

Om-Audit

Marketing Online

Usability | CRO audit

<https://moonrisecrystals.com/>



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Behavioral Factors Analysis

The main pages of the user visits

Behavioral Factors Analysis



The main entry pages are the content pages

Landing page		↓ Session	Users	New users	Average interaction time per session	Key Events All events	Total income	Share of sessions with key events All events
		81 567 100% of the total	62 861 100% of the total	61 333 100% of the total	1 min 35 sec. Avg. +0%	4 509,00 100% of the total	17 955,15 \$ 100% of the total	1,18 % Avg. +0%
1	/	5 079	3 208	2 717	3 min 15 sec.	1 440,00	5 956,90 \$	5,38 %
2	(not set)	4 410	2 974	85	19 sec.	0,00	0,00 \$	0 %
3	/green-fluorite-meaning	2 511	2 323	2 233	1 min 00 sec.	6,00	0,00 \$	0,08 %
4	/dragons-blood-jasper-meaning	1 453	1 280	1 202	1 min 27 sec.	5,00	0,00 \$	0,14 %
5	/silver-sheen-obsidian-meaning	1 363	1 210	1 144	1 min 22 sec.	0,00	0,00 \$	0 %
6	/peach-moonstone-meaning	1 228	1 141	1 068	1 min 25 sec.	0,00	0,00 \$	0 %
7	/blue-aventurine-meaning	1 224	1 125	1 073	1 min 07 sec.	1,00	0,00 \$	0,08 %
8	/shop	1 184	684	444	3 min 25 sec.	359,00	1 405,90 \$	8,53 %
9	/gold-sheen-obsidian-meaning	1 119	1 013	935	1 min 26 sec.	3,00	0,00 \$	0,18 %
10	/peacock-ore-meaning	1 067	1 013	971	1 min 10 sec.	1,00	0,00 \$	0,09 %



Recommendations

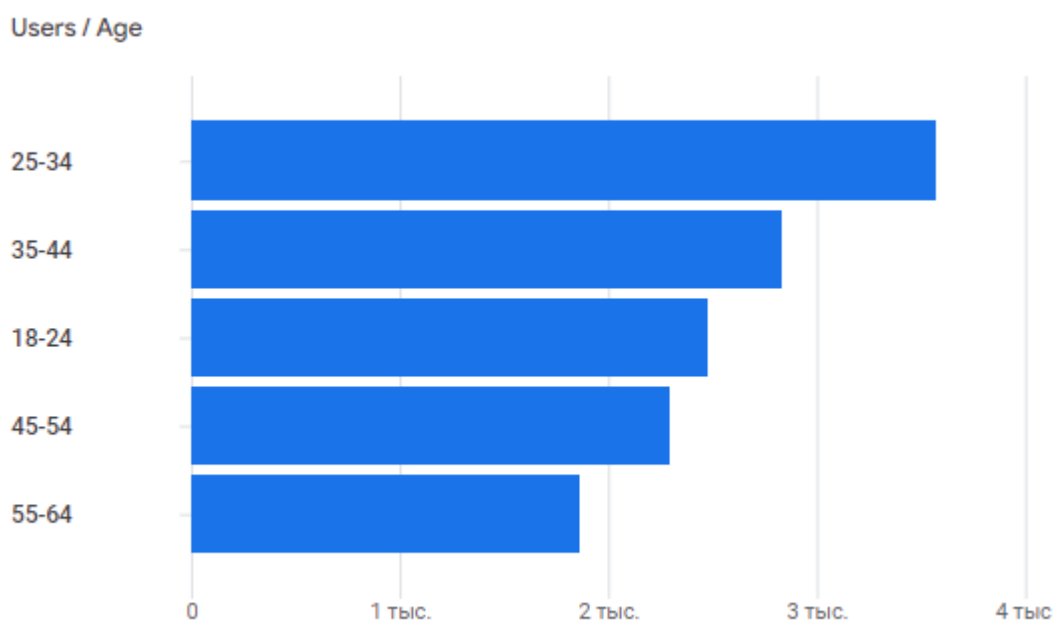
1. Increase promotion of commercial pages

Audience. Age

Behavioral Factors Analysis



The site is viewed by almost all age groups of users



Recommendations

1. Use the information for campaigns, marketing activities

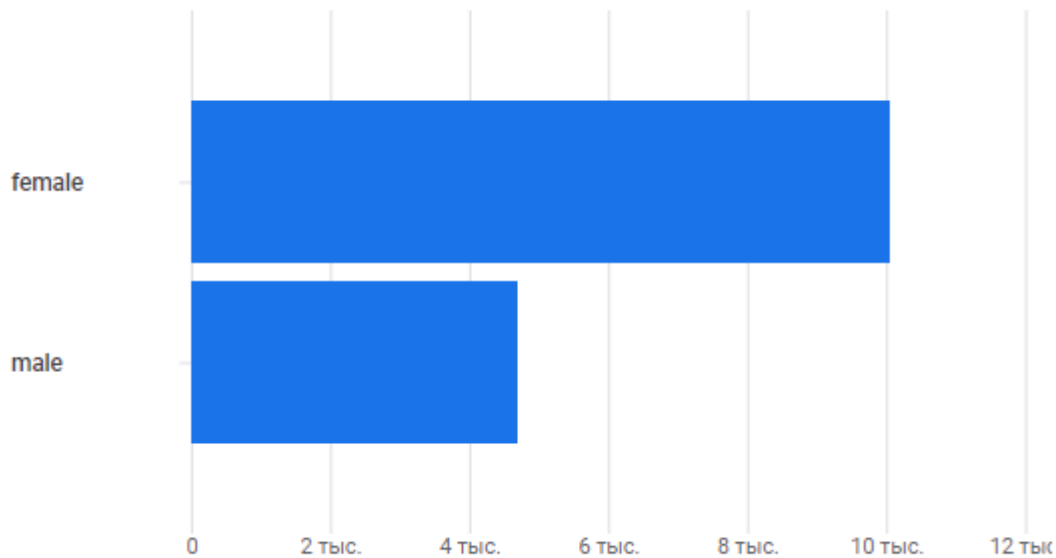
Audience. Gender

Behavioral Factors Analysis



Most of the visitors are women

Users / Gender



Recommendations

1. Use the information for campaigns, marketing activities

Scroll Map Analysis

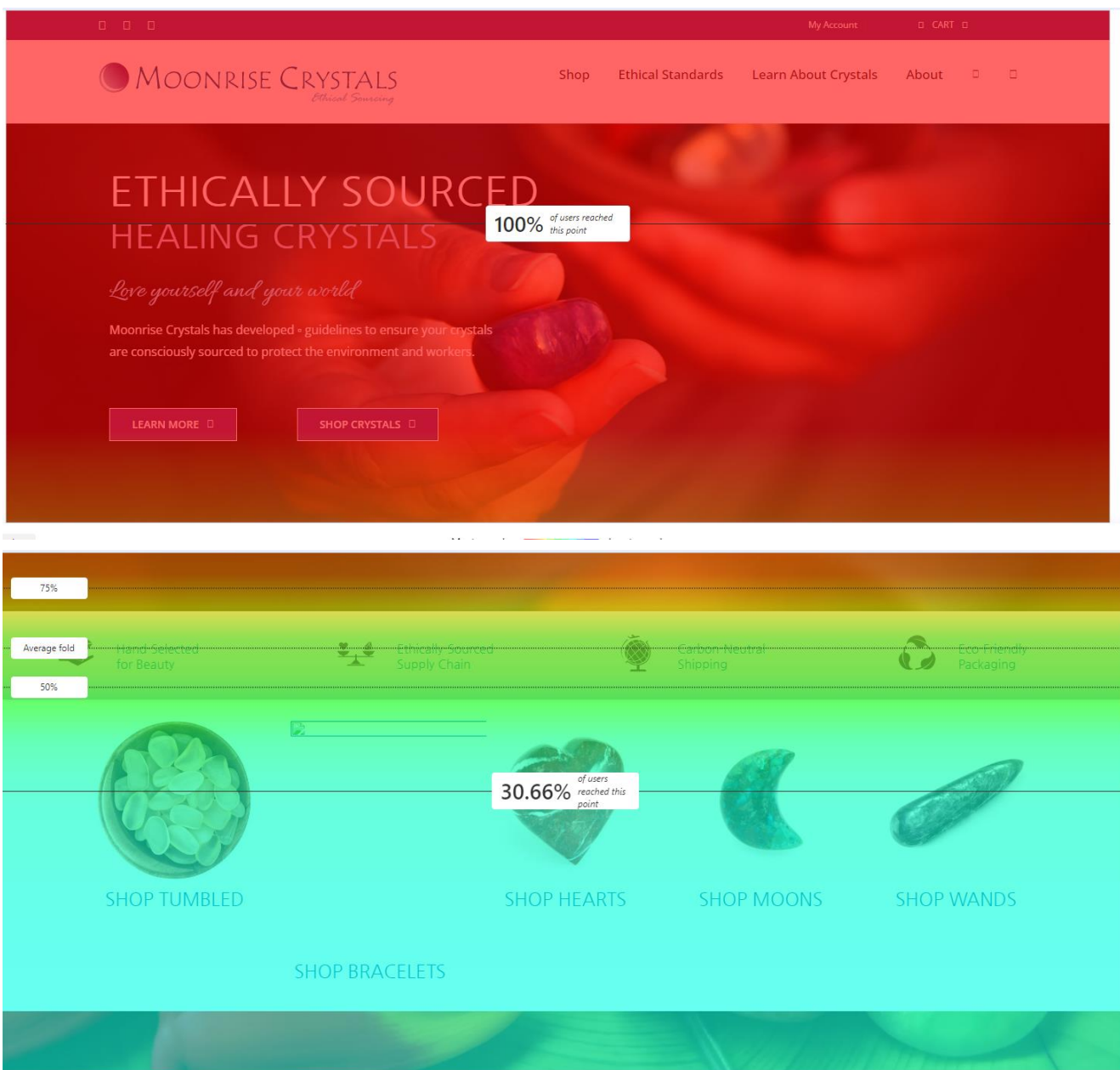
Behavioral Factors Analysis

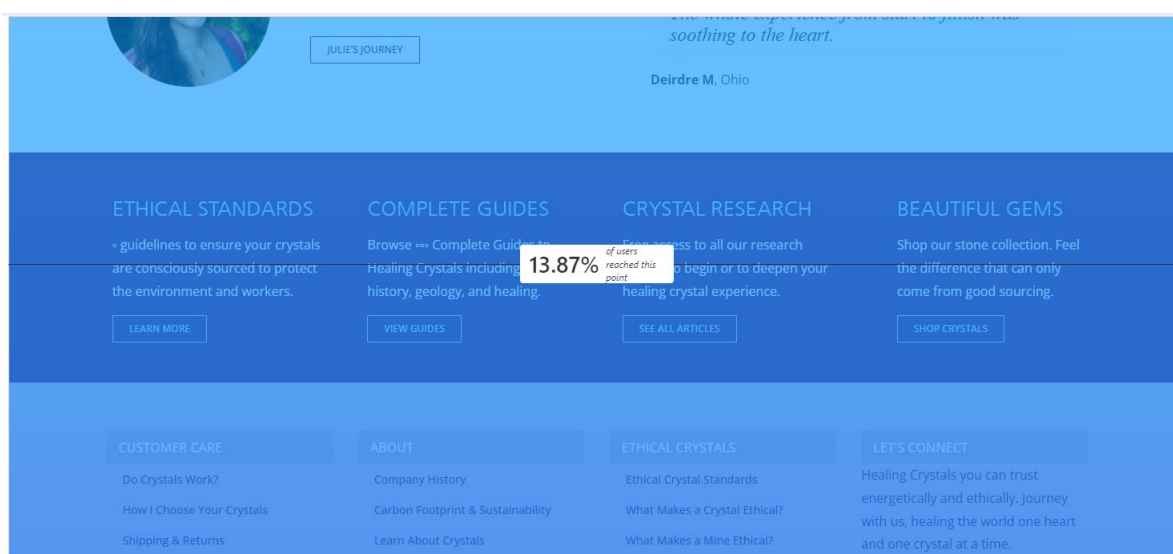
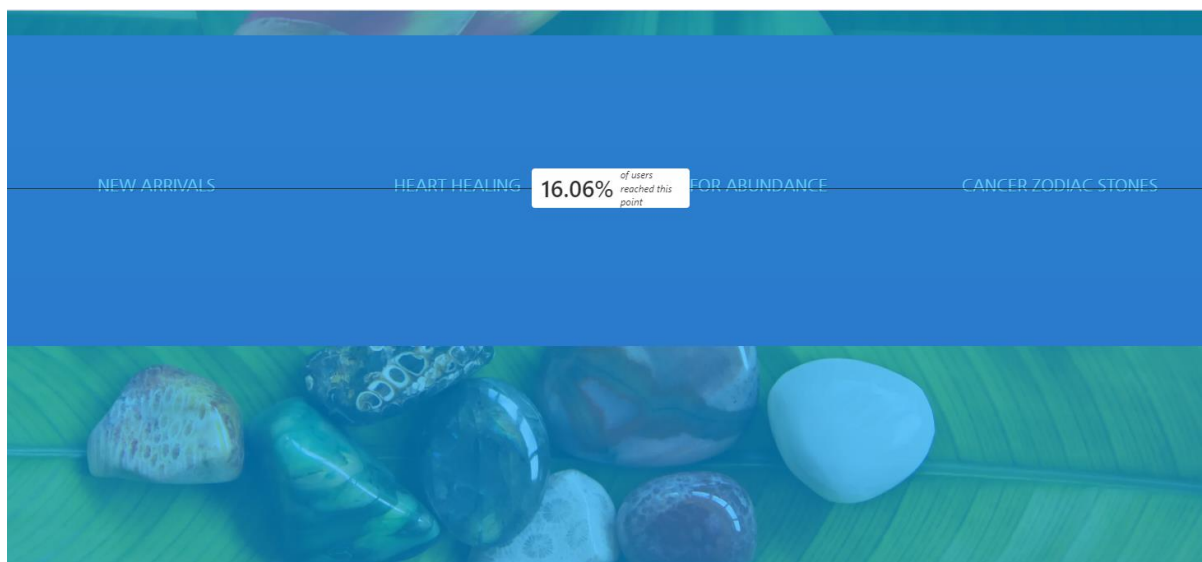


When visiting a site, the user does not view the entire landing page of the analyzed site

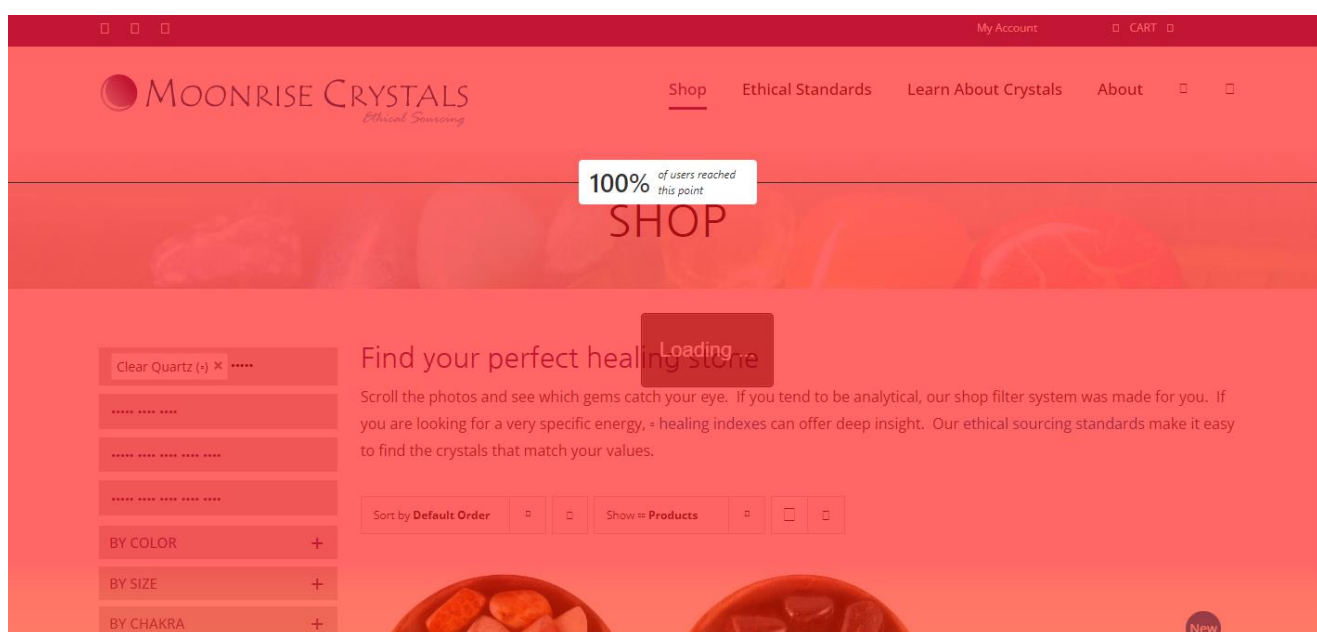
Desktop version

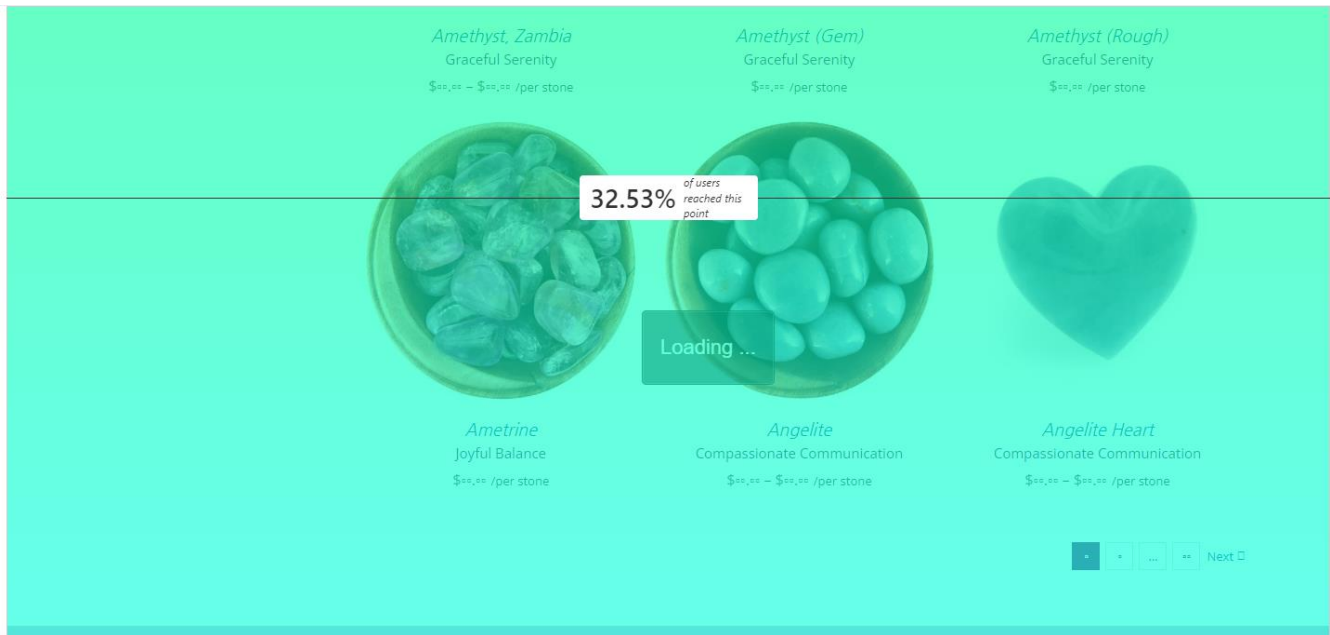
Home page





Category Pages





Product Pages

My Account CART

MOONRISE CRYSTALS Ethical Standards Learn About Crystals

Reviews

Bismuth

\$00.00 - \$00.00 /per stone

Order now to get it Saturday, Jul ***

FAIR WAGES SAFE FACTORY

100% of users reached this point

Spiritual Connection

Feel connected, valued and truly seen. Move forward towards your real goals. Be comfortable with change and growth. Become more wise and spiritually grounded. Let Bismuth inspire graceful transformation!

Bismuth Healing Properties

Confidence Direction Friendship Relationships Success

Transformation Travel

I love it. I felt a connection immediately upon opening it. Packaging had alot of care put in.

Jan M. (Missouri) (verified owner) - November **, ****

Thank you, the Bismuth is lovely!

Camille M. (Illinois) (verified owner) - November *, ****

The seller has great taste when picking.Awesome sourcing. I luv it!

Jennifer S. (Colorado) (verified owner) - August **, ****

11.11% of users reached this point

Bismuth is just such a neat crystal! The complex cry fascinate me. I watched a video online that shows how the crystals form. It was really cool! The pastel rainbow colors are very pretty too!

Colton M (Arizona) (verified owner) - September *, ****

i recived a very powerful bismuth gemstone and its just amzing.

Michelle V. (Georgia) (verified owner) - August **, ****

A+

Article pages

MOONRISE CRYSTALS Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

GREEN FLUORITE MEANING

Crystal Healing Energy, Geology, and History

Published September ••• Updated June ••• Read Time: • minutes

Fluorite comes in every shade of the rainbow. "Pure" Fluorite is a colorless mineral that, when exposed to ultraviolet light and radiation will give it various colors. Green is one of the more common shades of Fluorite. When someone mentions Fluorite's energy, they usually mean green or purple, although some people also mention blue. Green Fluorite is a wonderful stone for heart chakra and for organization. When life feels chaotic and out of control, Fluorite helps us to find a starting place and start cleaning up. The green variety is especially good when our relationships feel out of balance and its time to regroup and find a new balance.

100% of users reached this point

CONTENTS:

1. Meaning of Green Fluorite
 1. Spiritual Healing Energy
 2. Emotional Healing Energy
 3. Mental Healing Energy
 4. Physical Healing Energy
2. Geology of Green Fluorite
 1. Where does it come from?
 2. Mining and Treatments
 3. Mineral Family
 4. Formation and Crystal Associates
3. History of Green Fluorite

Average fold

75%

26 page views

Most popular Least popular

MOONRISE CRYSTALS Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

Fluorite in particular is a good talisman for improving posture and mobility as well as for stomach cramps and intestinal problems.

EXPLORE CRYSTALS WITH SIMILAR ENERGIES

These crystals have an energy similar to Green Fluorite

42.31% of users reached this point

Fuchsite Meaning Blue Fluorite Meaning

GEOLOGY OF GREEN FLUORITE

Where does Green Fluorite come from?

Fluorite is found in many different colors worldwide, with green being a relatively common color. Notable deposits for vivid Green Fluorite are in Austria, Canada, China, France, Germany, Great Britain, Mexico, Morocco, Namibia, Pakistan, Portugal, Russia, and the United States.

Mining and Treatments

Fluorite was first used to refine metals. In 1856, Fluorite was responsible for first demonstrating the phenomenon of fluorescence – a bright glow that some objects emit when exposed to ultraviolet light (black light). It was at this point that Fluorite was recognized as a distinct mineral, and it immediately became a favorite stone for natural history museums and collectors of all sorts.

Fluorescent minerals under UV light

Green is one of the most common shades of Fluorite. Pure Fluorite is actually colorless, the many different colors are caused by a combination of trace impurities and radiation. Most of the time, Fluorite crystals usually form in a single uniform color, but sometimes they produce multiple shades, next to or on laying on top of each other. Green Fluorite is frequently found in Rainbow Fluorite. The color combination often gives experts a clue about where the crystal came from. For example, in China, Green Fluorite is striped with dark purple. In Argentina, it's mixed with a vibrant yellow.

Find Your Perfect Stone

7.69% of users reached this point

From •• countries and ••• varieties, use our advanced filtering to find your perfect stone.

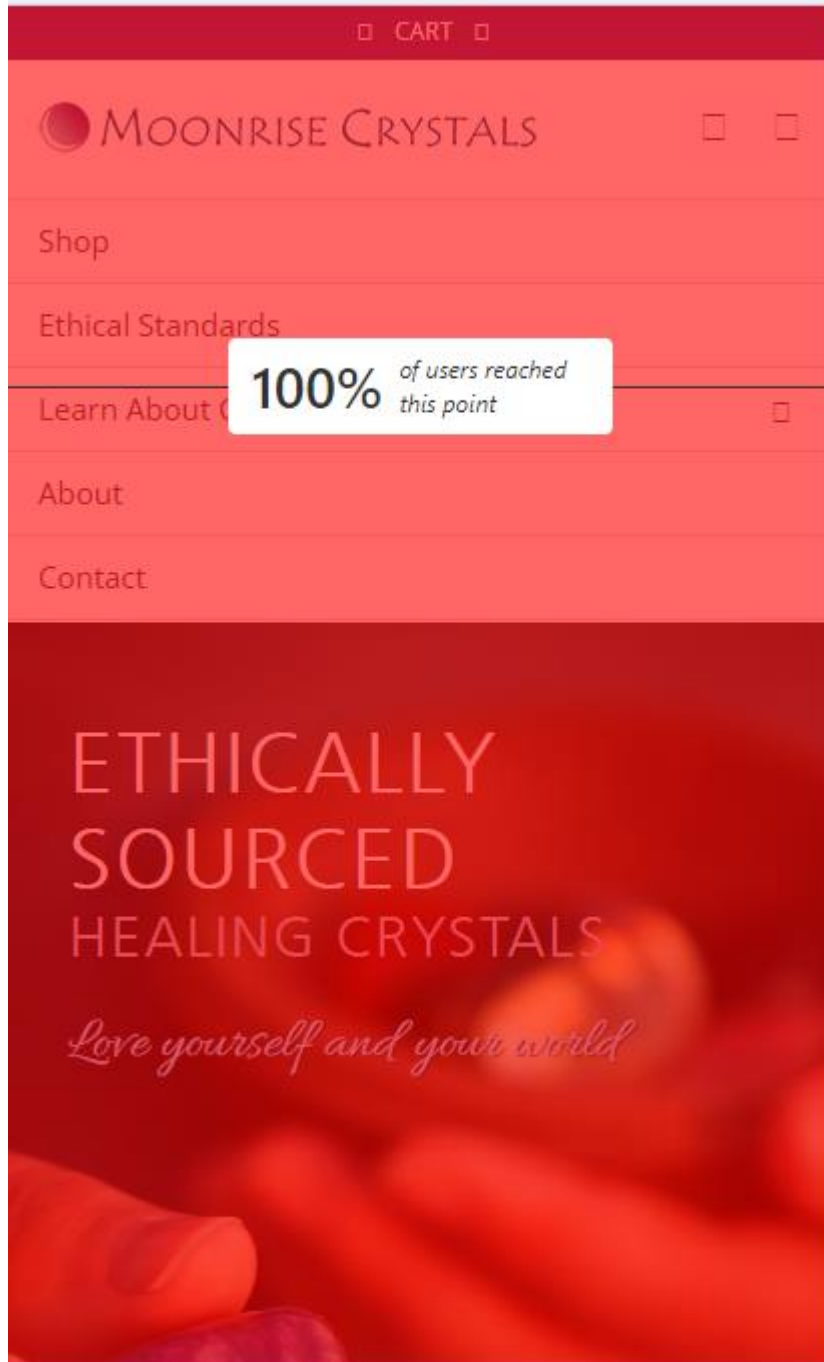
SHOP ALL CRYSTALS

Share This Story, Choose Your Platform!

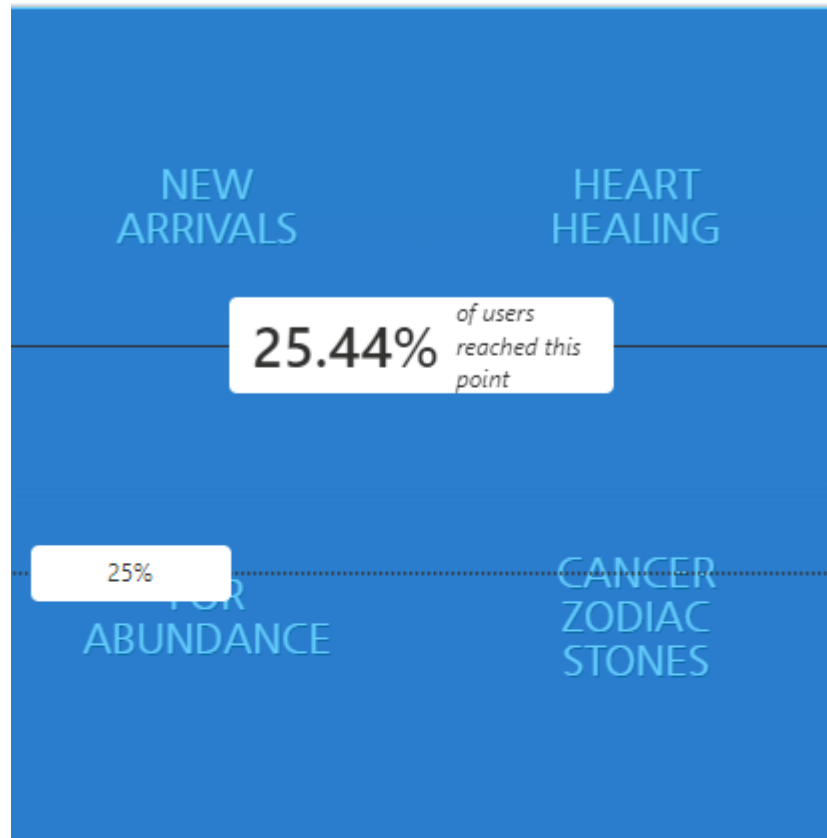
26 page views

Most popular Least popular

Mobile version
Home page







Crystal Healing

Do crystals really work? Learn more here.

What are You Trying to Heal? Crystals are psychological tools that can be used for physical, mental, emotional, and spiritual wellness. By

Most popular  Least popular

guidelines to ensure your crystals are consciously sourced to protect the environment and workers.

[LEARN MORE](#)

COMPLETE GUIDES

Browse our complete guides on Healing Crystals including history, geology, and healing.

14.91% of users reached this point


[VIEW GUIDES](#)

CRYSTAL RESEARCH

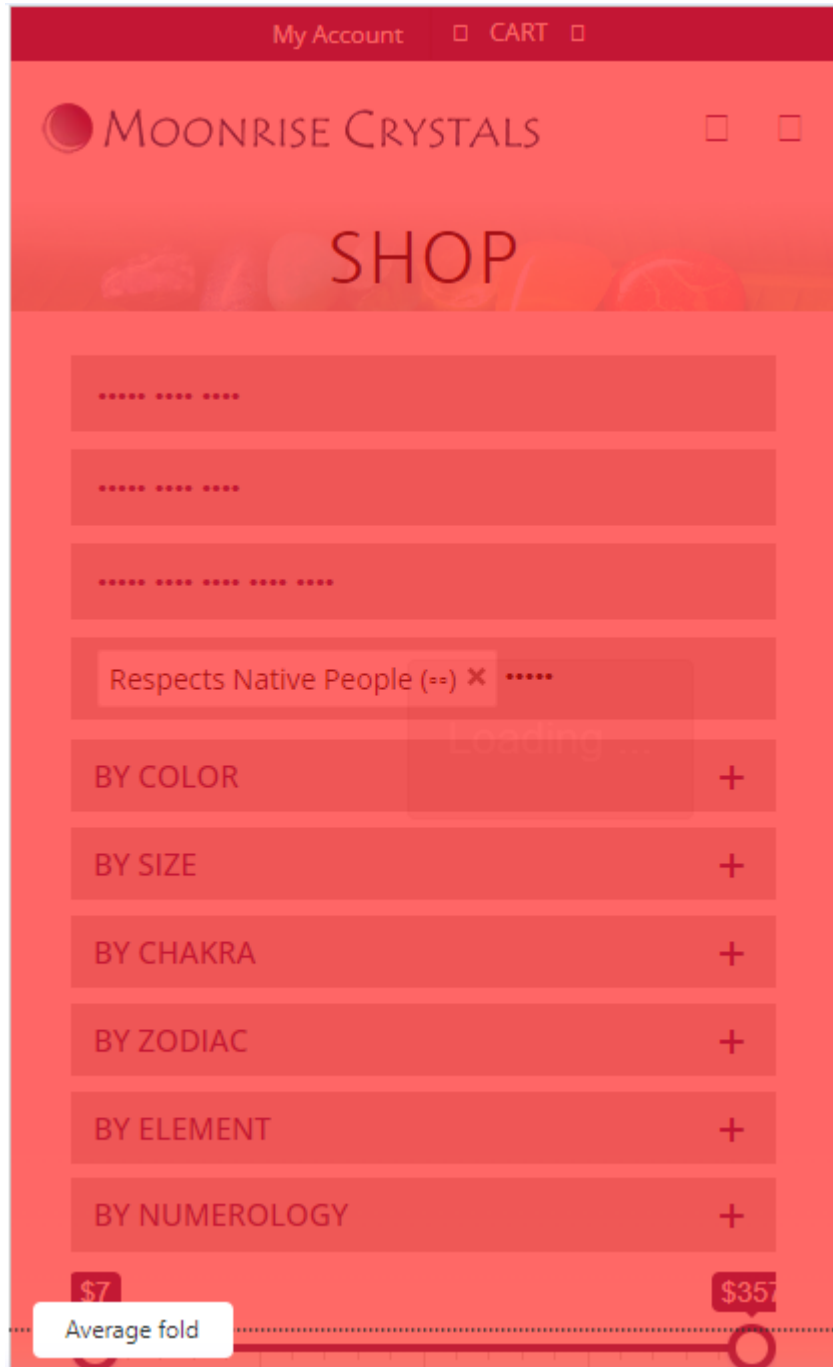
Free access to all our research articles to begin or to deepen your healing crystal experience.

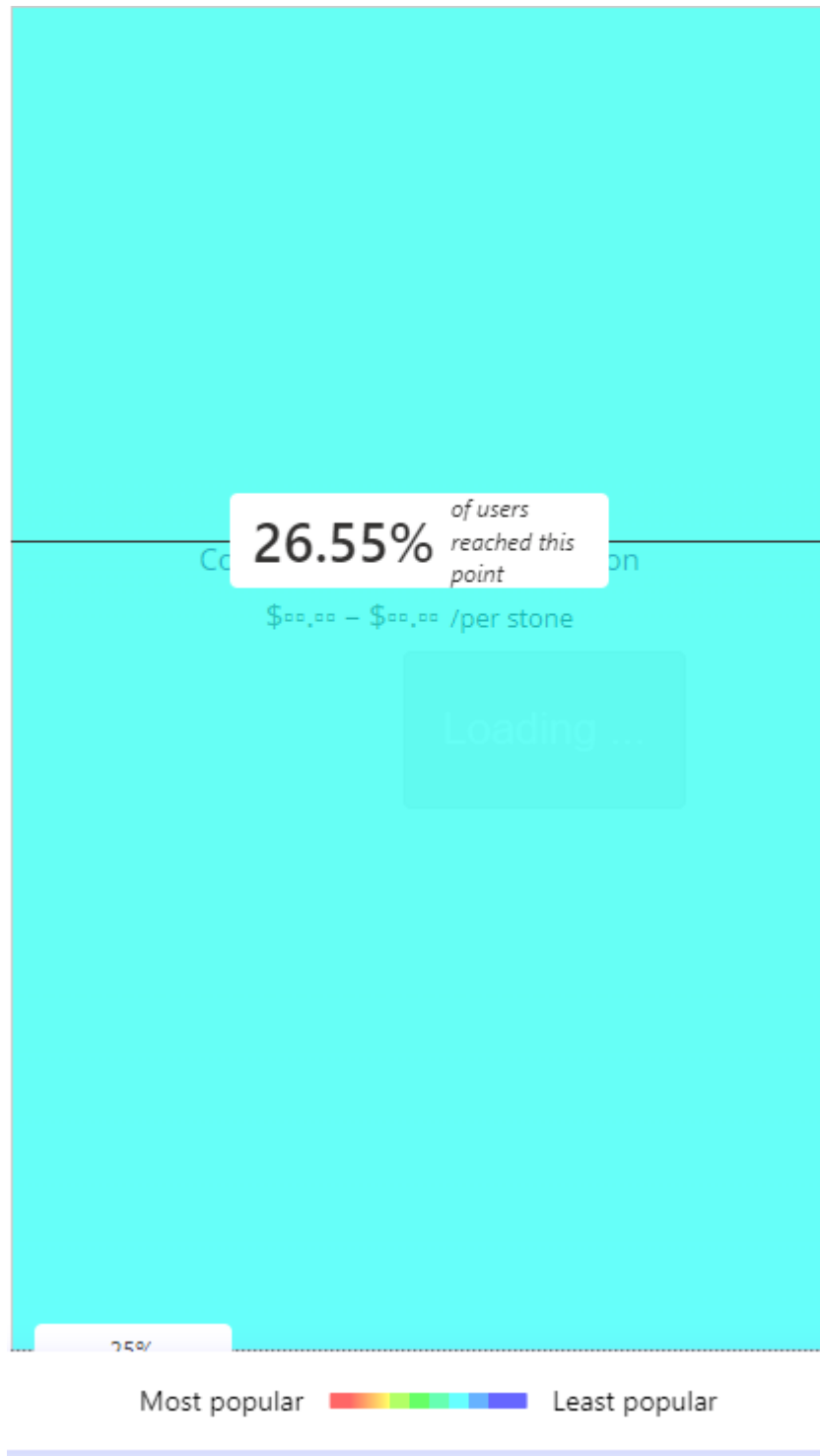
[SEE ALL ARTICLES](#)

BEAUTIFUL GEMS

Most popular  Least popular

Category Pages






My Account CART

MOONRISE CRYSTALS 🔍 ☰

ROOT CHAKRA HEALING

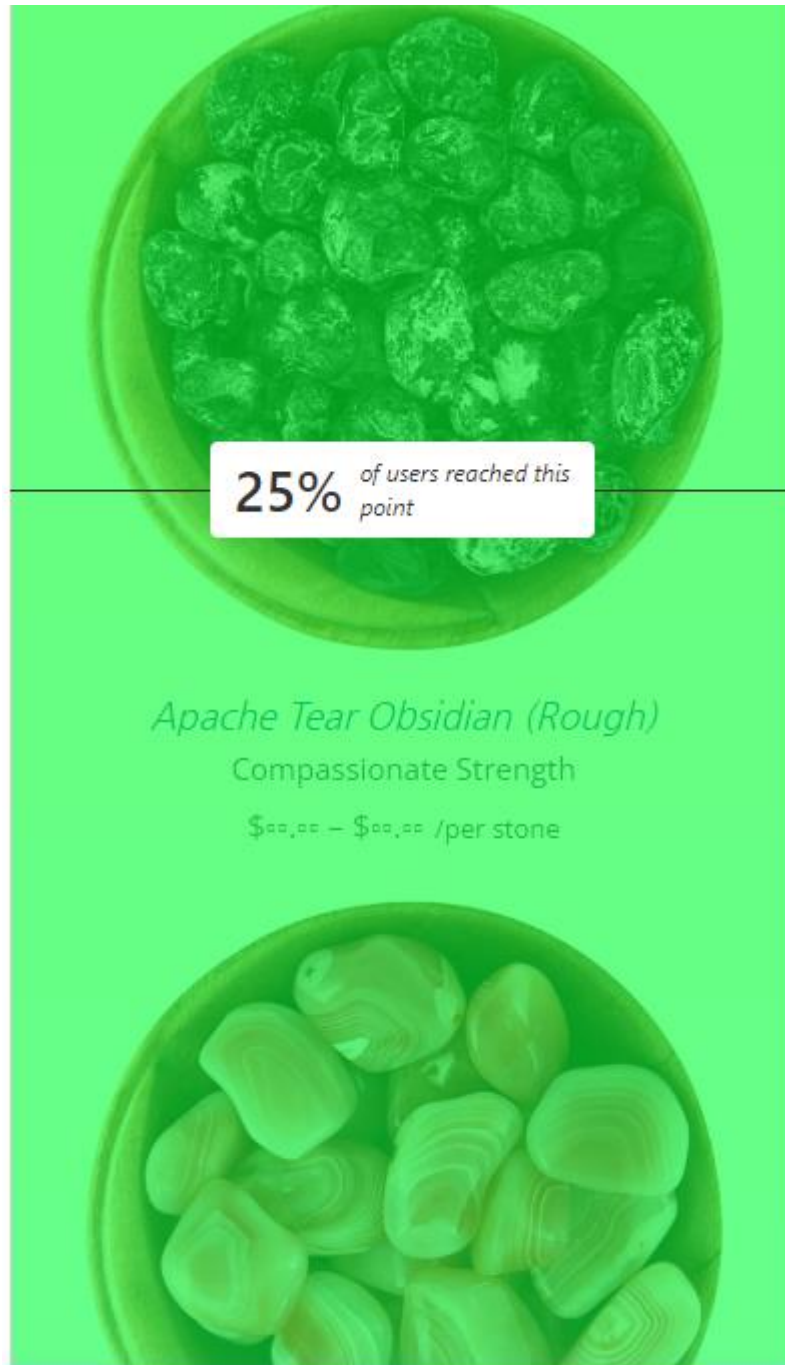
100% *of users reached this point*

FILTER

 Chakra -
Muladhara - The
Right To Be Here

Our Root Chakra governs our physical health, sense of security and financial prosperity. It is our physical identity; the way we view our body as well as our right to exist with our basic needs and desires met. When our Root Chakra is healthy, we feel grounded, strong, and comfortable. We have good boundaries and know that we are where we are suppose to be. Our Root Chakra is most injured if we are physically

Most popular  Least popular



Most popular  Least popular

Product Pages



Wow! This crystal is amazing! I am in awe of its beauty! If you are looking for a reputable seller look no further than moonlightcrystals! The customer service is amazing and the sourcing is reputable and responsible!

