CLARITY BEFORE CHANGES

Your store. A clearer next step.

A preview of the format and level of detail in a Zeuss CRO report.

Find the friction.

Know what to fix first.

Category + product page + checkout. Mobile and desktop. One prioritised PDF your team can act on.

What this sample demonstrates

Three hypothetical usability findings, proposed improvements, measurement plans and a prioritised implementation roadmap.

What the real report contains

Your agreed URLs and screenshots; observed issues separated from hypotheses; priority, effort, risks and a practical validation plan.

Evidence boundary

No store was audited for this sample. There are no measured conversion rates, claimed revenue losses or guaranteed uplifts. The interface illustrations are not client screenshots.

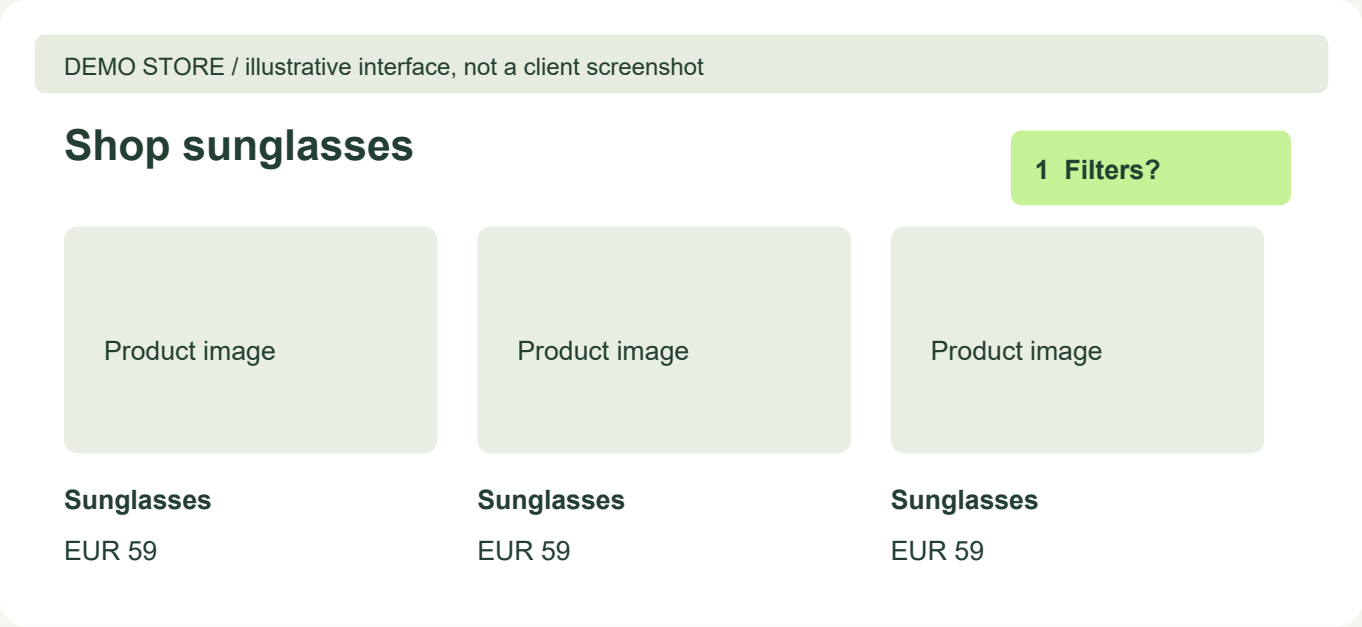
Scope and access

A public-page review does not include purchases or changes to your store. Checkout access and any test environment are agreed in advance. Analytics analysis requires your permission and usable data.

01 / CATEGORY PAGE

Make discovery easier.

Sample finding C-01 / Mobile product discovery / Proposed priority P1



In your audit: real screenshots, viewport details and numbered annotations.

Observation to verify

The example category offers no obvious filter entry point. In a real audit we document the available controls, device and exact page state.

Recommendation

Expose a clearly labelled Filters button on mobile, show applied filter chips and make it easy to clear filters without losing the browsing context.

Hypothesis and validation

Reducing the effort of narrowing a large catalogue may help shoppers find relevant products. Compare category-to-product engagement and purchases per eligible session; monitor zero-result filters and page speed.

