

STORE REHEARSAL REPORT

your-store.myshopify.com

Your store is ready for fast shopping: 88 of 90 shoppers reached checkout, 83 in under 60 seconds.

98%

reached checkout
(88/90)

92%

within 60 s

25.6 s

median time to
checkout

6

issues to fix

What to fix, in order

1

HIGH PRIORITY

5 shoppers · 6% · 1 gave up

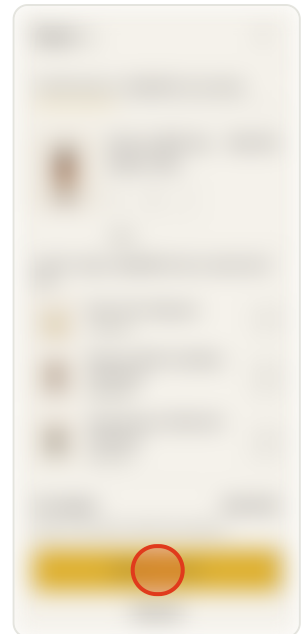
Speed up slow pages

HOW TO FIX

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.

AGE GROUPS

18-24, 45-54, 65+



Yusuf, 24 · Android

2

HIGH PRIORITY

5 shoppers · 6%

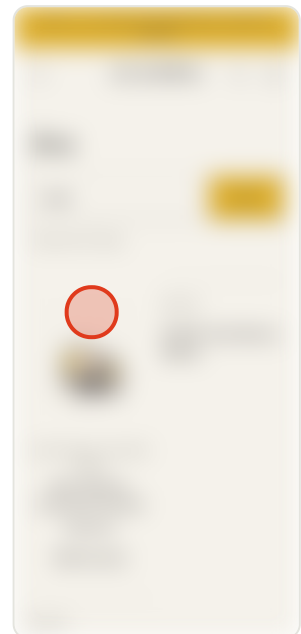
An invisible layer steals taps

HOW TO FIX

A link's click area (usually a card-covering `::after` with `position:absolute; inset:0`) spills over neighbouring elements because its container lacks `position:relative`, so tapping X opens Y. Give the card container `position:relative`. The affected link is in the examples.

AGE GROUPS

18-24, 25-34, 45-54



Ebru, 23 · Android

3

MEDIUM PRIORITY

15 shoppers · 17%

Simplify the flow for older shoppers

HOW TO FIX

The 65+ group reached checkout in 43.4 s, the 18-24 group in 19.4 s (2.2×). Larger text, fewer choice screens and clear primary buttons make the difference.

AGE GROUPS

65+

4

MEDIUM PRIORITY

5 shoppers · 6% · 1 gave up

The store gets heavy on slow connections

HOW TO FIX

5 shoppers on slow 3G reached checkout in a median 88.8 s; everyone else in 24.9 s. Reducing page weight (images, fonts, scripts) helps this group most.

AGE GROUPS

18-24, 45-54, 65+

5

LOW PRIORITY

5 shoppers · 6%

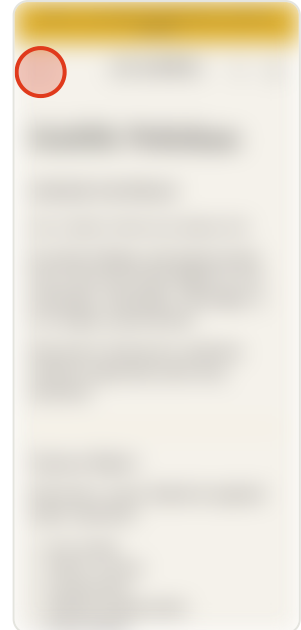
The first route did not work

HOW TO FIX

When search or the menu failed on the first try, shoppers switched routes; improve the route shown in the examples.

AGE GROUPS

18-24, 25-34, 45-54



Ebru, 23 · Android

6

LOW PRIORITY

5 shoppers · 6%

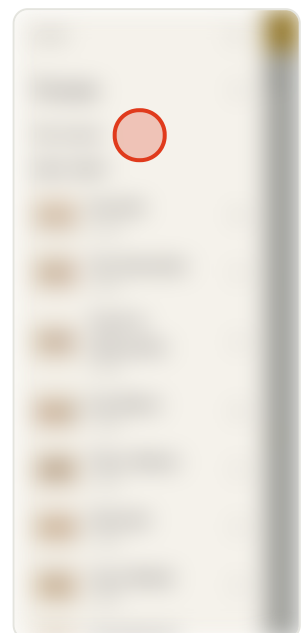
Make tap targets larger

HOW TO FIX

Every tappable element on mobile should be at least 44×44 px (Apple/Google guideline); older shoppers mis-tap most.

