

Sample Implementation Checklist

A condensed sample of the row-by-row checklist that accompanies every Fashion Brand Conversion Audit. The full deliverable runs to every Fix First, Verify, Clean-up and Redesign item identified, typically 25 to 30 rows for a small catalog.

FORMAT	ROWS SHOWN
Companion to the visual audit PDF	10 of ~25–30

SAMPLE ROWS

Every actionable item carries the same 6 fields

Observed, why it matters, the exact change, who owns it, effort level, and what to verify afterward. Shown here as columns for scannability.

#	PRIORITY	ITEM	OWNER	EFFORT	VERIFY AFTER
1	FIX FIRST	Require size selection before Add to cart, every product	Developer	Medium	Order cannot be placed without a size, tested on all templates
2	FIX FIRST	Publish returns & exchanges policy	Founder	Low	Reachable from footer, product page, and checkout
3	FIX FIRST	Repair mobile menu: full-viewport, zero bleed-through	Developer	Low	Retested on 2 physical device widths
4	FIX FIRST	Correct product colour/copy contradiction	Founder	Low	Copy matches the colour bullet
5	FIX FIRST	Repair or remove broken "You may also like" block	Developer	Medium	Loads or resolves on every product page, no stuck state
6	FIX FIRST	Add visible Add-to-Cart confirmation	Developer	Low	Confirmation visible without shopper opening cart manually
7	VERIFY	Confirm fulfilment model before implementing sizing	Founder	–	Decision recorded before dev work starts
8	VERIFY	Confirm shipping/COD wording matches checkout behavior	Founder	–	Policy copy matches live checkout options
9	CLEAN UP	Consolidate duplicate contact routes	Founder	Low	One canonical page, footer and nav both point to it
10	KEEP	Cart drawer UI: no visual changes needed	–	–	Confirm auto-open trigger doesn't alter drawer styling

This sample shows 10 of the roughly 25 to 30 rows in a full engagement's checklist. The full deliverable is specific to each store.