

# Addison

applications

WANDER&ROAM | CRO Audit

## Hero Image

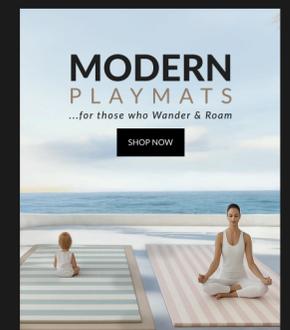
By showing a woman next to the baby, we can show the versatility of the mats, while still making it clear that they are for your core audience of Parents with newborns.



Original



Version 1



## Hero Space - Supporting Content

By using logos to show some of the key features of the Wander & Roam mats, we can start highlighting the unique features of the mats. In this example, we focused on highlighting the sustainability and health benefits of your mats, but we could create additional logos for different value propositions, and test them.



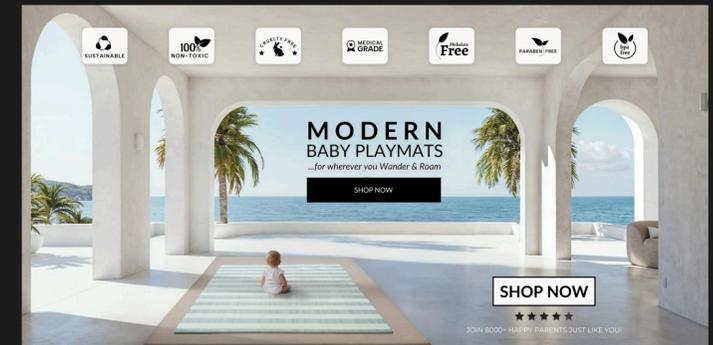
Original



Version 1



Version 2



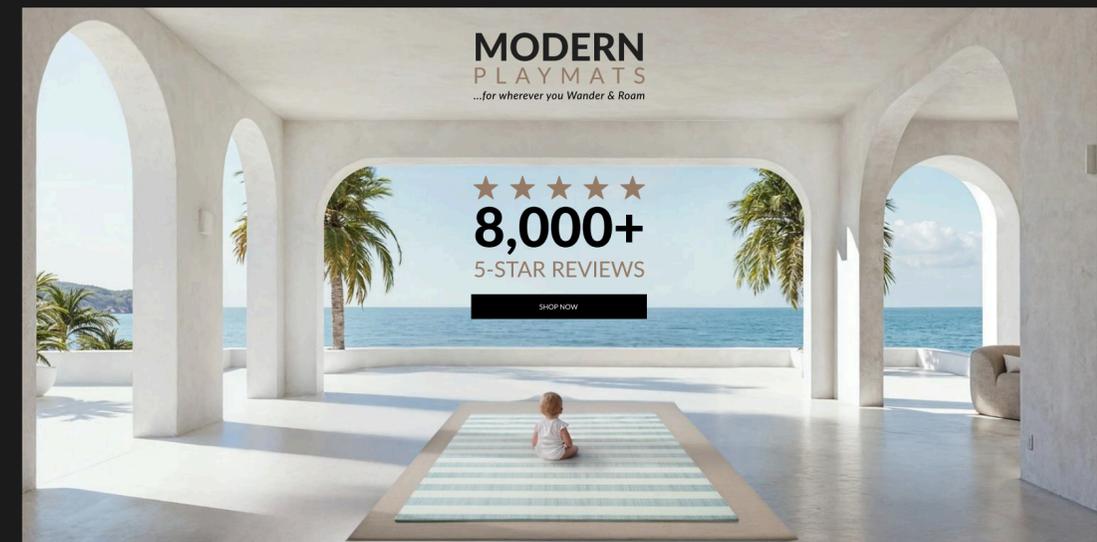
Version 3

## Hero Space - Credibility

In the existing version, you highlight the 8000+ positive reviews, but I think if we add even more emphasis to this by putting it in the hero space, we could have an even larger impact.



Original



Version 1

## Hero Content - Headline

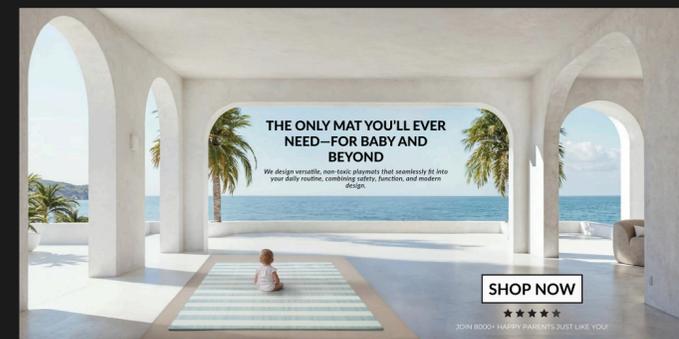
I felt like the current headline undersells the unique aspects of the Wander & Roam mats. I'd love to test messaging that focuses on the non-toxic or versatility of the mats, against the current messaging that focuses on them being modern.