AGE GROUPS

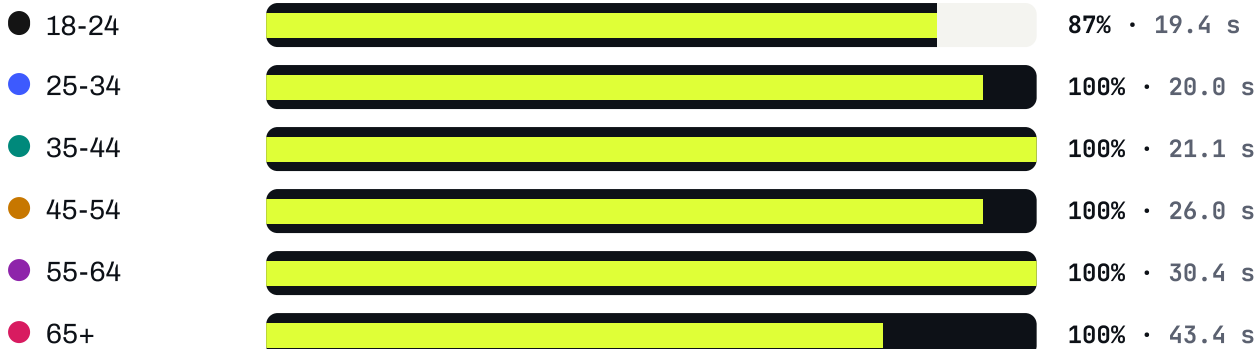
18-24, 25-34, 45-54



Ebru, 23 · Android

Results by age group

● reached checkout ■ within 60 s · median



18-24 13 of 15 shoppers aged 18-24 reached checkout, 13 in under 60 seconds. Median time 19.4 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 unexpected behaviour; 1 because of a slow page. Friction they hit: a tap that opened another page (1), their first route not working (1).

25-34 15 of 15 shoppers aged 25-34 reached checkout, 14 in under 60 seconds. Median time 20 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. Friction they hit: a tap that opened another page (3), their first route not working (3).

35-44 15 of 15 shoppers aged 35-44 reached checkout, 15 in under 60 seconds. Median time 21.1 s; 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 15 of 15 shoppers aged 45-54 reached checkout, 14 in under 60 seconds. Median time 26 s (1.3× 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. Friction they hit: a slow page (1), a tap that opened another page (1).

55-64 15 of 15 shoppers aged 55-64 reached checkout, 15 in under 60 seconds. Median time 30.4 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+ 15 of 15 shoppers aged 65+ reached checkout, 12 in under 60 seconds. Median time 43.4 s (2.2× the 18-24 group); a median of 4 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. Friction they hit: a slow page (3).

Where shoppers drop off



Page speed as shoppers experienced it

PAGE	VISITS	MEDIAN LOAD	SLOWEST 10%	SCROLLED
Home page	89	–	–	6%
Collection	37	0.6 s	0.8 s	10%
Search results	25	1.6 s	5.4 s	37%
Product page	89	0.6 s	1.8 s	34%

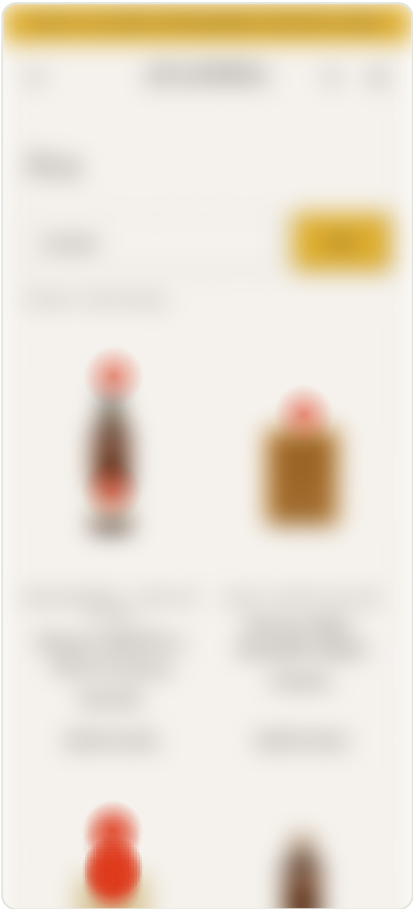
Where shoppers tapped (mobile)

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

Home page · 58



Search results · 19



Product page · 116



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. Questions or help with the fixes: info@34devs.com