

Website QA audit · Professional package

Northgate Outdoor Supply (fictional)

Site audited

`https://demo-store.example`

Delivered

2026-10-09

Report reference

SFA-DEMO-0001

Prepared by

SiteFix Audit

Summary

The store is attractive and fast on desktop, but on small phones the two actions that earn money — adding to cart and submitting the contact form — can both fail. Three findings are rated Critical or High and should be addressed first; the remaining issues are friction rather than blockers.

Pages tested

`https://demo-store.example/`

`https://demo-store.example/collections/jackets`

`https://demo-store.example/products/ridgeline-shell`

`https://demo-store.example/pages/contact`

`https://demo-store.example/cart`

Environments

Chrome 130 · Windows 11 · 1440 × 900

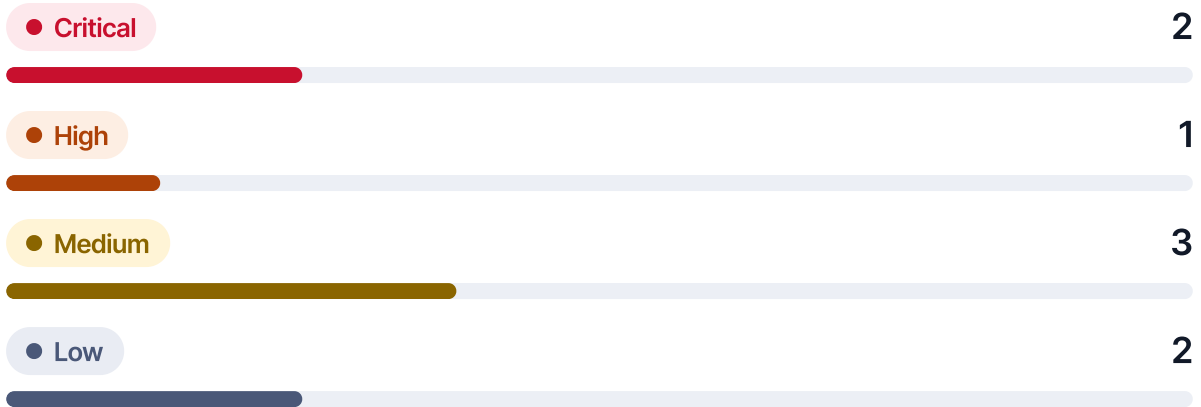
Safari 18 · macOS · 1280 × 800

Safari · iPhone SE (3rd gen) · 375 × 667

Chrome · Pixel 8 · 412 × 915

Findings by severity

8 findings in total



How severity is rated

Critical: Blocks a core task (buying, enquiring, signing up) for some or all visitors.

High: Makes a core task materially harder or likely to fail; a clear loss of trust or data.

Medium: Visible defect or friction on an important page; visitors can work around it.

Low: Cosmetic or minor; fix when convenient.

Findings, in priority order

ID	Finding	Severity	Effort
SF-001	Cookie banner covers the "Add to cart" button on small phones	Critical	Small
SF-002	Contact form shows a success message even when the email field is invalid	Critical	Small
SF-003	Size selector error is indicated by colour alone and is not announced	High	Small
SF-004	Cart quantity "+" button overlaps the item total at 320px	Medium	Small
SF-005	Collection filters reset when the browser Back button is used	Medium	Medium
SF-006	Hero image on the home page is 2.9 MB and delays the first product	Medium	Small
SF-007	Footer "Shipping information" link returns a 404	Low	Small

ID	Finding	Severity	Effort
SF-008	Focus outline is removed on all links, so keyboard users cannot see where they are	● Low	Small

