

Design audit



About the audit

The design audit aims to optimize the conversion rate by looking at the following:

- Information architecture
- Visual consistency (layout, fonts, colors, styles)
- Clarity & consistency of the content
- Ease of interaction
- Clarity of flows
- UX/UI design best practices

Methodology

For this audit we took in consideration the insights found from the Heatmap & Mouse Tracking Data as well as from Google Analytics data. We recommend consulting these previews resources before continuing.

The website has been evaluated separately for mobile and desktop because the user experience is significantly different and it is recommended to treat them separately.

MOBILE

- **Home**
- Category
- Product listing
- Product presentation
- Product details
- Cart
- Checkout
- Thank you page

Comments

1. The banners are not always adapted for mobile devices.
2. The hierarchy of the elements and the emphasis on the main ones is poor because of using a very limited palette of colors: white, greys and black and similar font-sizes.
3. Using ALL-CAPS for titles is more difficult for reading.
4. The first screen of the homepage lacks a UVP. Do all the visitors know about the products and company?



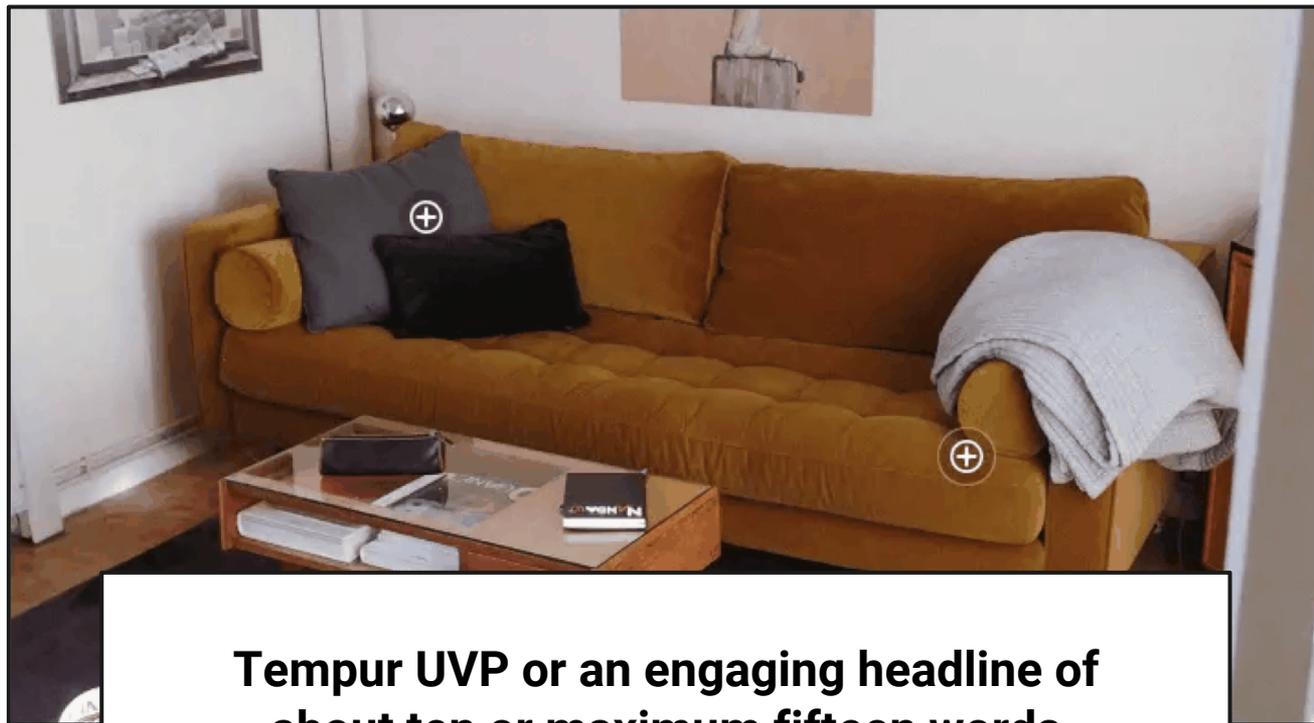
Suggestions

1. Always create custom banners for each type of device.
2. Visually separate each type of element and function on the page. Decide upon a style (&color) for C2As, one for offers, one for main content, one for detailed info. This way visitors can scan easily the website for information, they can navigate easier and can decide faster to buy or not.
Try to avoid repeated content: the headline "Tempur Komfort Testtage..." appears in the banner and copy above the C2A
1. Define a style for titles with a higher font-size and a capital letter only at the beginning of the sentence.
2. If not all visitors know about Tempur and the products, presenting an UVP at the beginning can bring a lot more clarity and motivation to engage.



Suggestions

1. Consider highlighting the products and make it more engaging:
 - a. a bed frame with
 - b. a mattress and
 - c. pillows
 - d. add a headline/UVP and
 - e. indicators for interaction like Instagram store and
 - f. C2As (See all “pillows”/”Go to store”) on each overlay with product details.



Tempur UVP or an engaging headline of about ten or maximum fifteen words

Comments

1. The hamburger menu opens over the navigation bar and also over the close button.
2. The space on the right left uncovered usually serves for going back to the website but in this case it doesn't work.
3. In the simplicity of the website we don't understand why in the secondary menu we use this double arrow, which is not found anywhere else on the website.

Suggestions

1. Fix the overlapping of the menu.
2. Make the menu full screen.
3. Replace the double arrow with one arrow.



MATRATZEN

RAHMEN

KISSEN

BETTEN

ACCESSOIRES

REISEZUBEHÖR

ANGEBOTE

MYPERFECTFIT

HÄNDLERSUCHE

KONTAKT

ANMELDEN / REGISTRIEREN

Comments

1. Benefits presentation is not offering engaging info from the start.
2. "Cosulting days" & "Tempur Stores" present the same benefit of specialized/expert advice.

Suggestions

1. "Easy return within 30 days. (Free of shipping charge.)"
"Free delivery and return. (See details & usual timing)"
1. One of the two would suffice.
2. In place add the "10 year Warranty"
3. Test adding the Nasa Certificate as a benefit.
4. Test having these benefits lower in the page and pushing up content related to products and company.



30 DAYS >
REFUND POLICY



SHIPPING CHARGE >
DELIVERY & RETURN



CONSULTING DAYS >
TEMPUR® SPECIALISTS WILL
ADVISE YOU



TEMPUR® STORES >
EXPERT ADVICE

Comments

1. Again we find long sentences written only with capital letters.
2. The “Space certified technology” has no context and is not linked to more details.
3. The video presentation is rarely viewed.

Suggestions

1. As mentioned before - find a styling that would use only one capital letter at the beginning of the sentence and would still keep it the second most important element after the title.
2. Introduce some information in the description related to the certification. Link the logo to a page with further details.
3. Create a video that can be understood without sound. Take the main features and benefits and make a gif or short video of them and make it roll on the screen automatically.

WARUM TEMPUR®?

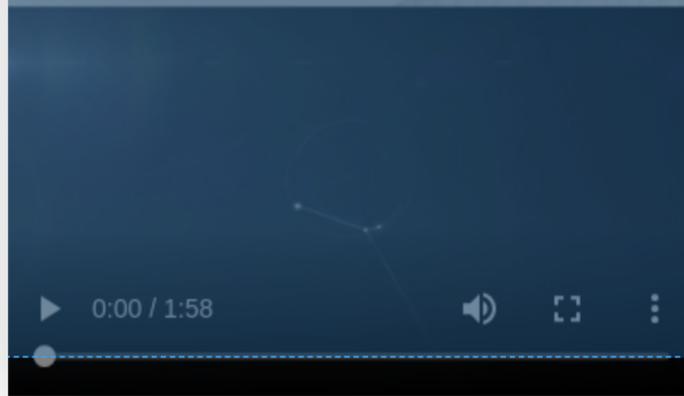
1 IN DEM MOMENT, WO SIE SICH HINLEGEN, SPÜREN SIE, WIE DAS TEMPUR® MATERIAL REAGIERT.

Das TEMPUR® Material besteht aus einem besonders dichten, viskoelastischen Schaum, dem sogenannten Memory-Schaum, der auf Wärme, Form und Gewicht Ihres Körpers reagiert. Dadurch passt er sich perfekt Ihrer Körperform an, um Ihnen außergewöhnlichen Komfort und optimale Unterstützung dort zu bieten, wo Sie sie am meisten brauchen.

MEHR ERFAHREN



3 1 tap (0.09%)

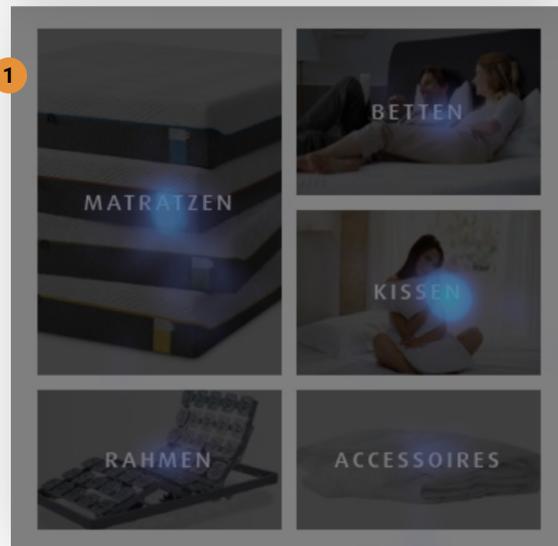
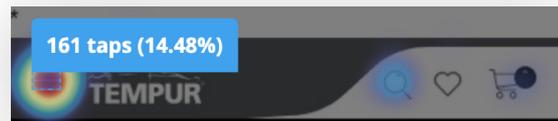


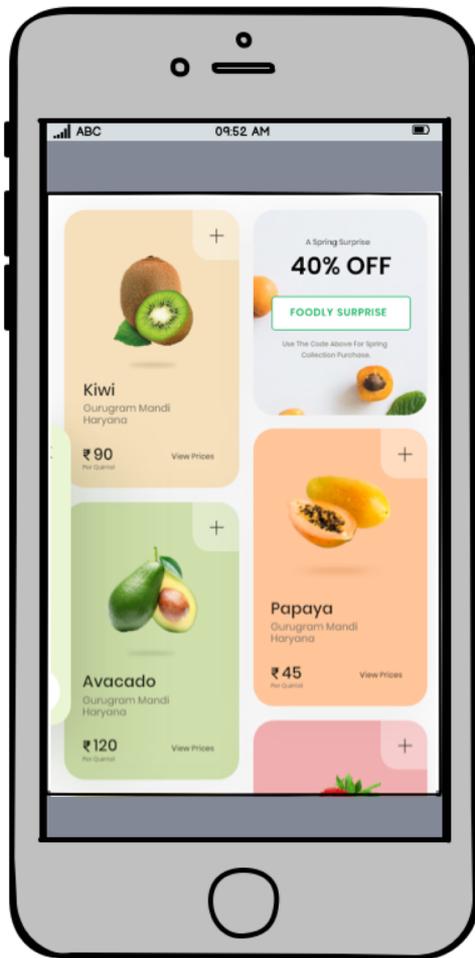
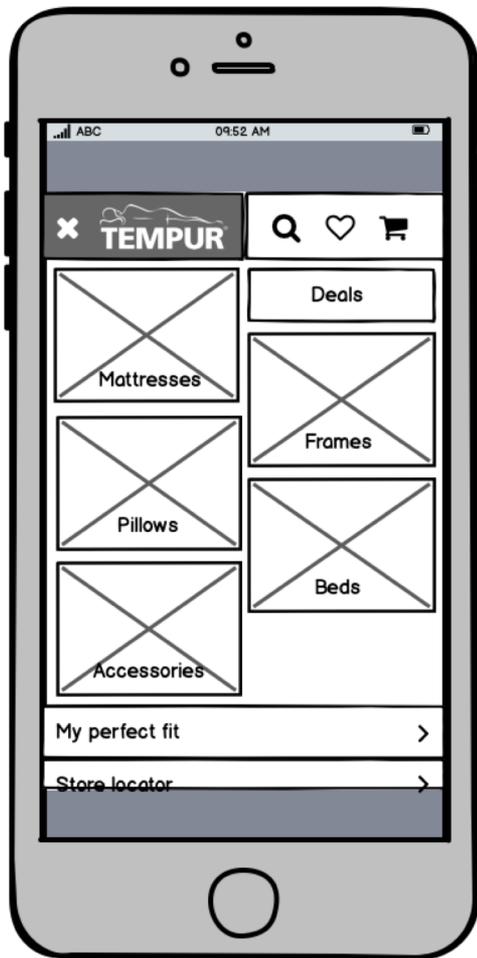
Comments

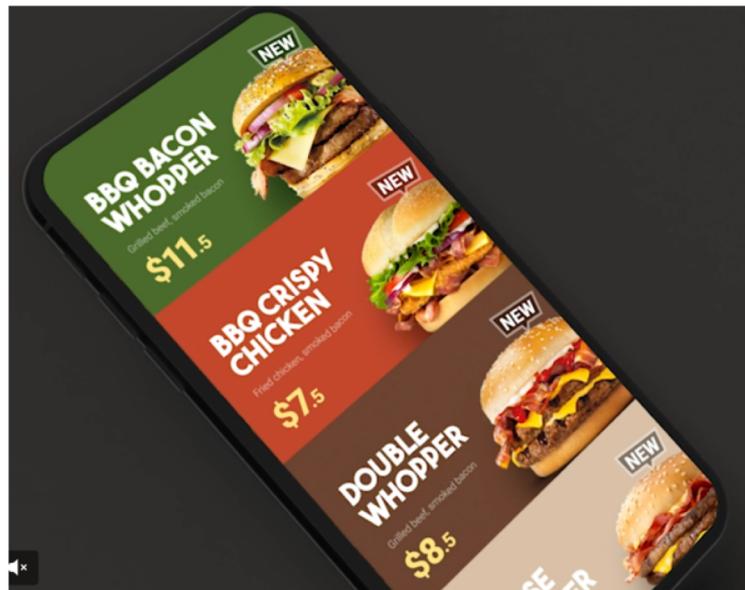
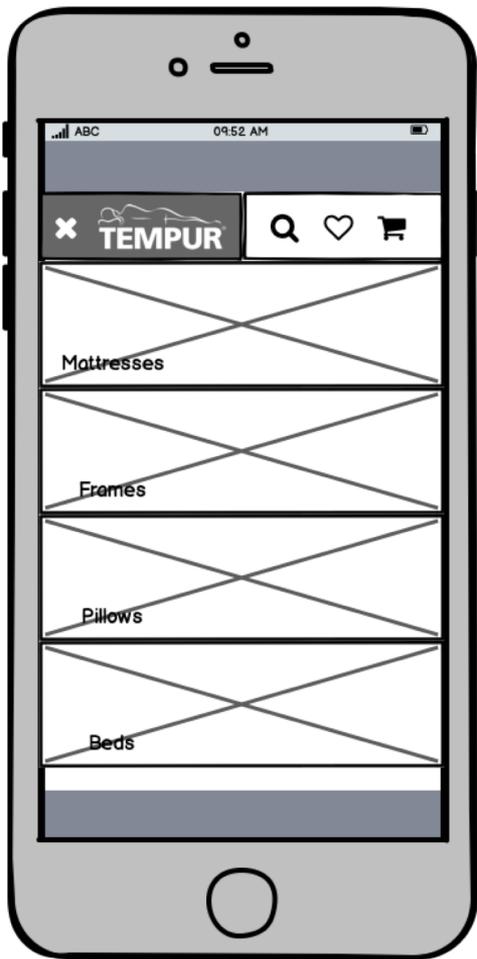
1. We observe that users are a bit more engaged in this section. Still, the most used navigation element is the hamburger menu. Also out of 32 user recordings the top elements through which users leave the page are - expanded burger menu (37%) & category tiles (18%).

