

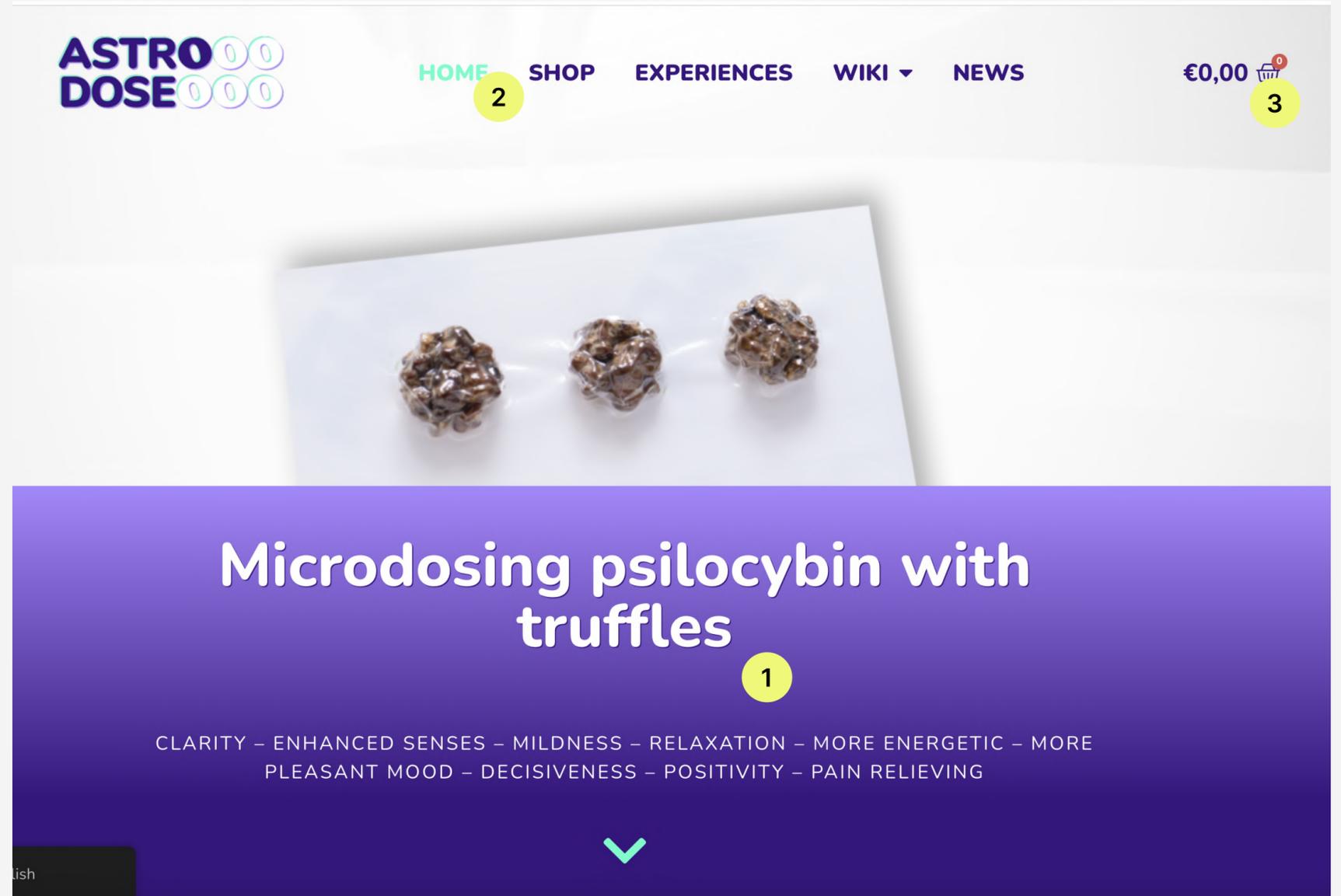


# Usability Audit

[www.astrodose.eu](http://www.astrodose.eu)

## ISSUES AND TRIGGERS

- 1 There is no CTA at all on the first screen, there is a sub headline and not enough call to action, buy now, see more and so on
- 2 Important! In this site is good to work with color, for example, to make the main color dark purple, and green to do as an accent and use it in the site point, for example, in buttons, paragraphs, perhaps it is worth changing the color code itself to be more pleasing to the eye, as it is very important that the eyes are not tired when using the site for a long time, and do not scatter the user's attention on the page
- 3 For better perception, swap the icon with the text, as the user reads more quickly with images and then complements with text