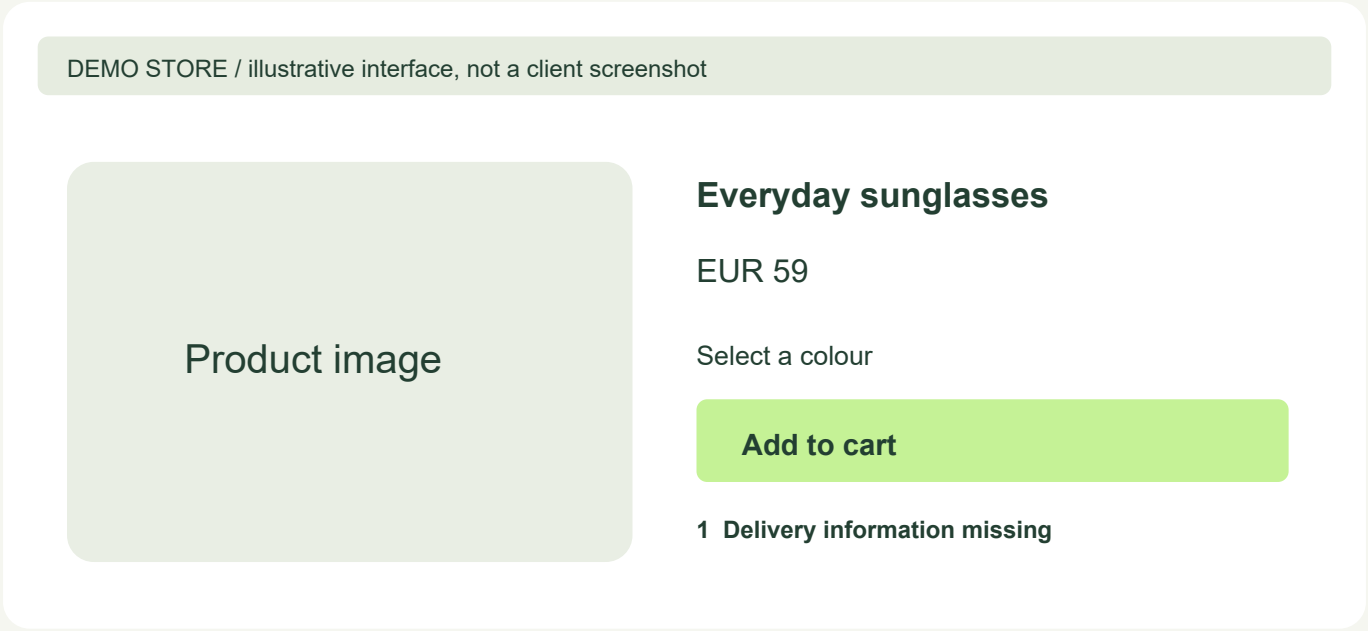
Effort and risk

Medium effort; depends on the theme and catalogue attributes. Too many filters or incorrect stock counts can create new friction. Validate filtering and back navigation before release.

02 / PRODUCT PAGE

Answer the buying questions.

Sample finding P-01 / Purchase confidence / Proposed priority P1



In your audit: real screenshots, viewport details and numbered annotations.

Observation to verify

In this illustration, the purchase area does not communicate delivery expectations. This is a hypothetical finding, not a statement about your store.

Recommendation

Place truthful delivery, shipping-cost and return information near the Add to cart button. Keep the message short, readable and consistent with checkout.

Hypothesis and validation

Clearer fulfilment information may reduce uncertainty. Test against the current page using purchase conversion as the primary outcome and add-to-cart as a supporting metric. Guardrails: order value, cancellations and page speed.

