

NODRA

SELF-AUDIT WORKSHEET

The 30-minute self-audit.

*A founder's guide to finding the
15-30% leak hiding in your D2C funnel.*

Nodra · E-commerce Design Consulting · nodra.design

What this is, and what it's not.

This worksheet is a short, structured way to look at your own D2C site through the lens we use with paying clients — the same lens that surfaces the small design decisions costing you 15-30% of paid-media spend.

It's deliberately not a 100-page audit. Most founders won't finish those. This is 30 questions across 4 stages, designed to be completed on your phone in about 30 minutes with your live site open.

You'll score yourself 1-3 on each question. Honestly. The point isn't to feel good — it's to find the gaps you didn't know existed.

THREE RULES BEFORE YOU BEGIN

- 1. Use a phone, not a laptop.** 70-85% of your traffic is mobile. Audit the way your shopper actually shops.
- 2. Be harsh on yourself.** "Pretty good" is a 2, not a 3. A 3 is reserved for "this is genuinely best-in-class."
- 3. Time-box it.** Set a 30-minute timer. The first impression is the right impression — your shopper won't scroll back to be fair to you.

How to use this worksheet

- 1 Open your bestselling product page on your phone.** Throttle your connection to 4G if you can (in Chrome dev tools or just hop off WiFi). This is the page your paid traffic lands on.
- 2 Walk through it like a first-time shopper.** Don't analyze. Just shop. Try to add to cart. Try to check out. Note what felt slow, confusing, or unconvincing.
- 3 Then come back to this worksheet.** Score each question honestly. Use the boxes provided.
- 4 Tally your scores at the end.** The interpretation page will tell you where the biggest revenue leaks likely are.

The scoring scale

- 1** Failing — this is actively costing you conversions. A new shopper would notice in seconds.
- 2** Passable — works, but doesn't shine. Could be sharper with one design pass.
- 3** Excellent — best-in-class for Indian D2C. You wouldn't change this if you could.

A · AWARENESS

First impressions and arrival.

The first 2 seconds a shopper spends on your site decide whether they stay.

-
- A1** **Your homepage hero loads completely in under 3 seconds on a 4G mobile connection.** 1 2 3
- Test in Chrome dev tools (Network tab → Slow 4G). Anything above 4 seconds is bleeding paid traffic before it reaches your products.
-
- A2** **A first-time visitor understands what you sell within 2 seconds of arriving on mobile.** 1 2 3
- Show your homepage to someone who's never seen it. Cover the screen after 2 seconds. Can they describe the brand category? If not, score 1 or 2.
-
- A3** **When a shopper arrives from a paid ad, the landing page promise immediately matches the ad promise.** 1 2 3
- Click your most-spent ad. Does the landing page show what the ad promised within the first scroll? If the ad says "20% off" and the page shows a generic hero — that's a 1.
-
- A4** **Your strongest credibility signal is visible above the fold on mobile.** 1 2 3
- Press mentions, customer count, founder credentials, awards — whatever your best trust signal is, it should be one scroll-length away from arrival, not buried in the footer.
-
- A5** **Your homepage doesn't immediately interrupt the shopper with a popup, banner, or modal.** 1 2 3
- Email capture popups on arrival cost more conversions than they capture leads. Delay popups until after scroll-depth or 30 seconds. Score 1 if a popup hits within 5 seconds of load.

I · INTEREST

The product detail page.

Where the largest single design leak in D2C usually lives.