Gerri C. (Ke

20% of users reached this point

Love it! My stone is beautiful. I actually received it way before I expected it to arrive. I ordered another stone from someone else at the same time and I'm still waiting. I only hope the quality is as good as this. I will be ordering more from Moonrise Crystals!!!

Gerri C. (Kentucky) (verified owner) - April **, ****

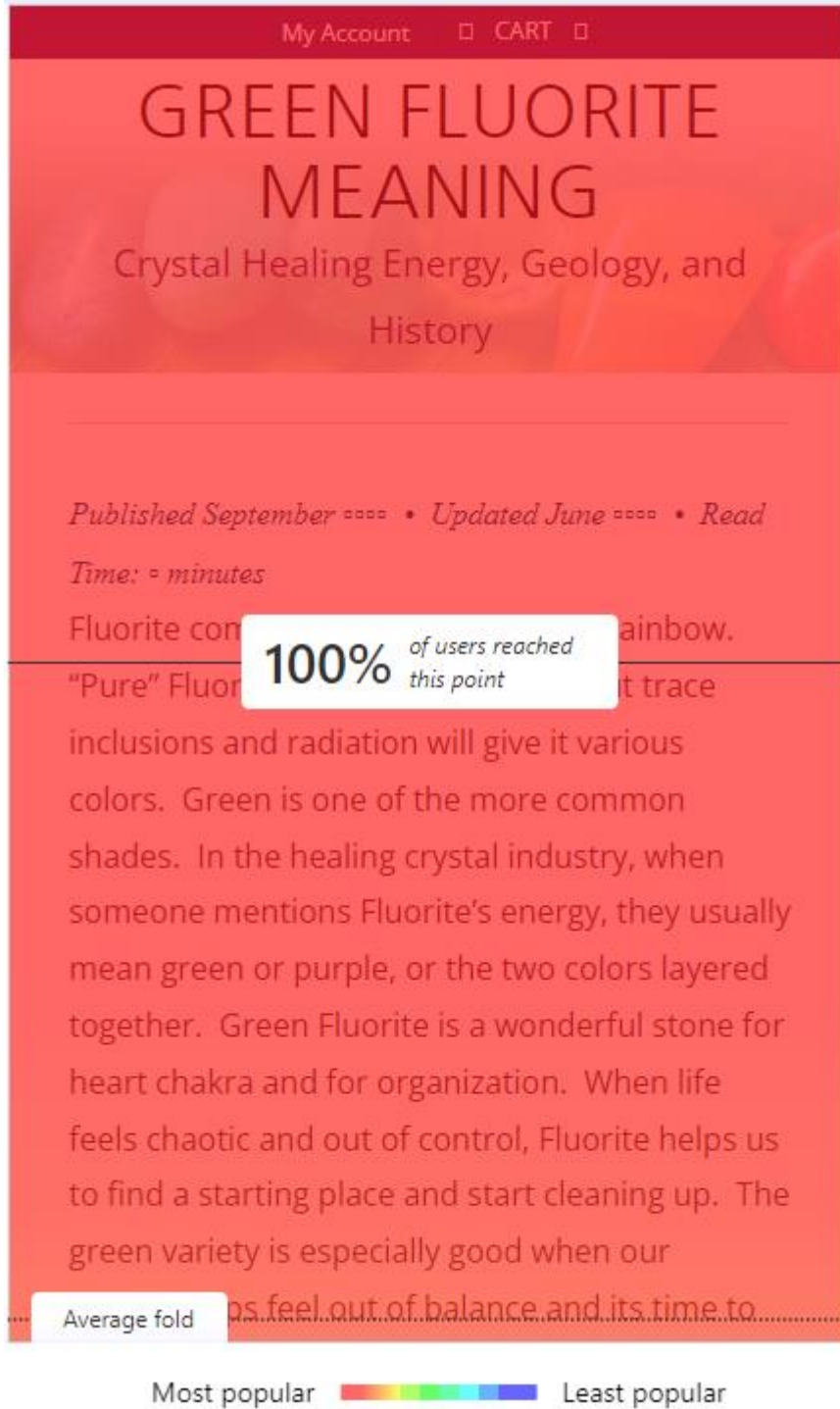
Thank U! I received my Bismuth and I love it! Thank you!

Whitney R. (Oregon) (verified owner) - April **, ****

My bismuth has great energy. I've enjoyed working with it! Thank you for your sustainable work

Most popular  Least popular

Article pages



joints. Green Fluorite in particular is a good talisman for improving posture and mobility as well as for stomach cramps and intestinal problems.

EXPLORE CRYSTALS WITH

33.08%

*of users
reached this
point*

These crystals have an energy similar to Green Fluorite

Fuchsite Meaning

Most popular  Least popular

Find Your Perfect Stone

From 22 countries and 1000 varieties, use our advanced filtering to find your perfect stone

3.85% of users reached this point

SHOP ALL CRYSTALS

Share This Story, Choose Your Platform!

About the Author: Julie

Julie Abouzelof is the owner of Moonrise Crystals and an advocate

Most popular  Least popular



Recommendations

1. Recommendations for improving the situation in the audit are below

Heat Map Analysis

Behavioral Factors Analysis



The user does not use all available functionality

Desktop version

Home page

Category Pages

Product Pages

Article pages

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

attention to our body and do whatever is needed to sooth and restore it. Green Fluorite teases us if we are being silly neglectful children, and encourages us to act like sensible adults and take good care of ourselves. Fluorite in general is a lovely talisman for any problem associated with the teeth, nails and joints. Green Fluorite in particular is a good talisman for improving posture and mobility as well as for stomach cramps and intestinal problems.

EXPLORE CRYSTALS WITH SIMILAR ENERGIES
These crystals have an energy similar to Green Fluorite

- 2 Formation and Crystal Associates/Fuchs site Meaning
- Shell Fossil Meaning
- Blue Fluorite Meaning

GEOLOGY OF GREEN FLUORITE

Where does Green Fluorite come from?

Fluorite is found in many different colors worldwide, with green being a relatively common color. Notable deposits for vivid Green Fluorite are in Austria, Canada, China, France, Germany, Great Britain, Mexico, Morocco, Namibia, Pakistan, Portugal, Russia, and the United States.

Mining and Treatments

Fluorite is primarily mined alongside Silver and Lead, as a part of the rock.

26 page views 2 clicks

Most popular Least popular

Mobile version

Home page

My Account CART

MOONRISE CRYSTALS

3 1

6

ETHICALLY SOURCED HEALING CRYSTALS

Love yourself and your world

Moonrise Crystals has developed a guidelines to ensure your crystals are consciously sourced to protect the environment and workers.

7

LEARN MORE BUY


Most popular Least popular



SHOP BRACELETS



SHOP HEARTS

Most popular  Least popular

Category Pages

My Account □ CART □

MOONRISE CRYSTALS

5 7

SHOP


1 2 FILTER

Find your perfect healing stone

Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, - healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values.

8

6

Most popular  Least popular

Agatized Coral
Inspired Connection

\$⁰⁰.⁰⁰ – \$⁰⁰.⁰⁰ /per stone



Almandine Garnet
Passionate Peace

\$⁰⁰.⁰⁰ – \$⁰⁰.⁰⁰ /per stone



Most popular  Least popular

Product Pages

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

2 Large (≈.00 in) Small (≈.00 in)

ADD TO CART


Add to Wishlist

□□□□□ ”

The stones are perfect. Thank you so much for taking the time out of your day to find the perfect stones for my collection.

Jaymi E. (Oregon)

Origin	United States
Polish	Natural
Quality	A (quality chart)
Shape	Natural
Color	Multi-Colored
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Most popular  Least popular

Moonrise Crystals

Moonrise Crystals sells directly to you

- Mine
- ³ Lapidary / Gem Dealer
- Sourcing Relationship

WHAT IS ETHICAL SOURCING?

Bismuth Healing, Mineralogy, and History

Published September 2022 • Updated May 2023 •


Read Time: 5 minutes

Bismuth is a silvery metal that can have a bright rainbow tarnish. It's fantastical

Most popular  Least popular

Article pages

My Account □ CART □
4


3
1


GREEN FLUORITE MEANING

Crystal Healing Energy, Geology, and
History

2

Published September • *Updated June* • *Read*
Time: 5 minutes

Fluorite comes in every shade of the rainbow. “Pure” Fluorite is actually colorless, but trace inclusions and radiation will give it various colors. Green is one of the more common shades. In the healing crystal industry, when someone mentions Fluorite’s energy, they usually mean green or purple, or the two colors layered together. Green Fluorite is a wonderful stone for heart chakra and for organization. When life feels chaotic and out of control, Fluorite helps us to find a starting place and start cleaning up. The

Most popular  Least popular

CONTENTS:

- 1. Meaning of Green Fluorite
 - 1. Spiritual Healing Energy 8
 - 2. Emotional Healing Energy
 - 3. Mental Healing Energy
 - 4. Physical Healing Energy 7
- 2. Geology of Green Fluorite
 - 1. Where does it come from?
 - 2. Mining and Treatments
 - 3. Mineral Family
 - 4. Formation and Crystal Associates
- 3. History of Green Fluorite 6

GREEN FLUORITE HEALING ENERGY

Clicks
1 (4.76%)

Spiritual Healing Properties

All colors of Fluorite energize our mind and spirit, swiftly shifting us into a positive state of being, able to focus our energies appropriately. It helps us to assess situations correctly and determine what is needed and how to use our gifts for the



Recommendations

- 1. Recommendations for improving the situation in the audit are below

Browsers

Behavioral Factors Analysis



Main browsers used:

Search... Lines per page: 250 1-14 of 14

Browser	↓ Users	New users	Sessions with interaction	Share of interaction.	Sessions with interaction per user	Average interaction time	Number of events	Key Events	Total income
	100% of the total	100% of the total	100% of the total	Avg. +0%	Avg. +0%	Avg. +0%	100% of the total	100% of the total	100% of the total
1 Chrome	29 520	28 416	24 183	60,98 %	0,82	2 min 11 sec.	248 610	1 883,00	9 540,30 \$
2 Safari	28 606	28 116	19 641	54,53 %	0,69	1 min 47 sec.	221 079	2 230,00	6 755,45 \$
3 Samsung Internet	1 706	1 695	1 255	59,54 %	0,74	1 min 53 sec.	11 420	63,00	198,75 \$
4 Edge	1 574	1 424	1 621	68,98 %	1,03	3 min 45 sec.	20 237	201,00	575,65 \$
5 Firefox	1 442	1 310	1 274	62,27 %	0,88	2 min 35 sec.	16 594	125,00	885,00 \$
6 Safari (in-app)	208	211	73	33,18 %	0,35	40 sec.	1 075	4,00	0,00 \$
7 Android Webview	141	140	66	40,49 %	0,47	1 min 00 sec.	767	3,00	0,00 \$
8 Mozilla Compatible Agent	7	4	4	50 %	0,57	0 sec.	20	0,00	0,00 \$
9 Whale Browser	6	6	6	60 %	1,00	1 min 40 sec.	42	0,00	0,00 \$
10 Aloha Browser	5	5	3	50 %	0,60	32 sec.	22	0,00	0,00 \$



Recommendations

1. Regularly monitor the correctness of the site display in the most popular browsers.

Main devices used

Behavioral Factors Analysis



The main devices used, from which users go to the site, are:

Smartphones + PC

Search...

Lines per page: 10 1-4 of 4

Device type	↓ Users	New users	Sessions with interaction	Share of interaction.	Sessions with interaction per user	Average interaction time	Number of events	Key Events	Total income
	100% of the total	100% of the total	100% of the total	Avg. +0%	Avg. +0%	Avg. +0%	100% of the total	100% of the total	100% of the total
1 mobile	62 861	61 333	48 100	58,97 %	0,77	2 min 03 sec.	519 886	4 509,00	17 955,15 \$
2 desktop	46 629	45 533	32 042	55,7 %	0,69	1 мин. 41 сек.	314 568	2 507,00	7 970,20 \$
3 tablet	15 112	14 611	15 232	65,4 %	1,01	3 мин. 04 сек.	192 646	1 866,00	9 275,45 \$
4 smart tv	1 232	1 186	977	59,21 %	0,79	3 мин. 01 сек.	12 600	136,00	709,50 \$
	3	3	3	75 %	1,00	8 мин. 51 сек.	72	0,00	0,00 \$



Recommendations

1. Regularly monitor the correctness of the display of the site on smartphones + PC

Usability analysis

Website responsiveness for different screen resolutions

Usability analysis (Only for desktop version)



Elements and blocks are not optimized for small screen resolutions

1024x768

moonrisecrystals.com/shop/

Find your perfect healing stone

Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, 4 healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values.

Sort by **Default Order** ↓ Show **18 Products**

- BY STONE ▼
- BY TYPE ▼
- BY HEALING PROPERTIES**
- BY ETHICAL STANDARDS ▼
- BY COLOR +
- BY SIZE +
- BY CHAKRA +
- BY ZODIAC +
- BY ELEMENT +
- BY NUMEROLOGY +

\$7 — \$357

7 95 182 270 357

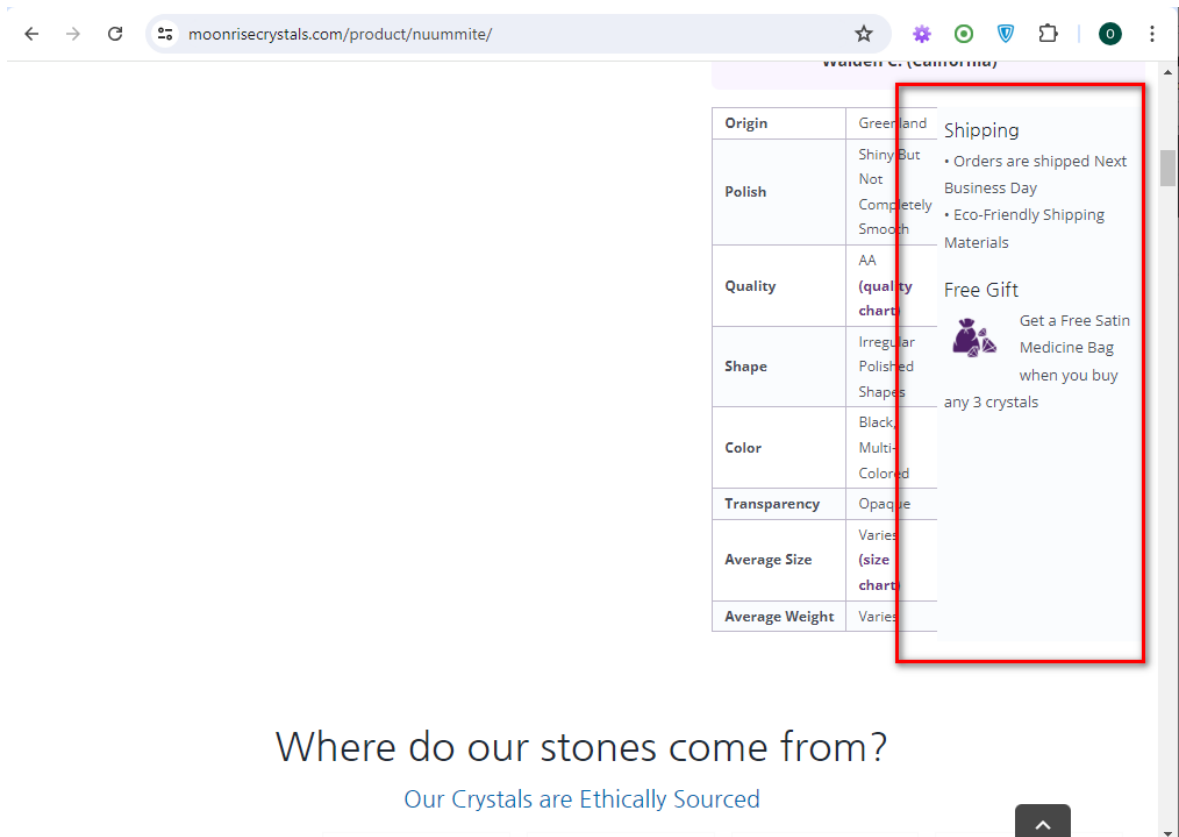
ON SALE (10)

NEW ARRIVALS (27)

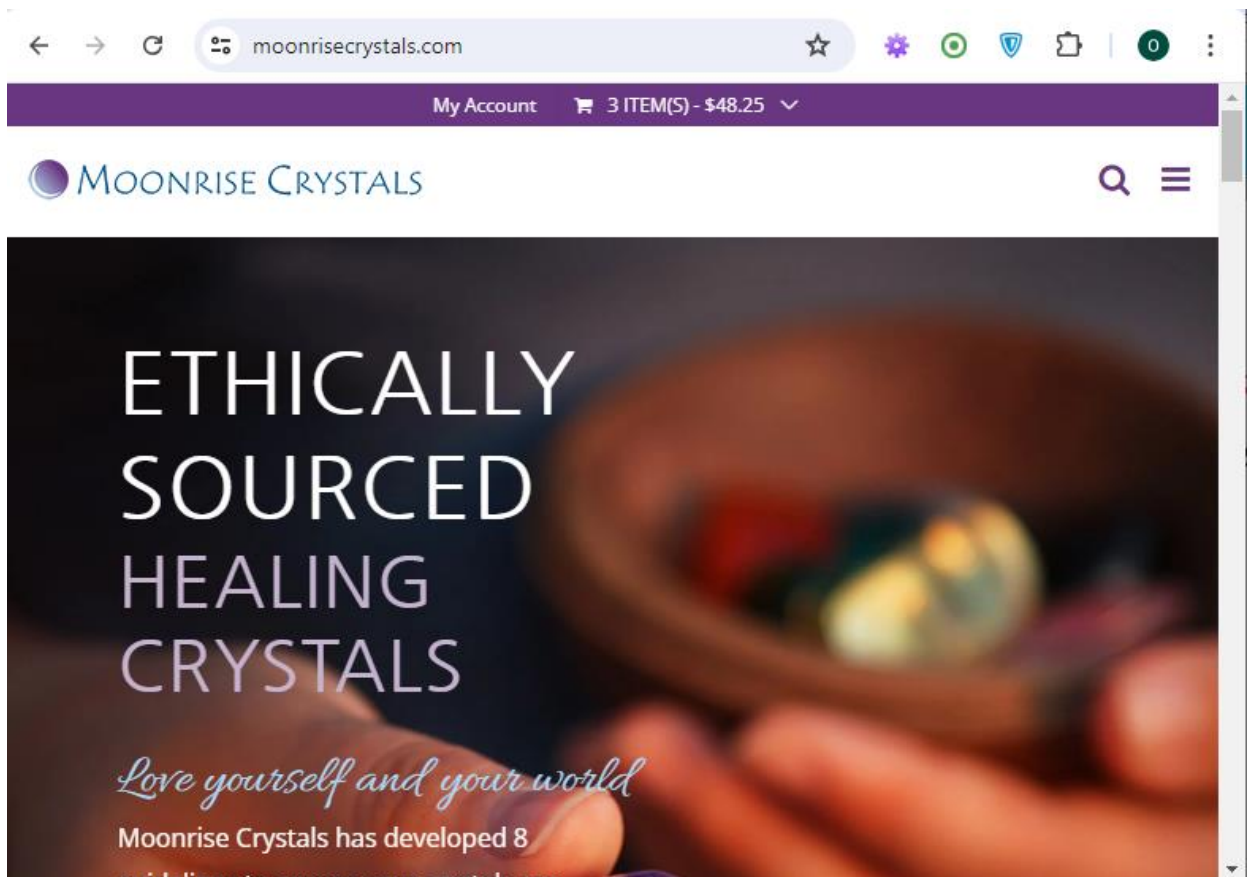
Agatized Coral
Inspired Connection
\$15.25 – \$19.25 /per stone

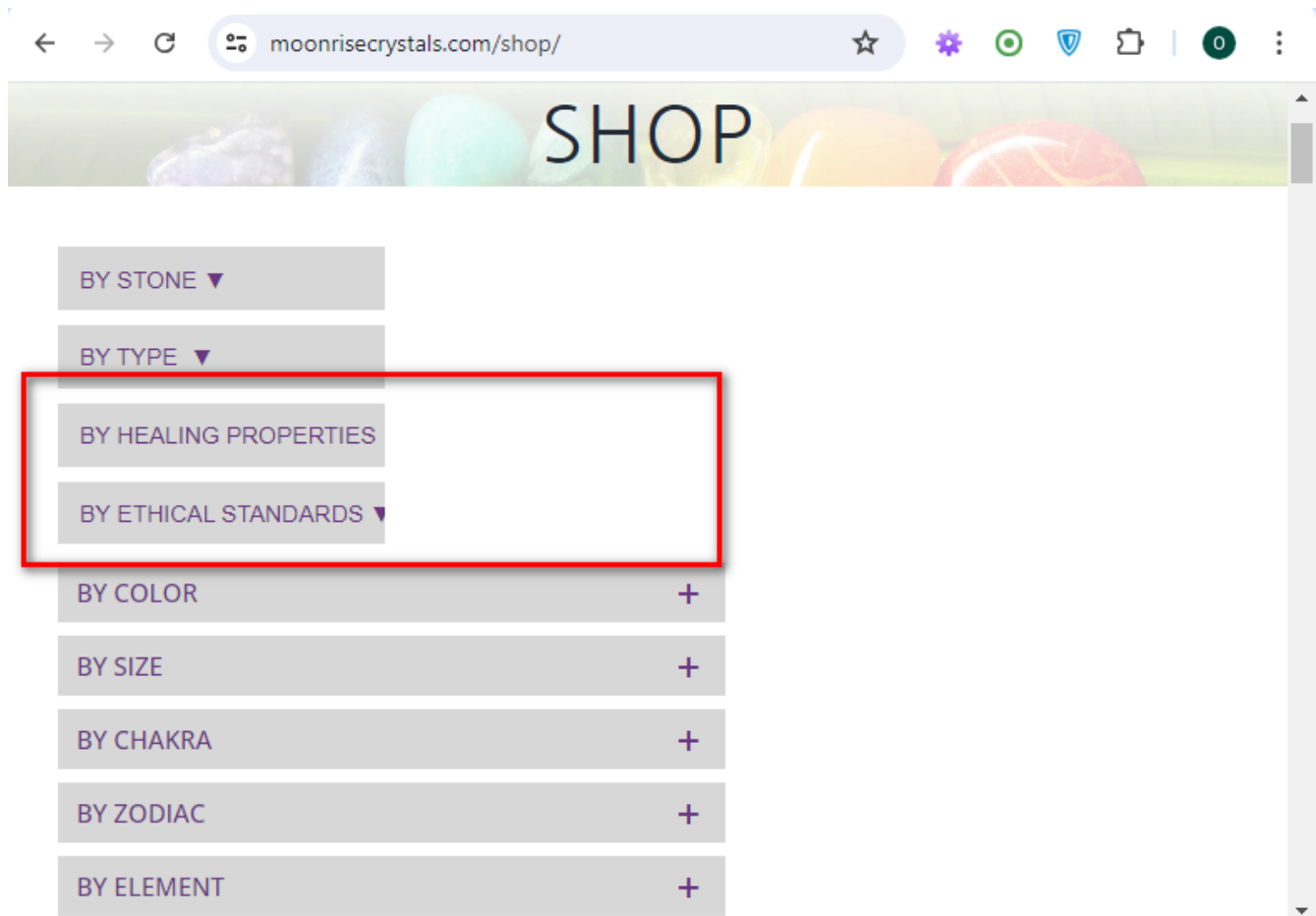
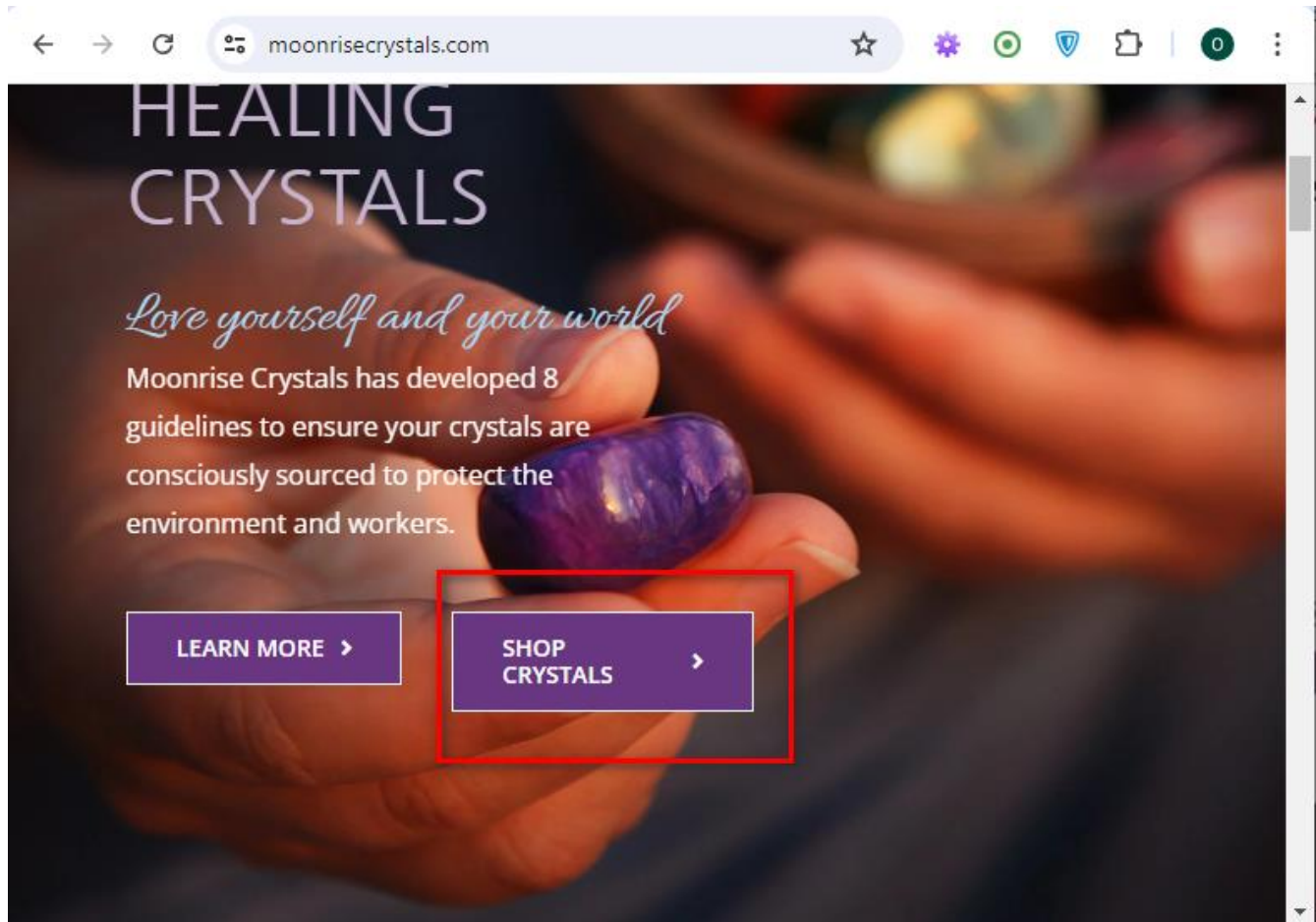
Almandine Garnet
Passionate Peace
\$15.00 – \$17.00 /per stone

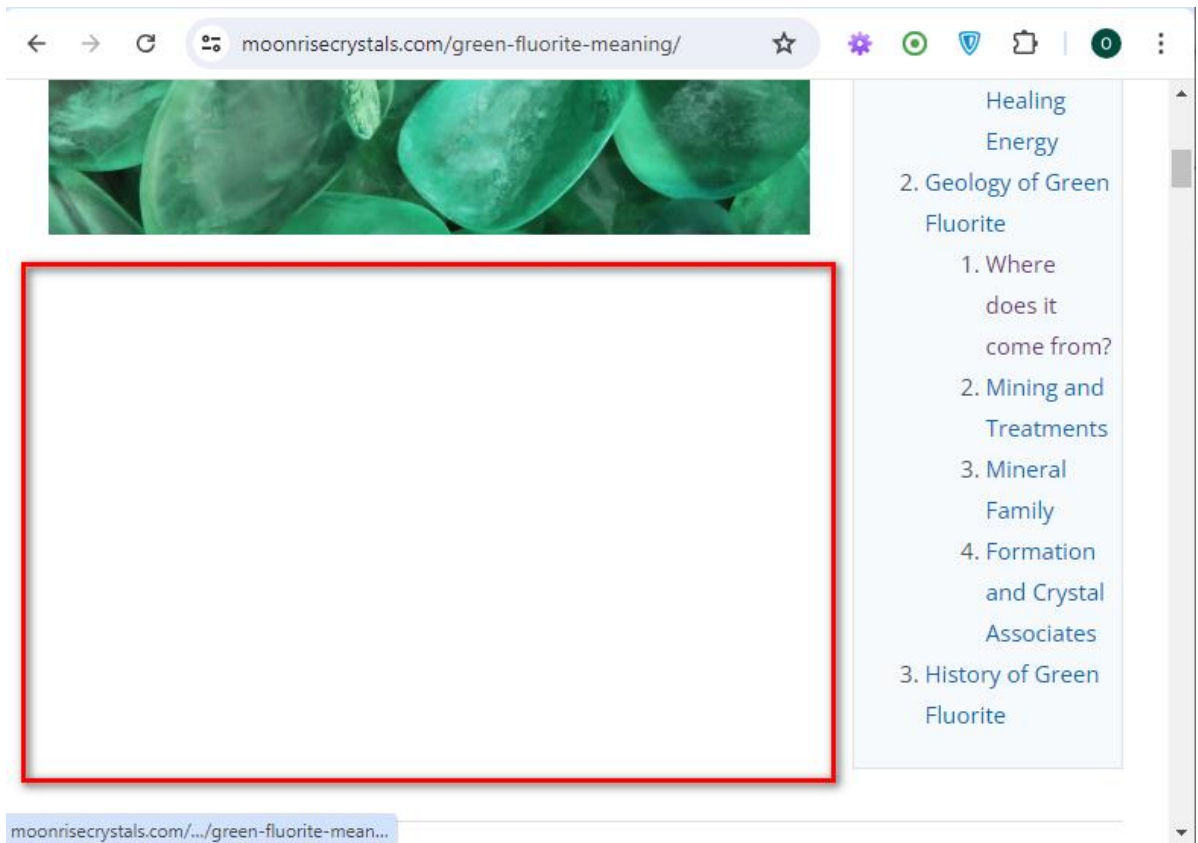
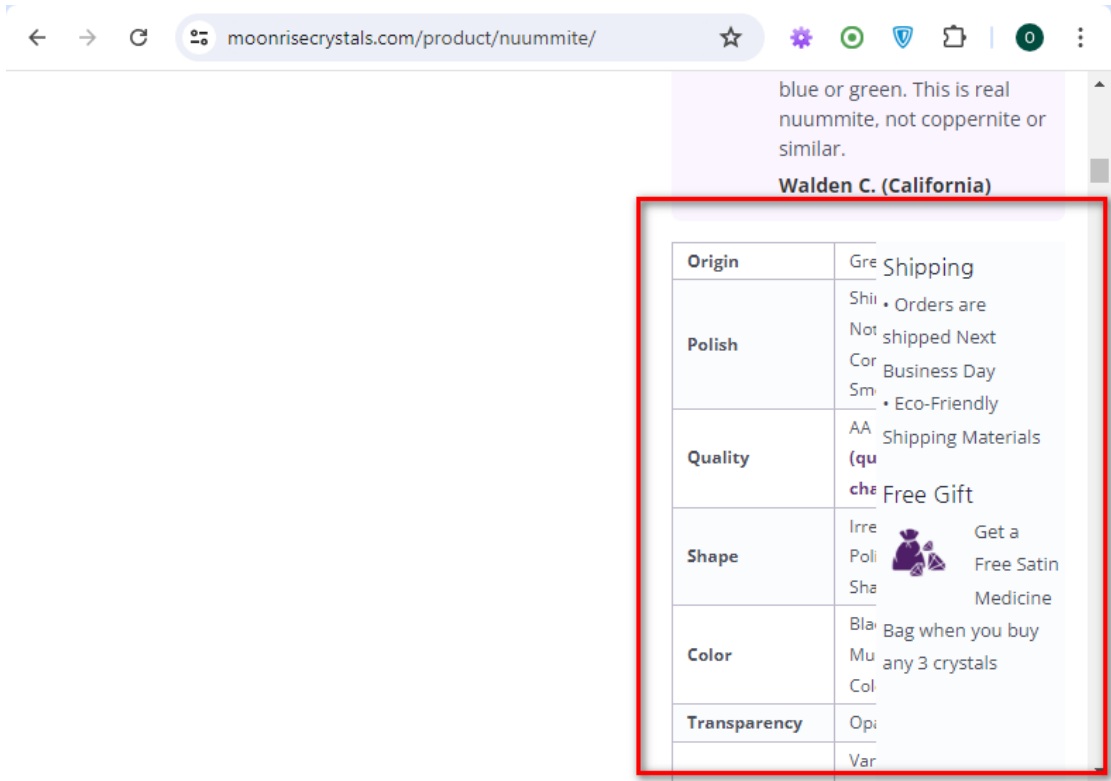
Almandine Garnet Bracelet
Passionate Peace
\$80.00 /per



800x600







Recommendations

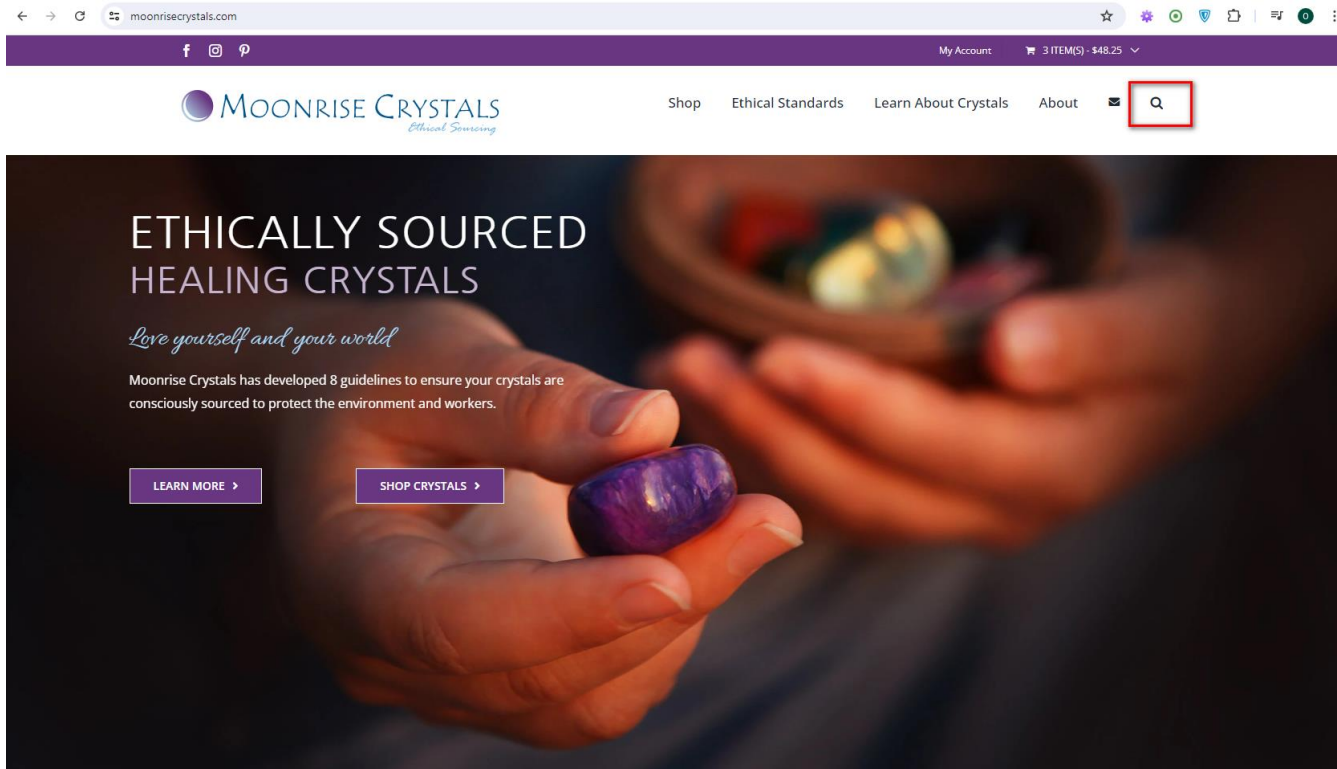
1. Optimize site for small screen resolutions

Search form

Usability analysis (Only for desktop version)



The search icon practically does not stand out against the background of other site elements



Recommendations

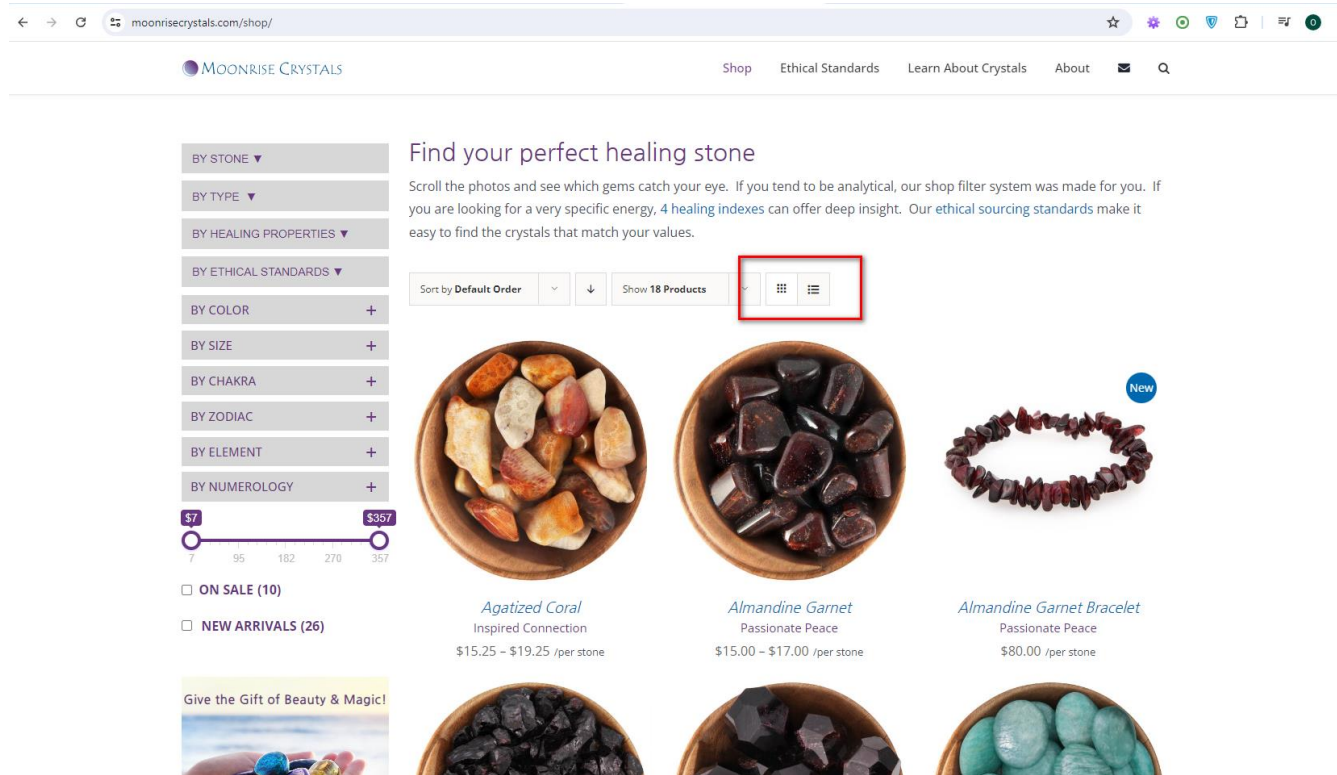
1. Increase the element size

Category pages. Hints

Usability analysis (Only for desktop version)



When hovering over elements, tooltips with the purpose of the element are not displayed



Recommendations

1. When hovering the cursor, display tooltips with the purpose of the element

Category pages. Filters. Hover

Usability analysis (Only for desktop version)



On category pages, when you hover over the arrow, the cursor does not change; the element looks unclickable

The screenshot shows the 'Water Element Healing Crystals' category page on the Moonrise Crystals website. The page includes a navigation bar with social media icons, a header with the brand name 'MOONRISE CRYSTALS Ethical Sourcing', and a main content area with filters and product recommendations. A red box highlights the filter menu, which includes options like 'BY STONE', 'BY TYPE', 'BY HEALING PROPERTIES', and 'BY ETHICAL STANDARDS'. Below the filters, there are three product images in wooden bowls, and a blue rocket icon points to the 'Recommendations' section.

