

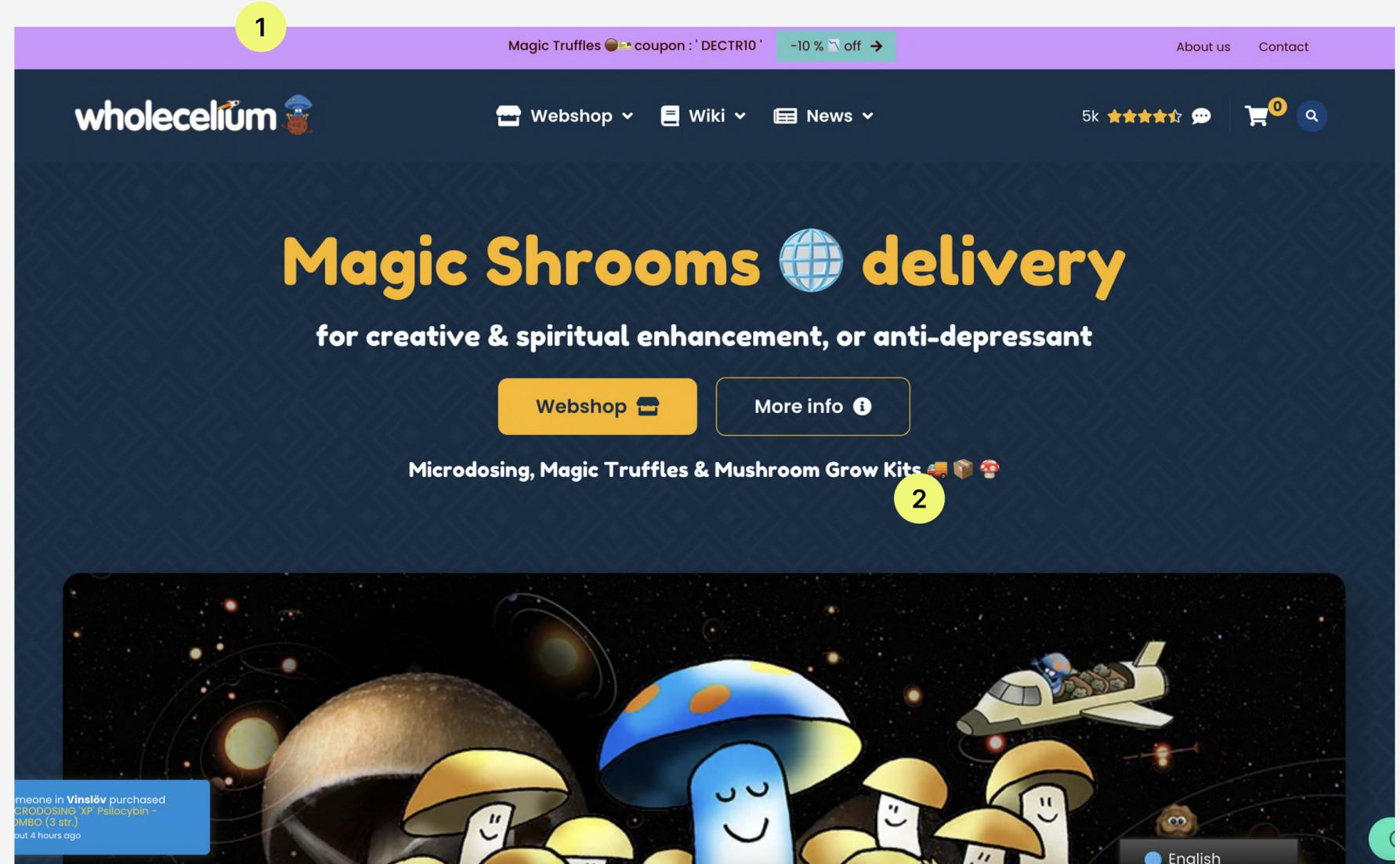


Usability Audit

www.wholecelium.com

