JAUS — Event-Ready: a fit-and-occasion intelligence layer for shopjaus.com

Prepared by Mousa Batarseh · September 23, 2026 · Live page: mousabatarseh.com/jaus-project All figures below come from a public audit of shopjaus.com taken September 22–23, 2026 (Shopify storefront JSON, rendered pages, Lighthouse 12 mobile runs). Nothing is estimated; each number is reproducible from the research folder.

---

1. Where JAUS stands today

What the site is

JAUS is a Birmingham, Michigan boutique (311 E Maple Rd) that curates Australian labels — Nookie, Runaway The Label, Two Sisters, Elle Zeitoune, Effie Kats, Sasha, SNDYS, Eliya, Misha, and its own JAUS label — and ships them from Michigan, same day on weekdays, free over $70. It runs on Shopify with the Impulse theme (Archetype, v6.0.1), Tenor Sans for display type and Outfit for body copy, on a white canvas.

The positioning is unusually clear for an independent boutique: *the US home of Australian occasion fashion, shipped from Michigan.* Nobody else in Metro Detroit — and few stores in the country — own that sentence. The operations behind it are real: same-day dispatch, a boutique customers can walk into, a phone number that answers sizing questions.

The catalog, measured

Fact	Value
Published products	4,872
Dresses and gowns	3,931 (81% of the catalog)
Dresses and gowns in stock	3,801
Labels with live stock	33
Distinct dress styles (before colorways)	2,006 — 937 offered in more than one color
Median dress price	$189.95 (middle half: $119 – $340)
Dresses on sale (compare-at price set)	28%
Products added in the last 30 days	137 (about 4–5 a day)
Tags per product	22 on average, up to 44

This is a dress store with a deep, fast-moving catalog. Every one of those dresses is bought for a date — a wedding, a black-tie gala, prom, homecoming, a bridal shower, a birthday — and almost every one is bought by a customer who is worried about the size.

Finding 1 — The store is size-blind

- **36% of in-stock dresses have exactly one size left; 63% have two or fewer.** A customer browsing "Wedding Guest Dresses" (2,904 products) sees every dress whether or not it exists in her size. She discovers the truth on the product page, one click at a time.
- Search does not understand size. `size 8 black dress` returns "1,000 results" — a sweater and a two-piece set among the first twenty. `nookie ever after` reports "1,000 results found" and shows seven. `wedding guest dress` reports 1,002 in the title and 1,620 in the count.
- The collection filter (Globo's Smart Product Filter app) offers Product type, Color (eight values), Size, Price and Availability. Choose *Size: Medium* on Dresses and it returns 3,891 dresses — **1,953 of them sold out in Medium.** Stock only counts if she also ticks *In Stock*, a second step most shoppers never take. There is no occasion, length or fit facet, and colors like wine, chocolate or lilac (hundreds of dresses) collapse into eight buckets. The taxonomy that could power better filters lives in free-form tags — 22 per product — mixed with operational tags that were never meant to be public (`bf25`, `price-change-job-active`, `dott202620%off`, `ts2025hardsale`).

Finding 2 — The fit information exists, but it is buried

Product descriptions are good. They say things like *"Model is 5'8" and wears a size SMALL — Runs true to size — Maxi length — lined with stretch — 86% Polyester & 14% Spandex."* Measured across all 3,931 dresses:

Fit fact stated in the description	Dresses
"True to size" / "runs small" / "size up"	2,771 (70%)
Model's size	2,809 (71%)
Model's height	2,137 (54%)
Stretch or no-stretch	2,241 (57%)
Lined / unlined	2,204 (56%)
Fabric composition	1,604 (41%)

None of it is structured. It cannot be filtered, cannot be searched, cannot be shown as a badge, and cannot feed a size recommendation. Meanwhile the Size Guide page contains no measurements at all — it says *"This is a guide only… please contact our customer service team,"* and the Returns page repeats it: *"If you are worried about sizing, please give us a call."* The store is asking customers to phone in for information it already has 2,800 times over.