Detailed findings

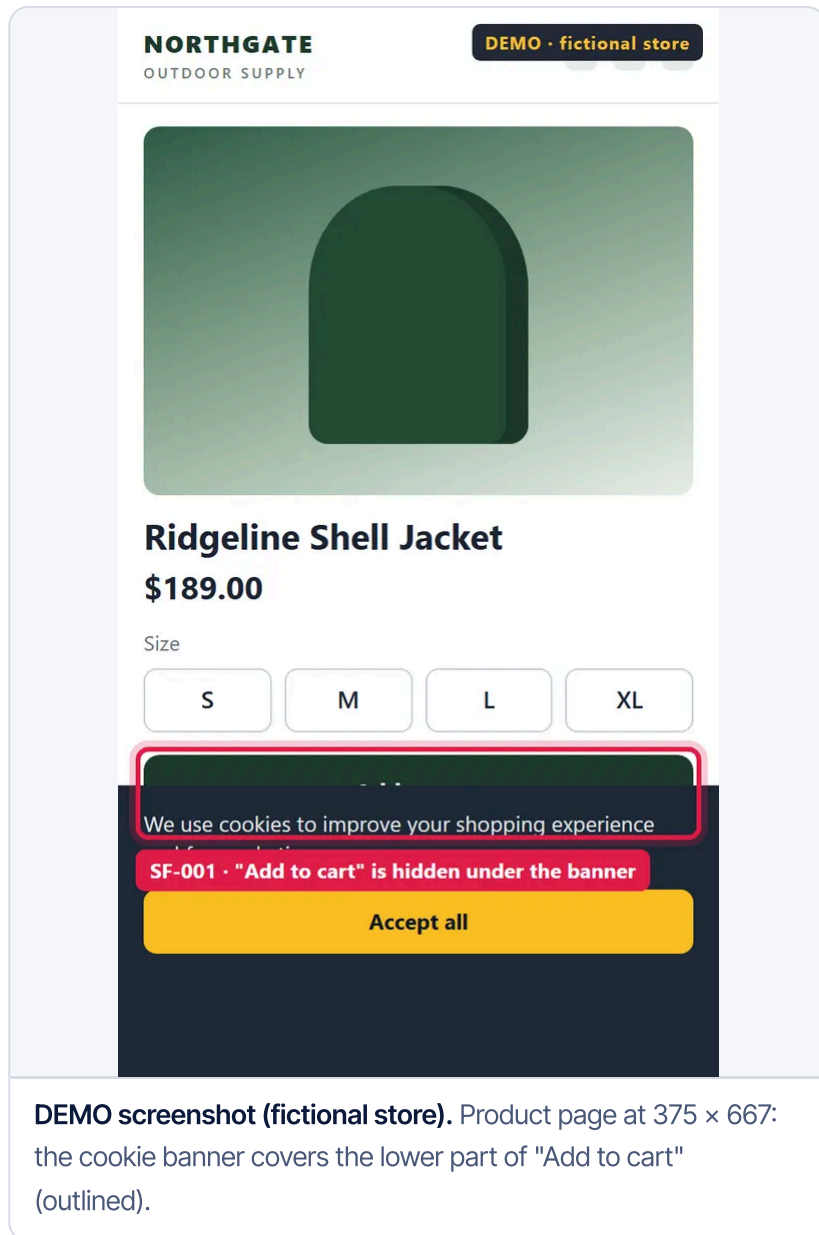
SF-001 · DEMO

Cookie banner covers the "Add to cart" button on small phones

● Critical

Tested URL	<code>https://demo-store.example/products/ridgeline-shell</code>
Device / browser	iPhone SE (3rd gen) · Safari · 375 × 667
Steps to reproduce	1. Open the product page in a fresh private window so the cookie banner appears. 2. Scroll to the price and size selector. 3. Attempt to tap "Add to cart".
Expected	The button is fully visible and tappable, or the cookie banner can be dismissed without obscuring it.
Actual	The fixed-position cookie banner overlaps the lower 60% of the button. Taps land on the banner. The banner has no close control; only "Accept all" (which some visitors avoid) removes it.

