



UX ANALYTICS REPORT

e-commerce conversion + user journey friction analysis



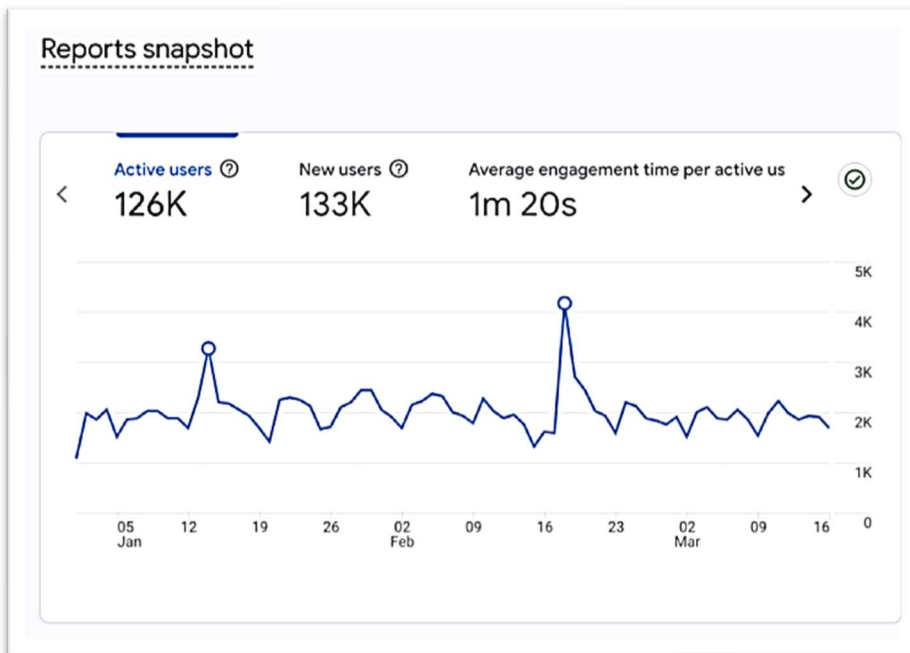


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1. TRAFFIC COMPOSITION: NEW VS RETURNING USERS



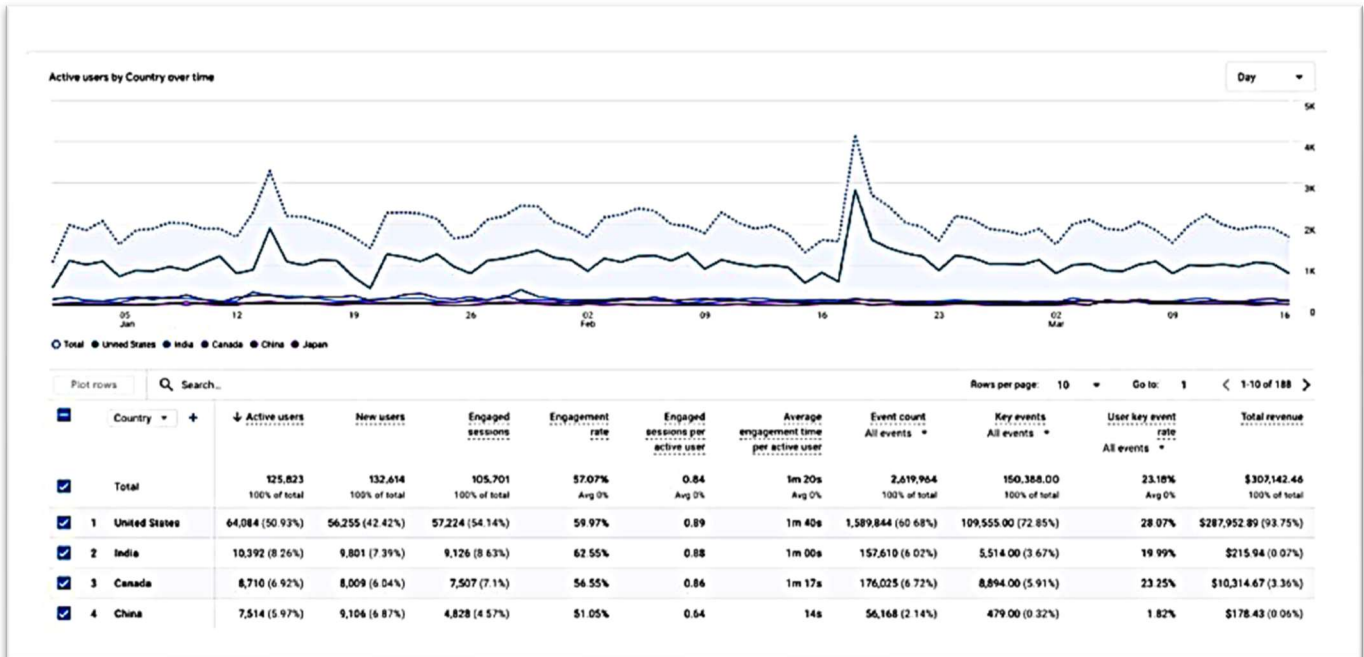
The site traffic appears steady but flat, with two spikes appearing January 12 – 19 (1,000) and February 16 – 23 (2,000). I hypothesize these spikes could be the result of recurring monthly promotions, advertising campaigns, or product launch cycles.