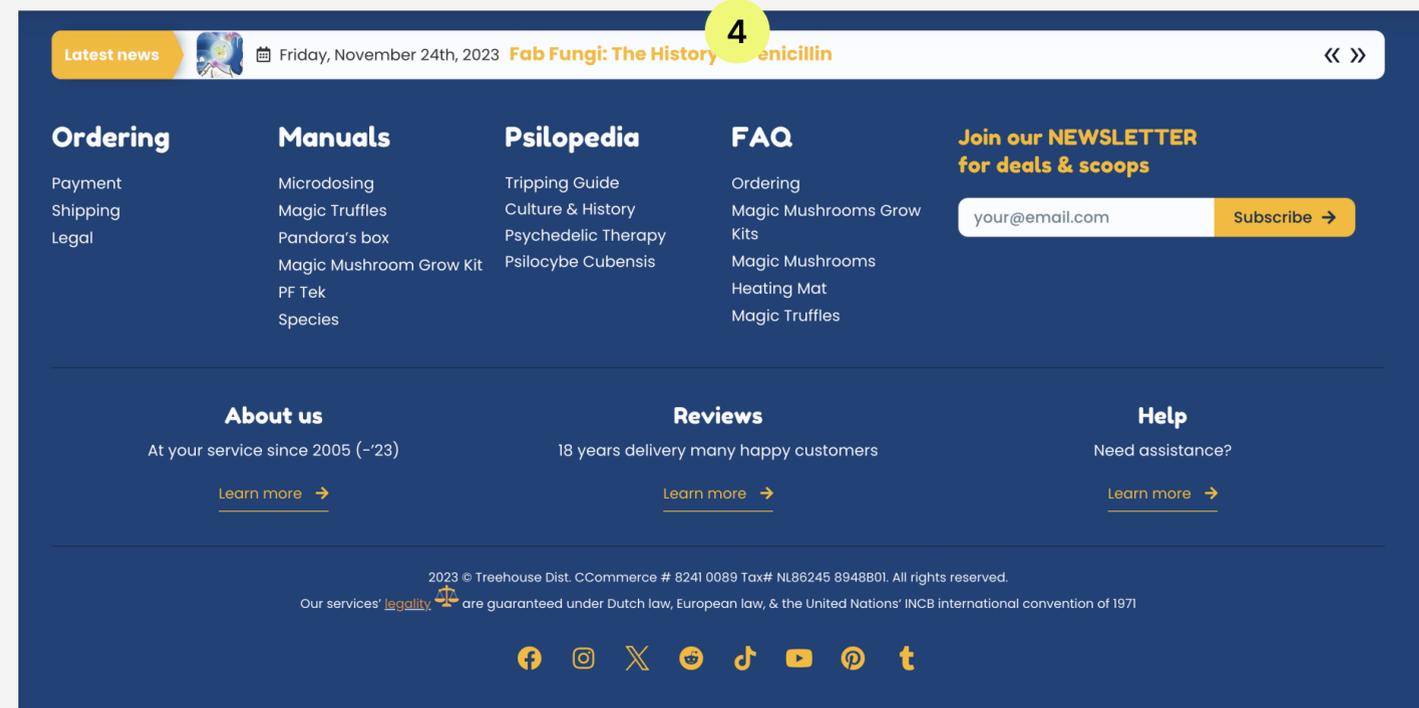
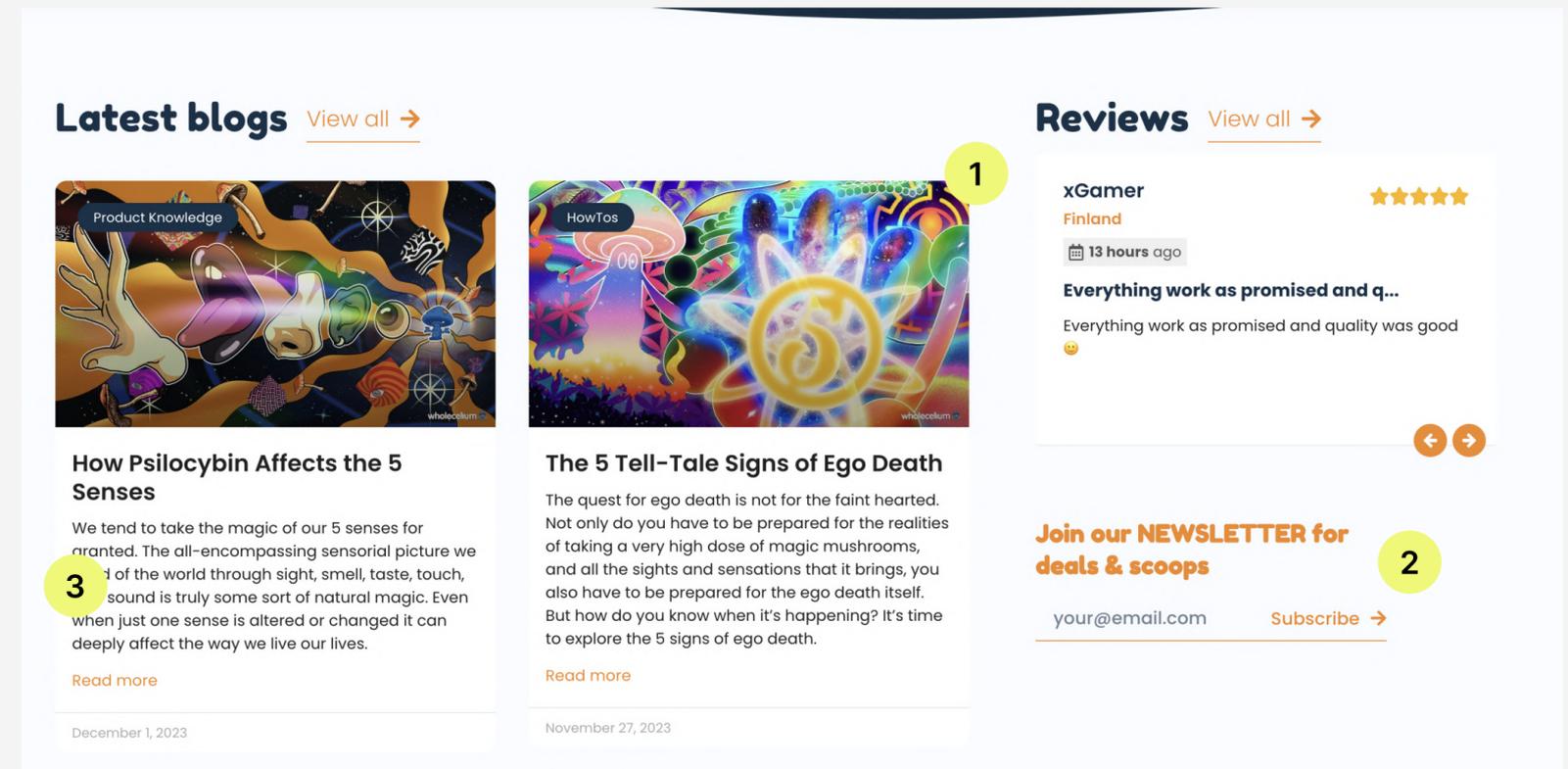
ISSUES AND TRIGGERS

