

Module 2 - Image Gallery

Lesson 1 - Main Image Gallery	Y	N
Top Selling Products have 5 or more Images?		
Each Image Serves a clear purpose?		
Image Gallery is 50% of Desktop page width?		
Images are High Quality and do not appear blurry on Desktop or Mobile?		
Lesson 2 - Product Images	Y	N
Products have Cut Out Images?		
Products have Feature Call Out Images?		
Products have inscale images? (images with other known scale items)		
Products have Lifestyle Photos?		
Lesson 3 - Zoom	Y	N
Product image uploads are high resolution? (> 1800x1800)		
Hover Zoom available on Desktop?		
- Delay on mouse hover?		
Pinch-to-zoom supported on Mobile?		
Lesson 4 - Thumbnails	Y	N
Thumbnails are shown by image gallery?		
Thumbnails are not truncated?		
Lesson 5 - Product Video	Y	N
Products feature video?		
- Video is present in main image gallery?		
- Video has obvious thumbnail in gallery?		
- Video implements clear Poster?		
- Video is clearly Titled?		

- Video Duration is shown?		
- Video has subtitles?		
- Video clearly shows the product?		
- Video calls out important product features?		

Module 3 - Buy Section

Lesson 1 - Reviews Badge	Y	N
Review Stars present on product page, below title?		
- Review Stars clearly communicate numerical ratings average?		
- Review Stars clearly communicate the number of reviews?		
- On click of Review Stars, the screen smoothly scrolls down to the main reviews module?		
Lesson 2 - Price	Y	N
Price is clear and distinctly styled?		
Some Products are discounted?		
- Original and current price are both shown and distinctly styled?		
- Savings % or \$ are shown near to price?		
- Multiple sales run at the same time covering the same or similar products?		
- Buy Section clearly communicates how the different sales interact?		
Store sells bundles?		
- Bundle Products have clear itemized prices?		
Store sells bulk packages/limited use consumables?		
- Per unit/usage price is communicated?		
- Unit is relevant to the customers use case?		
Lesson 3 - Summary Description	Y	N
Summary description is shown before variations?		
- Summary description is short and bespoke?		
- Summary Description is followed by anchor link to full description?		
Lesson 4 - Variations	Y	N
Variations are preselected based on collections page filters/color swatches?		
Color variations are presented with colored swatch-style buttons?		

Other variations (like size) are presented with simple buttons?		
Size chart link is provided near to size variation selection?		
Size chart is comprehensive and easy to navigate/read?		
Lesson 5 - Add to Cart	Y	N
ATC is clearly and distinctly styled?		
Style is consistent with primary CTAs throughout the flow?		
Buy it now buttons are hidden?		
Lesson 6 - Out of Stock Products	Y	N
Out of Stock Products are accessible in the store?		
- Pages for discontinued products aggressively promote alternatives?		
- Items soon to be restocked allow purchase?		
- The shipping delay is clearly communicated?		
Lesson 7 - UVP Icons	Y	N
UVP Icons are shown below the ATC?		
Current UVP icons are based on user research?		

Module 4 - Description

Lesson 2 - Description Layout	Y	N
Description uses Bullets and Paragraphs?		
- Important details are repeated in both the bullets and paragraphs?		
Paragraphs are broken up with liberal use of headings (h2) and subheadings (h3)?		
Text information is coupled with relevant imagery?		
Lesson 3 - Clarity Trumps Persuasion	Y	N
Products are clearly explained?		
Marketing “fluff” is used sparingly?		
Lesson 4 - Voice of Customer	Y	N
Information provided by customers is reviewed for common themes/phrasings?		
Customer voice is used to inform product descriptions and page copy?		
Lesson 5 - Description Content	Y	N
Description is long enough to cover the important aspects of the product?		
Description is short enough to not become boring and irrelevant?		
Features are communicated alongside their Benefits?		
Spec Sheet is included? (for technical products)		
- Spec Sheet is clearly organized for quickly locating target information?		
Important information is repeated in multiple places and multiple ways?		
Presented information is what customers have shown they care about?		

Module 5 - Reviews Module

Lesson 1 - Negative Reviews	Y	N
Negative reviews are shown and included in the reviews module?		
Negative reviews have responses from your staff?		
- Responses include company contact phone/email?		
Lesson 2 - Filter/Sort	Y	N
Options to Sort reviews are included?		
- All sort options are relevant? (Lowest Rated, Newest, Most Helpful)		
Option to Filter reviews are included?		
- Ratings Distribution Chart is present and allows filtering by star count?		
Options to Search reviews are included?		
- Synonyms and similar sentiment are supported?		
- Common keywords are presented as buttons that auto search for reviews?		
Lesson 3 - Reviews Layout	Y	N
Ratings Average is clearly communicated?		
Ratings Distribution chart is present?		
6 - 10 reviews are shown by default?		
"Most Helpful" reviews are promoted?		
The end of the reviews list includes a "Load More" button to show more reviews? (as opposed to pages links or automatic loading)		

Module 6 - Cross-sells

Lesson 1 - Relevance	Y	N
Cross-sells are clearly communicated as Similar, Alternative, or Supplementary?		
Lesson 2 - Layout		
Full width Cross-sells positioned at the bottom of the page?		
Add-to-Cart button is not included with cross-sells?		
Only relevant suggestions are shown?		
Cross-sells include additional details to communicate relevance and positioning?		