Evidence



Business impact

Visitors on small phones who do not accept cookies cannot add the product to the cart. Mobile accounts for most traffic on stores of this type, so this is a direct loss of orders.

WCAG reference

2.5.8 Target Size (Minimum) (Level AA)

Recommended fix

Add bottom padding equal to the banner height while it is visible, or move the banner to the top of the viewport. Provide a visible "Reject" or close control so the banner can be dismissed without accepting.

Estimated effort

Small

SF-002 · DEMO

Contact form shows a success message even when the email field is invalid

Critical

Tested URL	https://demo-store.example/pages/contact
Device / browser	Desktop · Chrome 130 · 1440 × 900
Steps to reproduce	1. Open the contact page. 2. Enter "test" (no @) in the Email field and any message. 3. Click "Send message".
Expected	The form highlights the invalid email, explains the problem, and does not report success.
Actual	A green "Thanks, we will be in touch" message appears and the form clears. Network inspection shows the request returned a 422 error; nothing was sent.

Evidence

DEMO screenshot (fictional store). The contact form shows "Thanks, we will be in touch!" while the DevTools Network panel shows the POST returned 422 ("Email is invalid"); the strip below runs from submit to the error the visitor should have seen.

Business impact	Enquiries are silently lost and the visitor believes you received them. This damages trust more than an obvious error would.
WCAG reference	3.3.1 Error Identification (Level A)
Recommended fix	Show the success state only on a 2xx response. On validation errors, display the message returned by the server next to the field, keep the entered values, and move focus to the first error.

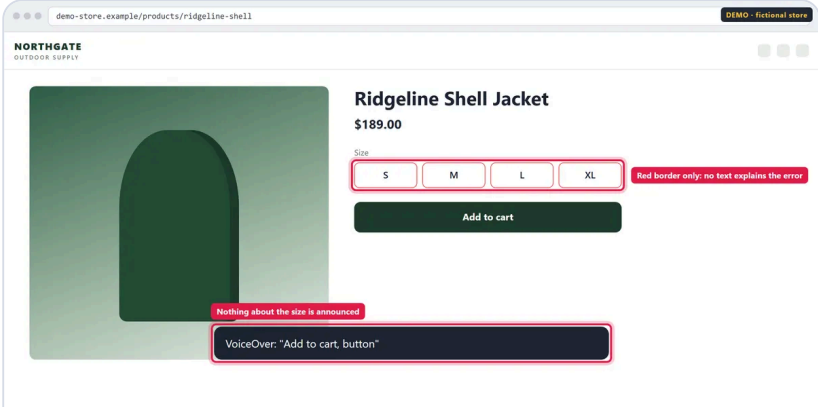
SF-003 · DEMO

Size selector error is indicated by colour alone and is not announced

● High

Tested URL	https://demo-store.example/products/ridgeline-shell
Device / browser	Desktop · Safari 18 with VoiceOver · 1280 × 800
Steps to reproduce	1. Open the product page without choosing a size. 2. Click "Add to cart".
Expected	A text message explains that a size must be chosen, and screen-reader users hear it.
Actual	The size buttons gain a thin red border with no text. Nothing is announced; VoiceOver users hear only "Add to cart, button".

Evidence



DEMO screenshot (fictional store). Size buttons with a red border and no message; the VoiceOver caption reads only "Add to cart, button".

Business impact	Visitors who are colour-blind or use a screen reader cannot tell why the purchase did not proceed.
WCAG reference	1.4.1 Use of Color (Level A)
Recommended fix	Add a visible text message ("Please choose a size") in an element with role="alert" or aria-live="polite", placed next to the selector and referenced by aria-describedby.

