

The Home Peck Store Audit

FINDINGS	HIGH PRIORITY	MEDIUM	VERDICT
30 across 5 areas	11 bugs and product page	14 discovery, mobile, cart	No rebuild on the current Prestige theme

The Home Peck sells mirrors, lighting and furniture in the UAE on Shopify's Prestige theme. I reviewed the live homepage, collection pages, product pages and cart on desktop and mobile, together with the theme code. The design and photography are strong, and almost everything below can be fixed on the current theme without a rebuild. The order follows the money: first the product page, where 96% of shoppers leave without adding to cart; then how mirrors are found; then the phone and the cart.

TOP PRIORITIES

- Fix what's visibly broken** — placeholder pop-up, wrong instalment price, dead links, script errors and a AED 5,450.01 price undermine trust on every visit.
- Make the product page sell** — Add to Cart as the main, sticky button; delivery, installation and instalments shown up front; real reviews on each product.
- Let shoppers filter by what matters** — shape, LED, finish and size band instead of 58 raw sizes.

1 Live bugs & copy

Fix first — visible to every visitor

FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
Pop-up shows theme placeholder text	The newsletter pop-up is live with Prestige's default placeholder copy and opens straight away.	Write real copy and offer; delay the trigger.	High
Wrong instalment price	The Tabby/Tamara instalment figure is calculated from the default variant. It is correct on Vela (AED 365 ÷ 4 = 91.25) but wrong where the default size isn't the cheapest, as on Liora — fewer products affected than first thought.	Calculate from the selected variant's price.	High
Unrounded price	A product shows AED 5,450.01.	Correct the price and check variant prices in bulk.	High
Dead links	"Shop this room" on Shop the Look and "All collections" on Premium Collections have empty links and go nowhere.	Link both to the right collections.	High
Script errors in cart and homepage	Cart timer stacks, the free-shipping bar errors, and the shop-the-look hotspot breaks.	Fix the scripts, or remove the hotspot section.	High
Broken structured data	Product structured data is broken, and duplicated in places, so Google gets unreliable product information.	One valid Product schema per page.	Medium
Delivery promise worded four ways	The top bar, USP strip, hero and marquee each describe delivery differently.	One confirmed delivery message used everywhere.	Medium
Typos	"Quality Gurantee" appears twice; "ABU DUBAI" in a testimonial.	Copy clean-up across the theme.	Low
Chat buttons cover controls	Floating chat buttons sit on top of buttons and controls on mobile.	Offset or reposition the chat widgets.	Medium

2 Product page

Where most shoppers leave — 96% leave without adding to cart

FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
Buy It Now is the main button	Add to Cart is the outline button; a hard-coded Buy It Now is the filled one.	Add to Cart as the primary button; remove the hard-coded Buy It Now.	High
No sticky Add to Cart on mobile	Once the shopper scrolls into the details, the button is gone.	Sticky Add to Cart bar on mobile.	High
Key information hidden	Dimensions, material and shipping are all closed accordions; no delivery estimate or installation note near the button.	Delivery, installation and Tabby/Tamara block above the fold, dimensions visible.	High
Reviews not working	Stars show "(0)" on products, while testimonials elsewhere carry "Verified" labels.	Reviews app with existing reviews moved onto their products; remove "Verified" labels.	High
Long, unsorted size lists	Some products list sizes out of order and take up the screen (Vela is already correct).	Compact, sorted size selector.	Medium
Page ends abruptly	No breadcrumb, and nothing between the accordions and "More like this".	Add breadcrumb and a delivery, fitting and trust block.	Medium

3 Finding the right mirror

Discovery, filters and collections

FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
Filters miss what shoppers choose by	Filters are only Availability, Price, Color and Size (58 size values). Nothing for shape or LED.	Shape, LED, finish and size-band filters driven by product data.	High
Collections disagree	Not every mirror appears in All Mirrors / All Products; the shortcut tiles skip Irregular.	Fix collection rules; complete the shape tiles.	Medium
Best Sellers duplicates New Arrivals	The homepage Best Sellers carousel shows the same 12 products, in the same order, as New Arrivals.	Best Sellers driven by actual sales.	Medium
Sold-out items mid-grid	Sold-out pieces (Nova, Marlowe, the Vera pendant) sit in the middle of grids and close the New Arrivals row.	Push sold-out items to the end automatically.	Medium
Colour versions listed separately	Juliette Gold and Juliette Silver (also Almas, Soraya) appear as separate cards.	Link colour versions as swatches.	Low
Cards and grid tools	Titles cut to one line; no product count; sort control is tiny grey text; a red SAVE badge on every card.	Two-line titles, visible count and sort; rethink badge use.	Low
SEO text wall	Full-width block of text with headings styled like body copy.	Collapse behind "Read more" with proper headings.	Low
Search	Searching "mirror" doesn't reliably return mirrors.	Search synonyms and exclusions.	Medium

4 Mobile, header & cart

The phone experience

FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
Five bars before content	Announcement, links/socials, logo, nav and USP strip stack before anything else.	Slimmer header; Custom Order, Reviews and Contact in the mobile menu.	Medium
Hero hard to read	Hero subtext and second button almost disappear against the cream photo.	Contrast fix on the hero.	Medium
Carousels open with a blank gap	Homepage New Arrivals and PDP "More like this" render with a large empty space above the cards and half-faded images.	Confirm on real devices and fix the reveal/lazy-load.	Medium

Cart	Delivery cost unclear, a zip-code estimator adds friction, no Tabby/Tamara or delivery time, weak checkout button.	State free delivery, remove the estimator, show instalments and ETA, stronger button.	Medium
Mobile polish	Inconsistent spacing, text sizes and tap targets; prices with ".00"; Instagram row stops short and is empty; font fallbacks.	Consistent mobile spacing and type; tidy prices; fix the Instagram row.	Low

5 Theme & code health

Why updates keep breaking things

FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
Custom code inside Prestige core files	Customisations were edited directly into the theme's core files instead of separate sections, so theme updates break the store.	Rebuild custom sections as editable sections and lift edits out of core files.	High
Leftovers and duplicates	Duplicate homepage sections (trust row built twice, duplicate carousel and grid), unused fonts, leftover files and duplicate templates.	Remove duplicates and unused assets.	Medium

6 Beyond development

Client-side items that affect conversion

Photography Most mirrors are shot on the same walnut vanity, so shapes blur together in the grid and full-length pieces lose their sense of scale. Scale, close-up and LED on/off shots would help.	Pricing strategy Every product shows a SAVE badge, so "on sale" stops meaning anything.	Tracking Meta traffic isn't showing as its own channel in Analytics — a UTM and tracking fix.
---	---	---

Ali Hanif

Ecommerce Consultant · UX & Shopify Development
ali@hanif.pk · +971 58 228 5766

PORTFOLIO ali.hanif.pk