

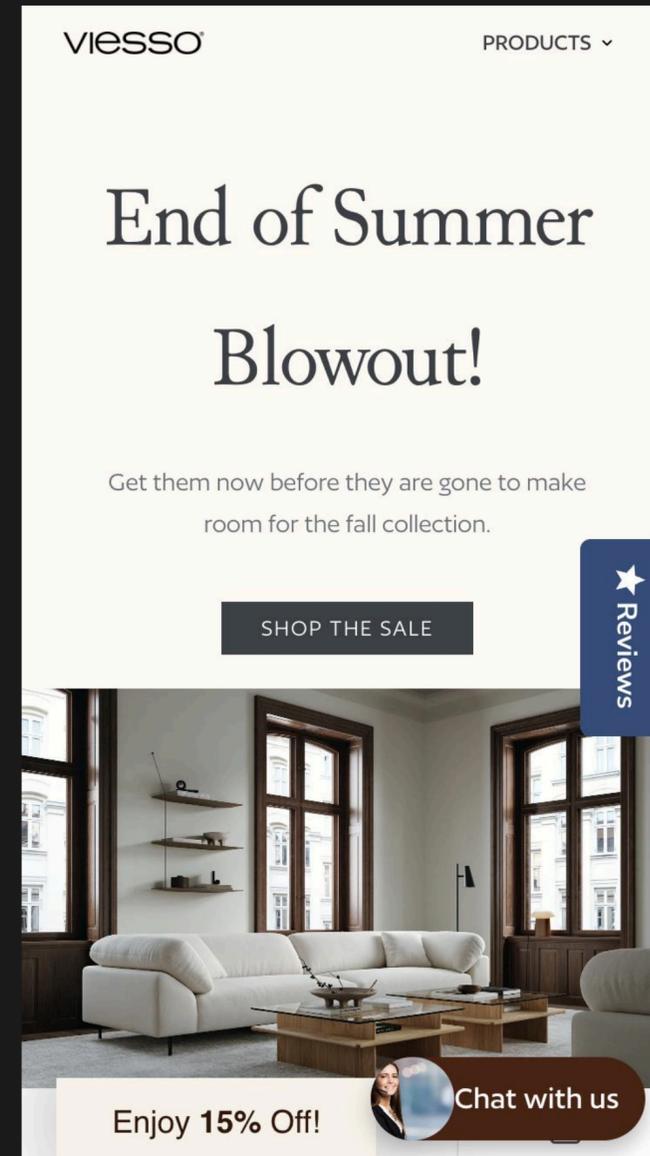
# Addison

applications

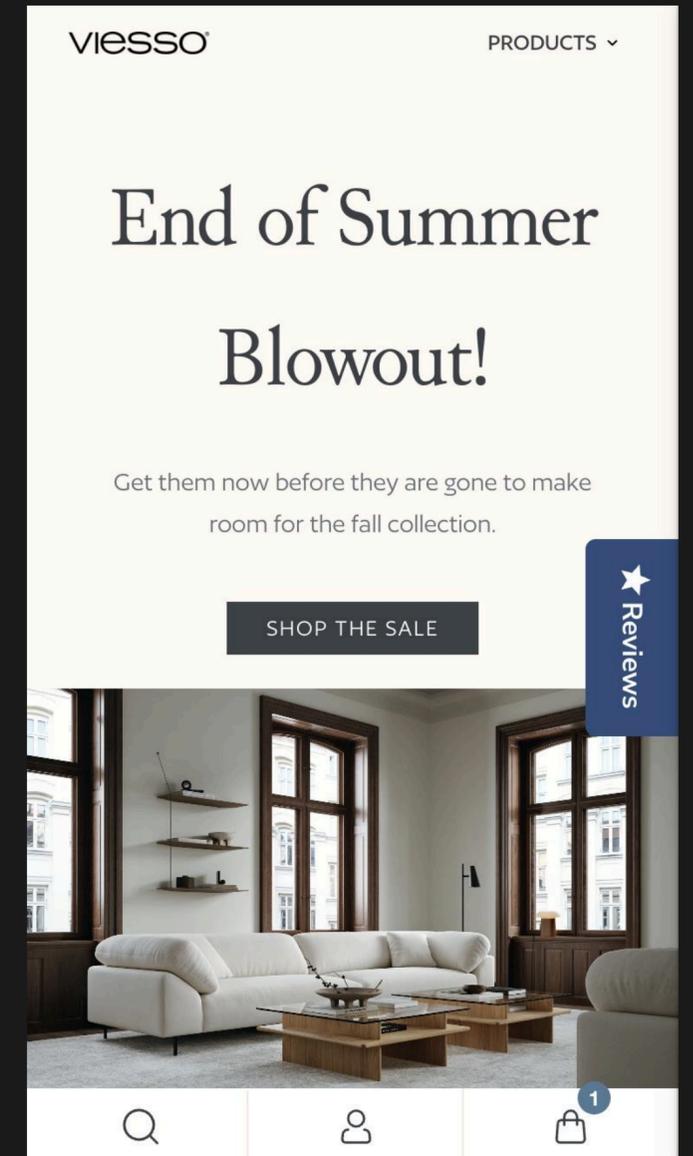
VIESSO® | CRO Audit

## Move the location of the Chat "Bubble"

The menu/cart is being covered on mobile by the chat bubble which makes it difficult for mobile users to checkout. Remove these widgets or relocate them above the menu/cart.



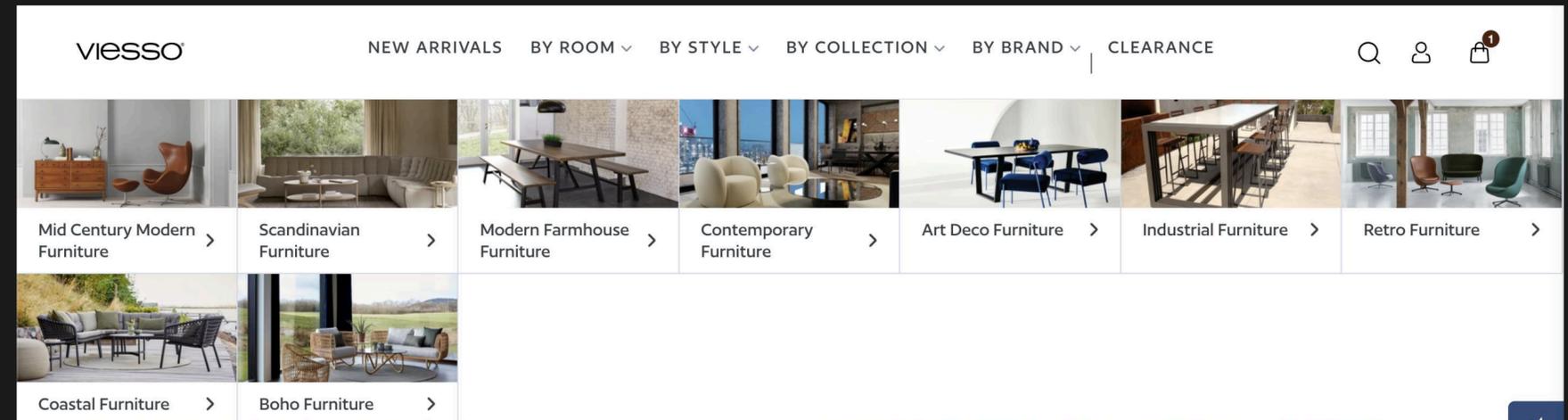
Original



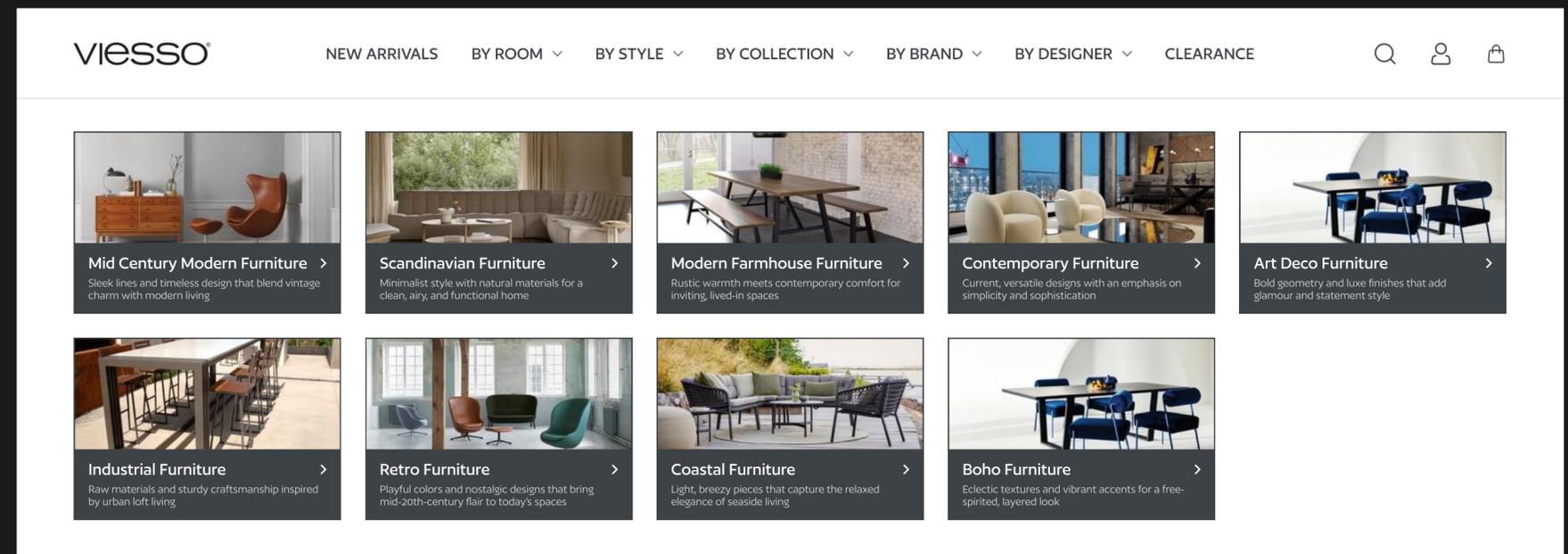
Version 1

Offer a description of each furniture style when a user uses the nav menu for style.

Provide a short description or “blurb” for each style to guide customers unfamiliar with design terminology.