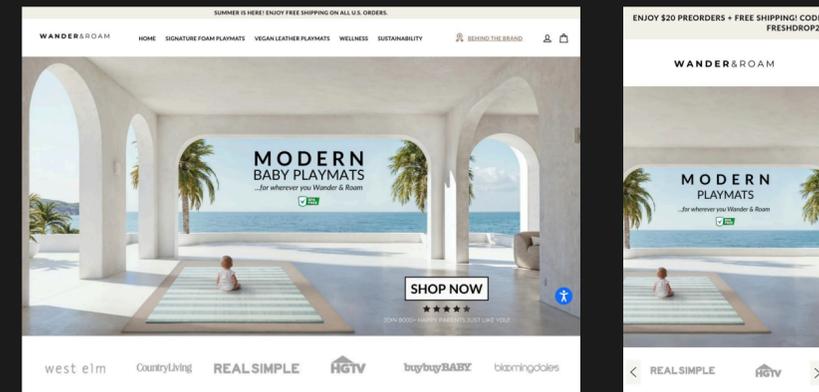
Original



Version 1



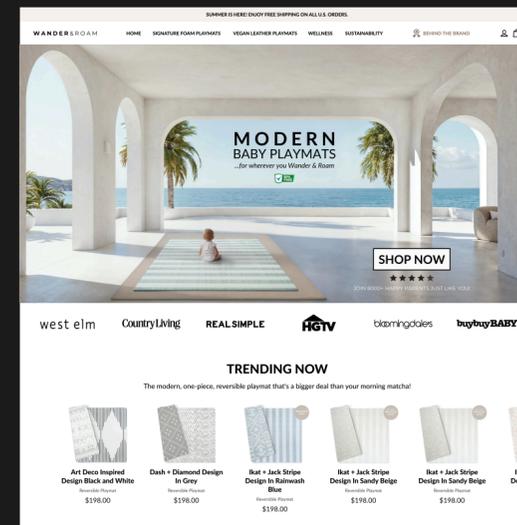
Version 2



Original

## Credibility Bar

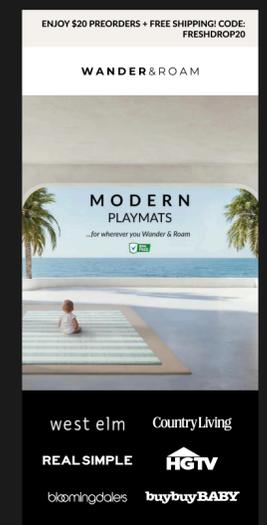
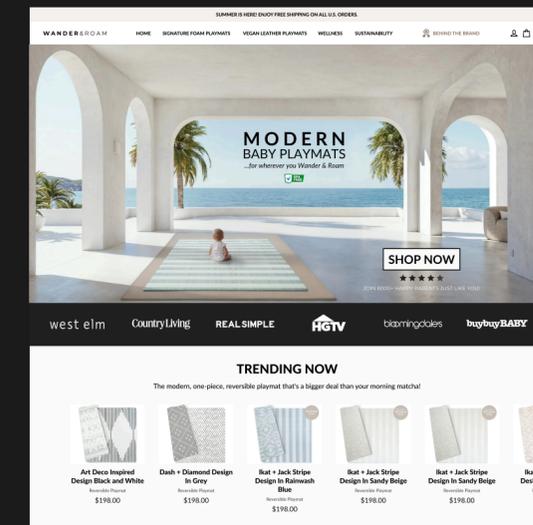
Adding contrast to the logo bar will make it stand out more for users



Version 1

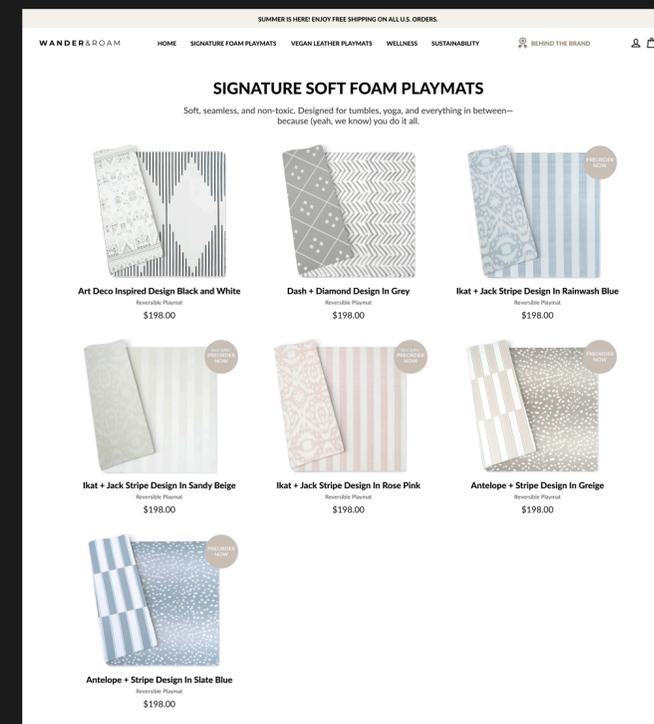


Version 2

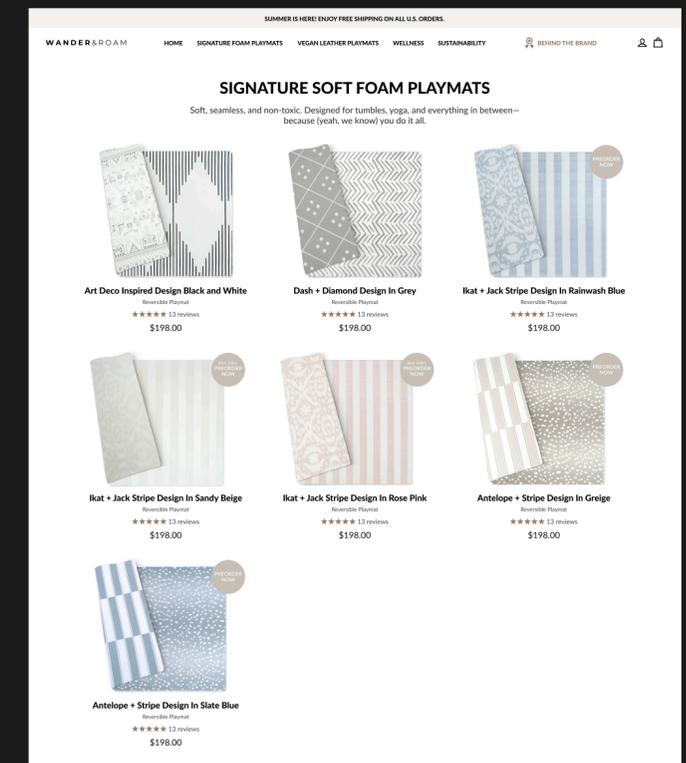


## Collection Pages - Reviews

We highly recommend pulling the star ratings onto the Category pages.



