
THE AUGMENTED MAISON

Digital Audit Report

[MAISON X]

March 2026

— SAMPLE REPORT —

Confidential Document

This is an anonymized sample. Full reports are available for individual Maisons.

www.theaugmentedmaison.com

THE AUGMENTED MAISON

Executive Summary — [Maison X]



UX Score
6.9/10 — Proficient

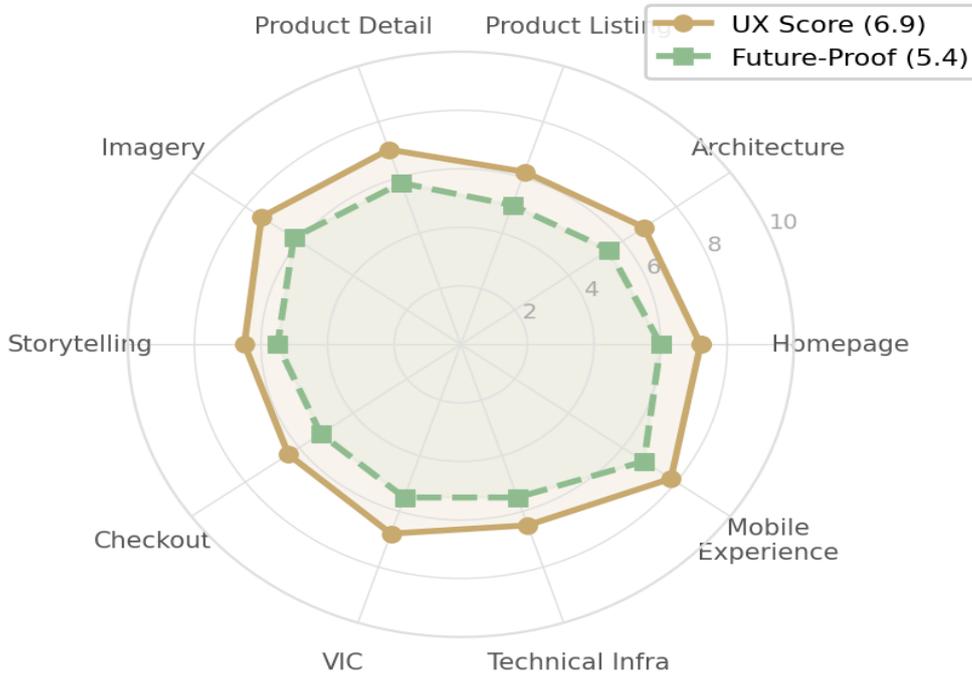


Future-Proof
Future-Proof: 5.4/10 — Developing



Gap

[Maison X] — 10-Dimension UX Profile



Top Strengths

- 7.8/10 Mobile Experience**
Persistent sticky bottom bar with search, account, cart provides excellent thumb-zone acce...
- 7.4/10 Imagery & Visual Identity**
Cinematic hero imagery and strong visual DNA consistency across desktop and mobile create ...
- 7.2/10 Homepage & First Impression**
Full-bleed hero with editorial campaign photography creates immediate emotional resonance...

Key Improvement Areas

- 6.2/10 Product Listing Pages (PLP)**
Cookie consent modal obscures nearly 50% of the viewport on first visit, critical UX frict...
- 6.4/10 Checkout & Conversion**
No visible progress indicator or step tracker for the checkout journey — competitors show ...
- 6.5/10 Technical Infrastructure**
JavaScript-heavy SPA architecture creates rendering issues, impacting Core Web Vitals and ...

Contents

1. Methodology & Scoring Framework
2. Brand Context & Key Performance Indicators
3. Core Web Vitals Financial Impact Alert
4. Cross-Cutting Findings
5. Global Scoring Matrix
6. Visual Scoring Dashboard
7. Competitive Financial Benchmarking
8. Homepage & First Impression
9. Architecture & Navigation
10. Product Listing Pages (PLP)
11. Product Detail Pages (PDP)
12. Imagery & Visual Identity
13. Storytelling & Editorial Content
14. Checkout & Conversion
15. VIC & Clienteling
16. Technical Infrastructure
17. Mobile Experience
18. Mobile Experience Deep Dive
19. Competitive Positioning Map
20. Digital Ecosystem Analysis
21. AI & Agentic Commerce Assessment
22. GEO/AEO Live Audit Results
23. Agentic Commerce Blueprint
24. Future-Proof Readiness (8 Dimensions)
25. CDP & Data Maturity Deep Dive
26. Organizational Readiness
27. Strategic Roadmap
28. Financial Impact Matrix
29. Conclusion & Transformation Targets
- A. Scoring Methodology Appendix

01 SCORING METHODOLOGY & DIGITAL MATURITY FRAMEWORK

Framework Overview

This audit employs a proprietary Digital Maturity Assessment Framework designed for luxury e-commerce. It draws on established methodologies: Bain & Company (Luxury Digital Index), McKinsey (Digital Quotient), ContactLab (Digital Competitive Map), Forrester CX Index, and Contentsquare Luxury DXI 2024.