## ISSUES AND TRIGGERS

- 1 Work on typography and alignment of text, as it is not convenient to perceive a large text that is not divided into paragraphs and has a center alignment
- 2 There is not enough of a call to action
- 3 Not enough header and subheader for the block
- 4 The button is too low, you need to redesign the card so that the button is closer to the price

## Interest in microdosing has increased exponentially

Whether you have a demanding job in business, are a parent who wants to keep all the balls in the air without feeling the need to snarl at his partner or children, a student who wants to focus on his thesis or someone who wants to get rid of that gloomy, gray edge of his or her life. Users who have discovered the microdosing of psilocybin truffles cannot be pigeonholed. They are people who no longer want to suppress their feelings of stress with nicotine or alcohol and who like to stay focused without drinking coffee all day long.



**Microdosing XP**  
1 pack

€ ~~12.49~~ **7<sup>00</sup>**



Enough for 12 days of microdosing psilocybin with truffles  
Can be kept for 2 months  
6x1 gram

**4**  
[CHECK PRODUCT](#)

**Microdosing XP**  
3 pack

€ ~~37.49~~ **17<sup>50</sup>**



Enough for 36 days of microdosing psilocybin with truffles  
Can be kept for 2 months  
18x1 gram

[CHECK PRODUCT](#)

**Microdosing XP**  
5 pack

€ ~~62.49~~ **25<sup>50</sup>**



Enough for 60 days of microdosing psilocybin with truffles  
Can be kept for 2 months  
30 x1 gram

[CHECK PRODUCT](#)

## ISSUES AND TRIGGERS

- 1 Too saturated color from which it is difficult to read information
- 2 Lines that separate the heading and subheading, which is not in accordance with the principles of related elements, as it separates them rather than unites them
- 3 Block without title due to small indents at the top and bottom of the block looks cramped
- 4 This block is lost, although it is one of the important blocks that sells, show items as cards, and add visual solutions to enhance this block, as well as add CTA, and headline
- 5 The other blocks below look a little disjointed and do not fit with the design concept of the overall site, as they use other colors for headings, need to refine the visual style

**Improved mood**

Users noticed that they are more compassionate. It makes them more stable, positive and decisive.

**Sharper focus**

Psilocybin truffles nourish the brain's ability to form alternative connections, so a problem can be seen from a different perspective.

**Emotional awareness**

Empathy is enhanced by activation of serotonin receptors.

**More decisive**

A meditative brain is better equipped to solve problems.

[MORE ADVANTAGES OF MICRODOSING](#)



### Can a Microdosing Routine Prevent Burnout?

15 November 2023

Burnout is exactly as it sounds. A sputtering, flickering, burning up of fuel, until there is no more energy left to give. It is an

[Read More »](#)



### Want to Feel More Authentic? Try Microdosing Psilocybin

13 September 2023

A recent research study has revealed a fascinating link between microdosing psychedelics and feelings of enhanced authenticity in the user. What does it all mean?

[Read More »](#)



### Find Daily 'Glimmers' By Microdosing Magic Truffles

30 August 2023

We've all heard of triggers. Sensory stimuli that can cause a traumatic or painful memory to resurface, often without warning. A trigger is not simply

[Read More »](#)