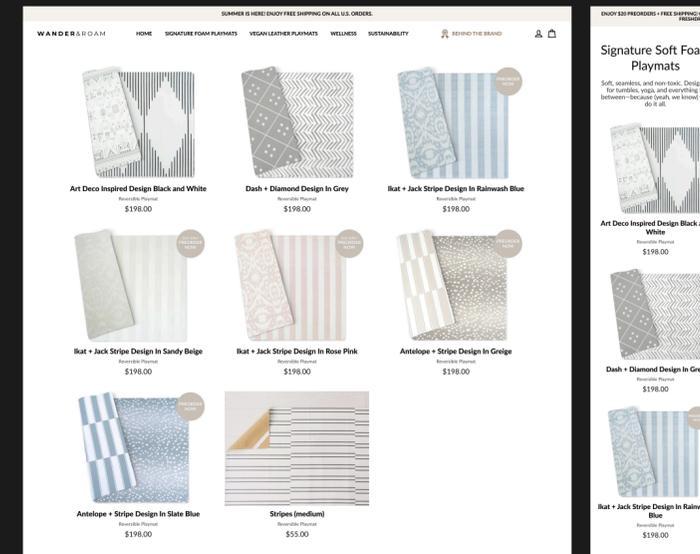
Original



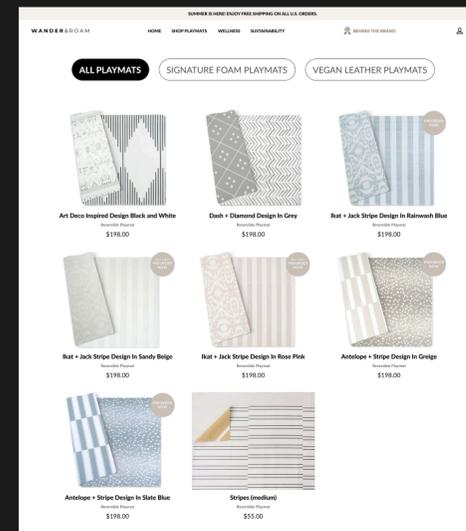
Version 1

## Category Page(s)

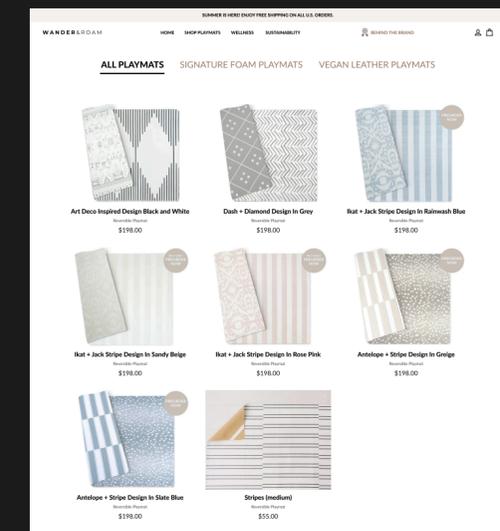
Given that there is only two types of mats (Vegan Leather and Foam), I feel like we could combine the mats onto a single collection page, with a toggle at the top to switch between all, foam and vegan leather. This would also let us create space in the navigation.