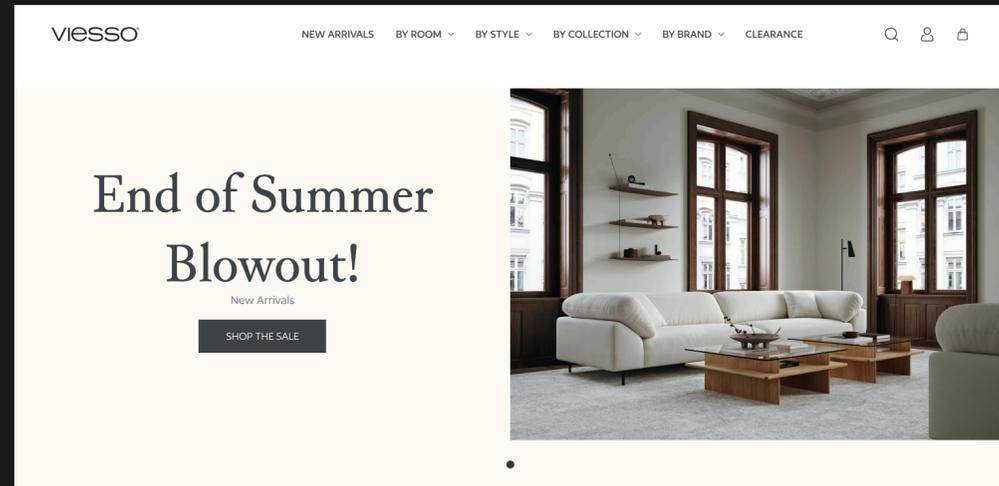
Original



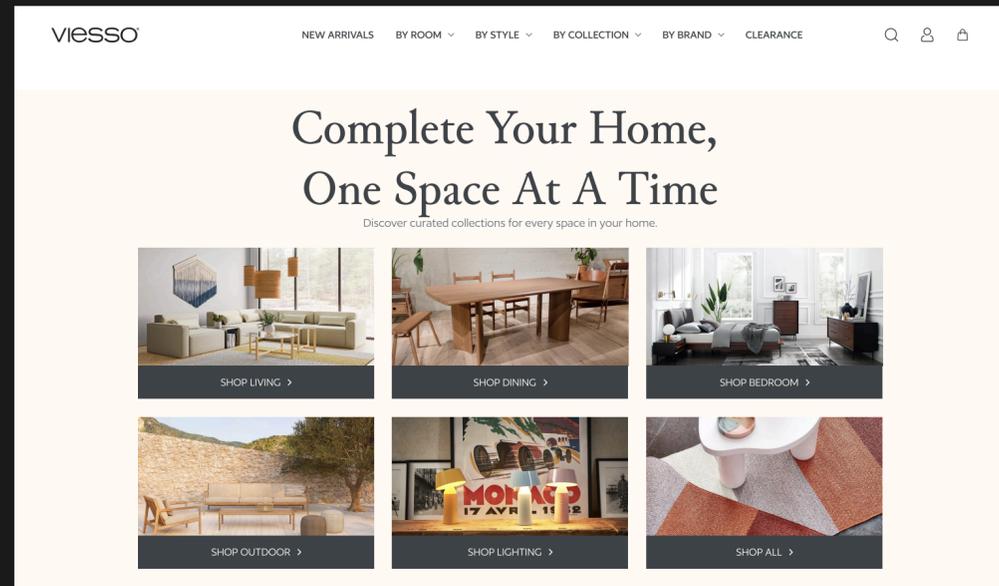
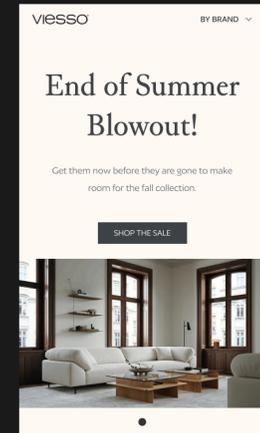
Version 1

## Test Hero Category Sorting

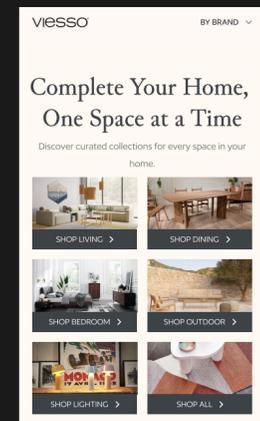
Try a “Shop by Room, Style, Collection, or Brand” hero to get users exploring faster.



Original

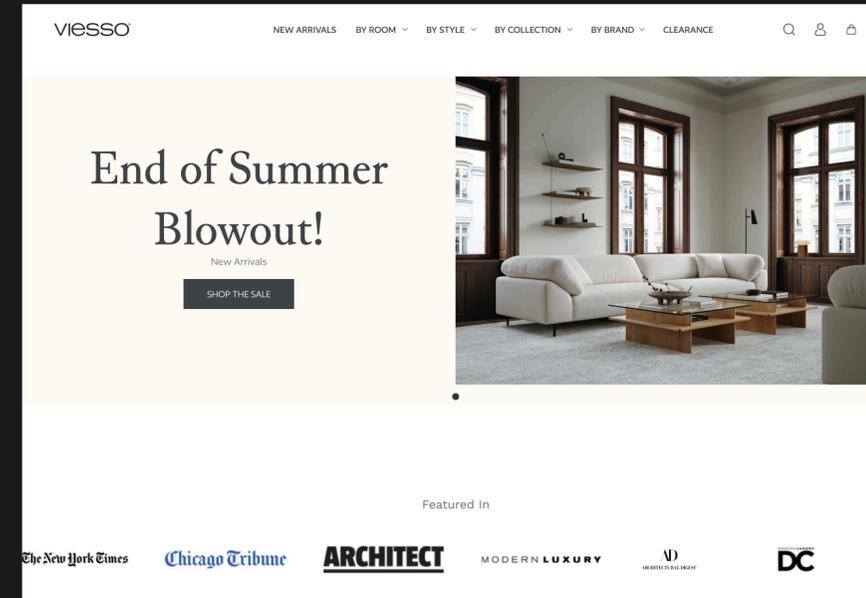


Version 1

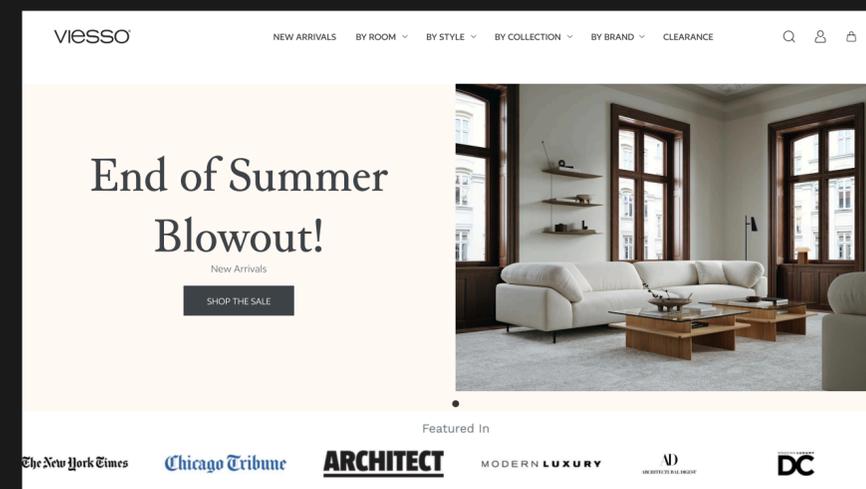
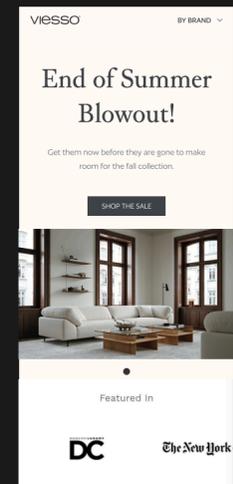


## Move Credibility Bar Higher

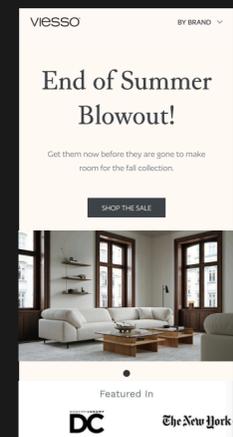
Currently, there is a large amount of white space between the hero and the credibility bar. Removing this extra padding will help free up key “real estate” and may increase the impact of the credibility bar.