Suggestions

1. We suggest testing a similar visual in the hamburger menu and remove the secondary navigation from the page.
2. Together with this we should first make the navigation menu available at all times by sticking it to the top on scroll.
3. This way we optimize navigation and have more space to promote valuable information for the visitor - because, as we see on the heatmap, almost all visitors see only the first 4 sections of the page.







Comments

1. The tabs are very small for mobile devices (font-size - 9px and container height: 35px)
2. The price is small and difficult to see. Beside this there is no reason to add it here as we focus on creating the best experience for discovering the products.
3. The description font is very small (13px)
4. An image is like 1000 words, they say. The image is not visible in the first part of the section and it does not speak its benefits, technology and everything that is important.

FIND YOUR PERFECT MATTRESS

1 **SOFT** MEDIUM-HARD **FIRM**

TEMPUR® Sensation mattress collection with CoolTouch™

2 From: € 1,398.00 (incl.VAT)

3 Available in different heights Luxe 30, Elite 25 and Supreme 21.

- ✓ TEMPUR® Dynamic Support technology for easy turning and turning
- ✓ The new CoolTouch™ cover technology keeps the fabric of the cover fresh and cool and helps to dissipate heat.
- ✓ Easily removable and washable covers at 60 °C for a restful sleep.

BUY NOW

LEARN MORE



4



Suggestions

1. Enlarge the elements.
2. Remove price.
3. Enlarge font (smallest: 14px, optimum: 16px)
4. Change the image - maybe with the one that shows all the layers of the mattress - and add it to the top of the section. For a more engaging experience the layers and types of materials can be interactive. This way we can also show the text only when tapping on each element which would create a cleaner and more engaging experience.

FIND YOUR PERFECT MATTRESS

1 **SOFT** MEDIUM-HARD **HARD**

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- ✓ Easily removable and washable covers at 60 °C for a restful sleep.

BUY NOW

LEARN MORE

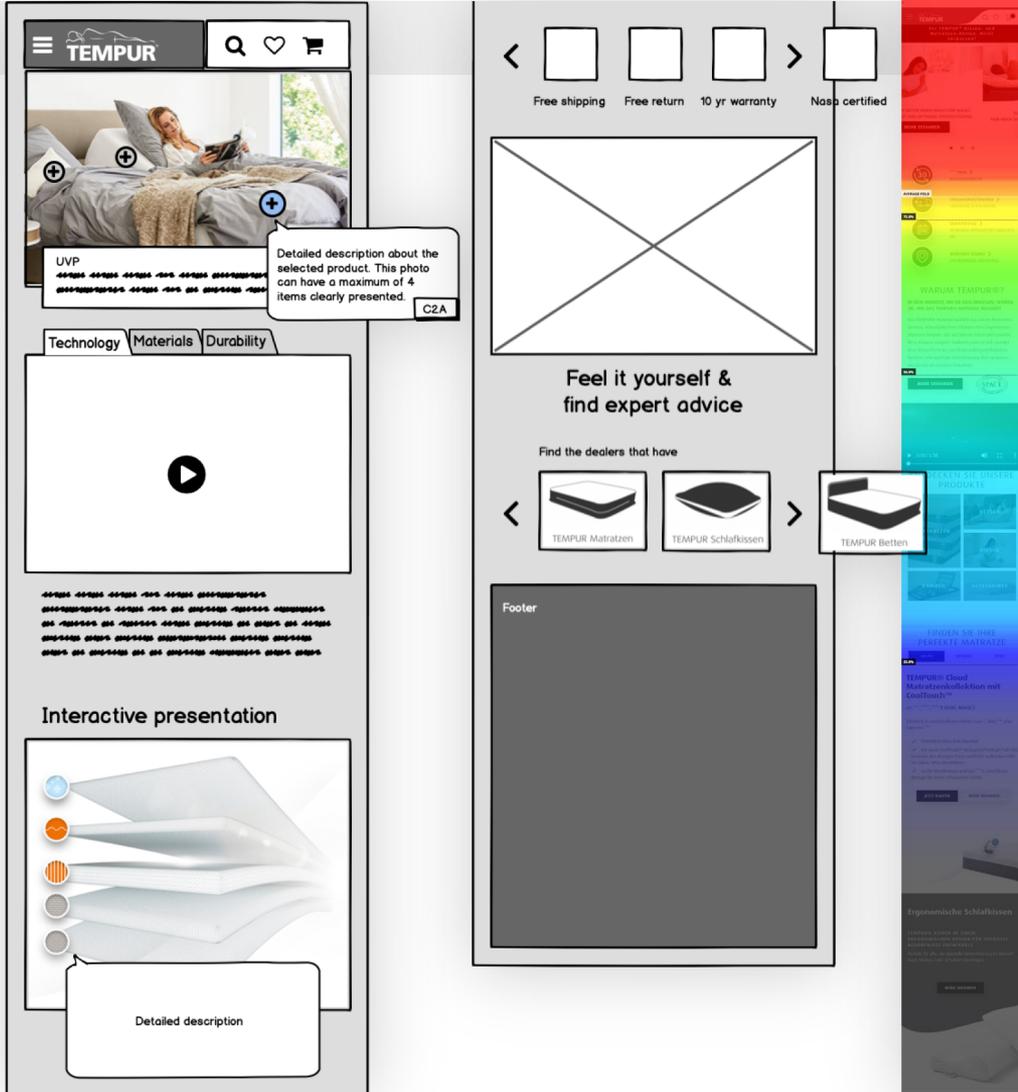


4



Suggestions

1. Because of the user behaviour we recommend to shorten the presentation to a maximum of 4-5 sections + footer:
 - a. Hero products + UVP (what, why)
 - b. Details of the technology - A short meaningful video + Description (it can be more technical or a relevant video testimonial) (How)
 - c. Hero product/s - interactive presentation of the technology and technical details.
 - d. Benefits (Shipping, Return, Warranty, Certificates)
 - e. Introducing the showroom with an image showing more of the beds. Alternatively we can also show icons of the main products that one can find in showrooms to offer more guidance and more specific directions.
 - f. Footer



DESKTOP

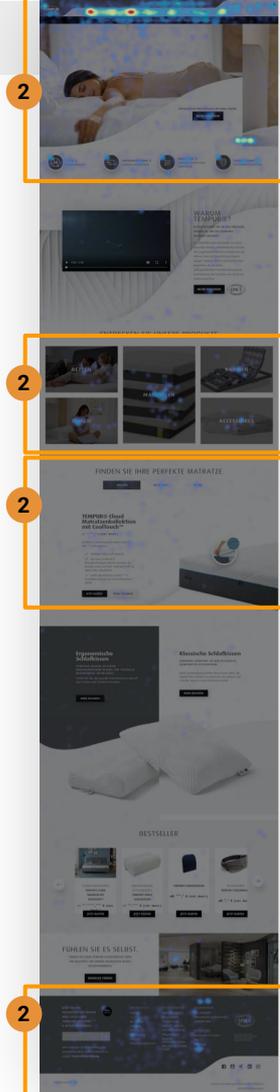
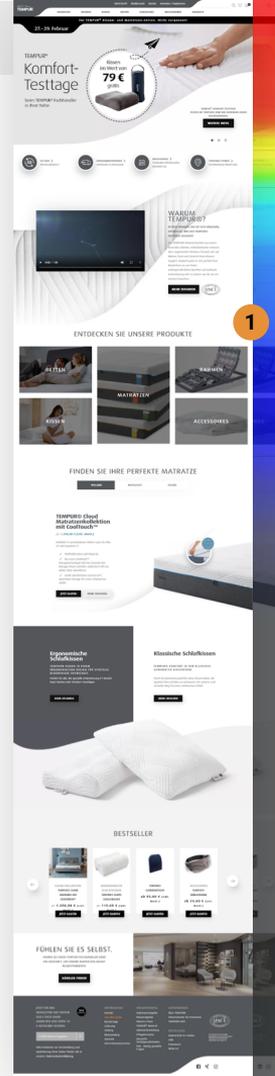
- **Home**
- Category
- Product listing
- Product presentation
- Product details
- Cart
- Checkout
- Thank you page

Comments

1. The comments and suggestions for the mobile version also apply to desktop.
2. The general page structure seems good, but looking at the heatmap we notice that most visitors see only the first 4 sections.
3. We also notice the areas with the most engagement:
 - a. Over the fold - navigation, slides, benefits
 - b. Categories (right after the video presentation)
 - c. Mattresses comparison
 - d. Footer

Suggestions

1. These insights support the comments and suggestions discussed in the mobile section.



Comments

1. On smaller screens, the drop down menu covers the whole screen with no option to close it.
2. The navigation on desktop looks and functions differently from the one on mobile.

Suggestions

1. Add a button for closing the menu.
2. Creating a similar experience for the navigation menu.
See the suggestions in the chapter for mobile.

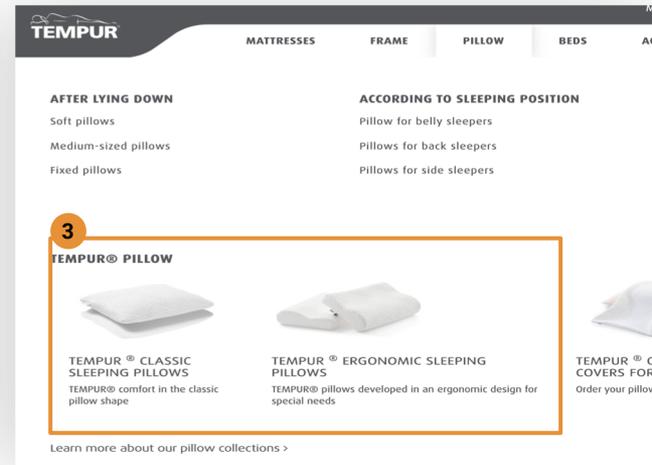
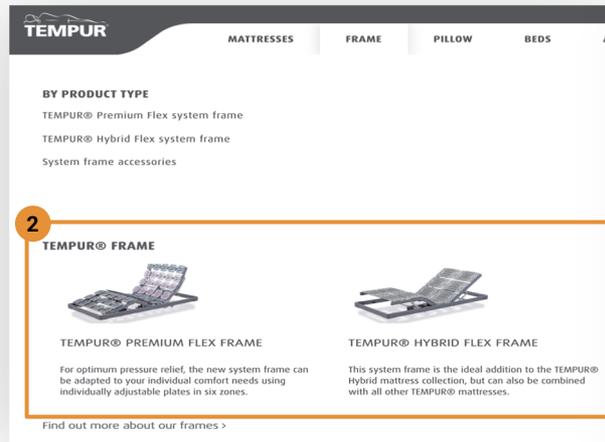
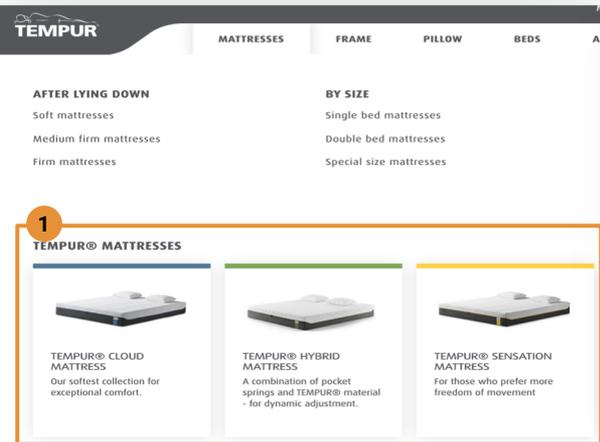
The screenshot shows the desktop version of the TEMPUR website. At the top, there is a dark navigation bar with the TEMPUR logo on the left and links for MyPerfectFit, Handersuche, Kontakt, Anmelden / Registrieren on the right. Below this is a secondary navigation bar with categories: MATRATZEN, RAHMEN, KISSEN, BETTEN, ACCESSOIRES, REISEZUBEHÖR, and ANGEBOTE. The main content area is divided into two columns. The left column is titled 'NACH LIEGEGEFÜHL' and lists 'Weiche Matratzen', 'Mittelfeste Matratzen', and 'Feste Matratzen'. The right column is titled 'NACH GRÖSSE' and lists 'Einzelbett-Matratzen', 'Doppelbett-Matratzen', and 'Sondermaß-Matratzen'. To the right of these columns are promotional banners: 'KISSEN-AKTION' (buy pillows, get jersey pillowcase free) and 'SET-KAUF-AKTION BIS ZU 700€ SPAREN' and '0% OUTLET BIS ZU 60% SPAREN'. Below the navigation is a section titled 'TEMPUR® MATRATZEN' featuring five product cards: TEMPUR® CLOUD MATRATZE, TEMPUR® HYBRID MATRATZE, TEMPUR® SENSATION MATRATZE, TEMPUR® ORIGINAL MATRATZE, and TEMPUR® MATRATZEN BEZÜGE. Each card includes a product image and a brief description.