Digital Maturity Levels

Level	Score	Definition	Typical Characteristics
EMERGING	0 — 3.9	Basic digital presence	Minimal UX, no personalization, generic templates
DEVELOPING	4.0 — 5.9	Functional but below standard	Standard features, limited storytelling, no AI
PROFICIENT	6.0 — 7.4	Solid execution, meets expectations	Good UX, some editorial, responsive mobile
LEADING	7.5 — 8.4	Above standard, competitive edge	Strong identity, AI beginning, advanced clienteling
BEST-IN-CLASS	8.5 — 10	Benchmark, innovation driver	Pioneering AI/AR, narrative PDPs, predictive

Evaluation Dimensions & Weighting

#	Dimension	Wt.	What We Evaluate	Key KPIs
1	Homepage & First Impression	12%	Visual impact, immersion, emotional hook	Bounce rate, scroll depth
2	Architecture & Navigation	10%	Navigation, search, categories, discoverability	Task completion, search usage
3	Product Listing Pages (PLP)	10%	Grid, filters, Quick View, editorial integration	PLP-to-PDP click rate
4	Product Detail Pages (PDP)	12%	Descriptions, storytelling, size guide, video	Add-to-cart rate, time on page
5	Imagery & Visual Identity	10%	Visual cohesion, photo quality, video, brand	Brand recall, engagement
6	Storytelling & Editorial	8%	Content depth, editorial hub, cultural programs	Pages/session, organic traffic
7	Checkout & Conversion	10%	Friction, payment options, pricing, shipping	Abandonment, completion rate
8	VIC & Clienteling	8%	Personal shopping, loyalty, private access, CRM	VIC revenue share, repeat rate
9	Technical Infrastructure	8%	Speed, Core Web Vitals, architecture, uptime	LCP, FID, CLS, TTFB
10	Mobile Experience	12%	Responsive, app, mobile-first features, touch UX	Mobile conversion, app rating