Estimated effort

Small

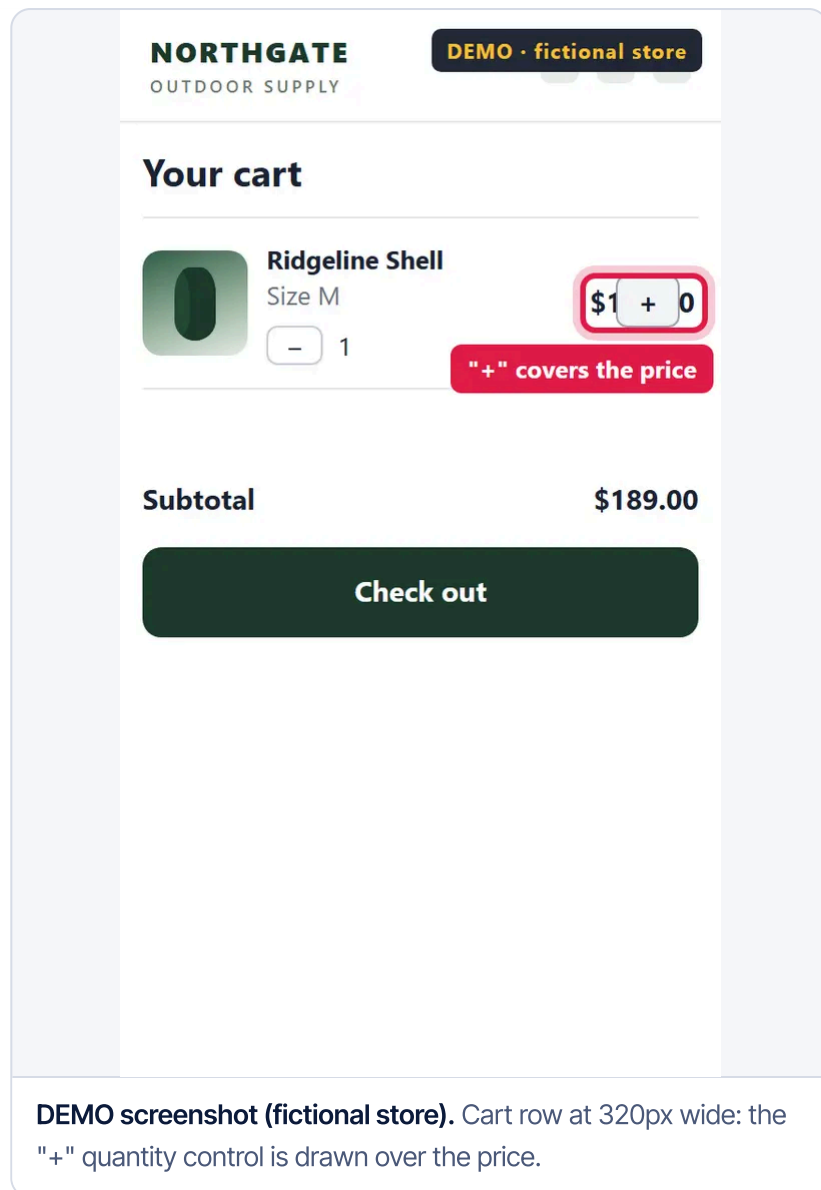
SF-004 · DEMO

Cart quantity "+" button overlaps the item total at 320px

● Medium

Tested URL	https://demo-store.example/cart
Device / browser	Small phone (emulated) · Chrome · 320 × 568
Steps to reproduce	1. Add any product to the cart. 2. Open the cart page at a 320px-wide viewport.
Expected	The quantity controls and the price fit within the row without overlapping.
Actual	The "+" control is rendered on top of the price, which becomes unreadable and partly unclickable.

Evidence



Business impact

Visitors on the smallest phones cannot confirm what they are paying before checkout.

WCAG reference

1.4.10 Reflow (Level AA)

Recommended fix

Allow the cart row to wrap below 360px (flex-wrap) and give the quantity control a minimum width rather than an absolute position.