New visitors (133,000) exceeding active users (126,000) suggests continued audience acquisition, but the relatively **short engagement time suggests users aren't exploring multiple pages or products.**

To confirm the cause of the traffic spikes, campaign attribution or UTM-tagged traffic sources should be analyzed.



2. GEOGRAPHIC TRAFFIC PATTERNS: FOCUS ON CANADA



U.S. traffic dominates on the site, while Canada's share is much smaller, possibly due to more American-focused products, larger population, or technical issues. U.S. visitors appear to be more loyal, reflected in higher conversion rates.

Unlike the U.S., Canada has a balanced mix of new and returning users, yet lower revenue, which could be influenced by currency exchange rates or U.S.-focused content, which might need refining for Canadian/International audiences.

Noting China's low engagement time raises a red flag, and such extremely short sessions often indicate automated traffic, blocked assets due to China's firewall, or severe performance issues (an outlier could be translation issues).



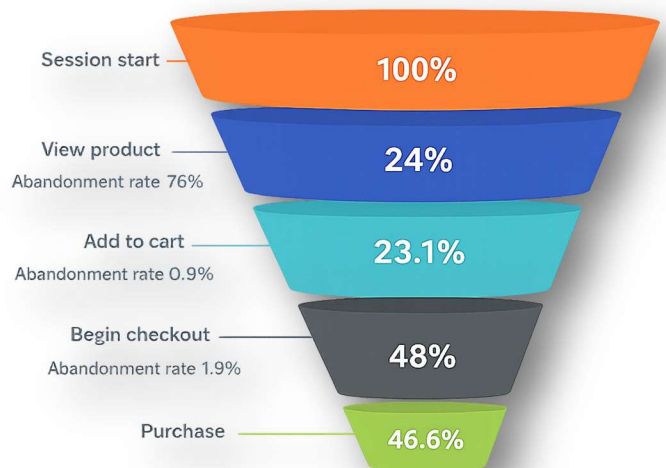
3. CONVERSION FUNNEL ANALYSIS



Upon analyzing the five funnel steps, I noted discrepancies in conversion rates across different devices.

Mobile conversion is the biggest red flag, sitting at a concerning 0.38%, despite mobile being the dominant browsing method in 2025.

Tablet conversions are lower at 0.12%. This drop-off could suggest mobile usability or technical issues hindering navigation and checkout.





Desktop users hold a disproportionately high traffic share at 65%, whereas US browsing trends suggest a balance between mobile and desktop should be closer to 50%, (Digital Silk, 2025). Even though desktop conversions stand at 1.80% (the best conversion rate of all devices), this site is still below industry standards of 2 – 3% (note: conversion benchmarks vary significantly by industry, but most ecommerce sites average between roughly 2 – 3%).

