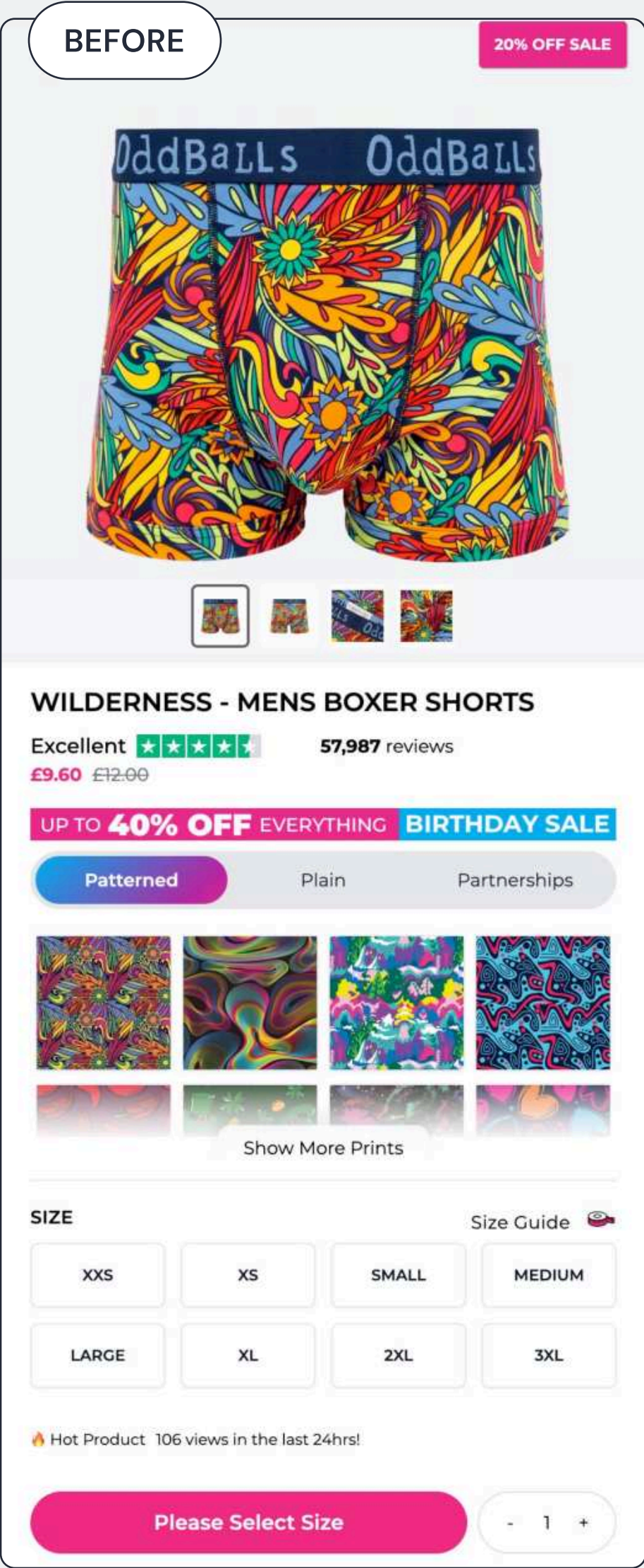
- 1. Improve image visibility and layout**
Give the hero more space to prevent image cropping, ensuring products are fully visible and creating a stronger first impression.
- 2. Strengthen visual hierarchy and branding**
Centre align the heading and update typography to match brand styles. Increasing category image size also ensures promotional labels no longer obscure products.
- 3. Introduce a supportive secondary CTA**
Add a “See how subscriptions work” CTA to guide new users, balancing the current sales-led approach with helpful context.
- 4. Segment users early**
Introduce a Men’s/Women’s toggle to help users quickly tailor their journey, reducing friction and improving relevance.
- 5. Enhance product card usability**
Simplify cards by removing “See more”, enlarging imagery, and aligning pricing for consistency. Replace small indicators with a swipeable carousel that previews the next product, improving discoverability and interaction.



Navigation

Refine navigation for consistency and a cleaner mobile experience

- 1. Align header elements consistently**
Centre align the hello bar to match the rest of the navigation, creating a more balanced and cohesive layout.
- 2. Simplify mobile navigation UI**
Remove labels on mobile to reduce clutter and introduce a subtle background for the basket icon to improve visibility and emphasis.
- 3. Standardise search experience**
Align mobile search styling with desktop to ensure consistency and familiarity across devices.
- 4. Tidy USP bar presentation**
Realign USP content to the centre to improve visual structure and reduce the current disjointed feel.
- 5. Resolve small screen layout issues**
Adjust header elements on smaller screens to prevent overlap with the logo, ensuring a clean and usable interface at all breakpoints.



