PROVA.

22 October 2026

STORE REHEARSAL REPORT

your-store.myshopify.com

Shoppers get to checkout quickly: 85 of 90 reached it, 85 in under 60 seconds. 4 items German shops usually have to show were not found (see "German shop checks").

94%	94%	25.4 s	7
reached checkout (85/90)	within 60 s	median time to checkout	issues to fix

Your first three jobs

Ranked by measured effect in this rehearsal and how much work the fix usually is.

1 Speed up slow pages

EFFORT: HARD

WHAT HAPPENED

Only on slow 3G: 5 of the 5 shoppers on 3G gave up because the page did not open in time; overall this page opened in a median 1.6 s (page speed table).

WHAT TO CHANGE

Serve images in Shopify CDN sizes (width=) with lazy-loading, preload the large first-screen image and remove unused app scripts. The slow pages are listed in the examples.

EXPECTED EFFECT · SIMULATION, NOT A GUARANTEE

Up to 5 more of 90 shoppers would have reached checkout: 94% → 100% in this simulation.

HOW TO CHECK

Test the slow page at pagespeed.web.dev (mobile). Fix the "Largest Contentful Paint" image and the scripts listed under "Reduce unused JavaScript" first.

2 "Add to cart" on the first screen of the product page

EFFORT: MEDIUM

WHAT HAPPENED

"Add to cart" is not visible on the first screen of the product page. Shoppers who have decided should not have to search for the button.

WHAT TO CHANGE

Theme editor → Product page: put "Buy buttons" right after price/variant; consider a sticky add-to-cart bar app or theme option on mobile.

EXPECTED EFFECT · SIMULATION, NOT A GUARANTEE

Concerns every visitor on a phone; the effect on purchases was not measured separately.

Page by page

Each page with what the shoppers ran into. Numbers on the screenshots match the list.

Home page

1 Speed up slow pages

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More findings

1 MEDIUM PRIORITY 15 shoppers · 17%

Simplify the flow for older shoppers

HOW TO FIX

The 65+ group reached checkout in 33.6 s, the 18-24 group in 18.5 s (1.8×). Larger text, fewer choice screens and clear primary buttons make the difference.

AGE GROUPS

65+

Home page and product page checks

Measured on a phone screen (390 × 844 px) on the first screen, before scrolling. Tap counts come from the shoppers in this rehearsal. Thresholds are our own rules, not an industry standard.

PARTLY **Products or a shop button on the first screen**

Partly: no product on the first screen, but a button to a collection — shoppers need one more tap and a page load to see products.

WHY IT MATTERS

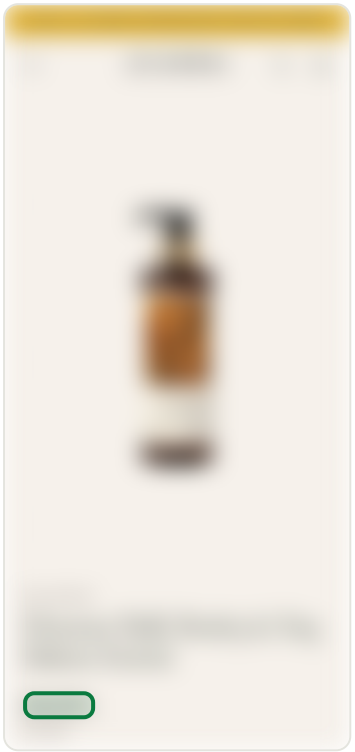
Shoppers who browse decide on the first screen whether to tap on. If they only see a large image, they have to scroll before anything is tappable.

HOW TO FIX

Theme editor → Home page: move a "Featured collection" section directly under the header, or add a button to the image banner that links to a collection.

PASSED **Search visible on the first screen**

PASSED **Shipping and returns information on the first screen**



PASSED **Price on the first screen of the product page**

FAILED **"Add to cart" on the first screen of the product page**

WHY IT MATTERS

Shoppers who have decided should not have to search for the button.

