



Nova Commerce Checkout Audit

A professional review of usability issues, journey friction, and prioritized recommendations for improving the product experience.

CLIENT	Nova Commerce
AUDIT TYPE	Ecommerce
PREPARED BY	Nova Commerce
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01

Executive Summary

This audit reviewed Nova Commerce Checkout Audit and identified 8 usability findings across 3 journeys. The most important next step is to address the high-priority issues that create friction, uncertainty, or risk in the core workflow.

REPORT SUMMARY

8

Findings

3

Journeys

1

Evidence

1

Quick wins

This report summarizes the key usability issues, supporting evidence, and recommended actions identified during the audit.

Audit snapshot

Findings	8
Journeys reviewed	3
Critical issues	0
High-priority issues	2
Evidence items	1

Severity distribution

Critical	0
High	2
Medium	4
Low	2

Key observations

The recommendations in this report should be prioritized by impact and effort. The highest-value improvements are the ones that reduce friction in the primary user journey while requiring the least product or engineering complexity.

Priority actions

Priority 1

Shipping options create unnecessary friction

Allow the user to update shipping address

Priority 2

Error messages rely on color alone

Use a more prominent size font.

Priority 3

Order summary becomes hidden during checkout

Add clearer order summary after checkout

Scope & Methodology

This section documents what was reviewed and how the audit findings should be interpreted.

Project details

Project	Nova Commerce Checkout Audit
Client	Nova Commerce
Audit type	Ecommerce
Status	In Progress

Methodology

Findings were reviewed through a structured UX audit lens, focusing on clarity, friction, user confidence, task completion, accessibility considerations, and consistency across the experience.

03

Top Risks

A concise view of the issues most likely to affect task completion, user confidence, or conversion.

1 Shipping options create unnecessary friction

High severity · Checkout Flow

May create avoidable friction around shipping options create unnecessary friction.

2 Error messages rely on color alone

High severity

May make recovery harder and reduce user confidence during completion.

3 Order summary becomes hidden during checkout

Medium severity

Could reduce conversion or prevent users from completing a core task.

4 Form validation feedback is unclear

Medium severity · Checkout Flow

May make recovery harder and reduce user confidence during completion.

5 Primary CTA lacks sufficient contrast

Medium severity

May create avoidable friction around primary cta lacks sufficient contrast.

Findings by journey

Checkout Flow

3

04

Findings

Each finding is written as a concise report entry with context, impact, recommendation, and supporting evidence when available.

Finding 01

P1

Shipping options create unnecessary friction

STATUS	JOURNEY	IMPACT	EFFORT
Open	Checkout Flow	High	Medium

Observation

There is no way to change shipping address

Impact

This finding is marked as high impact and should be considered in prioritization.

Recommendation

Allow the user to update shipping address

Finding 02

P1

Error messages rely on color alone

STATUS	JOURNEY	IMPACT	EFFORT
In Review	Unassigned	-	-

Observation

No observation has been added yet.

Impact

This issue may create friction, uncertainty, or unnecessary effort for users.

Recommendation

Use a more prominent size font.

Finding 03

P2

Order summary becomes hidden during checkout

STATUS	JOURNEY	IMPACT	EFFORT
Open	Unassigned	Medium	Low

Observation

No observation has been added yet.

Impact

This finding is marked as medium impact and should be considered in prioritization.

Recommendation

Add clearer order summary after checkout

Finding 04

P2

Form validation feedback is unclear

STATUS	JOURNEY	IMPACT	EFFORT
In Progress	Checkout Flow	Medium	Low

Observation

When there is an error, the screen does not say why.

Impact

This finding is marked as medium impact and should be considered in prioritization.

Recommendation

Add clear error messaging.

Finding 05

P2

Primary CTA lacks sufficient contrast

STATUS	JOURNEY	IMPACT	EFFORT
Open	Unassigned	High	Low

Observation

The start shopping button lacks contrast against the dark background.

Impact

This finding is marked as high impact and should be considered in prioritization.

Recommendation

Increase contrast

Evidence

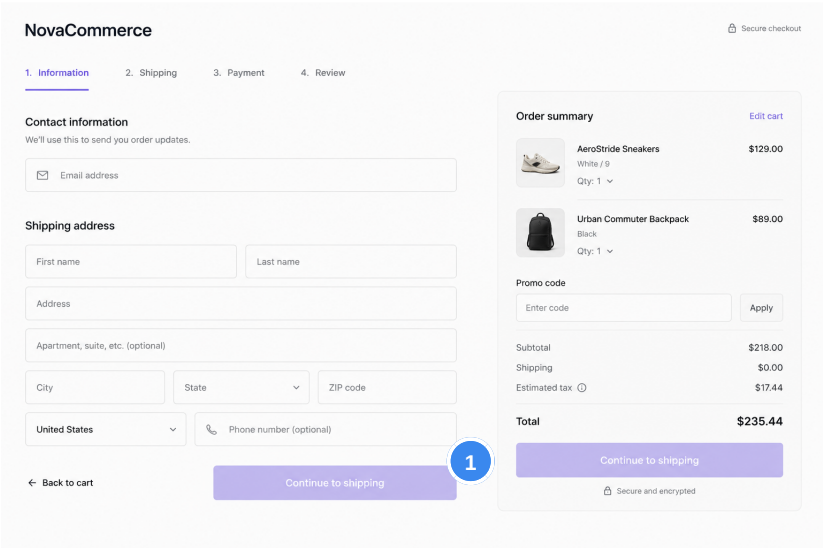


Figure 1. Primary CTA

EVIDENCE NOTES

1. CTA blends into surrounding content.

Finding 06

P2

Guest checkout option is difficult to discover

STATUS	JOURNEY	IMPACT	EFFORT
In Review	Checkout Flow	High	Medium

Observation

It seems that users have to have an account to checkout.

