

LimELY.

FREE UX Audit
Pursue Fitness

Improving Engagement & Performance

Prepared by

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Limely

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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 Lively, 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.

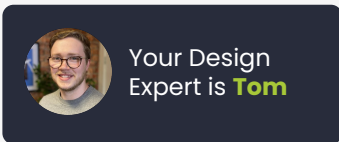


Our Ideas

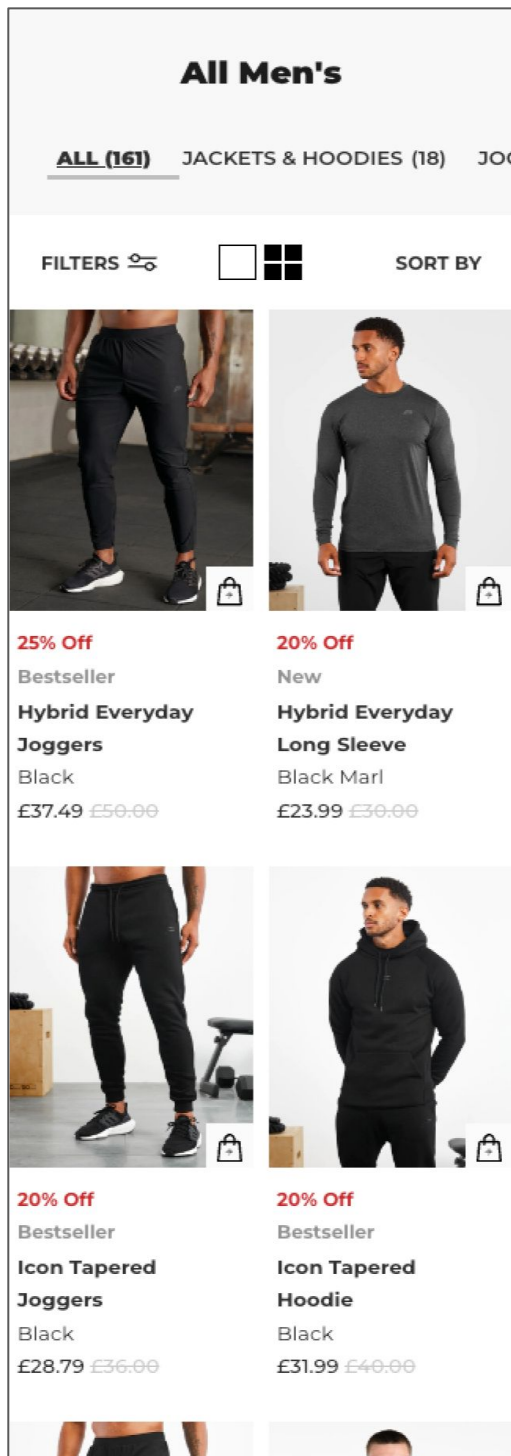
Category Page

We've identified some minor changes that we believe will make a significant impact to your category page UX.

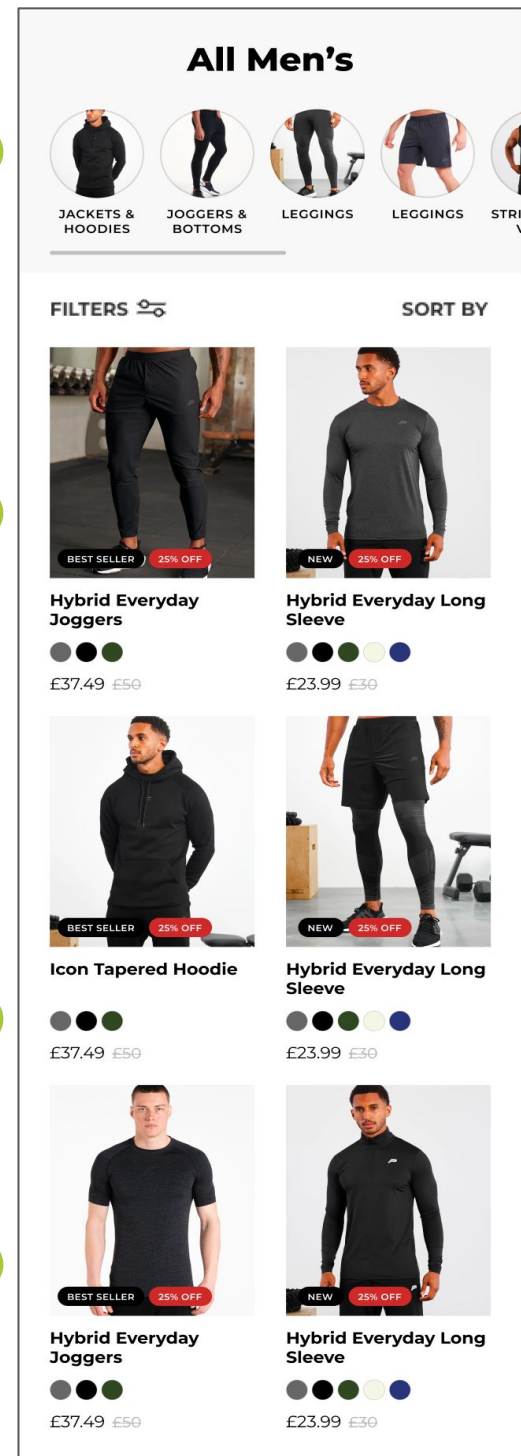
- 1 We recommend creating image-led category filters to improve UX by allowing users to rapidly find the category they want and make the page more visually engaging.
- 2 By using labels on top of the product image (e.g. Best Seller, % Discount etc...) you instantly save a lot of space and create a clear visual hierarchy.
- 3 We suggest creating swatches on product listings. This improves the UX by giving a clear indication of the available colour options.
- 4 Along with all the suggestions above, tightening up paddings, margins and line heights allows for 50% more products to be shown on screen.