HOW TO FIX

Theme editor → Product page: put "Buy buttons" right after price/variant; consider a sticky add-to-cart bar app or theme option on mobile.

PASSED **Variant selection**

No variant choice was needed.

PASSED **Taps until the product is in the cart**

Median 3 taps (57 phone shoppers).

Checkout

20 visible form fields, 6 of them required on the first checkout step (median).

Guest checkout: possible, no account needed.

Payment methods could not be read (development store or inside a frame); check them on the live store.

German shop checks

Your customers are in Germany, so we also looked at what German online shops usually have to show. We only check whether something is **visible** on your home page and a product page (on a phone). This is not legal advice; please have your legal texts checked by a lawyer or a legal-text provider.

NOT FOUND

Link to the Impressum (legal notice)

German shops must make their legal notice easy to find and reachable from every page, usually in the footer.

on the home page, product page

NOT FOUND

Withdrawal function ("Vertrag widerrufen")

Since 19 June 2026, online shops selling to consumers in Germany must offer an easy way to withdraw from a contract on the website, usually a clearly labelled button or link such as "Vertrag widerrufen". We did not find one.

on the home page, product page

NOT FOUND

Tax and shipping note next to the price

German shops usually show "inkl. MwSt." (or the § 19 UStG note) and "zzgl. Versandkosten" with a link near the price.

on the product page

NOT FOUND

Unit price (Grundpreis)

The product is sold by quantity (200 ml), but we did not see a unit price such as "€ / 100 ml" or "€ / 1 kg" on the page.

on the product page

FOUND

Link to the privacy policy (Datenschutzerklärung)

FOUND

Link to the terms (AGB)

FOUND

Link to the cancellation policy (Widerrufsbelehrung)

FOUND

Link to shipping information

Accessibility and BFSG risk

Automated test (axe-core, WCAG 2.2 A/AA) on the home, product, cart and checkout page, plus adding to cart with the keyboard only. Automated tests find only part of all accessibility problems; a manual check is still needed.

> Since 28 June 2025 the German Accessibility Strengthening Act (BFSG) applies to most online shops selling to consumers (micro-enterprises with fewer than 10 employees and under €2 million turnover are exempt for services). The problems below may be relevant to it. This is not legal advice.

KEYBOARD ONLY **"Add to cart" reached with 18 × Tab and the product went into the cart.**

Home page

No automated violations found.

Product page

No automated violations found.