05 GLOBAL SCORING MATRIX

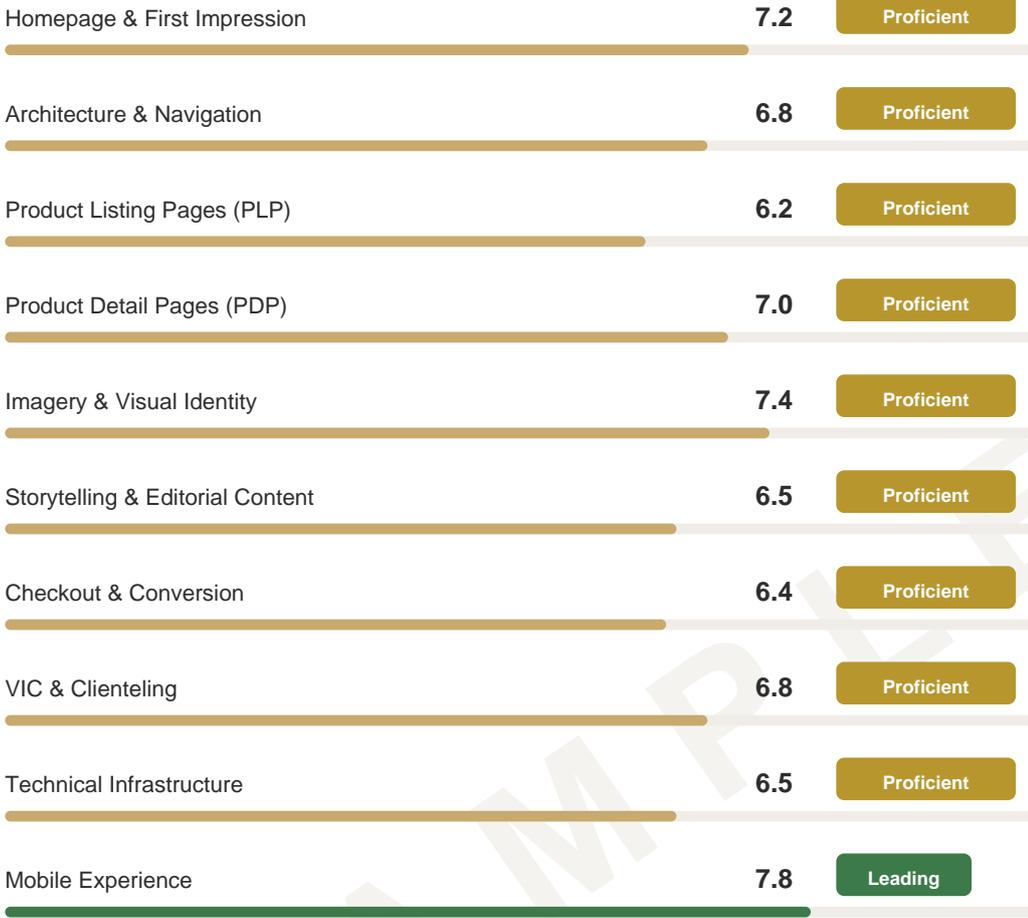
Dimension	Wt.	Score	Maturity	Key Observation
Homepage & First Impression	12%	7.2	Proficient	Editorial-driven homepage with stro...
Architecture & Navigation	10%	6.8	Proficient	Clean top-level navigation with cle...
Product Listing Pages (PLP)	10%	6.2	Proficient	Clean grid layout but intrusive con...
Product Detail Pages (PDP)	12%	7.0	Proficient	Advanced media capabilities detecte...
Imagery & Visual Identity	10%	7.4	Proficient	Cinematic hero imagery with strong ...
Storytelling & Editorial	8%	6.5	Proficient	Competent editorial execution in in...
Checkout & Conversion	10%	6.4	Proficient	Comprehensive payment ecosystem but...
VIC & Clienteling	8%	6.8	Proficient	Loyalty program prominently feature...
Technical Infrastructure	8%	6.5	Proficient	Responsive design adaptation is exc...
Mobile Experience	12%	7.8	Leading	Persistent sticky bottom bar provid...

Weighted Score Calculation

Dimension	Score x Weight	= Weighted
Homepage & First Impression	7.2 x 12%	0.86
Architecture & Navigation	6.8 x 10%	0.68
Product Listing Pages	6.2 x 10%	0.62
Product Detail Pages	7.0 x 12%	0.84
Imagery & Visual Identity	7.4 x 10%	0.74
Storytelling & Editorial	6.5 x 8%	0.52
Checkout & Conversion	6.4 x 10%	0.64
VIC & Clienteling	6.8 x 8%	0.54
Technical Infrastructure	6.5 x 8%	0.52
Mobile Experience	7.8 x 12%	0.94
TOTAL		6.90 / 10

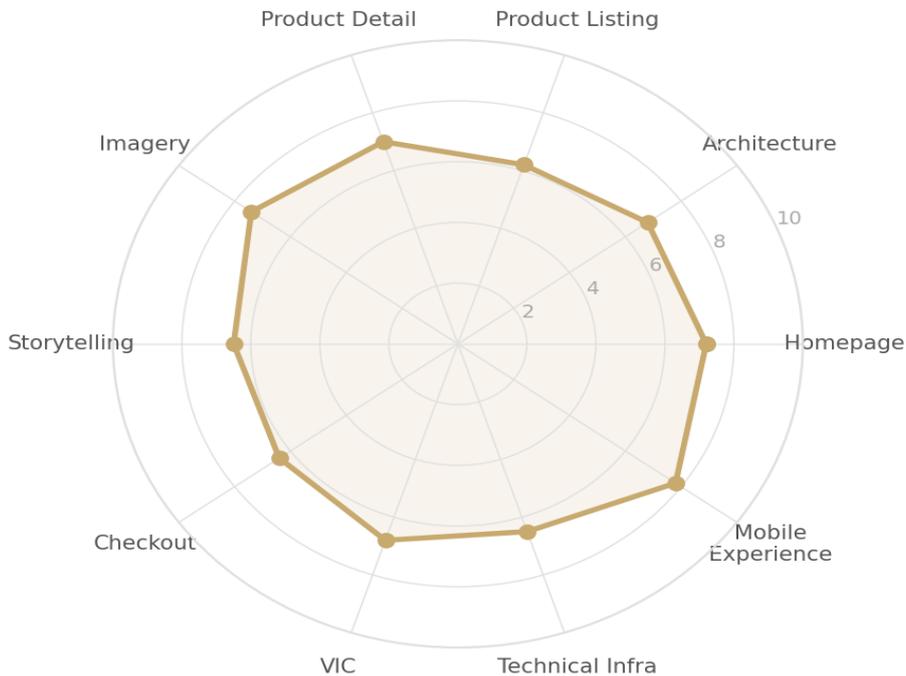
WEIGHTED GLOBAL SCORE: 6.9 / 10 — PROFICIENT