- 1 In general, this website utilizes better UX solutions, but there's space for improvement in terms of UI
- 2 Reduce the number of emojis to complement rather than distract. Also, work on enhancing the accompanying text by adjusting its boldness, size, and relevance



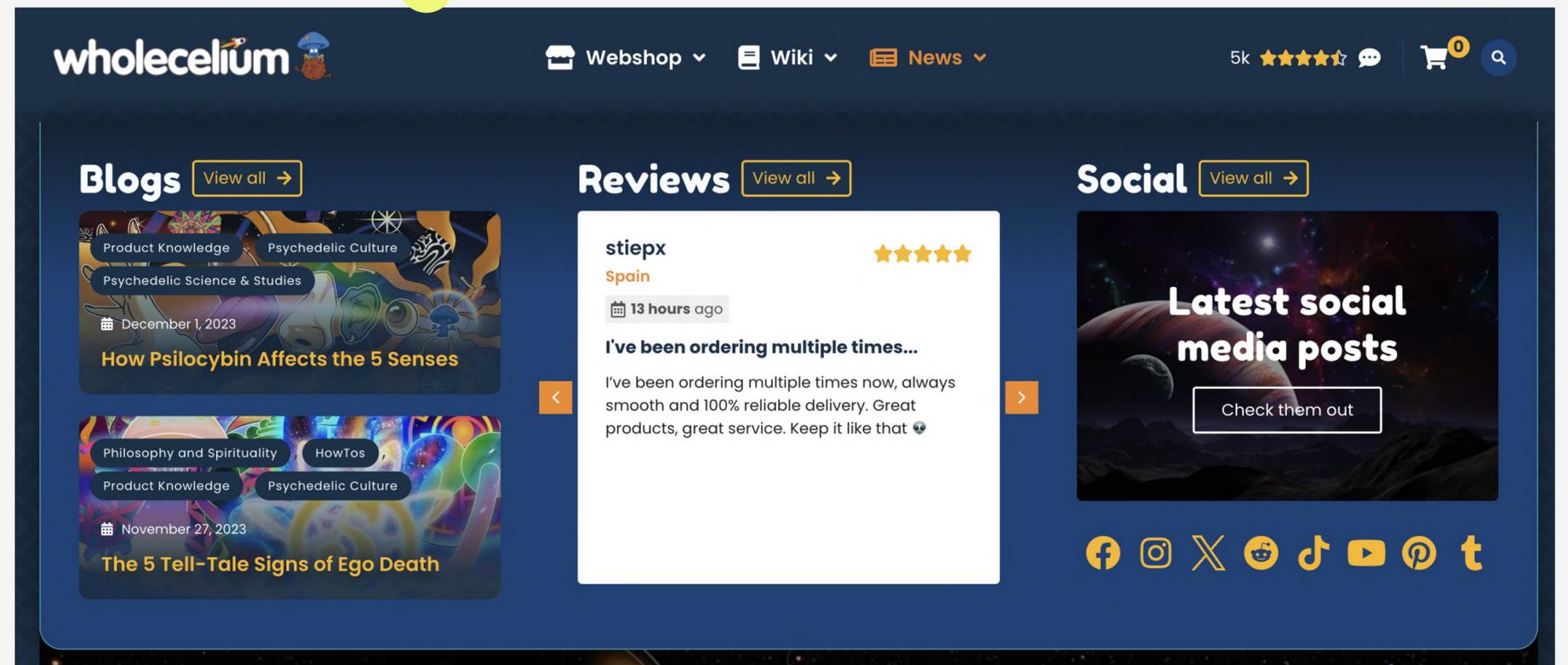
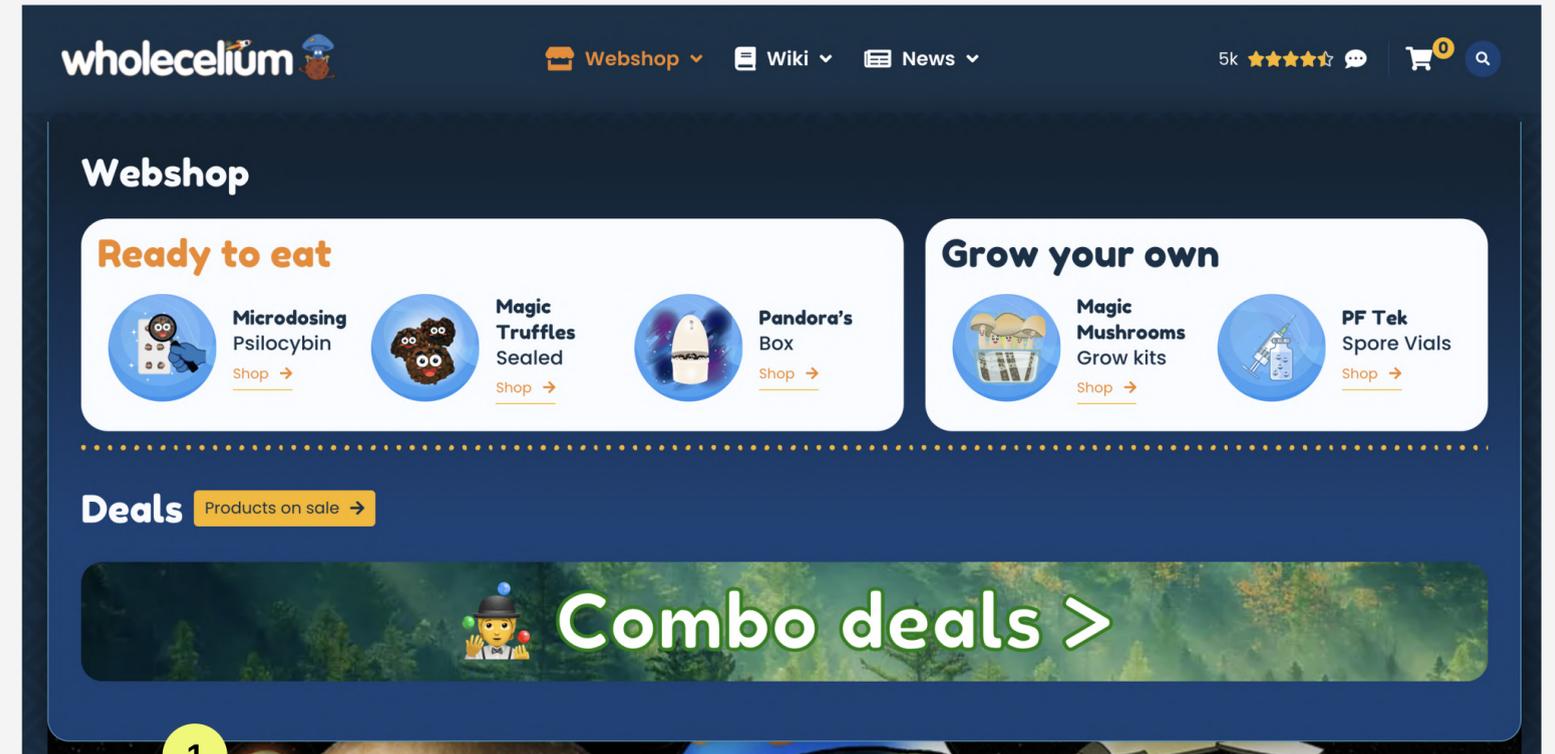
ISSUES AND TRIGGERS