PDP

Streamline the PDP to improve clarity and purchase flow

- 1. Improve image navigation**
Introduce clear toggles for product images to make browsing easier and reduce reliance on less intuitive interactions.
- 2. Simplify and restructure the title area**
Use the colour/pattern as the primary title and reposition “Men’s Boxer Shorts” as a category label. This creates a cleaner hierarchy and allows reviews to sit neatly alongside, reducing clutter.
- 3. Surface promotions more clearly**
Present promotional messaging as a clear code or callout element, making offers more visible and actionable.
- 4. Optimise swatches for efficiency**
Reduce swatch size to display more options per row, tightening the layout and improving scannability.
- 5. Reduce size selector height**
Use shorter size labels to minimise vertical space and bring key actions higher up the page.
- 6. Improve purchase flow and consistency**
Place quantity selection before the “Add to basket” button and align styling with other CTAs to create a more intuitive, consistent experience.

BEFORE



AFTER



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Product Detail Page

Refine the PDP to improve trust and purchase confidence

1. Introduce product reviews

Add visible reviews and ratings to provide social proof and help users make more confident purchase decisions.

2. Highlight key product details

Surface concise product USPs near the top of the page. For higher-value products, clearly communicating craftsmanship, materials, or unique features can significantly support conversion.

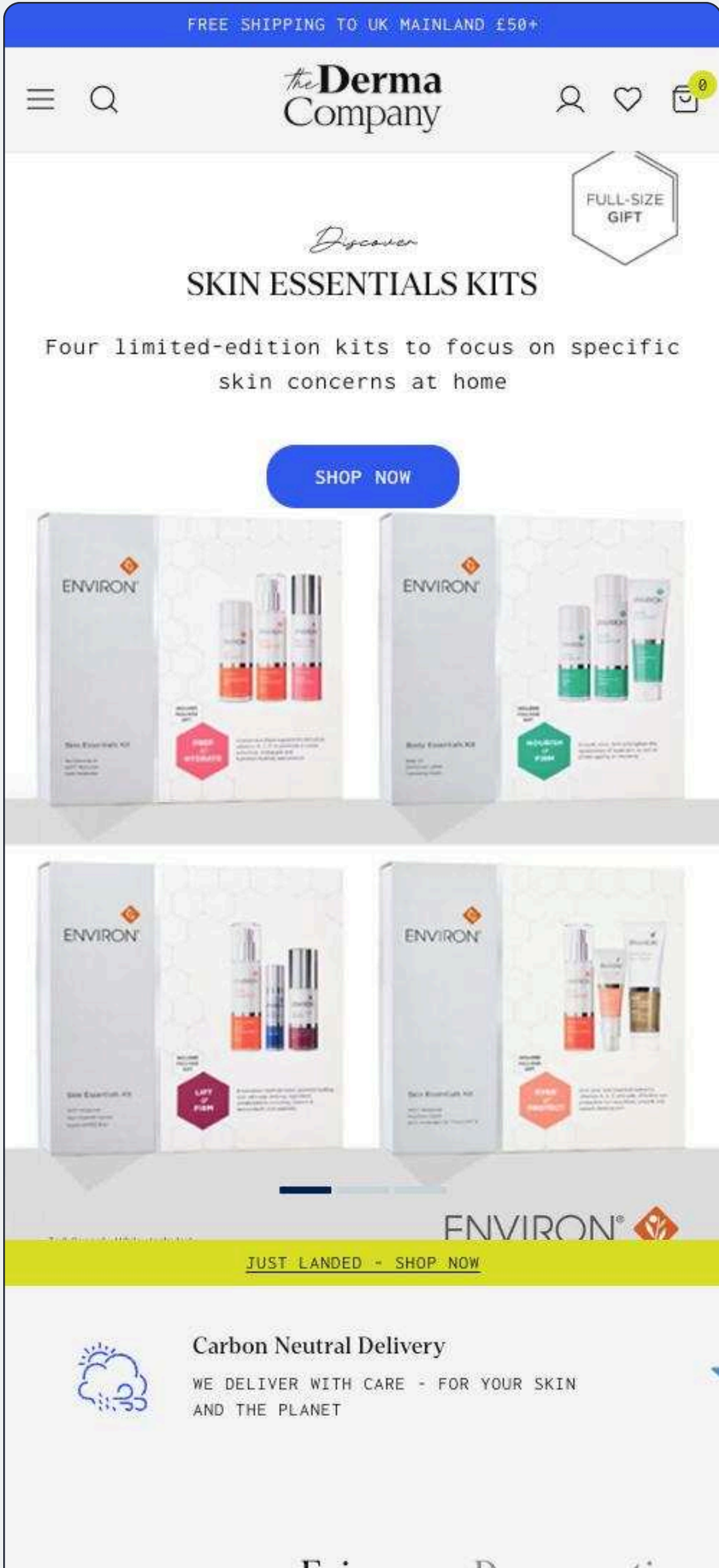
3. Simplify product options and add urgency

Remove colour selectors on products with only one option to reduce unnecessary clutter, and introduce low-stock messaging such as “Only X left” to encourage quicker decision-making.