Water Element

The element of Water is used in both Western and Eastern philosophy traditions. The healing crystals found below are recommended when balance, harmony, abundance, and healing are needed. Water is tied to the Western astrological signs of Cancer, Scorpio and Pisces. Each of the Chinese zodiac signs cycles through the element of Water every 60 years. For example, 1963 and 2023 are both the year of the Water Rabbit. If your lunar birth year ends in a 2 or 3 you are a Water Sign.

Sort by **Default Order** ↓ Show **18 Products**

Recommendations

1. When you hover over the arrows, modify the cursor

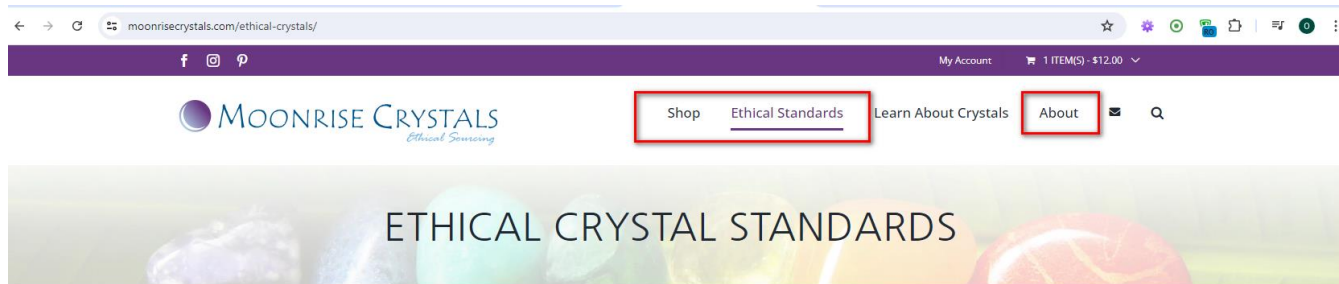
Current menu item

Usability analysis (For desktop and mobile versions)



The menu item that the user selects is highlighted but remains an active link

Desktop version



The Environmental & Social Impact of Crystals

No one wants to think about child labor, poor working conditions, or environmental damage when trying to purchase pretty healing crystals. Yet we can all agree that the most powerful healing energy requires ethical mining and polishing. Moonrise Crystals is committed to investigating the environmental and social impacts of the gem industry to provide detailed, transparent research for every stone it sells.

Does Moonrise Crystals Ethically Source?



The simple answer is... to the very best of our ability. The mining industry is famous for its secrecy and lack of regulation. It is very hard to evaluate and track every aspect of a crystal's journey but **Moonrise Crystals was the first crystal business to start asking questions and doing the research.**




What We Do

- Trace every stone's origin as close to the mine as possible




Mobile version

My Account  3 ITEM(S) - \$48.25 

Shop

Ethical Standards

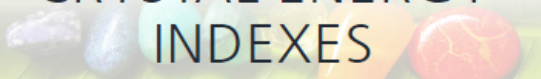
Learn About Crystals 

- Stone Guides
- Healing Indexes
- Other Articles
- Crystal Stories


About

Contact

CRYSTAL ENERGY INDEXES



These 4 indexes were originally created to mimic the indexes found at the back of healing crystals books. Originally organized A-Z, they are now divided by topic. The first 3 cover topics for Personal Healing. The last one is dedicated to World Healing.



The menu item selected by the user is not highlighted and remains the active link

Desktop version

The screenshot shows the desktop version of the Moonrise Crystals website. The browser address bar displays 'moonrisecrystals.com/crystal-energy-indexes/'. The website header includes the Moonrise Crystals logo, navigation links for 'Shop', 'Ethical Standards', 'Learn About Crystals', and 'About', along with a shopping cart icon showing '1 ITEM(S) - \$12.00'. A dropdown menu is open under 'Learn About Crystals', listing four categories: 'STONE GUIDES' (244 Complete Crystal Guides to explore), 'HEALING INDEXES' (4 Indexes for energy healing references), 'OTHER ARTICLES' (How-to articles & information for the curious-minded), and 'CRYSTAL STORIES' (Case studies in choosing the right crystal). The main content area features a large banner for 'CRYSTAL ENERGY INDEXES' with a sub-header 'These 4 indexes were originally created to mimic the indexes found at the back of healing crystals books. The first 3 cover topics for Personal Healing. The last one is dedicated to World Healing.' Below this is a section for 'Spiritual Healing' with a diamond-shaped image of crystals and a button labeled 'SPIRITUAL HEALING INDEX >'. At the bottom, there is a 'Recommendations' section with a rocket icon.

1. Highlight the current menu item in which the user is located with color or highlight
2. Make the current menu item, in which the user is located, an inactive link

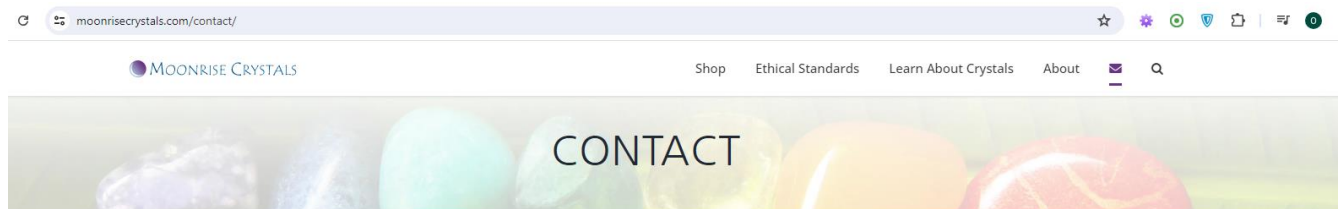
Required fields

Usability analysis (For desktop and mobile versions)



Required fields are marked, but there is no decoding that these marks indicate required filling


Desktop version



While I'm good at reading between the lines, I'm not actually a mind reader.

So if you've got a question, please speak up & I'll do my best to answer.

Send Julie a message

I'm not a robot 

Mobile version

my best to answer.


Send Julie a message

Name*


Email*

Subject*

Message*

I'm not a robot  reCAPTCHA
Privacy · Terms

SUBMIT





Recommendations

1. Above the form or below the form, add: "*" - required fields

Validating form data before submitting it to the server

Usability analysis (For desktop and mobile versions)



When filling out the form, the field values are checked after sending the data to the server

Desktop version

moonrisecrystals.com/contact/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

CONTACT

Send Julie a message

Test awdasdasd

Test

TestTestTest

I'm not a robot reCAPTCHA

SUBMIT

Mobile version

*question, please
speak up & I'll do
my best to answer.*

Send Julie a message

Test

saasdasd

Test

Test

I'm not a robot

reCAPTCHA
Privacy · Terms

SUBMIT



Recommendations

1. Check all required fields while filling out the form

Information about the data that must be entered in the form field

Usability analysis (For desktop and mobile versions)



There is no information on valid values when filling out the form

Desktop version

moonrisecrystals.com/contact/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

CONTACT

Send Julie a message

Name* Email*

Subject*

Message*

I'm not a robot

reCAPTCHA
Privacy - Terms

SUBMIT

While I'm good at reading between the lines, I'm not actually a mind reader.
So if you've got a question, please speak up & I'll do my best to answer.

moonrisecrystals.com/checkout/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Apartment, suite, unit, etc. (optional)

Town / City *

State / County *

Hawaii

Postcode / ZIP *

Phone *

Email address *

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

Gift Message (optional)

Order Notes (optional)

Notes about your order, e.g. special notes for delivery.

Create an account?

Mobile version

question, please speak up & I'll do my best to answer.


Send Julie a message

Name*

Email*

Subject*

Message*

I'm not a robot  reCAPTCHA
Privacy - Terms

SUBMIT

Chicago

State / County *

Illinois

Postcode / ZIP *

60611

Phone *

Email address *

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

Gift Message (optional)

Order Notes (optional)

Notes about your order, e.g. special notes for delivery.

Create an account?

^



Recommendations

1. Add an example of correct data entry in the required fields

For example:

E-mail*

example@example.com

Телефон*

+7 (XXX) XXX-XX-XX

Prompts for incorrect form filling

Usability analysis (For desktop and mobile versions)



Errors when filling out the form, not informative enough

Desktop version

The screenshot shows a checkout page on moonrisecrystals.com. The form fields are as follows:

- Street address *: East Huron St
- 12
- Town / City *: Chicago
- State / County *: Illinois
- Postcode / ZIP *: 60611
- Phone *: aasdasdasd
- Email address *: asdasdasdasd

A red box highlights the error messages for the Phone and Email address fields:

- Phone *: Please enter correct details for this required field.
- Email address *: Please enter correct details for this required field.

Other form elements include:

- This is a gift for someone who is very special. Please make them Feel Loved. (optional)
- Gift Message (optional)
- Order Note (optional)

Mobile version

Chicago

State / County *

Illinois

Postcode / ZIP *

60611

Phone *

hmgjhghj

Please enter correct details for this required field.

Email address *

xcvxcvxcvxc

Please enter correct details for this required field.

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

Gift Message (optional)

Order Notes (optional)

Notes about your order, e special notes for delivery.



Recommendations

1. Indicate errors when filling out forms

For example: «e-mail must contain the @ symbol»

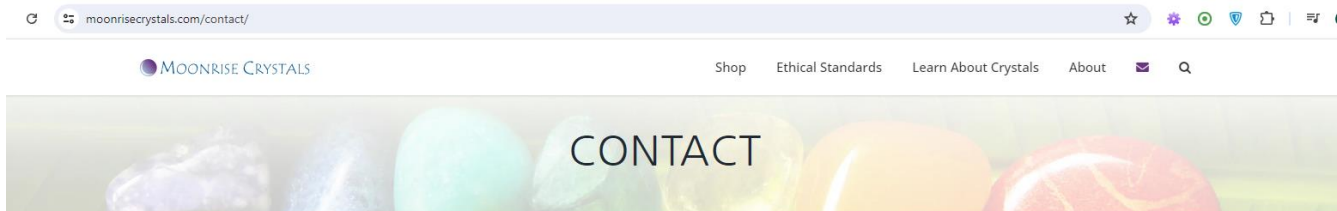
Form field signature

Usability analysis (For desktop and mobile versions)



When filling out the form, the text is replaced with the entered data

Desktop version



Send Julie a message

Name* Email*

1

1

I'm not a robot

hCAPTCHA Privacy - Terms

SUBMIT

Mobile version

*question, please
speak up & I'll do
my best to answer.*

Send Julie a message

I'm not a robot



SUBMIT



Recommendations

- 1. Position signatures outside of form fields

Authorization via social networks and mail services

Usability analysis (For desktop and mobile versions)



Authorization via social networks and postal services is not available

Desktop version

moonrisecrystals.com/my-account/

f i p My Account 2 ITEM(S) - \$26.00


MOONRISE CRYSTALS Ethical Sourcing Shop Ethical Standards Learn About Crystals About

MY ACCOUNT

Login



Username or email address *




Password *

I'm not a robot  reCAPTCHA
Privacy - Terms

Remember me [Lost your password?](#)

Mobile version

My Account  3 ITEM(S) - \$48.25 


 MOONRISE CRYSTALS  


MY ACCOUNT

Login

Username or email address *


Password *


 

I'm not a robot 
reCAPTCHA
Privacy - Terms

Remember me

[Lost your password?](#)

 CUSTOMER CARE


Recommendations

1. Add the ability to authorize using social networks and postal services

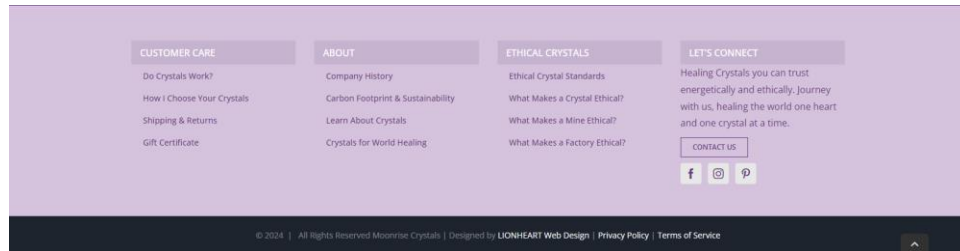
Site footer. Company/store address

Usability analysis (For desktop and mobile versions)

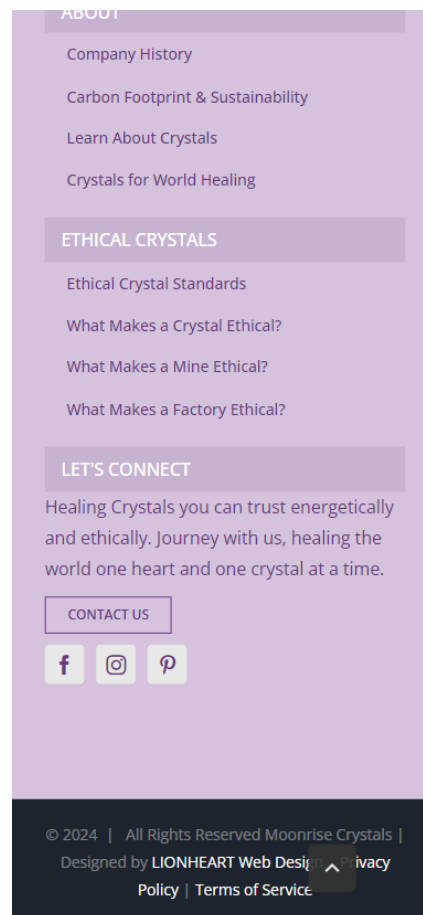


There is no address of the company/store in the footer of the site

Desktop version



Mobile version



Recommendations

1. In the footer of the site add the address of the company / store

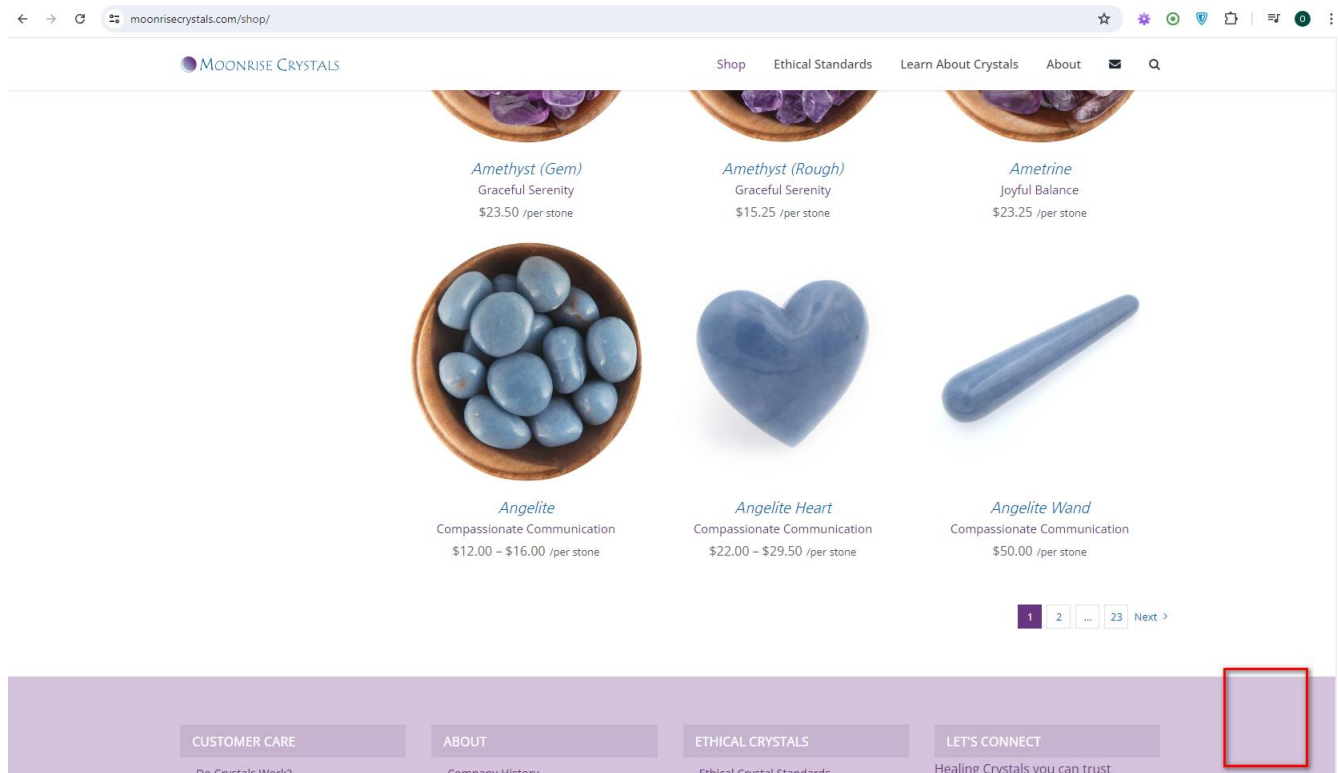
"Back to top" button

Usability analysis (For desktop and mobile versions)



The back to top button disappears when scrolling the page from bottom to top

Desktop version



Mobile version

Mexican miner, Ileana Vasquez, repairing machinery 1000 ft below the surface

What Does Moonrise Crystals look for?

A tremendous amount of time and energy is spent on tracing stones and cultivating business relationships with mines, lapidaries, and wholesalers who conduct their operations with integrity.

Every stone sold by Moonrise Crystals is researched and all findings are published online.

ETHICAL MINING >

ETHICAL FACTORIES >

⚖️ Fair Wages



Recommendations

1. Display the back to top button when scrolling through two screens and not remove it until you return to the second screen

Category pages. Filters. Filter selection

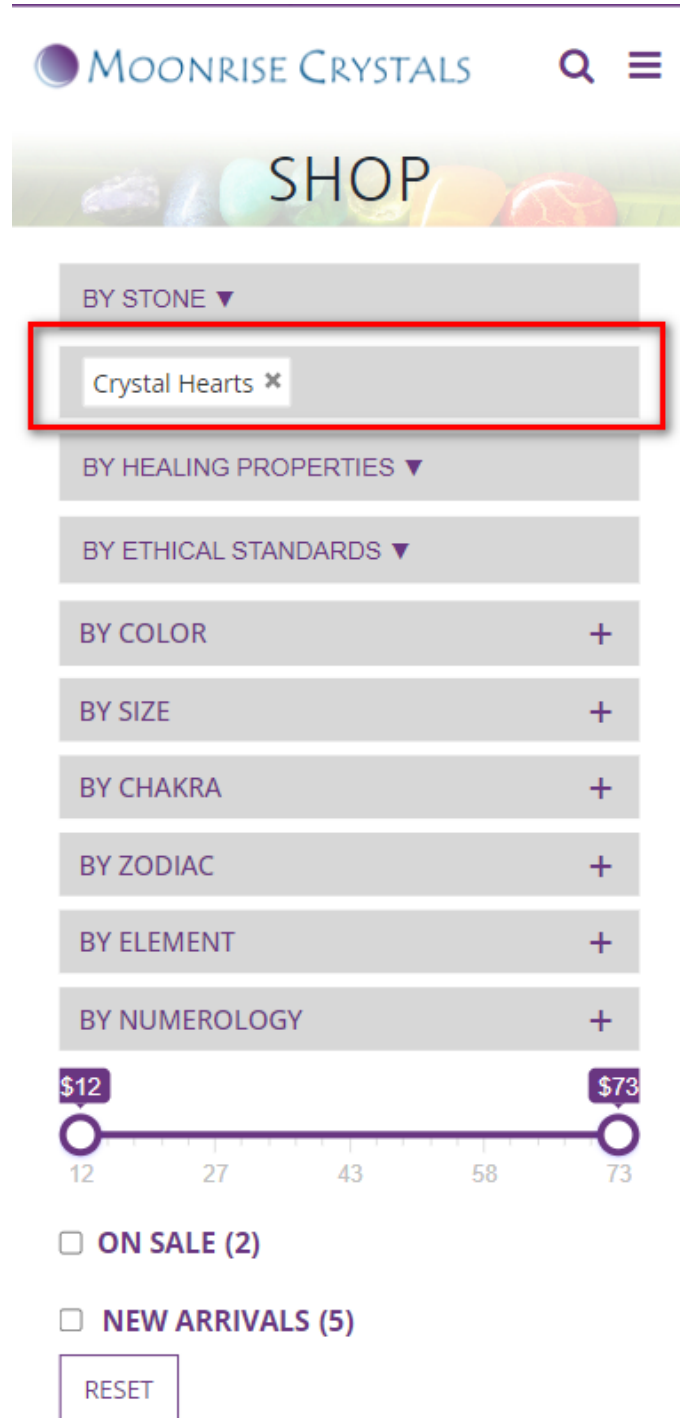
Usability analysis (For desktop and mobile versions)



When selecting a filter, the filter name is not displayed

Desktop version

The screenshot shows the Moonrise Crystals website interface. The URL is moonrisecrystals.com/element/water-element-healing-crystals/?swoof=1&pa_crystal-type=crystal-hearts&really_curr_tax=212-pa_element. The page title is "SHOP". The main heading is "Find your perfect healing stone". Below the heading, there is a filter sidebar on the left and a product grid on the right. The filter sidebar includes categories like "BY STONE", "BY HEALING PROPERTIES", "BY ETHICAL STANDARDS", "BY COLOR", "BY SIZE", "BY CHAKRA", "BY ZODIAC", "BY ELEMENT", and "BY NUMEROLOGY". The "Crystal Hearts" filter is selected under "BY STONE". The active filter bar shows "BY TYPE: Crystal Hearts" with a red circle around the text. The product grid displays three heart-shaped crystals.

Mobile version

MOONRISE CRYSTALS

SHOP

BY STONE ▼

Crystal Hearts ✕

BY HEALING PROPERTIES ▼

BY ETHICAL STANDARDS ▼

BY COLOR +

BY SIZE +

BY CHAKRA +

BY ZODIAC +

BY ELEMENT +

BY NUMEROLOGY +

\$12 \$73

12 27 43 58 73

ON SALE (2)

NEW ARRIVALS (5)

RESET



1. When you select the option to save/display filter name

Page "COMPLETE GUIDE TO CRYSTALS". Search form

Usability analysis (For desktop and mobile versions)



When you enter a query, the search works both by articles and by products

Desktop version

Mobile version

The screenshot shows the mobile app interface for Moonrise Crystals. At the top, there is a purple navigation bar with 'My Account', a shopping cart icon, and '7 ITEM(S) - \$117.25'. Below this is the Moonrise Crystals logo and a search icon. The main heading is 'COMPLETE GUIDE TO CRYSTALS' with the subtitle 'Crystal Meaning, History & Geology'. A welcome message follows: 'Welcome to the Learning Center - a free resource for lifelong learners and spiritual travelers. Browse the Complete Guides for 245 different healing crystals. Connect with the energy. Discover the science. Delight in the history.' Below the text is a search bar containing 'amb'. The search results are displayed in a list: 'Amber Bracelet' (with a small orange ring icon), 'Baltic Amber' (with a small brown circular icon), and 'Amber (Indonesia)' (with a small brown circular icon). Below the list, the word 'Greenlandite' is visible. At the bottom of the screenshot, there is a blue rocket icon and the word 'Recommendations'.

1. In the current section, use search only by articles

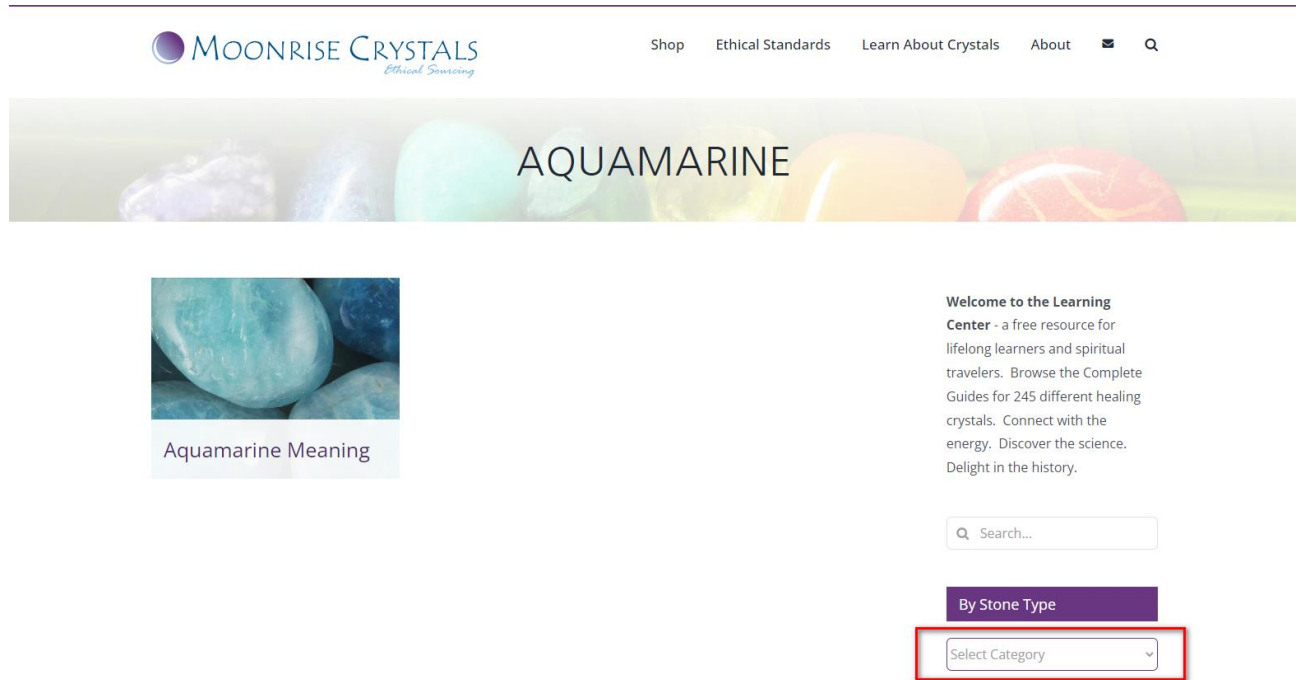
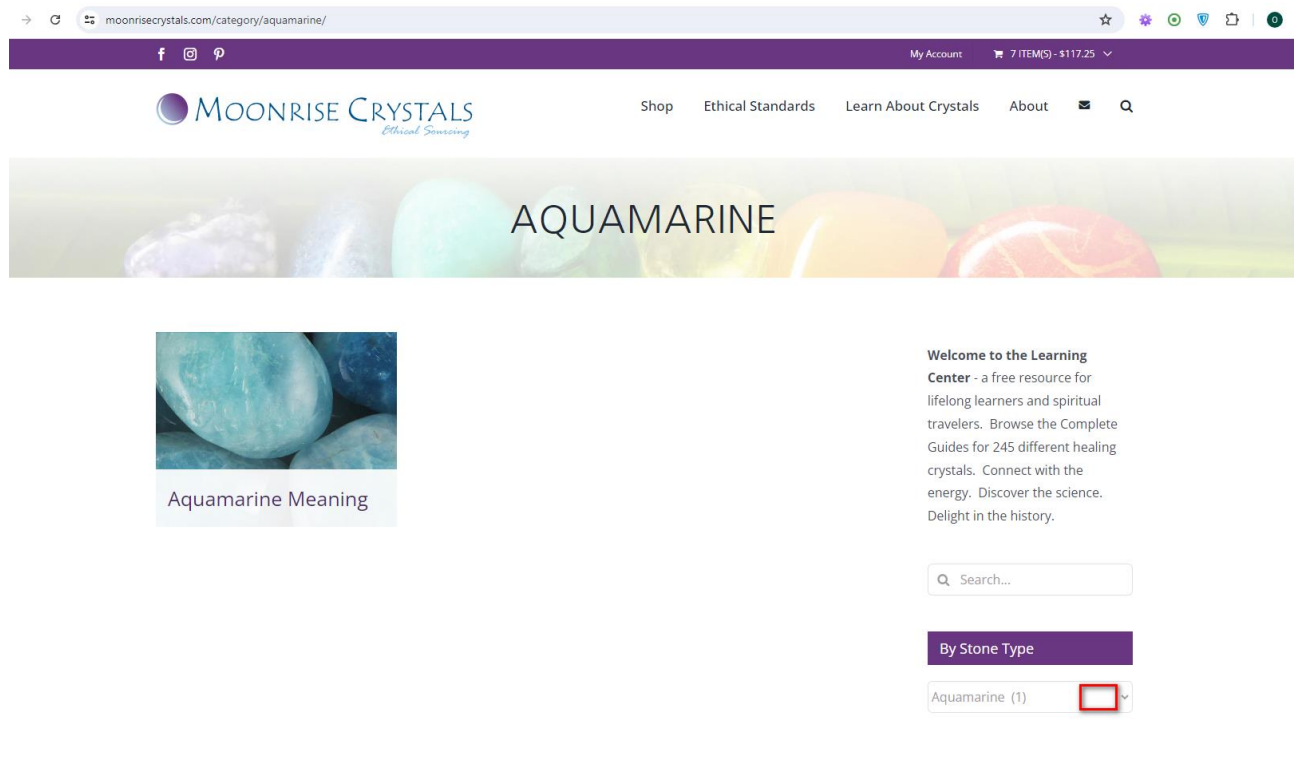
Page "COMPLETE GUIDE TO CRYSTALS". Sorting by stones

Usability analysis (For desktop and mobile versions)



When interacting with elements, there is no way to return the page to its original form

Desktop version



Mobile version

Welcome to the Learning Center - a free resource for lifelong learners and spiritual travelers. Browse the Complete Guides for 245 different healing crystals. Connect with the energy. Discover the science. Delight in the history.

By Stone Type



Amazonite Meaning

Welcome to the Learning Center - a free resource for lifelong learners and spiritual travelers. Browse the Complete Guides for 245 different healing crystals. Connect with the energy. Discover the science. Delight in the history.

By Stone Type



Amazonite Meaning



Recommendations

- 1. Add a cross to the search field to return to the original page

Article pages. Block “EXPLORE CRYSTALS WITH SIMILAR ENERGIES”

Usability analysis (For desktop and mobile versions)



The block is located in the middle of the article; when scrolling through, you get the impression that this is the end of the page and there is nothing further. In addition, when clicked, the user leaves the page without reading it completely. There are also links to other articles in the text

Desktop version

EXPLORE CRYSTALS WITH SIMILAR ENERGIES

These crystals have an energy similar to Amber



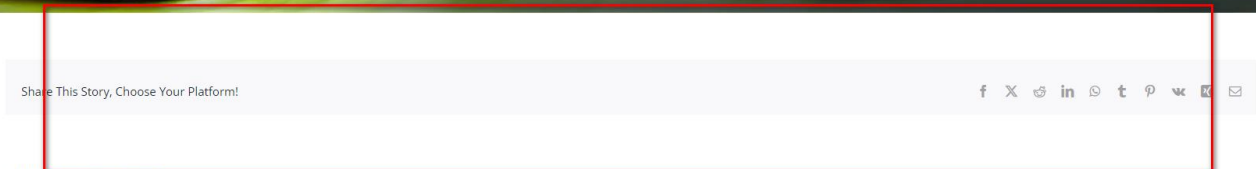
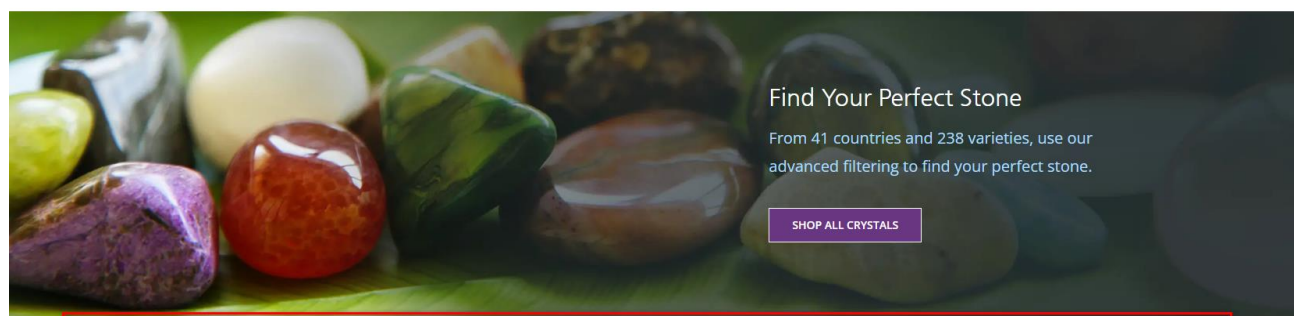
Vanadinite Meaning



Citrine Meaning



Blue Apatite Meaning



About the Author: Julie

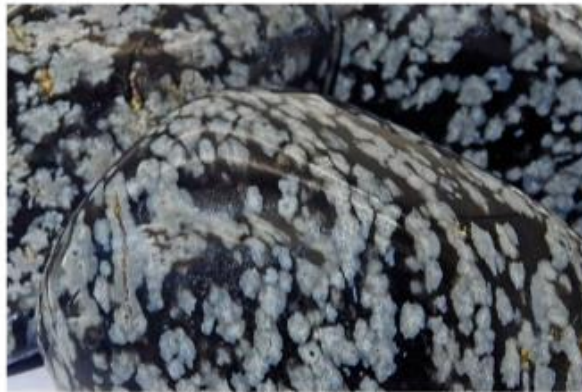


Julie Abouzelof is the owner of Moonrise Crystals and an advocate for responsibly sourced gems and minerals. Her first career was in education teaching history, geology, and anthropology, as well as working with special-needs students. She is now a heart-centered entrepreneur who encourages mindfulness and positive action to heal ourselves and the world. Julie lives in Hawaii with her lover and a little parrot named Darwin.

Mobile version

EXPLORE CRYSTALS WITH SIMILAR ENERGIES

These crystals have an energy similar to Greenlandite



Snowflake Obsidian Meaning



Ruby Fuchsite Meaning



Recommendations

1. Place the block at the end of the page

Pages of the section “FEEL LOVED CRYSTAL STORIES”

Usability analysis (For desktop and mobile versions)



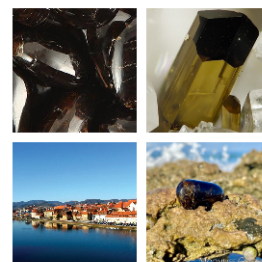
The block does not use the name of the stone, the title is the same on all pages (it is clear that we are talking about the stone that is described on the page)

Desktop version

Healing, Mineralogy, and History

Published June 2021 • Updated February 2024 • Read Time: 7 minutes Dravite Tourmaline is one of the three major types of Tourmaline, along with Schorl (black) and Elbaite (multi-colored). Dravite Tourmalines are typically brown, yellow or green, and are rich in magnesium and sodium. They are named after the Drava River in Slovenia, because the first one scientifically studied came from that riverbed. Dravite Tourmaline has a wonderful healing energy that can be tuned to an individual or used for a larger group. It is fantastic for healing families and communities that have been torn apart by trauma. It brings a compassionate and practical energy that helps resolve problems and create healthy new frameworks for the future. [...]

