

Inside a Fashion Brand Conversion Audit.

A sample Fashion Brand Conversion Audit: six of the fourteen findings, the evidence behind each one, and the redesign direction that follows.

STORE TYPE

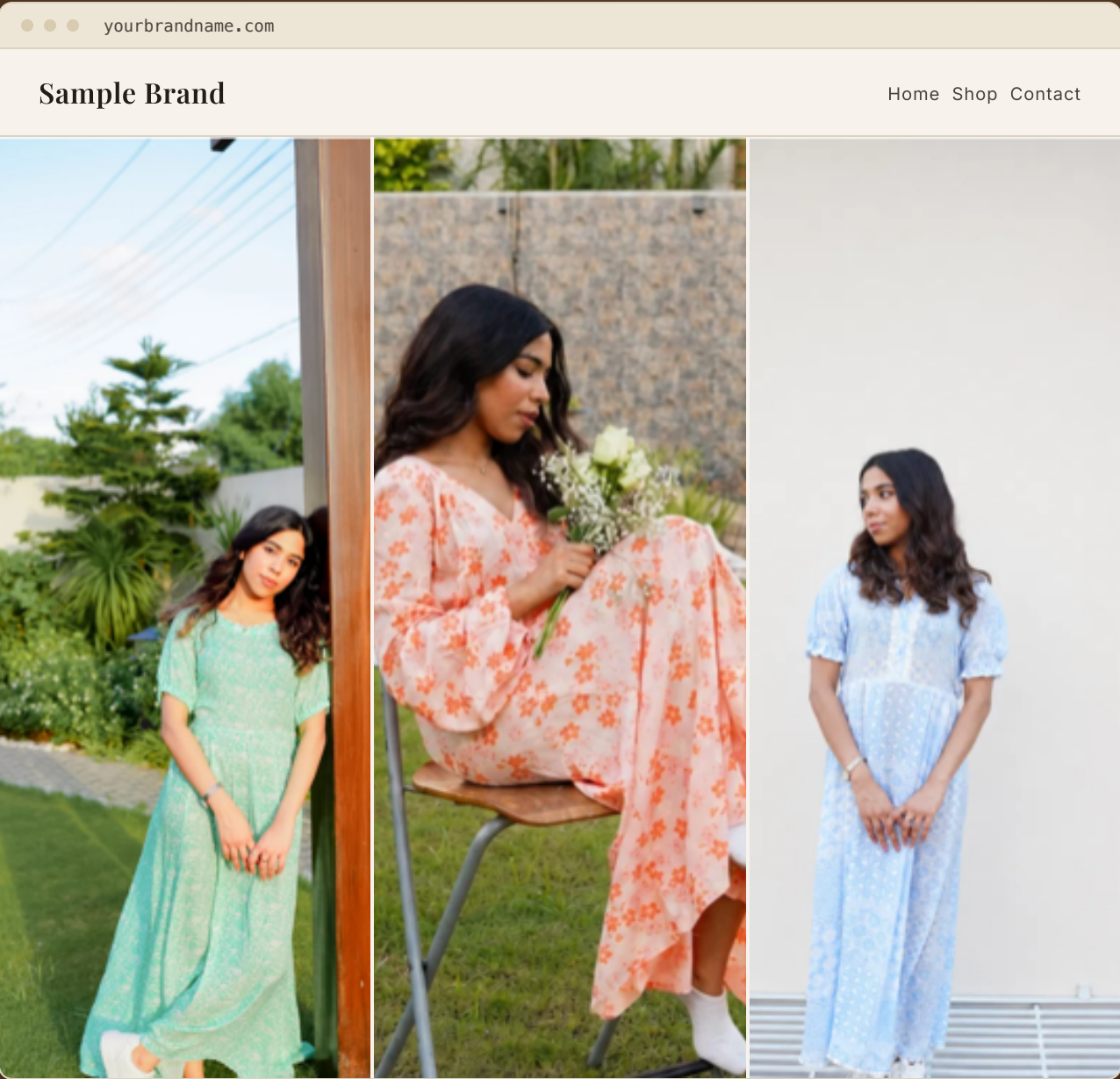
Small women's fashion brand

SCOPE

Full customer journey, desktop + mobile

THIS SAMPLE

6 of 14 total findings



HOW THIS SAMPLE WORKS

What this sample shows, and how to read it

WHAT THIS SAMPLE SHOWS

- Six Fix First findings, condensed from fourteen in total.
- Each finding with its evidence, reasoning and priority.
- Product names and exact pricing are shown as neutral labels (Style 1, Style 2...) and brand navigation is cropped out, so this sample can be shared publicly.

BEFORE / AFTER CONVENTION

- **BEFORE** is the current storefront.
- **AFTER** is Fashion Brand Lab's proposed redesigned state, never the live site.
- AFTER pages use placeholder pricing and a placeholder URL since they are proposed concepts.

EVIDENCE STATES USED

FIX FIRST

Directly observed, materially interferes with a buying task.

VERIFY BEFORE EDITING

The correct fix depends on a founder decision.

KEEP THIS

Strength to preserve while fixing something else.

THE CATALOG AT A
GLANCE



What the full audit inspected

The audit scans the full catalog, then inspects every materially different template and buying state, not a handful of representative pages.

HOMEPAGE & NAVIGATION Desktop and mobile, including the entry popup and mobile menu.	FULL CATALOG & PRODUCT PAGES Every product template, not a sample of "representative" PDPs.
FIT & SIZING Size guide, size selection, and how (or whether) fit data reaches checkout.	CART & CHECKOUT Silent-add and explicit-open cart states, checkout entry inspected, never completed.
TRUST & POLICY PAGES Shipping, returns, privacy and contact routes, checked for reachability and consistency.	ABOUT & BRAND PROOF Provenance, brand story, and whether claims are substantiated.
