

THE AUGMENTED MAISON

Strategic Intelligence Report

UX / Strategy / Ecosystem / Roadmap

MAISON X

User Journey · Imagery · Product Pages · Checkout · Storytelling

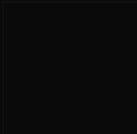
Digital Ecosystem · VIC Clienteling · AI Readiness · Strategic Roadmap

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Confidential Document



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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. Each of the 10 evaluation dimensions is scored 0-10 by expert evaluation of the live website, cross-referenced with user feedback, third-party analytics, competitive benchmarking, and industry best practices.

Digital Maturity Levels

Level	Score	Definition	Typical Characteristics
EMERGING	0 — 3.9	Basic digital presence	Minimal UX, no personalization, broken journeys
DEVELOPING	4.0 — 5.9	Below industry standard	Standard features, limited storytelling, no AI
PROFICIENT	6.0 — 7.4	Solid execution	Good UX, some editorial, responsive mobile
LEADING	7.5 — 8.4	Competitive edge	Strong identity, AI beginning, advanced clienteling
BEST-IN-CLASS	8.5 — 10	Innovation driver	Pioneering AI/AR, narrative PDPs, predictive personalization

Evaluation Dimensions & Weighting

#	Dimension	Wt.	What We Evaluate
1	Homepage & First Impression	12%	Visual impact, immersion, emotional hook, above-the-fold
2	Architecture & Navigation	10%	Navigation, search, categories, discoverability
3	Product Listing Pages (PLP)	10%	Grid, filters, Quick View, editorial integration
4	Product Detail Pages (PDP)	12%	Descriptions, storytelling, size guide, video, cross-sell
5	Imagery & Visual Identity	10%	Visual cohesion, photo quality, video, brand consistency
6	Storytelling & Editorial	8%	Content depth, editorial hub, cultural programs, SEO
7	Checkout & Conversion	10%	Friction, payment options, pricing, shipping, guest checkout
8	VIC & Clienteling	8%	Personal shopping, loyalty, private access, CRM tools

9	Technical Infrastructure	8%	Speed, Core Web Vitals, architecture, uptime
10	Mobile Experience	12%	Responsive, app, mobile-first features, touch UX

SAMPLE

02

EXECUTIVE SUMMARY & KEY PERFORMANCE INDICATORS

Brand Context

Maison X is a European luxury house with a rich heritage spanning several decades. The brand operates a global DTC network complemented by a growing e-commerce presence. Under current creative leadership, the Maison has undergone significant repositioning while maintaining its core identity codes. This section has been redacted in the sample report.

EUR X.XB	EUR X00M	~XXX	~XX%
Group Revenue	E-com Revenue (Est.)	Boutiques (DTC)	DTC Share