[Read More >](#)



Mobile version

Healing, Mineralogy, and History

Published June 2021 • Updated February 2024 • Read Time: 7 minutes

Dravite is one of the three major types of Tourmaline, along with Schorl (black) and Elbaite (multi-colored). Dravite Tourmalines are typically brown, yellow or green, and are rich in magnesium and sodium. They are named after the Drava River in Slovenia, because the first one scientifically studied came from that riverbed. Dravite Tourmaline has a wonderful healing energy that can be tuned to an individual or used for a larger group. It is fantastic for healing families and communities that have been torn apart by trauma. It brings a compassionate and practical energy that helps resolve problems and create healthy new frameworks for the future. [...]

[Read More >](#)



Recommendations

1. Use the name of the stone in the block title

Article pages. Content

Usability analysis (For desktop and mobile versions)



The content block is not a floating element; the scrolling and click map shows that rarely does anyone view the entire page of an article in its entirety, and in the mobile version the content is the most clickable element

Desktop version

The screenshot shows a desktop browser view of the article 'GREEN FLUORITE MEANING' on the Moonrise Crystals website. The page features a purple header with the site logo and navigation links. The article text discusses the properties and healing energy of green fluorite. A 'CONTENTS' sidebar on the right lists the following sections:

- 1. Meaning of Green Fluorite
 - 1. Spiritual Healing Energy
 - 2. Emotional Healing Energy
 - 3. Mental Healing Energy
 - 4. Physical Healing Energy
- 2. Geology of Green Fluorite
 - 1. Where does it come from?
 - 2. Mining and Treatments
 - 3. Mineral Family
 - 4. Formation and Crystal Associates
- 3. History of Green Fluorite

GRFFN FI UORITE HFAI ING FNFRGY

Mobile version

find a new balance.

**CONTENTS:**

1. Meaning of Green Fluorite
 1. Spiritual Healing Energy
 2. Emotional Healing Energy
 3. Mental Healing Energy
 4. Physical Healing Energy
2. Geology of Green Fluorite
 1. Where does it come from?
 2. Mining and Treatments
 3. Mineral Family
 4. Formation and Crystal Associates
3. History of Green Fluorite

GREEN FLUORITE HEALING ENERGY

Spiritual Healing Properties

All colors of Fluorite energize our mind and spirit, swiftly shifting us into a positive state of being, able to focus our energies appropriately. It helps us to assess situations correctly and determine what is



Recommendations

1. Make the content a floating block when scrolling (you can also use a stone category card) (in the desktop version)
2. In the mobile version, you can use a floating link/button "Contents", something like filtering by page

Site header

Usability analysis (Only for mobile version)



The site header is not displayed when scrolling through pages, site navigation is inconvenient





SHOP MOONS



SHOP WANDS



Filter by color



Recommendations

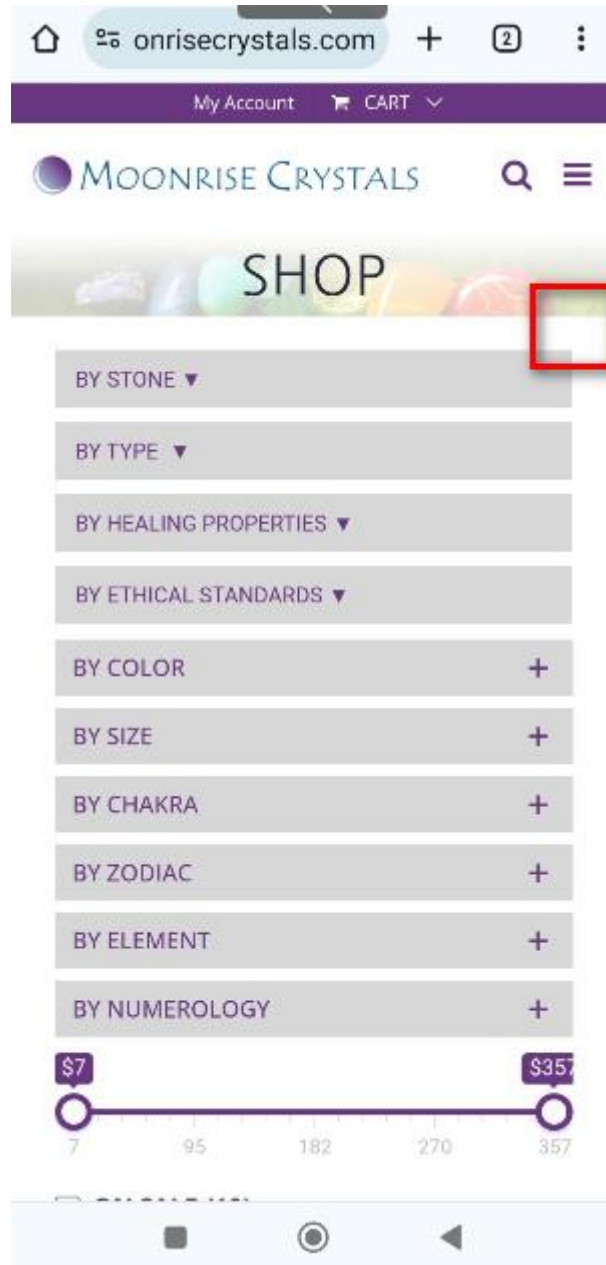
1. Implement the website header as a floating element

Category pages. Filter

Usability analysis (Only for mobile version)



When you click on a filter, the elements are displayed upward; the element for collapsing filters is invisible



Recommendations

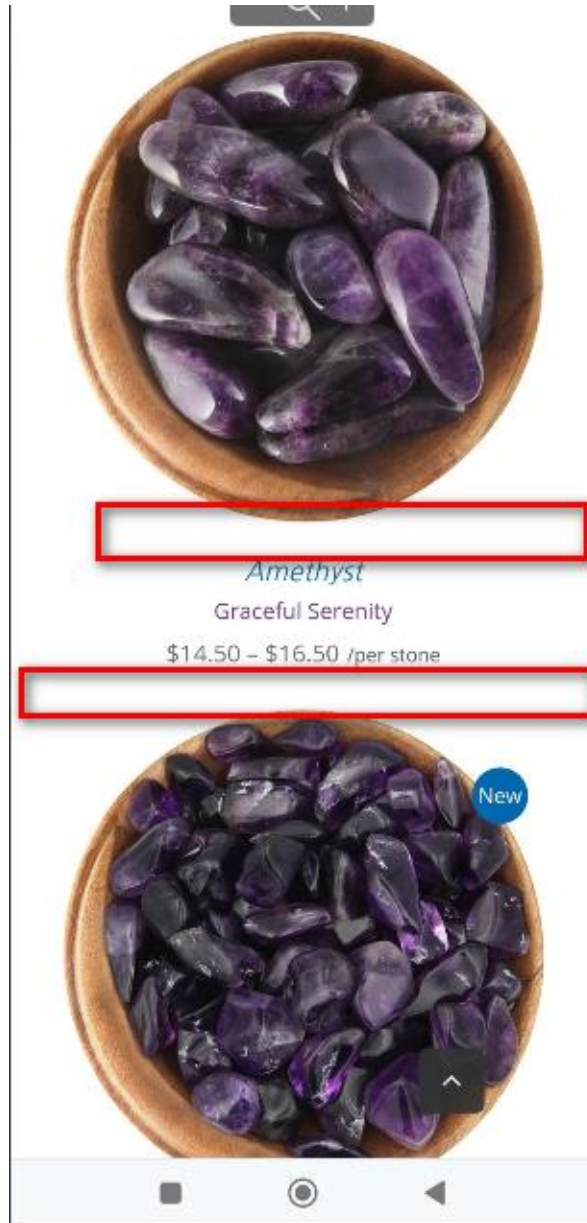
1. Add a cross in the right corner to collapse filters

Category pages. Spacing between product cards

Usability analysis (Only for mobile version)



There are equal indents between elements in product cards and product cards, elements merge



Recommendations

1. Increase the space between product cards or use 2px borders

Annotations for materials

Usability analysis (Only for mobile version)



On the pages, the annotations of the first articles take up one and a half screens

<https://moonrisecrystals.com/complete-guide-to-crystals/>



READ MORE >

Greenlandite is a Fuchsite mined in southwestern Greenland. This region has been continually inhabited for 4000 years by a variety of very different cultures who somehow managed to co-exist peacefully. Likewise, Greenlandite can teach us how to coexist peacefully. It reminds us that we can't control other people and we shouldn't pretend to be someone else in order to fit in. Greenlandite encourages us to "live and let live." It's a calming stone to hold during times of political tension when it's so incredibly easy to villainize the other side.

Greenland is experiencing an international mining rush as its ice caps melt as a result of climate change. Greenland has a largely indigenous population and a fragile environment. From an ethical sourcing perspective,

<https://moonrisecrystals.com/crystal-articles/>



READ MORE >

Do Crystals Work?

Crystal healing is an ancient practice that has become wildly popular in the modern age. If you're new to crystal healing or if you're bemused by all the hype, you may be wondering: Is this real? How does it work?

Some people will try to convince you that there is a scientific explanation. They will wave their hands and speak of vibrations and quantum physics. Depending on the speaker, it may even sound "truthy" because the vast majority of us don't want to admit how little we understand about the more esoteric realms of science. Others will dismiss the science and say it's all a matter of personal belief. They will wave their hands and speak about vibrations and spirituality. Depending on the speaker, it may feel relaxing because it doesn't require us to think very deeply.



Recommendations

1. Reduce the size of material annotations

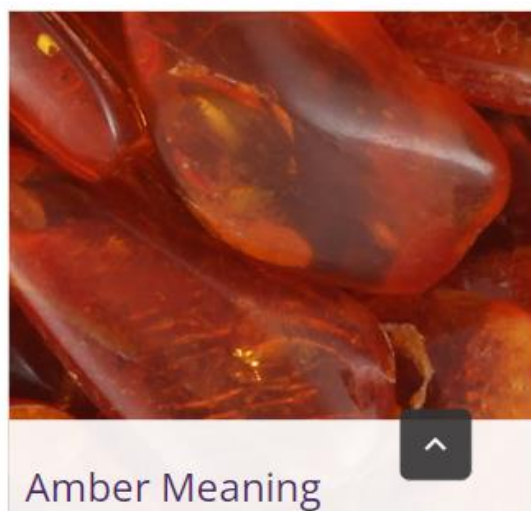
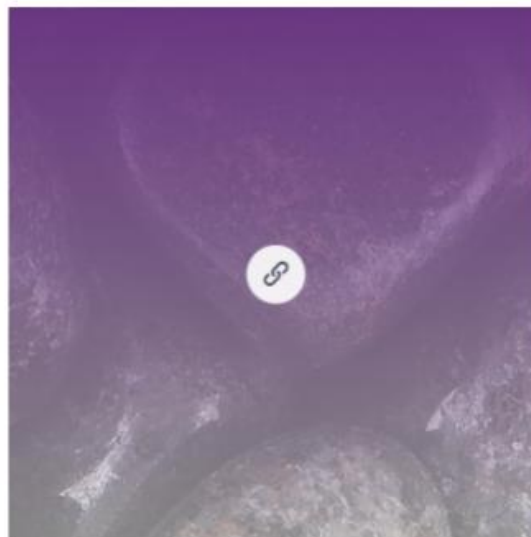
Go to the material page

Usability analysis (Only for mobile version)



When you click on an article card, a link icon is displayed, why this is not clear

<https://moonrisecrystals.com/complete-guide-to-crystals/>



<https://moonrisecrystals.com/feel-loved-crystal-stories/>

Friends

Lovers



Ruby Matrix calls out to generous souls

Ruby Matrix calls out to generous souls. It gives us boundless courage and magnificent love so that we can do what needs to be done[...]



Recommendations

1. Direct the user to the content page on first click

Article pages. Images

Usability analysis (Only for mobile version)



Images on the first screen of article pages are too small

white spots from Cristobalite, a silica mineral that partially crystallized with the Obsidian was hardening. Like other Obsidians, it is formed from rapidly cooling lava following a volcanic eruption. Normally the Obsidian hardens so quickly that there is no time for any minerals to crystallize, making Snowflake Obsidian quite unique! It's energy is softer than pure Black Obsidian, offering a gentle grounding. It is a wonderful stone to work with following a trauma and when grieving a loss.



CONTENTS:

1. Meaning of Snowflake Obsidian
 1. Spiritual Healing Energy
 2. Emotional Healing Energy
 3. Mental Healing Energy
 4. Physical Healing Energy
2. Geology of Snowflake Obsidian
 1. Where does it come from?
 2. Mining and Treatments
 3. Mineral Family
 4. Formation and Crystal Associates
3. History of Snowflake Obsidian



Recommendations

1. Increase the size of the image or implement the ability to enlarge it

Article pages. Tables

Usability analysis (Only for mobile version)



Table scroll controls are only visible when interacting with the table

Physical Properties	Fire Agate
Chakras	Root, Solar Plexus and Sacral
Element	Fire
Planets	7 and 9
Signs	Aries, Gemini, Leo, Sagittarius

Emotional Healing Properties

Fire Agate has a passionate and joyful energy that is also fiercely protective. It is a stone that inspires great courage within us and urges us to follow our bliss and leave behind the humdrum of routine. Anyone preparing for a big change would do well to work with Fire Agate's energy. Fire Agate helps us to feel energetically protected. This feeling makes it easier to build a strong and healthy emotional foundation that can withstand whether the storms of life. Its energy is also a wonderful aphrodisiac, helping us to attract new lovers and incite passion in existing relationships.

Mental Healing Properties

Fire Agate helps us to think for ourselves

trinitus - crystals formed in the same geological environment. Try it in combination with [Snow Quartz](#)

Fire Agate	
Formula	SiO ₂
Crystal System	None
Color	Brown, rainbow iridescence
Crystal Habit	Hexagonal/trigonal
Fracture	Cryptocrystalline
Luster	Conchoidal
Hardness Scale	7
Streak	Green (long wave) / Yellowish-white (short wave)
Transparency	Vitreous
Specific Gravity	Tectosilicate
Optical Properties	2.
Other	White
Other	Translucent to opaque

HISTORY OF FIRE AGATE

Agate has one of the oldest historical traditions of any healing stone. It is included in virtually every known lapidary text which describe gemstones and their properties. Archaeological evidence amply shows that



Recommendations

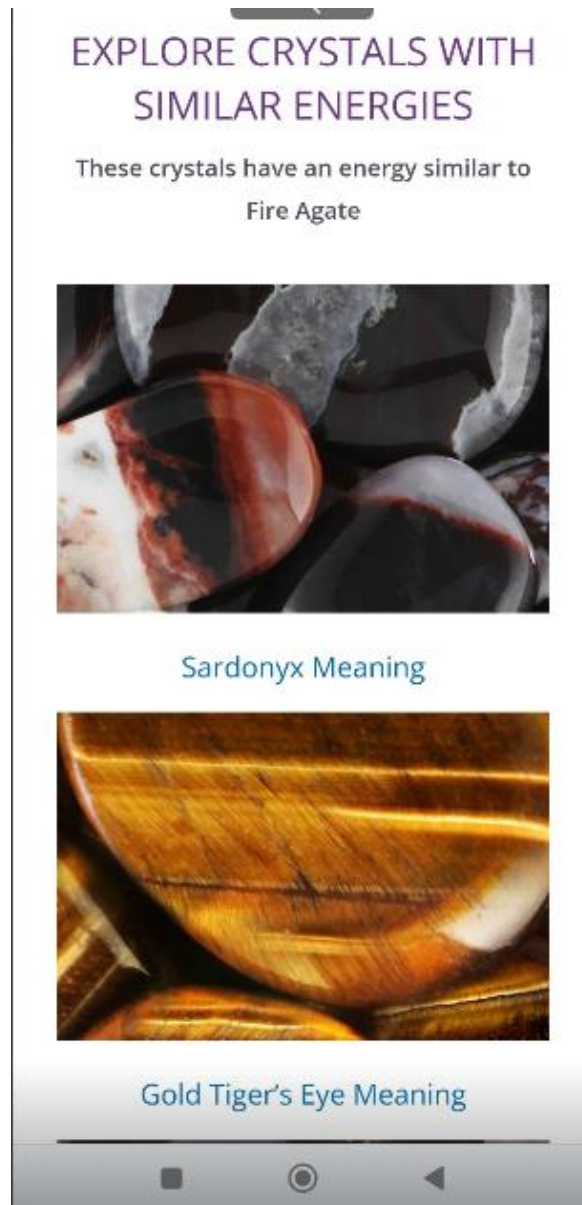
1. Table scroll elements should be implemented as static elements

Article pages. Block “EXPLORE CRYSTALS WITH SIMILAR ENERGIES”

Usability analysis (Only for mobile version)



In the block, article cards are located one after another



Recommendations

1. Place article cards at the bottom of the page
2. Use horizontal scrolling feed with article cards

Article pages. Links to PDF

Usability analysis (Only for mobile version)



Links in the block are not fully displayed

Additional References:

1. Dana, Edward Salisbury. *The System of Mineralogy of James Dwight Dana (1887-1868): Descriptive Mineralogy*. (New York: John Wiley & Sons, 1904). p.731
https://rruff-2.geo.arizona.edu/uploads/Dana_1892_731
2. Van Halm, Isabeau. "Why the world find itself in a Greenland "gold rush." *Energy Monitor*, July 3, 2023.
<https://www.energymonitor.ai/sectors/industry/the-world-finds-itself-in-a-greenland-mining-rush/>

Find Your Perfect Stone
 From 41 countries and 238 varieties, use our advanced filtering to find your perfect stone.

SHOP ALL CRYSTALS



Recommendations

1. Correct block layout

Pages of the “FEEL LOVED CRYSTAL STORIES” section. "Healing, Mineralogy, and History"

Usability analysis (Only for mobile version)



The block contains too large images, and it is unclear what they refer to



Recommendations

1. Use thumbnail images in the “Healing, Mineralogy, and History” block

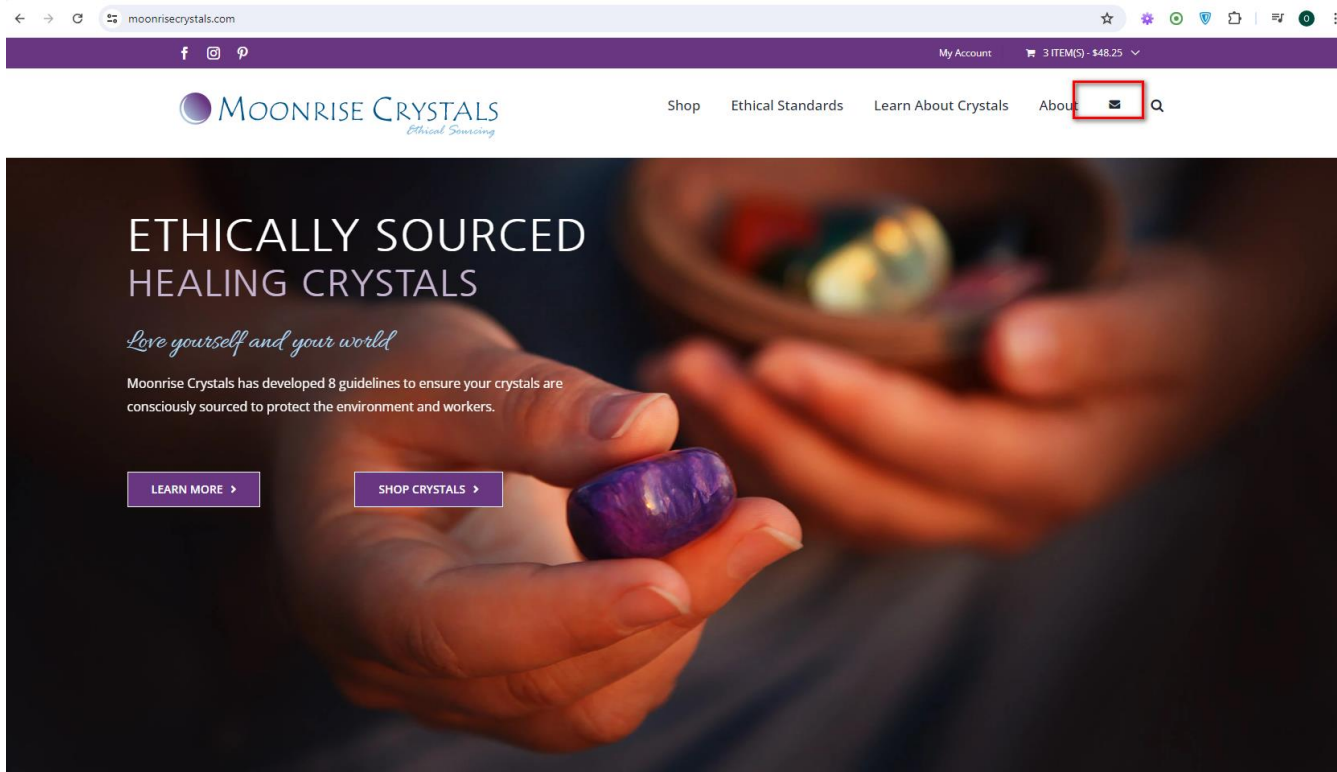
Conversion elements analysis

Main menu. "CONTACT"

Conversion elements analysis (Only for desktop version)



The "CONTACT" menu item is implemented as an icon. At first glance, it is not clear what will happen when you click, either sending a message or going to the contacts page



Recommendations

1. Instead of an icon, use a menu item in the form of a "Contact" or "Contact Us" link

Product cards. Information about delivery

Conversion elements analysis (Only for desktop version)



Product cards contain the text “FREE SHIPPING USA | SHIP WORLDWIDE”, but nothing happens when clicked

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Balance Communication Confidence Direction Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (2 in) Medium (1.75 in) Small (1.5 in)

- 1 +

ADD TO CART

Add to Wishlist

★★★★★

I received my crystals yesterday! Thank you so much for the lovely package, including the delightful tea. Well, I'm just in love with my gorgeous crystals. I had no doubt you'd selected beauties, but I didn't expect to have such a strong emotional reaction to them. I felt an instant, beautiful connection with them as I held them in my hands. They're providing me with the strength that I need right now.

Dorothy S (California)

Origin	Madagascar
Polish	Shiny & Smooth
Quality	AA (quality chart)
Shape	Rounded & Flat
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

Get a Free Satin Medicine Bag when you buy any 3 crystals



Recommendations

1. Instead of text, add a block with delivery information

Product cards. Location of the "Add to cart" button

Conversion elements analysis (Only for desktop version)



In some product cards, the add product button does not meet basic usability requirements and is located away from the "first screen" (you need to scroll the page to click on the "Add to cart" button)

moonrisecrystals.com/product/amethyst-brazil/

My Account 2 ITEM(S) - \$26.00

MOONRISE CRYSTALS Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

★★★★★ 6 Reviews

Amethyst

\$14.50 - \$16.50 /per stone

Order now to get it Monday, Jul 22nd

ECO-FRIENDLY MINING SAFE FACTORY WOMEN OWNED

Graceful Serenity

Find deep inner peace and spiritual strength. Take responsibility for your thoughts and actions. Increase your intuition and deepen meditation. Be discerning, focused, and aware of what is real. Let Amethyst reveal your true power and wisdom!

Amethyst Healing Properties

Addiction Balance Depression Headaches Meditation Peace

Sleep

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (1 in) Small (0.75 in)

Recommendations

1. Place the add product button on the first screen of the site

Product cards. "Similar products"

Conversion elements analysis (Only for desktop version)



There are no conversion elements in similar product cards

moonrisecrystals.com/product/agatized-coral/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Select Variable

Large (1.5 in) Medium (1.25 in) Small (1 in)

1 ADD TO CART

Add to Wishlist

★★★★★

A beautiful piece with loving water energy and earth energy. Order was shipped quickly, packaged securely, and with kind communication from the seller. Much appreciated!

Angela N. (Rhode Island) (Verified Owner)

Origin	Indonesia
Polish	Shiny & Smooth
Quality	A (quality chart)
Shape	Irregular Polished Shapes
Color	Multi-Colored
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

Get a Free Satin Medicine Bag when you buy any 3 crystals

Similar Gems You Might Enjoy

<p>Turritella Agate Peaceful Patience \$14.25 – \$16.25 /per stone</p>	<p>Vatican Stone Cosmic Connection \$13.25 – \$15.25 /per stone</p>
---	--

Where do our stones come from?

Our Crystals are Ethically Sourced



Recommendations



1. Add conversion elements based on recommendations for product cards on category pages

Placing an order. Block with total amount

Conversion elements analysis (Only for desktop version)



When filling out the form, the user does not see the final order and the total amount

MOONRISE CRYSTALS Shop Ethical Standards Learn About Crystals About  

Billing details

First name * Last name *

Company name (optional)

Country / Region *

Street address *


Town / City *

State / County *

Postcode / ZIP *

Phone *

Ship to a different address?


Recommendations

1. Block "Ship to a different address?" place under the main form to fill out
2. In place of the block "Ship to a different address?" move the block with goods and total amount
3. Implement the block as a floating block when scrolling

Registration on the site

Conversion elements analysis (For desktop and mobile versions)



Registration on the site is only available during the ordering process

Desktop version

The image shows two screenshots of the Moonrise Crystals website. The top screenshot is the 'MY ACCOUNT' page, which features a login form with fields for 'Username or email address *' and 'Password *', a reCAPTCHA widget, and a 'LOG IN' button. The bottom screenshot is the checkout page, which includes fields for 'State / County *', 'Postcode / ZIP *', 'Phone *', and 'Email address *'. It also has checkboxes for 'This is a gift for someone who is very special...' and 'Create an account?'. The 'Create an account?' checkbox is highlighted with a red box.

Mobile version

The screenshot displays the mobile version of the Moonrise Crystals website's 'MY ACCOUNT' page. At the top, a purple navigation bar contains 'My Account', a shopping cart icon with '3 ITEM(S) - \$48.25', and a dropdown arrow. Below this is the Moonrise Crystals logo, a search icon, and a menu icon. The main heading 'MY ACCOUNT' is centered over a background image of colorful crystals. The primary content is a 'Login' form with the following elements:

- A 'Login' title.
- A text input field for 'Username or email address *'.
- A text input field for 'Password *' with a visibility toggle icon.
- A checkbox for 'I'm not a robot' next to a reCAPTCHA logo and 'reCAPTCHA Privacy - Terms' link.
- A 'LOG IN' button.
- A checkbox for 'Remember me'.
- A link for 'Lost your password?'.

At the bottom of the page, a purple bar contains the text 'CUSTOMER CARE'.



Recommendations

1. On the "MY ACCOUNT" page, add a button/link "Create an account"
2. When clicked, display a registration form with elements for quick registration using social networks and email services

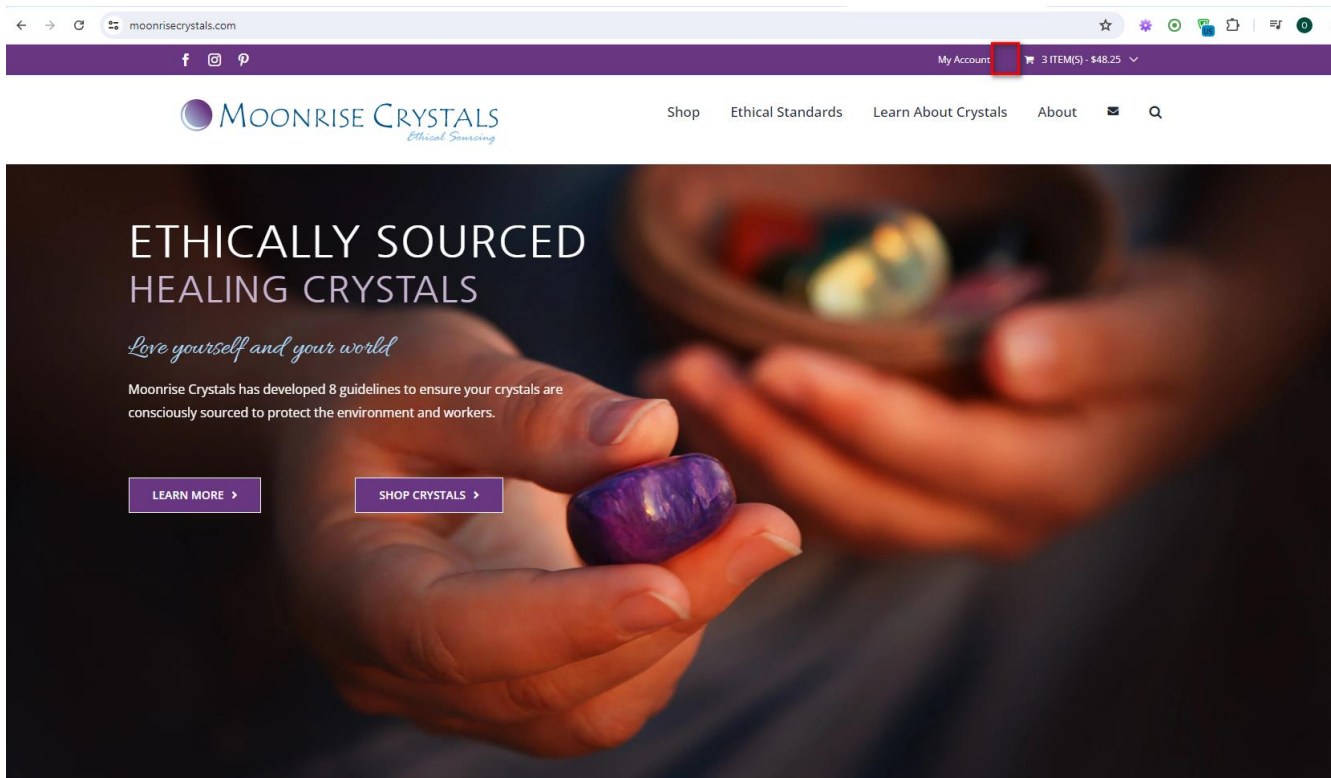
Site header. "Wishlist"

Conversion elements analysis (For desktop and mobile versions)



There is no icon for selected products in the site header, but in the product cards there is functionality for adding a product to the wishlist

Desktop version



Mobile version


My Account  3 ITEM(S) - \$48.25

MOONRISE CRYSTALS  

ETHICAL CRYSTAL STANDARDS



The Environmental & Social Impact of Crystals

No one wants to think about child labor, poor working conditions, or environmental damage when trying to purchase pretty healing crystals. Yet we can all agree that the most powerful healing energy requires ethical mining and polishing. Moonrise Crystals is committed to investigating the environmental and social impacts of the gem industry to provide detailed, transparent research for every stone it sells.



Recommendations

1. Add an icon to display products in the wishlist
2. When adding a product to the wish list, display the number of added products in the wishlist
3. When clicking on the icon, direct the user to the "Wishlist" page

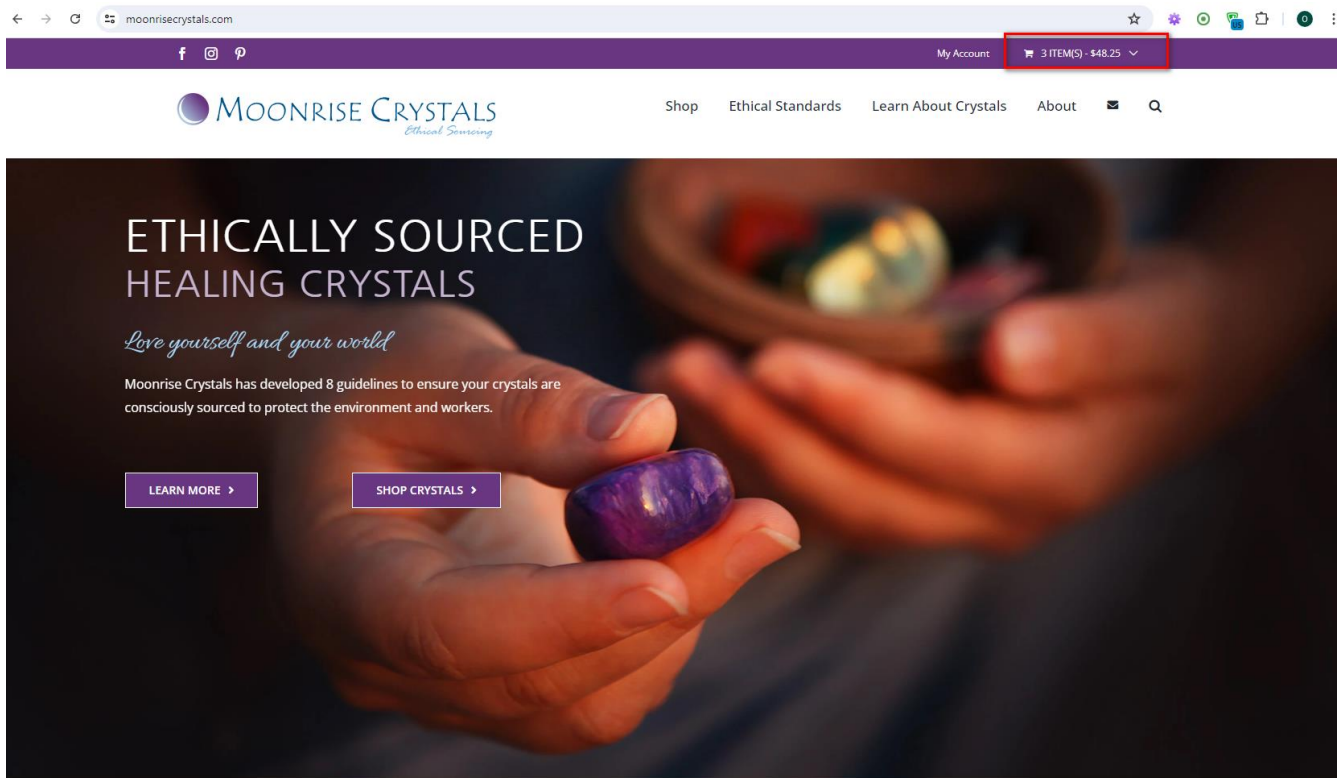
Site header. Cart icon

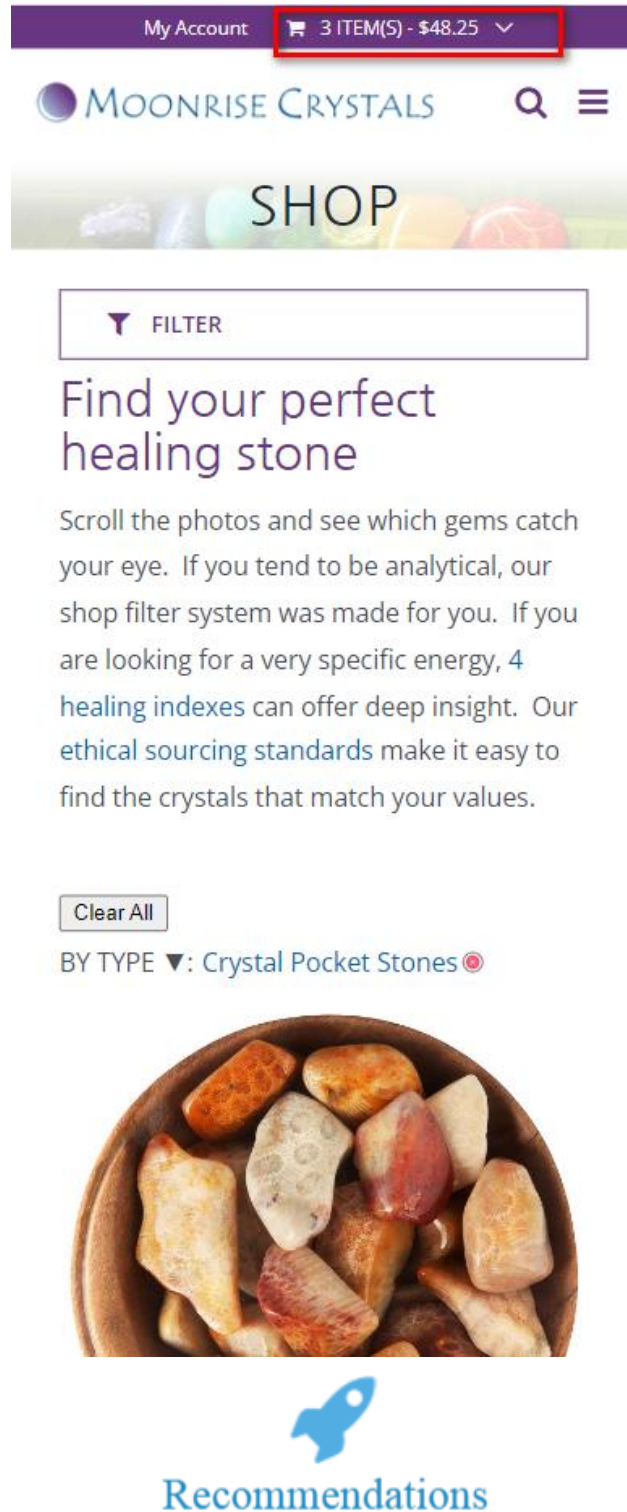
Conversion elements analysis (For desktop and mobile versions)