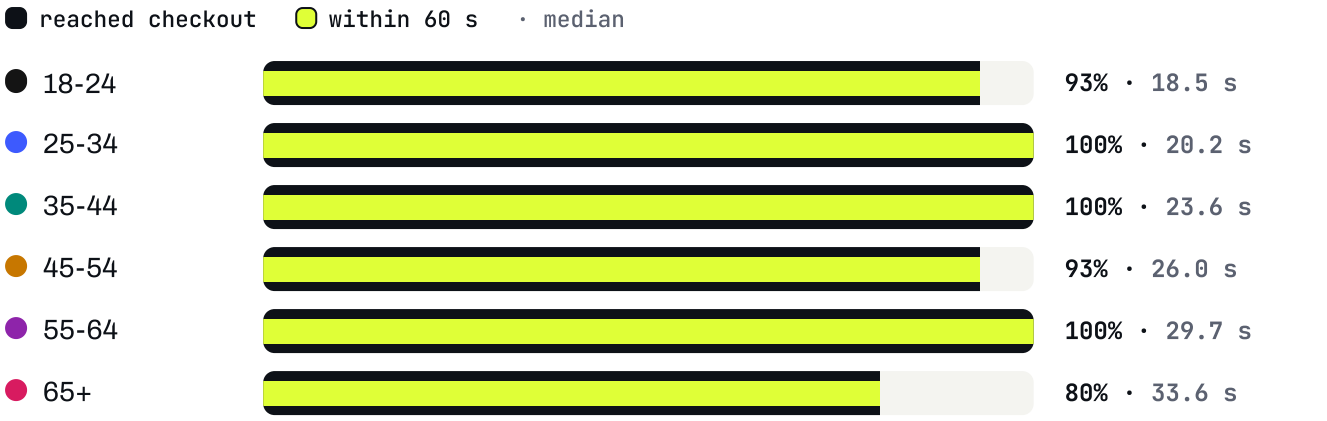
Cart

SERIOUS **Tap targets too small or too close** 3 places

Checkout

No automated violations found.

Results by age group



18-24 14 of 15 shoppers aged 18-24 reached checkout, 14 in under 60 seconds. Median time 18.5 s; a median of 4 taps per shopper. To find a product, 8 used the search box, 4 used home page products, 3 used the menu. Devices were mostly 7 Android, 7 iPhone; 3 had enlarged text, 1 were on slow 3G. Gave up: 1 because of a slow page.

25-34 15 of 15 shoppers aged 25-34 reached checkout, 15 in under 60 seconds. Median time 20.2 s; a median of 3 taps per shopper. To find a product, 8 used home page products, 4 used the search box, 3 used the menu. Devices were mostly 8 Android, 5 iPhone; 2 had enlarged text. No notable friction in this group.

35-44 15 of 15 shoppers aged 35-44 reached checkout, 15 in under 60 seconds. Median time 23.6 s (1.3× the 18-24 group); a median of 4 taps per shopper. To find a product, 6 used the menu, 5 used the search box, 4 used home page products. Devices were mostly 6 Android, 4 iPhone; 2 had enlarged text. No notable friction in this group.

45-54 14 of 15 shoppers aged 45-54 reached checkout, 14 in under 60 seconds. Median time 26 s (1.4× the 18-24 group); a median of 4 taps per shopper. To find a product, 8 used the menu, 4 used home page products, 3 used the search box. Devices were mostly 6 Android, 3 iPhone; 3 had enlarged text, 1 were on slow 3G. Gave up: 1 because of a slow page.

55-64 15 of 15 shoppers aged 55-64 reached checkout, 15 in under 60 seconds. Median time 29.7 s (1.6× the 18-24 group); a median of 4 taps per shopper. To find a product, 8 used the menu, 5 used home page products, 2 used the search box. Devices were mostly 8 Android, 3 desktop; 6 had enlarged text. No notable friction in this group.

65+ 12 of 15 shoppers aged 65+ reached checkout, 12 in under 60 seconds. Median time 33.6 s (1.8× the 18-24 group); a median of 3 taps per shopper. To find a product, 7 used home page products, 5 used the menu, 3 used the search box. Devices were mostly 6 desktop, 4 tablet; 8 had enlarged text, 3 were on slow 3G. Gave up: 3 because of a slow page.

Where shoppers drop off

Page speed as shoppers experienced it

PAGE	VISITS	MEDIAN LOAD	SLOWEST 10%	SCROLLED
Home page	85	1.6 s	2.1 s	7%
Collection	31	0.8 s	1.5 s	13%
Search results	23	1.7 s	2.2 s	37%
Product page	85	0.9 s	1.6 s	36%

Core Web Vitals (phone, 4G)

Measured in this rehearsal on phones with a simulated 4G connection, 75th percentile per page type. Lab data, not Google's field data (CrUX) from real visitors. INP is approximate (longest tap on the page).

PAGE	LCP	CLS	INP ≈	VISITS
Home page	**1.6 s** good	**0.04** good	**48 ms** good	22
Collection	**1.1 s** good	**0.01** good	–	4
Search results	**0.8 s** good	**0.00** good	–	8
Product page	**1.1 s** good	**0.00** good	**56 ms** good	22
Checkout	**1.3 s** good	**0.00** good	–	22

Google thresholds: LCP ≤ 2.5 s good, > 4 s poor · CLS ≤ 0.1 / > 0.25 · INP ≤ 200 ms / > 500 ms.