Original

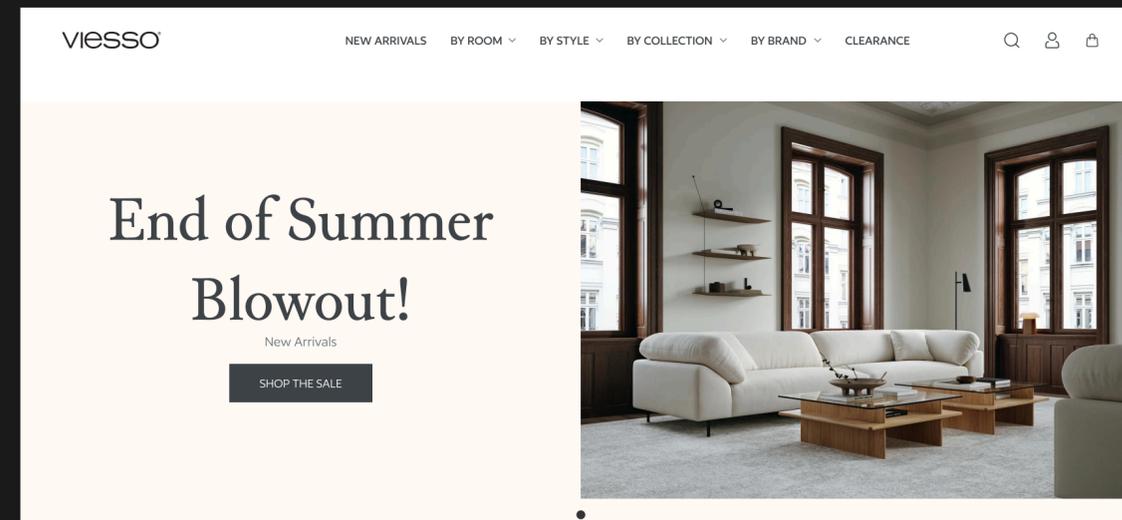


Version 1

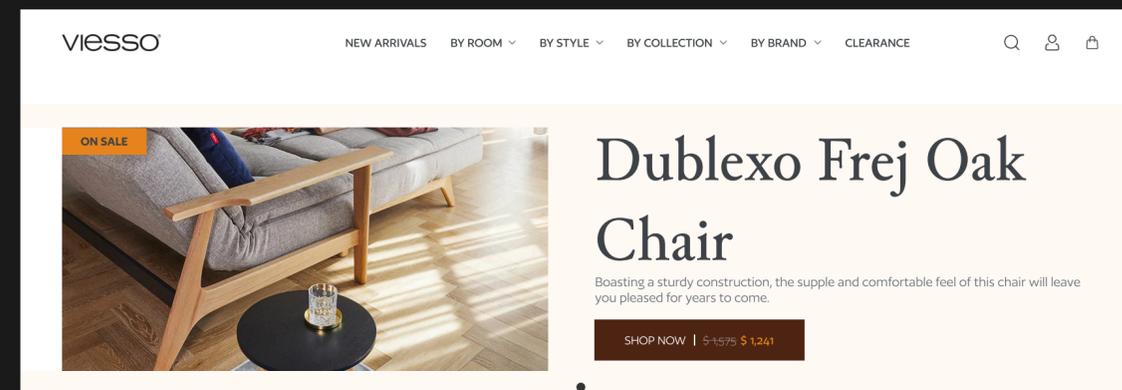
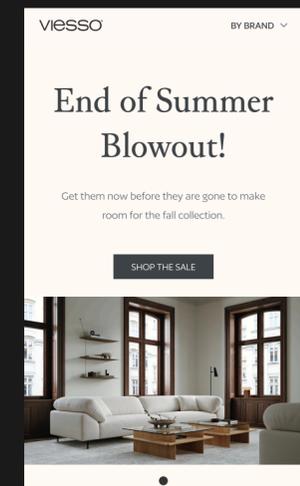


## Hero with a Featured Brand or Product

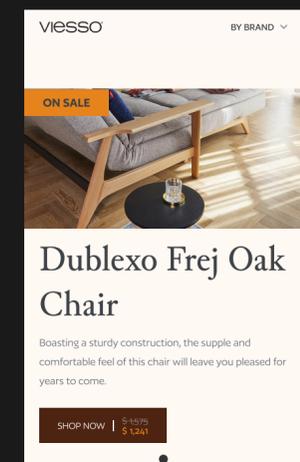
Consider testing a version of the hero that is focused on a key brand or product on the homepage. That might help first time visitors quickly understand what type of products that can get from Viesso.



Original

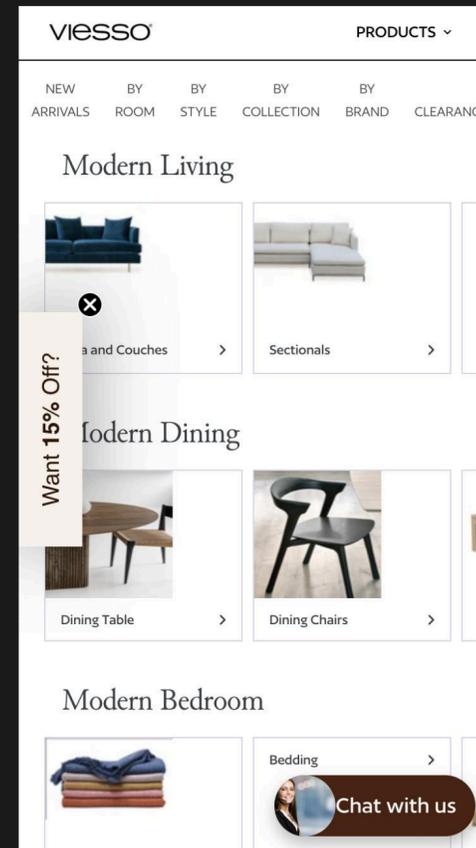


Version 1

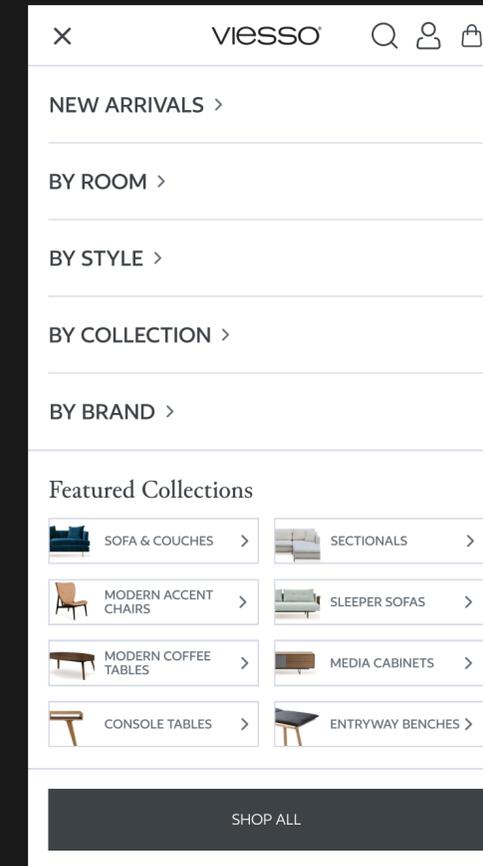


## Simplify Mobile Navigation

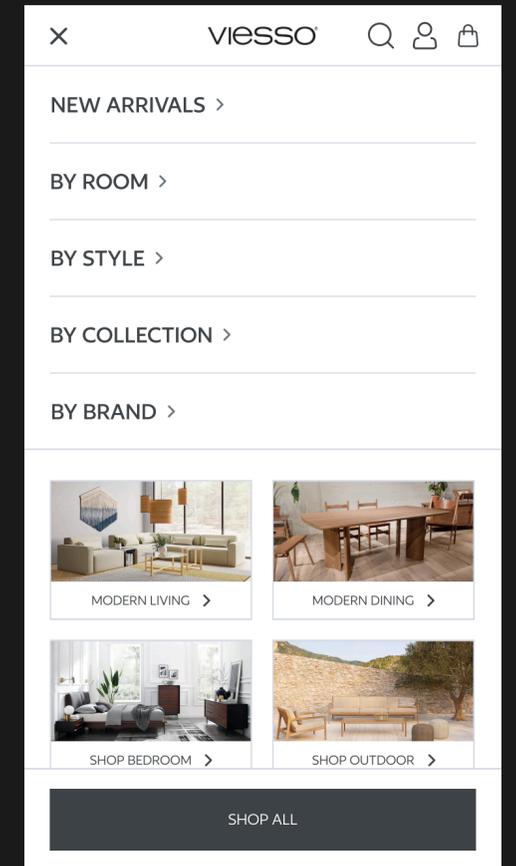
Mobile nav feels oversized; a nested menu would make it easier to find categories beyond living room.



Original



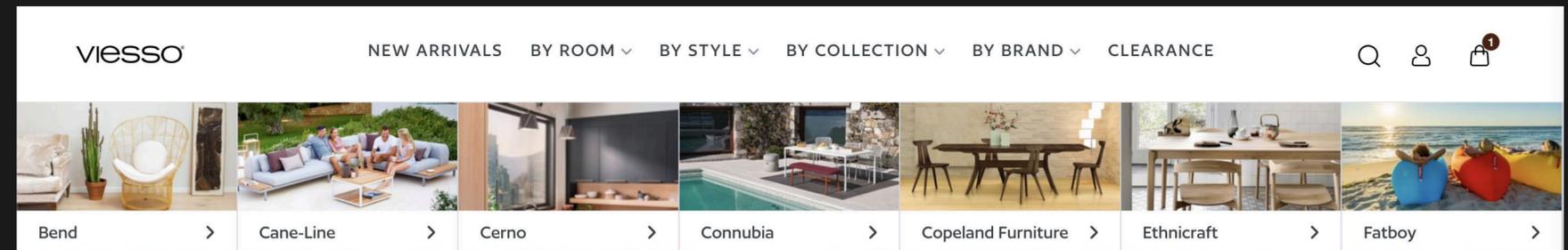
Version 1



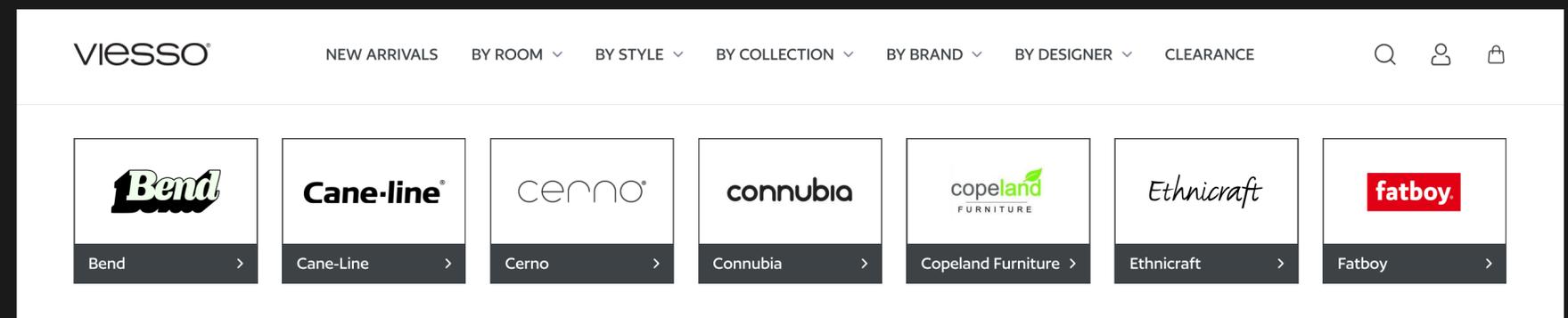
Version 2

## Add Brand Logos in Brand Navigation

Using logos in “Shop by Brand” could make browsing faster and more engaging.



Original



Version 1

## Curated Furniture Sets

Explore offering pre-designed sets curated by interior designers (e.g., table with chairs, or full living rooms) to simplify decision-making.