Original



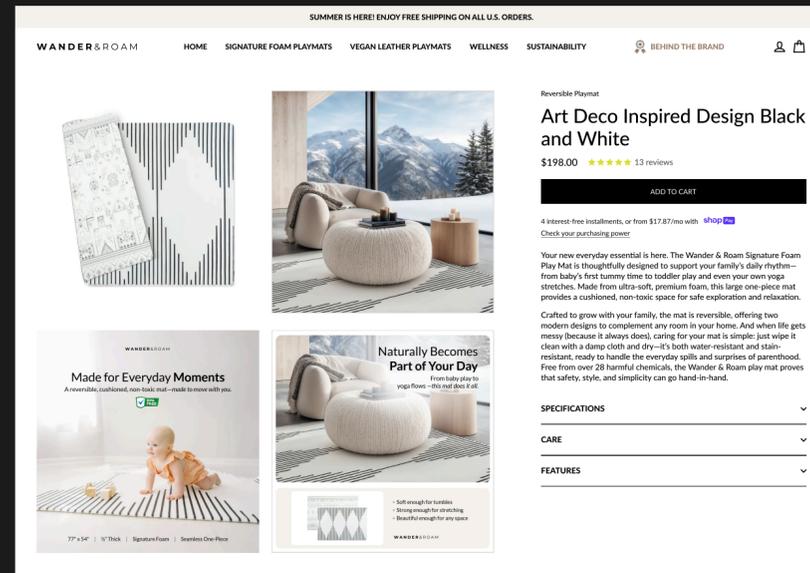
Version 1



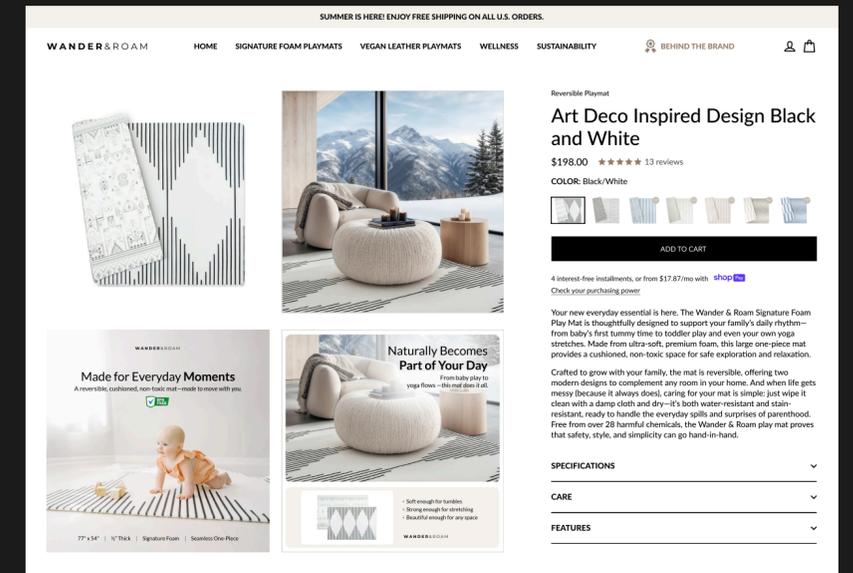
Version 2

## PDP Pages - Product Listing

Given that the only difference between the foam mats is the pattern printed on them, I feel like we could combine them into a single product listing, with a toggle to switch between patterns. This would also make it easier to pick a design that is in stock, versus on pre-order/backorder, if you need the mat ASAP.



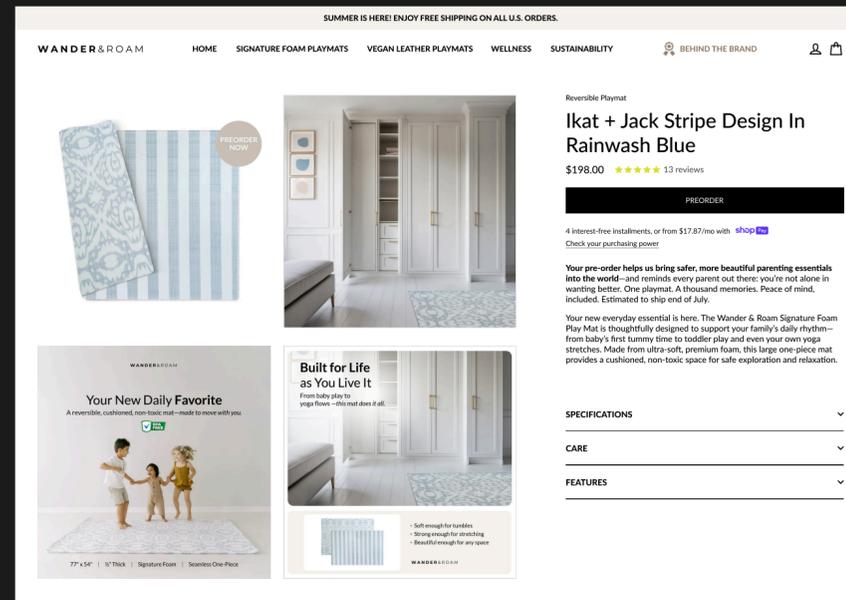
Original



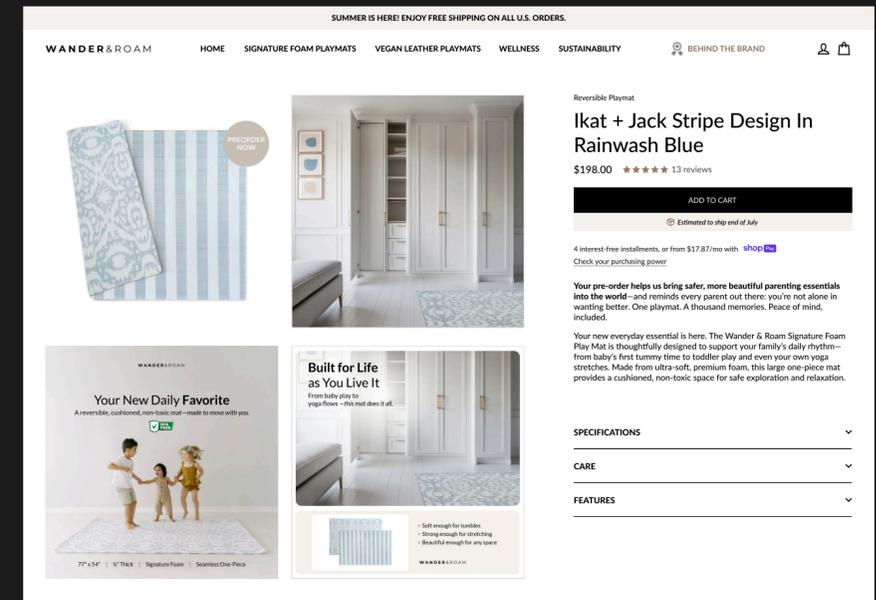
Version 1

## PDP - Preorder/Backorder Products

Given that the timeframe for shipping the out of stock mats is a matter of weeks, versus months, I feel that we could state the fact that a product is out of stock in a less obtrusive way. In our design, the information is still clear, but the fact that it won't ship immediately feels like it is less of a conversion killer. I'd rather have people order to ship in a few weeks than bookmark the page to come back and buy it later.



