

Appétit

Dubai patisserie · Shopify

FINDINGS	HIGH PRIORITY	REVIEWED	CLIENT LIST
21 across 5 areas	8 where orders are being lost	Full journey home, menu, product, cart, checkout	All included section A

The store looks excellent: the photography and brand work are genuinely strong, and better than most patisseries in this market. **The issues are almost entirely in the buying journey rather than the design.** Someone who wants the cake still meets several reasons to hesitate between the product page and paying. That's where this report focuses.

A Client's requested changes

ALL CONFIRMED

#	FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
1	Shipping shows "1 business day" but delivery is same day	The shipping rate name is what appears at checkout, so it contradicts the same-day offer.	Rename the rate and align it with what the website states elsewhere.	Medium
2	Personalised message doesn't appear in the cart	The banner is added as a separate line at AED 5, but the message the customer typed isn't shown anywhere before they pay, so they can't check it.	Display it against the item in the cart and at checkout, and make it editable in the cart.	Medium
3	Contact Us missing from the sidebar; menu duplicated	Contact page exists but isn't in the navigation, and the menu entry appears twice.	Add the existing Contact page to the navigation and remove the duplicate entry.	Low
4	"Add something special" shows other cakes	The Mango Berries Roulade page offers the Mango Passion Roulade at AED 237: a competing product at a similar price, at the moment of decision. That gives someone a reason to reconsider rather than add.	Restrict to banner, gift card and genuine extras.	High
5	Help & Information section appearance	Styled differently from the rest of the site and thin on content.	Restyle to match the site and expand it (see finding 16).	Low
6	Paymob to be connected, with orders arriving reliably	A new gateway is planned and the order flow needs to be proven end to end.	Connect when available, place a live test order, and confirm confirmation emails, notifications and the order status page all behave correctly.	Medium

B Where orders are being lost

PRIORITY

#	FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
7	AED 50 delivery appears only at checkout	On a AED 257 order that's 19% added at the final step. The cart says only "Shipping is calculated at checkout", so the first time anyone sees the real total is after entering name, address and phone. The single biggest cause of abandonment on the site.	Build delivery into the price and say "delivery included"; or state the AED 50 clearly on the product page and in the cart; or set a free-delivery threshold above AED 300, which also lifts order value.	High
8	Only one payment method, and it redirects away	Ziina card payment is the only option and sends the customer to another site to complete. Every redirect loses people, and a single card option excludes many buyers.	Add Apple Pay and Google Pay (most UAE traffic is mobile). Consider Tabby or Tamara at this price point; cash on delivery is still widely expected for food in the UAE.	High

#	FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
9	Add to Cart sits below the upsells on the product page	The customer scrolls past "Add something special" before reaching the button for the thing they came for.	Add to Cart directly under the price, extras below it.	High
10	No order cut-off time stated anywhere	Same-day delivery must have a cut-off, but nothing says what it is. Someone ordering at 4pm has no idea whether it arrives today.	State it on the product page, in the cart and in the announcement bar. It also reduces "where is my order" messages.	High
11	No delivery areas listed	Nowhere states which emirates or areas are covered. A customer in Sharjah or Abu Dhabi has to reach checkout to find out.	A single line near the buy button, and a short delivery page.	High
12	Store Pickup offered but the location isn't shown	The cart offers Store Pickup with no address, map or collection hours anywhere on the site.	Add the pickup address and hours to the cart and to a contact or visit page.	Medium

C Product page content

TRUST

#	FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
13	There is no product description	The product page says only "Serves up to 10 people". For a AED 257 purchase, often a gift for an occasion, that isn't enough to decide on.	Add what's in it, key allergens, dimensions or weight, how long it keeps, and storage guidance.	High
14	Allergens are not stated at all	The roulades visibly contain nuts and dairy. For food sold online this is a liability question as well as a customer-service one.	Allergen line on every product, and a short note in the FAQ.	High
15	No reviews or social proof anywhere	A first-time visitor has nothing to reassure them beyond the photography.	Install a free review app and start collecting from existing customers. Even ten genuine reviews change how a first order feels.	Medium

D Structure and navigation

FIXES

#	FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
16	The footer is nearly empty	It carries only Refund & Cancellation Policy and Merchant Information. No contact details, delivery information, social links or payment icons.	Add contact, WhatsApp, delivery information, FAQ, social links and payment icons. This is where people look when deciding whether to trust a small store.	Medium
17	Navigation is only Home and Menu	On a store with five products, the supporting pages do a lot of the selling.	Add About, Delivery, FAQ and Contact.	Medium
18	Same berry image on the homepage hero and the menu banner	The repetition makes the site feel smaller than it is.	Use a different image on each.	Low
19	The homepage never says what you do or where you deliver	Beautiful hero image, but a first-time visitor doesn't learn this is a Dubai patisserie delivering same day until checkout.	One line under the logo, and a short section explaining the brand.	Medium
20	Filters on the menu page add clutter	Availability and Price filters on five items help nobody, and Sort even less.	Remove until the range is larger. Review whether "Leave your note" belongs in the menu grid or only as a product-page add-on.	Low

#	FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
21	Worth confirming before spending on marketing	GA4 and Meta Pixel firing on purchase; abandoned cart emails on (relevant to finding 7); guest checkout enabled so gift buyers aren't forced to register; order and shipping emails branded rather than defaults; a full mobile pass on every page, since most cake ordering in the UAE happens on a phone.	Check each and switch on or fix what's missing.	Medium

— Priority order

WHAT TO DO FIRST

#	FIX	WHY IT MATTERS	EFFORT
1	Show delivery cost before checkout	Biggest single cause of abandonment	Small
2	Add Apple Pay, Google Pay and COD	Mobile conversion, fewer redirects	Small
3	Fix "Add something special" to extras only	Stops cannibalising the sale	Small
4	Move Add to Cart above the upsells	Primary action first	Small
5	Product descriptions and allergens	Trust, and a liability question	Medium
6	Cut-off time and delivery areas	Removes doubt and support messages	Small
7	Personalised message visible in cart	Customer can check before paying	Medium
8	Shipping rate name corrected	Currently contradicts the offer	Small
9	Footer, navigation and contact page	Where trust decisions get made	Small
10	Reviews app and first collection	Compounds over time	Small

If only three things get done: show the delivery cost before checkout, add Apple Pay and Google Pay, and fix the upsell so it stops offering a competing cake. Those three are where the orders are.

— To confirm

OPEN QUESTIONS

- What is the actual same-day cut-off time?
- Which emirates and areas are delivered to, and is the AED 50 the same for all of them?
- Is there a pickup location customers can visit, and what are the hours?
- Is ingredient and allergen information ready, or does it need writing?
- Is Paymob replacing Ziina, or running alongside it?
- Is there a minimum order value, or lead time for larger orders?

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