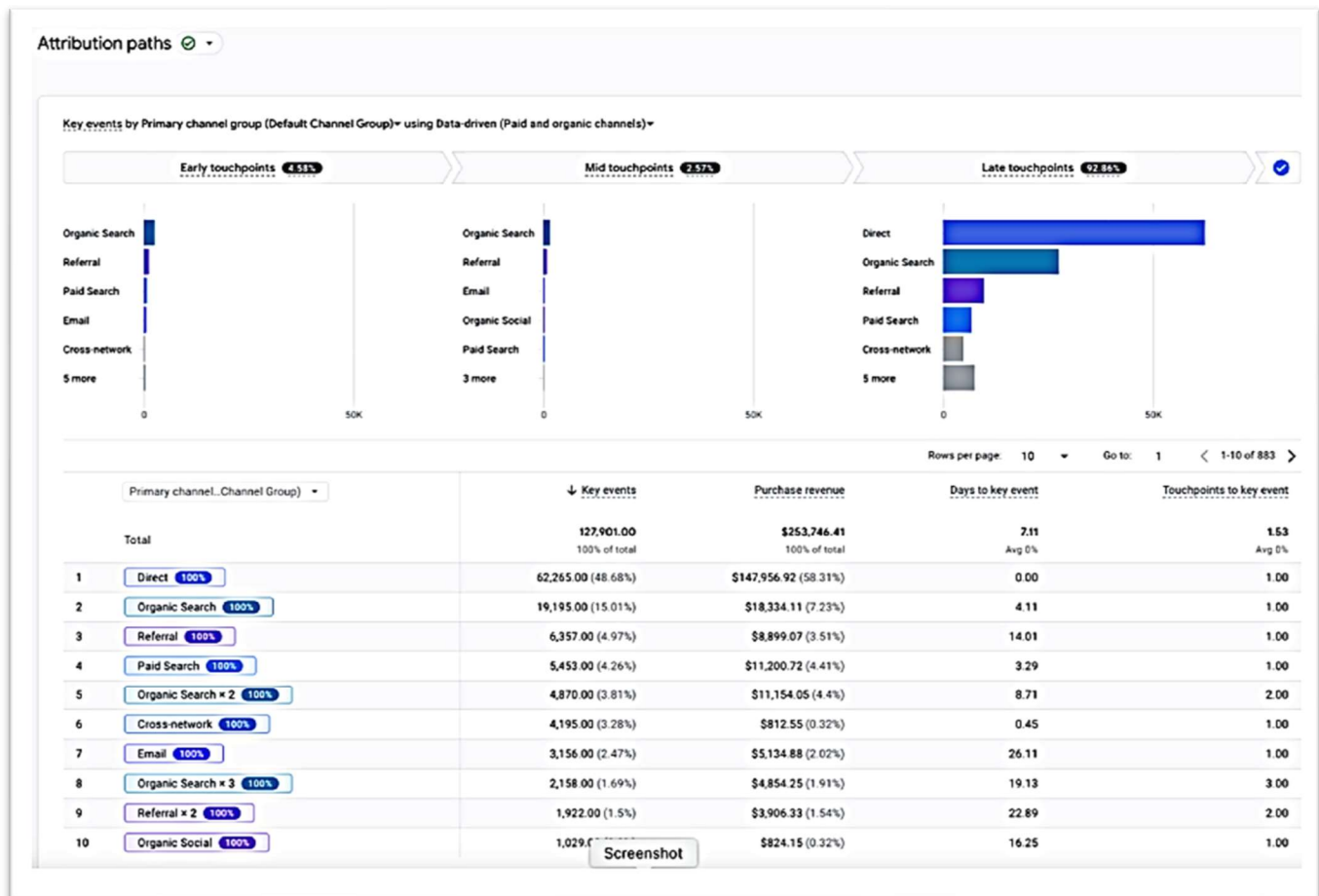
The most critical issue is getting users to engage with products at all. 76K users (76%) abandon before viewing any product, indicating top-of-funnel failure possibly caused by unclear value proposition, confusing navigation, landing page relevance issues, or slow page loading. This suggests the site's primary issue is not checkout abandonment but product discovery failure, as the majority of users leave before interacting with any products.

High bounce rates combined with short engagement times can also indicate performance issues such as slow mobile load times, heavy image assets, or blocked scripts, which may prevent pages from rendering quickly enough for users on mobile networks.