03

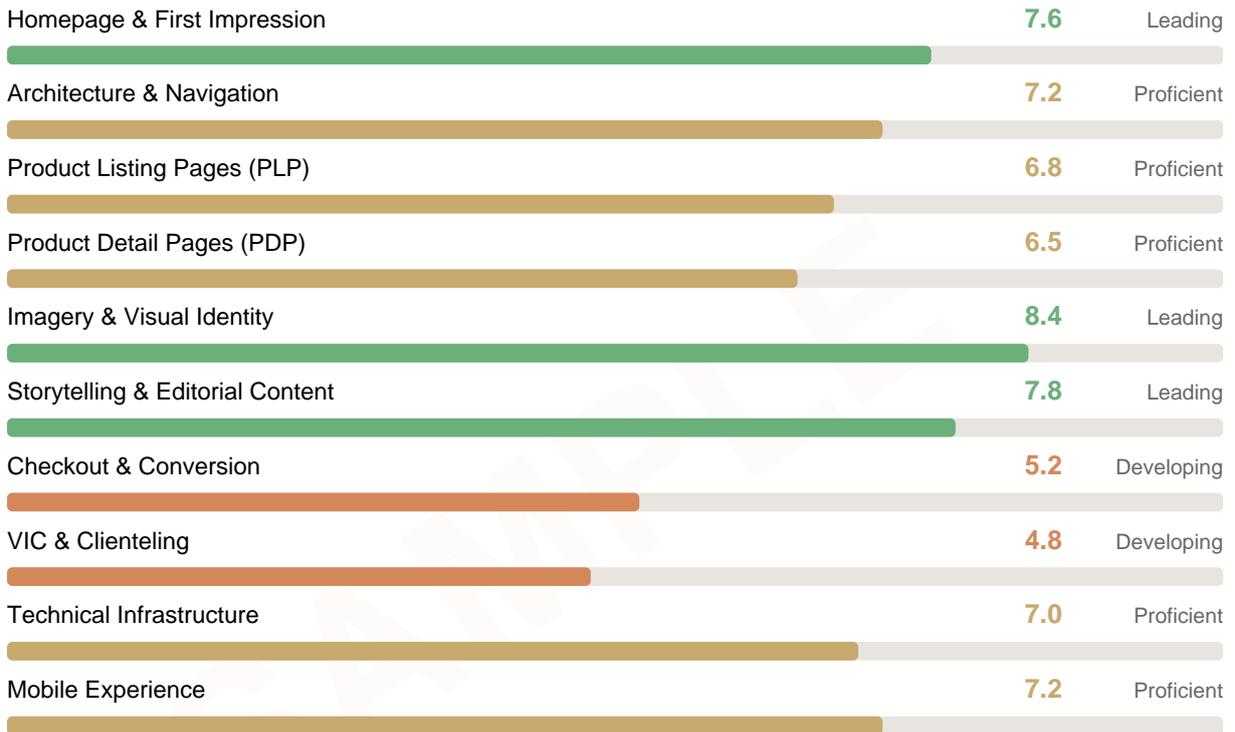
GLOBAL SCORING MATRIX

Dimension	Wt.	Score	Maturity	Key Observation
Homepage & First Impression	12%	7.6	Leading	Exceptional hero imagery
Architecture & Navigation	10%	7.2	Proficient	Sophisticated mega-menu
Product Listing Pages (PLP)	10%	6.8	Proficient	Clean grid layout
Product Detail Pages (PDP)	12%	6.5	Proficient	Static imagery only
Imagery & Visual Identity	10%	8.4	Leading	Best-in-class photography
Storytelling & Editorial Content	8%	7.8	Leading	Outstanding editorial depth
Checkout & Conversion	10%	5.2	Developing	Missing guest checkout
VIC & Clienteling	8%	4.8	Developing	No virtual consultation
Technical Infrastructure	8%	7.0	Proficient	Solid responsive design
Mobile Experience	12%	7.2	Proficient	Exceptional mobile parity