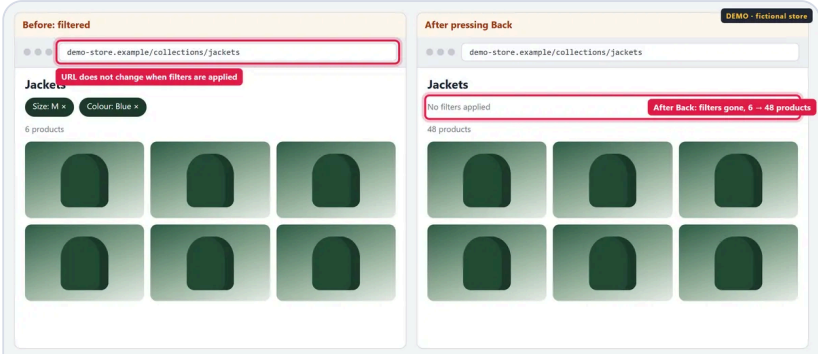
Estimated effort

Small

SF-005 · DEMO

Collection filters reset when the browser Back button is used

- Medium

Tested URL	<code>https://demo-store.example/collections/jackets</code>
Device / browser	Desktop · Firefox 131 · 1440 × 900
Steps to reproduce	1. Filter the collection by size "M" and colour "Blue". 2. Open a product from the filtered list. 3. Press the browser Back button.
Expected	The collection returns with the same filters applied and scroll position restored.
Actual	All filters are cleared and the list returns to the top. The URL never changed when filters were applied.
Evidence	 DEMO screenshot (fictional store). The collection before (filtered) and after pressing Back (unfiltered); the URL is the same in both.
Business impact	Comparison shopping becomes tedious; visitors browsing several products are likely to give up.
Recommended fix	Write the active filters to the URL query string (<code>history.replaceState</code>) and read them on load so the state survives navigation.
Estimated effort	Medium

SF-006 · DEMO

Hero image on the home page is 2.9 MB and delays the first product

● Medium

Tested URL `https://demo-store.example/`

Device / browser

Pixel 8 (throttled 4G) · Chrome · 412 × 915

Steps to reproduce

1. Open the home page on a throttled 4G connection.
2. Observe the time until the first collection tile is visible.

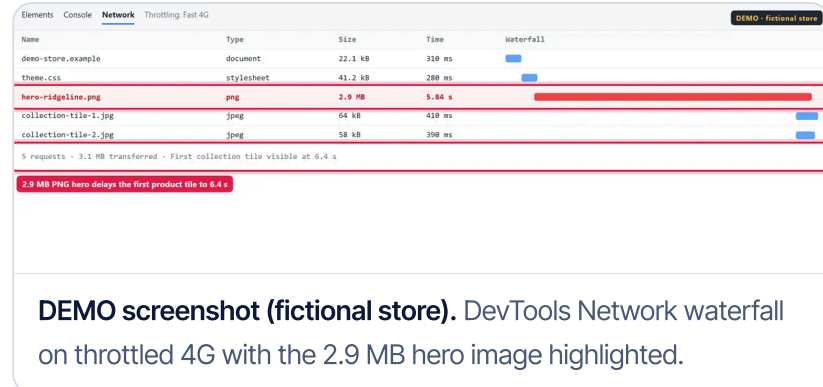
Expected

The page shows products within a couple of seconds on a typical mobile connection.

Actual

A 2.9 MB PNG hero image blocks the first visible product for roughly 6 seconds on throttled 4G.

Evidence



Business impact

Slow first paint on mobile correlates with higher bounce; the image is also costly for visitors on metered data.

Recommended fix

Export the hero as WebP/AVIF at appropriate sizes with srcset, add width/height attributes, and lazy-load everything below the fold.

