# COM WEBSITE IMPROVEMENT REPORT - ECOMMERCE TEARDOWN 16-12-25

**URL:** https://www.kidstuff.com.au/
**Created:** 2025-12-16T00:00:03.051Z
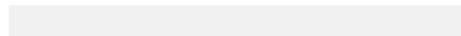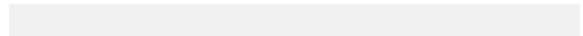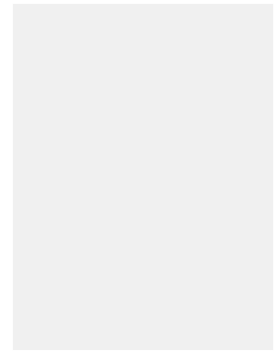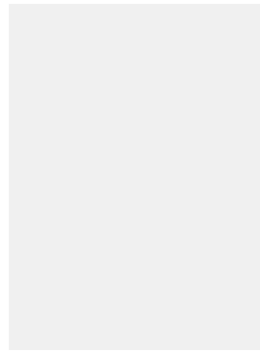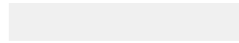
**$2.99 / PAGE REPORT**

## EXECUTIVE SUMMARY

The Kidstuff website effectively showcases a variety of toys but has several friction points that may hinder conversions. Addressing these issues can enhance user experience and drive sales.

## SCREENSHOTS

| Desktop | Mobile |
|---|---|
| | |

Kidstuff

Search

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

We're still packing your orders!

New Arrivals    Best Sellers

New

Magic Painting World - Ocean
$14.99

New

Munro Scottie Dog
$74.99

New

Nature Songs Board Book
$29.99
● Low stock

New

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

★★★★★    ★★★★★    ★★★★★
Karen B. Verified    Anonymous Verified    Maddie L. Verified
Great price squishmallows    My grandson loved it seems good    Beautiful figurine!
These squishmallows are very cute, in a variety of colours, and reasonably priced    My grandson loved it seems good quality    Bought this for my toddler for Christmas, she loves playing with her wooden stable, so this will be a great...

About Kidstuff
About Kidstuff
Store Locator & Hours
Kidstuff Careers
Blogs
Privacy Policy
Terms of Service

Customer Support
Contact Us
Click & Collect
FAQ
Kidstuff Rewards Membership
Product Recalls
Returns & Exchanges
Ways to Shop

Shipping & Delivery
Shipping & Delivery
Same Day Delivery
Kidstuff Insurance

© 2025 Kidstuff | All Rights Reserved

---

Free delivery on all orders $150+

Kidstuff

Kidstuff
● We are online

Today

Please enter your contact information so we can keep you updated with our replies

johndoe@gmail.com

By sending us a message, you agree to our privacy policy.

Start chat

Powered by Chatty

New

Magic Painting World - Ocean
$14.99

New

Munro Scottie Dog
$74.99

## 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

★★★★★

Karen B.    `Verified`

**Great price squishmall...**

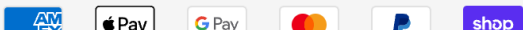These squishmallows are very cute, in a variety of colours, and reasonably...

My

‹  ›

# FRICTION POINTS

### Unclear Delivery Information

**Why it hurts:** The message about packing orders lacks clarity on delivery timelines, which can create uncertainty for customers.

**Evidence:** The banner states, 'We're still packing your orders!' but does not specify expected delivery dates.

**Fix:** Add specific delivery estimates or a link to a detailed shipping policy.

### Limited Trust Signals

**Why it hurts:** The site lacks visible trust signals, which can deter potential buyers from completing purchases.

**Evidence:** While there are customer reviews, they are not prominently displayed across product pages.

**Fix:** Incorporate trust badges (e.g., secure checkout, money-back guarantee) and highlight customer ratings on product listings.

### Membership Call-to-Action Clarity

**Why it hurts:** The membership sign-up offer is not compelling enough to encourage users to subscribe.

**Evidence:** The current offer states, 'Get $10 off your first purchase over $50,' but lacks urgency.

**Fix:** Revise the CTA to create urgency, e.g., 'Join now for exclusive offers and $10 off your first order!'

About Kidstuff ⌄

Customer Support ⌄

Shipping & Delivery ⌄

○ ○ ○ ○

### Mobile Navigation Issues

**Why it hurts:** Mobile users may struggle with navigation due to small touch targets.

**Evidence:** The mobile menu items are cramped, making it hard to select options.

**Fix:** Increase the size of touch targets and ensure adequate spacing between menu items.

### Lack of Product Filtering Options

**Why it hurts:** Users may find it difficult to locate specific products without filtering options.

**Evidence:** The product listing lacks filters for categories, price ranges, and age groups.

**Fix:** Implement product filtering options on the category pages to enhance user experience.

## PRIORITIZED FIXES

### Quick wins

#### Enhance Delivery Information

**Why:** Clear delivery timelines can reduce cart abandonment.

**How:** Add estimated delivery dates next to the shipping banner.

#### Add Trust Badges

**Why:** Visible trust signals can increase consumer confidence.

**How:** Incorporate trust badges on the checkout page and product pages.

### Medium lifts

#### Revise Membership CTA

**Why:** A more compelling CTA can increase sign-ups.

**How:** Change the wording to create urgency and highlight benefits.

#### Improve Mobile Navigation

**Why:** Better navigation enhances user experience on mobile.

**How:** Redesign the mobile menu for larger touch targets and improved spacing.

### Experiments

#### Test Product Filtering Options

**Hypothesis:** Implementing filters will increase product discovery and sales.

**Test:** Add filtering options and measure changes in conversion rates.

**Success metric:** Increase in product views and overall sales.

### Mobile & accessibility notes

- Ensure all interactive elements are easily navigable with screen readers.
- Consider color contrast ratios for text and background to enhance readability.

# COPY SUGGESTIONS

## Membership CTA

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

**After:** Join now for exclusive offers and $10 off your first order!

Generated automatically. If a page blocks automated screenshots or is highly dynamic, results may vary.

**ecommerceteardown.com**

## Membership CTA

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

**After:** Join now for exclusive offers and $10 off your first order!