Interaction boundary on every audit: public routes only, one non-destructive add-to-cart, checkout opened and inspected but never completed. No purchase, no payment data entered.	

4 PRODUCT TEMPLATES INSPECTED IN FULL	2 DEVICES, DESKTOP AND MOBILE	1 NON-DESTRUCTIVE ADD-TO-CART, NO PURCHASE MADE	0 PAGES LEFT UNINSPECTED IN SCOPE
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A well-photographed catalog, let down by an incomplete purchase path

6

FIX FIRST

7

VERIFY BEFORE EDITING

10

KEEP THIS

12+

REDESIGN OPPORTUNITIES

THE CORE PROBLEM

- This store sells a small catalog of dresses through cohesive photography and a calm identity, then lets a shopper pay with **no size ever captured**.
- A measurement chart exists but is disconnected from cart and checkout entirely.
- No return or exchange policy exists anywhere on the site, compounding the sizing gap with no stated safety net.

WHAT'S ALREADY WORKING

- Photography is consistent and brand-owned, not stock imagery.
- Free shipping, guest checkout and multiple payment methods all resolve cleanly.
- Checkout itself is honest: no dark patterns, no fake timers, no pre-checked add-ons.

THIS SAMPLE COVERS THE 6 FIX FIRST FINDINGS. THE FULL AUDIT ALSO DOCUMENTS VERIFY, KEEP THIS AND REDESIGN OPPORTUNITY ITEMS IN EQUAL DEPTH.



No size can be selected anywhere in the purchase path

● BEFORE, LIVE



Size Chart

- 1 +

Add to cart

Buy it now

A soft long dress in a refreshing mint green floral print, designed with a relaxed silhouette and graceful flow. Light, feminine, and easy to wear, it brings everyday comfort together with a quietly romantic feel.

Made for brunches, garden days, casual dinners, and slow

"Size Chart" opens a reference page; quantity and Add to cart are the only controls. Identical structure confirmed across the catalog.