Cart icon is too small

Desktop version



Mobile version

1. Increase the size of the cart icon

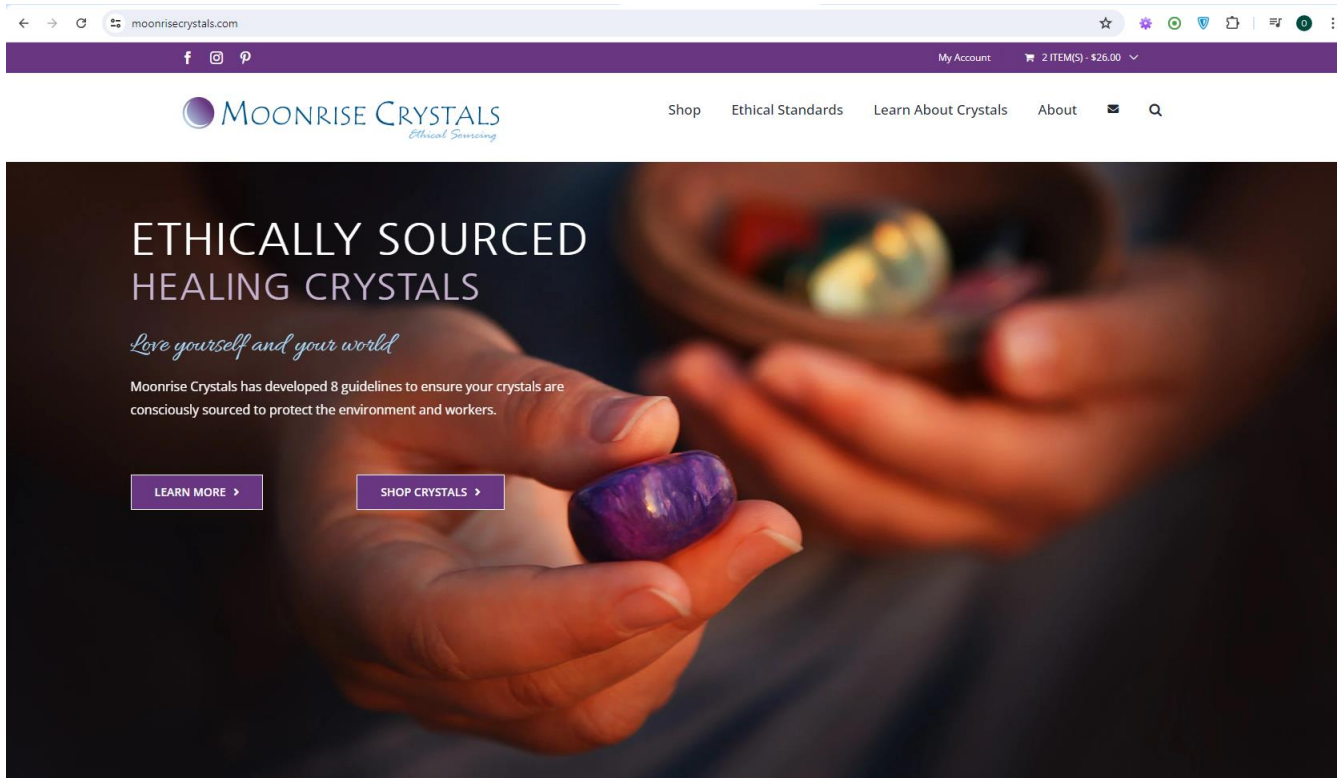
Contact information on the first screen

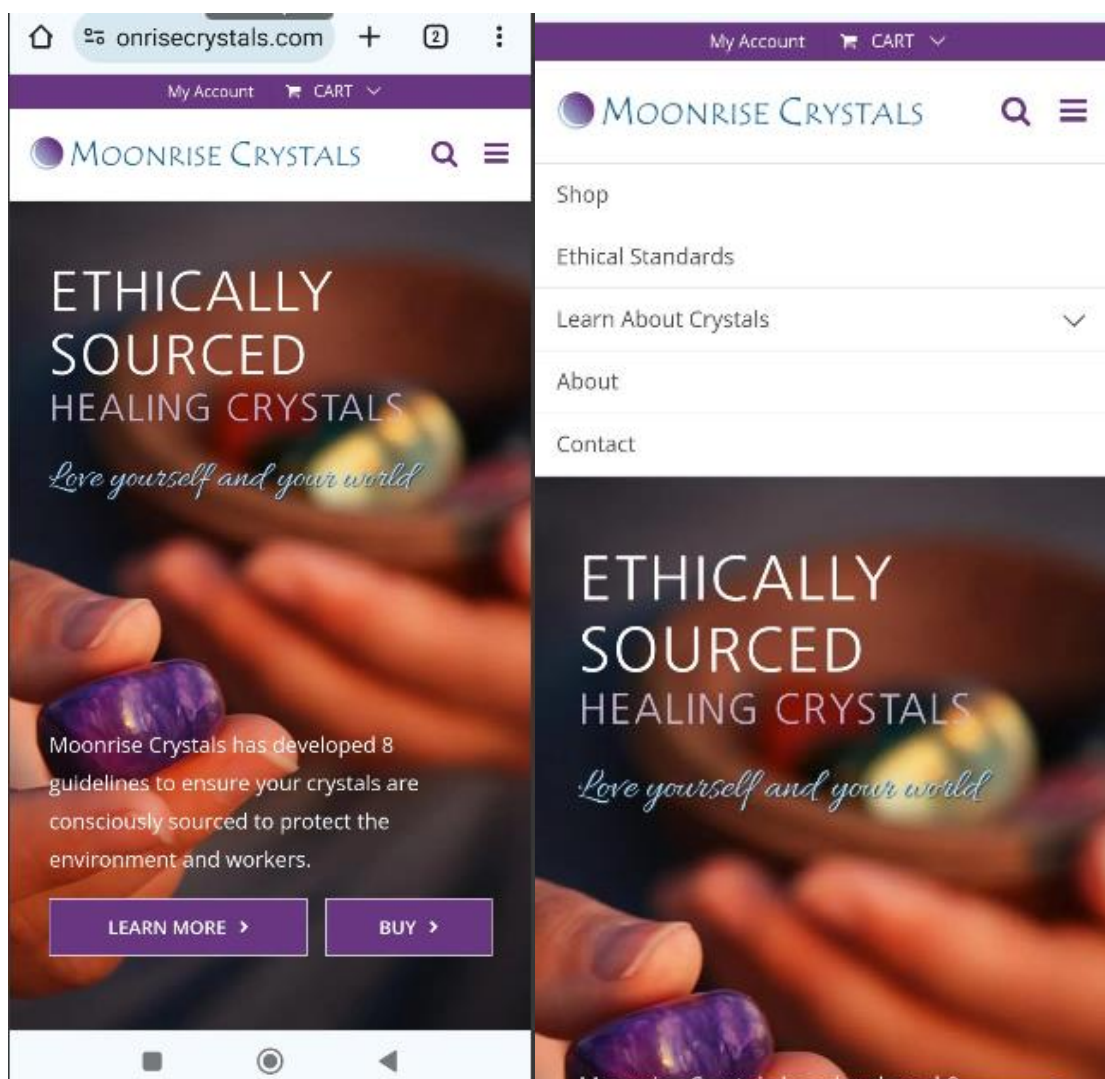
Conversion elements analysis (For desktop and mobile versions)



There is no contact information on the first screen

Desktop version



Mobile version

Recommendations

1. **Add contact information to the site header (for the mobile version in the main menu) ((If it is possible to call or quickly communicate with the user via messenger))**
2. **Place contacts to the right side of the site header**
3. **Highlight contact information with color or font**
4. **Make a phone number clickable with the ability to call**

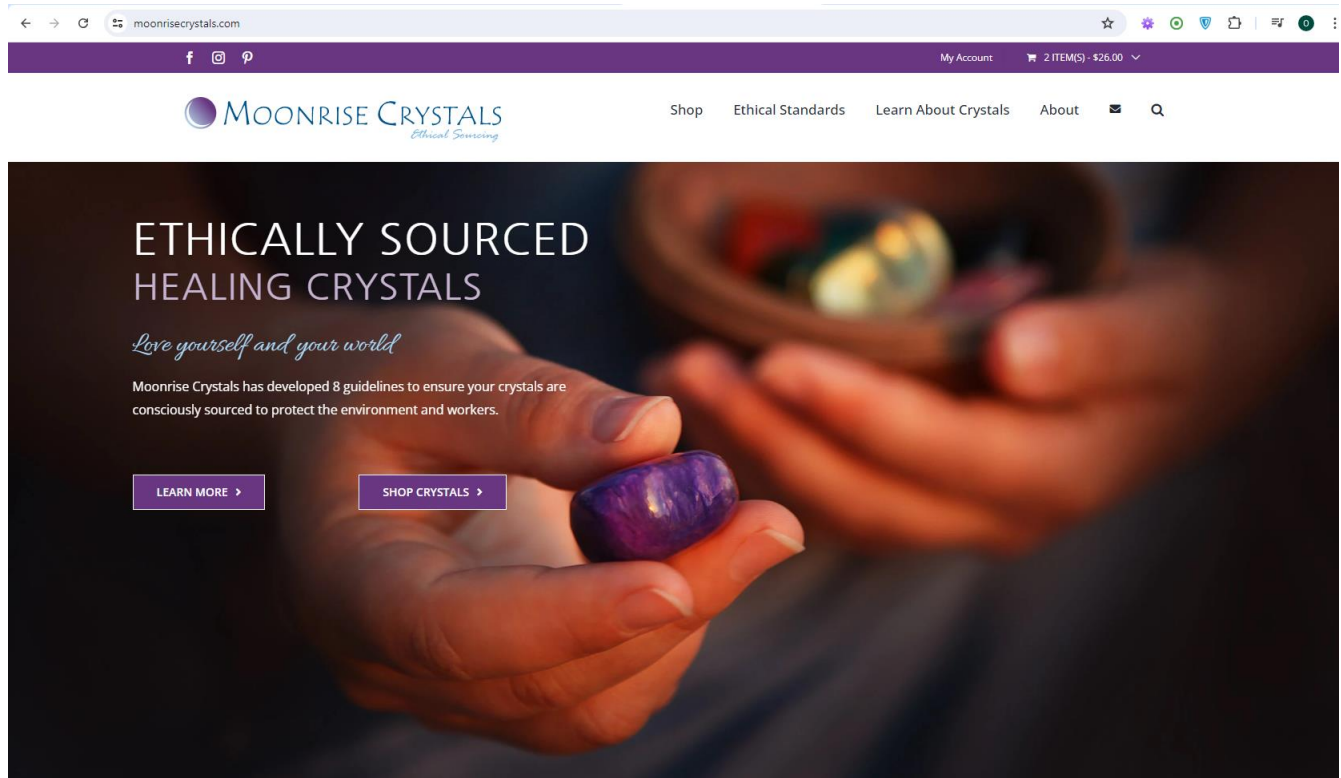
Request a call back

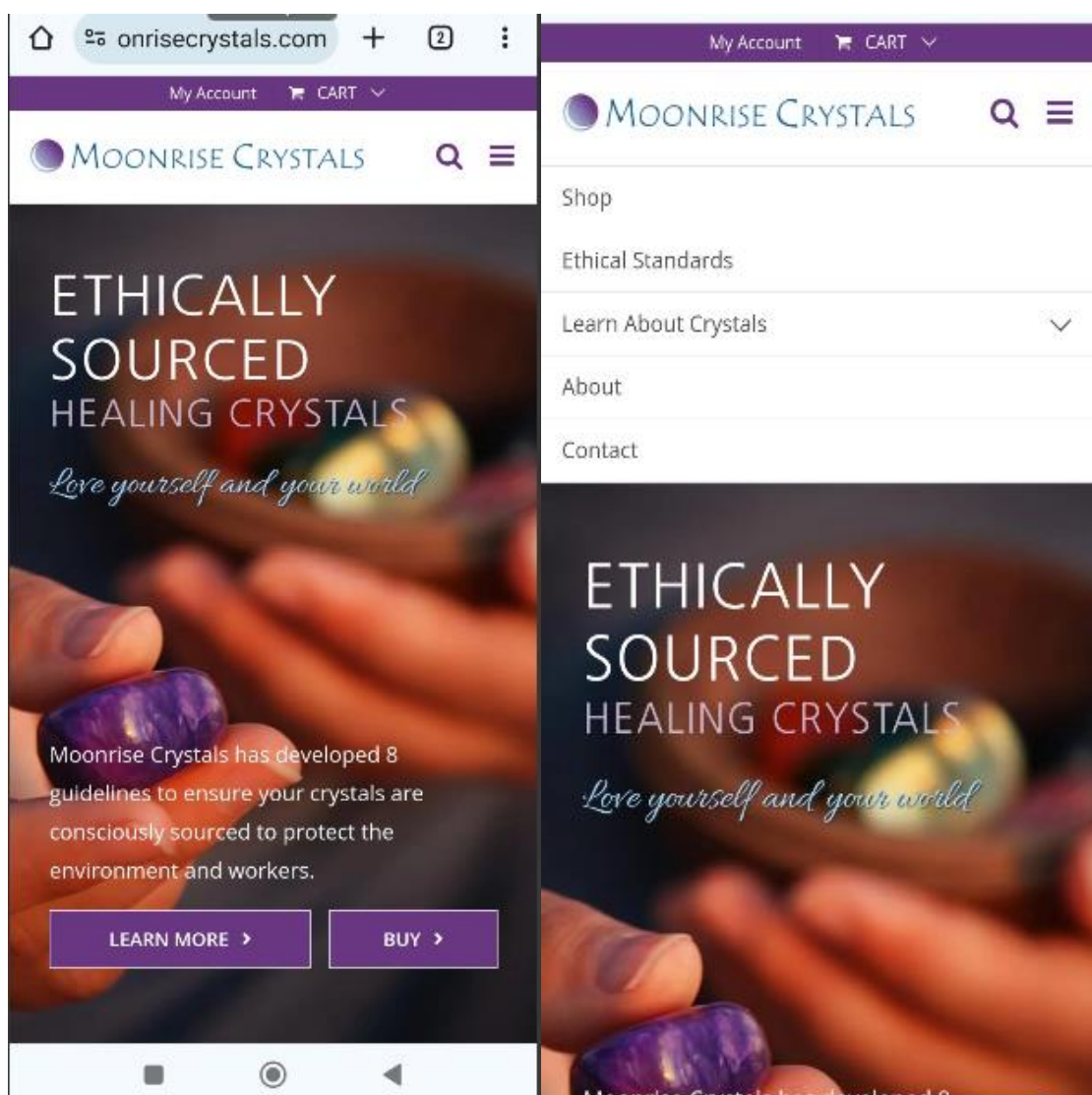
Conversion elements analysis (For desktop and mobile versions)



The site does not have a callback form or widget

Desktop version



Mobile version

Recommendations

1. Place a button or link in the site header (for the mobile version in the main menu) (If it is possible to call or quickly communicate with the user via messenger)
2. Place the button in the site header
3. After clicking on the button, display a pop-up window with a form to fill out
4. The form must contain 2 fields - name and phone number
5. The field "Phone number" must be required
6. The field with the number should contain an example of the correct number entry and the restriction on entering only numbers

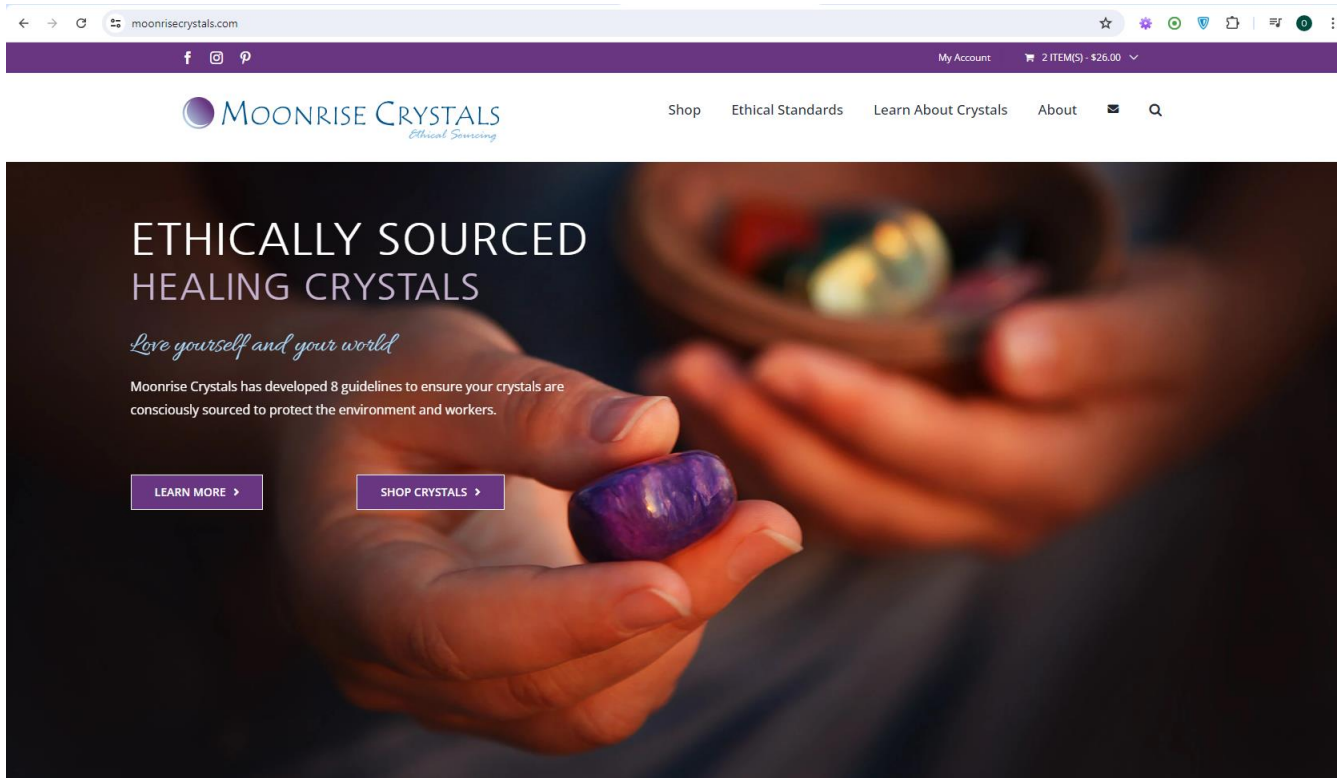
Online consultant

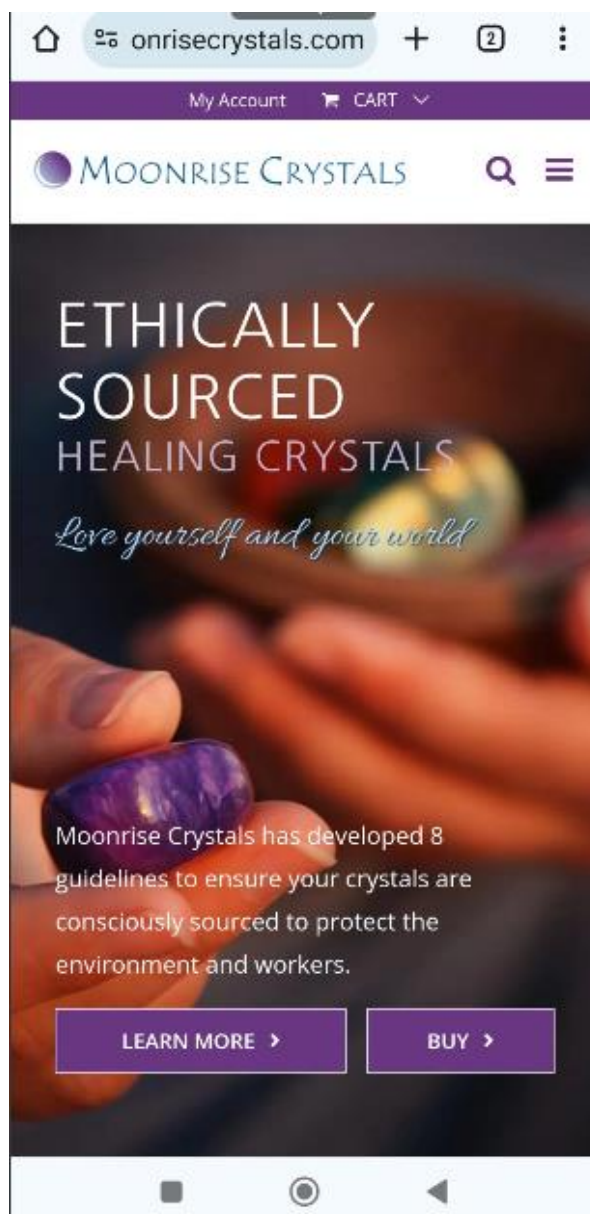
Conversion elements analysis (For desktop and mobile versions)



There is no online consultant on the site

Desktop version



Mobile version**Recommendations**

1. Add an online consultant to the site

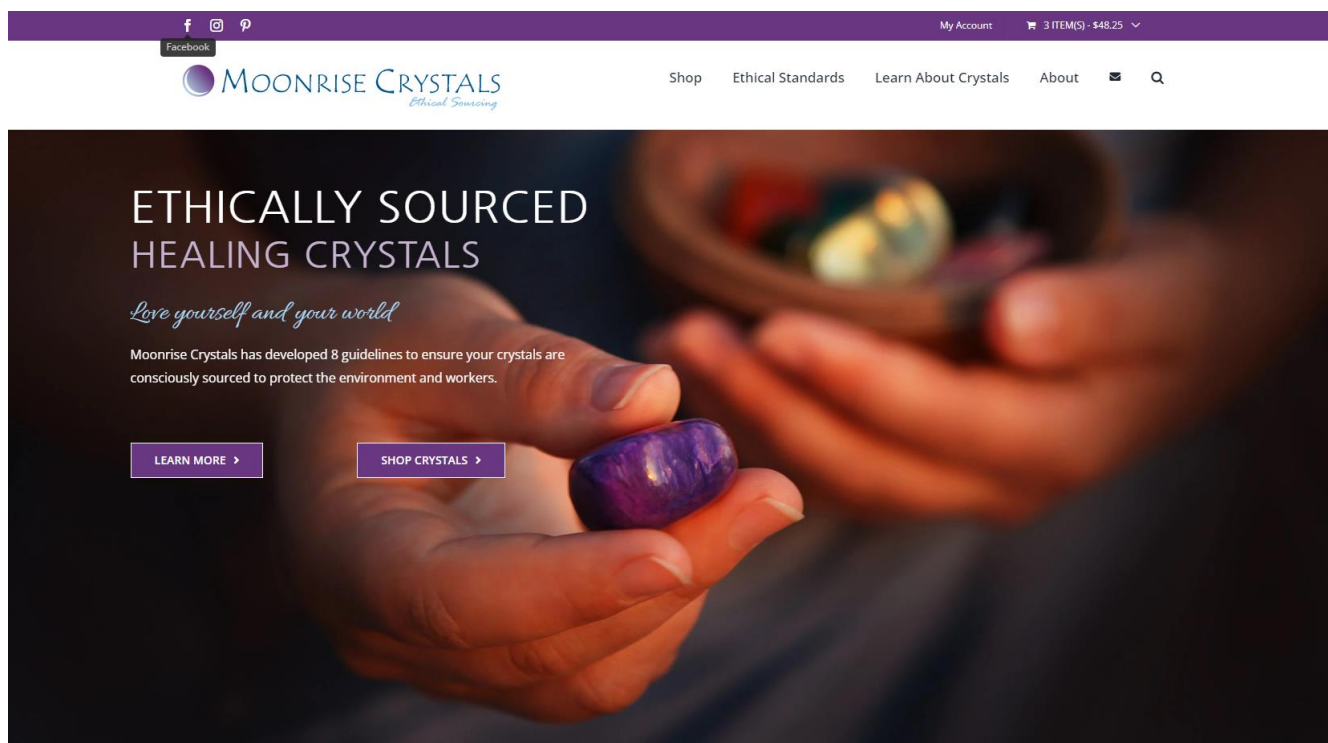
Home page. Banners. Content

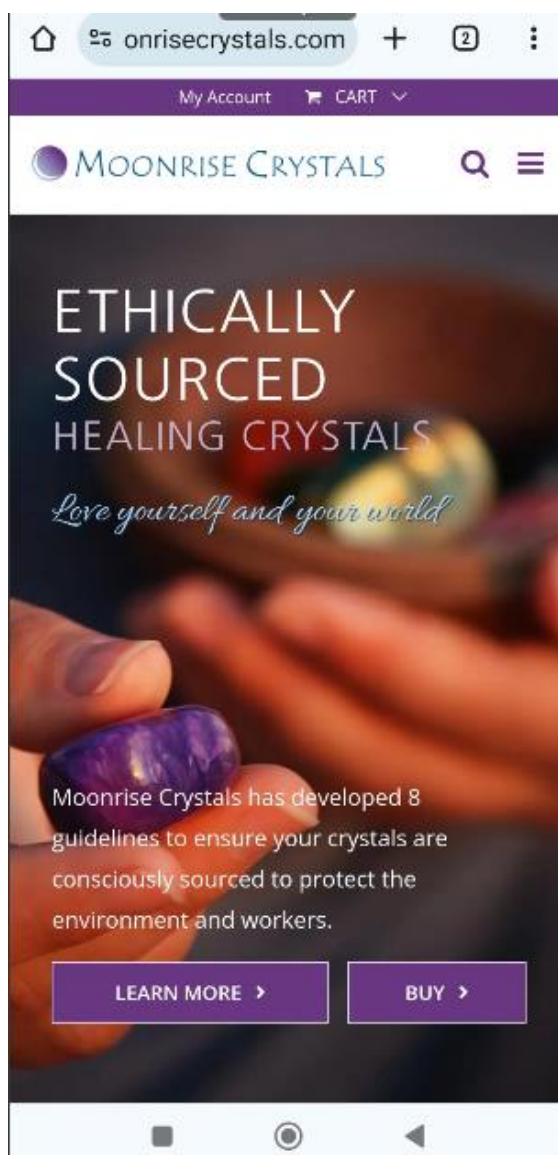
Conversion elements analysis (For desktop and mobile versions)



There is only one banner in the block, which has both a button to go to the store and a button to go to materials

Desktop version



Mobile version

Recommendations

1. Add several banners (separate banner for store/categories, separate for materials)
2. Add USP to banners
3. Add buttons to go to the desired section or to the desired product
4. Implement automatic scrolling for banners
5. Interval for scrolling through banners should be 5-7 seconds.
6. Highlight scroll elements
7. Implement scrolling elements as fixed (static) elements

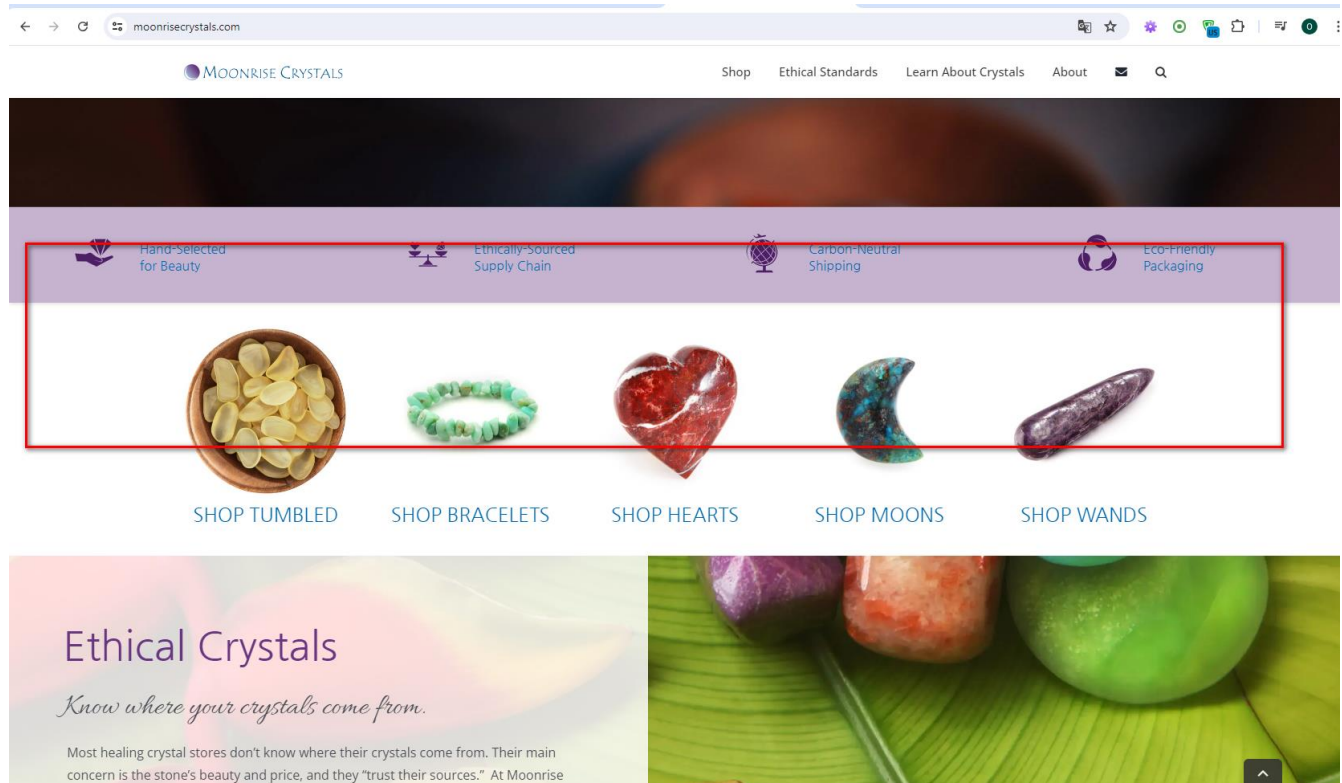
Home page. Blocks "Bestsellers", "Promotions / Sale", "New"

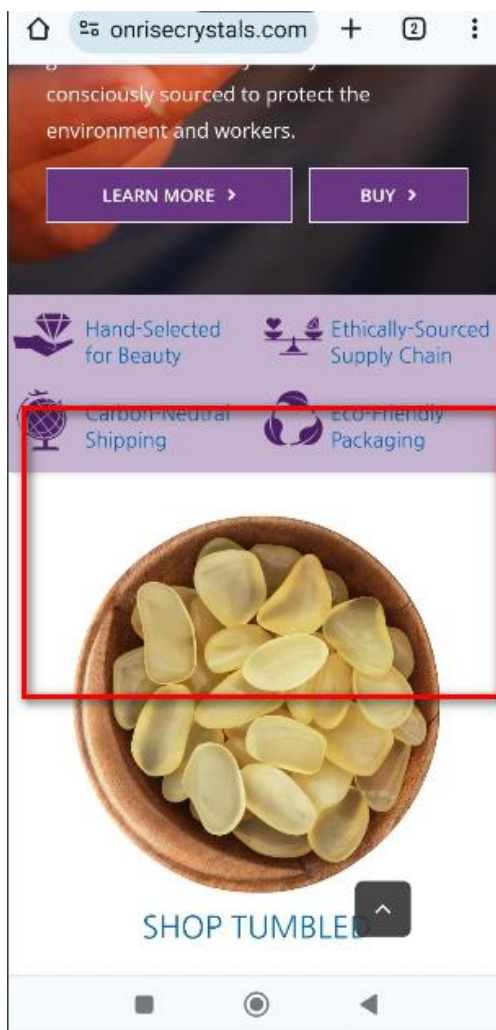
Conversion elements analysis (For desktop and mobile versions)



On the home page, there are no blocks with the products "Bestsellers", "Promotions / Sale", "New items"

Desktop version



Mobile version**Recommendations**

1. Add blocks or one large block to the home page with the tabs "Bestsellers", "Promotions / Sale", "New"
2. Use product cards similar to cards in the "Shop" section
3. Add the following elements to product cards (since the user, when moving from article pages, already knows enough about the product and does not need to view the product card):
 - Add to wishlist
 - Quantity selection
 - Size selection
 - "Add to Cart"
 - "Buy in one click" (If it is possible to call or quickly communicate with the user via messenger)
4. Place the block under the block with advantages
5. At the end of the block, place the "See all" button with a transition to the "Shop" page

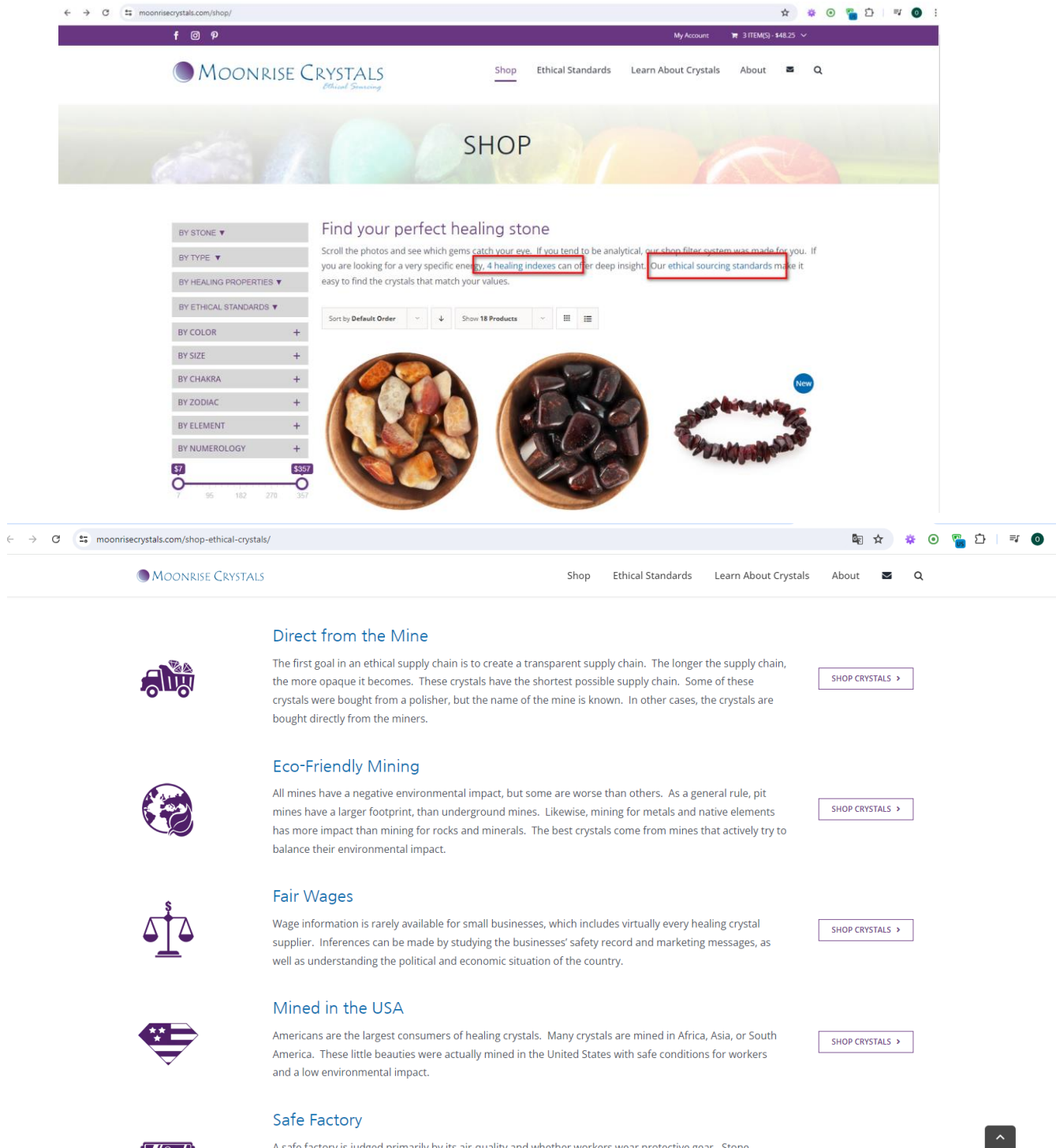
"Shop" page. First screen

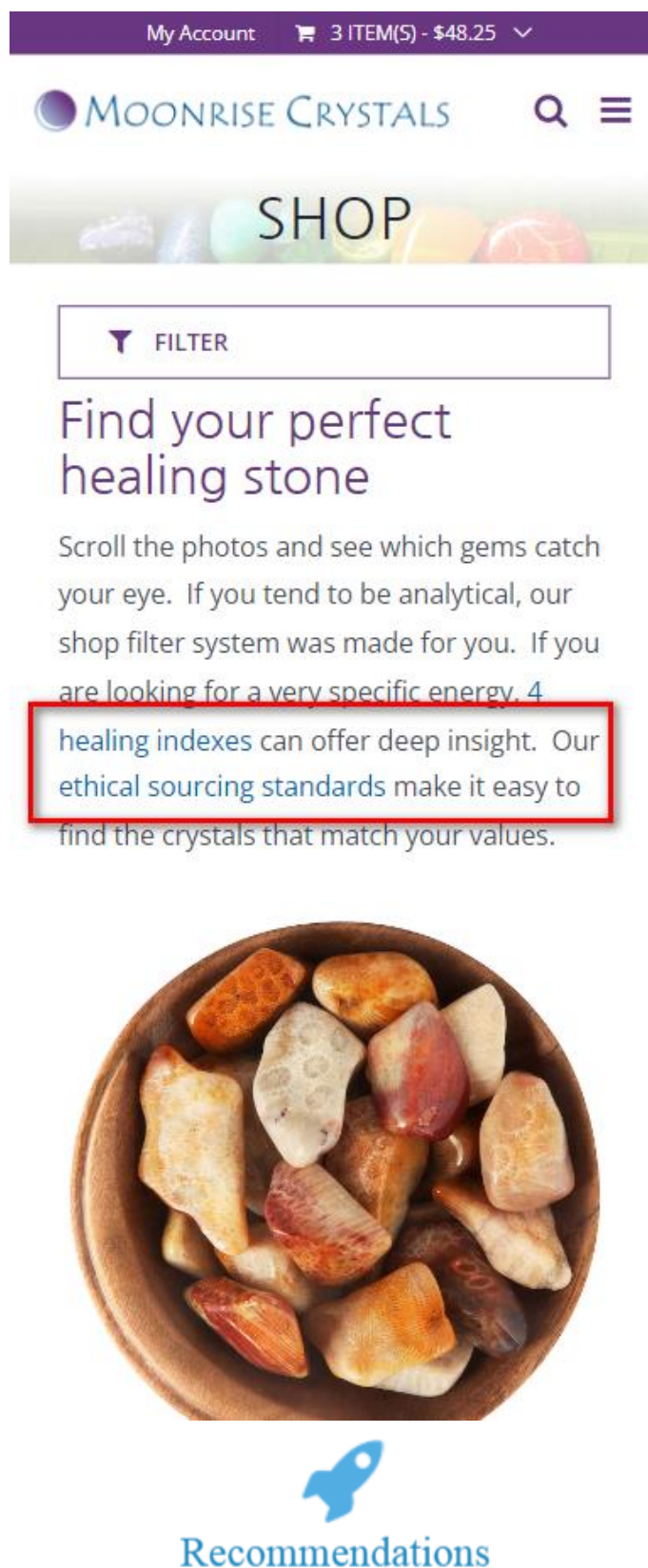
Conversion elements analysis (For desktop and mobile versions)







The first screen of the page takes the user out of the store to pages of materials, from which the user is invited to return to the store

Desktop version




Mobile version

My Account  3 ITEM(S) - \$48.25 


MOONRISE CRYSTALS  


SHOP

 FILTER

Find your perfect healing stone

Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, 4 healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values.