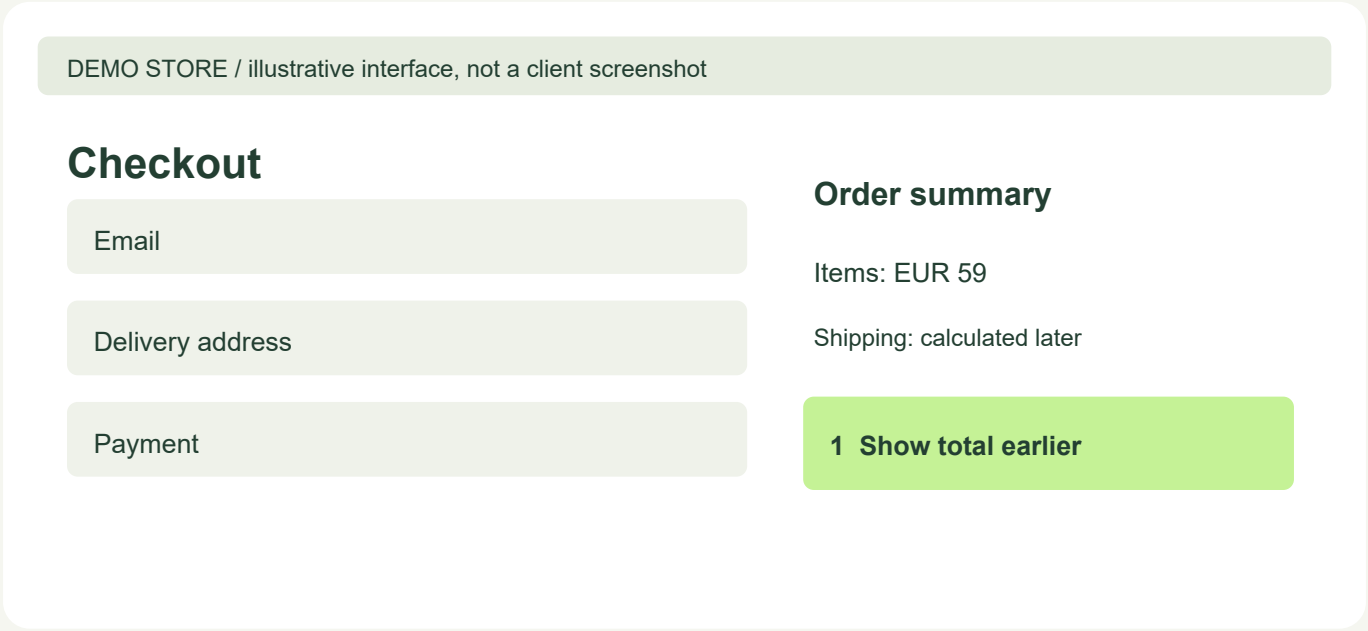
Effort and risk

Low to medium effort. Delivery promises must reflect destination, stock and carrier limitations. Do not introduce false urgency or guarantees the business cannot fulfil.

03 / CHECKOUT

Remove cost uncertainty.

Sample finding CH-01 / Total cost clarity / Proposed priority P1



In your audit: real screenshots, viewport details and numbered annotations.

Observation to verify

The example summary postpones shipping cost information. Real findings distinguish necessary destination-based calculation from avoidable late surprises.

Recommendation

Show shipping rules before checkout, calculate delivery when sufficient address data is available, and keep the final payable total visible before order submission.

Hypothesis and validation

Earlier cost clarity may reduce late abandonment. Measure checkout completion for comparable eligible users. Monitor payment errors, shipping accuracy, order value and support enquiries.

Effort and risk

Medium effort and high implementation sensitivity. Validate every payment/shipping combination in a safe test environment. Never test by placing an unauthorised live order.

04 / YOUR ACTION PLAN

Prioritise. Implement. Validate.

Example roadmap - priorities are provisional until evidence and technical constraints are reviewed.

01 **Verify the evidence**

Confirm the affected pages, devices and tracking. Separate usability observations from measured funnel drop-off.

02 **Fix clear friction first**

Address verified checkout blockers before visual polish. Assign an owner, expected effort and acceptance checks to each task.

03 **Test uncertain ideas**

Define the eligible audience, primary KPI and guardrails in advance. Duration and sample requirements depend on traffic and baseline conversion.

04 **Review the outcome**

Compare equivalent periods and traffic segments. A change in conversion alone does not prove causation. Re-audit after meaningful changes.

The Full Audit is a focused UX review. Growth adds analytics-led investigation when data is available, plus repeat audits over the subscription period. Implementation and running live experiments are separate services.

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