NAME/PRICE MASKED

OBSERVED

- Cart and checkout confirmed too: an order can be completed with a size never captured.
- A multi-tier body/garment chart exists on its own page, disconnected from buying.

WHY IT MATTERS

- Highest-proximity fit-confidence failure possible: payment completes with no fulfillable size.
- The chart's presence signals sizes exist, making the buy-box gap read as broken, not intentional.

CHANGE

- Make size capture mandatory before Add to cart and Buy it now, on every product.
- Exact form depends on one founder decision: stocked sizes vs. made-to-order. The full audit shows both proposed directions.

yourbrand.com/products/style-1

PROPOSED, NOT LIVE

SIZE

XS

S

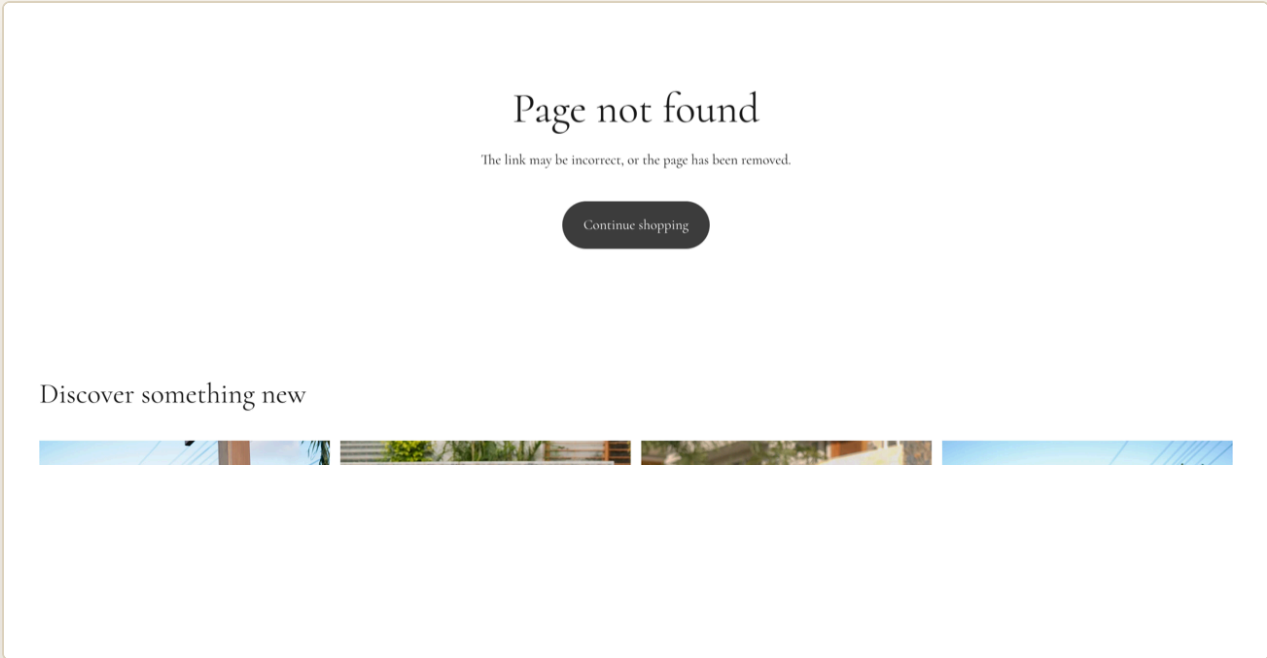
M

ADD TO CART

After, proposed direction: a required size selector before Add to cart, sizes with zero inventory greyed out rather than hidden. The full audit shows a second proposed direction for a made-to-order model, since which one is correct depends on a founder decision this sample can't make.