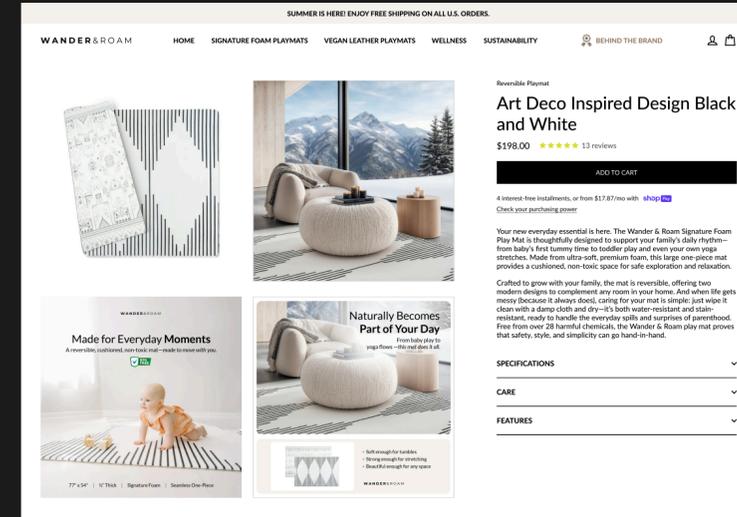
Original



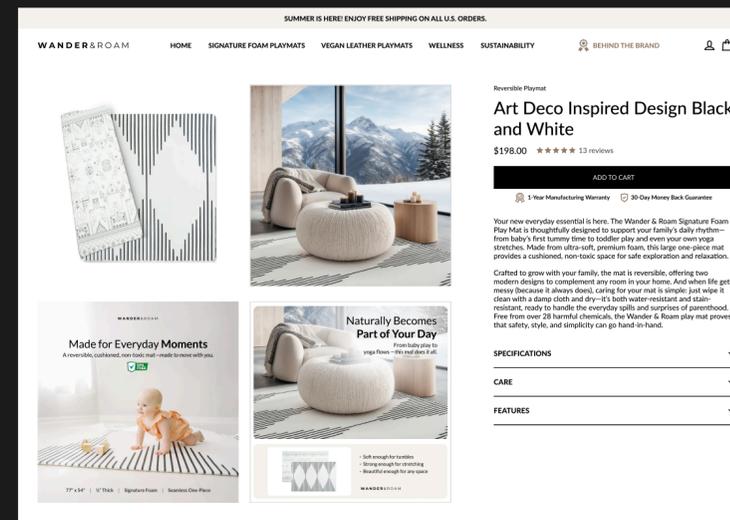
Version 1

# PDP Page - Adding risk reducers below the CTA.

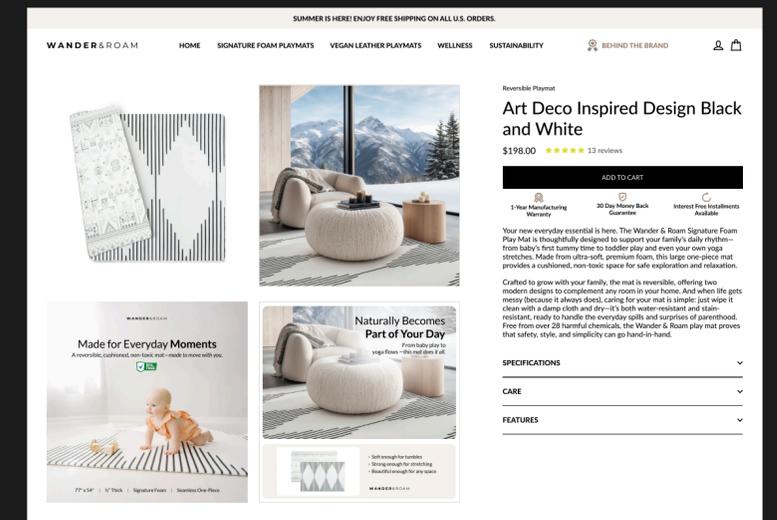
By creating logos and indicating that you offer a one year warranty and a money back guarantee just below the CTA, you will hopefully nudge a few "maybe"s into "Yes"s.