The screenshot displays the Viesso website's 'Amelia Grant Collection' page. At the top, a navigation bar includes the Viesso logo and menu items: NEW ARRIVALS, BY ROOM, BY STYLE, BY COLLECTION, BY BRAND, BY DESIGNER, and CLEARANCE. A search, user, and cart icon are also present. Below the navigation, a breadcrumb trail reads 'HOME / CURATED COLLECTIONS'. The main heading is 'Amelia Grant Collection'. A sub-headline describes Amelia Grant as a Los Angeles-based interior designer. To the right is a photograph of Amelia Grant, an interior designer, smiling and holding a paintbrush and color swatches. Below the text, there are filters for 'FILTER BY: All products' and 'SORT BY: Best selling'. The product grid shows four items: Rebecca Swivel Round Armchair (\$1,247.00), Azara Cube Coffee Table (\$1,619.00), Karin Woven Plastic Rug (\$154.00), and Santorini Floor Lamp (\$1,447.00).

VIESSO

NEW ARRIVALS BY ROOM BY STYLE BY COLLECTION BY BRAND BY DESIGNER CLEARANCE

HOME / CURATED COLLECTIONS

# Amelia Grant Collection

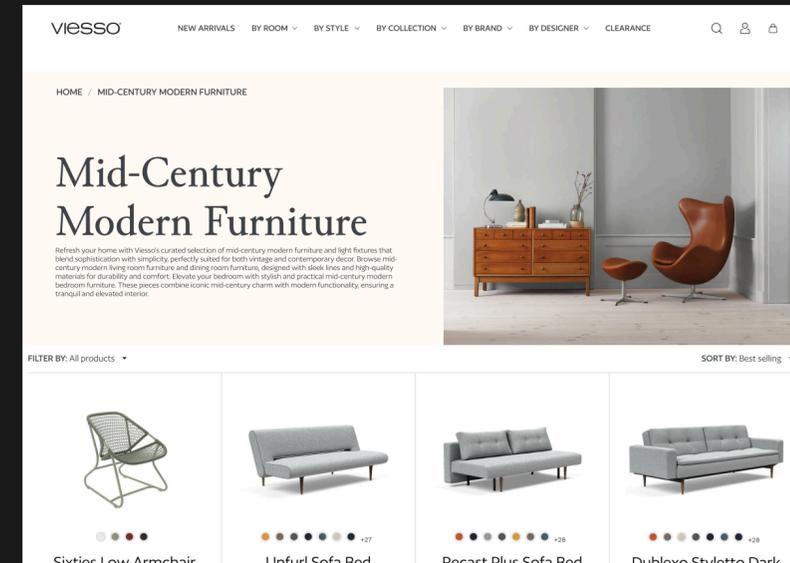
Amelia Grant is a Los Angeles-based interior designer known for her modern yet timeless approach to home styling. With over a decade of experience blending clean architectural lines with warm, livable spaces, Amelia curates collections that make high-end design feel accessible. Her Viesso collection highlights harmonious combinations of dining tables, chairs, and living room ensembles—each piece selected to complement the others and create a balanced, inviting home environment.

FILTER BY: All products SORT BY: Best selling

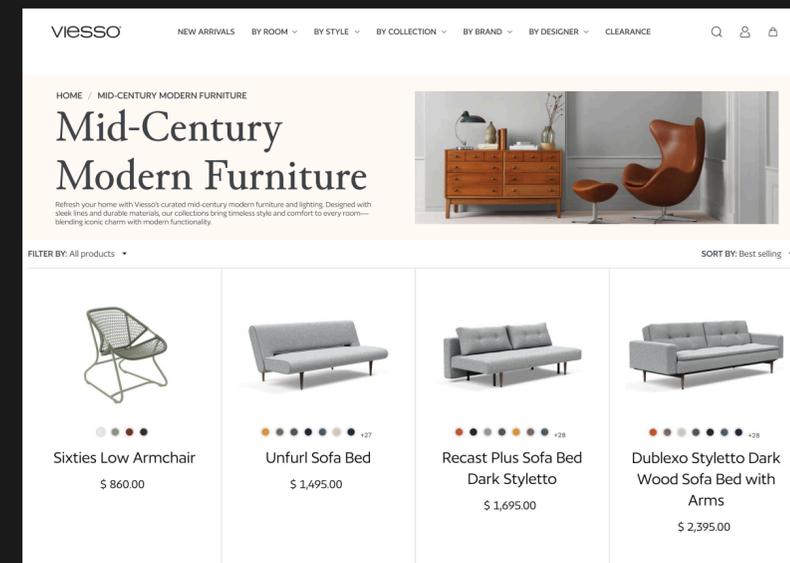
- Rebecca Swivel Round Armchair \$ 1,247.00
- Azara Cube Coffee Table \$ 1,619.00
- Karin Woven Plastic Rug \$ 154.00
- Santorini Floor Lamp \$ 1,447.00

## Reduce Hero Space Overhead

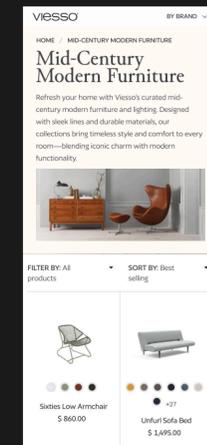
Test combining hero images with text or removing the hero space to maximize product visibility on the collections page.