No return or exchange policy exists anywhere on the site

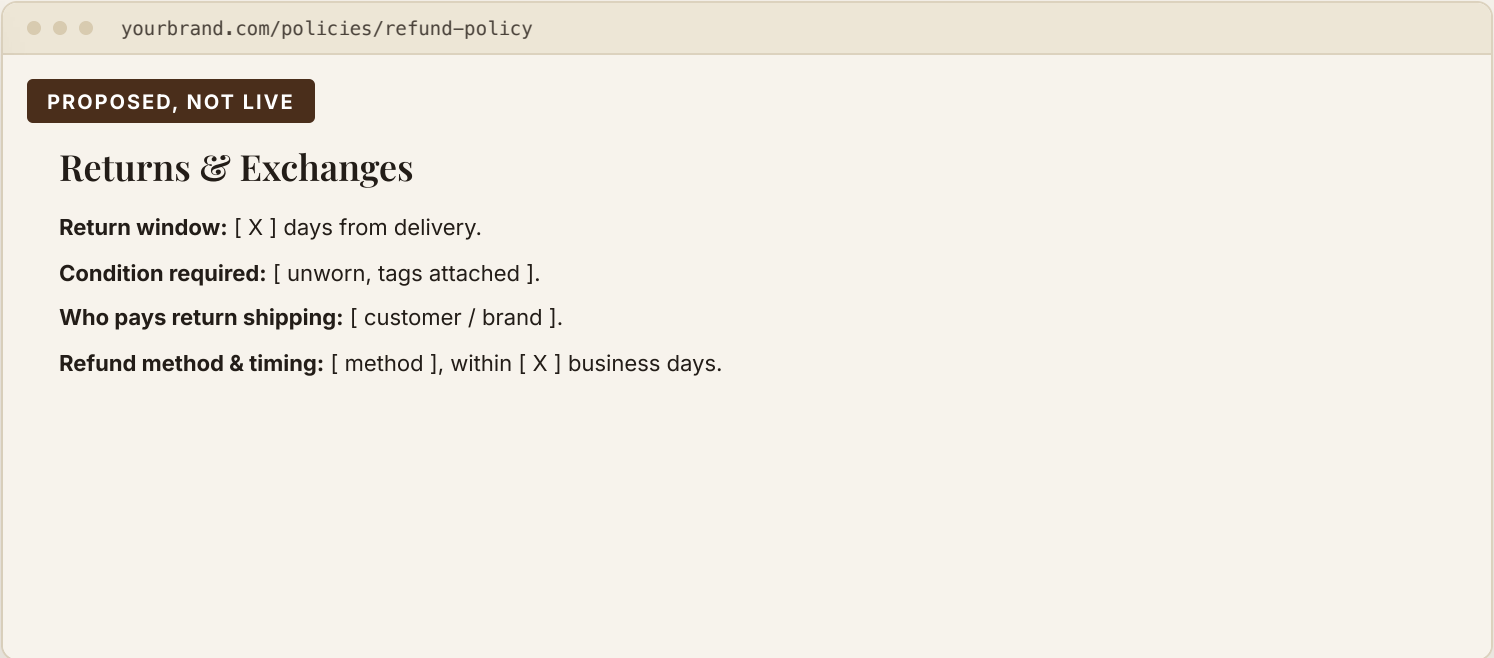
● BEFORE, LIVE



The standard refund-policy route returns a "Page not found" error. Footer lists only a shipping policy and a privacy policy.

- Compounds Finding 1: a shopper buying sight-unseen, unable to specify size, has no stated safety net either.