WEIGHTED GLOBAL SCORE: 6.9 / 10 — PROFICIENT

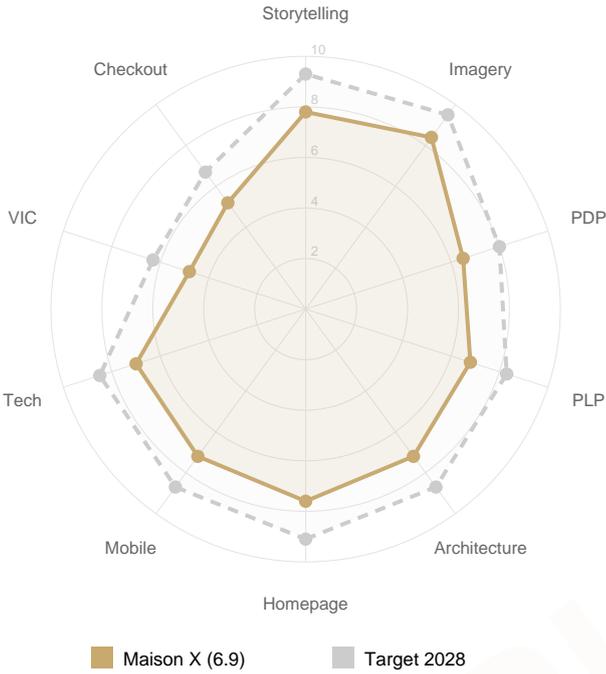
04

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

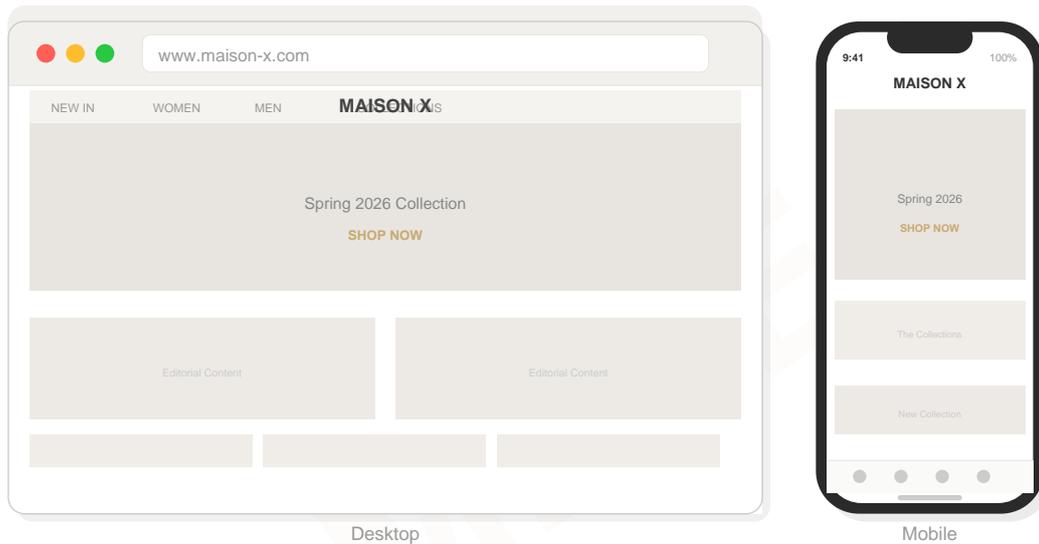


SAMPLE

05

HOMEPAGE & FIRST IMPRESSION

Score: 7.6/10 **Leading** (Weight: 12%)



Key Finding: Maison X delivers exceptional visual storytelling through hero imagery and cinematic photography that rivals the industry's best art direction. However, the gap between content quality and technical execution — particularly in navigation typography, responsive layout consistency, and mobile footer accessibility — creates a disconnect between the creative ambition and the digital craft. Closing this gap would elevate the homepage from Leading to Best-in-Class without touching creative assets.

STRENGTHS

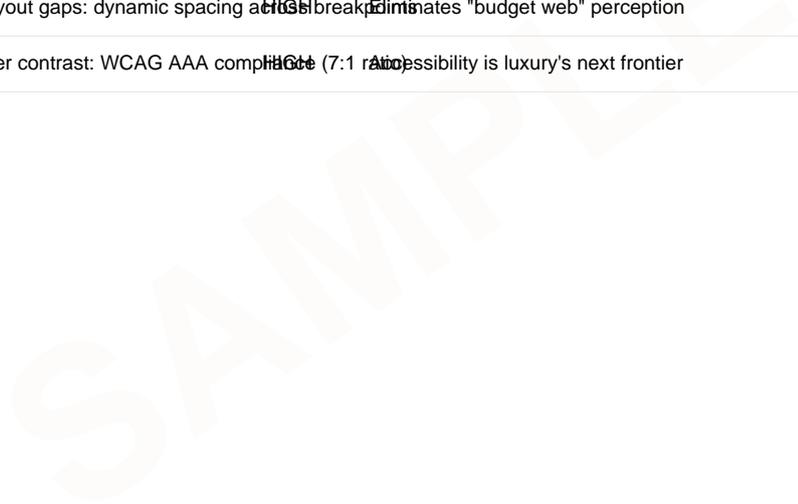
- + Exceptional hero image quality with cinematic photography showing lifestyle context — rivals best-in-class editorial approaches while maintaining the Maison's distinct DNA
- + Clear seasonal messaging hierarchy with dual-gender CTAs positioned centrally without obscuring creative — superior to most luxury competitors
- + Smart mobile adaptation with full-bleed hero maintaining emotional impact — navigation collapses cleanly preserving screen real estate
- + Secondary editorial content demonstrates curation depth with strong lifestyle photography and articulate brand language
- + Service messaging positioned discreetly at scroll depth — doesn't compromise initial luxury immersion

GAPS & OPPORTUNITIES

- Hero carousel auto-plays but lacks progress indicators or slide counter — reduces user control compared to best-in-class implementations
- Desktop navigation typographically underwhelming — small sans-serif lacks the refined hierarchy seen in competitors' custom typography
- Significant white space gaps visible between editorial modules suggest responsive layout issues — dilutes luxury density
- Mobile footer shows contrast/accessibility issues — unacceptable for luxury accessibility standards

RECOMMENDATIONS

Action	Priority	Expected Impact
Refine hero carousel UX: elegant progress dots	MED	30-40% increase in engagement time
Elevate navigation typography: custom font stack	HIGH	Immediate elevation of perceived brand tier
Fix responsive layout gaps: dynamic spacing	MED	Eliminates "budget web" perception
Audit mobile footer contrast: WCAG AAA compliance	HIGH	7:1 ratio. Accessibility is luxury's next frontier



06 — 14

DIMENSIONS 6 — 14

The full report contains detailed analysis for each of the remaining 9 dimensions, following the same structure as the Homepage analysis above:

