

Shopify Store Review & Action Plan

DEMONSTRATION BRIEF

FIELD & FORM

Fictional home-goods / bedding storefront

01 REVIEW SCOPE

Homepage, product detail, mobile and trust signals

02 METHOD

Annotated examples, issue register and action plan

03 EVIDENCE

Simulated screens; no client or sales performance data

ABOUT THIS SAMPLE

This demonstrates NEXA report structure and recommendation quality. It is not a completed client engagement, testimonial, case study or proof of measured results.

EXECUTIVE PRIORITIES

What to fix first

A prioritized starting point for the demonstration store. These recommendations are examples, not verified causes of lost sales or estimates of conversion uplift.

START WITH THESE THREE CHANGES

P1

Replace the vague homepage headline

Example: "Breathable linen bedding for restful nights." Pair it with a clear "Shop linen bedding" category button.

F01 / Low effort

P1

Make delivery and returns visible

Place verified delivery estimates and a working returns-policy link beside the purchase button. Do not publish unverified promises.

F02 / Low effort

P1

Improve the mobile purchase path

Move essential product details closer to the CTA, check thumb reach and test a sticky button without covering page content.

F03 / Medium effort

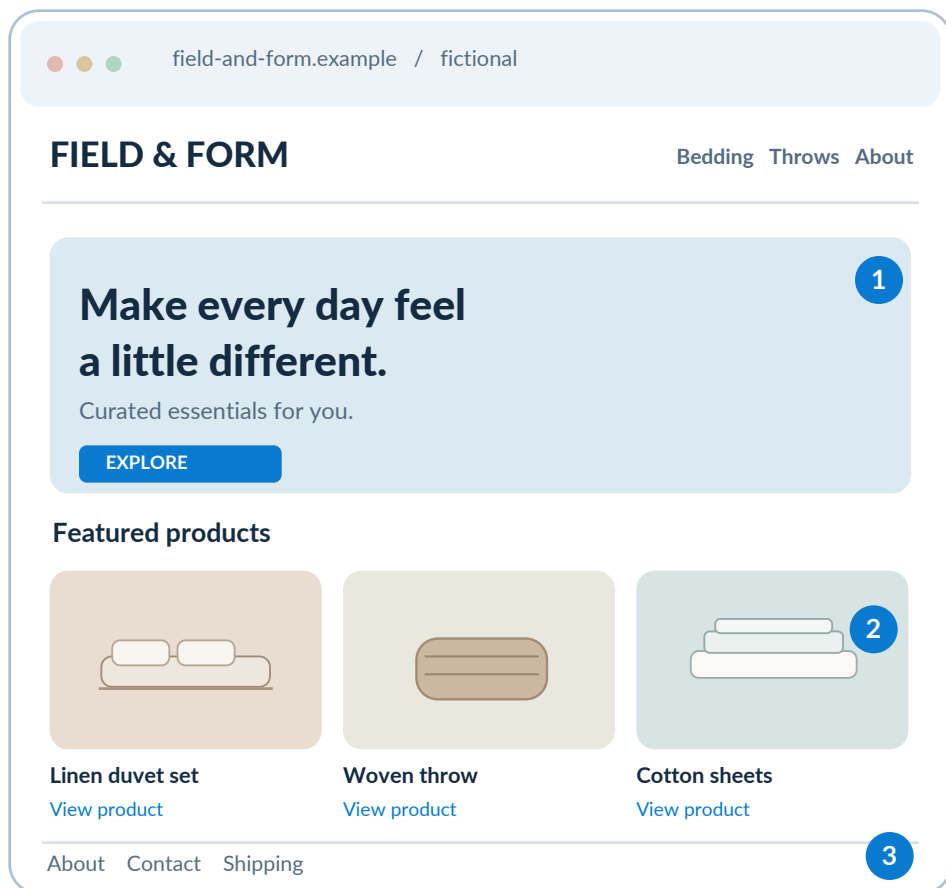
PRIORITIZATION RULE

P1 = clarity or purchase-path blockers first. P2 = supporting navigation, content and contact improvements. Validate findings against the real store before implementation.

DESKTOP REVIEW EXAMPLE

Annotated storefront review

A hypothetical home-goods storefront used to demonstrate how individual on-page observations are tied to concrete recommendations. The example below is complete and intentionally fictional.