Estimated effort

Small

SF-007 · DEMO

● Low

Footer "Shipping information" link returns a 404

Tested URL

<https://demo-store.example/>

Device / browser

Desktop · Chrome 130 · 1440 × 900

Steps to reproduce

1. Scroll to the footer on any page.
2. Click "Shipping information".

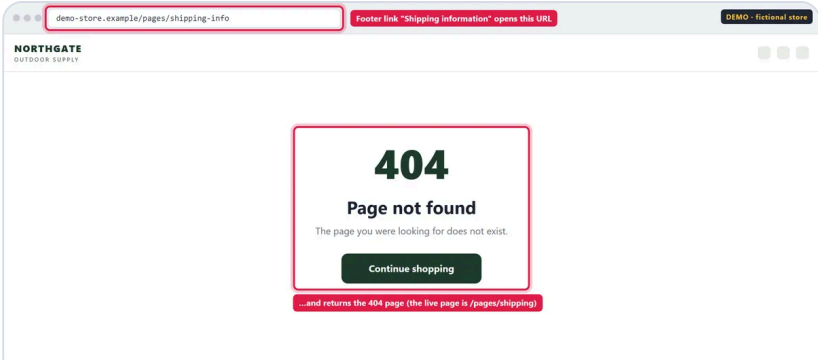
Expected

A shipping policy page opens.

Actual

The link points to `/pages/shipping-info`, which returns the theme 404 page. The live page is at `/pages/shipping`.

Evidence



DEMO screenshot (fictional store). The 404 page, with /pages/shipping-info in the address bar.

Business impact	Shipping cost is a top pre-purchase question; a dead link here undermines confidence at exactly the wrong moment.
Recommended fix	Update the footer link target, and add a redirect from /pages/shipping-info to /pages/shipping for any external links.
Estimated effort	Small

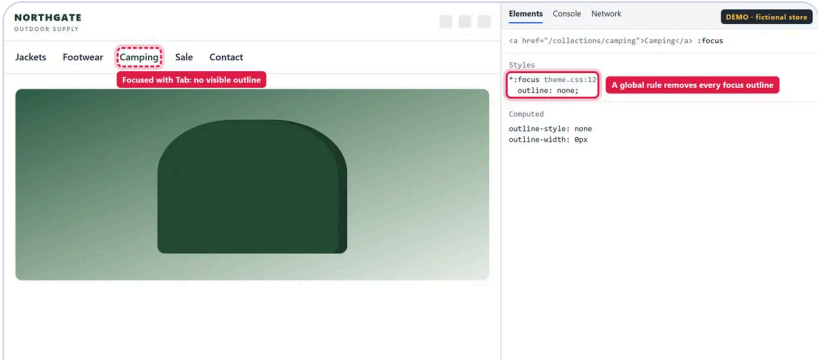
SF-008 · DEMO

Focus outline is removed on all links, so keyboard users cannot see where they are

● Low

Tested URL	https://demo-store.example/
Device / browser	Desktop · Chrome 130 · 1440 × 900
Steps to reproduce	1. Load the home page. 2. Press Tab repeatedly.
Expected	Each focused link or button shows a visible focus indicator.
Actual	A global rule `*:focus { outline: none }` removes all indicators. Nothing on the page shows keyboard focus.

Evidence



DEMO screenshot (fictional store). A Tab-focused link with no outline, and the global `*:focus { outline: none }` rule in DevTools.

Business impact	Keyboard-only visitors and many power users cannot navigate confidently.
WCAG reference	2.4.7 Focus Visible (Level AA)
Recommended fix	Remove the global outline reset and style <code>:focus-visible</code> with a 2–3px high-contrast outline and an offset.
Estimated effort	Small

Notes and limitations

- Only the pages listed above were tested, on the environments listed. Other pages and devices may behave differently.
- Severity reflects the likely effect on a visitor completing a task; it is a judgement, not a measurement.
- WCAG references point to the success criterion most relevant to the finding. This report is not a conformance evaluation.
- Effort estimates assume a developer familiar with the site's platform and are indicative only.
- No security testing was performed beyond what is visible to an ordinary visitor.