- ◆ Score with maturity level and weight
- ◆ Desktop & mobile annotated screenshots
- ◆ Key Finding — the strategic insight for Comex conversations
- ◆ 5-6 Strengths with competitive benchmarking
- ◆ 4-5 Gaps & Opportunities with competitor references
- ◆ 4-5 Prioritized recommendations with effort, impact, and benchmarks

06 Architecture & Navigation — 7.2/10 Proficient

[Full analysis available in the complete report — 2-3 pages per dimension]

07 Product Listing Pages (PLP) — 6.8/10 Proficient

[Full analysis available in the complete report — 2-3 pages per dimension]

08 Product Detail Pages (PDP) — 6.5/10 Proficient

[Full analysis available in the complete report — 2-3 pages per dimension]

09 Imagery & Visual Identity — 8.4/10 Leading

[Full analysis available in the complete report — 2-3 pages per dimension]

10 Storytelling & Editorial Content — 7.8/10 Leading

[Full analysis available in the complete report — 2-3 pages per dimension]

11 Checkout & Conversion — 5.2/10 Developing

[Full analysis available in the complete report — 2-3 pages per dimension]

12 VIC & Clienteling — 4.8/10 Developing

[Full analysis available in the complete report — 2-3 pages per dimension]

13 Technical Infrastructure — 7.0/10 Proficient

[Full analysis available in the complete report — 2-3 pages per dimension]

14 Mobile Experience — 7.2/10 Proficient

[Full analysis available in the complete report — 2-3 pages per dimension]

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FUTURE-PROOF READINESS — 8 DIMENSIONS

Aggregate Future-Proof Score: 5.2/10 — DEVELOPING

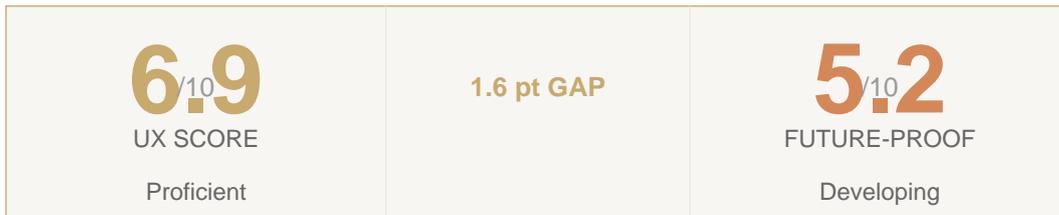
AI/ML Customer Deployment	5.5	Developing
GEO/AEO Readiness	4.2	Developing
Agentic Commerce Preparedness	2.8	Emerging
Headless/Composable Architecture	6.0	Proficient
Data & CDP Maturity	5.8	Developing
Sustainability Transparency	5.0	Developing
Gen Z / Gen Alpha Relevance	6.5	Proficient
Omnichannel Fluidity	6.2	Proficient

Future-Proof: Current vs. 2027 Target



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CONCLUSION & TRANSFORMATION TARGETS



The 1.6-point spread between UX execution (6.9, Proficient) and future-proof readiness (5.2, Developing) reveals a significant strategic gap. The Maison performs well today — but is structurally exposed to the shift toward AI-mediated commerce, agentic search, and the Zero-Click Era.

FOUR STRATEGIC IMPERATIVES

1. Deploy AI into Core Commerce AI → 8.0+

Move beyond experimental AI to predictive personalization and intelligent search.

2. Close the GEO/AEO Gap GEO → 7.0+

Implement JSON-LD, IImS.txt, FAQ schema. Be visible to ChatGPT Shopping, Perplexity, Google SGE.

3. Scale Virtual Clienteling VIC → 7.5+

Add 1:1 virtual appointments — capture geographically distant HNW clients.

4. Own the Agentic Protocol FP → 7.0+

Expose catalog via API, machine-readable product data, agent-accessible inventory.

Investment Framework — Three Pillars

Pillar	Duration	Investment	Expected Return
GEO & Structured Data	6 months	EUR 300K-600K	+30-50% AI-mediated discovery
AI Commerce Activation	12 months	EUR 1.5-2.5M	+12-18% conversion, +25% AOV
Agentic Readiness & APIs	18 months	EUR 1-2M	Agent-accessible catalog

This is a sample extract.

The full Strategic Intelligence Report is 40+ pages and includes detailed analysis for all 10 UX dimensions, 8 Future-Proof dimensions, annotated desktop & mobile screenshots, competitive benchmarking, a 3-phase strategic roadmap, and a 60-minute executive debrief.

REQUEST YOUR DIAGNOSIS

theaugmentedmaison.com/audit.html

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