Original



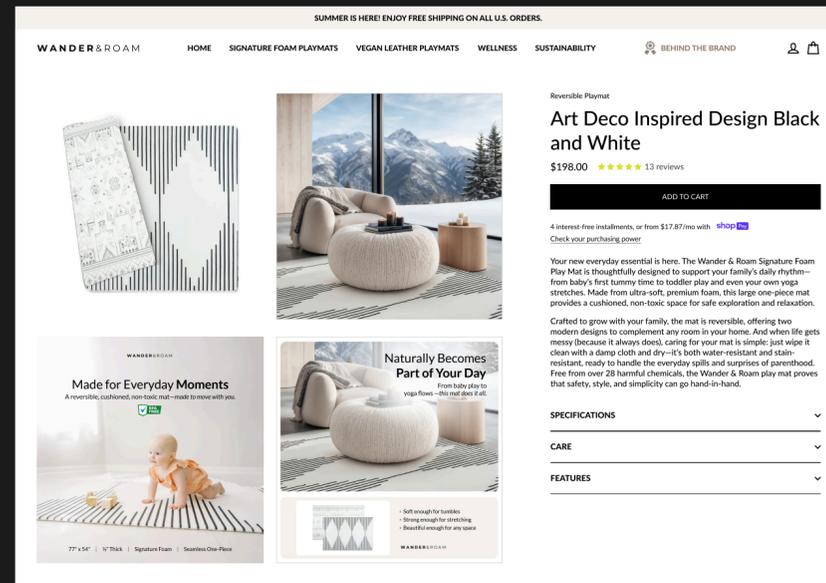
Version 1



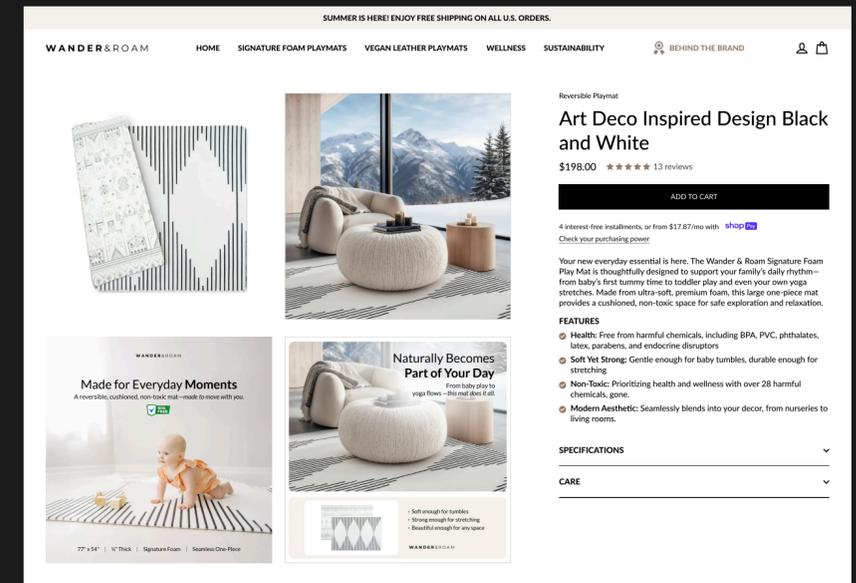
Version 2

## PDP - Features

I'd pull the features directly under a short description of the mat



Original

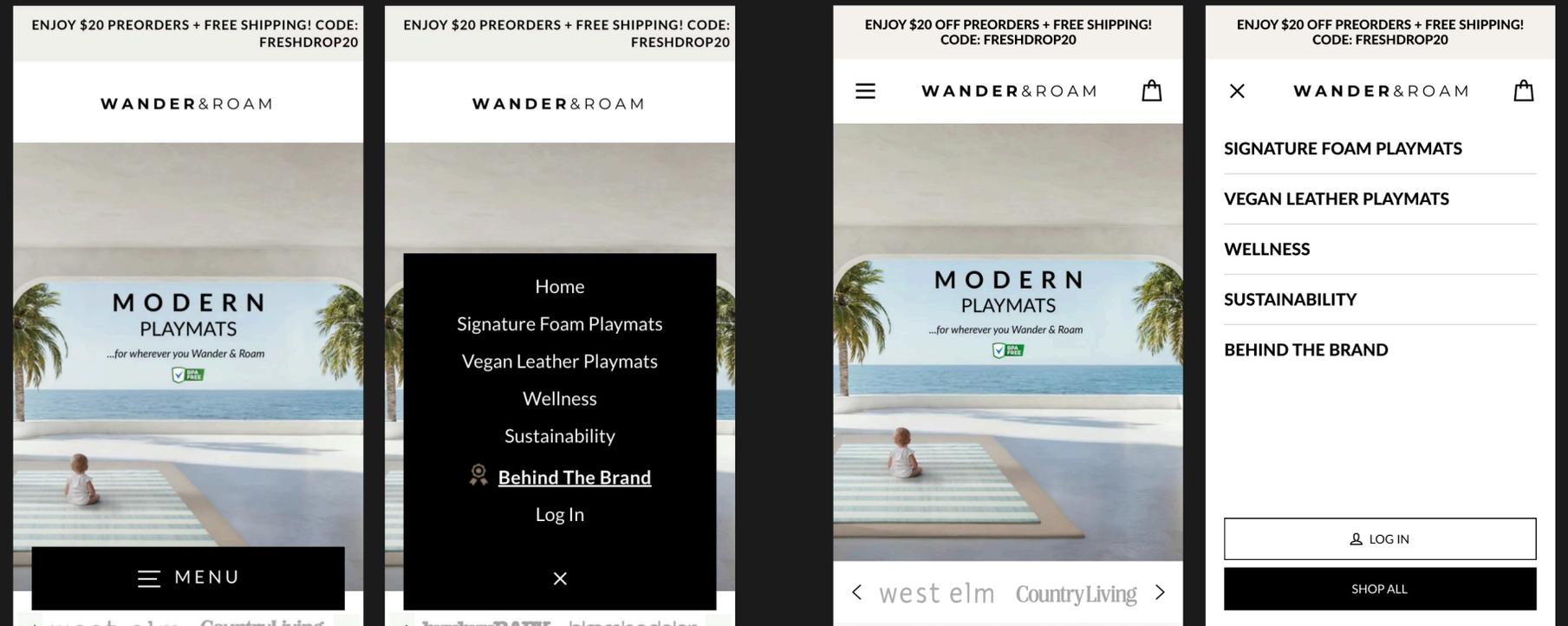


Version 1



## Menu and Navigation

We recommend moving the menu and navigation to the top of the page, which then frees up the bottom of the screen for a sticky CTA