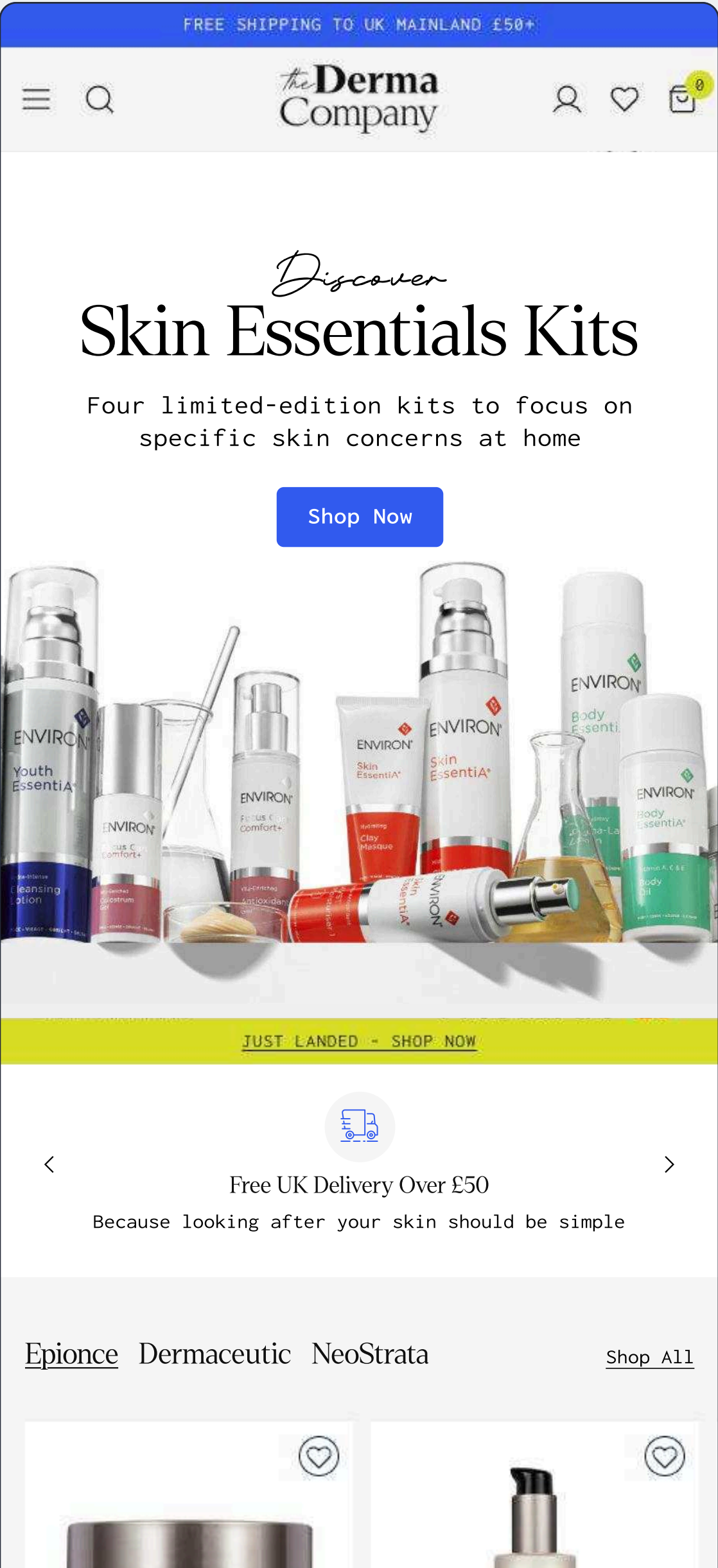
4. Refine purchase actions and finance messaging

Round the “Add to Basket” button to create a softer, more premium feel that aligns with the brand aesthetic and improves CTA prominence. Ensure finance messaging is localised to the user’s region and position it directly beneath the CTA for maximum visibility and relevance.

BEFORE



AFTER



Homepage Above the fold

Refine the above-the-fold experience to improve clarity and product discovery

1. Improve typography

Use title case for the main heading instead of full capitals and increase its size. Also enlarge the “Discover” pre-title to improve readability and hierarchy.

2. Refine CTA styling

Replace fully rounded buttons with subtly rounded corners to better match the rest of the website and create a more refined look.

3. Strengthen hero imagery

Update the hero imagery to better showcase the products and ensure it crops consistently across all devices.

4. Optimise the USP bar

Refine the styling and spacing of the USP bar so it remains clear and easy to scan on mobile.

5. Improve brand navigation

Reduce the size of the brand tabs and display all three on screen at once on mobile, making it clearer that users can switch between brands.



Thank you! Let's work together

Visit our Website



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