Finding 3 — The wrong size costs the customer, so she hesitates

Returns are store-credit-only for every reason, including sizing; sale items are final; return shipping is on the customer; credits take up to 10 business days. That is a legitimate boutique policy — but combined with Finding 1 and 2, it means the person most likely to hesitate at checkout is the person who is not sure of her size. The site gives her no way to become sure, and tells her that being wrong will cost her.

Finding 4 — The site is slow on the phones it is sold on

Lighthouse 12, mobile, September 23, 2026:

Page	Performance	LCP	Total blocking	Requests	Scripts	Transfer
Home	32	17.4 s	3.9 s	280	85	3.4 MB
Dresses collection	31	18.9 s	4.5 s	301	89	3.3 MB
Product page	30	10.0 s	5.8 s	349	116	3.6 MB

Main-thread work runs 19–22 seconds per page; roughly 760 KB of JavaScript on each page is never executed. The largest third-party costs are Route's package-protection widget (743 KB, about 1 s of blocking on every page), PayPal (≈395 KB), then Stamped, Hextom, Bogos, Avada, Amplitude, TikTok, Pinterest and Mailchimp. The DOM on the collection page is 3,104 elements. Layout shift is fine (CLS ≤ 0.05) — the problem is weight and scripts, not the theme's layout.

Finding 5 — The home page doesn't sell

The home page is a slideshow ("NEW ARRIVALS / SHOP NOW"), one paragraph, eight category tiles, three blog posts and a map. No products, no reviews, no size or delivery promise above the fold. The `<h1>` is "JAUS". Seven images have no alt text (16 on the collection page). Structured data is duplicated: two `Organization` and two `WebSite` blocks on home, three `Product` blocks on a product page, and one malformed block on the collection page.

Finding 6 — Collections have grown, not been designed

116 collections, including duplicates (`bardot` / `bardot-1`, `best-sellers` / `best-sellers-1`, two Two Sisters, three Valentine's), empty seasonal shells (`cyber-monday-sale`, `memorial-day-sale`, `billini`: 0 products) and internal promo collections exposed publicly (`bf25`: 3,820 products). "New Arrivals" contains 4,602 products — the tag `new arrivals` is on 2,976 products, so "new" no longer means anything.

What is working — and must be kept

- The niche and the labels. The curation is the business.
- Same-day weekday shipping from Michigan, free over $70, express and overnight at checkout. This is faster than most of the national competitors the customer is also browsing.
- A physical boutique 20 minutes from most of Oakland County, with staff who answer the phone.
- The blog's instincts: SEO-literate, local titles ("Last-Minute New Year's Eve Dresses in Birmingham & Detroit"), up to seven posts a month in fall 2025 — but nothing since February 18, 2026. It needs a cadence, not a redesign.
- Product photography and descriptions are consistently good — which is exactly why the data extraction below works.

---

2. The Smart Intelligence Solution: JAUS Event-Ready

The one problem worth solving

A JAUS customer has three questions and the site answers none of them before the product page: *Do you have it in my size? Will it fit? Will it arrive before my event?* Event-Ready answers all three on the first screen she sees, using data JAUS already owns.

