

# Hotjar Report – Eurus Concept

## Scope:

Heatmap analysis for Checkout Page (Jan 2025).

## Findings:

Section	Observation	Impact
Hero Banner	Users scroll past without interacting	Low engagement
Shipping Fee Info	High drop-off after shipping fee is revealed	Major checkout friction
CTA Button (Buy Now)	70% visibility, 25% clicks	CTA not prominent enough

## Recommendations:

- 1. Make shipping fee visible earlier in the funnel.
- 2. Redesign CTA for higher prominence.
- 3. Test removing unnecessary banner section.