Comments

1. The navigation elements lead to different types of pages. This creates a bit of confusion and uncertainty of where we go.
2. Links to Product presentation
3. Links to Product listing
4. Links to Category page

Suggestions

1. Link similar elements to similar pages.

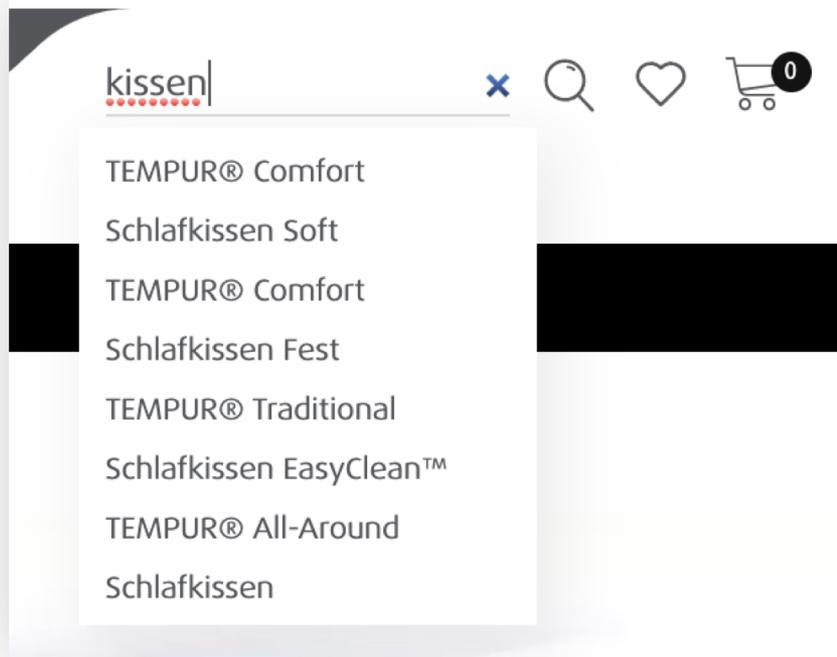


Comments

1. The search bar does not function as one (also from a technical point of view). One expects to receive a listing of products when searching. Instead it's more like a command line where you have to know the code to get the desired result.
2. On the other hand it seems to offer results as we type, but these can only be understood by knowledgeable users.

Suggestions

1. Either make it a normal search function or
2. Expand the direct result offering images and details about the products.



Comments

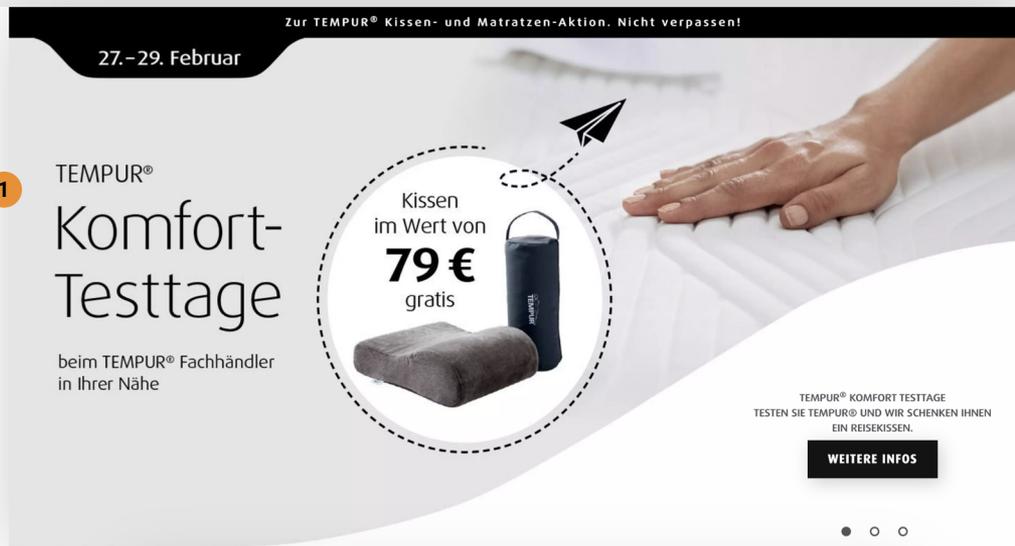
1. The limited color palette needs simpler content if we want to have a clear hierarchy of elements and clear reading paths. At the moment this is how the eyes read this:
 - a. Image + price and details
 - b. Title + Details (Also the drawing of the plain draws your attention and fight for attention with the title)
 - c. Date & Black ribbon
 - d. Description & C2A
 - e. Navigation circles

2. Other hero-banners are simple. The message is also very simple and a bit too small in the context. Also for the ones that just start to discover the products, it's not very engaging.



Suggestions

1. Define a color for actions or use only simple designs that allow the user to immediately notice the action element and message.
2. Hero banners could have a greater impact if we write a bigger, more eye-catching headline (Similar to the banners above)
3. [An alternative to the current type of banners has been presented for the mobile version.](#)

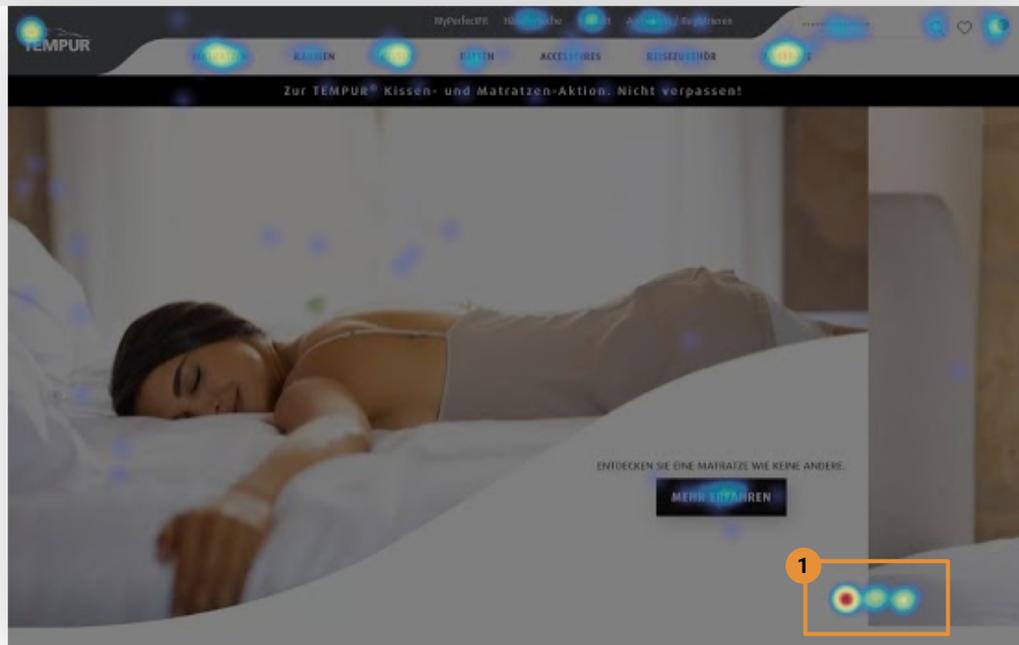


Comments

1. We notice that users scroll through the main banners, even if the only way to do it is by using the small circles below the C2A.

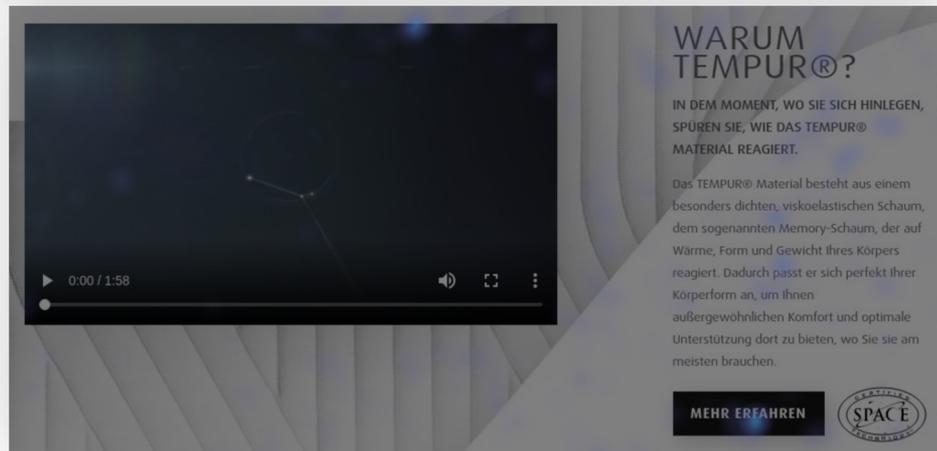
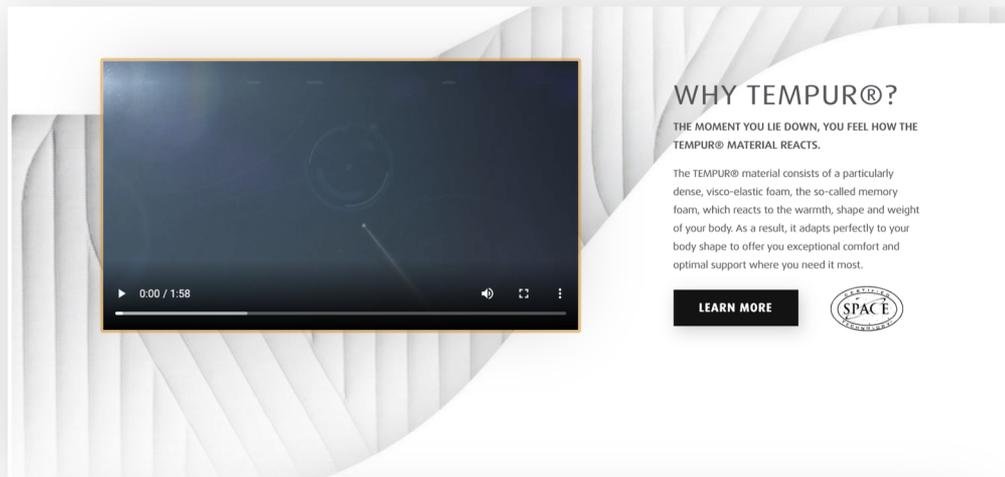
Suggestions

1. Add arrows to ease the navigation.



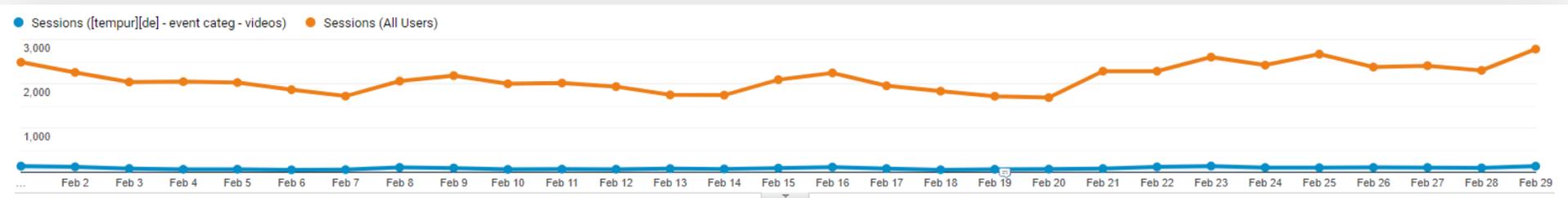
Comments

1. We notice again a very neutral section. Nothing really engages the user.
2. The video is dark showing nothing of interest.
3. The video is aimed to create trust through long lasting warranty and the text is focused on the technology. If a person only reads the text (which is most often the case - as seen in the heatmaps), they don't find out the message from the video.
4. Users don't seem to be very attracted by this section. We believe that this happens because of the brief description that doesn't manage to convey much. The same is valid for the video. There are 2 minutes of very poor information.
5. The "Learn more" C2A links to a different page with just a bit more information.
6. The "Space" logo has no context at the moment and not even a link to more details.



Comments

- We notice that users that see a video spend more.

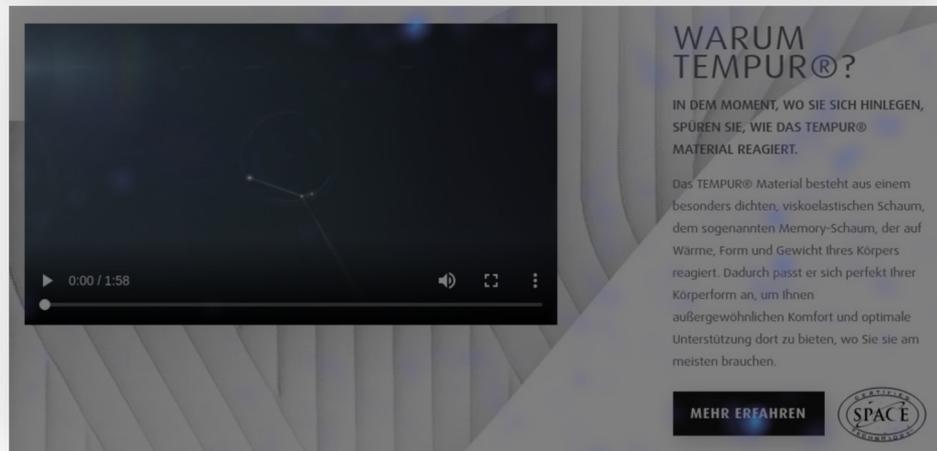
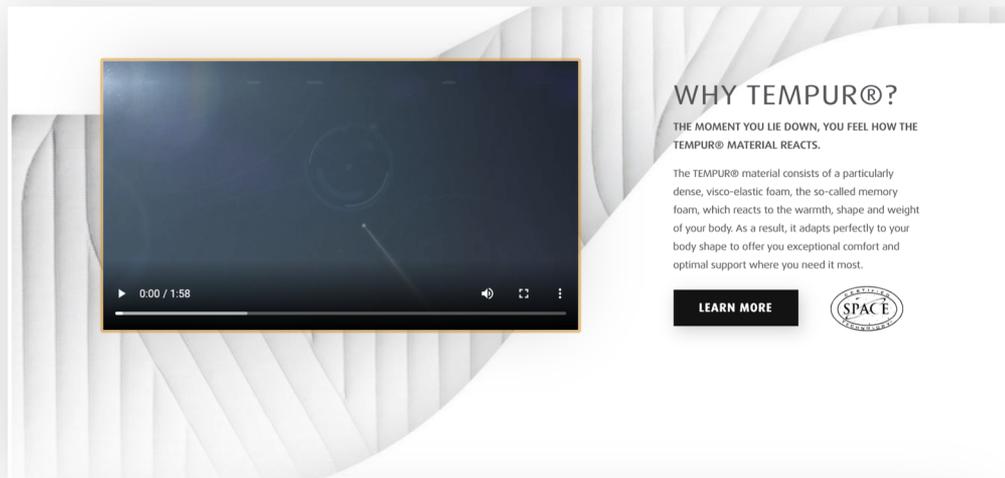


Primary Dimension: Source / Medium [Source](#) [Medium](#) [Keyword](#) [Other](#)

Source / Medium	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
[tempur][de] - event categ - videos	2,665 % of Total: 4.31% (61,793)	€42,846.67 % of Total: 12.21% (€350,842.95)	53 % of Total: 5.50% (964)	€808.43 Avg for View: €363.94 (122.13%)	1.99% Avg for View: 1.56% (27.48%)	€16.08 Avg for View: €5.68 (183.17%)
All Users	61,793 % of Total: 100.00% (61,793)	€350,842.95 % of Total: 100.00% (€350,842.95)	964 % of Total: 100.00% (964)	€363.94 Avg for View: €363.94 (0.00%)	1.56% Avg for View: 1.56% (0.00%)	€5.68 Avg for View: €5.68 (0.00%)

Suggestions

1. Add a short, meaningful video (on mute) or gif that would auto-play its content. This content must be easy to understand without sound. Add a "Play video" (or similar) C2A - this would present the whole video.
2. Alternatively, test a carousel-like presentation of the technologies and qualities of the materials. There can be 3 tabs with a content similar to the one found under "[Learn more](#)": Nasa certified, Unique material, Long lasting. These tabs can present videos or text & images.