- 1 Separate these blocks as the current focus is more on the blog, making it visually prominent. Evenly distribute them across different sections on the homepage, as both reviews and the blog are equally important
- 2 Move the subscription to the footer
- 3 Reduce the number of lines in the blog section to a maximum of 2-3
- 4 Improve the website footer from a UI perspective, as it currently appears overloaded



ISSUES AND TRIGGERS

- 1 Not immediately clear what needs to be done for the user, there are no clear calls that would contrast against the background. The menu should be convenient, functional, and understandable for quick navigation between site sections



Shop Page (Desktop)

ISSUES AND TRIGGERS

- 1 Bring the page to a more familiar appearance
- 2 Improve the design of the tiles, as the attention is currently biased towards a large banner rather than the product cards

2



MICRODOSING PSILOCYBIN

Microdosing is the act of taking a small or 'sub-perceptual' dose of psilocybin, meaning that you feel no 'trippy' effects, but overall your senses are heightened.



MICRODOSING 'XP' Psilocybin - strip

6 microdoses of 1 gram Psilocybin Truffles, on a strip.

€12.50 ~~€7.75~~

[Shop →](#)



MICRODOSING COMBO (3 str.)

3 x 6 microdoses of on a strip.

€37.50 ~~€19.75~~

[Shop →](#)

2



PANDORA'S BOX

This truffle grow kit produces up to 60g of magic truffles, and is ready to harvest as soon as it arrives! Can withstand extremely hot temperatures during transit. Choose from many different strains of truffle, from the mystical Mexicana to the highly potent Qubit.



PANDORA's Box - COMBO-Pack (3 bx.)

3 x 30 up to 60 grams of fresh Magic Truffles!

€88.50 ~~€59.50~~

[Shop →](#)

