

# How to evaluate your digital experience (DXP)?

Based on Conway's Seamless Selling methodology. We consider DXP being a result of:

**01** TECHNOLOGY PERFORMANCE

**03** CORE SHOPPING FLOW

**02** CUSTOMER CENTRICITY

**04** CONTENT & COMMUNITY

Use this checklist to evaluate your Digital Experience and identify potential weak areas.

## TECHNOLOGY PERFORMANCE

- Google PageSpeed Insights score > 90 pts?
- Can the website handle a 50% increase in traffic?
- Use [accessibilitychecker.org](https://www.accessibilitychecker.org/). Is the score > 80%?
- Does the mobile version retain all functionalities of the desktop version?

## CORE SHOPPING FLOW

- Can a user add a product to the cart and complete checkout within three clicks?
- Are product categories and subcategories logically organized and easy to find?
- Does the PLP (Product Listing Page) facilitate product comparison and grasp of the full catalogue?
- Does the homepage change based on the user's past browsing or purchase history?

## CUSTOMER CENTRICITY

- Is express domestic shipping offered?
- Are there options like pickup points, scheduled delivery, or in-store pickup?
- Can customers easily shift between online & offline throughout the shopping journey?
- Do you offset the CO2 of shipping?
- Is customer service response time under 2 minutes during business hours?
- Is there a clear and simple process for leaving product reviews?

## CONTENT & COMMUNITY

- Do all products have descriptions, specifications, and multiple high-quality images?
- Do you have intermediary category pages, guides, product quizzes, or comparison tables where needed for aiding customer decision making?
- Is the percentage of promotional content (vs. lifestyle or educational content) lower than 50%?
- Do the images and videos load well and are in high resolution?
- Is there a programme for community engagement (e.g., forums, loyalty programs, membership)?
- Is the brand active on social media (Instagram, TikTok)?