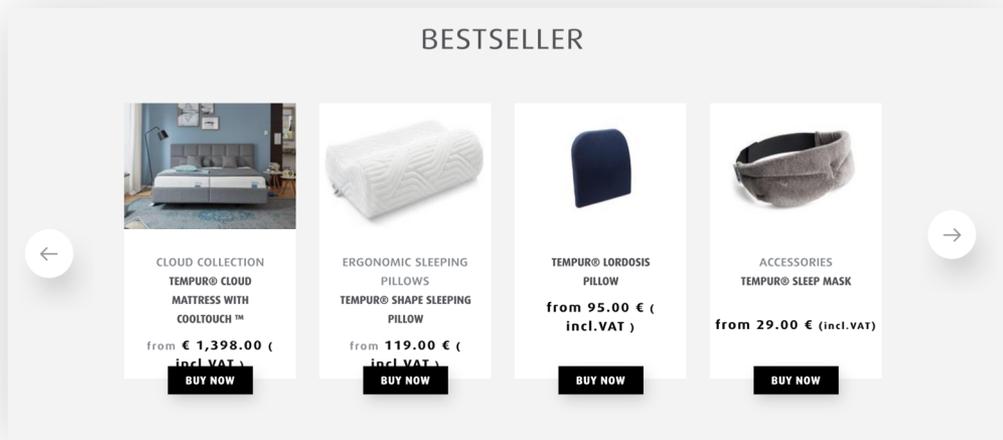
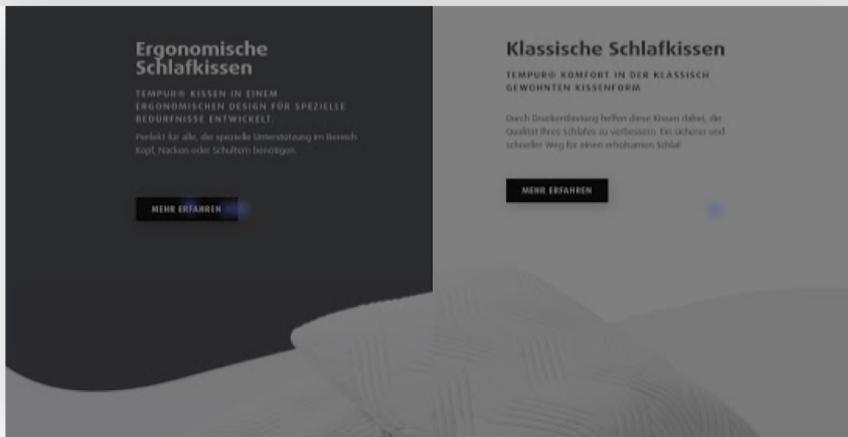


Comments

1. We notice very poor engagement on the section for pillows even though it is beautifully designed.

Suggestions

1. We suggest removing it and pushing up the “Best Sellers” section (or “Best deals” presented in a similar fashion)

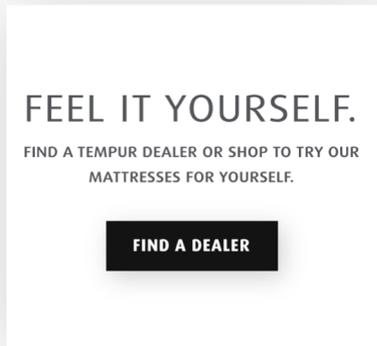


Comments

1. Showroom image is not relevant. The object of focus are 2 chairs. We are not showing beds in the foreground. And all beds are cropped.

Suggestions

1. Replace the image with one that has clear beds and mattresses in a showroom.
2. We can add here the benefit of specialized advice in the showroom.



MOBILE & DESKTOP

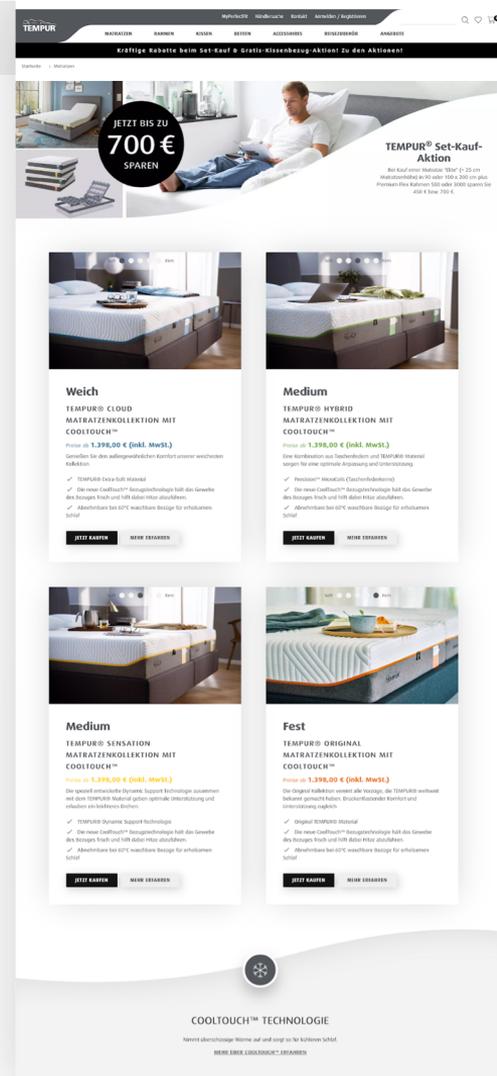
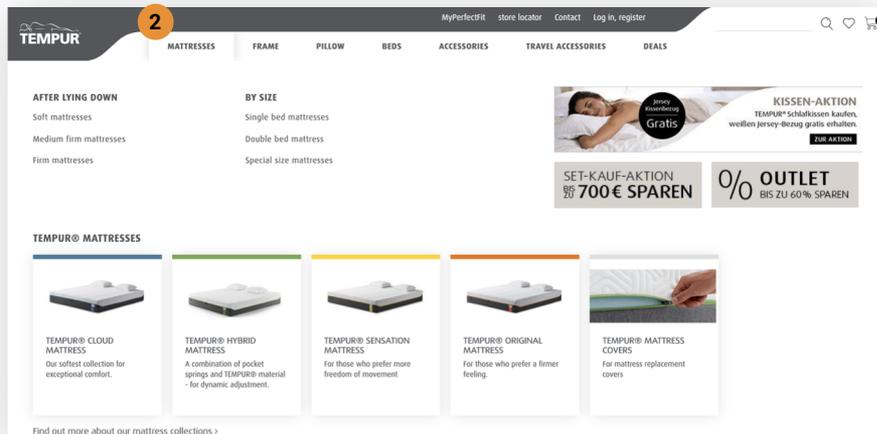
- Home
- **Category**
- Product listing
- Product presentation
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Comments

1. I was not able to access this page from a mobile device.
2. Also from desktop, it seems to be only one way to get here from within the navigation section - that is by clicking the main title in the menu bar.

Suggestions

1. If it is mostly used as a LP for campaigns, then remove it from the navigation structure to simplify the website. Otherwise both on mobile and desktop the navigation elements and structure should be the same. (We can analyze it more in depth when we have a clear purpose of the page)



Comments

- We notice from GA that users landing here convert poorly compared to other LPs.

Landing Page [?]	Acquisition			Behavior			Conversions ^{eCommerce} [▼]		
	Sessions [?]	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Transactions [?]	Revenue [?] [↓]	Ecommerce Conversion Rate [?]
	62,442 % of Total: 100.00% (62,442)	60.88% Avg for View: 60.88% (0.00%)	38,012 % of Total: 100.00% (38,012)	43.73% Avg for View: 43.73% (0.00%)	3.77 Avg for View: 3.77 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)	1,013 % of Total: 100.00% (1,013)	€357,905.90 % of Total: 100.00% (€357,905.90)	1.62% Avg for View: 1.62% (0.00%)
1. de.tempur.com/	6,874 (11.01%)	58.68%	4,034 (10.61%)	15.93%	5.94	00:04:32	188 (18.56%)	€68,782.81 (19.22%)	2.73%
2. de.tempur.com/kissen/	9,452 (15.14%)	66.64%	6,299 (16.57%)	28.46%	4.57	00:02:51	227 (22.41%)	€45,411.68 (12.69%)	2.40%
3. de.tempur.com/matratzen/	7,935 (12.71%)	64.64%	5,129 (13.49%)	42.42%	3.55	00:02:44	32 (3.16%)	€39,575.09 (11.06%)	0.40%
4. de.tempur.com/cart	168 (0.27%)	23.81%	40 (0.11%)	25.60%	11.07	00:07:26	49 (4.84%)	€29,123.16 (8.14%)	29.17%
5. de.tempur.com/angebote/outlet/	1,826 (2.92%)	24.64%	450 (1.18%)	44.74%	4.34	00:03:29	53 (5.23%)	€27,703.67 (7.74%)	2.90%
6. de.tempur.com/angebote/	4,244 (6.80%)	54.95%	2,332 (6.13%)	27.36%	4.80	00:03:07	55 (5.43%)	€25,103.15 (7.01%)	1.30%
7. de.tempur.com/checkoutlogin	26 (0.04%)	596.15%	155 (0.41%)	34.62%	27.50	00:13:03	16 (1.58%)	€8,639.49 (2.41%)	61.54%
8. de.tempur.com/TDE106M.html	468 (0.75%)	43.59%	204 (0.54%)	71.37%	2.54	00:02:10	8 (0.79%)	€4,818.40 (1.35%)	1.71%
9. de.tempur.com/matratzen/sensation-kollektion-83101147.html	1 (0.00%)	0.00%	0 (0.00%)	0.00%	16.00	00:22:25	1 (0.10%)	€4,504.90 (1.26%)	100.00%

MOBILE

- Home
- Category
- **Product listing**
- Product presentation
- Product details
- Cart
- Checkout
- Thank you page

Comments

1. The spacing of elements is often neglected on the website. There doesn't seem to be a guiding rule for vertical alignment.
2. Again we notice unusual use of lower and upper case letters.

Suggestions

1. This is a task outside the audit's scope that requires detailed work on the whole website, but in the end it will offer even more the feeling of professionalism and durability.



Comments

1. The list of products is very long. This is mostly because of very long summaries of the products.
2. The presentation lacks visual interest and diversity.
3. The text under the price are details for shipping, sizes, discounts, materials. This is information specific for the product page and cart.
4. The "C2A" (Learn more) has associated a heart for no obvious reason.
5. The font size is very small (11px) This is something to be checked on the whole website.

Suggestions

1. Present the information that separates products (mattresses) from one-another, leaving the details for the product page.
2. Present the discounts only as mentioned in the brand book.
3. Present shipping time according to mattress size in the product page.
4. This is something that needs clarification even in the brand book.
5. Use a minimum of 14 px font-size or 16px for body text.



TEMPUR® HYBRID SUPREME MIT COOLTOUCH™

- ✓ Precision™ MicroCoils Mikro-Taschenfederkerne
- ✓ Abnehmbare Bezüge mit Reißverschluss
- ✓ Bei 60 °C maschinenwaschbarer Bezug für erholsamen Schlaf

1.748,00 € (inkl. MwSt.)

- ✓ Versandkostenfreie Lieferung per Spedition. Der Termin wird mit ihnen vorab telefonisch abgestimmt.
- ✓ Standardmaße 80, 90, 100 cm und 180 cm x 200 cm benötigen eine Lieferzeit von ca. 10 Werktagen.
- ✓ Bei Sonderbreiten ab 120 cm oder Sonderlängen von 190, 210 und 220 cm kann die Lieferzeit bis zu 9 Wochen betragen.
- 5 ✓ 5 % sparen bei Zahlung: Rechnung/Ratenkauf (mit Klarna), Paypal, Kreditkarte oder Überweisung.
- ✓ Materialzusammensetzung des QuickRefresh™ Bezugs (Modell Elite und Luxe): 98 % Polyester, 2% Elasthan
graues Gewebe: 70 % Polyester, 19 % Modal Acryl, 10 % Viskose und 1 % Elasthan
- ✓ Materialzusammensetzung des Bezugs für die Supreme Matratzen: 98 % Polyester, 2% Elasthan
weißes seitliches Gewebe: 98 % Polyester, 2 % Elasthan

MEHR ERFAHREN



PEOPLE ALSO BOUGHT

SALE

ACCESSORIES
TEMPUR® Mattress Deluxe
Topper 3.5
£95.00

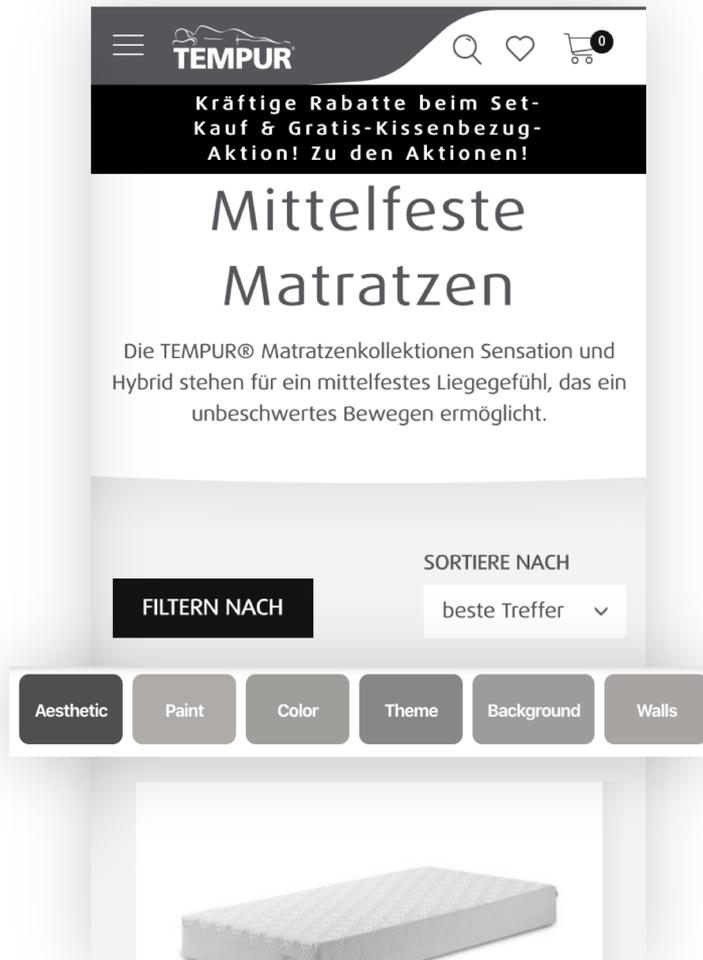
SHOP NOW

SALE

TEA

Suggestions

1. To ease the finding of products we suggest presenting the filters up-front in a style similar to Pinterest.
2. This bar can even be sticky or can have a shortcut in the menu-bar.