Original

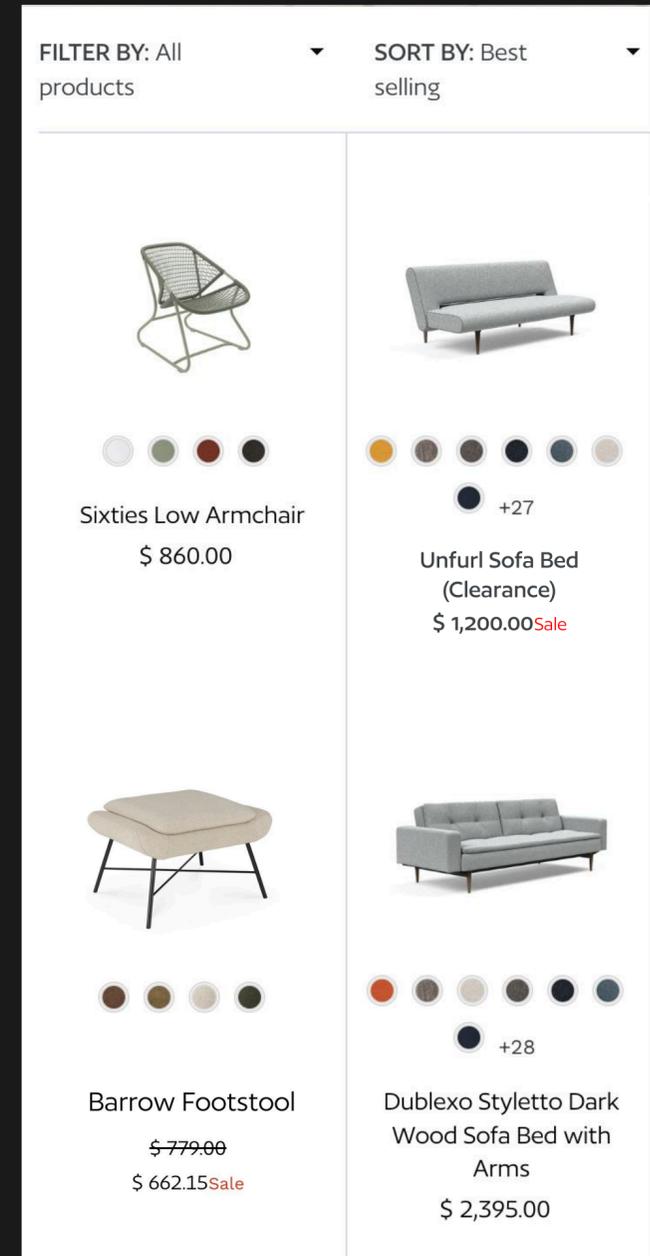


Version 1

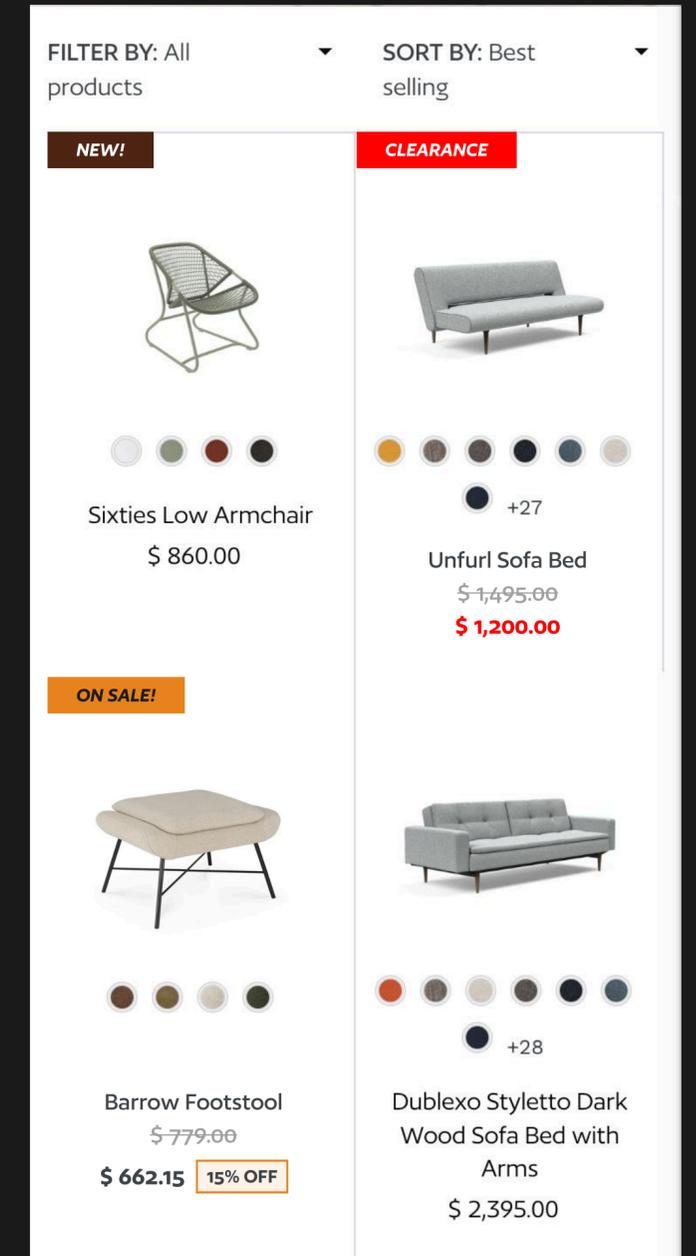


## Use Strikethroughs and Tags

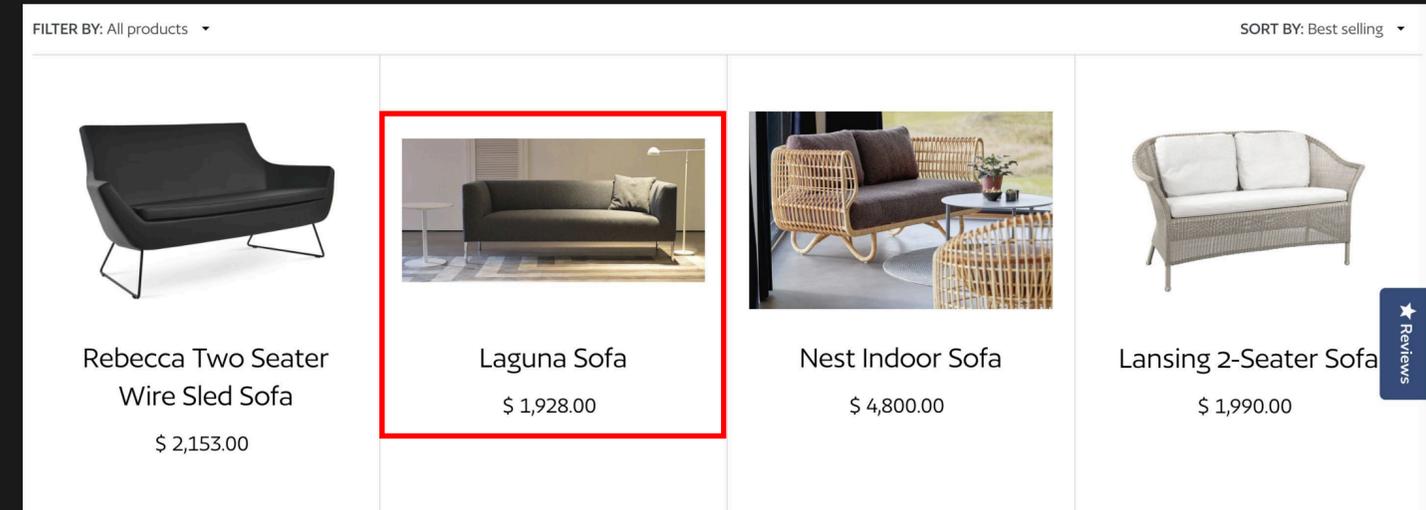
Add sale, new, best seller, or exclusive tags to highlight product value on collection pages.



Original

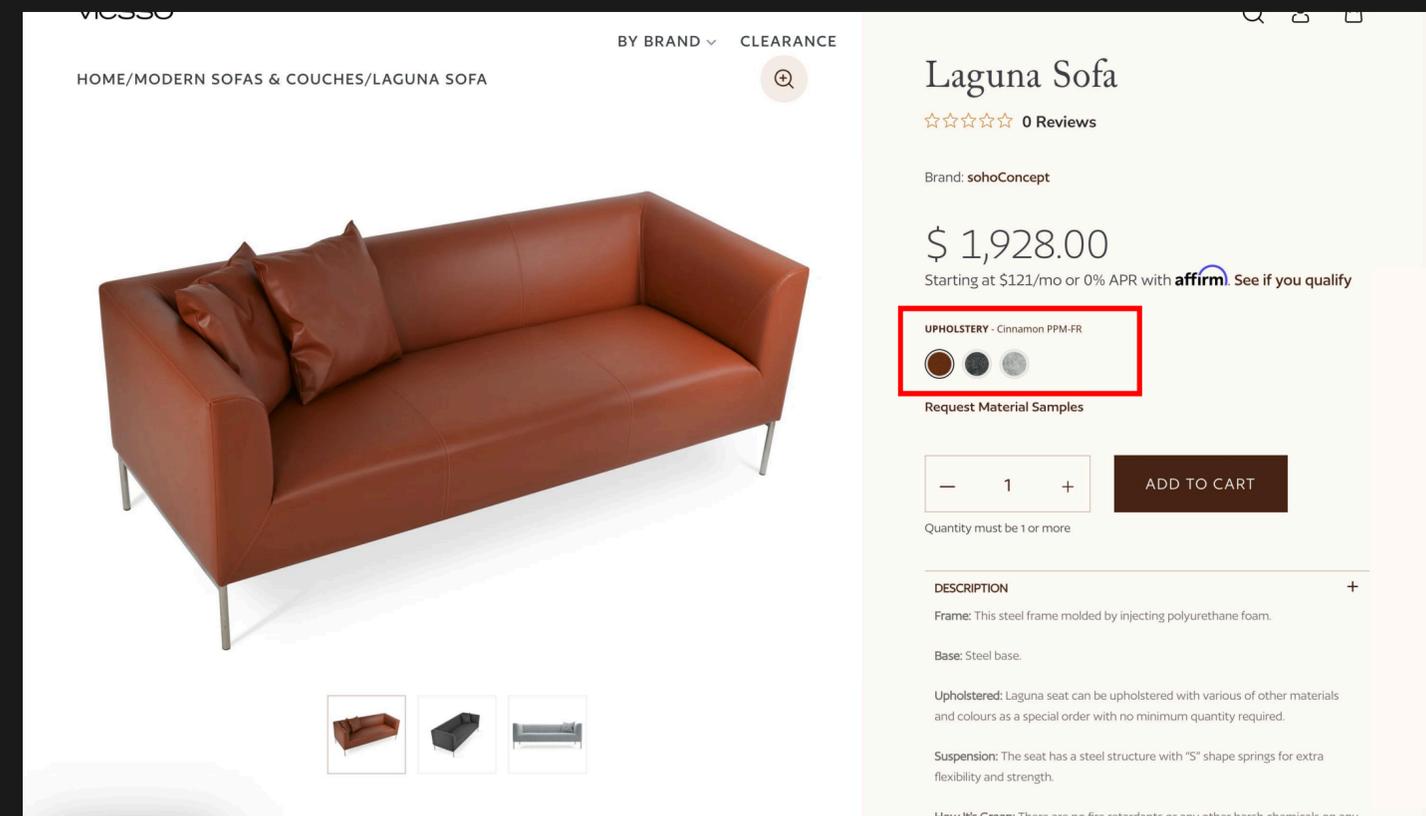


Version 1



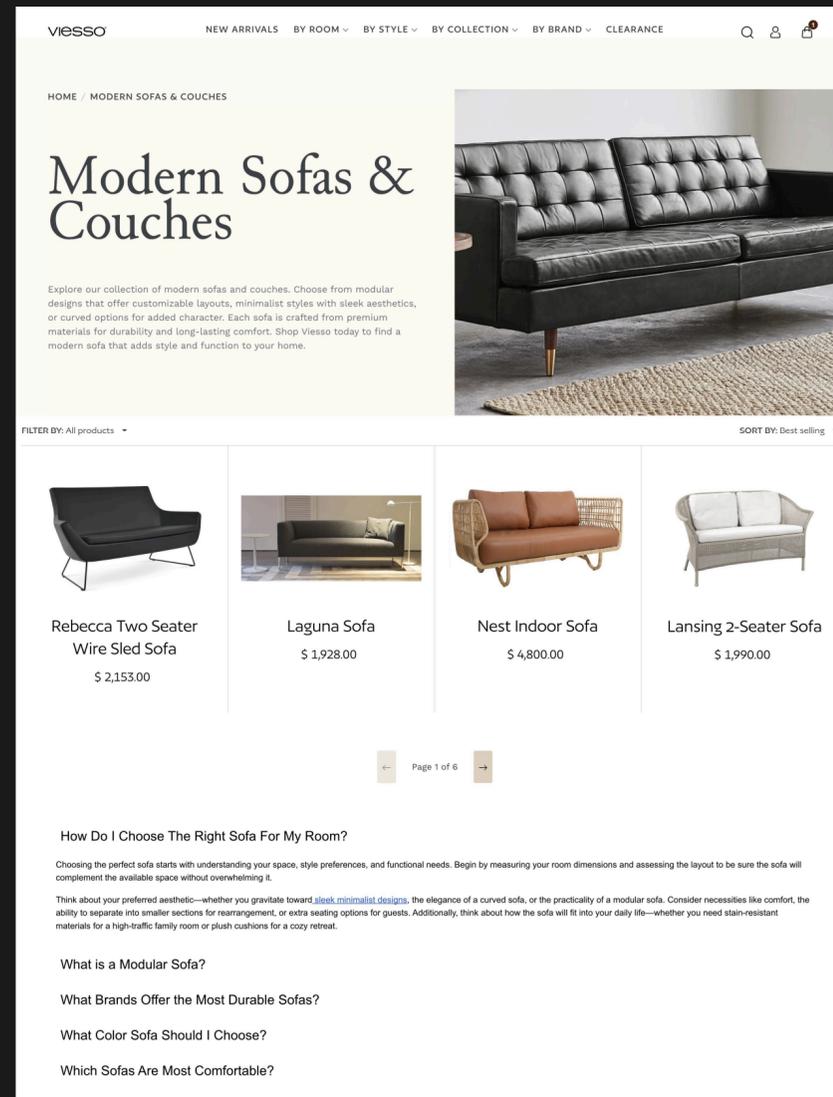
## Fix Color Option Consistency

Ensure color swatches appear consistently and update images when selected.