06 VISUAL SCORING DASHBOARD



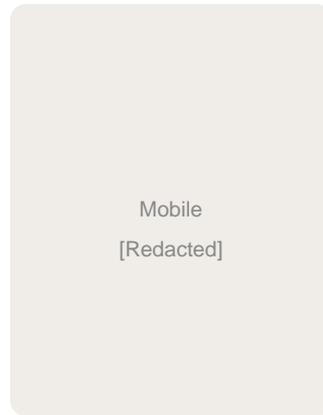
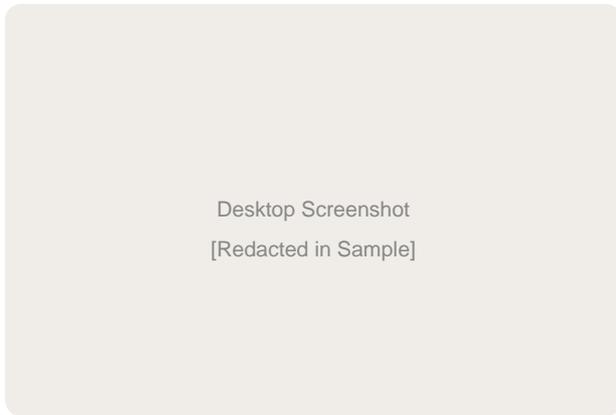
Emerging (0-3.9) Developing (4-5.9) Proficient (6-7.4) Leading (7.5-8.4) Best-in-Class (8.5+)

[Maison X] — 10-Dimension UX Profile



08 HOMEPAGE & FIRST IMPRESSION

Score: 7.2/10 Proficient (Weight: 12%)



Key Finding: [Maison X] delivers a confident, editorially-driven homepage with strong brand architecture communication, but the static hero execution and excessive whitespace between content blocks prevent it from reaching the immersive, cinematic standard set by leading competitors.

STRENGTHS

- + Full-bleed hero with cinematic campaign photography creates immediate emotional resonance — the tactile quality evokes metropolitan luxury lifestyle authentically
- + Navigation is minimal and confident: 6 primary categories with clean utility icons — strong luxury restraint comparable to top-tier competitors
- + Strong editorial architecture with layered storytelling: Hero > Editorial > RTW Edit > Collections triptych > Exclusive services — a clear narrative funnel

GAPS & OPPORTUNITIES

- Hero CTA split is functional but lacks editorial imagination — competitors use more evocative CTAs that preserve the dream before channeling to commerce
- Significant empty white space in the mid-section between editorial blocks interrupts narrative rhythm and creates pacing issues

RECOMMENDATIONS

[Redacted Recommendations]

Detailed recommendations available in the full report →

19 COMPETITIVE POSITIONING MAP

[Maison X] ranks #X in UX execution and #X in Future-Proof readiness among the competitive set. The UX gap vs leading competitors is primarily in Storytelling and Architecture — addressable through content investment. The Future-Proof gap is structural: Agentic Commerce and Omnichannel require platform investment.