Kräftige Rabatte beim Set-
Kauf & Gratis-Kissenbezug-

Comments

1. The filter section is not full screen. This leads to unusual overlapping on top and unusual behaviour at the bottom, where there is no indication for the end, but if you go further down, the overlay closes.
2. If one gets in the listing page by selecting one of the sub-sections of the main menu, one cannot modify the selection in the filters area.
3. The “hide filters” button is not visible and websites use this sign usually for minimising videos.

Suggestions

1. Make this section full screen - the same as all other overlays. This way users won't interact with the page below unless they choose so.
2. Add all options in the filters section.
3. Change the close icon with an X.

< < MATRATZEN

NACH LIEGEGEFÜHL

Weiche Matratzen

2 Mittelfeste Matratzen

Feste Matratzen

NACH GRÖSSE

Einzelbett-Matratzen

Doppelbett-Matratzen

Sondermaß-Matratzen

Sie haben 144 Produkte zur Auswahl

ZURÜCKSETZEN

ÜBERNEHMEN

FILTERN NACH

KOLLEKTION

- Hybrid
- Sensation

LIEGEGEFÜHL

- 2** Mittelfest

MATRATZENHÖHE

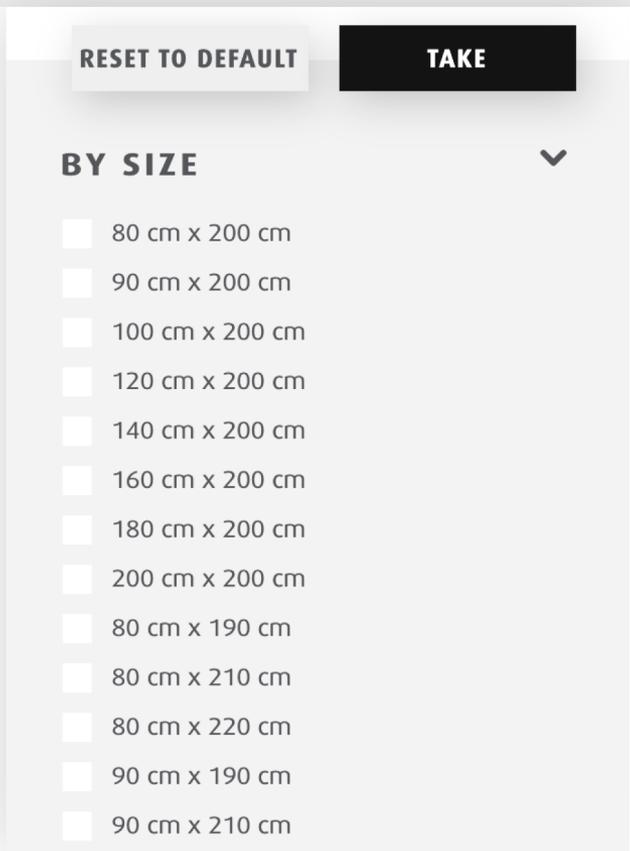
- Elite 25 cm
- Luxe 30 cm
- Supreme 21 cm

Comments

1. The “By size” filter is very long.

Suggestions

1. Offer the 5 most bought sizes and a drop-down menu to select any other size.



DESKTOP

- Home
- Category
- **Product listing**
- Product presentation
- Product details
- Cart
- Checkout
- Thank you page

Comments

1. The suggestions for mobile apply to desktop as well.
2. In listing pages default product pictures and titles need to be different from one another.
3. The C2A should have more contrast to the rest of the page. This also applies to mobile, but on desktop the need is more obvious.

Mittelfeste Matratzen

Die TEMPUR® Matratzenkollektionen Sensation und Hybrid stehen für ein mittelfestes Liegegefühl, das ein unbeschwertes Bewegen ermöglicht.

FILTERN NACH

KOLLEKTION

- Hybrid
- Sensation

LIEGEGEFÜHL

- Mittelfest

MATRATZENHÖHE

- Elite 25 cm
- Luxe 30 cm
- Supreme 21 cm

NACH GRÖSSE

- 80 cm x 200 cm
- 90 cm x 200 cm
- 100 cm x 200 cm
- 120 cm x 200 cm

SORTIERE NACH beste Treffer



TEMPUR® HYBRID SUPREME MIT COOLTOUCH™

- ✓ Precision™ MicroCoils Mikro-Taschenfederkerne
- ✓ Abnehmbare Bezüge mit Reißverschluss
- ✓ Bei 60 °C maschinenwaschbarer Bezug für erholsamen Schlaf

1.748,00 € (inkl. MwSt.)

✓ Versandkostenfreie Lieferung per Spedition. Der Termin wird mit Ihnen vorab telefonisch



TEMPUR® HYBRID SUPREME MIT COOLTOUCH™

- ✓ Precision™ MicroCoils Mikro-Taschenfederkerne
- ✓ Abnehmbare Bezüge mit Reißverschluss
- ✓ Bei 60 °C maschinenwaschbarer Bezug für erholsamen Schlaf

4.398,00 € (inkl. MwSt.)

✓ Versandkostenfreie Lieferung per Spedition. Der Termin wird mit Ihnen vorab telefonisch



TEMPUR® HYBRID SUPREME MIT COOLTOUCH™

- ✓ Precision™ MicroCoils Mikro-Taschenfederkerne
- ✓ Abnehmbare Bezüge mit Reißverschluss
- ✓ Bei 60 °C maschinenwaschbarer Bezug für erholsamen Schlaf

2.898,00 € (inkl. MwSt.)

✓ Versandkostenfreie Lieferung per Spedition. Der Termin wird mit Ihnen vorab telefonisch

3 MEHR ERFAHREN 

Suggestions

- Show only one product with the same name. Don't show different sizes in the product listing. If we want we can add a size selector.
- Make the C2A dark grey, remove the heart icon.

Mittelfeste Matratzen

Die TEMPUR® Matratzenkollektionen Sensation und Hybrid stehen für ein mittelfestes Liegegefühl, das ein unbeschwertes Bewegen ermöglicht.

FILTERN NACH

KOLLEKTION

- Hybrid
- Sensation

LIEGEGEFÜHL

- Mittelfest

MATRATZENHÖHE

- Elite 25 cm
- Luxe 30 cm
- Supreme 21 cm

NACH GRÖSSE

- 80 cm x 200 cm
- 90 cm x 200 cm
- 100 cm x 200 cm
- 120 cm x 200 cm

SORTIERE NACH beste Treffer ▾



TEMPUR® HYBRID SUPREME MIT COOLTOUCH™

- ✓ Precision™ MicroCoils Mikro-Taschenfederkerne
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3

MEHR ERFAHREN



MOBILE

- Home
- Category
- Product listing
- **Product presentation**
- Product details
- Cart
- Checkout
- Thank you page

Comments

1. The headline is a bit too long for good legibility using only upper case.
2. The image is a bit too simplistic.
3. Considering that this is a page aiming to present the product, the shopping benefits are pushed a bit too high on the page.
4. The benefits are not marked as being interactive.
5. Not all sections are well aligned. This section is repeated content from the first benefit.
6. On mobile devices there is also horizontal scrolling.

Suggestions

1. Use shorter headlines or define a different style.
2. An image with a simple bed and some objects on it and transparent background. Or an image of a simple room and the bed with the mattress would give more context and atmosphere.
3. Move the benefits lower on the page - after presenting the most interesting facts about the product.
4. Have one of the benefits opened by default.
5. Fix alignments. Remove repeated content.
6. Fix horizontal scrolling.

1 FÜR EIN FESTERES LIEGEGEFÜHL UND HERAUSRAGENDEN KOMFORT
 Diese aus original TEMPUR® Material hergestellten Mattsetzmodelle bieten Ihnen die perfekte Harmonie aus Festigkeit und Komfort.

2

3 30 TAGE RÜCKGABERECHT
4 KAUF AUF RECHNUNG
 5% GUTHEIßEN
 VERKLEBUNGSGEFREIE LIEFERUNG & RÜCKGABE INNERHALB DEUTSCHLANDS
 AKTUELLE ANGEBOTE

5 30 TAGE RÜCKGABERECHT
 Ihren Sie ganz komfortabel zuhause. Sie können die Ware innerhalb von 30 Tagen zurücksenden.

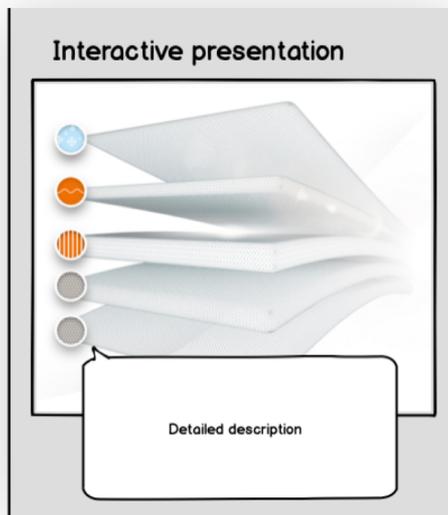
6

Comments

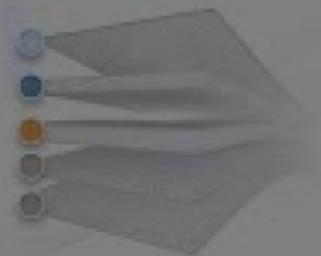
1. This section seems to be very engaging but it is longer than a screen height.

Suggestions

1. As discussed for the homepage - try making this section more interactive.
2. Remove the details below the image.
3. Have details appear on demand, when tapping on each layer composing the mattress.



WAS MACHT DIE TEMPUR® CLOUD MATRATZEN SO EINZIGARTIG?



COOLTOUCH™ TECHNOLOGIE IM BEZUG HILFT DABEI HITZE ABZUFÜHREN, SODASS SICH DER BEZUG ANGENEHM FRISCH ANFÜHLT.

1 CM TEMPUR® EXTRA-SOFT MATERIAL
Höhe: 1 cm

2 CM TEMPUR® STÜTZMATERIAL
Höhe: 2 cm

11, 11 CM DURABASE™ TECHNOLOGIE
Höhe: 11 cm

11, 11 CM DURABASE™ TECHNOLOGIE
Höhe: 11 cm

DESKTOP

- Home
- Category
- Product listing
- **Product presentation**
- Product details
- Cart
- Checkout
- Thank you page

Comments

1. The page has a good scroll rate.
2. Users interact more with the desktop version.
3. The video and the sections below present less interest.

Suggestions

1. Test to add the 10yr warranty and free shipping only in the benefits section.
2. Try using photos of couples, families, satisfied people more in the website. This will enhance the look and feel that Tempur wants to communicate.

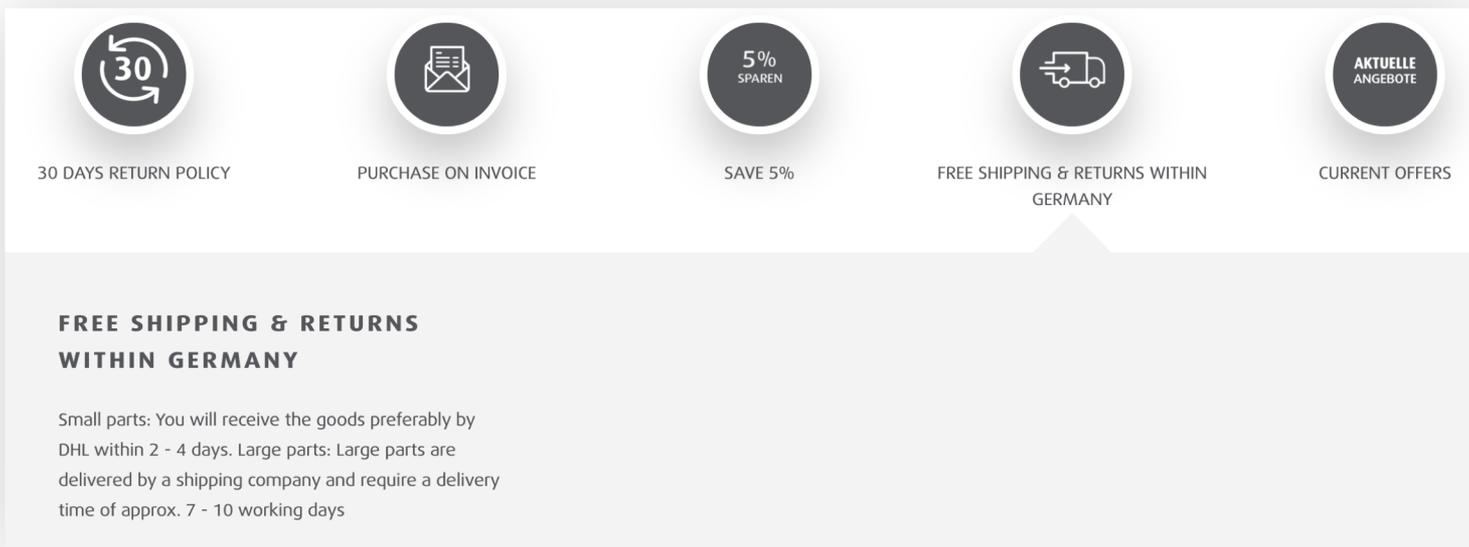


Comments

1. Here we use the space poorly.

Suggestions

1. Use the text under the benefit or use the whole space to write or shorten the whole area for text to fit under the benefit.



30 DAYS RETURN POLICY

PURCHASE ON INVOICE

SAVE 5%

FREE SHIPPING & RETURNS WITHIN GERMANY

AKTUELLE ANGEBOTE

FREE SHIPPING & RETURNS WITHIN GERMANY

Small parts: You will receive the goods preferably by DHL within 2 - 4 days. Large parts: Large parts are delivered by a shipping company and require a delivery time of approx. 7 - 10 working days

Comments

1. This title is right below the section above.
2. All the names convey something superior: Luxe, Elite, Supreme. There is not much to differentiate them.

Suggestions

1. Add space between sections.
2. New names that differ a bit more than by a slight nuance would be great. Otherwise a graphic representation / an icon for each could help identify them easier.

Waschbare Bezüge

Alle unsere Matratzen werden mit abnehmbaren, waschbaren Bezügen geliefert. Unsere Luxe und Elite Matratzen verfügen sogar über einen eleganten Quaddröhen™ Bezug mit Reißverschluss zum bequemen Abnehmen der Oberseite, damit Sie Ihre Matratze mit minimalem Aufwand sauber und frisch halten können.



WAS MACHT ECHTE TEMPUR® ORIGINAL-MATRATZEN SO EINZIGARTIG?