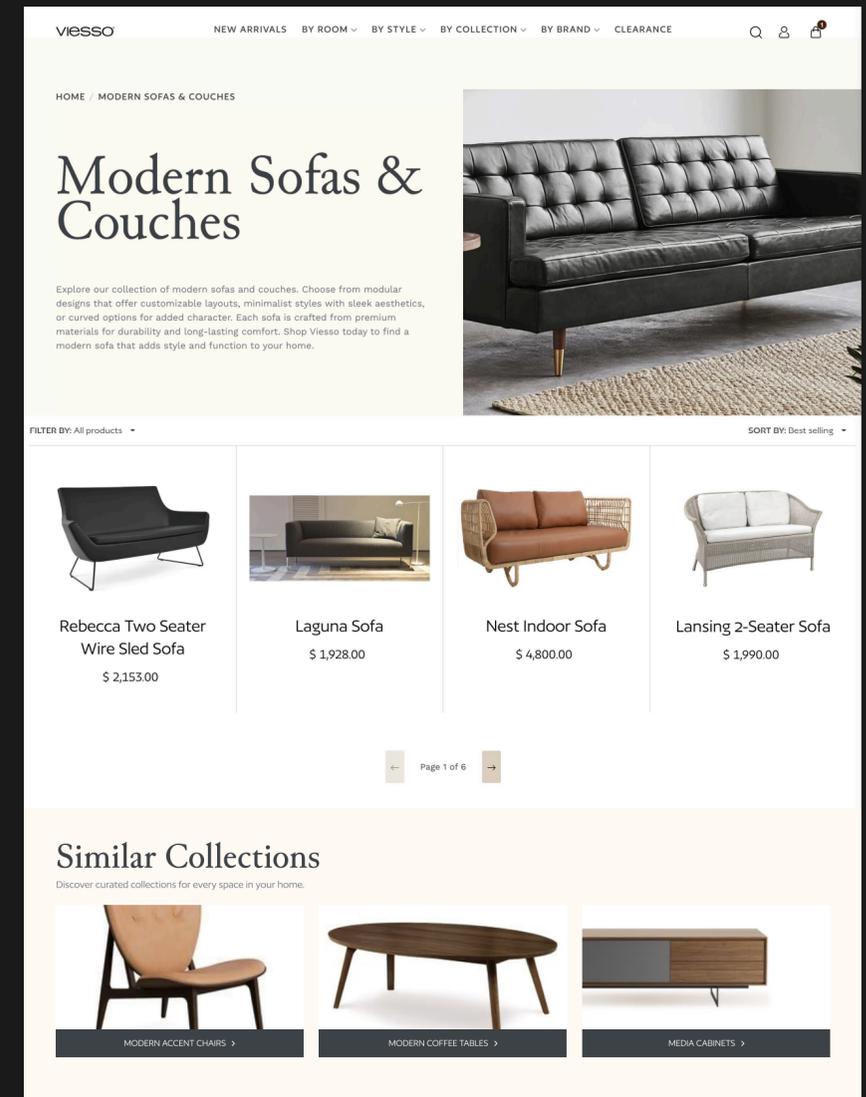


## Easier Related Collection Switching

Add links between related collections (e.g., dining tables → dining chairs) for smoother browsing.



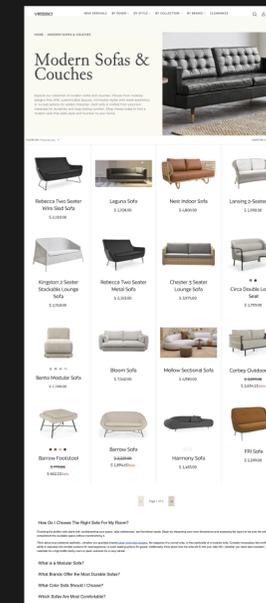
Original



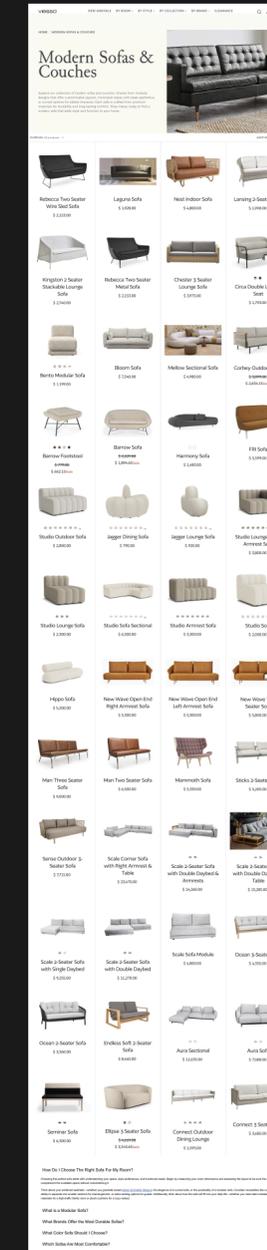
Version 1

## Lazy Load vs. Pagination

Test lazy loading or clearer pagination to ensure customers don't miss products.



Original



Version 1

## Bookmark or Compare Options

Allow users to save and compare items to create a shortlist during decision-making.

### Compare Similar Styles

See how this piece stacks up against other designs to find the perfect fit for your home.



#### BOK DINING CHAIR

##### DESCRIPTION

Designed by Alain van Havre. Its appealing light look and solid construction are key elements of the success

COLORS

MATERIAL Solid Oak Wood

PRICE \$ 781.15

ADD TO CART



#### ALEK CHAIR

##### DESCRIPTION

The seat and backrest are also customisable with a rich collection of fabrics that offer different textures and colours that would suit best with the characteristics of the space.

COLORS

MATERIAL Solid wood frame

PRICE \$ 985.50

ADD TO CART



#### BUFFALO DINING CHAIR

##### DESCRIPTION

Buffalo is the latest edition to the family of dining chairs based on the proven NY11 frame.

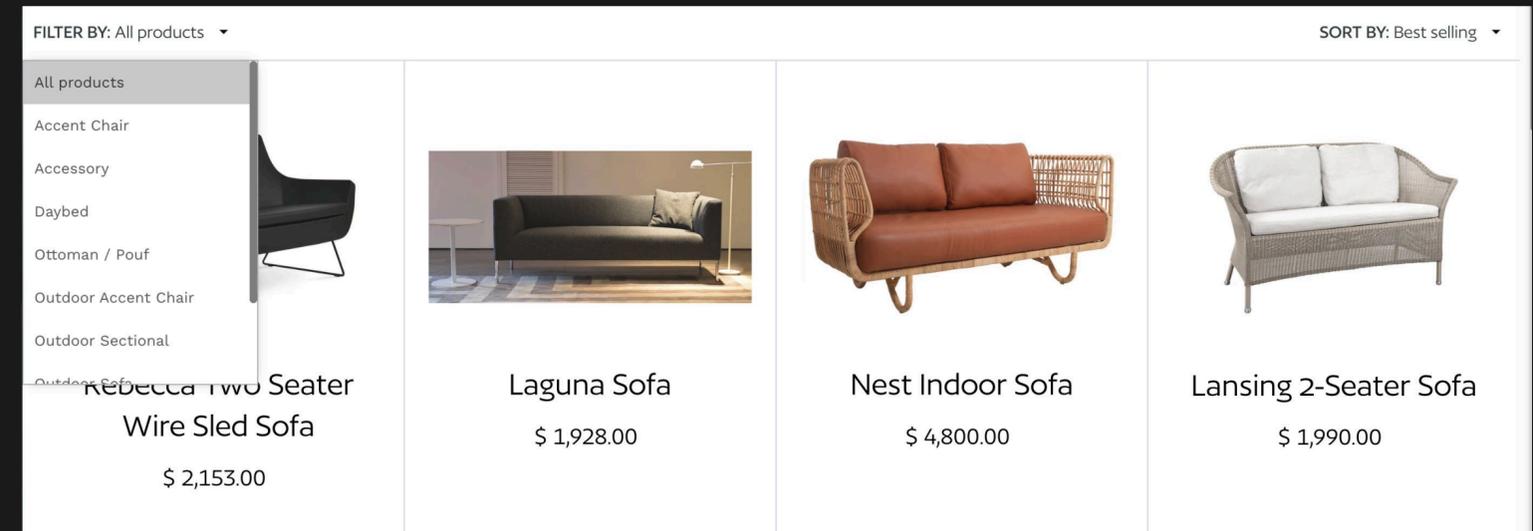
COLORS

MATERIAL FSC certified oak

PRICE \$ 1,000.00

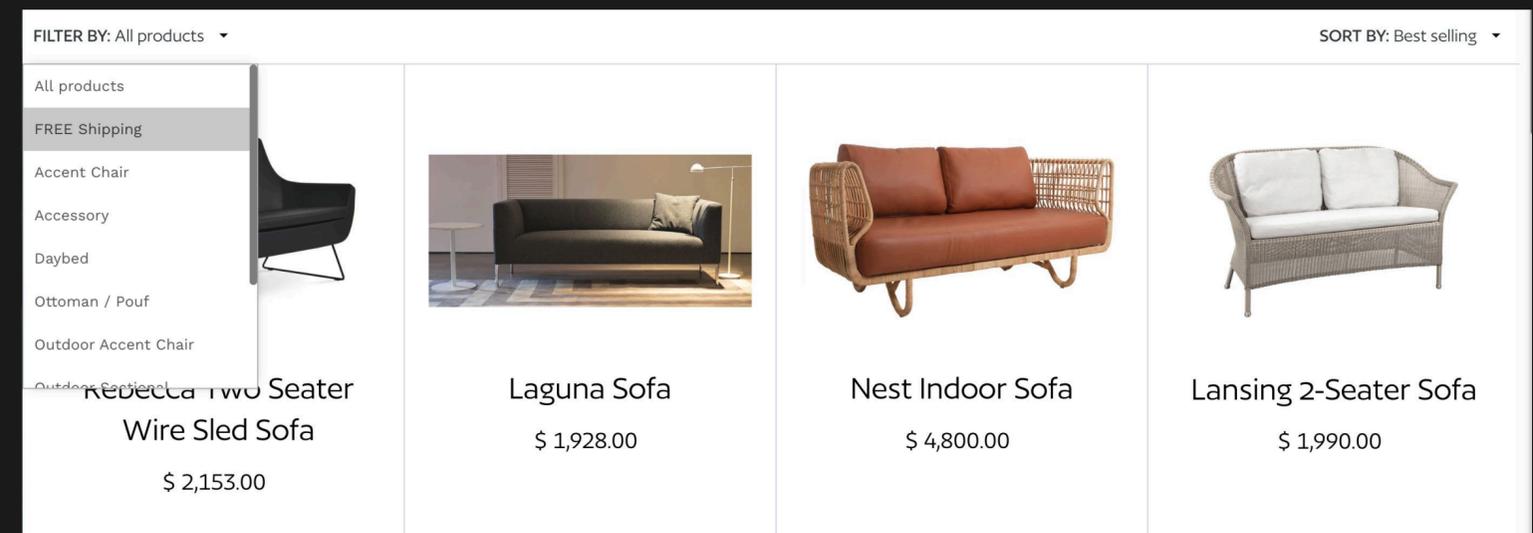
ADD TO CART





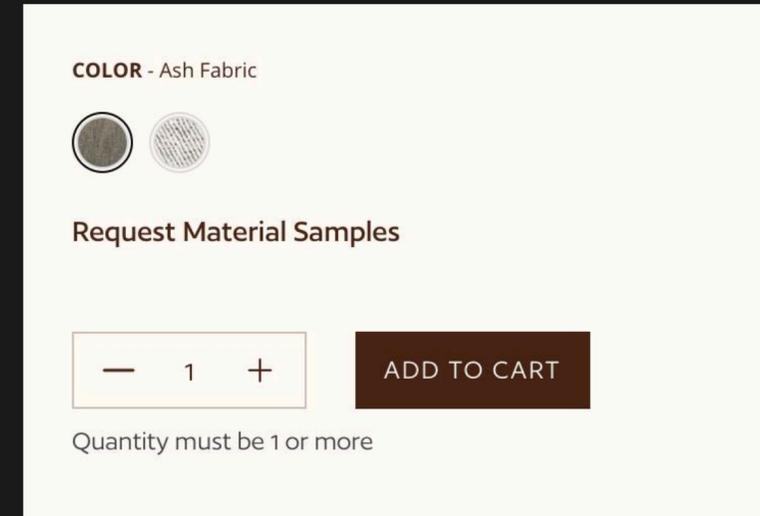
## Filter by Free Shipping

A free shipping filter could encourage conversions, especially if shipping is built into product pricing.

