

IB Optics — UX Problem Solving Case Study

Australian Sunglasses E-Commerce Store

iboptics.com • WordPress Developer & UX Designer • WordPress + WooCommerce + Elementor

10

UX Problems Solved

100%

Responsive Design

3

Automation Systems

AUS

Target Market

01 Trust Crisis — Phone Number & Address Conflict

CRITICAL

PROBLEM The website showed a Bangladesh phone number (+880) alongside a Sydney, Australia address. Australian customers found this contradictory, seriously damaging trust and conversion rates.

SOLUTION Removed the Bangladesh phone number entirely. Contact details replaced with support@iboptics.com and Sydney, NSW, Australia only — consistent across all devices.

RESULT **Website credibility significantly improved, directly supporting international payment gateway approval.**

02 Multiple Spelling Errors Across the Website

CRITICAL

PROBLEM Critical spelling mistakes throughout: 'Stor' in navigation, 'For Mane' in hero, 'Shop NoW', 'Explor Collection', 'IB OPTics', 'Australina' on the store page — all damaging brand credibility.

SOLUTION Systematically identified and corrected all spelling errors across navigation menus, hero sliders, CTA buttons, and page headings.

RESULT **Professional brand appearance fully restored; first impression dramatically improved for new visitors.**

03 Checkout — Double Address Form & CJ Sync Failure

CRITICAL

PROBLEM Checkout had separate Billing and Shipping forms — customers entered their address twice. Worse, shipping addresses were not syncing to CJdropshipping, requiring manual updates per order.

SOLUTION Built a custom PHP hook using woocommerce_checkout_create_order to auto-copy billing fields into shipping. Eliminated redundant form using woocommerce_cart_needs_shipping_address filter.

RESULT **Checkout friction eliminated. Order fulfillment fully automated with CJdropshipping address sync.**

04 Duplicate Content — FAQ, Footer & Trust Badges

HIGH

PROBLEM FAQ appeared 3 times, footer appeared twice, and trust badges appeared 3 times in the page source — increasing page size and slowing load times significantly.

SOLUTION Applied Elementor responsive display conditions to show correct sections per device type (Desktop / Tablet / Mobile) instead of loading all versions simultaneously.

RESULT **Page structure optimised; unnecessary DOM elements reduced improving overall performance.**

05 'No Title' Label on Every Product Review

HIGH

PROBLEM Site Reviews plugin displayed 'No Title' on every customer review as titles were left blank — making the reviews section appear broken and unprofessional.

SOLUTION Applied targeted CSS: `.glsr-review-title { display: none !important; }` via Elementor custom CSS on the shortcode widget to hide the label.

RESULT **Review section now appears clean, professional, and credible to visitors.**

06 Coupon Codes Publicly Visible in Cart

HIGH

PROBLEM All active discount codes — including internal codes — were visible to any visitor on the cart page. A serious business security and revenue risk.

SOLUTION Adjusted WooCommerce coupon visibility settings to prevent public display of coupon codes on cart and checkout pages.

RESULT **Business security improved; discount codes protected from unauthorised use.**

07 No Sales Funnel — Single Chance to Convert

CONVERSION

PROBLEM If a visitor didn't purchase from Best Sellers, there was no natural next step — causing high exit rates with no second conversion opportunity.

SOLUTION Designed a 3-layer funnel: Best Sellers (social proof) → SHOP Section (broader catalogue) → 'More Sunglasses' CTA (drives to full store). Each layer targets a different visitor intent.

RESULT **Extended average session duration and created multiple conversion touchpoints per visit.**

08 No Email Marketing or Cart Recovery System

AUTOMATION

PROBLEM No mechanism to capture leads or recover abandoned carts. Visitors who browsed without buying were lost permanently — zero follow-up opportunity.

SOLUTION Implemented two automated flows: (1) Welcome email with 10% discount sent instantly on subscription. (2) Abandoned cart recovery email with 10% discount sent 65 minutes after checkout abandonment.

RESULT **Automated lead nurturing and cart recovery system active — recapturing otherwise lost revenue.**

09 No Facebook Tracking — Ad Campaigns Were Blind

TRACKING

PROBLEM Without Facebook Pixel, running paid campaigns was impossible. No way to track conversions, build retargeting audiences, or measure ad spend effectiveness.

SOLUTION Integrated Facebook Pixel via Meta for WooCommerce plugin, connected to Facebook Business Manager with PageView, AddToCart, and Purchase event tracking fully configured.

RESULT **Facebook retargeting, conversion tracking, and lookalike audience building now fully operational.**

10 CJdropshipping — Manual Address Entry Per Order

AUTOMATION

PROBLEM Customer shipping addresses from WooCommerce were not passing to CJdropshipping orders automatically. Each order needed manual address entry — time-consuming and error-prone at scale.

SOLUTION Developed a custom WordPress action hook on `woocommerce_checkout_create_order` to programmatically map all WooCommerce shipping fields to CJdropshipping order data at submission.

RESULT **Order fulfilment pipeline fully automated — zero manual address handling required.**