THE WEIRDO SCORECARD KIT

7 Weird Shopify UX Facts That Quietly Kill Sales

Seven odd little leaks costing your store sales.
Plus a 1-page scorecard to find yours.

Perry Ecom Growth
From one Shopify weirdo to another.

#1 WEIRD FACT · FUNNEL

7 out of 10 carts get ditched.

Most add-to-carts never become orders. The weird part? Lots of them leave for fixable reasons.

SO WHAT?

- Baymard averaged 50 studies and landed at about 70% cart abandonment.
- Skip the window shoppers and the top reason left is surprise costs: shipping, tax, fees.
- If your total shows up late, people bail late.

CHECK YOUR STORE FOR:

- ☐ Shipping cost is visible before checkout starts.
- ☐ Guests can buy without making an account.
- ☐ Your checkout asks for as few fields as possible.

Source: Baymard Institute, Cart Abandonment Rate Statistics (70.22% avg; 40% cite extra costs). baymard.com/lists/cart-abandonment-rate

#2 WEIRD FACT · TRUST

A perfect 5.0 can look fake.

Shoppers trust a few honest flaws more than a wall of gold stars.

SO WHAT?

- Spiegel Research Center found purchase likelihood usually peaks at 4.0 to 4.7 stars, then dips near 5.0.
- The first handful of reviews does the heavy lifting.
- So a product with zero reviews is basically whispering.

CHECK YOUR STORE FOR:

- [ ] Every best seller has at least 5 reviews.
- [ ] Some 3 and 4 star reviews are visible, not hidden.
- [ ] Verified buyer badges are turned on.

Source: Medill Spiegel Research Center, How Online Reviews Influence Sales. spiegel.medill.northwestern.edu/how-online-reviews-influence-sales/

#3 WEIRD FACT · PERCEIVED VALUE

Pricier products need more proof, not less.

We tend to give the premium product the prettiest page. It needs the most convincing page.

SO WHAT?

- Spiegel found showing reviews lifted conversion 190% on lower-priced items and 380% on higher-priced ones.
- The more it costs, the more a shopper has to justify it.
- Your priciest page should be your most crowded with proof.

CHECK YOUR STORE FOR:

- [ ] Your most expensive product has the most reviews and photos.
- [ ] Near the price, the page answers "why does this cost that?"
- [ ] Guarantee, materials, or a comparison sits close to Add to Cart.

Source: Medill Spiegel Research Center, How Online Reviews Influence Sales. spiegel.medill.northwestern.edu/how-online-reviews-influence-sales/

#4 WEIRD FACT · FUNNEL

Your loudest banner is the one nobody sees.

Banner blindness: if it looks like an ad, eyes skip it. Even your own promo.

SO WHAT?

- NN/g eyetracking shows people ignore stuff that looks ad-like: top strips, animation, boxes with a different background.
- Your shiny offer can get filed under "probably an ad."
- Making it louder can make it more invisible.

CHECK YOUR STORE FOR:

- [ ] Your key offer is styled like real content, not a flashing block.
- [ ] The announcement bar says something useful (shipping, returns).
- [ ] Important info is not parked right next to pop-ups or promos.

Source: Nielsen Norman Group, Banner Blindness Revisited (Pernice, 2018). www.nngroup.com/articles/banner-blindness-old-and-new-findings/

#5 WEIRD FACT · TIME

Shoppers notice a delay at 1 second.

Not page load. Every single tap.

SO WHAT?

- Classic NN/g limits: 0.1s feels instant, 1s keeps flow, 10s loses attention.
- Every variant tap, filter, and Add to Cart is a tiny speed test.
- Laggy taps feel broken, even when they technically work.

CHECK YOUR STORE FOR:

- ☐ Tap Add to Cart on your phone. Instant response?
- ☐ Variant swatches swap the photo fast.
- ☐ The cart drawer opens without a long spinner.

Source: Nielsen Norman Group, Response Times: The 3 Important Limits (Nielsen).
www.nngroup.com/articles/response-times-3-important-limits/

#6 WEIRD FACT · TIME My client data

Speed fixes paid off in 7 days.

From my own client work. Not a lab. Real stores.

+188%
conversion, Maxx Air

+170%
orders, Maxx Air

79 → 99
speed score, Lilack

SO WHAT?

- Maxx Air saw those jumps 7 days after speed work.
- On mobile, speed is your first impression.
- The weird part: speed usually comes from removing stuff, not adding.

CHECK YOUR STORE FOR:

- [ ] Run your home and top product page through PageSpeed Insights on mobile.
- [ ] Count apps loading scripts on every page.
- [ ] Hero images are compressed and sized for phones.

Source: Perry Ecom Growth client results (Maxx Air, Lilack). Test tool: PageSpeed Insights. pagespeed.web.dev/

#7 WEIRD FACT · BUSY VS REVENUE My client data

The new font won't save you.

Busy work feels productive. Revenue work actually is.

+70%
conversion, BuzRub (to 3.63%)

+167%
sales year over year, BuzRub

SO WHAT?

- New theme, new app, new font: fun, visible, rarely why people leave.
- The money hides in boring stuff: funnel leaks, trust gaps, fuzzy value, slow taps.
- Ask me how I know. (200+ Shopify projects. I've changed a lot of fonts.)

CHECK YOUR STORE FOR:

- [ ] Your last 3 store changes: did any touch funnel, trust, value, or speed?
- [ ] You know this month's conversion rate without looking it up.
- [ ] You watched 5 real session recordings this week (Microsoft Clarity is free).

Source: Perry Ecom Growth client results (BuzRub). Session recordings: Microsoft Clarity. clarity.microsoft.com/

THE 1-PAGE

The Weirdo Scorecard

Circle 1 (yikes) to 5 (chef's kiss). Be honest. Nobody's watching.

Funnel	Can a phone shopper go from product page to paid in under a minute?	1 2 3 4 5
Trust	Would a total stranger believe your reviews, photos, and policies?	1 2 3 4 5
Perceived Value	Does your priciest product page explain why it costs that?	1 2 3 4 5
Time	Does every tap feel instant on your phone?	1 2 3 4 5

Total
out of 20

16 to 20
Nice. Fellow weirdo.

10 to 15
A few quiet leaks.

4 to 9
Good news: lots of easy wins.

WANT A SECOND PAIR OF WEIRD EYES?

Drop me your store URL, or just answer these 4.
I'll send back your filled-in scorecard. Free. No pitch deck.

hi@perryecomgrowth.com or cal.com/perryecom/quick-chat

Thanks for reading, fellow weirdo.

Now fix one thing. Then go get ice cream.
You earned it. 🍦

200+
Shopify projects

4.9/5
from 80+ reviews

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