



# Optimizing Your E-Commerce Website

Unlock the full potential of your e-commerce website with our CRO & UX audit guide.

SCENIC WEST DESIGN, LLC.

Product Management & Product  
Design For Your Next Big Idea

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# SCENIC WEST DESIGN

Our team of Product Managers and UX / UI Designers seamlessly blend into your team without the hassle of hiring in-house.

## WHO WE ARE




Scenic West Design is a growing product design and product management agency headquartered in Chattanooga, Tennessee.

Whether you're looking to create a new e-commerce website or scale your online retail business, we offer product strategy, UX/UI design, and Agile product management expertise to augment your in-house team so you can move faster and accomplish more business goals. We work with e-commerce companies of all sizes to understand their customers, deliver engaging user experiences, and shape Agile processes to support continued growth.

## WHAT WE DO

-  DISCOVERY
-  UX / UI DESIGN
-  PRODUCT MANAGEMENT
-  USER RESEARCH

## WHERE TO FIND US

-  [www.scenicwest.co](http://www.scenicwest.co)
-  [team@scenicwest.co](mailto:team@scenicwest.co)
-  Chattanooga, TN



# INTRODUCTION

UX / CRO AUDIT GUIDE



Prepping your e-commerce website to support your desired growth trajectory is essential to scaling your business. Your increased volume of users and sales means that you've likely found product-market fit, but it also may mean that you're seeing some holes in your initial user experience.

Investing in user experience design and conversion rate optimization (CRO) should be ongoing, but we've created this UX/CRO audit guide to help you jump-start your improvement backlog with both quick wins that deliver high ROI and larger opportunities to consider for your roadmap ahead.

Improve your website's checkout process, frame product categories and navigation around customer priorities, and reduce friction or the number of clicks in key user workflows to increase conversion rate and customer retention. These investments will also help you increase average order value by making your product shine in product pages and product demos.

We will walk you through a condensed version of our team's process for conducting full UX/CRO audits for clients so you can go through a quick version of our exercise with your own team to generate a backlog of high ROI quick wins.



# Our Process

Before you begin working through our checklist, there are a few things we want you to keep in mind to achieve the best results.

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# OUR PROCESS



Grab a pen and paper or your favorite digital notebook and get ready to dive into optimizing your e-commerce site!

## REVIEW THE UX AUDIT CHECKLIST PROVIDED

- We recommend reading through this complete guide first, then following with an initial walkthrough of your e-commerce site, taking notes on the provided UX/CRO audit checklist as you begin brainstorming.
- Don't worry too much about organizing and tagging notes in your first pass. Focus on capturing any onboarding pain points or opportunities that come to mind for each item on the checklist. We'll organize and prioritize opportunities later.
- For optimal insight, ask your team to complete the same exercise. Gather to share results and findings.

## REVIEW CURRENT E-COMMERCE SITE ANALYTICS

- Gather current product Key Performance Indicators (KPIs).
- Some metrics may include but are not limited to:
  - Conversion Rate
  - Average Order Value (AOV)
  - Cart Abandonment Rate
- Review user activity across different devices.
- How do mobile and desktop compare?
- How should that shape your focus when conducting the UX review?

## IDENTIFY TOP PRIORITIES AND OPEN QUESTIONS

- Based on your current site analytics, what are your team's top priorities for improvement? Do you have any open questions that may warrant further investigation?
- When conducting your UX/CRO audit following our checklist, pay special attention to opportunities that would have the most impact on your top priorities.
- If you've identified open questions, brainstorm ways to gain additional insights to make educated decisions about what product enhancements to prioritize. Open questions can often be answered by conducting user research, reviewing analytics, or talking with your sales/customer service teams.

## CONDUCT A SMALL SET OF USER RESEARCH

- While you're well-versed in your app's user flow, others may not be. Now's the perfect time to observe several people attempting to go through product onboarding for the first time. Take notes as you watch and incorporate those insights into your UX audit!
- Try unmoderated user testing. There are a variety of platforms that help you create task prompts, recruit participants, and then provide a video. If you're new to this research method, reach out and we'd be happy to help your team.
- We typically start with 10 user tests, splitting across mobile and desktop breakpoints that mirror device traffic. For example, 7 mobile tests and 3 desktop tests if you have mostly mobile traffic.
- Add demographic screening questions that mirror your audience in terms of age range, income, etc. Different platform offer different options for this, so have your user personas and screening needs in mind when selecting a platform if you don't already have one.

## CAPTURE SCREENSHOTS OF KEY PAGES AND UI STATES

- Capture screenshots of key pages and UI states of your product experience to use as your foundation for identifying and prioritizing product opportunities.
- Be sure to include mobile and desktop breakpoint screenshots!

## ADD ANNOTATIONS TO YOUR SCREENSHOTS

- Now that you've captured screenshots, take another pass through your key screens and UI states to add annotations. The Scenic West team loves to use Figma for organizing and annotating screenshots, but any tool your team is comfortable with can work.
- Building on your initial notes, pay special attention to product opportunities that address gaps identified in analytics or user research. Which ones would have the most positive impact on your KPIs?

## REVIEW ANNOTATIONS FOR QUICK WINS

- Tag opportunities for your team that are low-level in effort, but high return on investment (ROI).
- You can tag items as you go and flag ones that warrant team discussion.
- Highest priority = low-effort and high-value

## DEBRIEF WITH YOUR TEAM

- Schedule a time with your team to review findings and align on opportunities. Update prioritization tags as you review together or consider a second exercise to rank business value and level of effort to generate a more formal prioritization matrix. Discuss next steps before leaving the meeting.





# UX/CRO Audit Checklist

Here's a sample list of things we look for when reviewing e-commerce sites like yours.