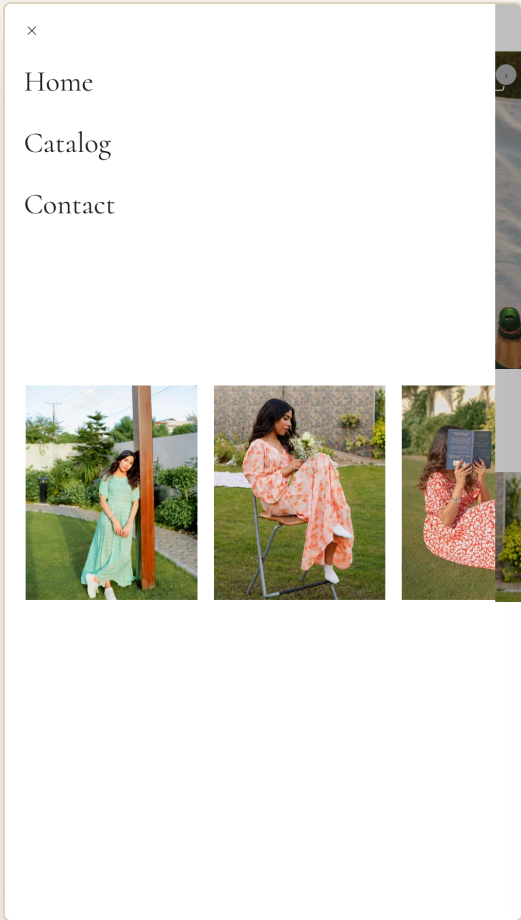
● AFTER, PROPOSED STRUCTURE, NOT PROPOSED TERMS



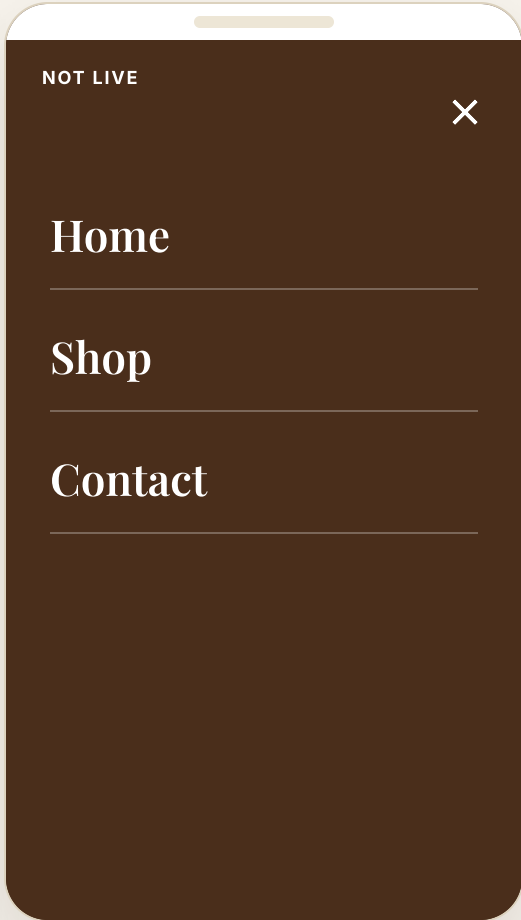
- Change: publish defined terms, then link from footer, every product page, and checkout. Terms are a founder decision, the structure is not.

The mobile menu doesn't cover the screen it opens on

BEFORE, LIVE



AFTER, PROPOSED



OBSERVED

Homepage content (hero photo, product cards) visibly bleeds through beside and beneath the open menu. This is the first interaction most mobile visitors make.

CHANGE: OUTCOME, NOT A CODE DIAGNOSIS

The drawer must cover the full viewport with a single opaque focus and zero visible bleed-through. Whether the fix is a width, z-index, scrim, or theme-JS change is for the developer to determine after opening the theme code.

A product is described in one colour, and sold as another



Size Chart

- 1 +

Add to cart

Buy it now

A radiant long dress in a scarlet red floral print, designed for warmth, confidence, and effortless femininity. The gentle puff sleeves add softness to the silhouette, while the lightweight Arabic lawn keeps it breathable and easy to wear.

Made for daytime gatherings, summer dinners, and moments that

Body copy reads "a radiant long dress in a scarlet red floral print." The product's own colour bullet, elsewhere on the same page, states "Colour: Peach." A different product in the catalog is the red one.