Impact

This finding is marked as high impact and should be considered in prioritization.

Recommendation

Make guest checkout clear.

Finding 07

P3

Confirmation feedback is easy to miss

STATUS	JOURNEY	IMPACT	EFFORT
Resolved	Unassigned	Medium	Low

Observation

The confirmation feedback is in light gray and small. Very easy to miss.

Impact

This finding is marked as medium impact and should be considered in prioritization.

Recommendation

Change the color and make it larger.

Finding 08

P3

Promo code field interrupts checkout flow

STATUS	JOURNEY	IMPACT	EFFORT
Resolved	Unassigned	Low	Low

Observation

No observation has been added yet.

Impact

This finding is marked as low impact and should be considered in prioritization.

Recommendation

Move promo code field below subtotal amount.

05

Journey Analysis

Journey analysis shows where findings cluster across the user experience and helps teams decide where to focus first.

Findings by journey

Product Discovery	0
Product Detail Page	0
Checkout Flow	3

Journey 01

Product Discovery

Evaluate browsing, filtering, searching, and category navigation.

Steps	5
Associated findings	0
Highest severity	-

Journey steps

01	Home page
02	Category Page
03	Search
04	Filters
05	Sort

Journey 02

Product Detail Page

Review product information, images, pricing, reviews, and CTA.

Steps	5
Associated findings	0
Highest severity	-

Journey steps

01 Images

02 Product Info

03 Reviews

04 Shipping Info

05 Add to Cart

Journey 03

Checkout Flow

Evaluate cart, payment, trust, and order completion.

Steps	5
Associated findings	3
Highest severity	P1

Journey steps

01 Cart

02 Shipping

03 Payment

04 Review Order

05 Confirmation

06

Prioritization

Recommended sequencing based on likely user impact and implementation effort.

The most valuable improvements are the ones that reduce high-impact friction without requiring large product or engineering investment. Use this page as a starting point for sprint planning and stakeholder alignment.

Priority matrix

FINDING	IMPACT	EFFORT	RECOMMENDATION
Shipping options create unnecessary friction	High	Medium	Strategic priority
Error messages rely on color alone	P1	Medium	Strategic priority
Order summary becomes hidden during check-out	Medium	Low	Near-term improvement
Form validation feedback is unclear	Medium	Low	Near-term improvement
Primary CTA lacks sufficient contrast	High	Low	Quick win
Guest checkout option is difficult to discover	High	Medium	Strategic priority
Confirmation feedback is easy to miss	Medium	Low	Near-term improvement
Promo code field interrupts checkout flow	Low	Low	Backlog candidate

Suggested roadmap

Next 30 days

Resolve high-impact, low-effort issues and unblock core task completion.

Next 60 days

Address medium-complexity interaction improvements and journey-level friction.

Next 90 days

Evaluate larger workflow changes and validate improvements through user testing.

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Recommendations

The recommendations below translate audit findings into product actions. Prioritize the first items before moving into lower-severity cleanup work.

Priority 1

P1

Shipping options create unnecessary friction

Allow the user to update shipping address

Impact: High Effort: Medium Status: Open

Priority 2

P1

Error messages rely on color alone

Use a more prominent size font.

Impact: - Effort: - Status: In Review

Priority 3

P2

Order summary becomes hidden during checkout

Add clearer order summary after checkout

Impact: Medium Effort: Low Status: Open

Priority 4

P2

Form validation feedback is unclear

Add clear error messaging.

Impact: Medium Effort: Low Status: In Progress

Priority 5

P2

Primary CTA lacks sufficient contrast

Increase contrast

Impact: High Effort: Low Status: Open

Priority 6

P2

Guest checkout option is difficult to discover

Make guest checkout clear.

Impact: High Effort: Medium Status: In Review

Priority 7

P3

Confirmation feedback is easy to miss

Change the color and make it larger.

Impact: Medium Effort: Low Status: Resolved

Priority 8

P3

Promo code field interrupts checkout flow

Move promo code field below subtotal amount.

Impact: Low Effort: Low Status: Resolved

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Evidence Appendix

Supporting screenshots and annotation notes are included here for reference.

Primary CTA lacks sufficient contrast

The screenshot shows the NovaCommerce checkout page. The page has a header with the brand name 'NovaCommerce' and a 'Secure checkout' indicator. A progress bar at the top indicates the current step is '1. Information', followed by '2. Shipping', '3. Payment', and '4. Review'. The main content area is divided into two columns. The left column contains form fields for 'Contact information' (Email address), 'Shipping address' (First name, Last name, Address, Apartment, suite, etc. (optional), City, State, ZIP code, United States, and Phone number (optional)), and a 'Back to cart' link. The right column contains an 'Order summary' section with a table of items: 'AeroStride Sneakers' (White / 9, Qty: 1, \$129.00) and 'Urban Commuter Backpack' (Black, Qty: 1, \$89.00). Below the order summary is a 'Promo code' section with an 'Enter code' field and an 'Apply' button. The bottom of the right column shows a 'Total' of \$235.44 and a 'Continue to shipping' button. A blue circle with the number '1' is placed over the 'Continue to shipping' button, highlighting it as the primary CTA.

Item	Price
AeroStride Sneakers (White / 9, Qty: 1)	\$129.00
Urban Commuter Backpack (Black, Qty: 1)	\$89.00
Total	\$235.44

Figure 1. Primary CTA

EVIDENCE NOTES

1. CTA blends into surrounding content.

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Conclusion

This report should guide the next design iteration, roadmap discussion, or stakeholder review. Addressing the highest-severity and highest-impact issues first will create the clearest improvement in usability and product quality.

Prepared by Nova Commerce

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