

# KIDSTUFF.COM.AU WEBSITE IMPROVEMENT REPORT - ECOMMERCE TEARDOWN 16-12-25

**URL:** <https://www.kidstuff.com.au/>

**Created:** 16-12-2025

## EXECUTIVE SUMMARY

The Kidstuff website effectively showcases a variety of toys and encourages membership sign-ups. However, there are several friction points that could hinder user experience and conversion rates. Addressing these issues will enhance clarity, trust, and overall usability, ultimately leading to improved sales and customer satisfaction.

## SCREENSHOTS

Desktop

Mobile

Free delivery on all orders \$150+

Kidstuff

Age · Category · Brands · New · Sale · Activity Sheets · Catalogue · Store Locator · Join Kidstuff Members

We're still packing your orders!

Unfortunately, we can no longer guarantee delivery before Christmas

New Arrivals Best Sellers

Magic Painting World - Ocean \$14.99

Munro Scottie Dog \$74.99

Nature Songs Board Book \$29.99

Pokemon TCG Enhanced 2 Pack Boosters - Assorted \$22.99

Join Kidstuff Membership  
Get \$10 off your first purchase over \$50\*

Enter your email address  Subscribe

Hear from some fan favourites from 474 reviews

Squishmallows 7.5 Inch - Assorted

Town & Country Train Set

CollectA XL Shire Horse Mare Grey

Great price squishmallows These squishmallows are very cute, in a variety of colours, and reasonably priced.

My grandson loved it seems good My grandson loved it seems good quality.

Beautiful figurine! Bought this for my toddler for Christmas, she loves playing with her wooden stable, so this will be a great...

About Kidstuff

About Kidstuff

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FAQ

Kidstuff Rewards Membership

Product Recalls

Returns & Exchanges

Ways to Shop

Shipping & Delivery

Shipping & Delivery

Same Day Delivery

Kidstuff Insurance

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Free delivery on all orders \$150+

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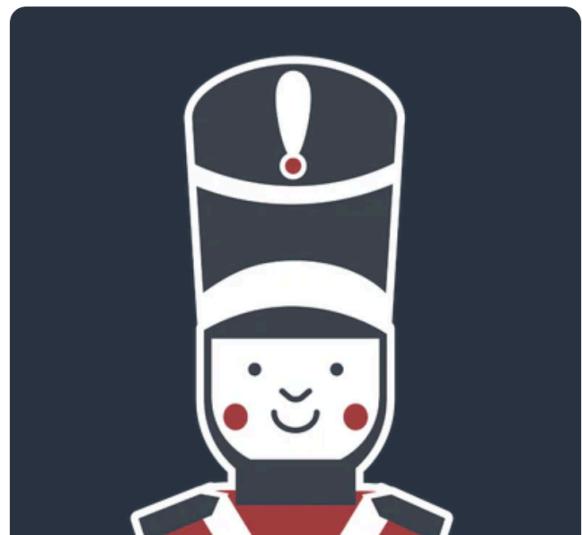
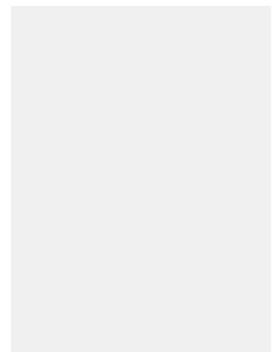
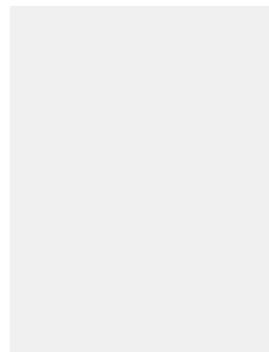
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Join Kidstuff Membership

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## Hear from some fan favourites

from 474 reviews 

 Squishmallows 7.5 Inch - Assorted 



Karen B. 

### Great price squishmall...

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My

## FRICTION POINTS

### Lack of Urgency in Delivery Notification

**Why it hurts:** The message about delivery delays before Christmas may discourage purchases if customers feel their orders won't arrive on time.

**Evidence:** The banner states, 'Unfortunately, we can no longer guarantee delivery before Christmas.'

**Fix:** Rephrase the message to create urgency and encourage purchases, such as 'Order now to ensure your gifts arrive in time for Christmas!'

### Low Contrast CTA Button

**Why it hurts:** The call-to-action button for joining the membership may not stand out enough, reducing click-through rates.

About Kidstuff



Customer Support



**Evidence:** The button text appears to be in a similar color to the background, making it less noticeable.

**Fix:** Increase the contrast of the button by using a brighter color that complements the design but stands out against the background.

Shipping & Delivery



### Missing Trust Signals

**Why it hurts:** Absence of reviews or ratings on product listings may lead to skepticism about product quality.

**Evidence:** While there are some reviews displayed, they are not prominent on product pages.

**Fix:** Integrate star ratings and customer reviews directly on product thumbnails to enhance credibility and encourage purchases.



## Unclear Membership Benefits

**Why it hurts:** Potential customers may not understand the value of joining the Kidstuff membership, leading to lower sign-up rates.

**Evidence:** The membership section only states 'Get \$10 off your first purchase over \$50\*' without further details.

**Fix:** Expand on membership benefits, including exclusive offers, early access to sales, and loyalty points, in a clear and concise manner.

## Navigation Clarity

**Why it hurts:** The navigation menu may overwhelm users with options, making it difficult to find specific products.

**Evidence:** The menu includes multiple categories and subcategories that may not be clearly defined.

**Fix:** Simplify the navigation menu by consolidating categories and using clear labels to guide users effectively.

# PRIORITIZED FIXES

## Quick wins

### Enhance CTA Button Visibility

**Why:** A more visible CTA button can lead to increased membership sign-ups.

**How:** Change the button color to a brighter shade that contrasts with the background.

### Rephrase Delivery Notification

**Why:** Creating urgency can drive immediate purchases despite delivery concerns.

**How:** Modify the message to encourage customers to order now for timely delivery.

## Medium lifts

### Integrate Trust Signals

**Why:** Building trust can significantly increase conversion rates.

**How:** Add star ratings and customer reviews to product thumbnails.

## Experiments

### Test Different CTA Text

**Hypothesis:** Changing the CTA text to emphasize urgency will increase click-through rates.

**Test:** A/B test different versions of the CTA button text.

**Success metric:** Measure the increase in click-through rates on the membership sign-up button.

### Navigation Structure A/B Test

**Hypothesis:** Simplifying the navigation will improve user experience and product discovery.

**Test:** A/B test the current navigation against a simplified version.

**Success metric:** Track the time spent on site and product page views.

## Mobile & accessibility notes

## Clarify Membership Benefits

- Why:** Clear communication of benefits can boost membership sign-ups.
- How:** Provide a detailed list of membership perks on the sign-up page.

- Ensure all buttons and interactive elements are large enough for easy tapping on mobile devices.
- Use alt text for images to enhance screen reader compatibility.

## COPY SUGGESTIONS

### Delivery Notification Banner

**Before:** Unfortunately, we can no longer guarantee delivery before Christmas.

**After:** Order now to ensure your gifts arrive in time for Christmas!

### Membership Benefits Section

**Before:** Get \$10 off your first purchase over \$50\*

**After:** Join Kidstuff Membership for \$10 off your first purchase over \$50 and enjoy exclusive offers and early access to sales!

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