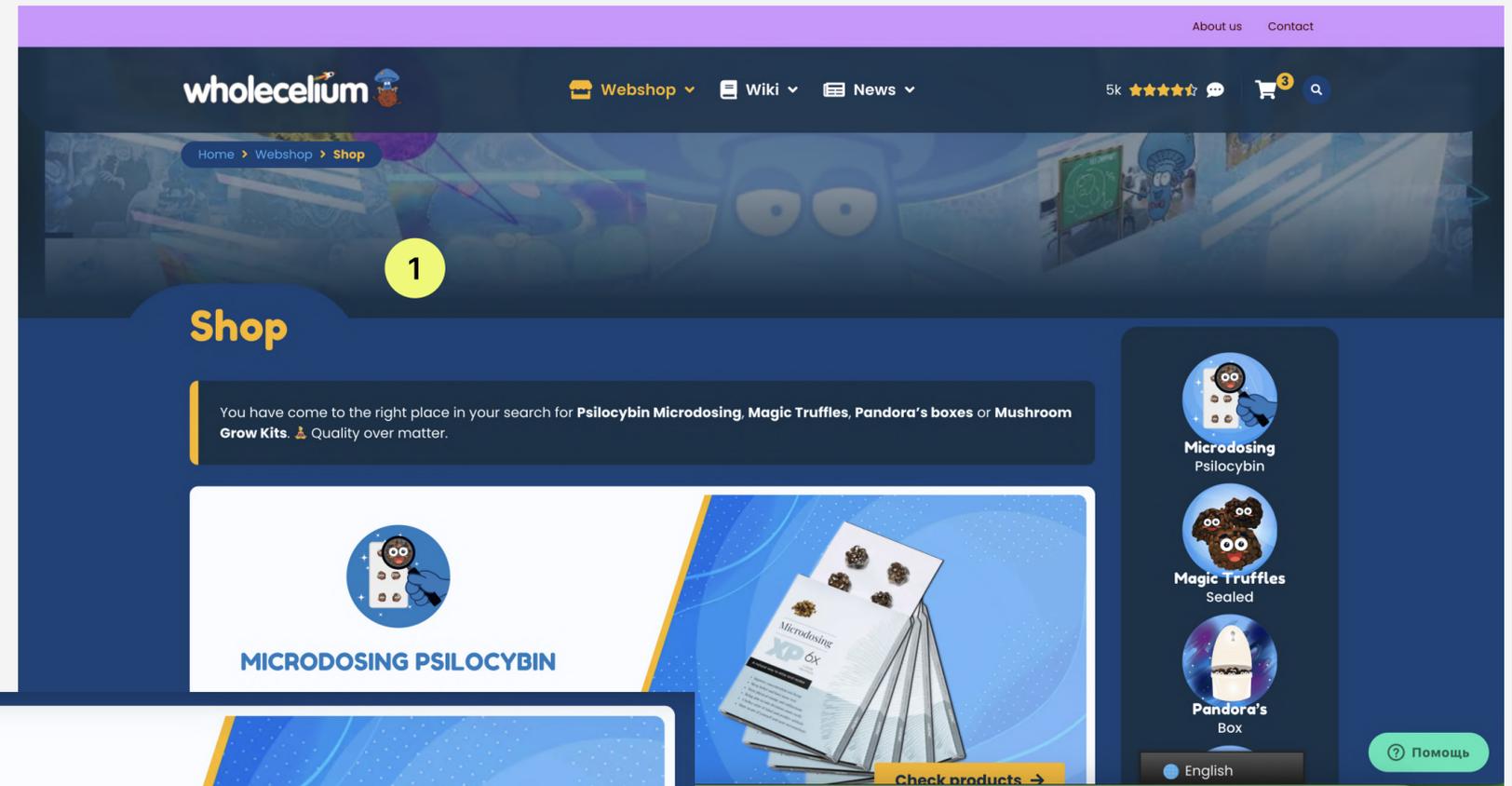


PANDORA's Box **ready to harvest!

30 up to 60 