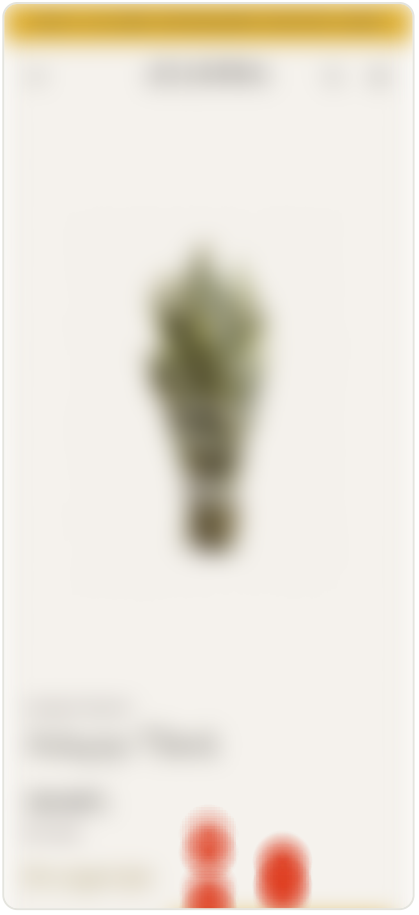
Where shoppers tapped (mobile)

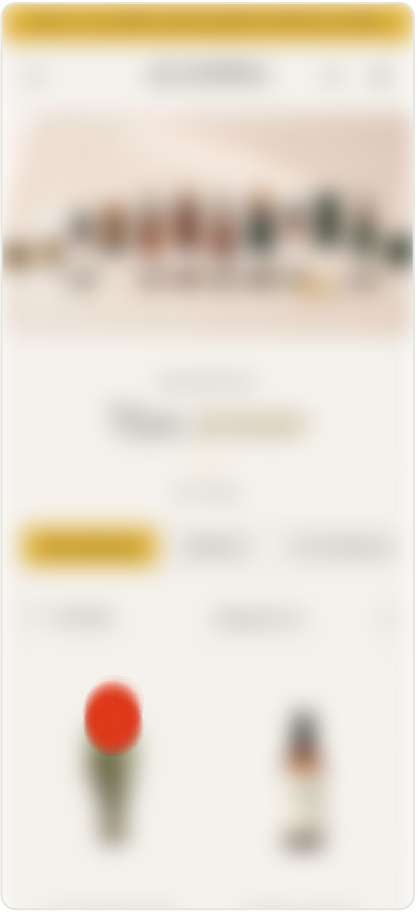
Each mark is one tap by a mobile shopper on this page type.

Home page · 58

Product page · 114

Collection · 18





How we tested

90 synthetic shoppers (15 in each of six age groups) visited your store in a real Chromium browser, each with their own device, connection speed and text size. They looked for a product the way people of their age usually do (search, menu or home page), added it to the cart and went to checkout. **No order was placed and no payment form was filled in.**

Time = measured loading and interaction time + a reading/thinking allowance by age. A purchase within 60 seconds counts as "fast".

Age groups		Devices		Connection	
18-24	**15**	iPhone	**23**	Wi-Fi	**54**
25-34	**15**	Android	**36**	4G	**31**
35-44	**15**	Tablet	**8**	Slow 3G	**5**
45-54	**15**	Laptop	**12**		
55-64	**15**	Desktop	**11**		
65+	**15**				

The mix of devices, patience and habits is modelled on typical shopper behaviour, not measured from your visitors. Use the report to find friction, not as a forecast of your conversion rate.

Next steps

1. Fix the high-priority items first: they stop people from buying.
2. Run Prova again after the fix. The same shoppers return, so you see exactly what changed.
3. Want 34Devs to fix them? Pick the findings on your order page and we reply with a fixed-price quote, or write to info@34devs.com.