1 Offer clarity

Generic hero copy does not identify the product benefit.

2 Product discovery

Cards need details that help customers distinguish items.

3 Trust access

Contact and policy links should be easy to find.

EXAMPLE REWRITE

"Breathable linen bedding for restful nights." / CTA: "Shop linen bedding"

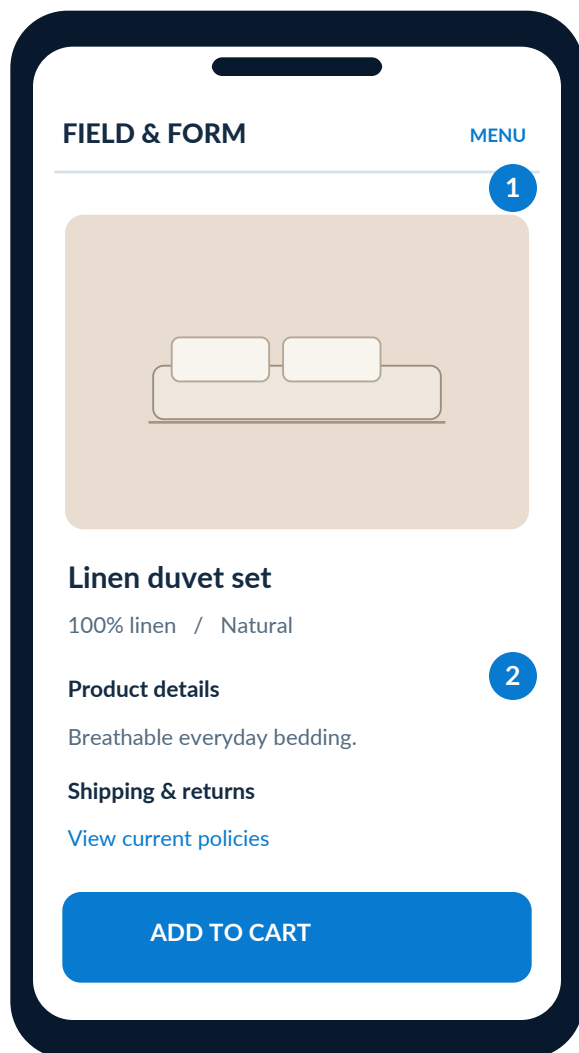
EVIDENCE RULE

Observed fact: what is visibly present. Hypothesis: how a shopper might respond. Proposed change: what to test. Do not present a hypothesis as measured performance or a confirmed cause of lost sales.

MOBILE EXPERIENCE

The small-screen purchase path

Mobile usability is assessed separately. This fictional product-page layout demonstrates how content order, tap targets and product detail hierarchy affect task completion.



1 Navigation

Menu labels should point to clear collections.

Use "Bedding" and "Throws" instead of one vague "Shop" label.

2 Information order

Show key specs before long narrative copy.

Surface material, size, what is included, and care details.

3 Purchase action

The CTA must remain easy to find and tap.

Test thumb reach, sticky-button behavior and content overlap.

MOBILE ACCEPTANCE CHECKS

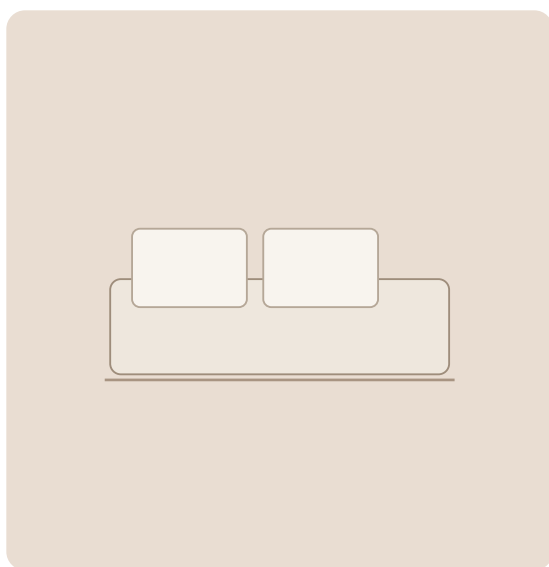
- No horizontal overflow at 360px and 390px widths
- CTA is thumb-reachable; sticky controls never hide content
- Shipping, returns and key specs are discoverable

TRUST & POLICY ACCESS

Reduce uncertainty before checkout

A strong product page answers delivery, returns and support questions at the decision point. The brand, merchandise and example policies below are fictional - not customer evidence.