Original

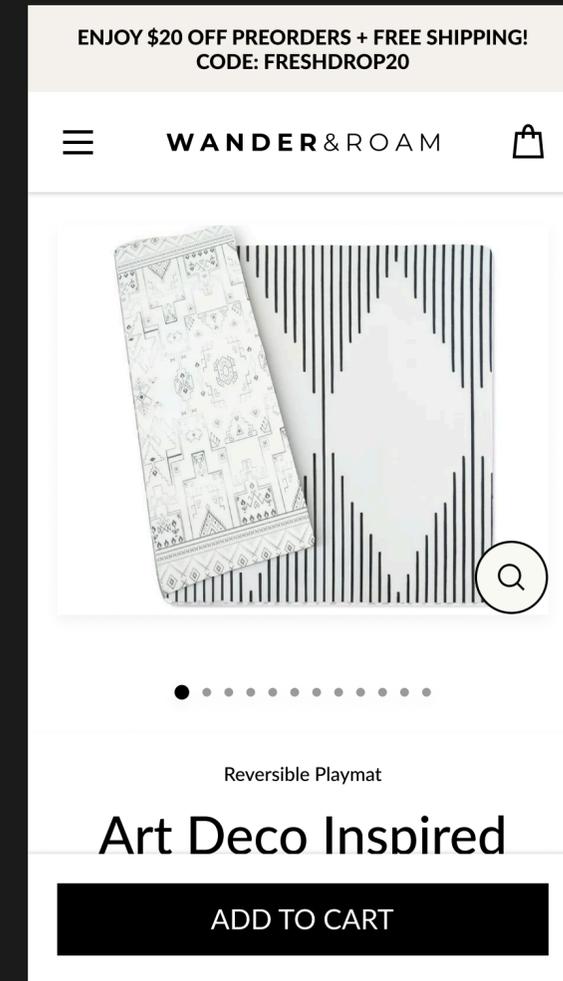
Version 1

## Sticky CTA on PDP Page

If we go to a more traditional navigation setting, it allows us to use the bottom of the mobile view for a sticky CTA. This should help users who need the supporting information below the hero space to add to cart immediately once they see something that convinces them to buy.



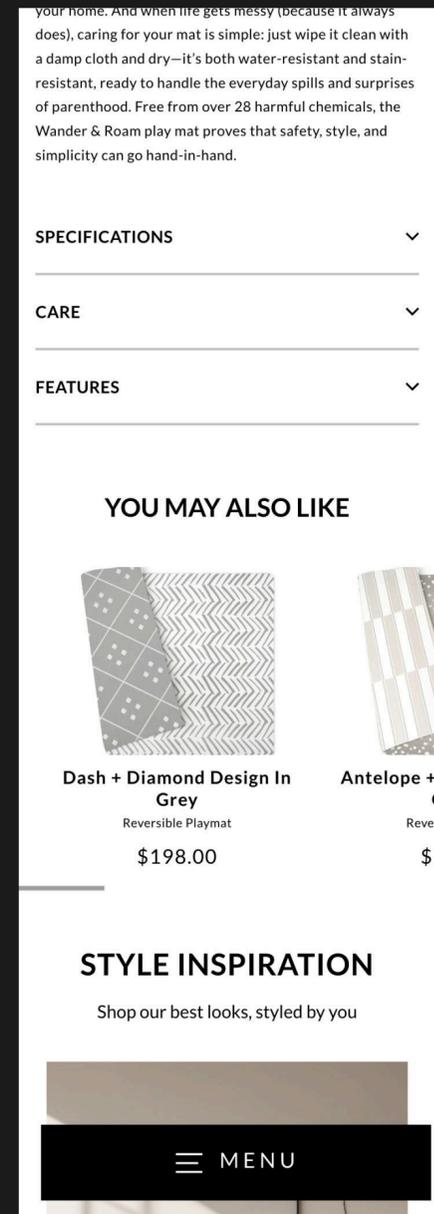
Original



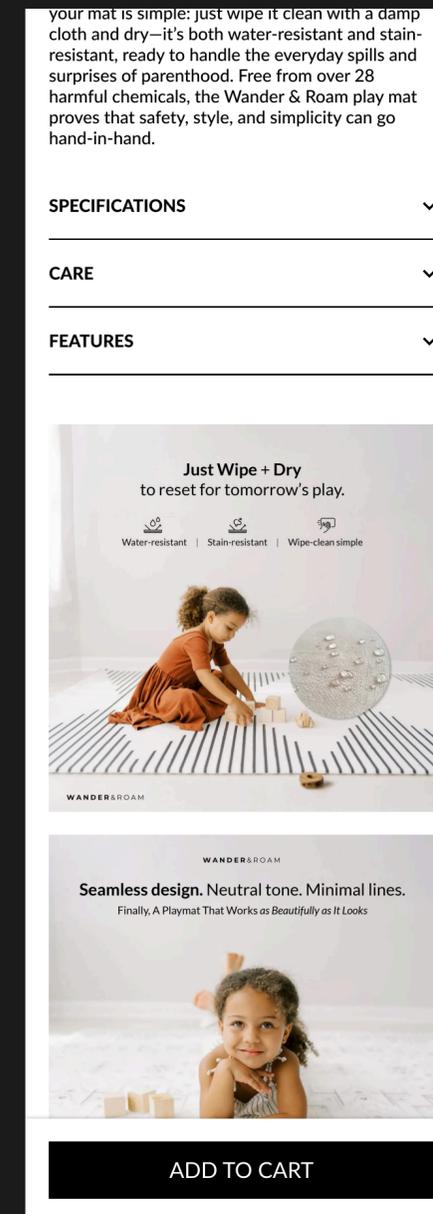
Version 1

## PDP – Pull the infographic images below the main content.

If we have a sticky CTA, it allows us to have more content down the page that we actually want users to read if they haven't already added to cart. Some of your infographic images could be super useful here, and with the sticky CTA, we no longer have to push users to decide quickly.