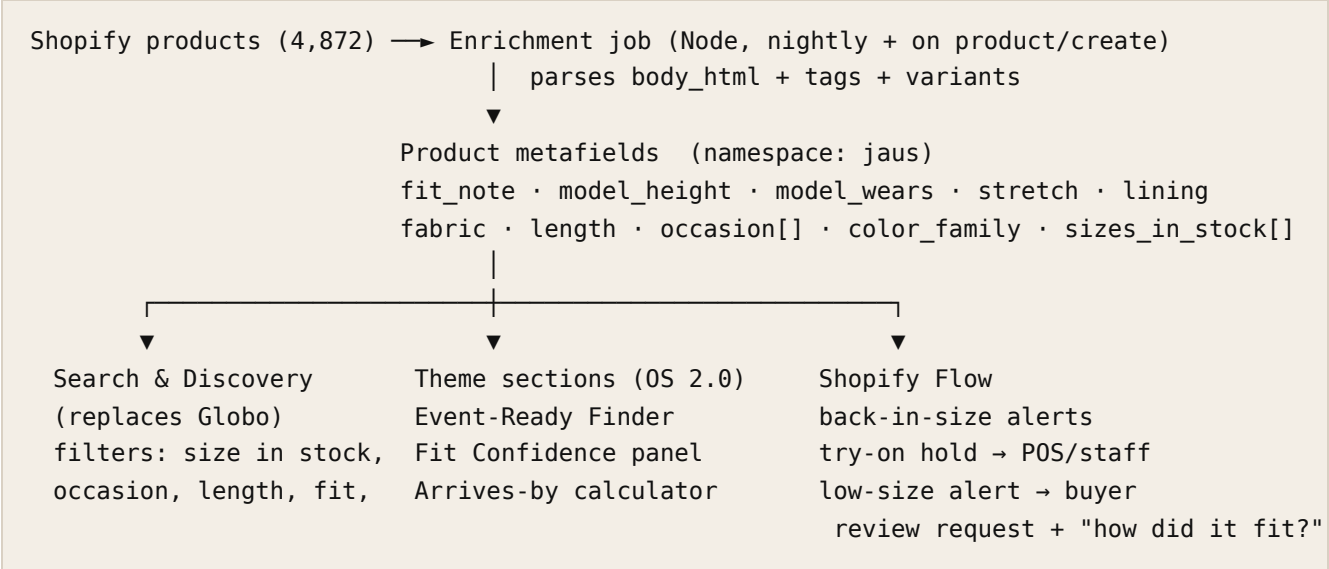
What the customer experiences

1. **Event-Ready Finder** — on the home page, at the top of every occasion collection, and on the search results page. She picks the occasion, her size and the date of the event. She sees only

dresses in stock in her size, sorted by what arrives in time, each with a fit note and an *arrives-by* date computed from the real ship schedule (weekday same-day cutoff, 2–4 day standard, express and overnight options).

2. **Fit Confidence on every product page** — the buried sentence becomes a scannable panel: *True to size · Model 5'8" wears S · Stretch · Lined · Maxi length*, plus *"Your size M: 2 left"*, *"Order by 2 pm ET → ships today → arrives Thu Sep 25"*, and *"Try it on in Birmingham — hold this size for 48 hours."*
3. **Back-in-size alerts** — when her size is gone (the 36% single-size problem), one tap captures email/SMS; Shopify Flow sends the alert the moment the variant is restocked.
4. **Policy clarity before checkout** — *Final sale* and *Returns for store credit* shown on the product page and in cart, so the policy stops being a post-purchase surprise.
5. **Search that understands the customer** — `size 8 black dress wedding` returns black dresses, available in size 8 (US 8 = Large in the store's sizing), tagged wedding guest — not "1,000 results".

How it works — architecture



- **Enrichment job** — a small Node service (or a Shopify Function-triggered Flow calling a Cloudflare Worker) that runs the same extraction used for this proposal. Run once against the catalog today, it fills the fit metafields for 70% of dresses with no manual work; a nightly run and a `products/create` webhook keep up with the 4–5 products added per day. Products it cannot parse land in a "needs fit note" list for staff.
- **Metafields** — first-class, typed definitions (`jaus.fit_note` single-line text with allowed values, `jaus.occasion` list, `jaus.sizes_in_stock` computed list, etc.), pinned in the admin so staff can edit them per product without touching descriptions.
- **Finder** — a theme section (Liquid + a 12 KB vanilla-JS module). It reads a JSON feed generated from metafields, filters client-side for instant response, and deep-links into the collection with Search & Discovery filter parameters so the URL is shareable and indexable.

- **Arrives-by** — pure logic, no app: order cutoff (weekday 2 pm ET), ship day, carrier days by method, holidays table. Displayed as a date, not "2–4 business days".
- **Try-on hold** — Shopify Flow: the customer submits a hold request (form → Shopify Forms or a metaobject entry); Flow notifies staff via email/Slack with the variant and the boutique's inventory level; staff confirm from POS. No new app, no engineering.
- **Fit feedback loop** — the post-purchase review request (Stamped, already installed) gets one extra question: *How did it fit? Small / True / Large.* The answers roll up into the fit metafield, so confidence improves with every order.