FIELD & FORM / SIMULATED PRODUCT DETAIL



STONEWASHED LINEN / SAND

Linen Duvet Set

100% European flax linen • Queen / King 1

Includes 1 duvet cover + 2 pillowcases

Care: Machine wash cold; tumble dry low

ADD TO CART

DELIVERY 2

Dispatches in 1-2 business days. Free US shipping over \$100.

RETURNS & SUPPORT 3

30-day returns on unused items. Full policy available at checkout.

support@field-and-form.example

1 PRODUCT CERTAINTY

Material, two sizes, in-box contents and care instructions are specific.

2 DELIVERY TRANSPARENCY

Dispatch timing and shipping threshold are visible near Add to Cart.

3 RETURNS & SUPPORT

A defined return window and a reachable contact appear before checkout.

DEMONSTRATION STANDARD / All product claims and policy wording above are fictional examples. In a real audit, NEXA would verify them against the merchant's actual products, fulfillment and current policies.

ISSUE REGISTER

Six issues, six specific actions

An implementation-ready issue register: what to change, why it matters and how to check completion. Priorities and effort are illustrative - not measured conversion impacts.

ISSUE / PRIORITY / EFFORT		SPECIFIC FIX / WHY IT MATTERS / CHECK	
F01	Unclear homepage offer		
P1 / LOW		FIX "Breathable linen bedding for restful nights" + "Shop linen bedding" button.	
		WHY New shoppers immediately understand the product and next step.	
		CHECK Benefit and button appear on desktop and mobile.	
F02	Delivery / returns not adjacent to CTA		
P1 / LOW		FIX Add verified dispatch, shipping costs and a returns link near Add to Cart.	
		WHY Buyers can resolve delivery uncertainty before committing.	
		CHECK Wording matches real policies and links resolve.	
F03	Weak mobile buying sequence		
P1 / MED		FIX Put specs above the CTA; test thumb reach and a non-obscuring sticky CTA.	
		WHY Mobile shoppers can find and complete the purchase action.	
		CHECK No overlap or overflow at 360px and 390px.	
F04	Vague collection navigation		
P2 / LOW		FIX Use Bedding and Throws; add Accessories only when actually stocked.	
		WHY Specific labels reduce guessing and dead-end navigation.	
		CHECK Each link opens a stocked, relevant collection.	
F05	Insufficient product specifics		
P2 / LOW		FIX Add 100% linen, Queen / King sizes, in-box items and care instructions.	
		WHY Clear specs settle basic questions before support is needed.	
		CHECK Variant and product details agree with the actual SKU.	
F06	Support contact too hard to find		
P2 / LOW		FIX Show a working support email and response expectations by purchase CTA.	
		WHY Customers can request help before abandoning a decision.	
		CHECK Address works and matches Contact / policy pages.	

EFFORT LOW: content or settings / MED: coordinated layout & testing

PRIORITY P1: buying clarity / friction first / P2: supporting improvements

ACTION PLAN & DELIVERY

An action plan merchants can use

The example below organizes the recommendations into an ordered decision checklist. The \$299 review supplies the assessment and plan; implementation is not included.

01

FIRST

Clarity at the decision point

F01 · headline / CTA / F02 · shipping & returns / F03 · mobile purchase path

02

NEXT

Better product understanding

F04 · navigation labels / F05 · product specifics

03

THEN

Support and quality assurance

F06 · contact clarity / Verify policies and links / Retest mobile and desktop

WHAT THE \$299 PACKAGE DELIVERS

A store-specific written review of the homepage and navigation, up to five product pages, mobile experience and customer trust signals, including observations and prioritized recommendations.

Delivery estimate: 3–5 business days after required information. Implementation is separate. No sales, revenue or conversion outcomes are guaranteed.

Request your store review: ethan@nexaglobalhub.com • nexaglobalhub.com