Recommendations

1. Remove links from text in the first screen

Category pages. Direct transition to category page

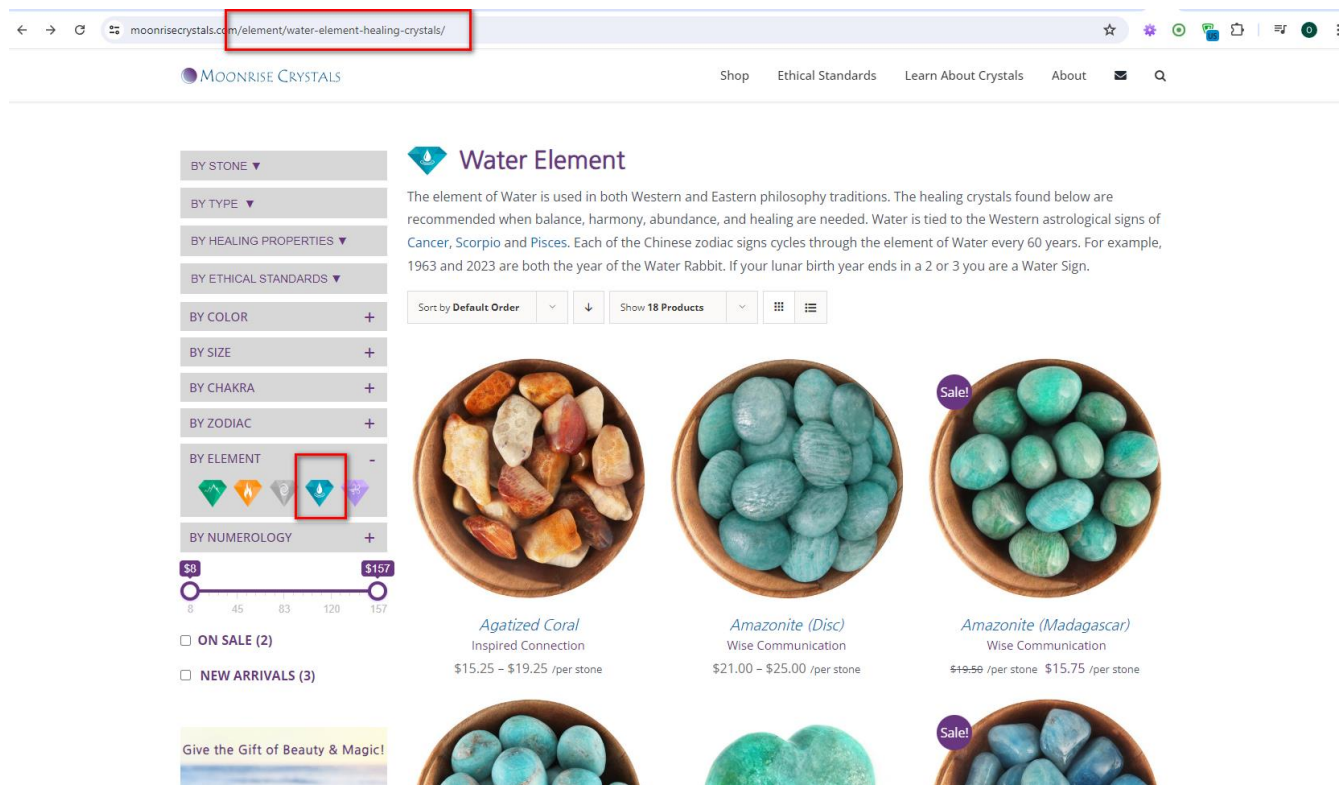
Conversion elements analysis (For desktop and mobile versions)



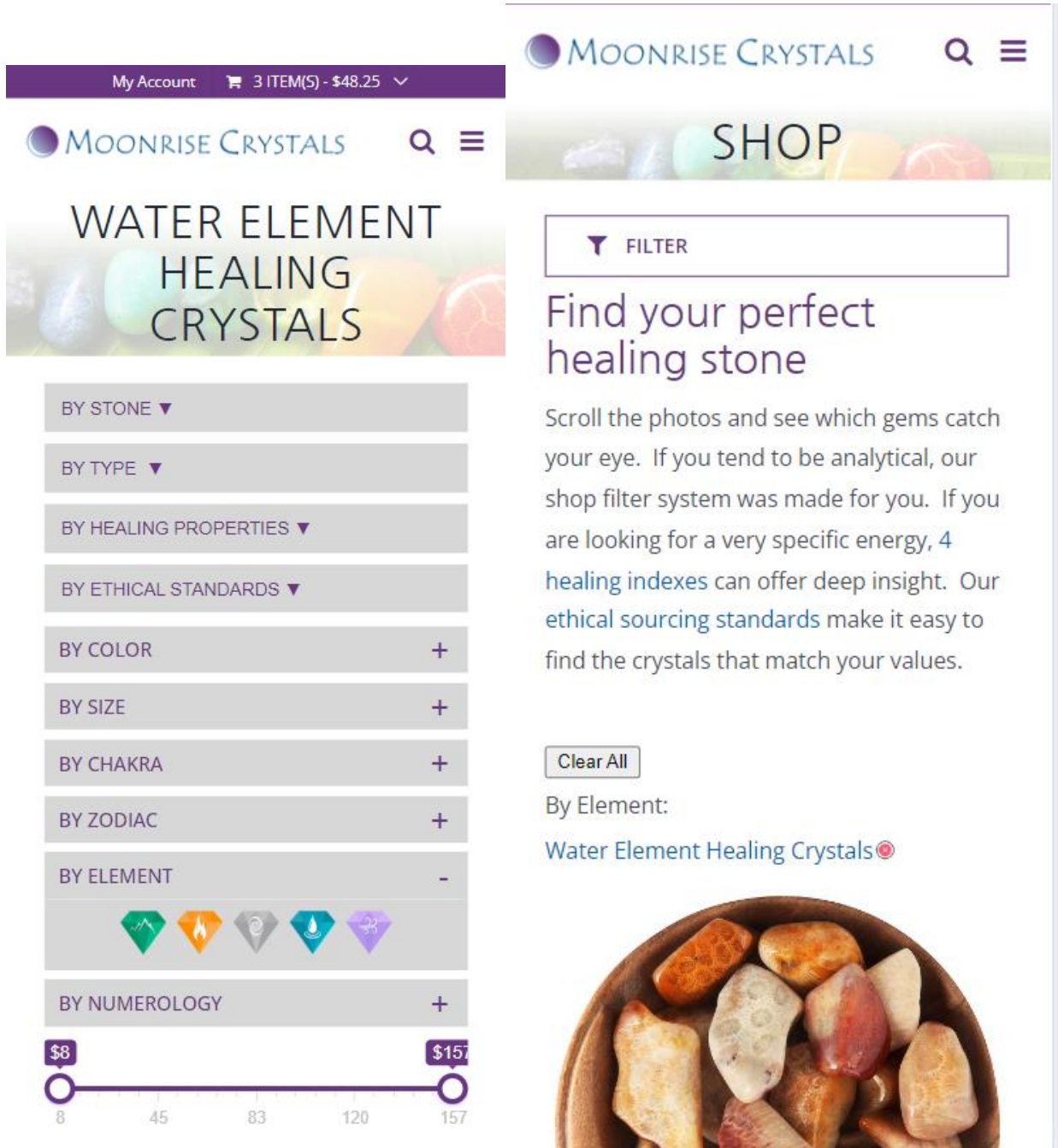
When going to category pages from search results or from internal pages, the user does not see which parameter is selected for the page, while the current parameter is clickable and when clicked, different text is displayed, but with the same products

For example:

Desktop version



Mobile version



Recommendations

1. When you go to a category page, display the selected/corresponding parameter in the filters

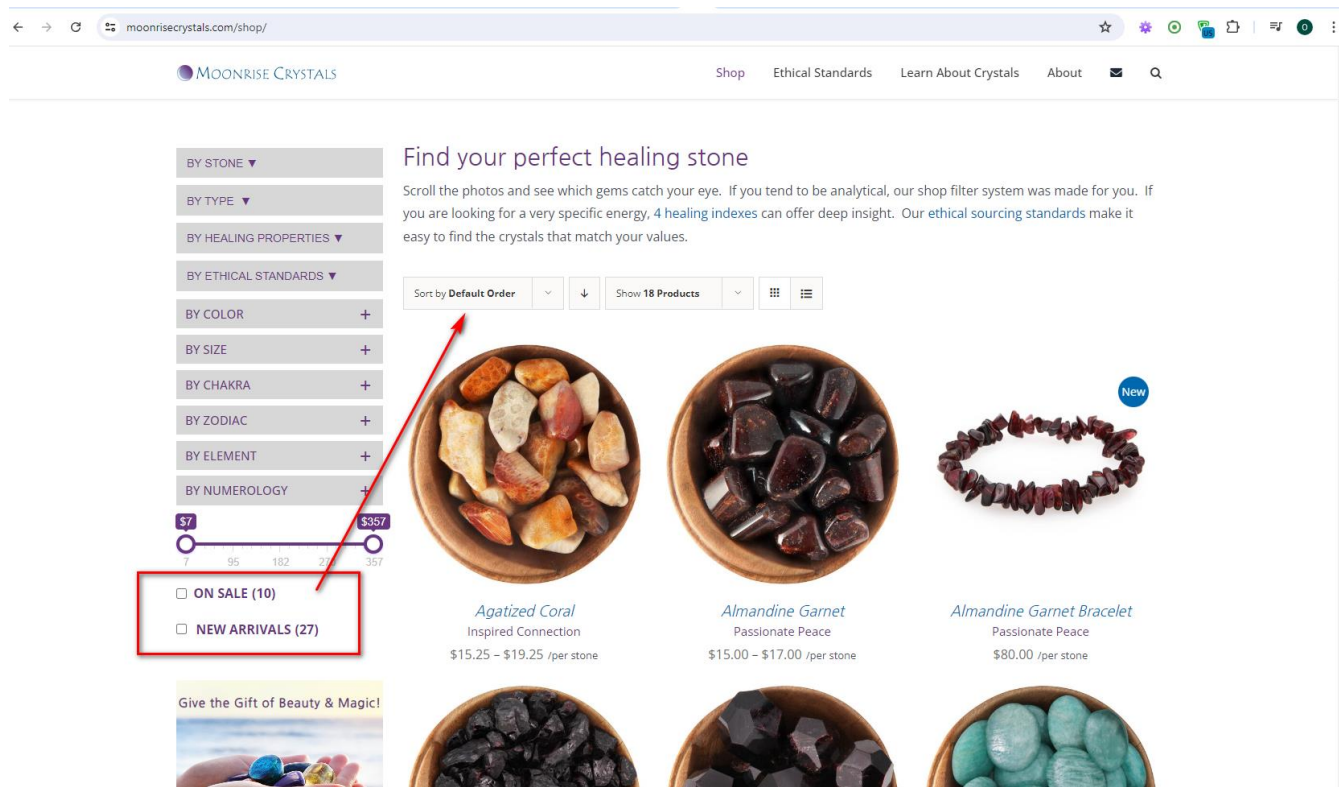
Category pages. Sorting: "ON SALE", "NEW ARRIVALS"

Conversion elements analysis (For desktop and mobile versions)



The sortings are located in an unusual place, under the filters (in the second screen of the page)

Desktop version



Mobile version

BY SIZE +

BY CHAKRA +

BY ZODIAC +

BY ELEMENT -

BY NUMEROLOGY +

\$8 \$157

8 45 83 120 157

ON SALE (2)

NEW ARRIVALS (3)

RESET

FILTER

Find your perfect healing stone

Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, 4 healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values.

Recommendations

1. Add sortings to the sorting drop-down list
2. Arrange the sorts in the following sequence (from top to bottom):
 - "By default"
 - "By Popularity ("Best Seller")"
 - "By rating"
 - "New arrivals" (sorting by date added in this case, remove)
 - "On sale"
 - "By price"
 - "By name"

Category pages. "Add to Whishlist»

Conversion elements analysis (For desktop and mobile versions)



It is not possible to add a product to a Whishlist

Desktop version

The screenshot shows the desktop version of the Moonrise Crystals website. The browser address bar displays 'moonrisecrystals.com/shop/'. The navigation menu includes 'Shop', 'Ethical Standards', 'Learn About Crystals', and 'About'. On the left, there are filters for 'ON SALE (10)' and 'NEW ARRIVALS (26)', along with a 'GIFT CERTIFICATES' button. The main content area features a grid of crystal products:

- Agatized Coral**: Inspired Connection, \$15.25 - \$19.25 /per stone
- Almandine Garnet**: Passionate Peace, \$15.00 - \$17.00 /per stone
- Almandine Garnet Bracelet**: Passionate Peace, \$80.00 /per stone
- Almandine Garnet (Rough)**: Passionate Peace, \$11.75 - \$13.75 /per stone
- Almandine Garnet (Faceted)**: Passionate Peace, \$20.75 /per stone
- Amazonite (Disc)**: Wise Communication, \$21.00 - \$25.00 /per stone

A red box highlights the top right corner of the 'Almandine Garnet (Faceted)' product image, where the 'Add to Whishlist' button is missing. A 'Sale!' badge is visible on the 'Almandine Garnet (Rough)' product.

URL: moonrisecrystals.com/product/almandine-garnet-faceted/

Mobile version

price comparison
\$15.25 – \$19.25 /per stone



Amazonite (Disc)
Wise Communication
\$21.00 – \$25.00 /per stone



Recommendations

1. Add elements and functionality to add a product to your favorites

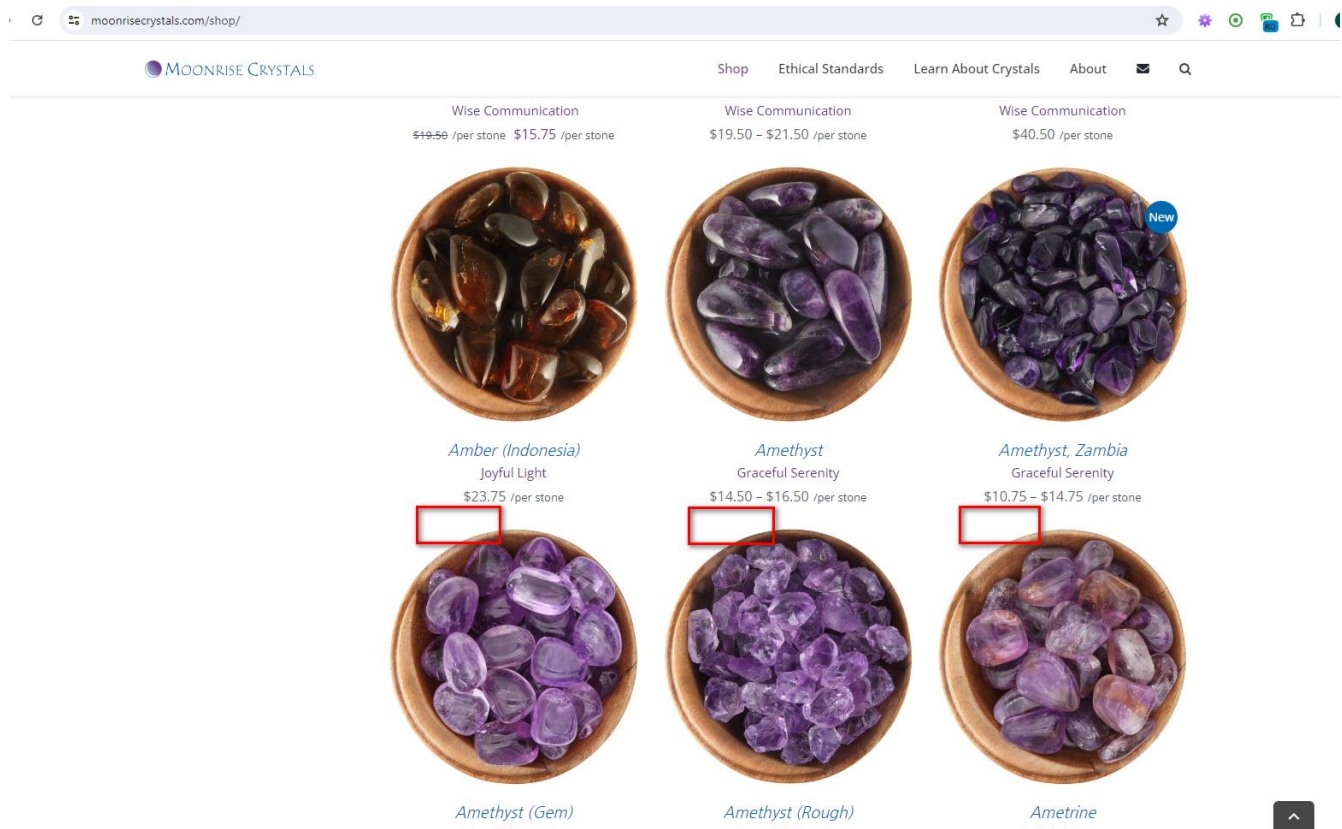
Category pages. Quantity selection

Conversion elements analysis (For desktop and mobile versions)



There is no way to select the required number of products

Desktop version



Mobile version

Wise Communication
\$40.50 /per stone

Sale!



Aquamarine (Angola)
Courageous Communication
~~\$23.75 /per stone~~ \$17.75 /per stone



Recommendations

1. Add "-" and "+" elements to select quantity (since the user, when moving from article pages, already knows enough about the product and does not need to view the product card)

Category pages. Choice of options

Conversion elements analysis (For desktop and mobile versions)



For products where you need to choose a size, there is no element for choosing a size

Desktop version

The screenshot shows a desktop browser view of the Moonrise Crystals website. The URL is moonrisecrystals.com/element/water-element-healing-crystals/. The page features a navigation bar with links for Shop, Ethical Standards, Learn About Crystals, and About. Below the navigation, there are six product listings arranged in a 2x3 grid. Each listing includes a photo of the crystal in a wooden bowl, the crystal name, its benefits, and its price per stone. The 'Blue Lace Agate' product is highlighted with a red box around its name and price.

Product Name	Benefits	Price /per stone
Blue Chalcedony	Sweet Serenity	\$20.25 - \$22.25
Blue Lace Agate	Peaceful Communication	\$16.75 - \$18.75
Blue Quartz	Personal Growth	\$12.00 - \$14.00
Chrysocolla	Peaceful Alignment	\$20.25
Chrysocolla Heart	Peaceful Alignment	\$36.00 - \$51.00
Chrysoprase	Hopeful Serenity	\$32.50

Mobile version

Wise Communication
\$40.50 /per stone

Sale!



Aquamarine (Angola)
Courageous Communication
~~\$23.75~~ /per stone \$17.75 /per stone



Recommendations

1. Add element to choose size (since the user, when moving from article pages, already knows enough about the product and does not need to view the product card)

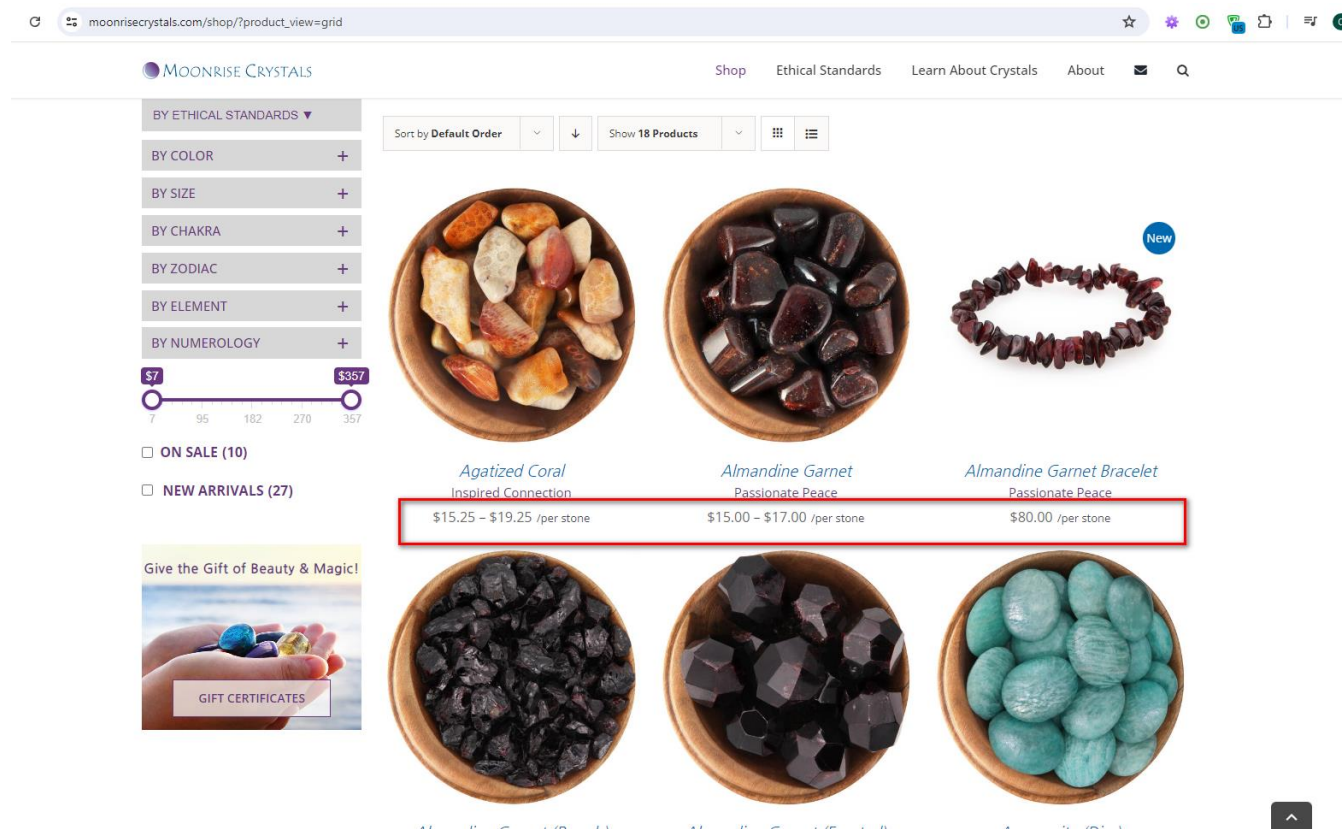
Category pages. The price of the product

Conversion elements analysis (For desktop and mobile versions)



The product price font is too small and blends in with other page elements

Desktop version



Mobile version



Banded Amethyst

Peaceful Power

\$13.75 - \$17.75 /per stone



Blue Aragonite

Deep Intuition



Recommendations

- 1. Use Bold Font
- 2. Increase font size

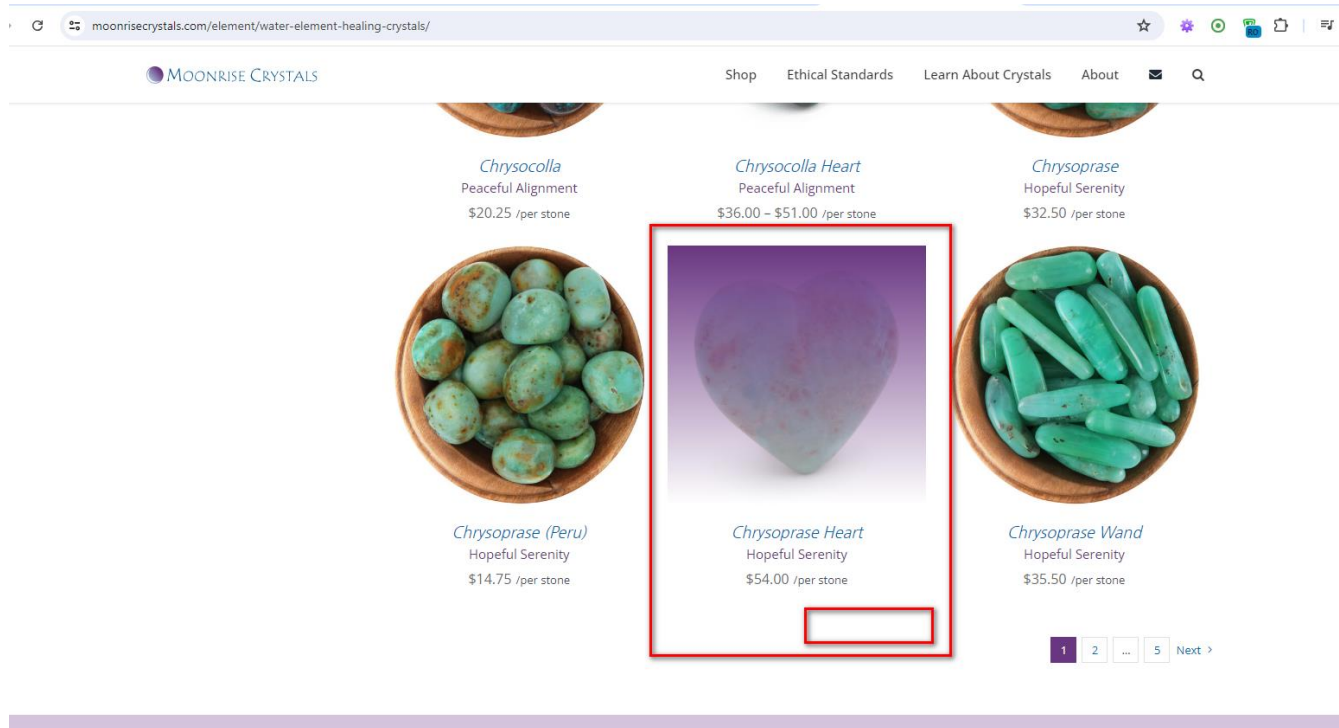
Category pages. "Add to Cart"

Conversion elements analysis (For desktop and mobile versions)



There is no button on the page to add a product to cart

Desktop version



Mobile version

Banded Amethyst

Peaceful Power

\$13.75 - \$17.75 /per stone



Blue Aragonite

Deep Intuition



Recommendations

1. Add an "Add to Cart" button
2. When you click on the "Add to cart" button, add the product to the Shopping cart.

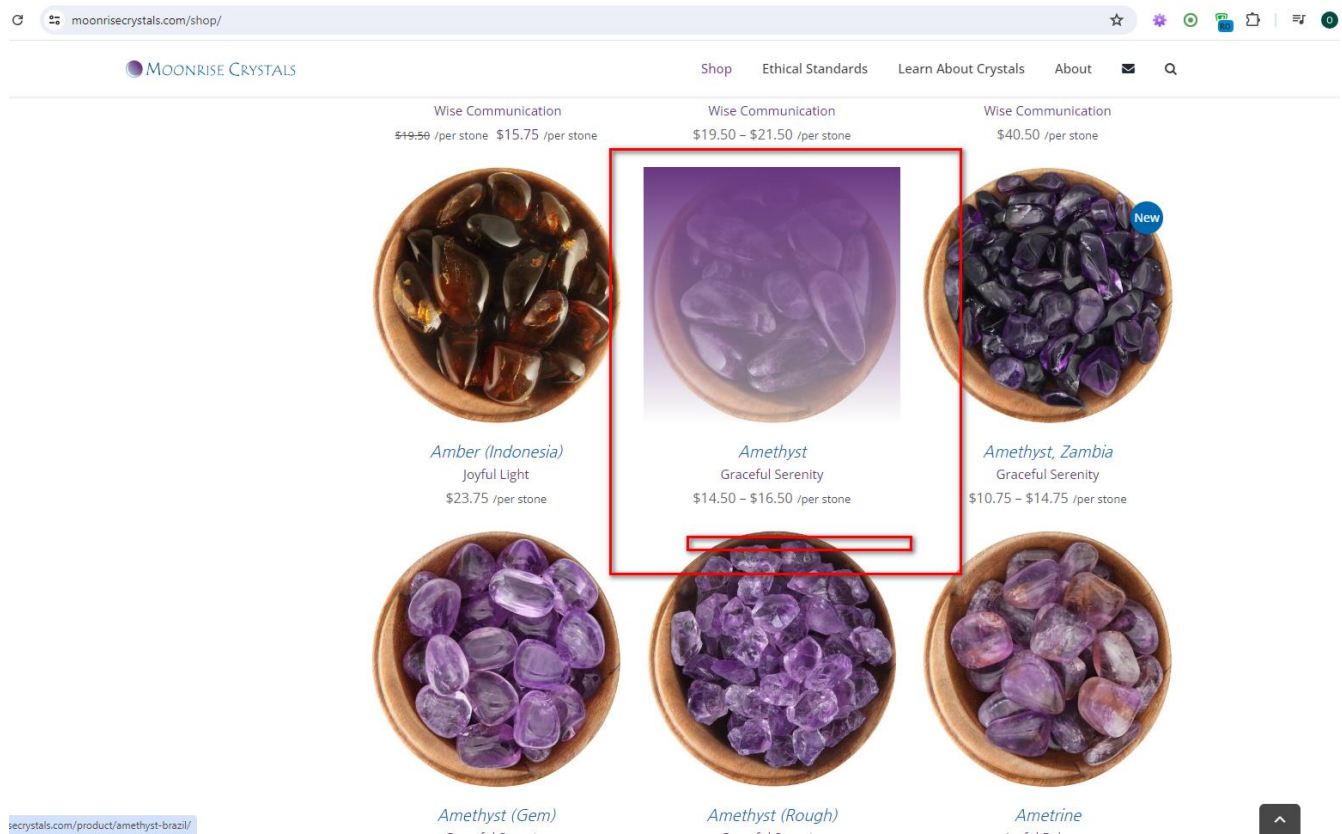
Category pages. "1-Click order"

Conversion elements analysis (For desktop and mobile versions)



Quick order form "1-Click order» is not using

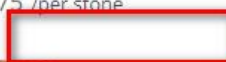
Desktop version



Mobile version*Banded Amethyst*

Peaceful Power

\$13.75 - \$17.75 /per stone

*Blue Aragonite*

Deep Intuition

**Recommendations**

1. Add a quick order button "Order in 1 click" (If it is possible to call or quickly communicate with the user via messenger)
2. Add product information to a popup with a form to fill out
3. Add information about the selected number of products to the pop-up window with a form to fill out
4. In the pop-up window with the form, leave 2 fields: name and phone
5. In the field for entering a phone number, add a restriction on entering only numbers

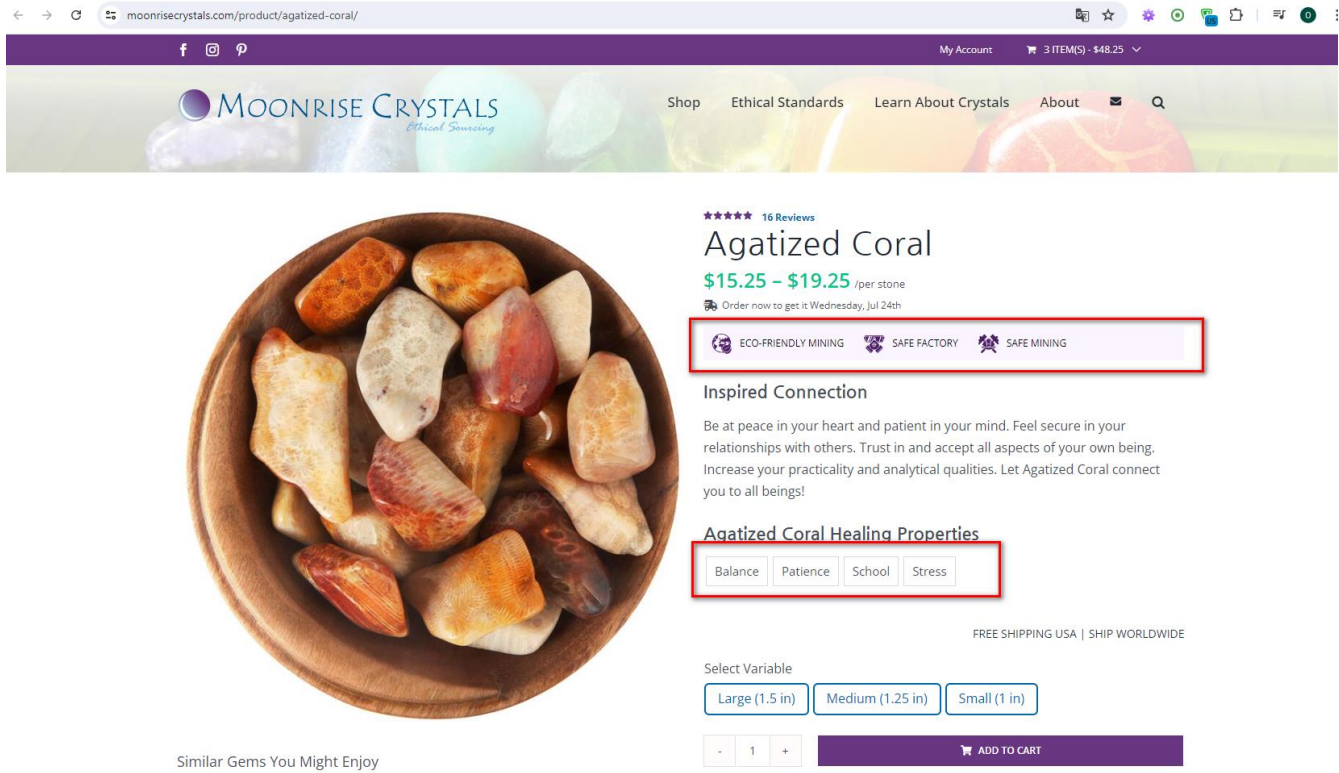
Product cards. First screen

Conversion elements analysis (For desktop and mobile versions)



Most of the first screen elements take the user away from one of the most important pages on the site

Desktop version



Mobile version

My Account  3 ITEM(S) - \$48.25 

 MOONRISE CRYSTALS  



★★★★★ 6 Reviews

Zoisite

\$19.25 /per stone

 Order now to get it Wednesday, Jul 24th

 DIRECT FROM MINE  SAFE FACTORY

True Freedom

Be independent and think for yourself. Rise up to challenges with confidence and logic. Feel motivated to make lasting changes. Think creatively and manifest more clearly. Let Zoisite inspire you to be true to yourself!

Be independent and think for yourself. Rise up to challenges with confidence and logic. Feel motivated to make lasting changes. Think creatively and manifest more clearly. Let Zoisite inspire you to be true to yourself!

Zoisite Healing Properties

Cleansing

Creativity

Direction


Grief

Strength

Transformation

Work


FREE SHIPPING USA | SHIP WORLDWIDE

 10 in stock

-

1

+

 ADD TO CART

★★★★★

”

My mother ordered one for herself and one for me and both are beautiful! As always, Julie read our order notes with caring attention and intention to select stones that felt suited for each of our preferences/energies. My mother received one with a lovely circle of rubies on one face, and mine has a wonderful balance of green and black with a hint of ruby on one side; both crystals feel great and



Recommendations

1. Make the top block with elements non-clickable so that it looks like advantages
2. Implement the bottom block in the form of links/tags

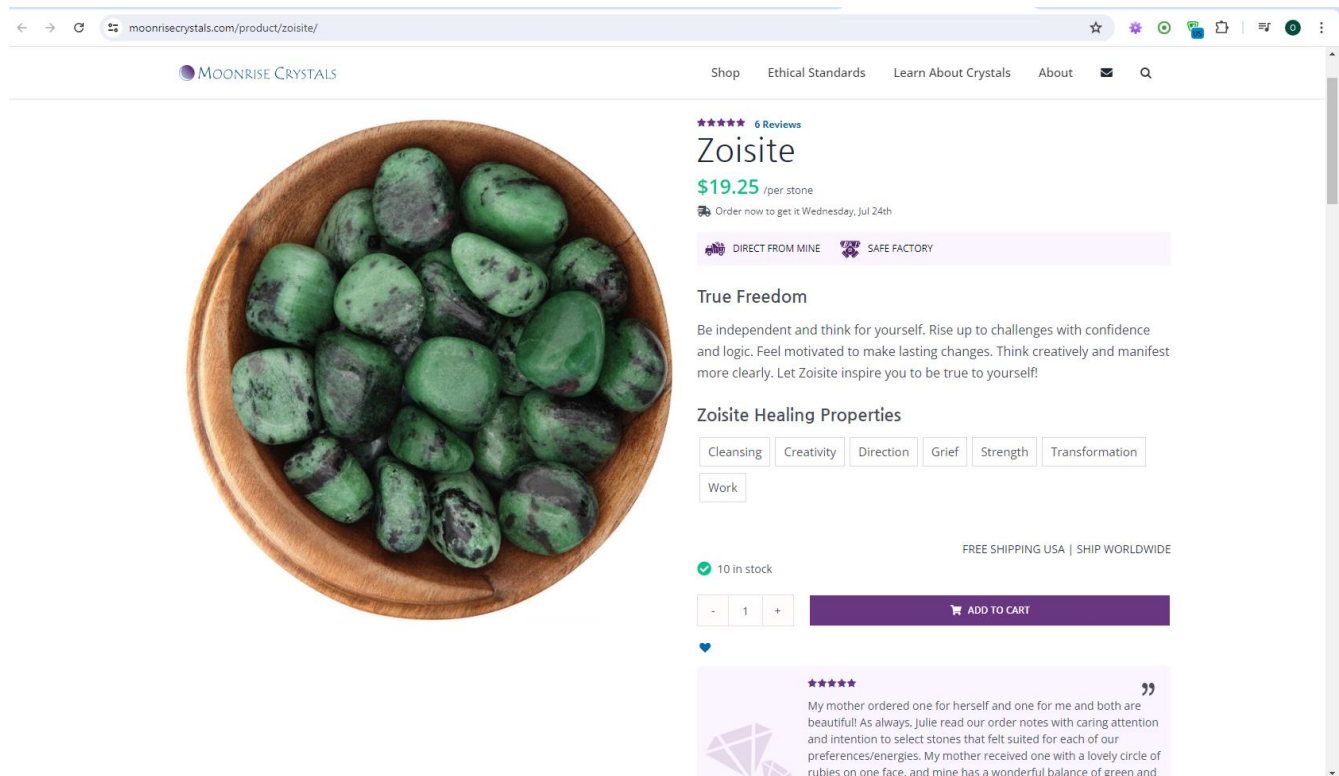
Product cards. Basic characteristics in the first screen

Conversion elements analysis (For desktop and mobile versions)



The first screen of the product card does not have basic characteristics; they are located below in the table. If there is no option to select a size in the product card, then it is not clear to the user what size the stone is, since this information is not available on the first screen

Desktop version



moonrisecrystals.com/product/amazonite-disc/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Select Variable

Large (2 in) Medium (1.75 in) Small (1.5 in)

1 ADD TO CART

Add to Wishlist

★★★★★

I received my crystals yesterday! Thank you so much for the lovely package, including the delightful tea. Well, I'm just in love with my gorgeous crystals. I had no doubt you'd selected beauties, but I didn't expect to have such a strong emotional reaction to them. I felt an instant, beautiful connection with them as I held them in my hands. They're providing me with the strength that I need right now.

Dorothy S (California)

Origin	Madagascar
Polish	Shiny & Smooth
Quality	AA (quality chart)
Shape	Rounded & Flat
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

Get a Free Satin Medicine Bag when you buy any 3 crystals

Where do our stones come from?

Mobile version

My Account  3 ITEM(S) - \$48.25 

 MOONRISE CRYSTALS  



★★★★★ 1 Reviews

Banded Amethyst

\$13.75 - \$17.75 /per stone

 Order now to get it Wednesday, Jul 24th

 ECO-FRIENDLY MINING  SAFE FACTORY

Peaceful Power

Follow your bliss and your spiritual longings. Tap into Universal Energies for healing and strength. Understand the root cause of negativity and release it. Find a positive solution and perspective for everything. Let



Recommendations

1. Add basic characteristics in the first screen of the product card

Product cards. Size chart

Conversion elements analysis (For desktop and mobile versions)



Near the elements for choosing a size there is no link to the size chart, it is in the table below

Desktop version

moonrisecrystals.com/product/amazonite-disc/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Balance Communication Confidence Direction Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (2 in) Medium (1.75 in) Small (1.5 in)

- 1 +

ADD TO CART

Add to Wishlist

★★★★★

I received my crystals yesterday! Thank you so much for the lovely package, including the delightful tea. Well, I'm just in love with my gorgeous crystals. I had no doubt you'd selected beauties, but I didn't expect to have such a strong emotional reaction to them. I felt an instant, beautiful connection with them as I held them in my hands. They're providing me with the strength that I need right now.

Dorothy S (California)

Origin	Madagascar
Polish	Shiny & Smooth
Quality	AA (quality chart)
Shape	Rounded & Flat
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

Get a Free Satin Medicine Bag when you buy any 3 crystals

Where do our stones come from?


Mobile version


FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable


Large (2 in) Small (1.25 in)

- 1 +

 ADD TO CART

 Add to Wishlist

★★★★★ ”

 Amethyst is my fav and this is no exception.