-
- I1** **On mobile, the product name, price, and "Add to Cart" button are all visible without any scrolling.** 1 2 3
- If a shopper has to scroll even once to see the price, that's a 1. The buying signal must be visible at arrival.
-
- I2** **The price hierarchy makes the discount unmissable: MRP struck through, sale price clearly larger and bolder.** 1 2 3
- Look at your price block. Are MRP and sale price similar in visual weight? That's a 1. A great example: MRP at 14px grey strikethrough, sale price at 22px ink-bold, plus a discount % badge.
-
- I3** **Customer reviews — both count and rating — are visible on the PDP within the first scroll.** 1 2 3
- "4.7★ · 2,471 reviews" beats "4.7★" by 3x. Volume signals authenticity. If your review count is hidden in a tab, that's a 1.
-
- I4** **Product images are swipeable, zoomable, and at least 5 in number — including a close-up detail shot.** 1 2 3
- Online shoppers can't touch the product. Photography is the substitute. Score 1 if you have only 2-3 images, or if zoom doesn't work on mobile.
-
- I5** **Key product features are presented as scannable bullets or icons, not buried in paragraph descriptions.** 1 2 3
- A shopper should grasp the top 5 things about your product in 10 seconds without reading a paragraph. If your benefits are in a wall of text, that's a 1.
-
- I6** **Your strongest unique differentiator (vs. competitors) is shown visually, not just stated in copy.** 1 2 3
- "Made with cold-pressed olive oil" in body text = 1. The same fact as a visual badge with an icon, near the hero = 3. Visual claims punch harder than worded ones.
-
- I7** **You display photo reviews from real customers (not just text-only).** 1 2 3
- Photo reviews convert 2x better than text-only reviews. If your review section is all-text, that's a 1. If you have a few photos, 2. If photos are the default and prominent, 3.
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- I8 Negative or 2-3 star reviews are visible alongside the 5-star ones (not hidden).** 1 2 3
- Counterintuitive but true: shoppers trust review sections that show the full picture. If you only show 5-star reviews, sophisticated shoppers assume they're planted. Score 1 if filtering hides them.
-
- I9 A clear delivery date is shown ("Delivered by Tuesday, [date]") rather than a vague window.** 1 2 3
- "3-5 days" is weak. "Delivered by Tuesday Apr 22" is concrete and reduces purchase anxiety. Score 1 if you only show vague ranges.
-
- I10 Tap targets (variant chips, buttons, gallery thumbnails) are large enough to hit cleanly with a thumb.** 1 2 3
- Apple's standard is 44×44px minimum. Try tapping your variant selectors with your thumb without looking. Frequent mis-taps = score 1.

P · PURCHASE

Cart and checkout.

The most expensive friction in your funnel — every step costs.

-
- P1 Adding to cart shows a slide-out summary, not a full page navigation away from the product.** 1 2 3
- If clicking "Add to Cart" yanks the shopper away from the product page, you break shopping momentum. Mini-cart = 3. Full page redirect = 1.
-
- P2 Shipping cost is shown clearly in the cart, with a clear threshold for free shipping ("₹X more for free shipping" or equivalent).** 1 2 3
- Shoppers who don't see the shipping cost until checkout abandon at 2-3x the rate. Visible threshold messaging also drives 15-25% AOV lift.
-
- P3 Guest checkout is available — you don't force account creation before purchase.** 1 2 3
- Forced signup at checkout is the single most common Indian D2C abandonment trigger. If your only path is "Sign up to checkout," score 1.
-
- P4 Checkout is 2 steps maximum, with a visible progress indicator.** 1 2 3
- Industry average is 5 steps. Best-in-class is 2. If yours is 4+, score 1. If 2 with clear progress shown, score 3.
-
- P5 Your address form auto-fills city and state when the shopper enters their PIN/ZIP code.** 1 2 3
- India Post API is free. There's no excuse for asking shoppers to type their city manually. Same for US: ZIP-to-city lookup is standard. Score 1 if absent.
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- P6 UPI (or Apple Pay / Google Pay for US) is a top-level payment option, not buried under "Other."** 1 2 3
- In India, UPI accounts for 40%+ of D2C order volume. In the US, mobile wallets are growing fast. If they're hidden behind "More options," score 1.
-
- P7 No unexpected fees are added at the final step (no surprise convenience fees, handling charges, etc.).** 1 2 3
- Surprise fees at step-4 of checkout cause spike abandonment. If your "₹599 product" becomes "₹699 with handling" only at the final screen, score 1.
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P8 Trust signals (returns policy, security badge, customer support contact) are visible at the payment step.