## With microdosing you are

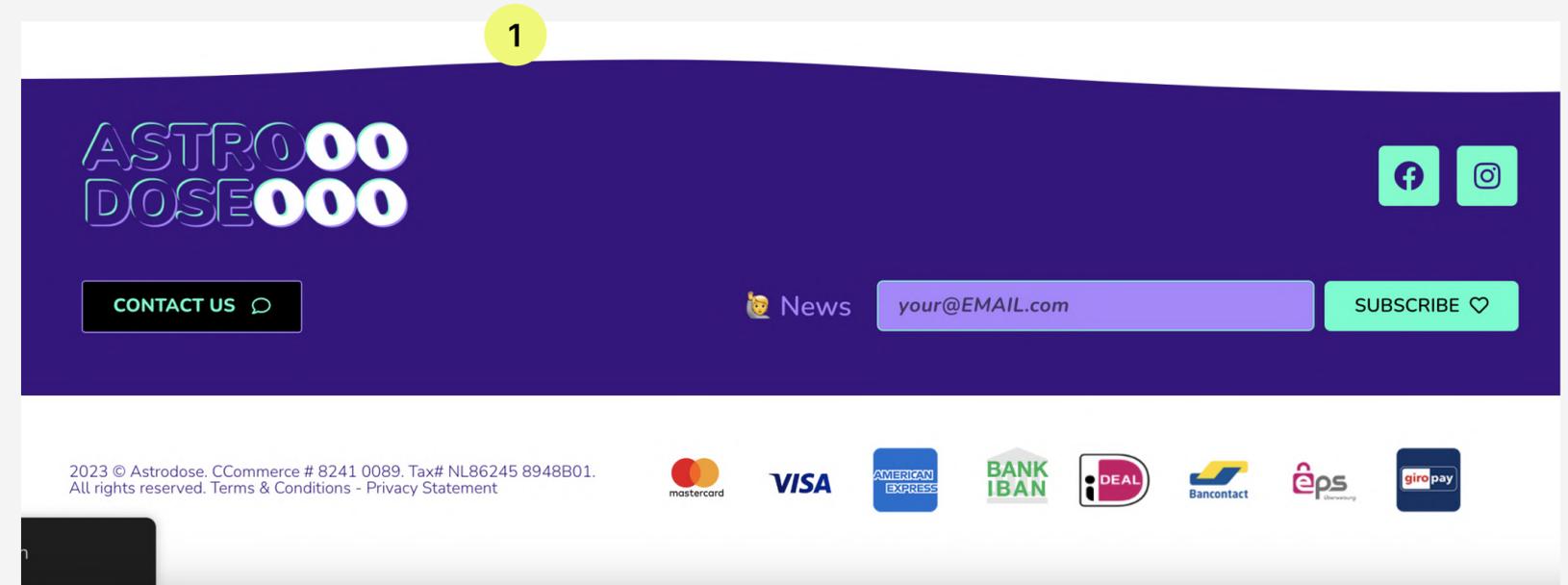
- More cheerful
- More creative
- More empathic
- More focussed

## Relieves symptoms of

- Stress
- Addiction
- Lack of focus
- Anxiety and anxiety disorders
- Depression
- Burn-out
- Posttraumatic stress disorder (PTSD)

## ISSUES AND TRIGGERS

- 1 A large abundance of buttons and inputs of different colors, greatly overloads such a small block, making it difficult to read it correctly. Set more correct priorities for different elements



## ISSUES AND TRIGGERS

- 1 Finish the block with visual component, add CTA
- 2 The subtitle is too large and challenging to center-align. It needs to be shortened to a maximum of 3 lines
- 3 The same edits as on the main page apply to this section
- 4 This section is getting lost, even though it's one of the crucial blocks for conversions. Display it as cards, incorporate visual elements to enhance the presentation, add a CTA, and include a compelling headline

### This is how it works

With our 6 x 1 gram doses you can take 1 dose of truffles every two days. There is a persistent positive feeling, even on days when no microdosage is consumed. Often people also notice long term effects, even after taking a break from the microdosage. This is because microdosing achieves long-term, lasting results.

1

Day 1 Day 2 Day 3 Day 4 Day 5 Day 6 Day 7 Day 8 Day 9 Day 10

### Microdosing makes you

- More cheerful
- More creative
- Easier to deal with
- More empathic
- More focussed

### Microdosing relieves symptoms of

- Stress
- Addiction
- Lack of focus
- Anxiety and anxiety disorders
- Depression
- Burn-out
- Posttraumatic stress disorder (PTSD)

### The ideal morning routine

#### Achieve a maximum effect with a minimal change of habit

2 The microdosing truffles are a special kind of truffle from Dutch soil. They contain just the right amount of psilocybin suitable for microdosing. The dosage is minimal so it is impossible to experience a hallucinogenic effect. The positive effects however are more numerous than, for example, coffee, alcohol or energy drinks. By working with a microdosage the user becomes 'sub-perceptual'. This means someone is able to do normal, everyday things but feels extra focused, more creative and less stressed and quite simply feels lighter in life.

### 3

<b>Microdosing XP</b> 1 pack	<b>Microdosing XP</b> 3 pack	<b>Microdosing XP</b> 5 pack
€12.49 <b>€7<sup>00</sup></b>	€37.49 <b>€17<sup>50</sup></b>	€62.49 <b>€25<sup>50</sup></b>
		
Enough for 12 days of microdosing psilocybin with truffles.	Enough for 36 days of microdosing psilocybin with truffles.	Enough for 60 days of microdosing psilocybin with truffles.