grams of fresh Magic Truffles!

€29.50

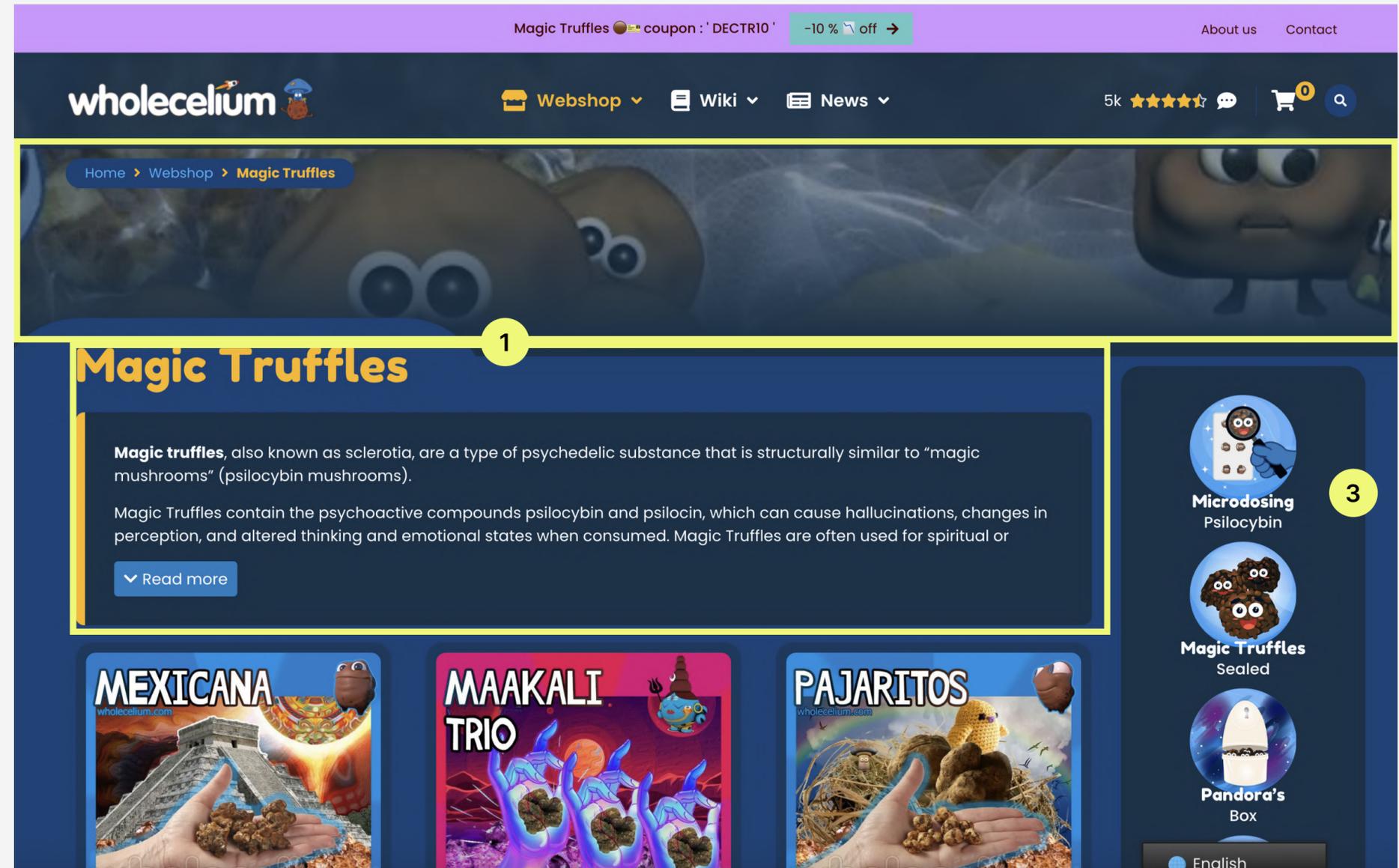
[Shop →](#)