NAME/PRICE MASKED

OBSERVED

- Body copy names one colour; the colour bullet two lines below names another.

WHY IT MATTERS

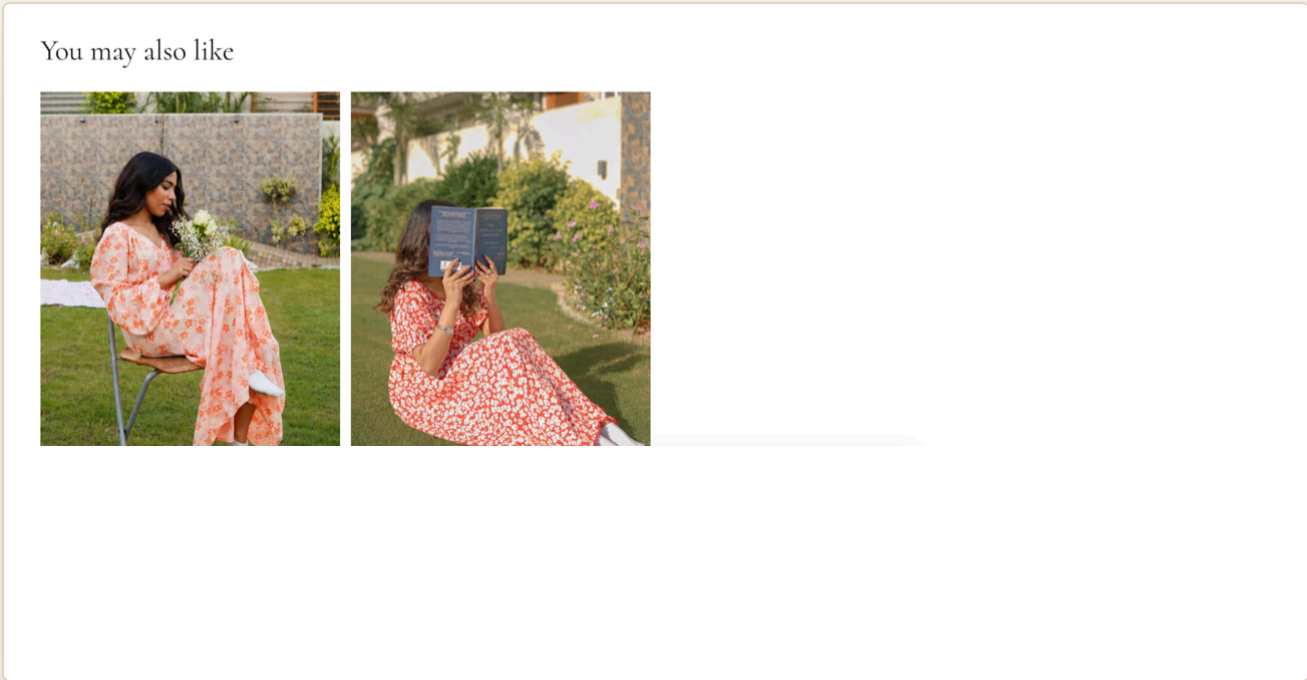
- Direct factual contradiction at the exact point a shopper is deciding on colour.

CHANGE

- Correct the copy to match the colour bullet. Do not rewrite the rest of the description to inflate scope.

"You may also like" never finishes loading, on every product page

BEFORE, LIVE



Accessibility tree confirms a literal unresolved "Loading product recommendations" state, reproduced across the catalog.