## ISSUES AND TRIGGERS

- 1 Reduce the block height or remove the background altogether, as it attracts too much attention
- 2 Condense the text in this area, presenting only essential points. Reserve more detailed information for a section below
- 3 The "Buy" buttons are not visible on the first screen. Change the button color to a prominent green to enhance visibility
- 4 Display this message in a popup.

The screenshot shows the product page for 'Microdosing XP - 1 pack'. The header includes the AstroDose logo, navigation links (HOME, SHOP, EXPERIENCES, WIKI, NEWS), and a cart icon with a price of €0,00. The main heading is 'Microdosing XP - 1 pack' with a yellow callout '1' pointing to the title. Below the heading is an image of the product box and truffles, with a yellow callout '2' pointing to the descriptive text. The text describes the product as 'Microdosing psilocybin magic truffles' and lists benefits and specifications. A price tag shows a crossed-out price of €12,50 and a current price of €7,00 (incl. tax), with a yellow callout '3' pointing to the price. A language selector is visible in the bottom left corner.

This close-up shows the price section of the product page. It displays the crossed-out price '€12,50' and the current price '€7,00 (incl. tax)'. Below the price is a quantity selector set to '1' and a purple 'ADD TO CART' button with a yellow callout '3' pointing to the button. Below the button, the text 'Why AstroDose?' is partially visible.

4

✔ "Microdosing XP - 5 pack" has been added to your cart.

View cart

## ISSUES AND TRIGGERS

- 1 A complete redesign of the page is needed. The current appearance gives the impression that the layout is broken
- 2 The "Proceed to Checkout" buttons are not visible on the first screen due to the oversized green-colored block. Adjust the block size to ensure visibility of the buttons
- 2 The counter is not functioning

Price	Quantity	Subtotal
€25,50	<input type="text" value="3"/>	€25,50

### Cart totals

<b>Subtotal</b>	€25,50
<b>Shipping</b>	Track & Trace: €3,75 Shipping options will be updated during checkout. <a href="#">Calculate shipping</a>
<b>Total</b>	€29,25 (includes €5,08 TVA)

The screenshot shows the AstroDose website's cart page. At the top, there is a navigation bar with the AstroDose logo, links for HOME, SHOP, EXPERIENCES, WIKI, and NEWS, and a cart icon showing €25,50. Below the navigation is a green header with the word "Cart" and a yellow circle with the number "1" pointing to it. The main content area features a table with one item: "Microdosing XP - 5 pack" with a price of €25,50 and a quantity of 1. Below the table are buttons for "APPLY COUPON" and "UPDATE CART". To the right, there is a "Cart totals" section with a table showing Subtotal (€25,50), Shipping (Track & Trace: €3,75), and Total (€29,25). A yellow circle with the number "2" points to the Total value. At the bottom left, there is a black button labeled "Proceed to checkout" with a yellow circle and the number "2" next to it.

# Checkout Page (Desktop)

## ISSUES AND TRIGGERS

- 1 There are too many exit points from the checkout page, which is not acceptable. Simplify the menu and header layout on the page
- 2 Align the page, introduce a step-by-step structure, and prioritize elements appropriately. On the current page, the "Checkout" button is not visible on the first screen, potentially leading to low conversion rates

IBAN Bank transfer

Make your payment directly into our bank account.  
Please use your order number as the payment reference. Your order will be shipped as soon as payment is received

iDeal 

Bancontact 

EPS 

GiroPay 

Credit / Debit Card  

I have read and agree to the website [terms and conditions](#) \*

**PLACE ORDER**

**ASTRO DOSE** 

HOME SHOP EXPERIENCES **WIKI** NEWS €76,50 

Home > Checkout

# Checkout

Have a coupon? [Click here to enter your code](#)

**Billing & Shipping**

First Name \*  Last Name \*

Company Name (optional)

Country \*

Street address \*

Postcode / ZIP \*

Town / City \*

Phone \*

Email address \*

**Ship to a different address?**

**Additional information**

Order notes (optional)

