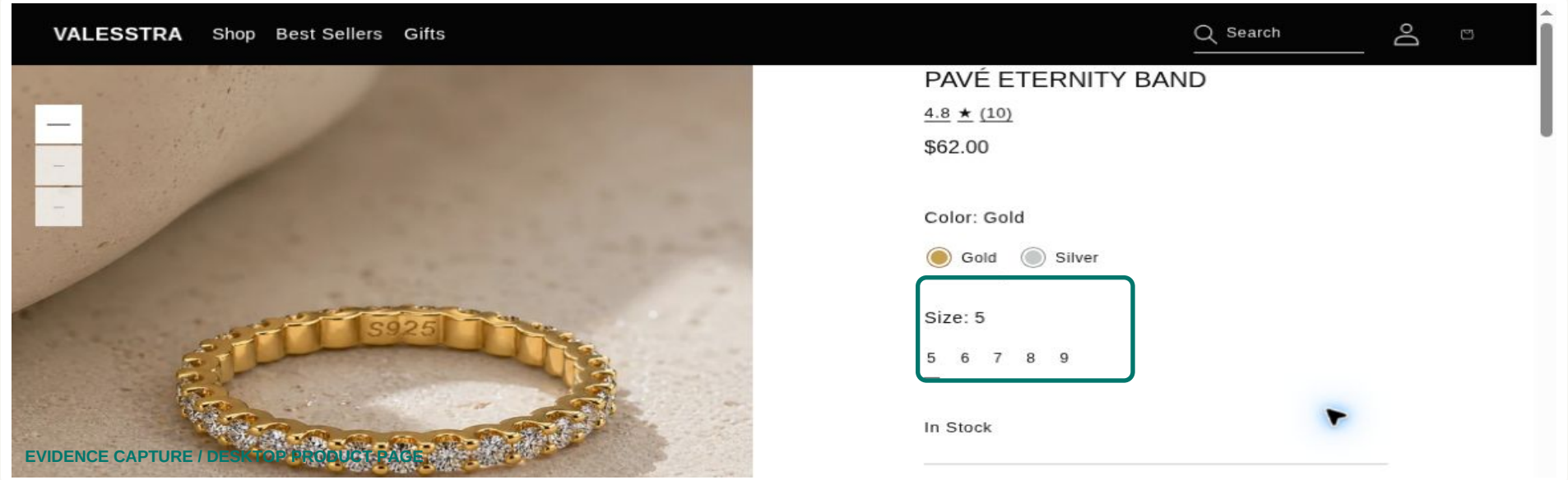
One storefront finding, made actionable.

An evidence-bounded example of the thinking included in a Conversion Snapshot.



FINDING 05 / FIT AT THE POINT OF CHOICE

Put a size guide beside the selector

Priority: high | Effort: medium | Observation confidence: high

OBSERVED

Sizes 5-9 are shown with size 5 selected. No sizing-system label or size-guide link is visible beside the options.

WHY IT MATTERS

A shopper who knows only a measurement cannot confidently map it to the available ring sizes.

CHANGE TO TEST

Add the verified sizing system, a diameter/circumference guide and measuring instructions beside the selector.

COMMERCIAL SCOPE

Conversion Snapshot — $500

Focused second opinion

- 8-12 findings
- Top 3 priorities
- Home + collection + 2 PDPs + cart
- 10-minute walkthrough
- 5 business days