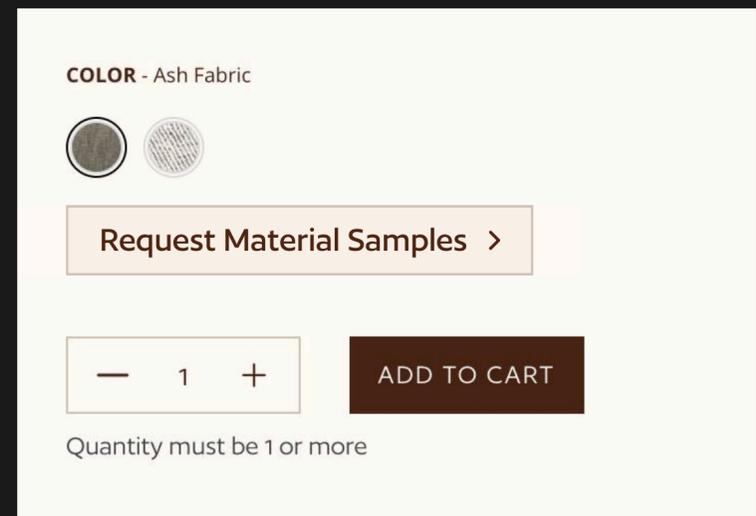


## Highlight Fabric Samples

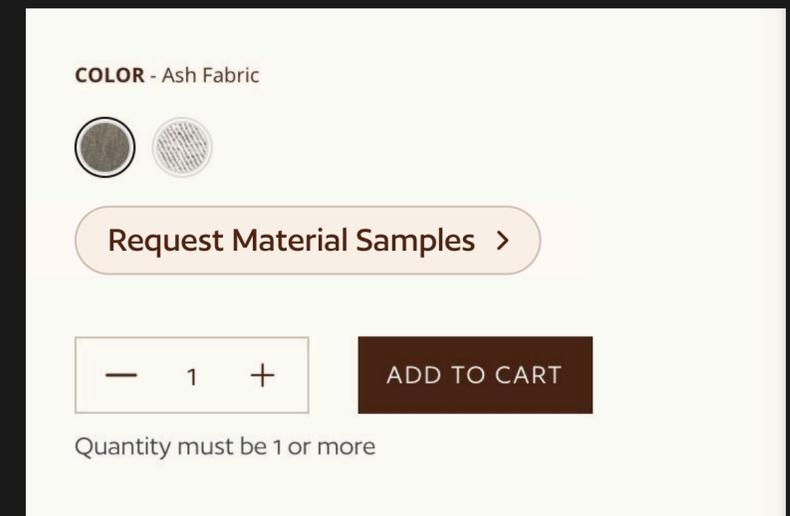
Call out fabric samples more prominently to encourage engagement.



Original



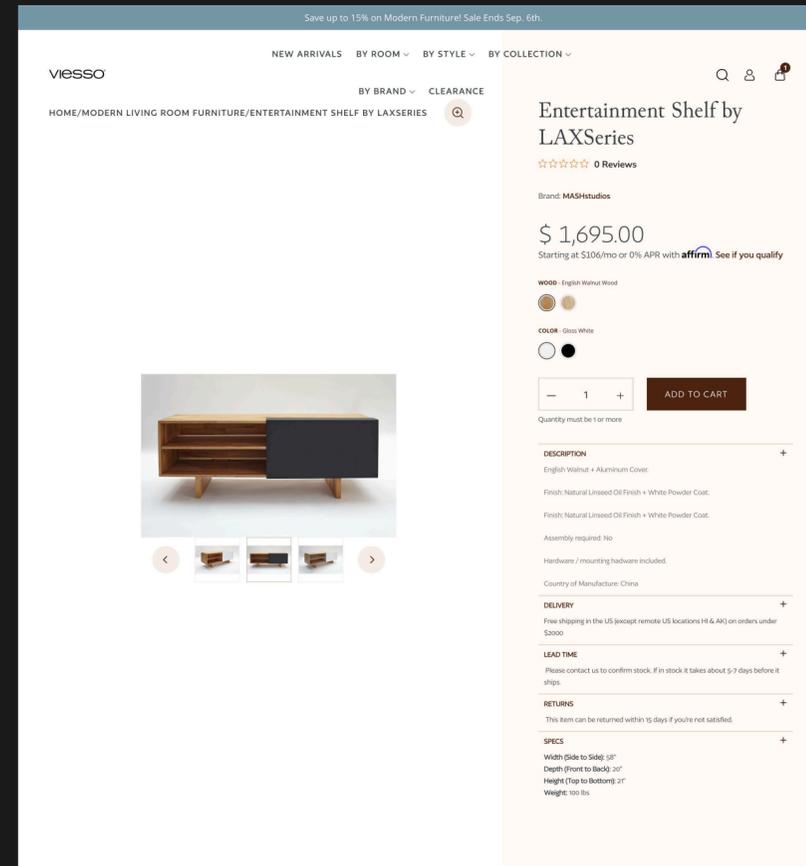
Version 1



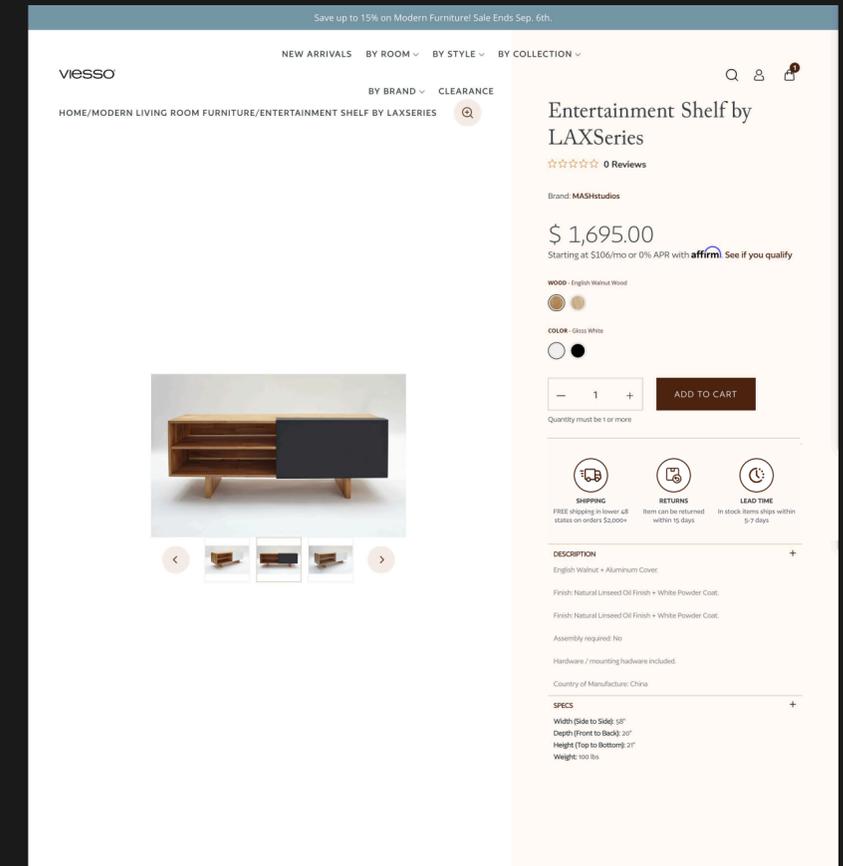
Version 2

## Free Shipping & Key Features Callouts

Use icons or logos to clearly emphasize free shipping and other key product benefits.



Original



Version 1

## Zip Code Shipping Preview

Allow users to enter their zip code for upfront shipping cost estimates.



Ellipse 3 Seater Sofa  
★★★★★ 128 Reviews

Brand: Ethnicraft

~~\$ 4,169.00~~  
\$ 3,543.65 Sale

Starting at \$123/mo or 0% APR with [affirm](#). See if you qualify

COLOR - Ash Fabric

Request Material Samples

Quantity:

Quantity must be 1 or more

Original



Ellipse 3 Seater Sofa  
★★★★★ 128 Reviews

Brand: Ethnicraft

~~\$ 4,169.00~~  
\$ 3,543.65 Sale

Starting at \$123/mo or 0% APR with [affirm](#). See if you qualify

COLOR - Ash Fabric

Request Material Samples

Quantity:

Quantity must be 1 or more

Estimate shipping cost

Zip Code

Version 1

## Import Reviews for Low-Review Products

Pull in reviews from other sources to strengthen credibility where reviews are sparse.