1 2 3

The moment of payment is when trust is needed most. A small lock icon + 'Secure checkout' + return policy link near the Pay button = 3. Nothing visible = 1.

P9 The order confirmation page feels human, not robotic — it thanks the customer warmly and clearly states what happens next.

1 2 3

"Order #12345 placed successfully" = 1. "Thank you, [Name]. Your order is being prepped — we'll text you tracking when it ships tomorrow" = 3.

P10 A confirmation reaches the customer within 5 minutes via their preferred channel (SMS/WhatsApp for India, email for US).

1 2 3

Indian shoppers expect SMS or WhatsApp confirmation. Delays past 10 minutes trigger "did it go through?" support tickets. Score 1 if email is your only confirmation channel.

L · LOYALTY

Post-purchase and retention.

The cheapest revenue you'll ever earn — if you remember to ask.

-
- L1** **A review request reaches the customer 7-14 days after delivery — not too soon (product unused), not too late (momentum lost).** 1 2 3
- Review request next-day = score 1 (product hasn't been used). 7-14 day window = 3. No review request at all = 1.
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- L2** **Returns can be initiated by the customer themselves through the order page, without emailing or calling support.** 1 2 3
- Self-serve returns = 3. "Email us to start return" = 1. Mid-tier (form available but slow processing) = 2.
-
- L3** **For consumables/refillable products, a replenishment reminder reaches the customer at the right time.** 1 2 3
- If you sell something that runs out (skincare, supplements, food), and you don't remind people to reorder, you're leaving 30%+ of LTV on the table. Score 1.
-
- L4** **A returning customer can reorder their favorite product in 2 taps from their order history.** 1 2 3
- "Reorder" button on past orders = 3. Need to navigate, search, re-add = 1. Most Indian D2C brands fail this entirely.
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- L5** **You have a working referral system that's easy to use and gives both parties a clear, valuable incentive.** 1 2 3
- "₹200 to give, ₹200 to get" with a one-tap WhatsApp share = 3. No referral system, or one that's hidden in account settings = 1.

Tally your scores.

Add up your scores in each stage. Then total them.

Stage 1 — Awareness (out of 15)	_____ / 15
Stage 2 — Interest / PDP (out of 30)	_____ / 30
Stage 3 — Purchase / Checkout (out of 30)	_____ / 30
Stage 4 — Loyalty (out of 15)	_____ / 15

YOUR TOTAL SCORE

_____ / 90
out of 90

What your score means

Score	What it means
75-90	Best-in-class. Your funnel is genuinely well-designed. Marginal gains here come from sophisticated A/B testing and category-leadership decisions, not foundational fixes.
60-74	Strong, with specific gaps. Your foundations are solid, but 5-10 specific issues are likely costing you 5-15% of paid-traffic conversions. A focused audit identifies them quickly.
45-59	Significant leakage. There are foundational issues hiding in plain sight. The good news: most are quick wins. A 30-day design sprint typically lifts conversion 10-25% from this tier.
Below 45	

Score

What it means

Foundational rebuild needed. Your design isn't keeping up with your product or marketing investment. The leak here is likely 25%+ of paid spend. This is fixable, but requires a sustained engagement, not a single fix.

WHERE TO FOCUS FIRST

The single highest-leverage stage in any D2C funnel is **Interest (Stage 2)**. If your Interest score is below 22, fix that first — every other stage's improvements compound on a strong PDP.

The second-highest leverage is **Purchase (Stage 3)**. Checkout friction is the most expensive friction in your business.

*"The 15% leak isn't usually one big problem.
It's twelve small ones, hidden in plain sight."*

IF YOUR SCORE WAS BELOW 60

Want a real audit instead of a self-audit?

This worksheet captures roughly 15% of the AIPL framework Nodra uses with paying clients. The full audit covers 167 items, includes prioritized fix recommendations with revenue impact estimates, and delivers a 30-page report tied to your specific brand context.

If you'd like to see how a Nodra audit applies specifically to your D2C site:

Book a 60-minute Advisory Call → nodra.design

You'll walk away with a prioritized list of the top 5 issues on your specific site — whether or not we end up working together further.