2

LUXE

ELITE

SUPREME



5 CM TEMPUR® KOMFORT MATERIAL INKL.
1,5 CM COOLTOUCH™ BEZUGSTECHNOLOGIE
Höhe: 5 cm



9 CM TEMPUR® STÜTZMATERIAL
Höhe: 9 cm



8 CM DURABASE™ TECHNOLOGIE
Höhe: 8 cm



8 CM DURABASE™ TECHNOLOGIE
Höhe: 8 cm



MOBILE

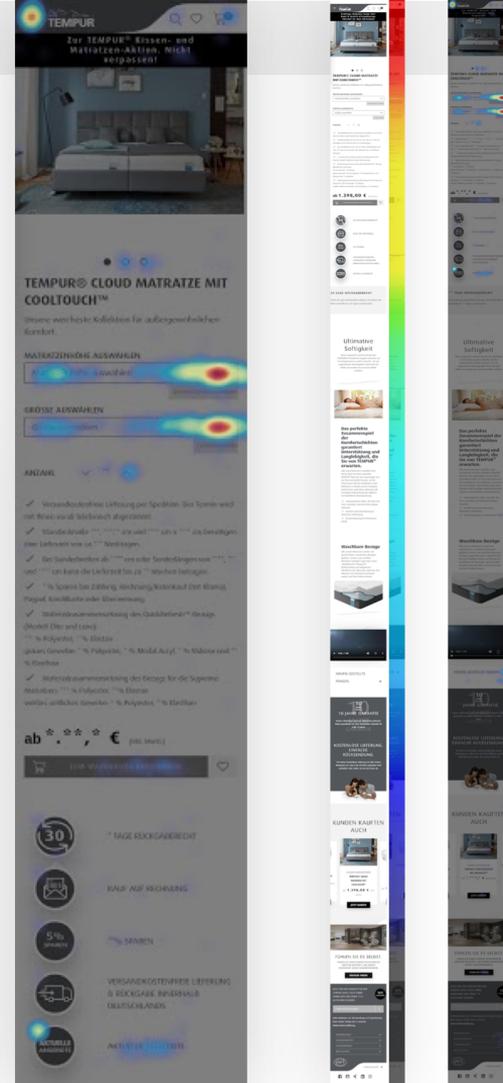
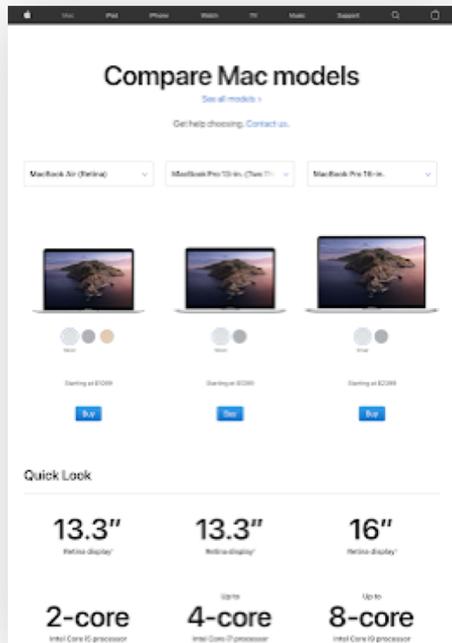
- Home
- Category
- Product listing
- Product presentation
- **Product details**
- Cart
- Checkout
- Thank you page

Comments

1. This page is very similar to the “Product presentation” page. We don’t fully understand the necessity for both.
2. The scroll rating is similar and also the items of interest.
3. In addition we have the selectors for type of mattress and size which are, as expected, very much used.
4. We see that the hamburger menu is also very used. This indicates that visitors check out multiple products before deciding to buy.

Suggestions

1. If there are no reasons that would stop us, we would suggest combining the two pages into one.
2. Since the hamburger menu is used extensively to navigate through products, we suggest to also create a [page for comparison similar to what Apple.com has.](#)

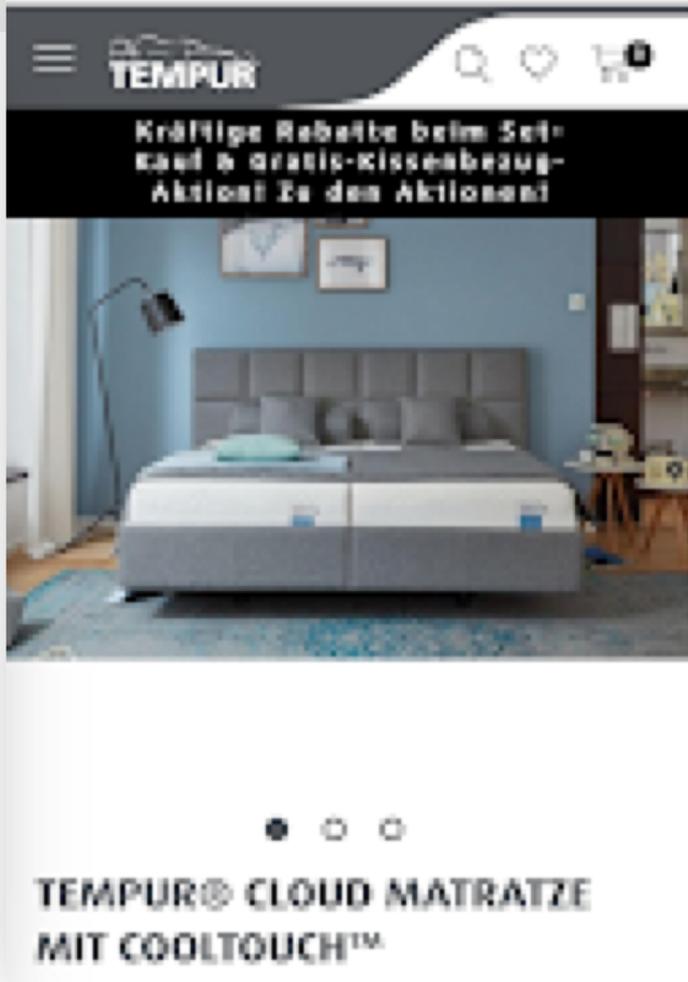


Comments

1. The product images are few, simple and poor in information and feeling. The Customer Cohorts analysis indicates that the top two client groups, Comfort chasers and Brand buyers, are visual thinkers. They need confirmation on 'cosyness' of products, they are tactile and appreciate quality above all.

Suggestions

1. Offer more sensory cues:
 - a. Include motion through video and or gifs
 - b. Sound
 - c. Include hands and actual people touching and laying on the mattresses
 - d. Demonstrate softness through close shots of people placed on mattress
 - e. Demonstrate size and stability through shots of multiple people sitting on one mattress
 - f. Demonstrate medical benefits with elderly people using the mattress
 - g. Illustrate a family with children in the pictures



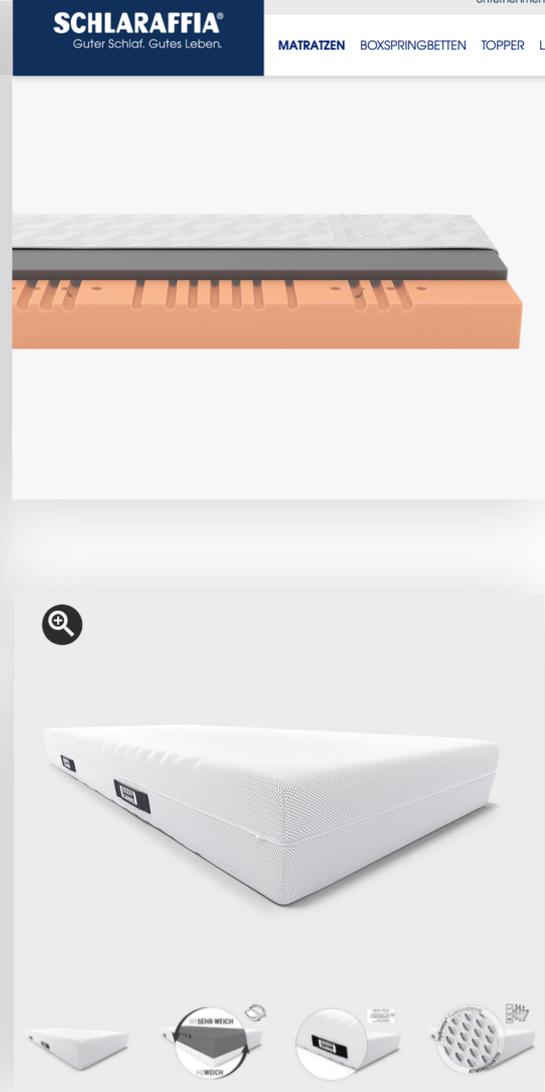
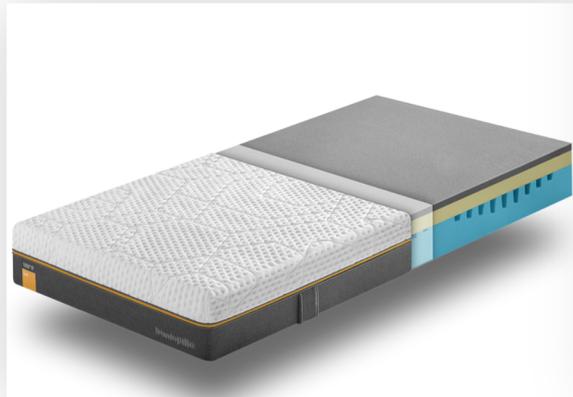
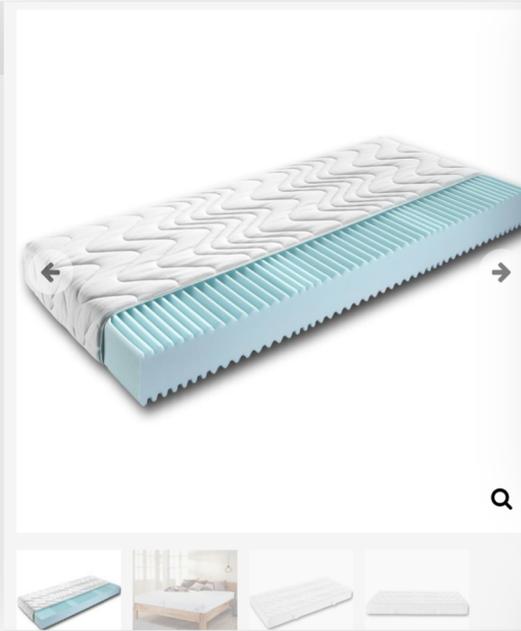
Using high resolution images of the products with people using them would be a competitive differentiator as well.

Competitors such as:

- a. Dänisches Bettenlager,
- b. Schlaraffia,
- c. Dunlopillo
- d. Bett1 / BODYGUARD

Use simple shots of the products, often with little context elements (furniture/rooms), no personas and frequent renderings.

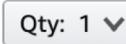
This applies here and on the whole website.



Comments

1. The buttons for details have very low contrast and give the impression of inactive. Also they are not big enough to be easily tapped.
2. The quantity selector is unusual and a bit neglected - it is different from the other selectors, it has uneven spacing.
3. This section is where one can find anything and everything:
 - a. Shipping information
 - b. Discounts
 - c. Materials for all types of mattresses.

Suggestions

1. A well made  button can be a simple and effective solution. Otherwise, these buttons should simply be made bigger and more legible.
2. A similar drop-down  could work, to create a more coherent design
3. Each type of info should be placed under its corresponding section. **This part needs a bit of attention to clearly understand what goes where and which would be the best design.**

TEMPUR® CLOUD MATRATZE MIT COOLTOUCH™

Unsere weichste Kollektion für außergewöhnlichen Komfort.

MATRATZENHÖHE AUSWÄHLEN

Matratzenhöhe auswählen 

1 [Info hier anzeigen](#)

GRÖSSE AUSWÄHLEN

Größe auswählen 

1 [Info hier anzeigen](#)

2 ANFAHRE

3  Versandkostenfreie Lieferung per Spedition. Der Termin wird mit Ihnen vorab telefonisch abgestimmt.

 Standardmaße 80, 90, 180 cm und 180 cm x 200 cm benötigen eine Lieferzeit von ca. 10 Werktagen.

 Bei Sonderbreiten ab 130 cm oder Sonderlängen von 190, 210 und 230 cm kann die Lieferzeit bis zu 4 Wochen betragen.

 5 % Spesen bei Zahlung, Rechnung/Kartenzahlung (mit Klarna, PayPal, Kreditkarte oder Überweisung).

 Materialzusammensetzung des QuickRefresh™ Bezugs (Modell silk und luxe):

99 % Polyester, 1% Elasthan

grau: 99 % Polyester, 1% Elasthan, 1% Modal Acryl, 1% Viskose und 1 % Elasthan

 Materialzusammensetzung des Bezugs für die Supreme Mattratze: 99 % Polyester, 1% Elasthan

weiß: 99 % Polyester, 1 % Elasthan

Comments

1. This information about the height of the mattress is quite poor in offering valuable differences.
2. The images also don't help understand something significant.

Suggestions

1. Note differences that help decision making.
2. Offer images with the layers of the mattress or other clarifying photos.
3. A horizontal presentation could be easier to navigate and understand on a mobile device - in this situation.

HÖHE DER MATRATZEN



TEMPUR® CLOUD

Luxe Matratze

- Höchste Matratze für den größten Komfort
- Leicht abnehmbarer und waschbarer QuickRefresh™ Bezug.
- 7 cm TEMPUR® Extra-Soft Material
- ab **1.898€ UVP***



TEMPUR® CLOUD

Elite Matratze

- Leicht abnehmbarer und waschbarer QuickRefresh™ Bezug.
- 7 cm TEMPUR® Extra-Soft Material
- 7 cm TEMPUR Stützmaterial
- ab **1.648€ UVP***



TEMPUR® CLOUD

Supreme Matratze

- Waschbarer Bezug
- 5 cm TEMPUR® Extra-Soft Material
- 5 cm TEMPUR® Stützmaterial
- ab **1.398€ UVP***

*Inkl. MwSt., Inkl. Versand

Comments

1. These sizes look almost randomly sorted.
2. Always refreshing the image gallery slows down the experience.

Suggestions

1. Group them and organize them as “single”, “double” “special size”.
2. Having them grouped as such would also allow us to refresh the image gallery less frequent - only once per group.

✓ choose size
 80 x 200 cm
 90 x 200 cm
 100 x 200 cm
 120 x 200 cm
 140 x 200 cm
 160 x 200 cm
 180 x 200 cm
 200 x 200 cm
 80 x 190 cm
 80 x 210 cm
 80 x 220 cm
 90 x 190 cm
 90 x 210 cm
 100 x 210 cm
 90 x 220 cm
 100 x 190 cm
 100 x 200 cm
 100 x 210 cm
 100 x 220 cm
 120 x 200 cm
 140 x 200 cm
 160 x 200 cm
 160 x 210 cm
 160 x 220 cm
 180 x 210 cm
 180 x 220 cm
 200 x 210 cm
 200 x 220 cm
 180 x 190 cm

GRÖSSE AUSWÄHLEN

✓ Größe auswählen
 Small
 80 x 190 cm
 80 x 200 cm
 80 x 210 cm
 80 x 220 cm
 90 x 190 cm
 90 x 200 cm
 90 x 210 cm
 90 x 220 cm
 Medium
 100 x 190 cm
 100 x 200 cm
 100 x 210 cm
 100 x 220 cm
 120 x 200 cm
 Large
 140 x 200 cm
 160 x 200 cm
 160 x 210 cm
 160 x 220 cm
 Special
 180 x 190 cm
 180 x 200 cm
 180 x 210 cm
 180 x 220 cm
 200 x 200 cm
 200 x 210 cm
 200 x 220 cm

Comments

1. Because of all the combinations of grey on the website, the inactive state of the main C2A is not obvious.
2. Again we find the heart next to a C2A.
3. We lack the 10yr warranty benefit.
4. The Discount and Offers are not the same type of benefit like the others.
5. This section is not aligned like the others and it's not related to its benefit.