HOME/MODERN SOFAS & COUCHES/  
ELLIPSE 3 SEATER SOFA



Ellipse 3 Seater Sofa  
☆☆☆☆☆ 0 Reviews

Brand: Ethnicraft

~~\$ 4,169.00~~  
\$ 3,543.65 Sale

Starting at \$123/mo or 0% APR with [affirm](#). See if you qualify

COLOR - Ash Fabric



Request Material Samples

— 1 + ADD TO CART

Quantity must be 1 or more

Original

HOME/MODERN SOFAS & COUCHES/  
ELLIPSE 3 SEATER SOFA



Ellipse 3 Seater Sofa  
★★★★★ 128 Reviews

Brand: Ethnicraft

~~\$ 4,169.00~~  
\$ 3,543.65 Sale

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COLOR - Ash Fabric



Request Material Samples

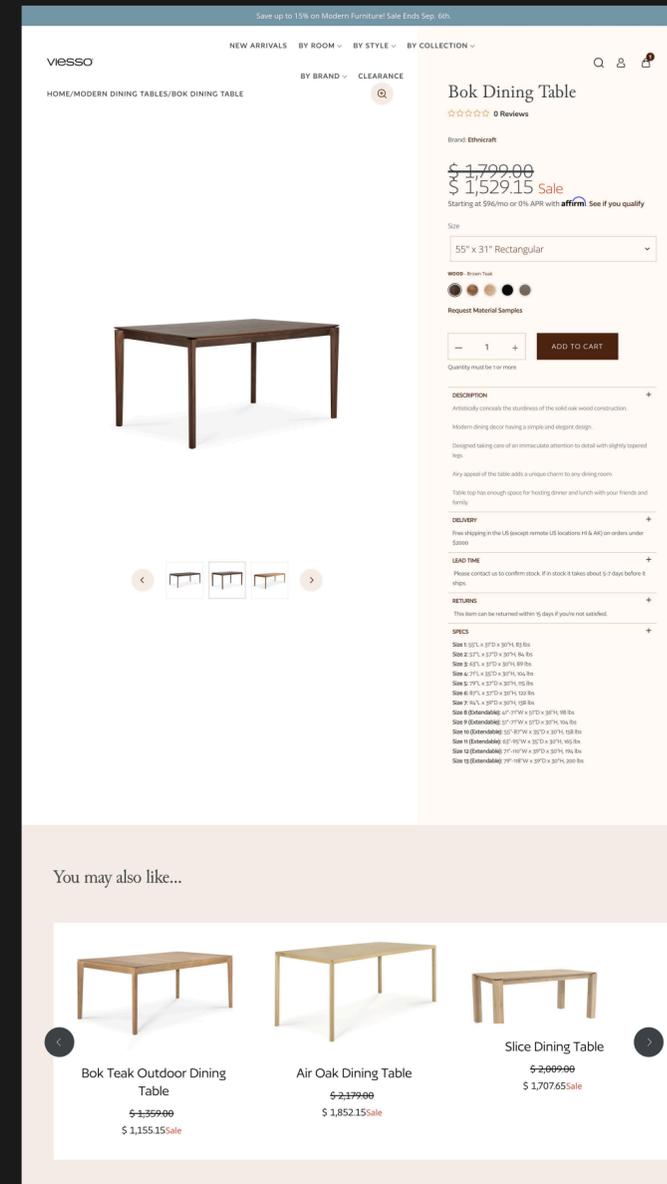
— 1 + ADD TO CART

Quantity must be 1 or more

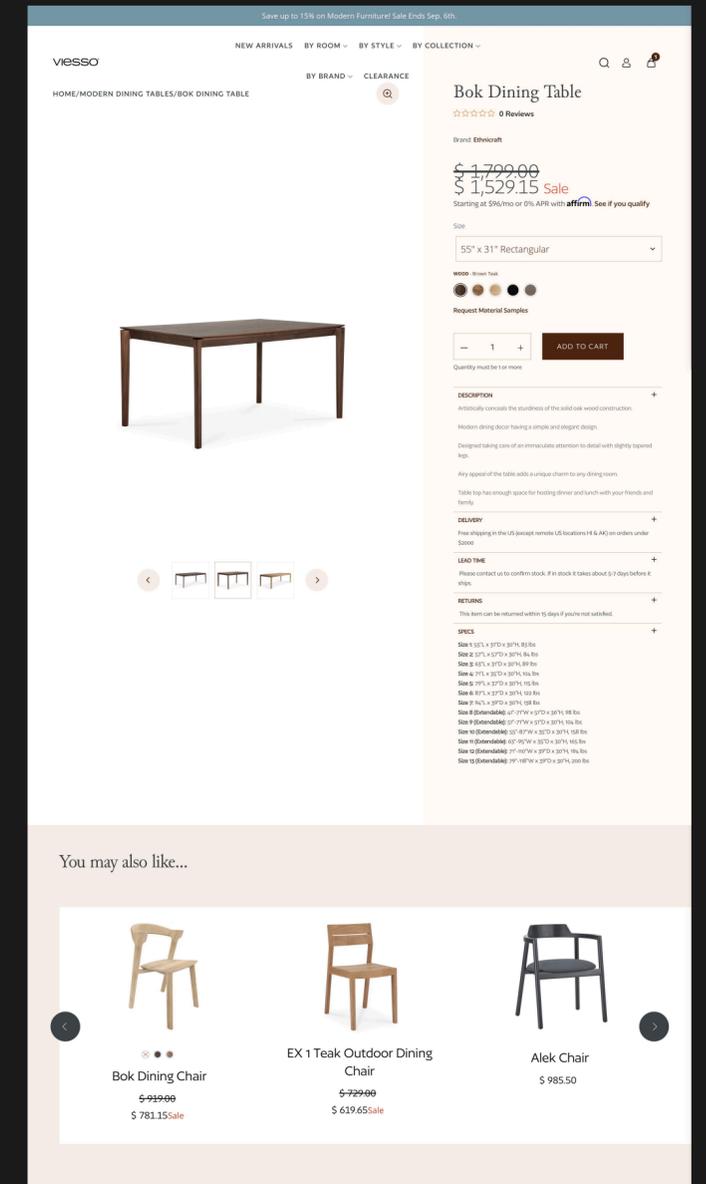
Version 1

## Show Complementary Products

Highlight related items (e.g., matching tables for chairs).



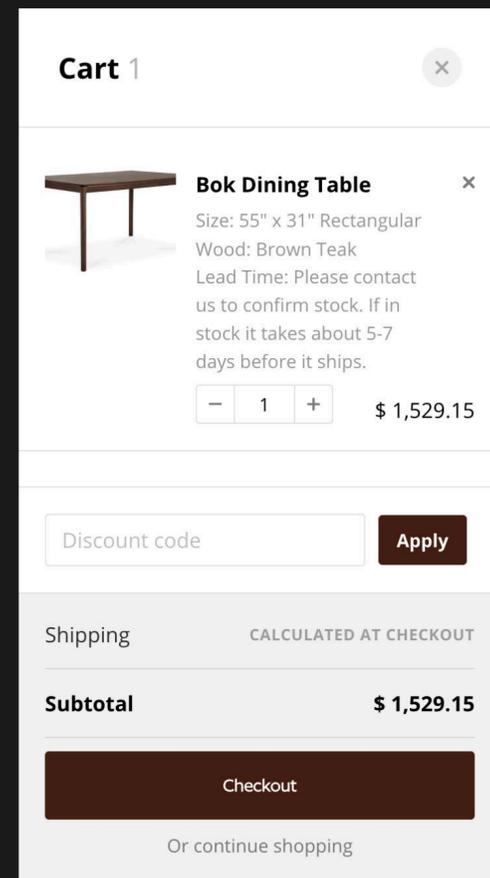
Original



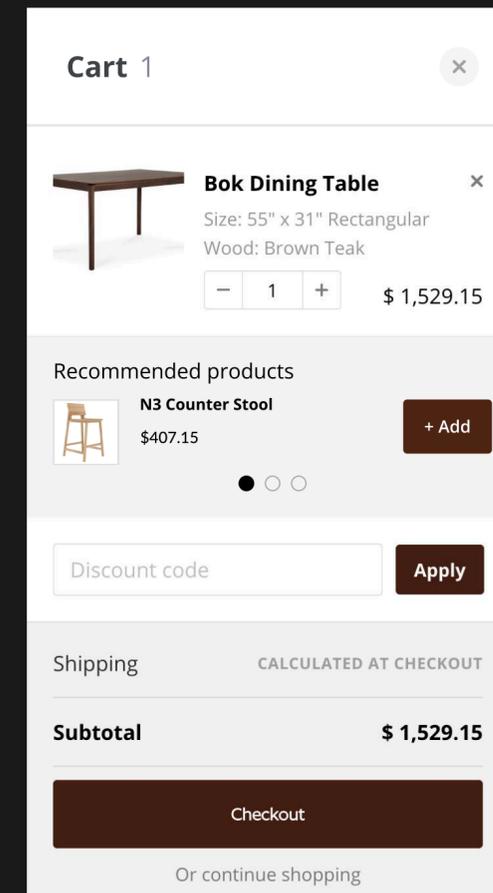
Version 1

## Offer Related Products in Cart

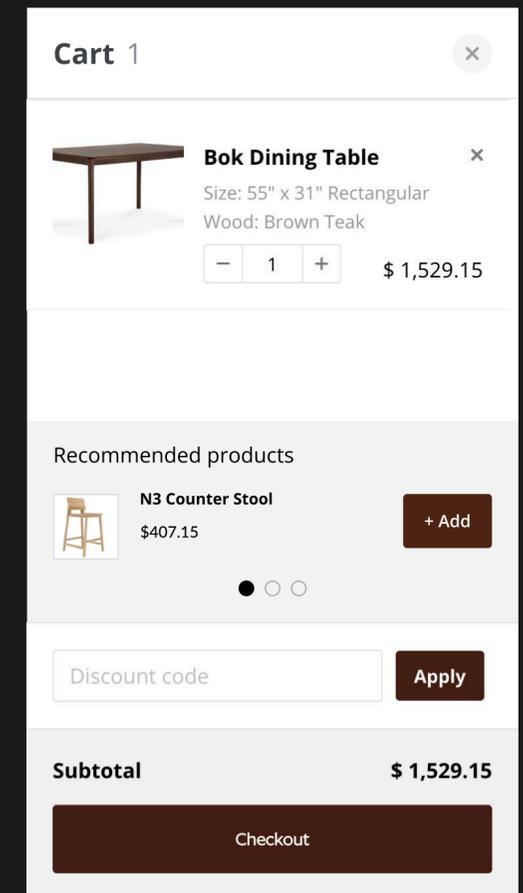
Add relevant cross-sells in the cart to increase AOV.



Original



Version 1



Version 2

## Questions?

Have any questions about our approach, pricing, or next steps?

 [sol@addisonapplications.com](mailto:sol@addisonapplications.com)

 (817) 395-2079

 Austin, TX