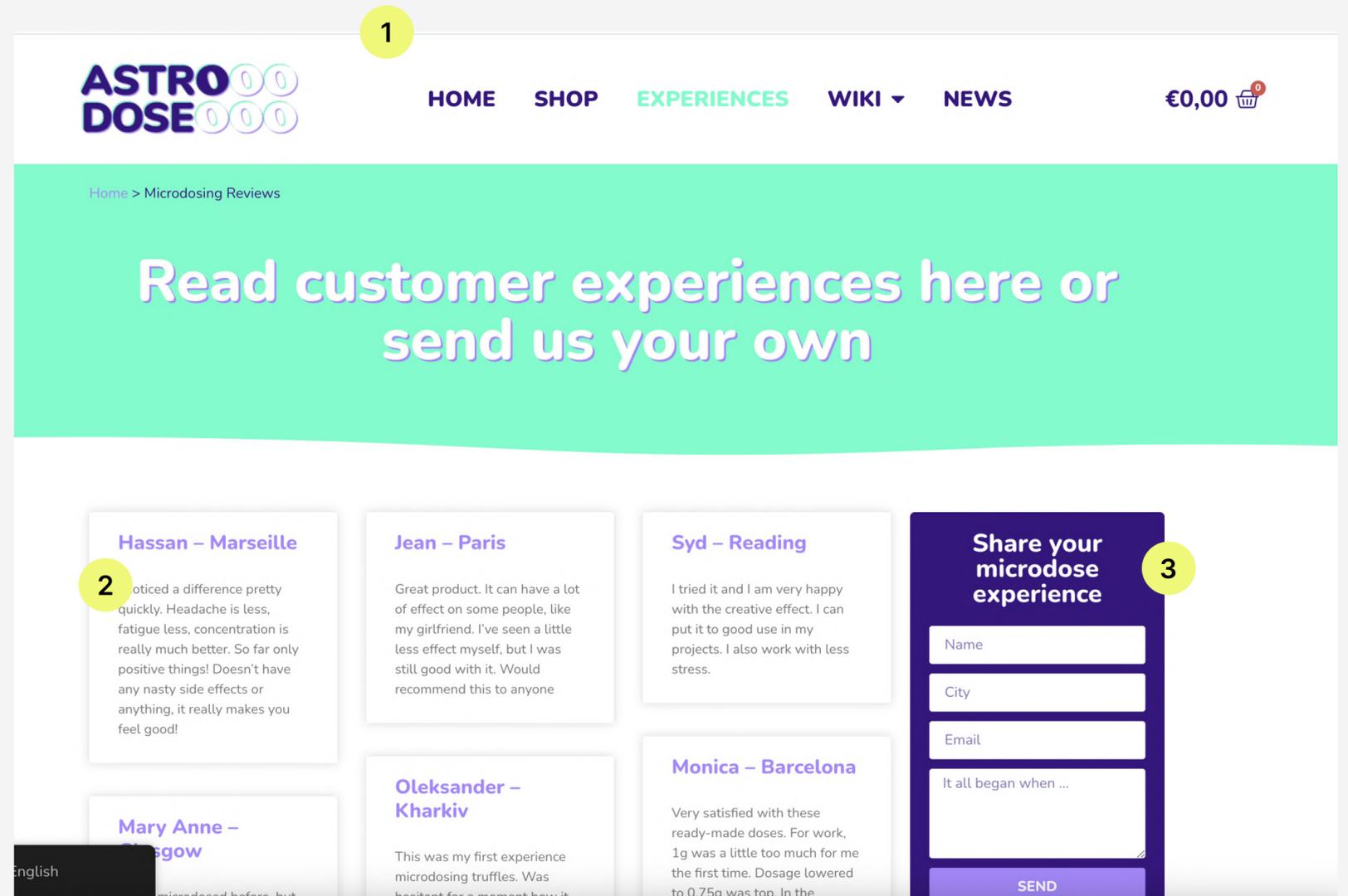
Notes about your order, e.g. special notes for delivery.

**Your order**

Product	Subtotal
Microdosing XP - 5 pack x 3	€76,50
<b>Subtotal</b>	<b>€76,50</b>
<b>Shipping</b>	<b>Track &amp; Trace: €3,75</b>
<b>Total</b>	<b>€80,25</b> (includes €13,93 TVA)

## ISSUES AND TRIGGERS

- 1 Redesign the page to make it look more familiar
- 2 Enhance the reviews section by adding avatars and ratings for improved credibility
- 3 Hide the current form under a button and display it only in a popup. Motivate users to leave reviews by offering discounts for repeat orders or through other incentives
- 4 Expand detailed comments in a popup for quicker access instead of opening each review on a new page



## ISSUES AND TRIGGERS

- 1 Add calls to action to encourage users to visit the store and place an order. Consider adding a section at the bottom of the page for new offers or additional content