Key technologies

Shopify Online Store 2.0 theme (JSON templates, sections everywhere) · Metafield definitions + Metaobjects · Search & Discovery app (free) for metafield filters, replacing the Globo filter/search app · Shopify Flow (free) · Shopify Forms (free) · Storefront API for the Finder feed · Cloudflare Worker or a small Node cron for enrichment · Klaviyo or Shopify Email for alerts · Stamped for the fit question · Lighthouse CI in the deployment pipeline.

UX design principles for the new site

- **Answer first, browse second.** Size, date and occasion are asked once and remembered (cookie + customer metafield when logged in). Every listing after that is already in her size.
- **Show the promise, not the policy.** "Arrives Thu Sep 25" beats "2–4 business days". "Hold in Birmingham" beats "visit our location".
- **Fit as a badge, not a paragraph.** Same words the store already writes, made scannable and filterable.
- **Editorial calm.** Tenor Sans and Outfit stay; the canvas stays white; a warm sand panel and chocolate type carry the new sections so it still reads as JAUS.
- **Motion that explains.** Product images cross-fade to the back view on hover; filters animate results out and in so the customer sees the catalog narrowing to her size; the arrives-by date counts to its value. Nothing decorative that costs a frame.

How it delivers measurable results

Baseline first, then a 30-day read after launch. The measures, all available in Shopify analytics + GA4 with no extra tooling:

Measure	Why it moves
Product-page → add-to-cart rate for dress sessions that used the Finder vs. those that didn't	Customers only see dresses in their size
Search exits (searches with no click)	Size-aware search replaces "1,000 results"
Share of returns with reason "size" (from the returns center)	Fit panel + fit feedback loop
Sizing calls and emails to the boutique per week	The answer is on the page
Back-in-size captures and their conversion when restocked	Recovers demand that currently walks
Try-on hold requests and their in-store conversion	Turns the boutique into a conversion channel for online traffic
Mobile LCP / Performance score	The performance rebuild in Section 3

No conversion-lift percentage is promised here because none can be honestly claimed before the baseline exists. What can be said: every one of these is a leak measured in the audit, and each has a direct fix.

---

3. Next-step action plan — an agency-grade rebuild in eight weeks

Week 1 — Discovery and baseline. Shopify analytics and GA4 export (search terms, collection → PDP → cart funnels, mobile share), returns-center reasons, one week of session recordings on collection and PDP, app inventory with cost per app. Output: a one-page baseline and a performance budget (≤ 1 MB transfer, ≤ 60 requests, LCP < 2.5 s, TBT < 200 ms on mobile).

Weeks 2–3 — Data layer. Create metafield definitions; run the enrichment job on the full catalog; staff review the "needs fit note" list (about 1,160 dresses today); public tag hygiene (move operational tags to metafields, delete the rest); collection consolidation (116 → 95 public: merge four duplicates, delete four empty shells, hide thirteen promo collections from search and navigation, automate New Arrivals, Best Sellers and What's Hot); fix structured data (one `Product`, one `Organization`, one `WebSite`; remove the malformed block); alt text generated from title + color + label and reviewed.

Weeks 3–6 — Theme build. New OS 2.0 theme from a clean base (Horizon-family) with the JAUS design system: Tenor Sans / Outfit, white canvas, sand and chocolate accents, 8-pt spacing, a four-column product grid that collapses to two on phones. Sections: Event-Ready Finder, Fit Confidence panel, Arrives-by, Try-on hold, back-in-size, policy badges, occasion landing pages, editorial home page with live products and reviews above the fold. Motion: view-transitions between collection and PDP, image cross-fades, filter animations, scroll-driven reveals — all CSS-driven, reduced-motion respected. Assets:

WebP/AVIF via Shopify CDN with responsive `srcset` and lazy loading below the fold, fonts self-hosted and preloaded, one critical CSS file, JavaScript split per section and loaded on visibility.