Suggestions

1. This issue needs to be tackled holistically.
2. Remove the heart.
3. Add any other benefits missing.
4. Move the discount as a promo code under the price or as a badge next to the product images or next to the product price. Create a bigger section for Offers similar to the carousel on the bottom, or add the button under the "Add to cart" button.
5. Align remove this section, and have one benefit opened by default.

ab 1.398,00 € (inkl. MwSt.)

1



DIE WAREN SIND BEZUGLICH

2



3



30 TAGE RÜCKGABERECHT



KAUF AUF RECHNUNG

4



5% SPAREN



VERGLEICHEN

LEBENSZEIT

ANBIETEN

4



AKTUELLE ANBIETEN

5

30 TAGE RÜCKGABERECHT

testen Sie ganz komfortabel zuhause

Möbel innerhalb von 30 Tagen zurücksenden.

KUNDEN KAUFTEN AUCH



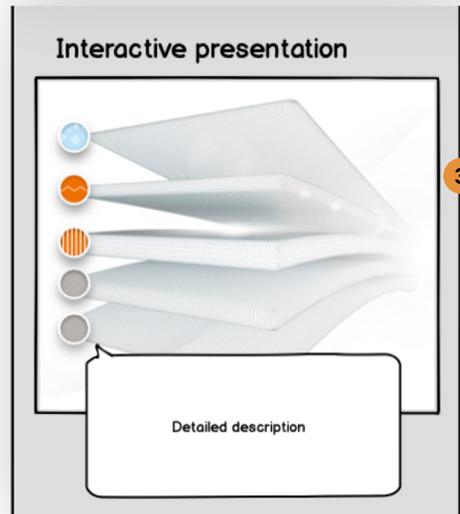
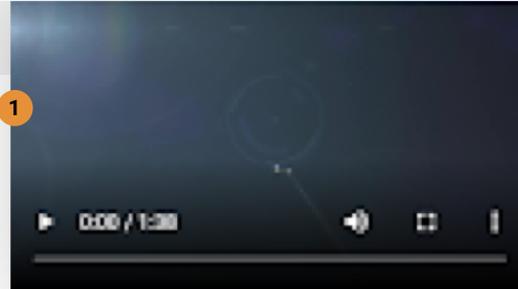
CLOUD KOLLEKTION
TEMPUR® CLOUD
MATRATZE MIT
COOLTOUCH™

ab 1.398,00 € (inkl. MwSt.)

JETZT KAUFEN

Suggestions

1. Just like before we suggest upgrading the video
2. Moving the 10yr warranty and Free shipping as benefits
3. Also for a better description of the product, we suggest adding the presentation of the layers composing the mattress.



Comments

1. The FAQ section is very long, with very large letters with a big leading (distance between the lines)

Suggestions

1. Use
 - a. Smaller leading,
 - b. Upper case only at the beginning of the sentence.
2. Sort the questions by the most read.

HÄUFIG GESTELLTE FRAGEN	
FRAGEN	-
MUSS EINE TEMPUR® MATRATZE GEWENDET WERDEN?	
	+
WAS GENAU BEDEUTET COOLTOUCH™ TECHNOLOGIE?	
	+

DESKTOP

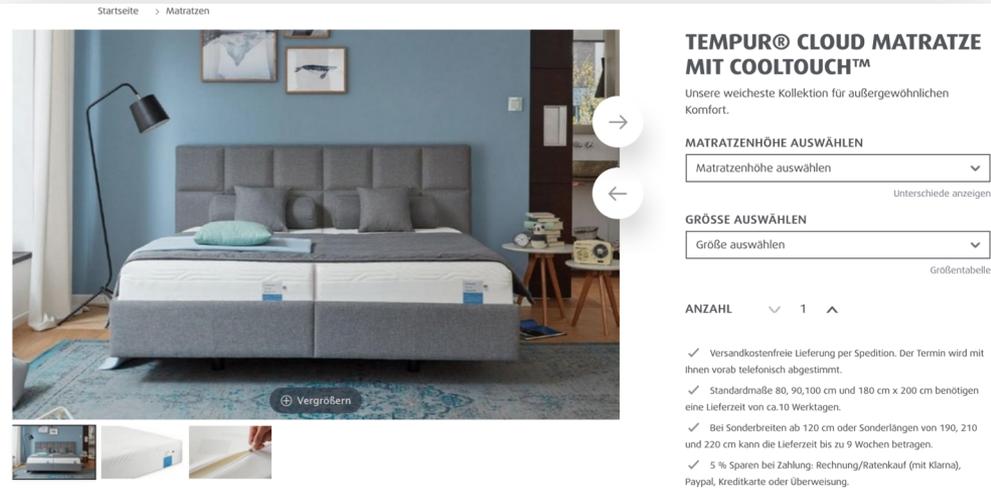
- Home
- Category
- Product listing
- Product presentation
- **Product details**
- Cart
- Checkout
- Thank you page

Suggestions

User recordings indicate that part of the users need to understand what product they are viewing while browsing the image gallery ([user recording](#))

1. We need an indicator for the product in the picture to identify it. (eg. Supreme, 120 x 200 cm).
2. Also better size and width comparisons through pictures for the default view (before selecting size and mattress type) are needed in order understand the differences.

As mentioned in the mobile chapter, we need an enhanced look and feel.



Startseite > Matratzen

TEMPUR® CLOUD MATRATZE MIT COOLTOUCH™
 Unsere weichste Kollektion für außergewöhnlichen Komfort.

MATRATZENHÖHE AUSWÄHLEN
 Matratzenhöhe auswählen
 Unterschiede anzeigen

GRÖSSE AUSWÄHLEN
 Größe auswählen
 Größentabelle

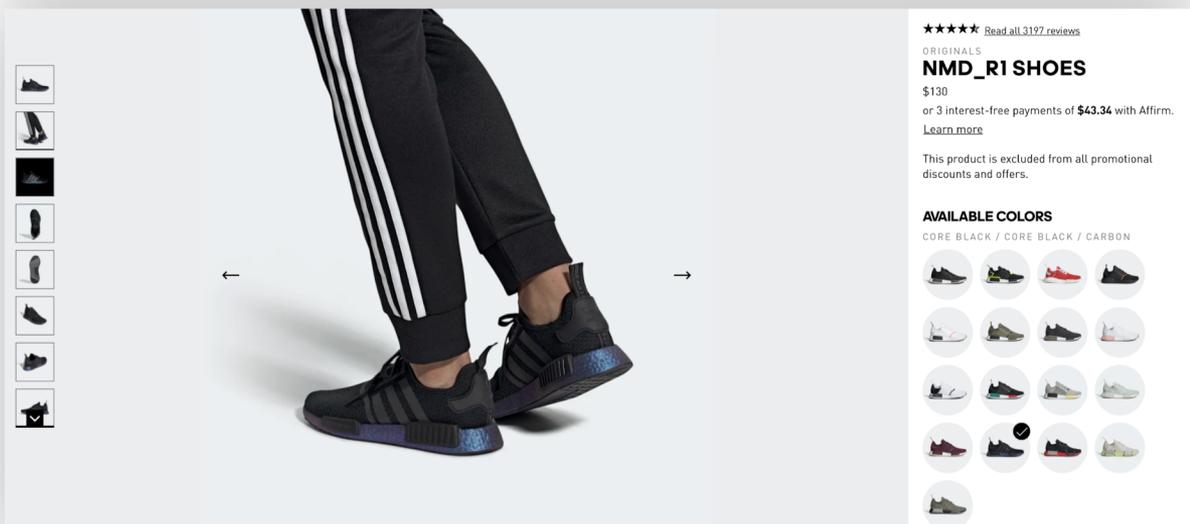
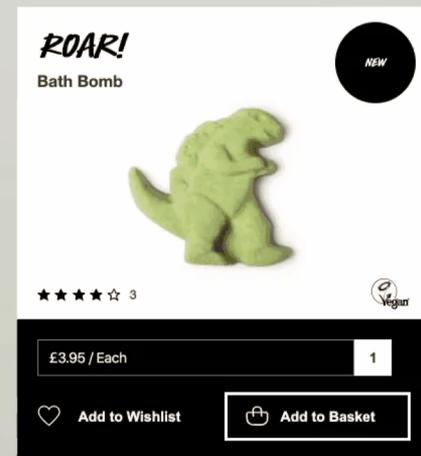
ANZAHL

- ✓ Versandkostenfreie Lieferung per Spedition. Der Termin wird mit Ihnen vorab telefonisch abgestimmt.
- ✓ Standardmaße 80, 90, 100 cm und 180 cm x 200 cm benötigen eine Lieferzeit von ca. 10 Werktagen.
- ✓ Bei Sonderbreiten ab 120 cm oder Sonderlängen von 190, 210 und 220 cm kann die Lieferzeit bis zu 9 Wochen betragen.
- ✓ 5 % Sparen bei Zahlung: Rechnung/Ratenkauf (mit Klarna), Paypal, Kreditkarte oder Überweisung.

Suggestions

1. We suggested many options for enhancing product visibility and feel. Here is [an example](#) of well presented product.
2. Another way of making the product the main character on the page is from Addidas.

For the rest of the page we touched on all the points previously, on mobile and product presentation page.



MOBILE

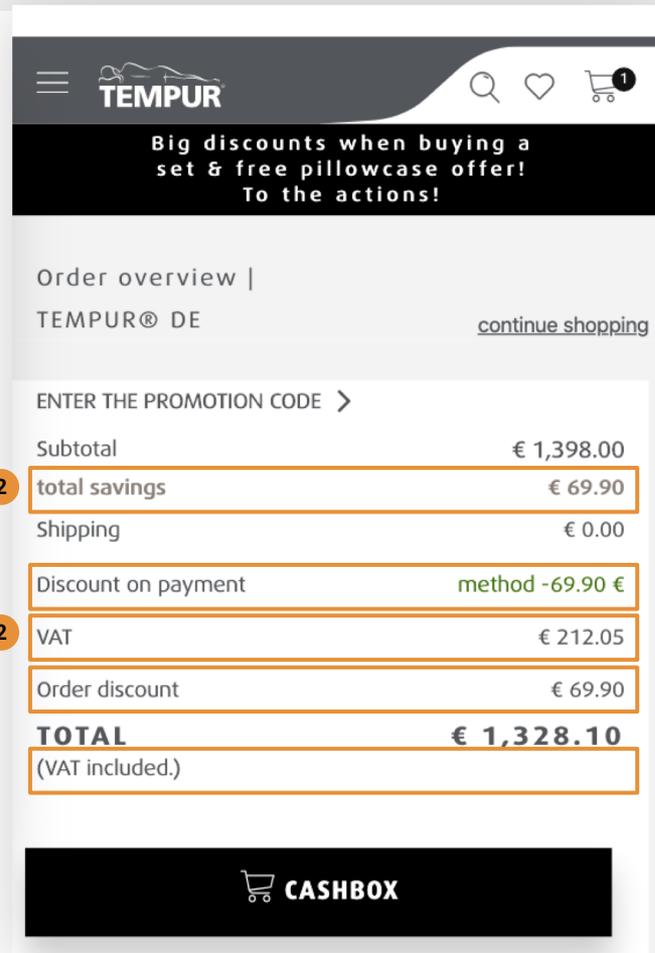
- Home
- Category
- Product listing
- Product presentation
- Product details
- **Cart**
- Checkout
- Thank you page

Comments

1. All recommendations from the “New Checkout flow” presentation apply to the current cart page.
2. Order summary seems to have the same information multiple times: total savings, Discount on payment, Order discount seem to point to the same thing when you only have one product added to cart.
3. When multiple products are added to cart, the total savings do not match the other two discount pieces of information.
4. The top elements are right next to the edge of the section.

Suggestions

2. Remove repeated info.
3. Enter promo code could be inserted before the shipping cost line so as to follow a logical subtraction sequence.
4. Add padding to the elements.

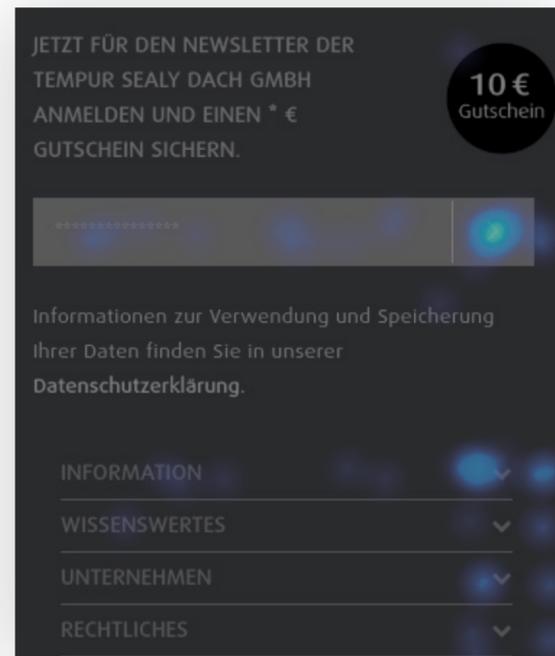
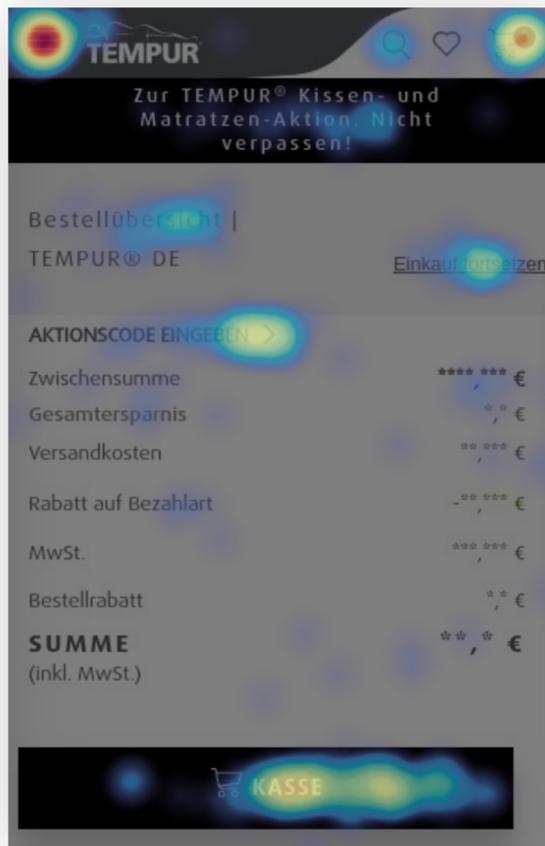


Comments

1. Some users recognize the opportunity to get a discount on their order by subscribing to the newsletter in the footer.
2. There is also interest in the Information section from the footer. This is a spot where we find information like: Return policy, Delivery, Payment, Warranty.