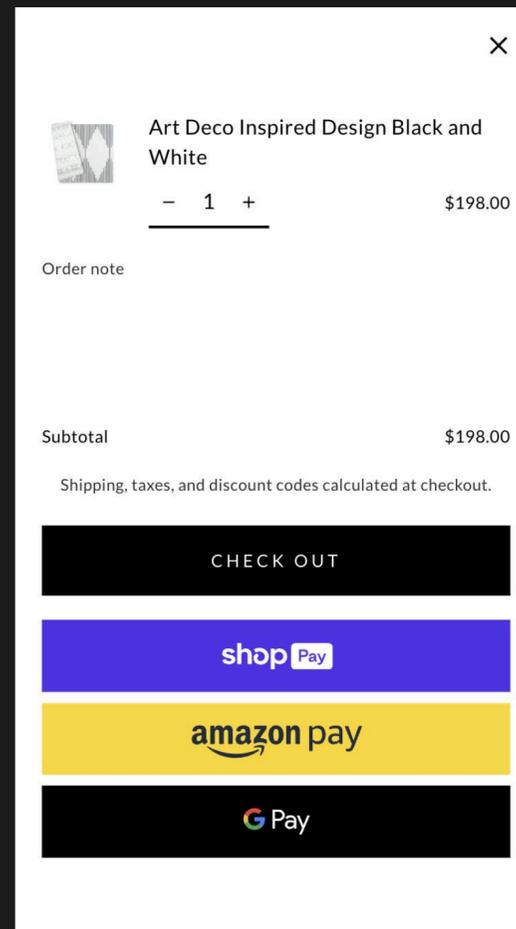
Original



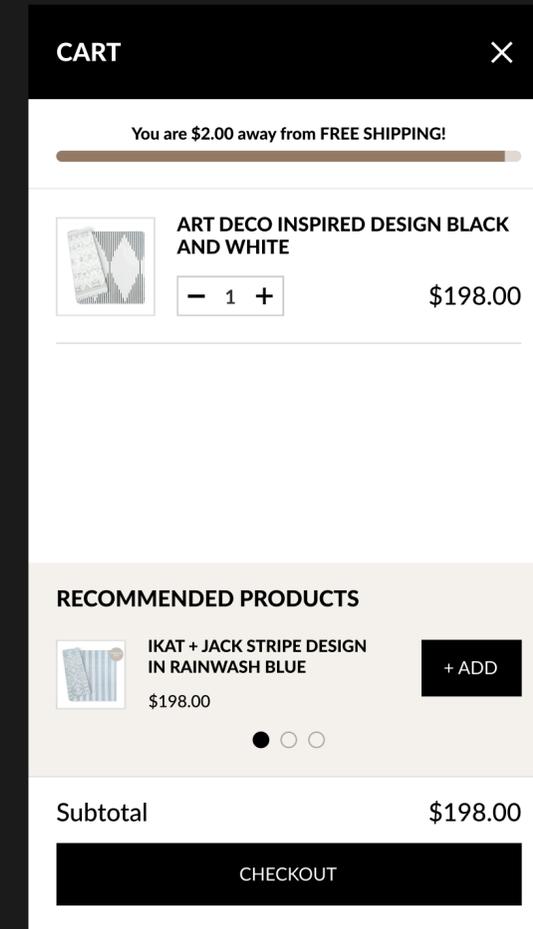
Version 1

## Cart Redesign

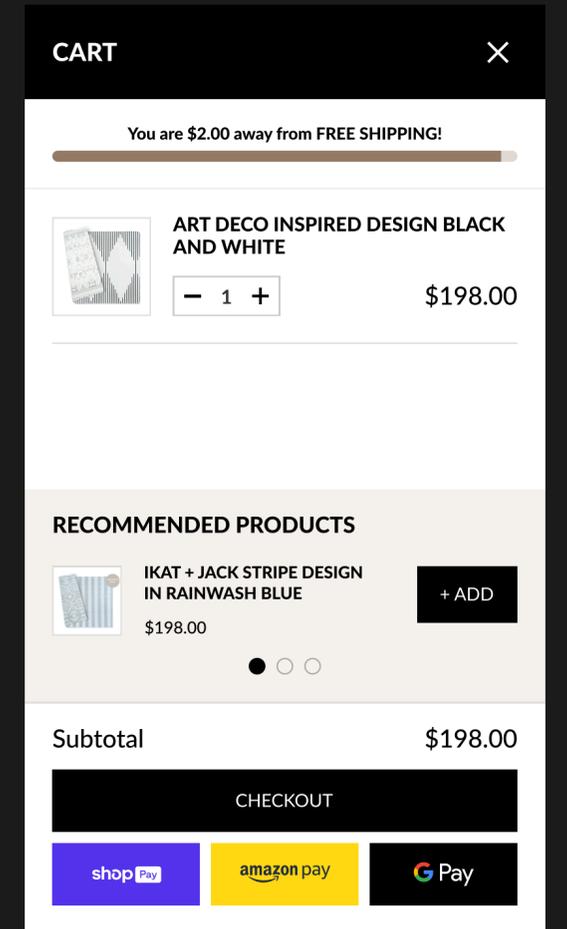
Redesign cart flyout with Free Shipping threshold, recommended products, and less prominent checkout buttons if possible.



Original



Version 1



Version 2

## ADA Audits

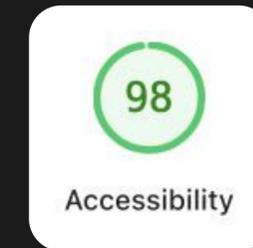
AccessiBe promises quick and easy web accessibility, but it often fails to deliver. Instead of making websites truly accessible, it uses automated overlays that can interfere with assistive technologies, break site functionality, and provide a false sense of compliance.

Many disabled users and experts have reported serious problems with AccessiBe, and some companies using it have even faced lawsuits. Ultimately, it can do more harm than good and puts businesses at legal and ethical risk.

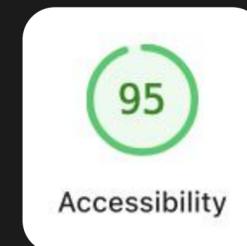
Link: [#accessiBe Will Get You Sued](#)



Homepage



Collection Page



Product Page



Other Pages

## Questions?

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

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