Weeks 4–6 (parallel) — App and script diet. Route widget deferred to cart or replaced by Shopify's own shipping protection; PayPal SDK loaded on checkout only; Stamped rendered server-side; Amplitude, Bogos, Avada and Hextom kept only where a measured use exists; pixels moved to Shopify's Customer Events (Web Pixels) so they run off the main thread. Target: under 25 scripts on the product page.

Weeks 6–7 — Automations. Flow: back-in-size alert, try-on hold notification, low-size alert to the buyer (when a style is down to one size), fit-question in the review request, new-product enrichment. Klaviyo/Shopify Email templates for the alert and the hold confirmation.

Week 8 — QA, launch, measurement. Device lab on the phones the store's customers actually use (GA4 device report), accessibility pass (WCAG 2.2 AA), Lighthouse CI gate on every theme push, launch on a Tuesday morning, 30-day read against the baseline, then a monthly iteration cadence.

Team and budget shape. One lead (design + front-end), one Shopify developer, one content/merchandising day per week from JAUS staff for the fit-note review and collection decisions. The build uses free Shopify apps (Search & Discovery, Flow, Forms) and the apps already paid for; it removes more app cost than it adds.

---

4. Deliverable — the Shopify partner store

You said you'll open a partner (development) store. Here is exactly what goes into it, in the order it gets built, and what is already in the kit that ships with this page.

Already built (in `/kit`)

File	What it is
`metafield-definitions.json`	The `jaus` namespace: 11 typed definitions, ready for `metafieldDefinitionCreate`
`create-metafield-definitions.graphql`	The Admin API mutations to create them
`product-metafields.csv` / `product-metafields-matrixify.csv`	All 3,931 dresses with extracted fit note, model height/size, stretch, lining, fabric, length, occasion, color family, sizes in stock — the second file is in Matrixify's import format
`collections-cleanup.csv`	116 collections with the recommended action (keep / merge into / hide from search / delete / automate)
`finder-data.json`	The Finder feed format, populated for 560 in-stock dresses
`sections/event-ready-finder.liquid` + `assets/event-ready.js` + `assets/event-ready.css`	The theme section behind the live demo on this page
`sections/fit-confidence.liquid`	The PDP panel
`enrich.js`	The enrichment job (Node 20, no dependencies) — same parser that produced the CSV
`flows.md`	The five Shopify Flow recipes, step by step
`partner-store-checklist.md`	What to click when the store opens, in order

When the store opens

1. Create the development store from the Partner dashboard ("Create store → Development → Build a new store"), name it `jaus-event-ready`, US, USD.
2. Import products from `products.json` (or a CSV export from the live store) so the catalog matches reality.
3. Create the metafield definitions (run the GraphQL file, or paste them in Settings → Custom data → Products).
4. Import `product-metafields.csv`.
5. Install Search & Discovery, Flow, Forms; enable metafield filters for `sizes_in_stock`, `occasion`, `length`, `fit_note`, `color_family`.
6. Install the theme from the kit; add the Finder to the home page and occasion collections; add Fit Confidence to the product template.
7. Load the five Flows.
8. Run Lighthouse CI; compare with the live-site numbers above.

9. Share the preview link with JAUS.

Once you send me the store's collaborator access (or connect the store through the Shopify connector), I can do steps 3–8 myself.

Sources

- shopjaus.com storefront JSON: `/products.json` (4,872 products), `/collections.json` (116 collections), September 22, 2026
- Rendered pages: home, /collections/dresses, /collections/wedding-guest-dresses, product page (Nookie Ever After Strapless Mini), /pages/shipping, /pages/returns, /pages/size-guide, /pages/our-story, /pages/reviews, /blogs/news, search results for "black maxi dress", "wedding guest dress", "nookie ever after", "size 8 black dress"
- Lighthouse 12.x, mobile preset, Chromium, September 23, 2026 (three runs saved as JSON)
- Theme identification from the page source (Impulse 6.0.1); font and color extraction from computed styles