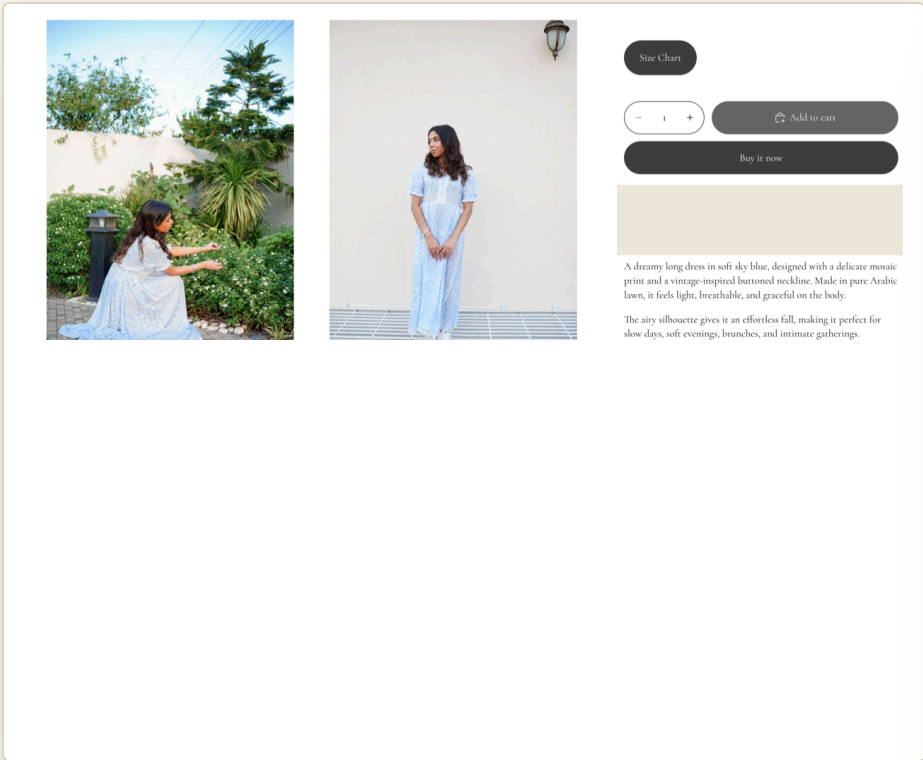
Why it matters & change: a dead component sits at the end of every product page, reading as an unfinished storefront. Fix the underlying app or block, or, for a small catalog, replace it with a simple static cross-sell using products already on the site. It cannot get stuck loading.

AFTER, PROPOSED: A STATIC CROSS-SELL THAT CANNOT BREAK



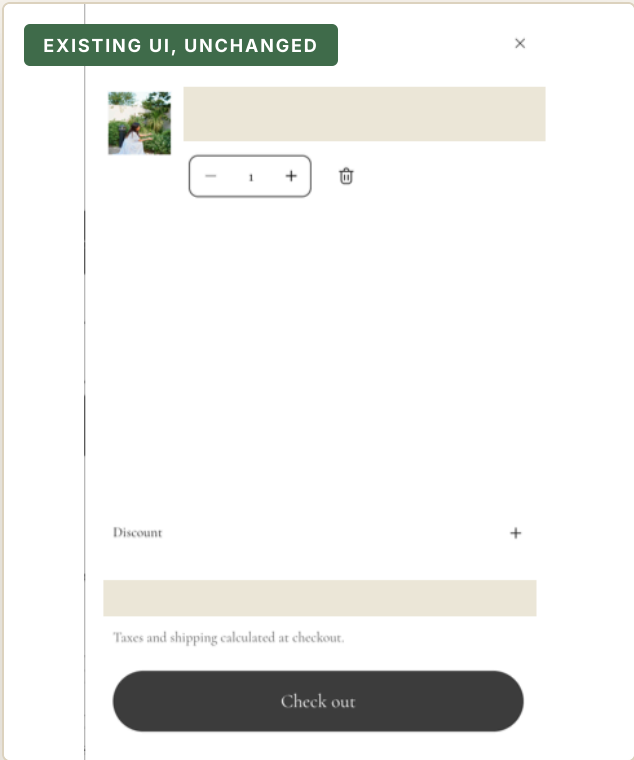
Add to Cart gives insufficient visible confirmation

BEFORE: SILENT ADD



State updates silently. The shopper must notice the cart-count change or open the cart manually. NAME/PRICE MASKED

CURRENT DRAWER, KEEP THIS



This drawer already exists and already looks right when opened manually. ITEM/PRICE MASKED

TARGET BEHAVIOR

Open this same drawer automatically after a successful Add to Cart, instead of requiring the shopper to notice the count change and open it themselves.