Competitive Rankings

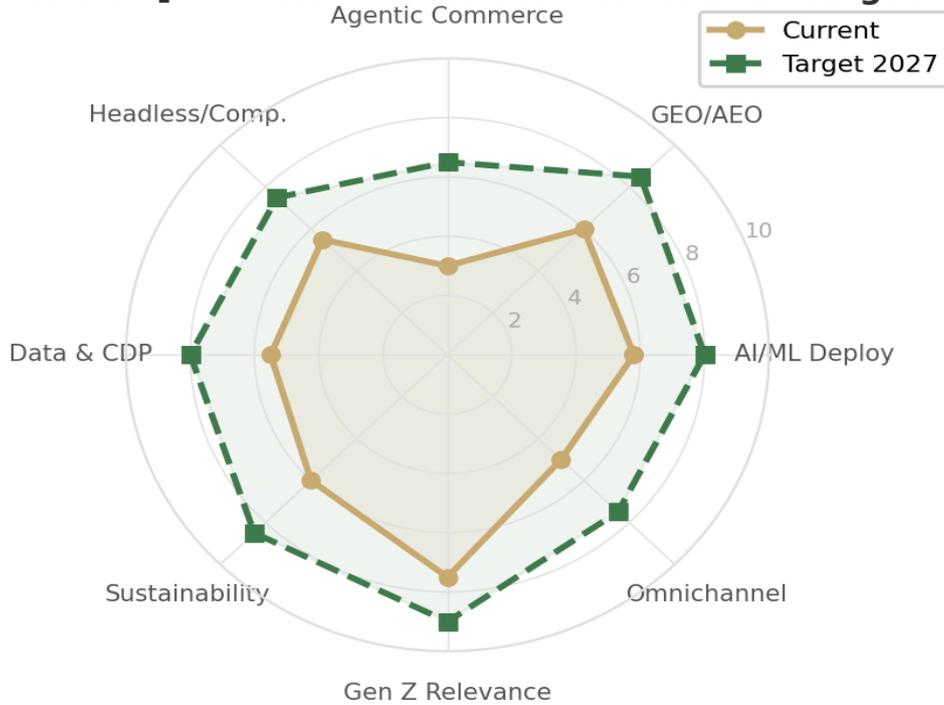
Rank	Brand	UX Avg	Future-Proof Avg
#1	[Competitor A]	8.6	7.5
#2	[Competitor B]	8.6	6.5
#3	[Competitor C]	8.2	6.6
#4	[Competitor D]	7.5	7.0
#5	[Maison X]	6.9	5.4
#6	[Competitor E]	6.5	5.0



24 FUTURE-PROOF READINESS — 8 DIMENSIONS

Aggregate Future-Proof Score: 5.4/10 — DEVELOPING

[Maison X] — Future-Proof: Current vs. 2027 Target



Dimension Scores

AI/ML Customer Deployment	5.8	Developing
GEO/AEO Readiness	6.0	Proficient
Agentic Commerce Preparedness	3.0	Emerging
Headless/Composable Architecture	5.5	Developing
Data & CDP Maturity	5.5	Developing
Sustainability Transparency	6.0	Proficient
Gen Z / Gen Alpha Relevance	7.5	Leading
Omnichannel Fluidity	5.0	Developing

23 AGENTIC COMMERCE BLUEPRINT

Critical Finding: [Maison X]'s extraordinary off-site cultural capital significantly outpaces its on-site technical readiness (3.0/10). This 5-phase blueprint closes the gap from 3.0 to 7.0/10 within 14 months.

Total investment: €815K–€1.6M | Duration: 14 months | Score progression: 3.0 → 7.0/10

Phase 1 Deploy llms.txt & robots.txt for AI Agent Access (1 week — €5K–€15K)
Create and deploy llms.txt at site root to declare brand identity, product taxonomy, and permitted AI agent interactions...

Phases 2-5 with technical specs, KPIs, and investment details available in the full report →

28 FINANCIAL IMPACT MATRIX

Total recommended investment: €XXX K–€X.XM

Projected annual impact: €XXX M–€XXX M

Aggregate ROI: XXX x



Top 3 Recommendations by ROI

1. Fix cookie consent modal — ROI: XXXX x
2. Implement breadcrumb navigation — ROI: XXXX x
3. JSON-LD structured data + GEO optimization — ROI: XXX x

THE AUGMENTED MAISON

This is a Sample Report.

The full audit contains 60+ pages including:

- Complete 10-dimension UX analysis with screenshots
- Full competitive benchmarking vs. 5+ luxury peers
- Detailed recommendations with effort & impact matrix
- Financial Impact Model (ROI per recommendation)
- AI & Agentic Commerce Blueprint (5 phases)
- GEO/AEO Live Audit Results (30 queries, 3 platforms)
- CDP & Data Maturity Deep Dive (8 capabilities)
- Future-Proof Readiness across 8 dimensions
- Strategic Roadmap: Quick Wins → Structural Investments
- Organizational Readiness Assessment

Commission a Full Audit

Tailored to your Maison. Delivered in 5 business days.

Substack Article

Free

Public analysis +
editorial deep-dives

Executive Audit

€7,500

60+ page PDF report
with full data & roadmap

Strategy Package

On request

Audit + 2 workshops
+ 90-day advisory

www.theaugmentedmaison.com

Contact: sebastien@theaugmentedmaison.com | LinkedIn: Sébastien Pagès