Current



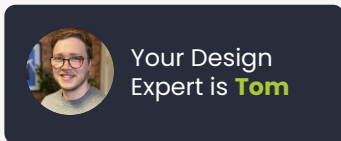
Suggested



Product Page

By making a few changes to the product page layout we can create hierarchy which ultimately improves UX.

- 1 We suggest moving the product title above the product image. Currently the height of the image pushes the title and price below the fold.
- 2 Currently you don't have any product reviews. We suggest integrating product reviews to build trust with users and offer social proof.
- 3 Instead of using product images, we suggest having colour swatches to make it easier for users to identify the colour options.



Current



25% Off
Bestseller
Hybrid Everyday Joggers
Black

£37.49 ~~£50.00~~

Available in 3 Colours



Select Size:

[Size Guide](#)

S	M	L
XL	XXL	

Select Size

Suggested

- 1
- 2

BEST SELLER **25% OFF**

Hybrid Everyday Joggers

★★★★★ 304 Reviews

£50 ~~£37.49~~



Colour Black

- 3



Size Select a Size

[Size Guide](#)

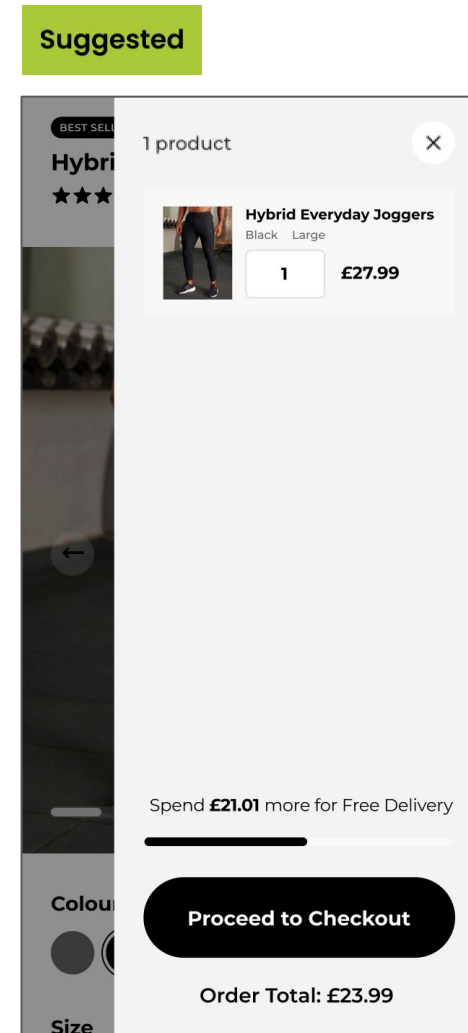
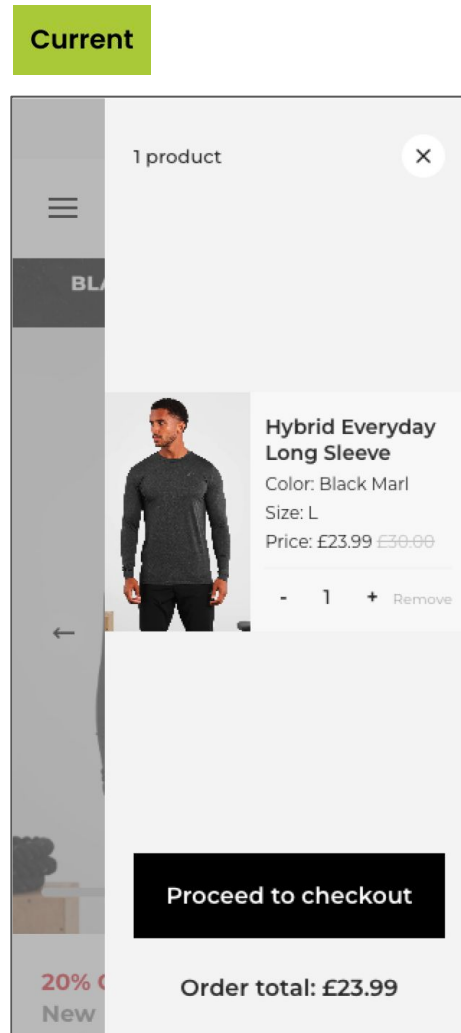
S	M	L
XL	XXL	

Select Size

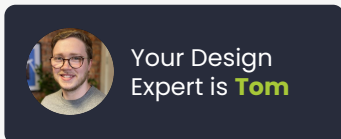
Basket

By making just a few changes the basket, we can improve the visuals whilst encouraging users to spend more.

- 1 Reduce the size of the products in the basket and move to the top of the page.
- 2 We suggest introducing an incentive to spend more on the basket to unlock free delivery.
- 3 Round the button to match the rest of the buttons throughout the website and strengthen brand identity.



- 1
- 2
- 3



Thank you

Thank you for giving us the opportunity to prepare this presentation. Please do not hesitate to contact us, if you have any further questions.

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