Melissa B. (Washington)

Origin	Namibia
Polish	Shiny & Smooth
Quality	A (quality chart)
Shape	Irregular Polished Shapes
Color	Purple, Multi-Colored
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

 Get a Free Satin Medicine Bag when you buy any 3 crystals 



Recommendations

1. Place a link to the size chart next to the elements for choosing a size
2. Remove link from table

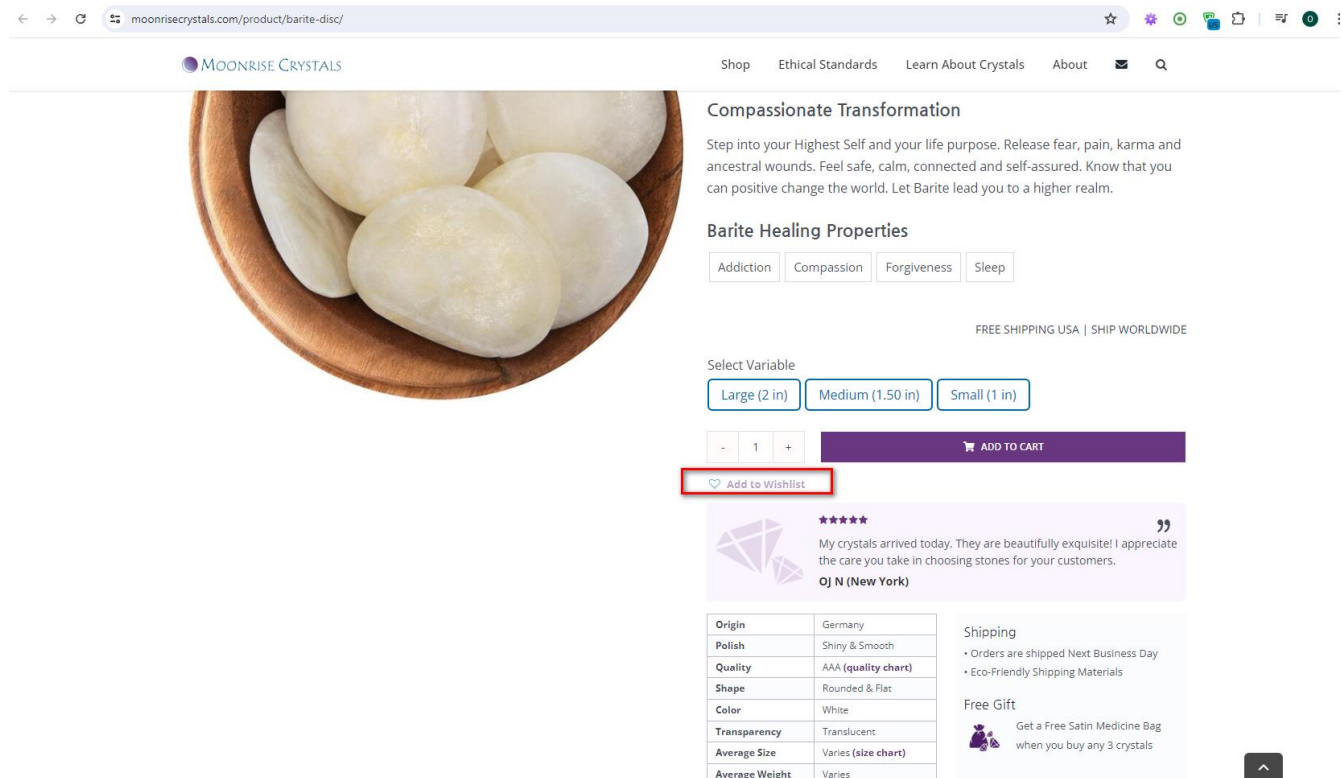
Product cards. Add to Wishlist

Conversion elements analysis (For desktop and mobile versions)



There is no way to add a product to the wishlist without selecting a size; the user has not yet purchased the product, but simply adds it to the wishlist

Desktop version



Mobile version

Compassion
Peace
Reiki
Sleep

Weight Loss

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (1.5 in)
Small (0.75 in)

-
1
+
ADD TO CART

♥
Add to Wishlist

★★★★★
”

The hearts and wand are divine and appreciated

Dan P. (California)

Origin	Peru
Polish	Shiny & Smooth
Quality	AAA (quality chart)
Shape	Puffy Heart
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials



Recommendations

1. Implement the ability to add a product to your wishlist without having to select a size
2. Make size selection mandatory on the “Wishlist” page

Product cards. Adding to Wishlist. Go to the “Wishlist” page

Conversion elements analysis (For desktop and mobile versions)



If the user added a product to the wishlist and went to another page, then it is not clear how to get to the “Wishlist” page, there are no elements for this

Desktop version

moonrisecrystals.com/product/amber-bracelet/

My Account 1 ITEM(S) - \$48.25

MOONRISE CRYSTALS
Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

Be the First to Review

Amber Bracelet

\$60.50 /per stone

Order now to get it Wednesday, Jul 24th

ECO-FRIENDLY MINING FAIR WAGES SAFE FACTORY SAFE MINING

Joyful Light

Be your Highest Self in your every day life. Sharpen your mind and soften your heart. Feel happy and open to delightful spontaneity. Cleanse your body, mind, and energy fields. Let Amber illuminate your bright spirit!

Baltic Amber Healing Properties

Anxiety Confidence Depression Energy Happiness Manifesting

5 in stock FREE SHIPPING USA | SHIP WORLDWIDE

ADD TO CART

Add to Wishlist

Be the First to Review

Mobile version

The screenshot shows the mobile version of the Moonrise Crystals website. At the top, a purple navigation bar contains 'My Account', a shopping cart icon, '3 ITEM(S) - \$48.25', and a dropdown arrow. Below this is the 'MOONRISE CRYSTALS' logo, a search icon, and a menu icon. The main content area features a large image of a wooden bowl filled with smooth, light blue Angelite stones. Below the image, there is a 5-star rating with '48 Reviews'. The product name 'Angelite' is displayed in a large font, followed by the price '\$12.00 - \$16.00 /per stone' in green. A delivery icon and text indicate 'Order now to get it Monday, Jul 22nd'. A light purple banner contains three icons: a truck for 'DIRECT FROM MINE', a globe for 'ECO-FRIENDLY MINING', and a person for 'SAFE MINING'. Below this is the section header 'Compassionate Communication' and a paragraph of text: 'Contact angels and the angelic realms. Heighten your awareness and intuition. Speak your truth without fear or anger.'



Recommendations

1. Add an icon for the wishlist in the site header
2. When clicked, direct the user to the "Wishlist" page

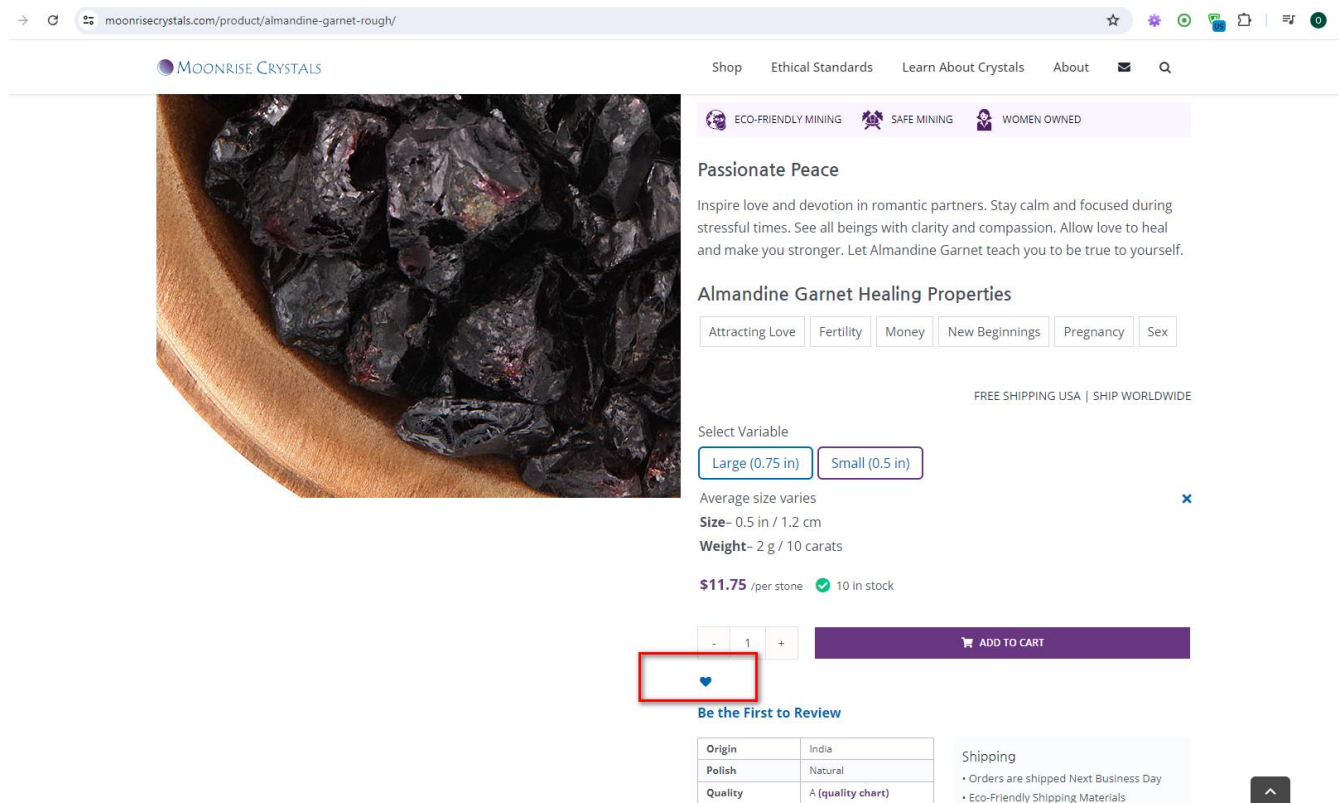
Product cards. Adding to Wishlist. Correct operation

Conversion elements analysis (For desktop and mobile versions)



When you add multiple products to your wishlist, only one product appears on the page

Desktop version



moonrisecrystals.com/product/amazonite-disc/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

ECO-FRIENDLY MINING FAIR WAGES SAFE FACTORY SAFE MINING
SUPPORTS CHARITY WOMEN OWNED

Wise Communication

Have good boundaries and healthy relationships. Cultivate balance and let go of trauma. Be smart, intuitive, compassionate and loving. Know who you are and stand in your power. Let Amazonite inspire you to speak with a brave heart!

Amazonite Healing Properties

Balance Communication Confidence Direction Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (2 in) Medium (1.75 in) Small (1.5 in)

Average size varies
Size- 1.75 in / 4.4 cm
Weight- 1.1 oz / 30 g / 150 carats

\$23.00 /per stone 10 in stock

- 1 +

ADD TO CART

♥

moonrisecrystals.com/product/amazonite/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Amazonite (Madagascar)

\$15.75 /per stone ~~\$19.50~~ /per stone 19% Off

Order now to get it Monday, Jul 22nd

ECO-FRIENDLY MINING FAIR WAGES SAFE FACTORY SAFE MINING
SUPPORTS CHARITY WOMEN OWNED

Wise Communication

Have good boundaries and healthy relationships. Cultivate balance and let go of trauma. Be smart, intuitive, compassionate and loving. Know who you are and stand in your power. Let Amazonite inspire you to speak with a brave heart!

Amazonite Healing Properties

Balance Communication Confidence Direction Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

2 in stock

- 1 +

ADD TO CART

♥

★★★★★

They are all perfect. I really like the amazonite. I am glad I finally said yes on this one.
Ballie C. (Nebraska)

Origin	Madagascar
Polish	Shiny & Smooth

Shipping
• Orders are shipped Next Business Day

moonrisecrystals.com/wishlist/1fc286/


My Account 3 ITEM(S) - \$48.25

MOONRISE CRYSTALS Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

WISHLIST

My Crystal Wishlist

<input type="checkbox"/>	Product Name	Unit Price	Date Added	Stock Status	
<input type="checkbox"/>	 Amethyst (Gem) - Small (0.75 in)	\$23.50	July 16, 2024	✓ 3 in stock	<input type="button" value="ADD TO CART"/>

Actions


Share on [f](#) [p](#) [m](#)

Mobile version

WISHLIST

My Crystal Wishlist

Product



Amethyst (Gem) - Small (0.75 in)

\$23.50

July 16, 2024


✓ 3 in stock

ADD TO CART

Actions

ADD SELECTED TO CART

ADD ALL TO CART



Recommendations

1. Fix the functionality of adding a product to a wishlist

Product cards. Size selection

Conversion elements analysis (For desktop and mobile versions)



An element with the selected size is practically no different from an element with a different size

Desktop version

moonrisecrystals.com/product/almandine-garnet-rough/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Almandine Garnet (Rough)

\$11.75 - \$13.75 /per stone

Order now to get it Monday, Jul 22nd

ECO-FRIENDLY MINING SAFE MINING WOMEN OWNED

Passionate Peace

Inspire love and devotion in romantic partners. Stay calm and focused during stressful times. See all beings with clarity and compassion. Allow love to heal and make you stronger. Let Almandine Garnet teach you to be true to yourself.

Almandine Garnet Healing Properties

Attracting Love Fertility Money New Beginnings Pregnancy Sex

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (0.75 in) Small (0.5 in)

Average size varies

Size- 0.5 in / 1.2 cm

Weight- 2 g / 10 carats

\$11.75 /per stone 10 in stock

- 1 + ADD TO CART

Add to Wishlist

Be the First to Review

Mobile version

Wise Communication

Have good boundaries and healthy relationships. Cultivate balance and let go of trauma. Be smart, intuitive, compassionate and loving. Know who you are and stand in your power. Let Amazonite inspire you to speak with a brave heart!

Amazonite Healing Properties

- Balance
- Communication
- Confidence
- Direction
- Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (1.25 in) Small (1 in)


Average size varies ✕

Size- 1 in / 2.5 cm

Weight- 0.5 oz / 13 g / 65 carats

\$19.50 /per stone ✔ 10 in stock

- 1 +

 ADD TO CART

 Add to Wishlist



★★★★★ ”
<https://moonrisecrystals.com/product/amazonite-neru/#>



Recommendations

1. Use color fill for selected element

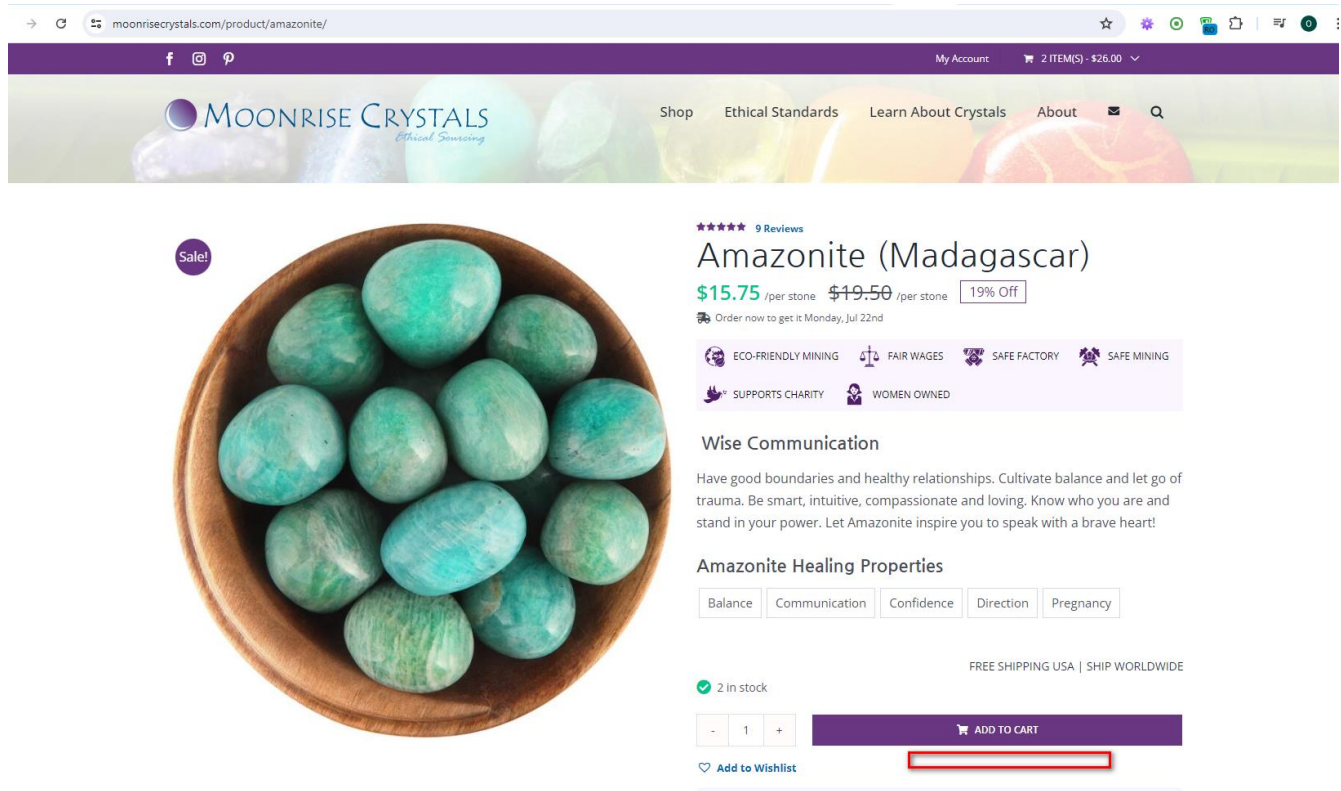
Product cards. "1-Click order"

Conversion elements analysis (For desktop and mobile versions)



The "1-Click order" quick order form is not used in product cards

Desktop version



Mobile version

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (1.25 in) Small (1 in)

Average size varies ×

Size- 1 in / 2.5 cm

Weight- 0.5 oz / 13 g / 65 carats

\$19.50 /per stone ✓ 10 in stock

- 1 + ADD TO CART

♥ Add to Wishlist —

★★★★★ ”
 Very beautiful blue green stone
Azure R. (Canada) *(Verified Owner)*

Origin	Peru
Polish	Shiny But Not Completely Smooth
Quality	A (quality chart)
Shape	Irregular Polished Shapes
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping ⬆

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials



Recommendations

1. Add a quick order button "Order in 1 click" (If it is possible to call or quickly communicate with the user via messenger)
2. Add product information to a popup with a form to fill out
3. Add information about the selected number of products to the pop-up window with a form to fill out
4. In the pop-up window with the form, leave 2 fields: name and phone
5. In the field for entering a phone number, add a restriction on entering only numbers

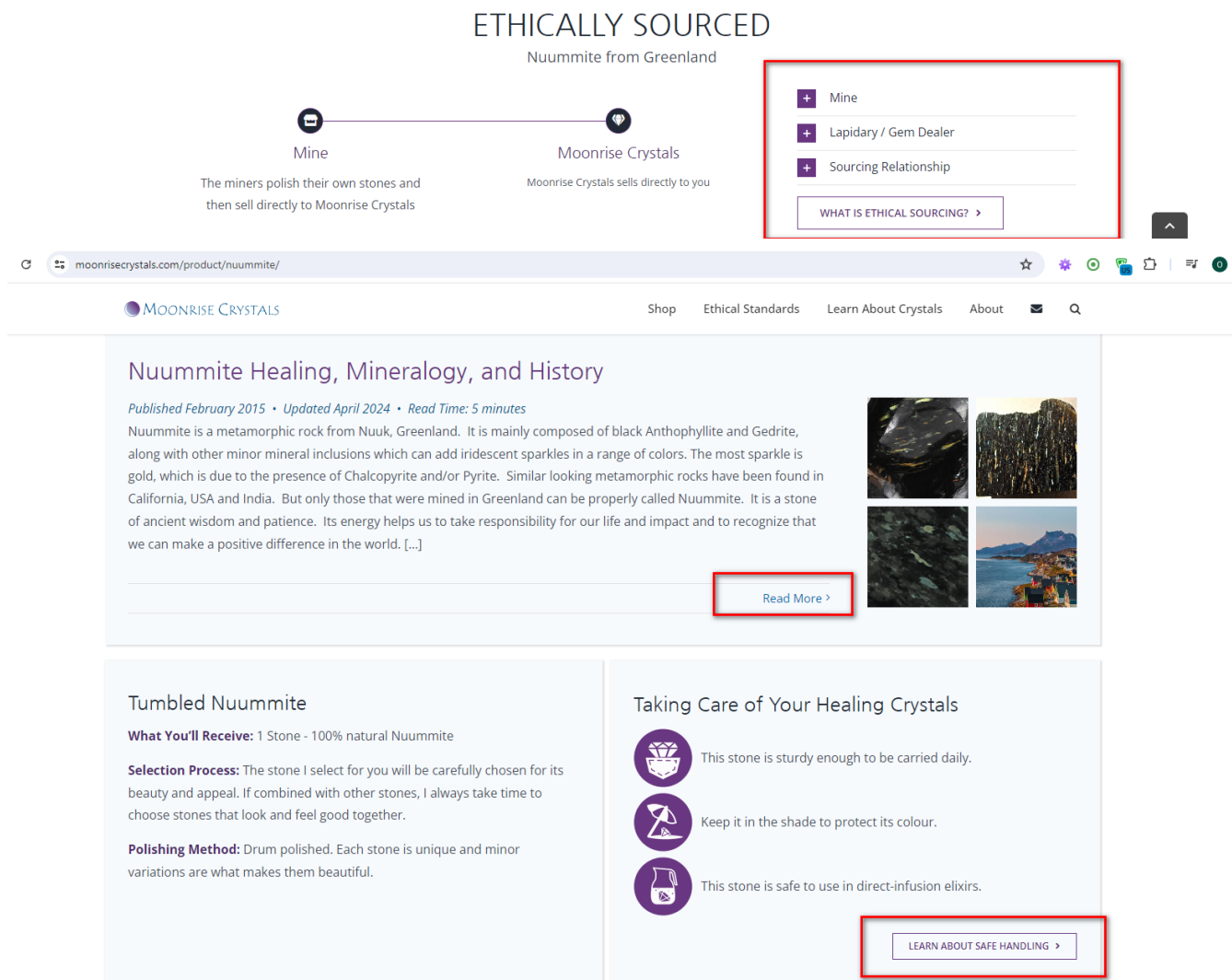
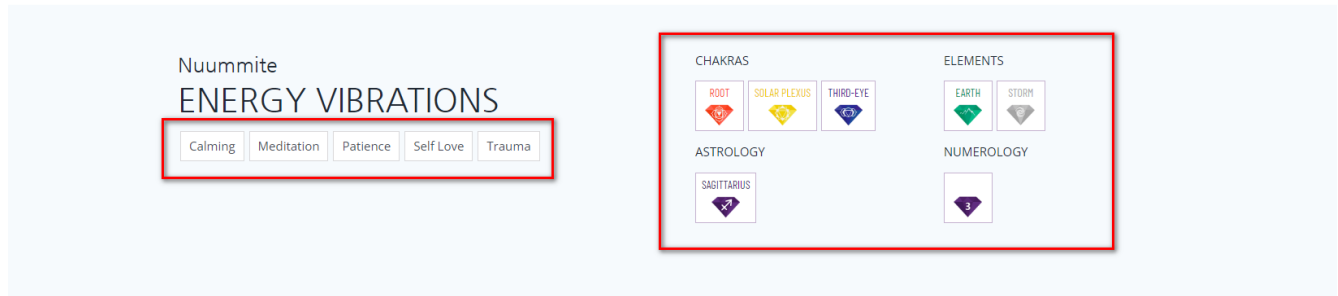
Product cards. Product information

Conversion elements analysis (For desktop and mobile versions)



Almost every block of information contains a link that takes the user away from the product card

Desktop version



Mobile version

Amazonite

ENERGY VIBRATIONS

Balance

Communication


Confidence


Direction

Pregnancy


Amazonite is a stone of balance. It encourages us to trust that "all will be well" and to cultivate inner and outer harmony. It is particularly good for helping us create and maintain healthy boundaries.

CHAKRAS


HEART


THROAT



ASTROLOGY


VIRGO


ELEMENTS

WATER


NUMEROLOGY

5




Moonrise Crystals

Moonrise Crystals sells directly to you

- + Mine
- + Lapidary / Gem Dealer
- + Sourcing Relationship

WHAT IS ETHICAL SOURCING? >

Amazonite Healing, Mineralogy, and History

Published July 2014 • Updated March 2024 • Read Time: 9 minutes

Amazonite is a popular name for blue-green Microcline, a Feldspar mineral. It is closely related to such popular stones as Moonstone and Sunstone, both of which are used to described a variety of shimmering Feldspar

Amazonite Healing, Mineralogy, and History

Published July 2014 • Updated March 2024 •

Read Time: 9 minutes

Amazonite is a popular name for blue-green Microcline, a Feldspar mineral. It is closely related to such popular stones as Moonstone and Sunstone, both of which are used to describe a variety of shimmery Feldspar minerals. The best pieces of Amazonite will have a vivid color as well as a silvery-white iridescence that dances along the surface when light moves across it. Its name is a tribute to the Amazons, warrior-women that lived life by their own terms. Unsurprisingly, this stone asks us to stand up and be counted. Its energy sings of courage and truth. It is a phenomenal stone for anyone who is timid and needs to find their own voice. [...]

[Read More >](#)



Recommendations

1. Minimize links that lead the user away from the product page

Product cards. Structure of information arrangement

Conversion elements analysis (For desktop and mobile versions)



Product pages are too long, and the information is not structured. The page has several blocks with reviews, information about care, appointments, etc.

At the same time, if you look at the scrolling map, then already up to the first block with information about the product “Where do our stones come from?” about 30% of users reach it, and a little more than 10% of users reach the block with reviews. In the mobile version, 25% up to both blocks, respectively

Desktop version

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Average Size	Varies (size chart)
Average Weight	Varies

Where do our stones come from?

Our Crystals are Ethically Sourced

33.33% of users reached this point

Ethical Standards Countries Types of Stones Hours of Research

Bismuth

ENERGY VIBRATIONS

Confidence Direction Friendship Relationships Success

CHAKRAS

CROWN HEART ROOT SACRAL FIRE

SOLAR PLEXUS THIRD-EYE THROAT NUMEROLOGY

MOONRISE CRYSTALS Shop Ethical Standards Learn About Crystals About

reviews for Bismuth

Jaymi E. (Oregon) - February **, ****
The stones are perfect. Thank you so much for taking the time out of your day to find the perfect stones for my collection.

Billie S. (Colorado) - August **, ****
I can tell the quality and ethicality because their energetics are so pure and strong.

11.11% of users reached this point

Dan (verified owner) - January **, ****
What a fabulous mineral, I love her; she's already telling me to never apologize for being beautiful lol. Great order as always, thank you! A public video review is available on YouTube entitled "Moonrise Crystals - Bismuth Review 🌟🌟🌟🌟🌟" under the channel name "Oswald of Carim."

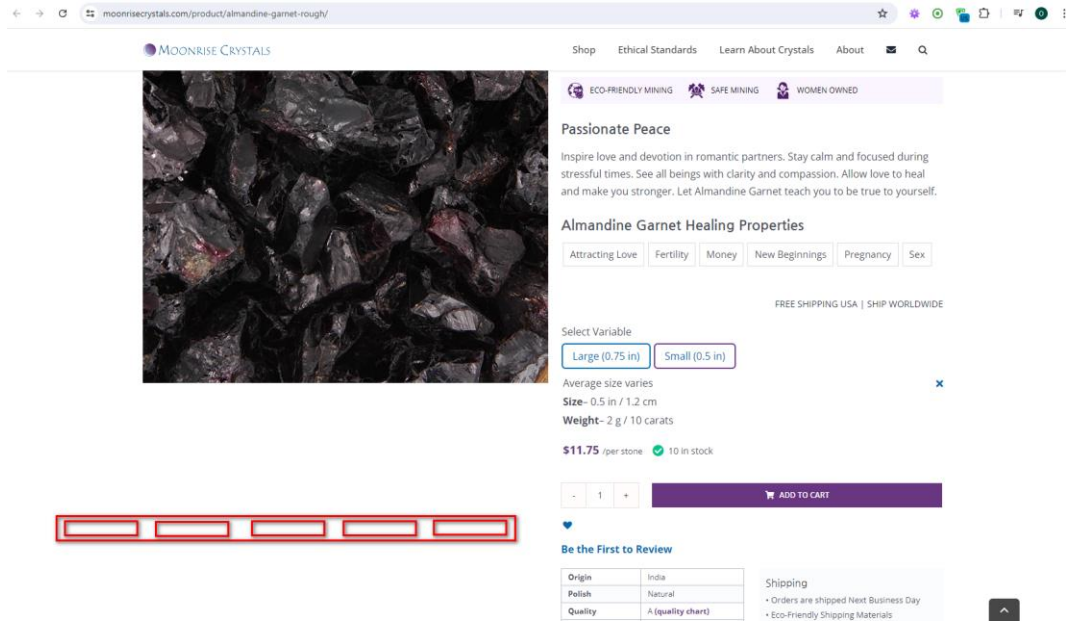
Julianne L. (Iowa) - January **, ****
Bismuth is such an interesting crystal. I'm very happy with my small sample. Thank you!



Recommendations

1. To structure data and reduce page length, use a block with switchable tabs
2. Use the following tabs:
 - Description
 - Characteristics
 - Meaning (when using a link to the material, display the page in a new tab)
 - Stone care
 - Shipping and payment
 - Reviews
3. Fill out the tabs with relevant information

Mobile version



Origin	Peru
Polish	Shiny But Not Completely Smooth
Quality	A (quality chart)
Shape	Irregular Polished Shapes
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

Get a Free Salin Medicine Bag when you buy any 3 crystals

Where do our stones come from?

Our Crystals are Ethically Sourced



Product cards. "Similar Products"

Conversion elements analysis (For desktop and mobile versions)



There is no "Similar Products" block on the product page

Desktop version

The screenshot shows the desktop version of the Moonrise Crystals website. The browser address bar indicates the URL is moonrisecrystals.com/product/amazonite-disc/. The page features a navigation menu with links for Shop, Ethical Standards, Learn About Crystals, and About. Below the navigation is a customer review section with three reviews:

- Jet P. (Maryland)** (verified owner) - January 22, 2015
good item and good size. good shop to buy from! julie is awesome and very helpful. 100% satisfied
- Vince M. (Colorado)** (verified owner) - August 26, 2014
Great color. Thank you!
- Gabrielle M. (California)** (verified owner) - July 25, 2014
Great item, so beautiful. Accurate description. Thanks so much!

Below the reviews, a note states: "Only logged in customers who have purchased this product may leave a review."

The footer is divided into four columns:

- CUSTOMER CARE**
 - Do Crystals Work?
 - How I Choose Your Crystals
 - Shipping & Returns
 - Gift Certificate
- ABOUT**
 - Company History
 - Carbon Footprint & Sustainability
 - Learn About Crystals
 - Crystals for World Healing
- ETHICAL CRYSTALS**
 - Ethical Crystal Standards
 - What Makes a Crystal Ethical?
 - What Makes a Mine Ethical?
 - What Makes a Factory Ethical?
- LET'S CONNECT**
 - Healing Crystals you can trust energetically and ethically. Journey with us, healing the world one heart and one crystal at a time.
 - CONTACT US
 - Social media icons for Facebook, Instagram, and Pinterest.

At the bottom of the page, the copyright notice reads: © 2024 | All Rights Reserved Moonrise Crystals | Designed by LIONHEART Web Design | Privacy Policy | Terms of Service

Mobile version

2 reviews for Amazonite (Peru)

Azure R. (Canada) *(verified owner)* – November 23, 2021

Very beautiful blue green stone

Willow J. (Minnesota) *(verified owner)* – June 18, 2020

They're beautiful thank you so much, can't wait to spend some time with them!!!!

Only logged in customers who have purchased this product may leave a review.

CUSTOMER CARE

Do Crystals Work?


How I Choose Your Crystals

Shipping & Returns

Gift Certificate

ABOUT

Company History




Recommendations

1. Add a block "Similar products"
2. Work out an algorithm for the selection of product according to the main indicators

«Wishlist»

Conversion elements analysis (For desktop and mobile versions)



On the page, the user does not have the opportunity to select the required quantity of goods before adding to the cart

On the page, the user does not have the opportunity to select the size




On the page, the user does not have the opportunity to buy a product in one click

Desktop version

MOONRISE CRYSTALS Shop Ethical Standards Learn About Crystals About

WISHLIST

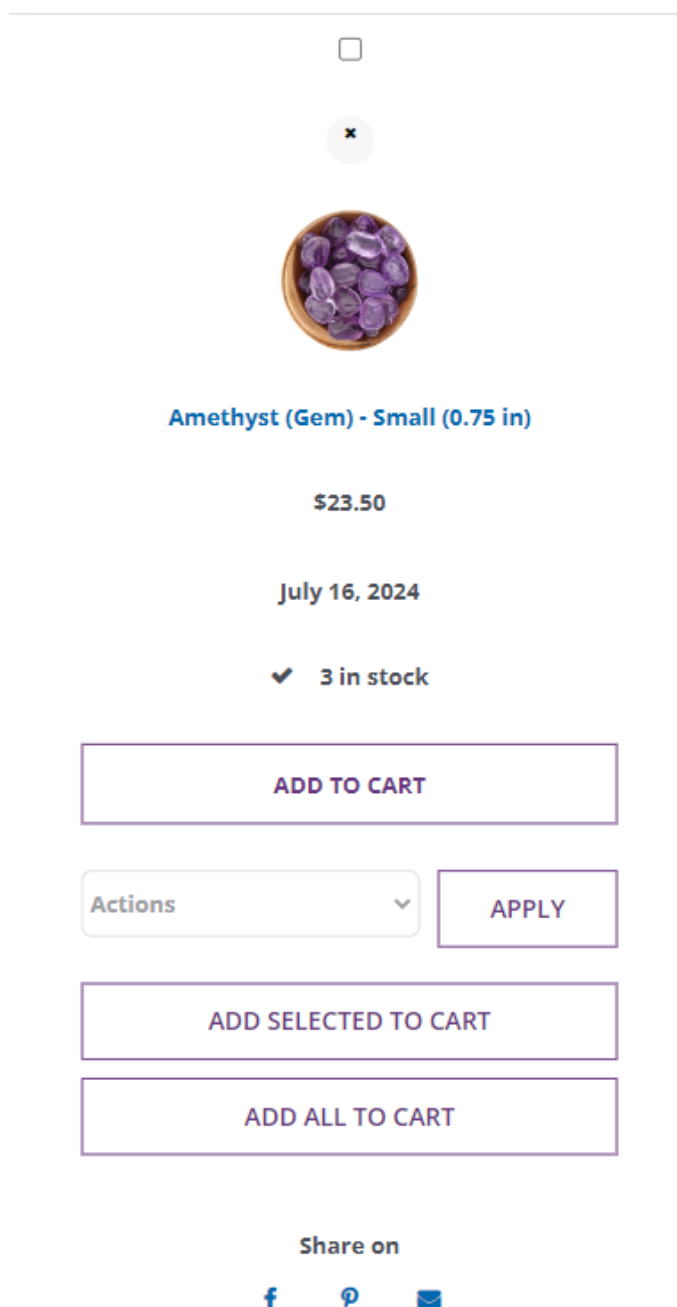
My Crystal Wishlist

<input type="checkbox"/>	Product Name	Unit Price	Date Added	Stock Status	
<input type="checkbox"/>	 Zoisite	\$19.25	July 16, 2024	✓ 10 in stock	<input type="button" value="ADD TO CART"/>
<input type="checkbox"/>	 Chrysocolla Heart - Large (2.25 in)	\$51.00	July 16, 2024	✓ 10 in stock	<input type="button" value="ADD TO CART"/>
<input type="checkbox"/>	 Amazonite (Madagascar)	\$49.50 \$15.75	July 16, 2024	✓ 2 in stock	<input type="button" value="ADD TO CART"/>

Actions

Share on [f](#) [p](#) [✉](#)

Mobile version





Recommendations

1. Add elements to products to select quantity
2. Add sizing elements to products
3. Add an element of quick order "1-Click order" to the goods (If it is possible to call or quickly communicate with the user via messenger)

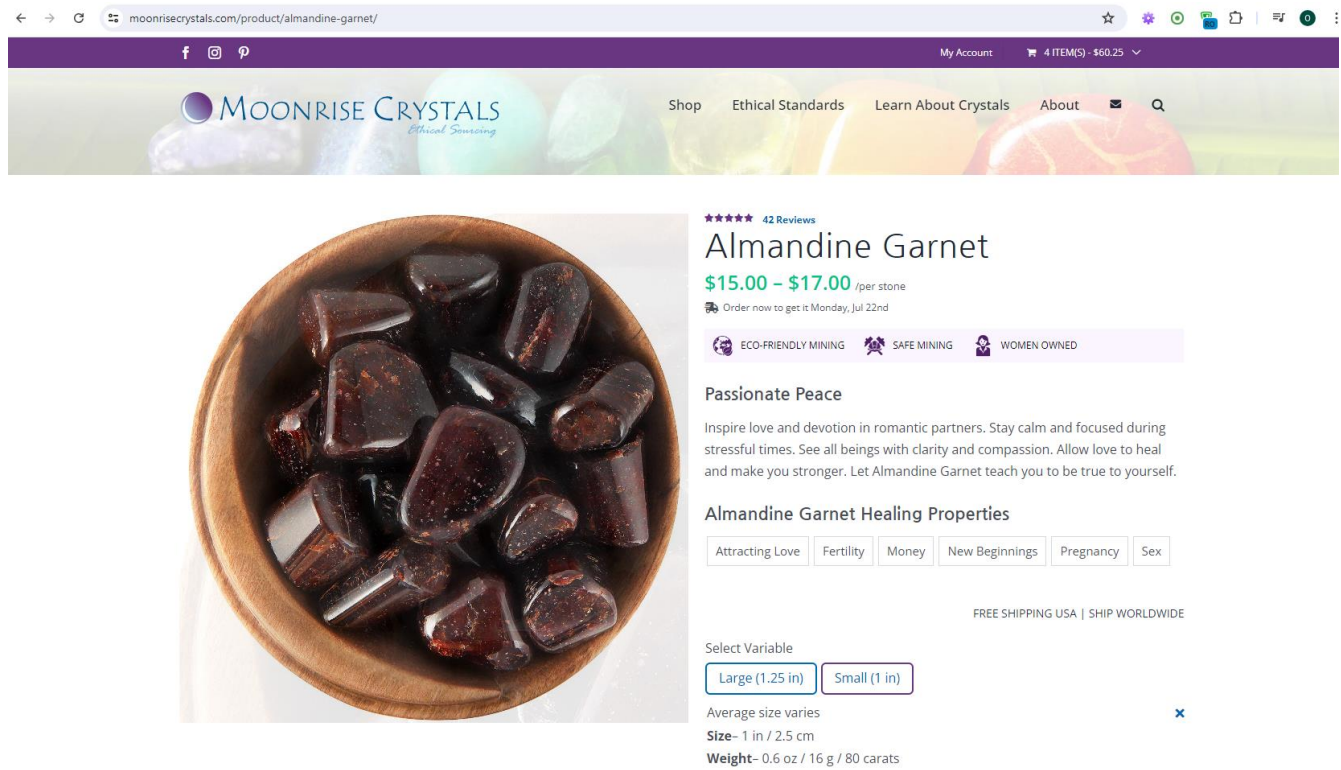
Action after ordering the product (adding to the cart)

Conversion elements analysis (For desktop and mobile versions)



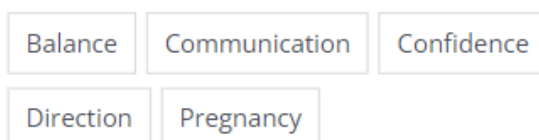
After adding a product to the cart, a pop-up window is not displayed with a choice: continue to select the product or go to checkout

Desktop version



Mobile version

relationships, enhance balance and release of trauma. Be smart, intuitive, compassionate and loving. Know who you are and stand in your power. Let Amazonite inspire you to speak with a brave heart!