Category Page (Desktop)

ISSUES AND TRIGGERS

- 1 The search results page should primarily showcase product content, with other blocks serving a supporting role rather than overshadowing the products
- 2 The product card requires more careful refinement. The price is barely noticeable and is aligned to the right. The "Learn More" button has an unusual call-to-action and appearance; it needs to be made more explicit, essentially strengthened
- 3 A successful solution would be to provide quick access to categories without the need to expand the menu each time. Consider placing them horizontally to accommodate more product cards in a row



ISSUES AND TRIGGERS

- 1 The product card overall looks better. It's worth structuring the information and fine-tuning UX and UI elements to enhance the overall design
- 2 Remove visual clutter and simplify to reduce additional cognitive load on the user

Product Details

🌿 Harvest / Yield	up to 300 Gram
📏 Volume	1200 ml
🧠 Strength & Visuals	varies per species
🌡️ Stock Temperature	4 Celsius
🕒 Shelf Life	2 Months, when unopened
🌱 Grow Temperature	15 - 33 Celsius
📅 Grow to Harvest	10 - 25 Days
🔥 Heating Mat ?	Yes (when below 18 Celcius)
	mixture (please specify),

The FRM kit

This pre-grown magic mushroom mycelium grow kit can produce up to 300 grams of fresh **Magic Mushrooms** !
Choose your type/species in the dropdown menu ("mixture" is for when ordering 2 or more grow kits)

- All sorts of background information can be found in our [WIKI > Manuals](#)
- For a detailed video guide, please check our [Video Tutorial](#)

More items is even more discount

Quantity	Discount	Price per item
2 items	5% off	EUR 40.75€
3 items	8% off	EUR 39.25€
4 items	12% off	EUR 37.75€
5 items	15% off	EUR 36.25€
7 items	19% off	EUR 34.75€
10 items	22% off	EUR 33.25€
15 items	26% off	EUR 31.75€
20 items	29% off	EUR 30.25€

MICRODOSING 'XP' Psilocybin - strip
has been added to your cart ✓

[Continue shopping](#) [Go to checkout](#)

You might also like 👁️

MAAKALI TRIO
MAAKALI Trio - COMBO-Pack (3 por.)
€59.25 ~~€39.00~~

MICRO DOSE
MICRODOSING 'XP' Psilocybin - strip
~~€12.50~~ €7.75

ISSUES AND TRIGGERS

- 1 This page needs to be redesigned, structured in a more linear and familiar way because currently, there is a lot of eye movement searching for fields and the checkout button since it's not on the first screen. This could overload the user, as it's not the first screen, and users shouldn't have to search for it to complete a purchase
- 2 Enable automatic updates for the items in the shopping cart
- 3 Additional entry point from the checkout