The overall conversion rate of 1.31% is significantly lower than the typical 2 – 3% industry average, which indicates friction in the buying process. Factors such as technical errors, multiple checkout steps, unclear/confusing user paths, lack of any progress indicators during checkout, or limited payment options could be contributing factors. Lastly, the funnel data shows approximately a 52% drop off during the add-to-cart stage, and 53.4% exit during checkout, which is better than current trends of about 70%.



4. TRAFFIC SOURCE AND ATTRIBUTION



Analyzing the attribution paths reveals direct traffic dominance: 48.68% of visitors contribute 58.31% of total revenue, suggesting high brand awareness and loyal visitors who convert quickly. Direct traffic converts immediately (0 days to purchase), aligning with the 'Do' stage of the See-Think-Do framework (Kaushik, 2015), where users arrive ready to buy.

In contrast, organic search accounts for 15% of visitors but only 7% of revenue, suggesting users are primarily researching before making a purchase, which fits the 'Think' stage, where engagement is high but conversions are slower. Referrals (4.97% visitors, 3.51% revenue) and email (2.47% visitors, 26.11 days to convert) require multiple interactions before commitment, reinforcing the Think phase.

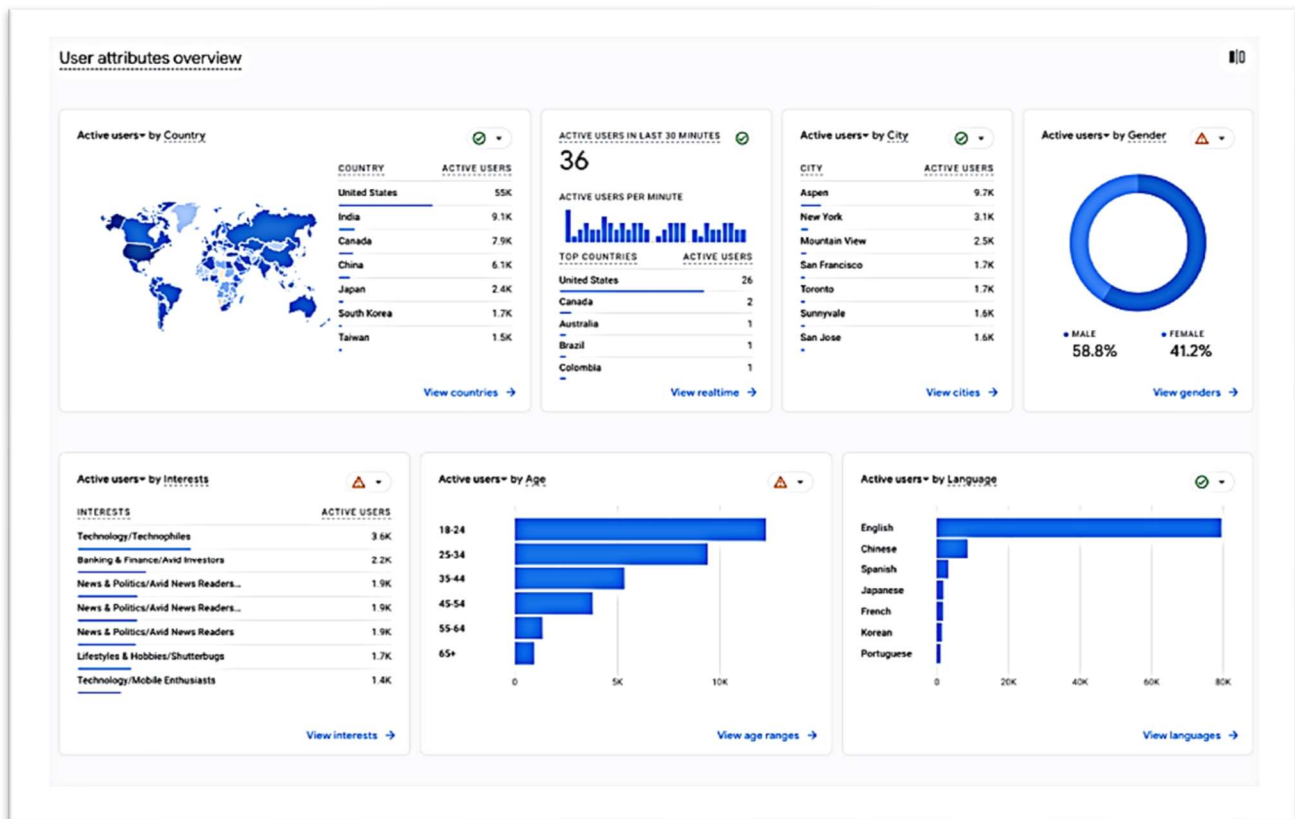


Paid search contributes only 4.41% of revenue, which may indicate targeting issues, weak landing page alignment, or low-intent search keywords.