WHAT THIS IS, AND ISN'T

- A change to the interaction trigger, not a redesign of the drawer.
- An acceptable alternative is a clear success toast, if auto-opening isn't preferred.

Strengths: preserve these while fixing everything above

Every audit looks for what's working, not only what's broken.

- Cohesive outdoor lifestyle photography, not stock imagery.
- Consistent cream, black and serif brand identity.
- Simple, small-catalog findability: nothing is hard to locate.
- Clear, visible pricing throughout.
- Free-shipping messaging that resolves consistently through checkout.
- Guest checkout works.
- Multiple working payment paths, confirmed in checkout.
- Model measurement information already present on product pages.
- Uncluttered cart and checkout: no fake timers, no pre-checked add-ons, no dark patterns.
- Size-guide data exists; the fix is presentation and connection, not rebuilding it.

THIS IS THE STRENGTH
WORTH PROTECTING
WHILE EVERYTHING
ABOVE GETS FIXED



What to do, in order

The full engagement pairs this roadmap with a separate, row-by-row implementation checklist: URL, device, owner, effort, and what to verify after each change.

DO FIRST	VERIFY BEFORE EDITING	EVIDENCE & EXPERIENCE UPGRADES
1. Resolve sizing model; make sizing impossible to bypass. 2. Define and publish returns and exchanges. 3. Repair mobile navigation. 4. Correct product colour/copy contradiction. 5. Repair or remove broken recommendations. 6. Add clear Add-to-Cart confirmation.	7 items in the full audit depend on a founder decision before they can be safely rewritten: fulfilment model, shipping/COD wording, support-channel references, and marketing claims that need to be substantiated before they're kept or removed.	12+ redesign opportunities in the full audit cover the homepage sequence, product grid, product-page hierarchy, mobile layout and brand-provenance trust, each treated as a hypothesis to test, not a proven defect.

Why this order: Fix First items sit on the critical path to a completed sale, so they come before anything cosmetic. Verify items are blocked on a founder decision, not effort, so they're sequenced by who needs to answer, not how hard they are to build. Redesign opportunities come last because they improve a purchase path that, at this point, actually works.

The full audit includes a separate implementation checklist

Every actionable item in the full checklist carries what was observed, why it matters, the exact change, who owns it, effort level, and what to verify afterward. A short sample:

#	PRIORITY	ITEM	OWNER	EFFORT	VERIFY AFTER
1	FIX FIRST	Require size selection before Add to cart	Developer	Medium	Order cannot be placed without a size on any product
2	FIX FIRST	Publish returns & exchanges policy	Founder	Low	Policy reachable from footer, PDP, and checkout
3	FIX FIRST	Repair mobile menu, full-viewport, zero bleed-through	Developer	Low	Retested on 2 physical device widths
4	VERIFY	Confirm fulfilment model before implementing sizing	Founder	–	Decision recorded before dev work starts
5	KEEP	Cart drawer UI: no changes needed	–	–	Confirm auto-open trigger doesn't alter drawer styling

The full checklist runs to every Fix First, Verify, Clean-up and Redesign item, roughly 25 to 30 rows for a small catalog.

Buyer psychology for women's fashion brands

The Fashion Brand Conversion Audit applies this same evidence-first, buyer-psychology methodology to your own store: full-catalog scan, annotated visual findings, redesign direction, and a prioritized implementation checklist.

PRICE	DELIVERY	HANDLE
\$450	5 business days after you book	@fashionbrandlab_