Suggestions

1. In order not to interrupt the order flow, this section could be included in the next step - the checkout login - and apply the promo code automatically in the checkout step.
2. Benefit reinforcement can be done in the cart via icons (similar to the rest of the website): return policy, warranty details, free shipping, mattress and frame disposal etc.



Comments

1. The bonus items are repeated instead of showing one product with the quantity indicator.
2. For this specific bonus it is not clear whether we receive one or multiple items.

Suggestions

1. Bonus items may present their quantity information as well, as all other products do.
2. Use clear images.

BONUS-ARTIKEL

TEMPUR® JERSEY-BEZÜGE



Kissenmodell: Shape Schlafkissen

Größe: Large

Farbe: Weiß

Produkt-Code: DE73000814L

Einzelpreis

Summe

~~20,00 €~~

Bonus

0,00 €

TEMPUR® JERSEY-BEZÜGE



Kissenmodell: Shape Schlafkissen

DESKTOP

- Home
- Category
- Product listing
- Product presentation
- Product details
- **Cart**
- Checkout
- Thank you page

Suggestions.

1. All recommendations from the mobile version apply to the desktop version as well.
2. Additionally, the order summary could be implemented as sticky on scroll - useful for baskets with multiple items.
3. The product images vary very much in size and have a lot of white space around. A standard size should be implemented.

Order overview | TEMPUR® DE

4 ITEMS (INCL. 1 BONUS ITEM)

[continue shopping](#)

TEMPUR® CLOUD SUPREME WITH COOLTOUCH™



Mattress height: Supreme 21 cm
Size: 80 x 200 cm
Product code: 83101062

Unit price	total	number
€ 1,398.00	€ 1,398.00	1

TEMPUR® SHAPE SLEEPING PILLOW (SMALL)



Size: 5 - 50 x 31 x 8/5 cm
Product code: DE83300097

Unit price	total	number
€ 119.00	€ 119.00	1

TEMPUR® WEDGE SEAT CUSHION



Size: 40 x 40 x 9 / 1,5cm
Product code: TDE137V1

Unit price	total	number
€ 89.00	€ 89.00	1

BONUS ITEM

TEMPUR® JERSEY COVERS



Pillow model: Shape sleeping pillow
Size: small
Color: white
Product code: DE730008145

Unit price	total
€ 20.00	bonus
€ 0.00	

ENTER THE PROMOTION CODE >

Subtotal	€ 1,606.00
total savings	€ 100.30
Shipping	€ 0.00
Discount on payment	-80,30 €
VAT	€ 243.60
Order discount	€ 80.30
TOTAL (VAT included.)	€ 1,525.70












MOBILE

- Home
- Category
- Product listing
- Product presentation
- Product details
- Cart
- **Checkout**
- Thank you page

Comments

1. All recommendations from the “New Checkout flow” presentation apply to the current checkout page.
2. The order summary information is present 3 times on the page. We recommend testing this page with only the Klarna summary on it.

Suggestions

2. Keeping only one Cost Summary as the last element containing also the “Buy now” C2A.

TEMPUR Secure payment

Order overview **Checkout** Order completed

ORDER OVERVIEW ▼ **€ 1,606.00**

CHOOSE YOUR DELIVERY METHOD

Shipping method

- **STANDARD DELIVERY** **€ 0.00**
- When purchasing small parts or large parts without disposal, please click on this delivery method

TEMPUR® Cloud Supreme mit CoolTouch™	1.398 €
TEMPUR® Shape Schlafkissen (Small)	119 €
TEMPUR® Jersey-Bezüge	20 €
TEMPUR® Keilsitzkissen	89 €
Rabatt	-100,30 €
Gesamt inkl. MwSt.	1.525,70 €
MwSt.	243,60 €

Gesamt inkl. MwSt. [Weniger anzeigen](#)
1.525,70 €

Durch Klicken auf “Jetzt kaufen” stimme ich [Klarnas AGB](#) zu und bestätige, dass ich [Klarnas Datenschutzerklärung](#) gelesen habe. Ich stimme den [AGB](#) von Tempur Sealy Deutschland GmbH zu.

Jetzt kaufen

OVERVIEW OF COSTS

Subtotal	€ 1,606.00
Order discount	- € 80.30
shipping	€ 0.00
Total savings	€ 100.30
TOTAL	€ 1,525.70
(VAT included.)	

Comments

1. The page has 2 main components where user input is needed - delivery method and customer details. Both require the users' attention, but the delivery method seems far more important than the other if we compare the title styling and call to action. The customer details section does not have this title.

Suggestions

1. We recommend treating these sections equally (either include a similar title/call to action to customer details or excluding it from the shipping section).
2. The "Do you need help?" information can be expanded by default in this page or even integrated just below the Order now button.

CHOOSE YOUR DELIVERY METHOD

1 Shipping method

- STANDARD DELIVERY** € 0.00
 - When purchasing small parts or large parts without disposal, please click on this delivery method
- DISPOSAL OF THE OLD MATTRESS / FRAME** € 0.00
 - If you buy a new mattress / frame, we will dispose of your old mattress / slatted frame free of charge

1 Kontaktdaten

Die Adresse muss in Deutschland sein.

E-Mail-Adresse *	
raluca.ene@omniconvert.com	
PLZ *	
10117	
Anrede *	
Frau	
Vorname *	Nachname *
test	test
c/o oder Firmenname	
test	

2

DO YOU NEED HELP?

LEGAL

DESKTOP

- Home
- Category
- Product listing
- Product presentation
- Product details
- Cart
- **Checkout**
- Thank you page

Comments

1. All recommendations from the mobile version apply to the desktop version as well.
2. The Shipping methods align to the edge of the container without any padding.
3. The right containers are placed higher on the page.

Suggestions

2. Add padding to the shipping method elements, similar to the container below.
3. Align the white containers vertically.
4. Add more spacing between the 2 columns of content in the footer

CHOOSE YOUR DELIVERY METHOD

Shipping method

- 2**
- STANDARD DELIVERY** € 0.00
 - When purchasing small parts or large parts without disposal, please click on this delivery method
 - DISPOSAL OF THE OLD MATTRESS / FRAME** € 0.00
 - If you buy a new mattress / frame, we will dispose of your old mattress / slatted frame free of charge

Kontaktdaten

Die Adresse muss in Deutschland sein.

E-Mail-Adresse *	PLZ *
raluca.ene@omniconvert.com	10117

3

ORDER OVERVIEW

Subtotal	€ 1,606.00
Order Discount	- € 80.30
Shipping	€ 0.00
Total Savings	€ 100.30
TOTAL	€ 1,525.70
(VAT Included)	

EDIT ARTICLE

TEMPUR® CLOUD SUPREME WITH COOLTOUCH
TM

Mattress height: Supreme 21 cm

4

DO YOU NEED HELP?

Call us at 05204 / 1000-50 . You can reach us Monday to Thursday from 9 a.m. to 5 p.m. and Fri from 9 a.m. to 3 p.m. If you have questions outside of business hours, a service will take your message. We will call you back as soon as possible.

LEGAL

Privacy & Cookies
Conditions
imprint

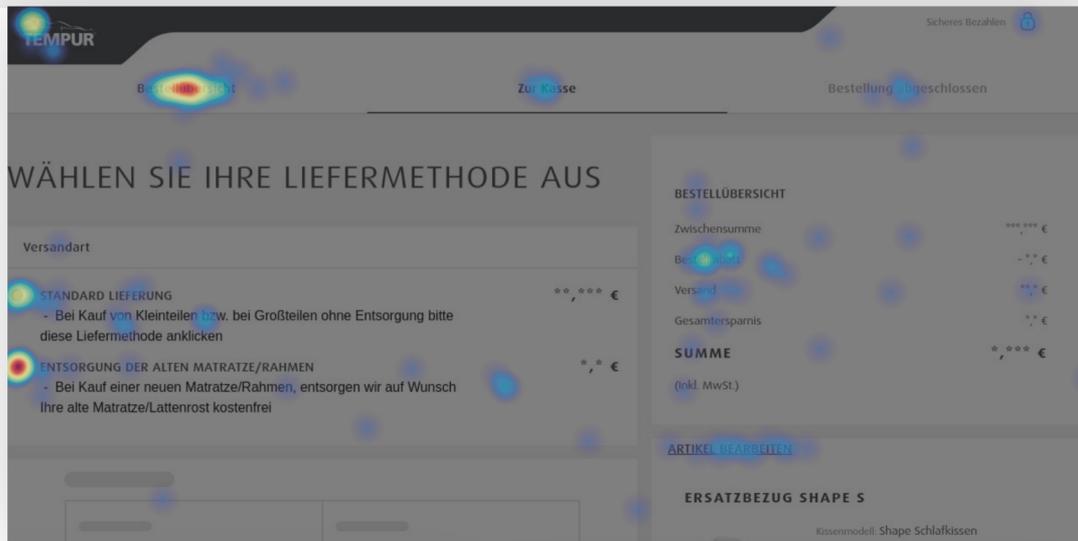
revocation

Comments

- One of the most clicked links are the Order Overview & Edit Article links. Both of them take the users back to the Cart page. A possible explanation for this (besides actually editing the items) is a slight inconsistency in how the order summary values are presented between the pages, so users might be going back to the Cart page in order to get reassurance that the cost remains the same. Eg. 6 lines in Order summary from the Cart page vs. 4 lines in Checkout, Total savings before Order discount in cart.

Suggestions

- Create a coherent layout with the pricing information on all pages of the checkout.
- We recommend testing this page with shipping time estimation information included.



ENTER THE PROMOTION CODE >		ORDER OVERVIEW	
Subtotal	€ 1,606.00	Subtotal	€ 1,606.00
Total savings	€ 100.30	Order Discount	- € 80.30
Shipping	€ 0.00	Shipping	€ 0.00
Discount on payment	€ 80.30	Total Savings	€ 100.30
VAT	€ 243.60		
Order discount	€ 80.30		
TOTAL	€ 1,525.70	TOTAL	€ 1,525.70
(VAT included.)		(VAT Included.)	

Comments

1. After filling in the forms I was directed again to log-in or continue as a guest. After introducing my email I landed on a page similar to the one before, but with the sections placed in a different order. Is this an update that just came out?
2. After completing these new forms I have been directed to the cart page.
3. Continuing - login page.
4. And again to the first form.
5. This cycle happened 2 times. It might be because I continued the checkout process after ~30 mins of pause.

Suggestions

2. If there is a server time-out limit, the user needs to be notified that the checkout process needs to be restarted.

The screenshot displays the checkout process for Tempur. It is divided into several sections:

- Header:** Includes the Tempur logo, navigation links like 'Bestellübersicht', 'Der Kauf', and 'Bestellung abgeschlossen', and a 'Warenkorb' icon.
- WÄHLEN SIE IHRE LIEFERMETHODE AUS:** A form with fields for 'Name', 'Telefonnummer', 'Land', 'Adresse', and 'Postleitzahl'. A note states: 'Wir verwenden Ihre Kontaktdaten nur, um Sie wegen Ihrer Bestellung zu kontaktieren.'
- RECHNUNGSSUMME:** A table showing item prices, shipping, and a total sum of 16.381,80 €.
- ARTIKEL BEARBEITEN:** A section for the selected item 'TEMPUR® HYBRID LUXE MIT COOLTOUCH™' with a 'ZURÜCK' button and a price of 12.245,00 €.
- ZUSTELLUNGSART:** Two radio button options: 'STANDARD LIEFERUNG' (0,00 €) and 'ENTSORGUNG DER ALTEN MATTEN/RÄHMEN' (0,00 €). A text box below asks for a message.
- ZAHLUNG:** Three radio button options: 'PAYPAL', 'BANK TRANSFER', and 'ZAHLUNG PER NACHNAME'. A 'JETZT KAUFEN' button is at the bottom.
- Footer:** Contains legal notices and logos for payment methods like Visa, Mastercard, and PayPal.

MOBILE & DESKTOP

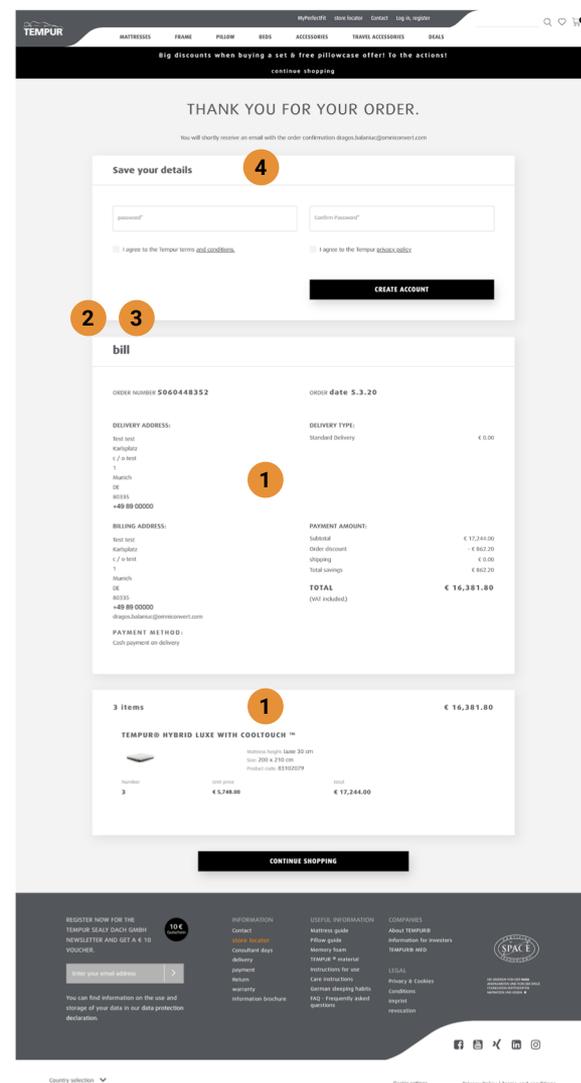
- Home
- Category
- Product listing
- Product presentation
- Product details
- Cart
- Checkout
- **Thank you page**

Comments

1. The sections seem neglected. There is a lot of white space and unaligned elements.

Suggestions

1. Organize the information in a more compact design. And align the elements in the list of products.
2. Add estimated time of delivery
3. Add order tracking link and reassurance.
4. Add some reasons for creating an account (get discounts, participate in loyalty programs, see order history)



Thank you!