Conversion speed and touchpoints illustrate different user behaviours. Direct traffic results in instant conversions, while organic search and referrals require multiple engagements before conversion. Long conversion times in referral (14 days) and email (26.11 days) indicate these visitors require more engagement before making a purchase.



5. USER DEMOGRAPHICS AND BEHAVIOURAL SIGNALS



User data reinforces findings, confirming strong US traffic and engagement, with the platform clearly resonating most with American users. The male skew may reflect interest patterns often associated with technology-focused products.

The user demographics reveal strong social media engagement potential, especially noting the 18–25-year-old and 25–35-year-old cohorts are the largest, and are likely active on platforms like Instagram, TikTok, and YouTube. These younger users likely discover and research products through social channels, and social media could be a key driver of early touchpoints in the 'See-Think-Do' framework.



While testing the mobile site, when I attempted to add items to the cart which resulted in an error stating "Your cart is empty" which might explain the low mobile conversion rate.

Product

visibility also varies, with desktop showcasing a broad selection, while mobile only highlights the 'Burgundy Collection', potentially causing higher bounce rates.

Other UI/UX issues such as intrusive cookie pop-ups on every page, forced redirections between regions (US to Canada), and broken wishlist functionality further contribute to poor mobile experience and likely discourage purchases.



6. KEY FINDINGS OVERVIEW

SEVERITY	ISSUE CATEGORY	KEY FINDING
Critical	Mobile UX	0.38% conversion rate due to "Empty Cart" error and poor responsiveness.
Medium	Engagement	76% abandonment rate before product view; suggests homepage or CTA friction.
Strategic	Growth	18–35 demographic underserved by paid search; social channels recommended.



7. RECOMMENDATIONS AND STRATEGIC ROADMAPPING

1. CRITICAL ISSUES

Immediate technical and navigation fixes required to prevent revenue loss.

- **Mobile Responsiveness & Cart Logic:** Resolve the "cart is empty" error on mobile and optimize load speeds to reduce high bounce rates.
- **Product Discovery Optimization:** Address the 76% abandonment rate by redesigning the homepage/hero section and testing clearer CTAs.
- **Mobile Navigation & Visual Hierarchy:** Investigate mobile UI issues contributing to users being 23% less likely to view products, compared to desktop.

2. MEDIUM ISSUES

Refining the interface to reduce friction and build user trust.

- Friction Reduction
- Limit pop-ups to essential cookie consent to prevent user annoyance.
- Feature Parity & Personalization
- Implement wishlist functionality and ensure featured content is tailored to the user.
- Accessibility & Inclusion
- Perform a full audit to ensure WCAG compliance for the 20% of users with disabilities.
- International UX

Resolve forced regional redirections and optimize navigation for international and multilingual users.



3. STRATEGIC IMPROVEMENTS

Long-term opportunities to improve ROI and brand loyalty.

- Social Media Pivot
- Reallocate budget from underperforming paid search to Instagram and TikTok to better reach the dominant 18–35 demographic.
- User Journey Mapping
- Identify and resolve friction points throughout the entire checkout funnel to improve the 1.31% conversion rate.
- Continuous Testing Culture
- Establish ongoing A/B testing for messaging and hero assets to align with evolving user behavior.

Quantitative data highlighted desktop dominance, suggesting mobile usability issues. While the US typically has higher desktop usage, the disproportionate rate raised concerns. Conversion drop-offs, particularly before reaching the product page, and mobile's low 0.38% conversion rate signaled navigation problems. Conducting site testing confirmed the errors, reinforcing those insights.

Qualitative data, particularly age demographics, shed light on potential issues with underperforming paid advertising conversions.

Analytics data can reveal usability problems that may not be immediately visible in interface design alone, demonstrating the importance of combining quantitative metrics with hands-on UX testing.