Amazonite Healing Properties

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable



Average size varies



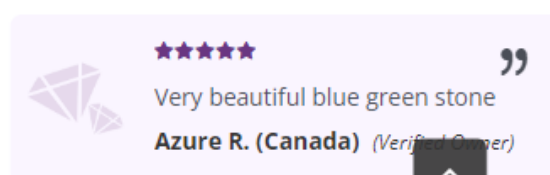
Size- 1.25 in / 3.2 cm

Weight- 1 oz / 28 g / 140 carats

\$21.50 /per stone 10 in stock



[Add to Wishlist](#)



Origin	Peru
--------	------

**Recommendations**

1. Display a popup indicating that the product has been adding to the cart
2. Add buttons "Continue shopping" or "Checkout" to this window

Shopping cart. Recalculation of the amount

Conversion elements analysis (For desktop and mobile versions)



After changing the quantity of goods, additional elements must be used to recalculate the amount

Desktop version

The screenshot shows the Moonrise Crystals shopping cart page. The browser address bar displays 'moonrisecrystals.com/cart/'. The page header includes the Moonrise Crystals logo and navigation links: Shop, Ethical Standards, Learn About Crystals, About, and a search icon. The main content area is divided into three sections:

- Calculate shipping:** A form with a dropdown menu for 'United States (US)', a dropdown for 'Illinois', a text input for 'Chicago', and a text input for '60611'. An 'UPDATE' button is located to the right of the zip code input.
- Have A Gift Certificate?:** A form with a text input for 'Gift Certificate Code' and an 'APPLY' button.
- Cart totals:** A summary table showing the following items:

Subtotal	\$60.25
Shipping	\$10.40
Tax	\$0.00
Total	\$60.25

The 'UPDATE CART' button is highlighted with a red box, and a 'PROCEED TO CHECKOUT' button is located below it.

Mobile version

Amazonite (Peru) - Large (1.25 in)

\$21.50

- 2 +

\$21.50

Calculate shipping


United States (US) ▾

Hawaii ▾

City

Postcode / ZIP

UPDATE


Recommendations

1. Automatically recalculate the total amount when changing the quantity of goods

Cart. Delivery calculation

Conversion elements analysis (For desktop and mobile versions)



When filling in the field for entering the name of the city, hints for the first entered letters are not displayed

Desktop version

Calculate shipping

United States (US)

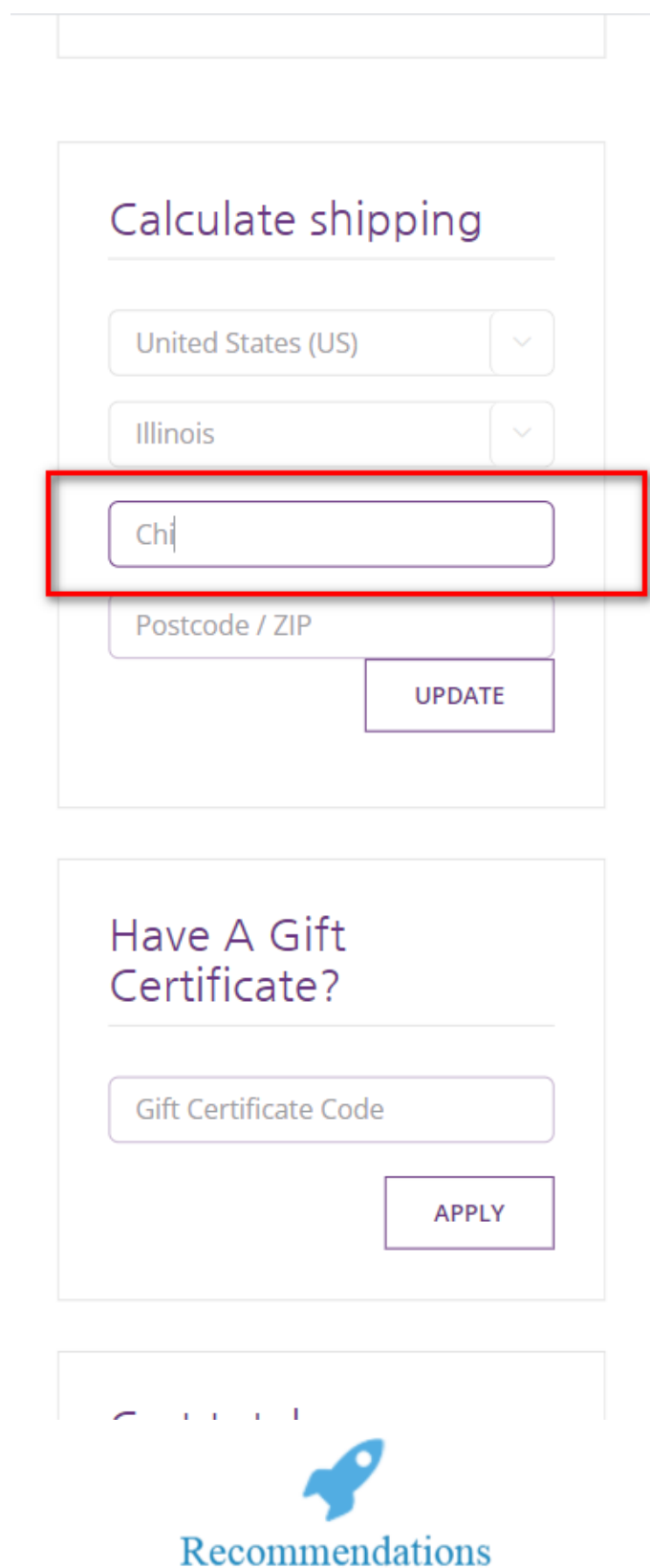
Illinois

Postcode / ZIP

Have A Gift Certificate?

Cart totals

Subtotal	\$235.50
Shipping	<input checked="" type="radio"/> Free shipping (Averages 3 - 7 business days) <input type="radio"/> Priority Mail® (Averages 1 - 4 business days): \$10.40 Shipping to HI .
Tax	\$0.00
Total	\$235.50

Mobile version

Calculate shipping

United States (US) ▾

Illinois ▾

Chi


Postcode / ZIP

UPDATE

Have A Gift Certificate?

Gift Certificate Code

APPLY


Recommendations

1. Display a list of cities when entering the first letters of the city name

Cart. Data checking

Conversion elements analysis (For desktop and mobile versions)



When filling out fields, values are not checked

Desktop version

The screenshot shows the Moonrise Crystals cart page. The shipping section is titled "Calculate shipping" and includes a dropdown menu for "United States (US)", a dropdown for "Illinois", and a text input for "Dallas". Below these is a "Postcode / ZIP" field and an "UPDATE" button. The "Cart totals" section shows a subtotal of \$235.50, shipping of \$10.40 (with "Free shipping" selected), tax of \$0.00, and a total of \$235.50. The shipping method is "Priority Mail® (Averages 1 - 4 business days)" and the destination is "Shipping to Dallas, IL.".

Item	Amount
Subtotal	\$235.50
Shipping	\$10.40
Tax	\$0.00
Total	\$235.50

Mobile version

Cart totals

Subtotal	\$117.25
----------	----------

Shipping	<input checked="" type="radio"/> Free shipping (Averages 3 -7 business days)
	<input type="radio"/> Priority Mail® (Averages 1 - 4 business days): \$10.40

Shipping to
Dallas, IL.

Tax	\$0.00
-----	--------

Total	\$117.25
-------	-----------------



Recommendations

1. Check values when filling in fields

Order processing. City selection

Conversion elements analysis (For desktop and mobile versions)



When filling in the field for entering the name of the city, hints for the first entered letters are not displayed

Desktop version

The screenshot shows a web browser window with the URL moonrisecrystals.com/checkout/. The page header includes the Moonrise Crystals logo and navigation links: Shop, Ethical Standards, Learn About Crystals, and About. The main content area is a checkout form with the following fields:

- Company name (optional)
- Country / Region: United States (US)
- Street address: East Huron St
- 12
- Town / City:** Ch (highlighted with a red box)
- State / County: Illinois
- Postcode / ZIP: 60611
- Phone
- Email address

At the bottom of the form, there is a checkbox labeled "This is a gift for someone who is very special. Please make them Feel Loved (optional)".

Mobile version

Test

Country / Region *

United States (US) ▼

Street address *

10 E Huron St

Apartment, suite, unit, etc. (opti

Town / City *

Chi

State / County *

Illinois ▼

Postcode / ZIP *

Phone *

Email address *

This is a gift for someone who is very special. Please make them Feel Loved. (optional) ▲

Gift Message (optional)

**Recommendations**

1. Display a list of cities when entering the first letters of the city name
2. Pull city name by user's ip address

Placing an order. Updating parameters when filling out the form

Conversion elements analysis (For desktop and mobile versions)



When filling out one of the fields, other fields are not automatically filled in based on the data of the filled fields

Desktop version

moonrisecrystals.com/checkout/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Company name (optional)
Test

Country / Region *
United States (US)

Street address *
10 East Huron St

Apartment, suite, unit, etc. (optional)

Town / City *

State / County *
Hawaii

Postcode / ZIP *

Phone *

Email address *

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

moonrisecrystals.com/checkout/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Company name (optional)
Test

Country / Region *
United States (US)

Street address *
10 East Huron St

Apartment, suite, unit, etc. (optional)

Town / City *
Chicago

State / County *
Hawaii

Postcode / ZIP *

Phone *

Email address *

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

moonrisecrystals.com/checkout/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Company name (optional)
Test

Country / Region *
United States (US)

Street address *
10 East Huron St

Apartment, suite, unit, etc. (optional)

Town / City *
Chicago

State / County *
Illinois

Postcode / ZIP *

Phone *

Email address *

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

Mobile version

Test

Country / Region *

United States (US) ▼

Street address *

10 E Huron St

Apartment, suite, unit, etc. (opti

Town / City *

Chi

State / County *

Illinois ▼

Postcode / ZIP *

Phone *

Email address *

This is a gift for someone who is very special. Please make them Feel Loved. (optional) ▲

Gift Message (optional)

**Recommendations**

1. When filling out one of the fields, automatically fill in the fields associated with it

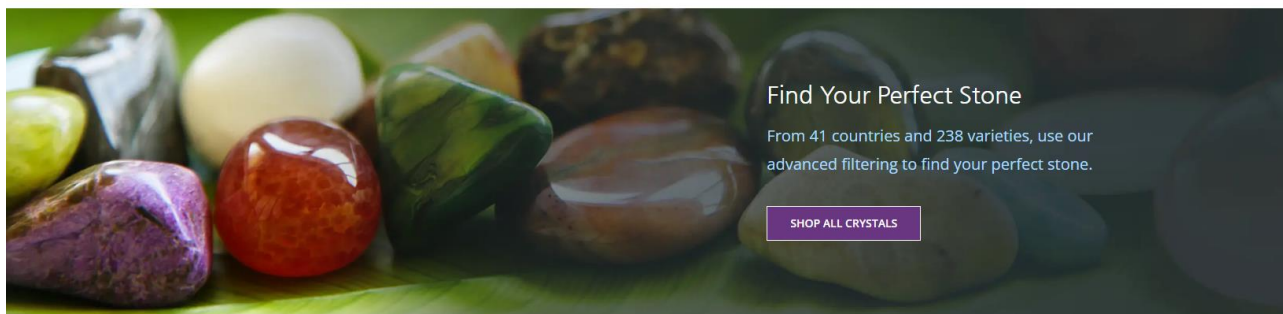
Article pages. Block with a button to go to the store

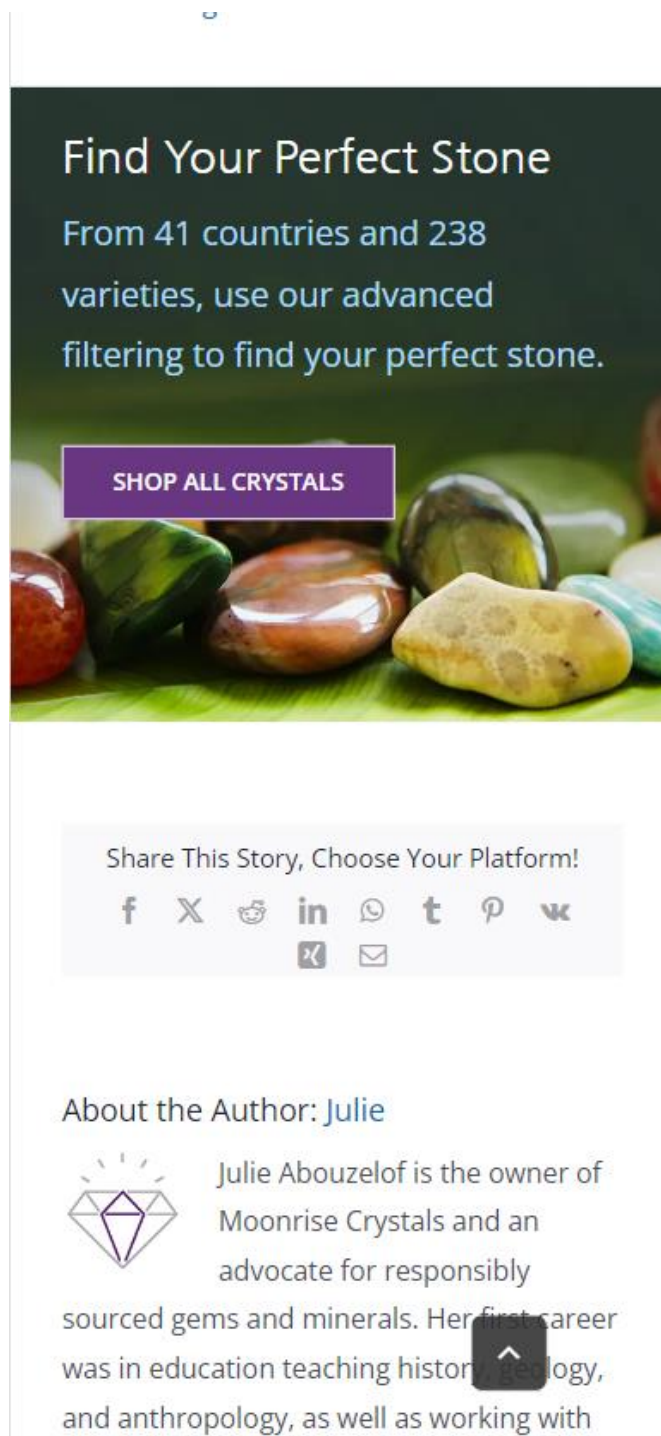
Conversion elements analysis (For desktop and mobile versions)



The button in the block leads the user to the general “Shop” page

Desktop version






Mobile version



Find Your Perfect Stone

From 41 countries and 238 varieties, use our advanced filtering to find your perfect stone.

SHOP ALL CRYSTALS

Share This Story, Choose Your Platform!

f X  in  t  vk

 Julie Abouzelof is the owner of Moonrise Crystals and an advocate for responsibly sourced gems and minerals. Her first career was in education teaching history, geology, and anthropology, as well as working with



Recommendations

1. In the block, use a button to go to the page for selecting stones from the article, something like “Stones used in the article,” or in the current block, use two buttons:
2. “Shop all crystal” and “Buy “Name of stone from article”

Category pages. First screen

Conversion elements analysis (Only for mobile version)



On many pages, the text takes up too much space, and the first product cards can be located in the second or even third screen



Chakra is healthy, we feel grounded, strong, and comfortable. We have good boundaries and know that we are where we are suppose to be. Our Root Chakra may get injured if we are physically hurt or neglected. It may also be injured if we grow up in poverty or if our sense of financial security is undermined. A weak Root Chakra leaves us feeling anxious, disconnected, disorganized, or restless. It may manifest as poor physical and financial habits, depression, PTSD, or the desire for dangerous, life-threatening, activities. Root Chakra is the foundation that all other Chakras are built upon, so it is vitally important to take good care of it. Healing crystals are gifts of the earth and as such are uniquely well-suited to heal and strengthen our



Recommendations

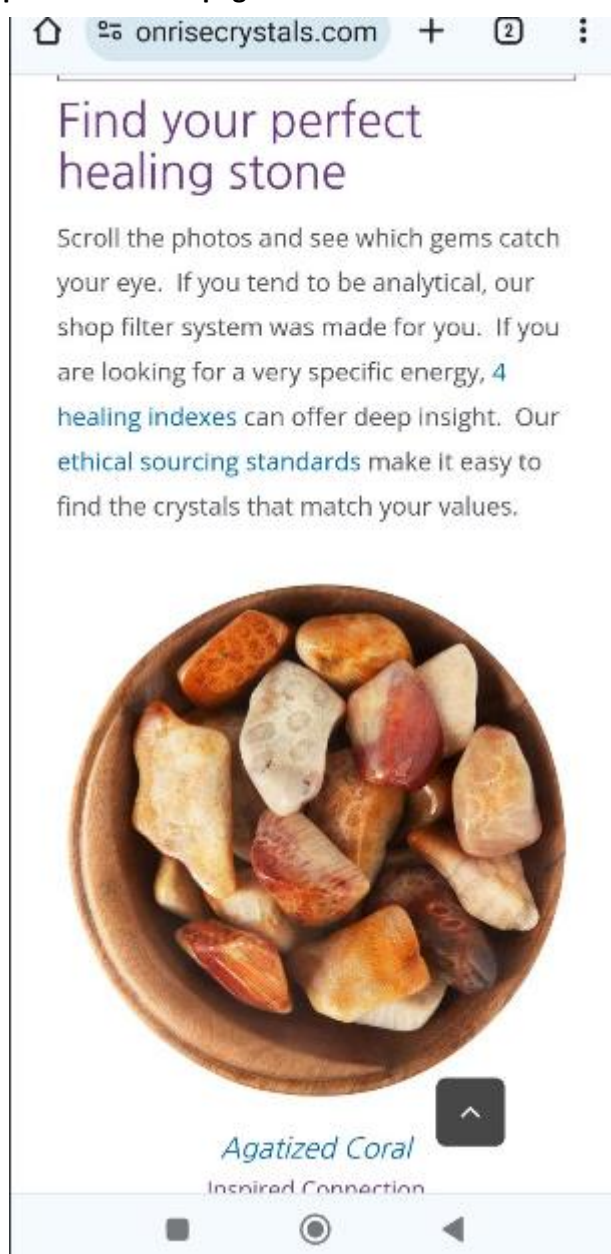
1. Reduce title font size and spread title across entire width
2. In the first screen, display part of the text and a “More details” link, when clicked on it, the full text will be displayed
OR
3. In the first screen display a basic description of the product “for people”, and at the end of the page the rest of the text for search engines

Category pages. Sorting

Conversion elements analysis (Only for mobile version)



On the category pages there is no sorting by rank, by newness, by cost, etc., and there is also no sorting by the number of products on the page



Recommendations

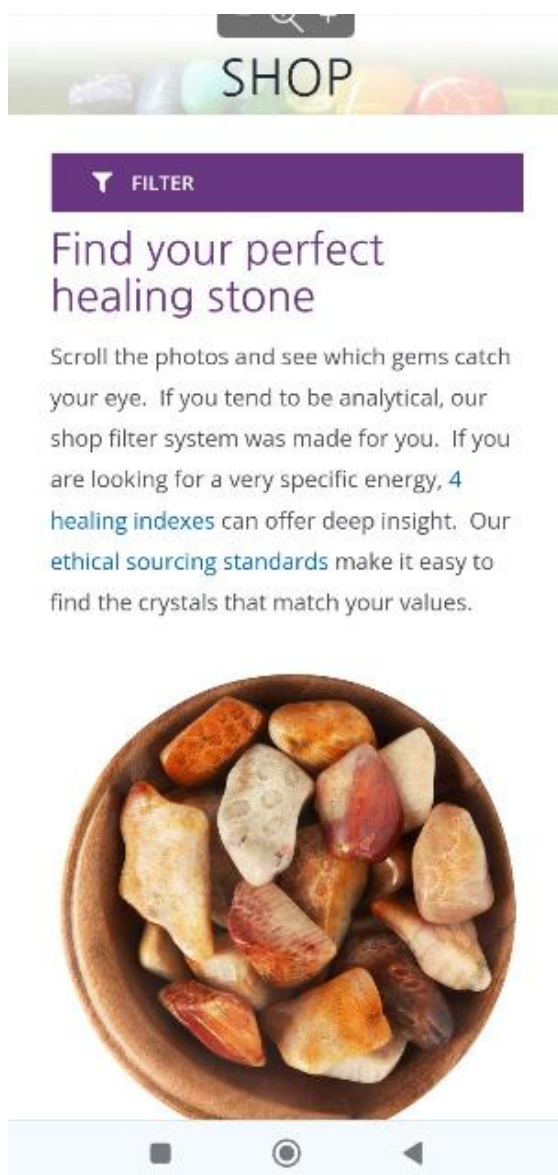
1. Add sorting similar to the desktop version

Category pages. Call for the use of filters

Conversion elements analysis (Only for mobile version)



After going to the “Shop” page, the user does not see the usual subcategories of products; at first glance, it is not clear that the entire selection of products is implemented as a filter



Recommendations

1. Use a text hint indicating that you need to use a filter to select a stone

Category pages. Interacting with filters

Conversion elements analysis (Only for mobile version)



After selecting an option in the filter, the page refreshes so that the user again sees the introductory text



Recommendations

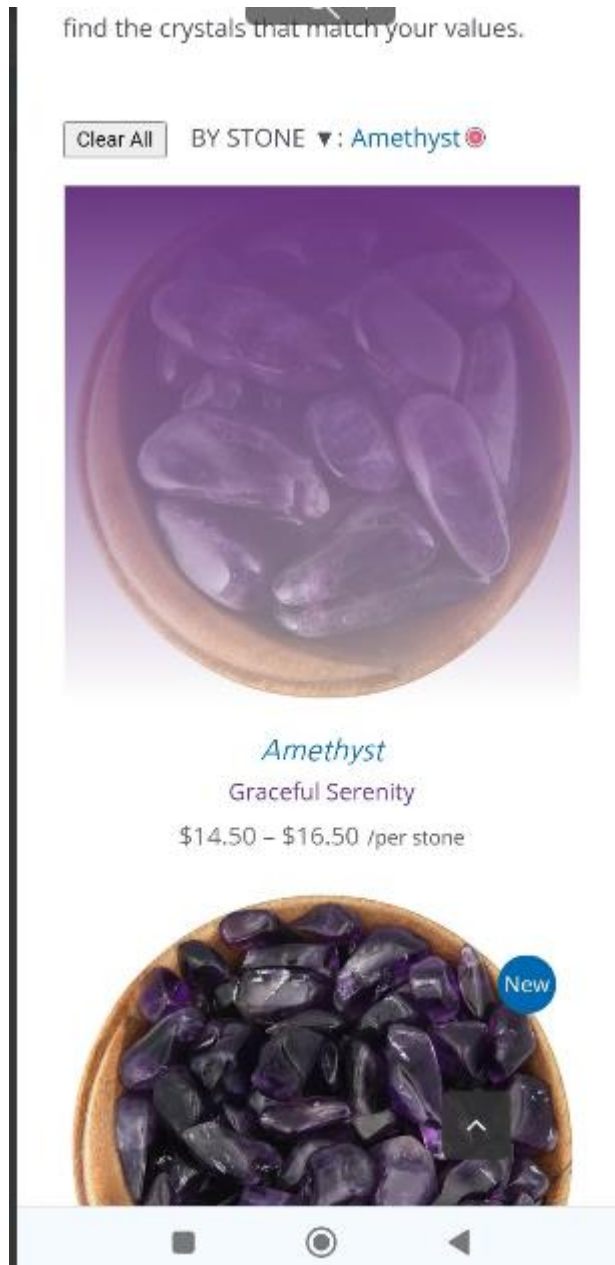
1. Use an “anchor” so that when selecting a filtering option, the user goes to the first product card on the page

Category pages. Go to the product card

Conversion elements analysis (Only for mobile version)



The transition to the product card occurs only when you click again. When you first click, the product card is highlighted in color and the product rating is displayed; if there is no rating, then the card is simply highlighted in color



\$15.25 - \$19.25 /per stone



Almandine Garnet

Passionate Peace

\$15.00 - \$17.00 /per stone

New



Recommendations

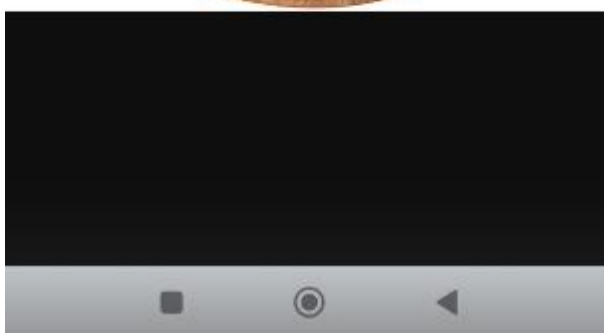
1. Rating elements should be implemented as static elements
2. Go to the product page on the first click

Product cards. Enlarging Images

Conversion elements analysis (Only for mobile version)



Product cards are not enlarged correctly; it is not clear how to return to the original view



Recommendations

1. Use the pop-up window to enlarge images

Product cards. Distance between price and button to add item to cart

Conversion elements analysis (Only for mobile version)



The distance between the price of the product and the button to add the product to the cart is too large; in some cards they do not fit on one screen

\$11.75 - \$13.75 /per stone

Order now to get it Monday, Jul 22nd

ECO-FRIENDLY MINING SAFE MINING
WOMEN OWNED

Passionate Peace

Inspire love and devotion in romantic partners. Stay calm and focused during stressful times. See all beings with clarity and compassion. Allow love to heal and make you stronger. Let Almandine Garnet teach you to be true to yourself.

Almandine Garnet Healing Properties

Attracting Love Fertility Money
New Beginnings Pregnancy Sex

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (0.75 in) Small (0.5 in)

1

ADD TO CART



Recommendations

1. Use masonry to display information (all reviews, descriptions)
2. To describe the product, use several sentences and the “More details” button when clicked, which will direct the user to the tab with a full description
3. Also consider the option of using a floating element with elements for selecting quantity, price and a button for adding a product to the cart

Average weight varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift



Get a Free Satin Medicine Bag when you buy any 3 crystals

Where do our stones come from?

Our Crystals are Ethically Sourced



8

Ethical Standards

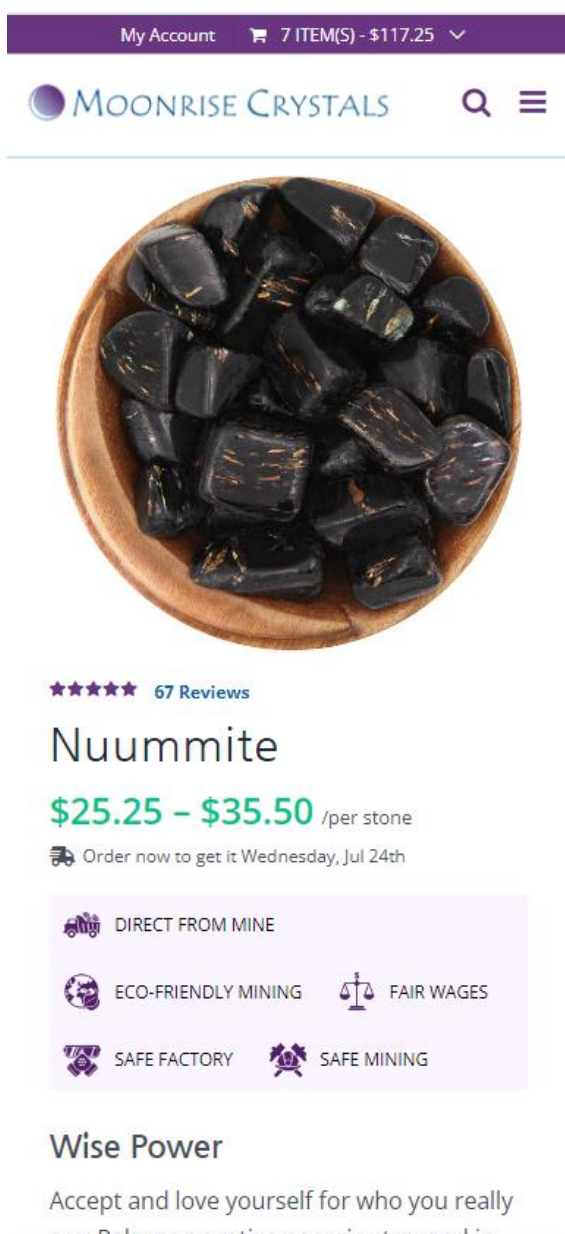


Product cards. "Similar Products"

Conversion elements analysis (Only for mobile version)



In the mobile version there is no block with similar products, for those pages where they are in the desktop version



Recommendations

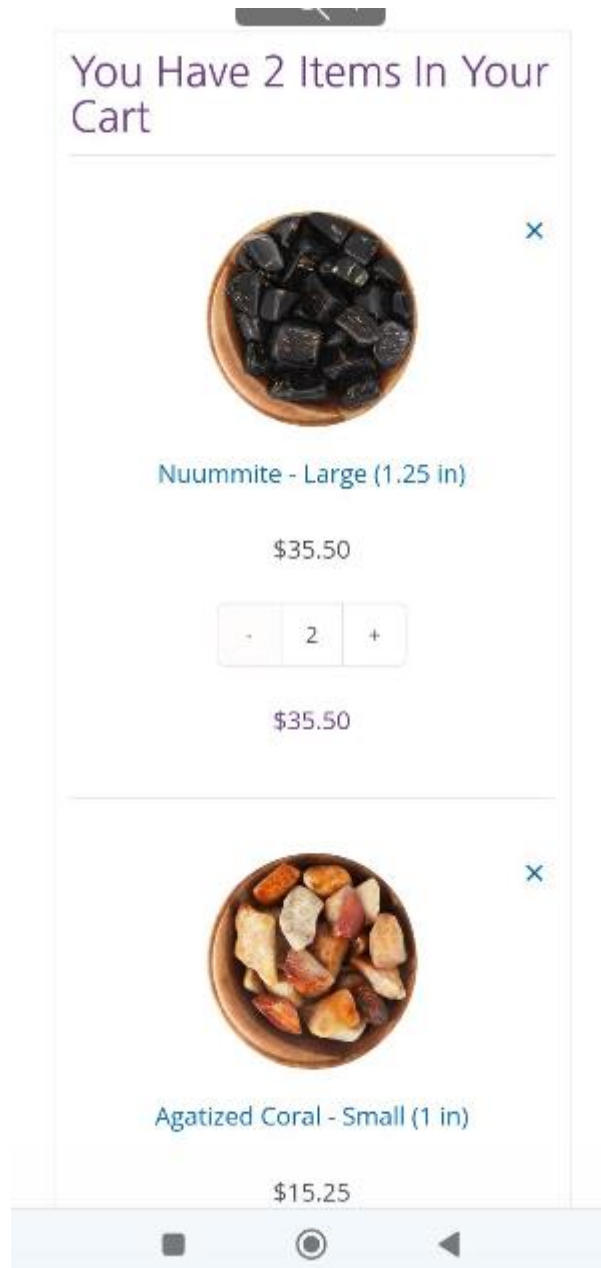
1. Fix block display in mobile version

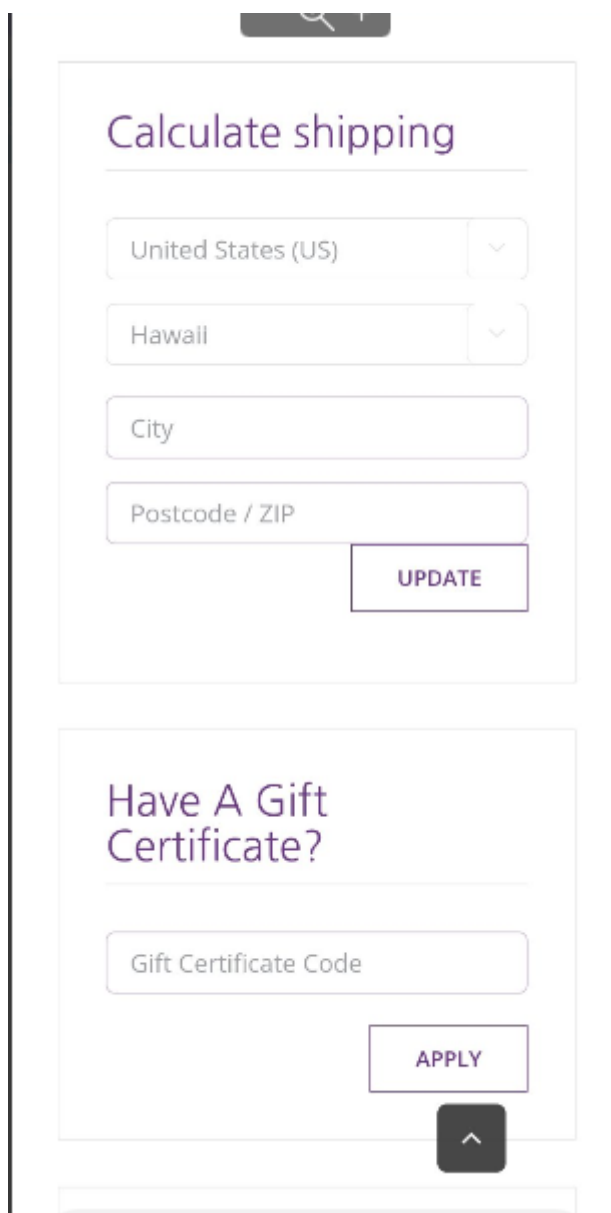
"Cart" page

Conversion elements analysis (Only for mobile version)



The blocks on the page are too large; the button to go to the ordering page is located in the third screen and must be searched for





The image shows a mobile application interface with two main sections. The top section is titled "Calculate shipping" and contains four input fields: "United States (US)" with a dropdown arrow, "Hawaii" with a dropdown arrow, "City", and "Postcode / ZIP". Below these fields is a purple "UPDATE" button. The bottom section is titled "Have A Gift Certificate?" and contains a single input field for "Gift Certificate Code" and a purple "APPLY" button. Below the "APPLY" button is a dark square button with a white upward-pointing arrow. The interface is displayed on a white background with a thin black border on the left side.

Calculate shipping

United States (US) ▾

Hawaii ▾

City

Postcode / ZIP

UPDATE

Have A Gift Certificate?

Gift Certificate Code

APPLY

⬆

Cart totals

Subtotal	\$50.75
----------	---------

Free shipping
 (Averages 3 - 7 business days)

Shipping
 Priority Mail®
 (Averages 1 - 4 business days):
 \$10.40
 Shipping to HI.

Tax	\$0.00
-----	--------

Total	\$50.75
-------	----------------

↑



Recommendations

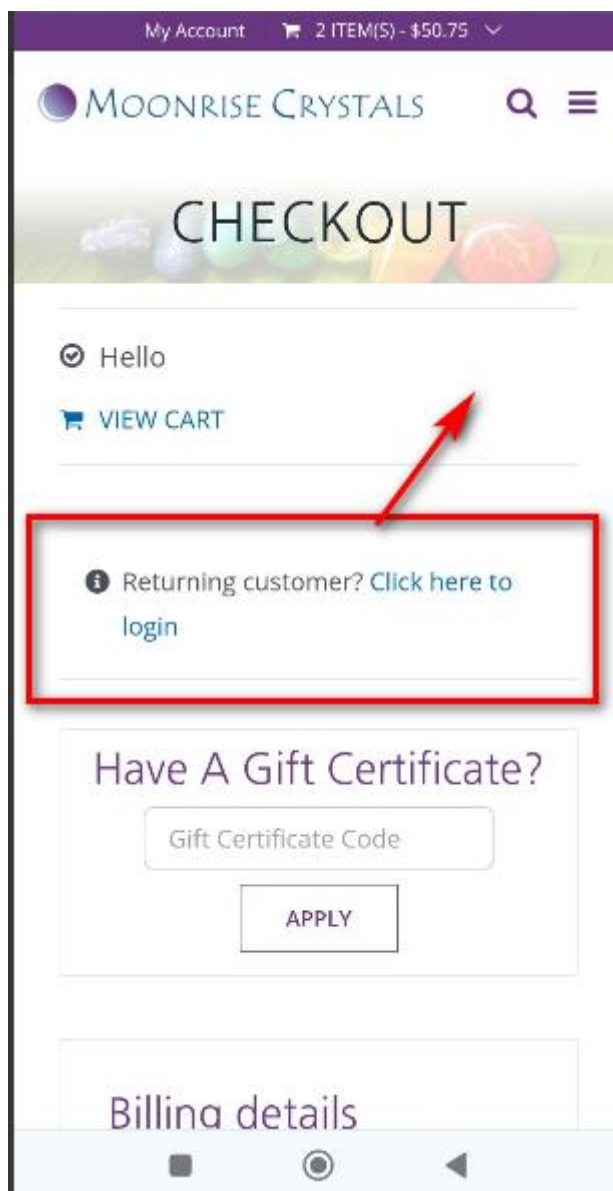
1. Reduce the size of the product card several times
2. The elements "Calculate shipping" and "Have A Gift Certificate?" implement in the form of links when clicked on which display forms, by default display elements collapsed
3. In the "Cart totals" block, use the entire width of the block to position elements with delivery options

Checkout page

Conversion elements analysis (Only for mobile version)



The page does not display the data entry form on the first screen



Recommendations

1. Move or reduce the size of the authorization element
2. Use a link with a hidden form for a certificate



Checkout page. Block with total amount

Conversion elements analysis (Only for mobile version)



Block with total amount is too large

Your order

Product	Subtotal
 Nuummite - Large (1.25 in) × 1	\$35.50
 Agatized Coral - Small (1 in) × 1	\$15.25
Subtotal	\$50.75

Free shipping
(Averages 3 - 7 business days)

Priority Mail®
(Averages 1 - 4 business days):
 \$10.40



Recommendations

1. Use the entire width of the block to place checkboxes with delivery options

Checkout page. Block with payment options

Conversion elements analysis (Only for mobile version)



There is too much text in the block with payment options; elements for confirming payment are not visible

Credit Card (Stripe)

Pay with your credit card via Stripe.

Card Number *

1234 1234 1234 1234

Expiry Date *

MM / YY

Card Code (CVC) *

CVC

PayPal

Attention International Customers:

You may owe additional customs duty, GST, VAT and/or other taxes. The amount depends on the trade agreement your country has with the USA and the size of your order. For orders under \$500: Australia 0-5%, Canada 5% + provisional sales tax, European Union 5-25%, Hong Kong 0%, New Zealand 15%, United Kingdom 0-2.5%. Average worldwide is



Recommendations

1. Implement the “Attention International Customers:” element as a link
2. When clicked, display a pop-up window with information

Thank you for using our services

If you have any questions about the audit, we will be happy to
give detailed answers to each of them.

<https://om-audit.com/>

E-mail: partners@om-audit.com

What's App: +380506373286

Om-Audit
Marketing Online