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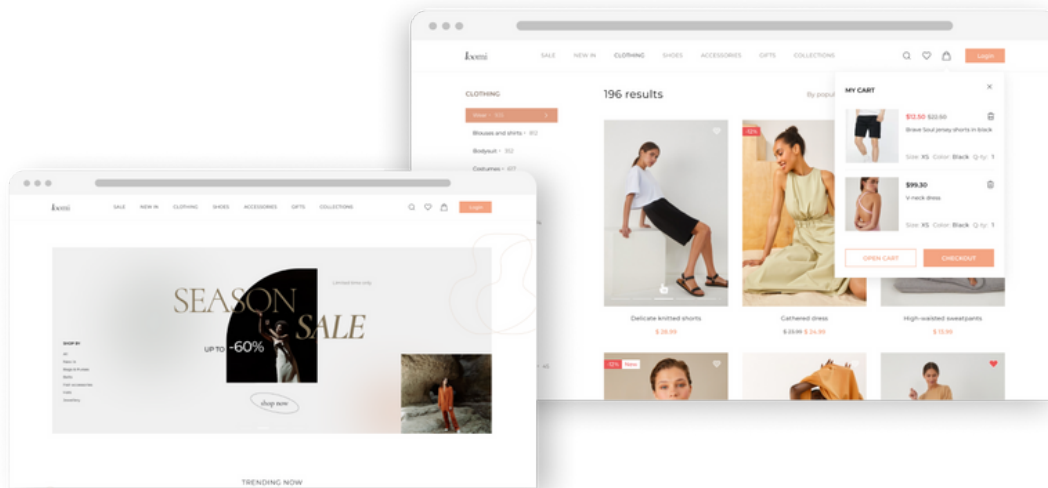
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# UX/CRO CHECKLIST



Here's a sample list of things we look for when reviewing e-commerce sites like yours. While walking through this checklist, take note of missing pieces and opportunities for improvement.



## HOMEPAGE

- Clear first impression - what does the company sell and who is it for?
- First-time user path to purchase
- Return customer path to purchase
- Page load speed
- Mobile experience for images, videos, interactive content, and navigation
- Pop-up timing, relevance, ability to close out

## SEARCH

- Prominence of search in the header on desktop / mobile breakpoint
- Auto-suggest functionality
- Quality of search results
- Pathway to purchase from search

## **NAVIGATION**

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- Clear product presentation, including categories if relevant
- Ease of navigation / intuitive organization
- Mobile navigation
- Placement of cart
- Placement of customer service - chat, phone number

## **LANDING PAGES / SITE ENTRY PATHWAYS**

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- Ad campaigns / funnels to purchase
- Relevance to different customer personas
- Template design(s)
- Clear pathway to purchase
- Clear pathway to browse during consideration

## **PRODUCT LISTINGS / CATALOG PAGES**

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- Sorting
- Filters
- Product cards: name, price, reviews, image, etc.
- Mobile usability

## **PRODUCT DETAILS PAGE**

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- Add to cart
- Buy now
- Upsell & personalized recommendations
- Product image carousel: high-quality images, zoom, etc.
- Ratings and reviews
- Product description

## **CART**

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- Ease of editing an order
- Upsell & personalized recommendations
- Clear pathway to checkout
- Site has answered prior customer questions to keep customers in the checkout funnel

## **CHECKOUT**

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- Ease of checkout
- Payment options
- Secure checkout badging
- Form usability, especially on mobile: autosuggest address, use shipping as billing address, etc.

## **CONFIRMATION / THANK YOU**

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- Opportunity to share
- A clear summary of order details and next step expectations
- Order confirmation email
- Customer service

## **BRAND / MARKETING**

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- Look and feel / overall design aesthetic
- Social media profiles / content
- Usability / accessibility of key UI elements in the design system
- Rewards program
- Incentives to share / refer a friend



# Final Thoughts

Now that your backlog is full of bright ideas, let's put it to work.

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# SUMMARY



## TAKEAWAY 1

Regular UX/CRO audits help you reflect on your current KPI metrics and identify opportunities for site improvement.

## TAKEAWAY 2

In addition to a UX/CRO review of your site, it's also a great time to conduct some user research to understand customer thinking where you have open questions.

## TAKEAWAY 3

Once you've identified a list of prioritized opportunities, work with UX/UI designers and developers to implement your top quick wins and start planning for larger opportunities.





# Do you have a busy team with a big deadline?

Hiring in-house is a hassle, and we know you're busy. Let us do the work for you so you can make the most out of the upcoming year.

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# WORK WITH US



We work with busy e-commerce teams to enhance sites iteratively to optimize the user experience and conversion rates. We can serve as embedded Agile UX/UI designers and Product Managers for your development team or work on a project basis with your stakeholder team to solve specific challenges or tackle special projects.

## WE'VE BEEN TRUSTED BY

Small startups like AmiGo to large Fortune 500s like Intel. We work with B2B SaaS, E-commerce, and Education Tech companies to create cross-device user experiences that maximize engagement and conversion rates.

From an initial review of prior work completed to the partnership on the new experience design – the collaboration was everything I was hoping for. The team was able to quickly become an extension of our own – and the work product was amazing

**Mac Mirchandi**  
Chief Product Officer, HireRoad

Scenic West is a go-to expert and super talent in UX. Their artistry is balanced with a great sense of business, so they don't bring a one-sided perspective. The Scenic West team is extremely valuable in speculative, R&D-type work and they works great with very little input. Their ideas and approach have been invaluable to me - and been successful in multiple projects with my teams - not just one.

**Tamer Ali**  
Co-Founder, Authentic Learning Labs







# Thank You

Schedule a call:

<https://calendly.com/scenicwestdesign>

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