





BRIDGING ARTIFICIAL INTELLIGENCE AND HUMAN BEHAVIOR

# Your analytics shows **WHAT** is happening. We show you **WHY**.

Every day you're losing sales... without seeing it.  
We identify exactly where and why — before your  
customers leave.

AI-POWERED UX AUDITS FOR E-COMMERCE

# Every Friction Point Means Customers Who Were Ready to Buy... But Left.

**70%**

of users abandon checkout due  
to UX friction

*Baymard Institute*

**38%**

leave a site that is unattractive  
or confusing

*Adobe*

**11%**

treat UX as a continuous,  
strategic, data-driven  
investment

*Landbase*

Users don't interact with websites the same way, nor do they make decisions based on the same motivations. Traditional analytics tell you WHAT happened — not WHY.

# Behavioral Archetypes: The Foundation of Our Method

In UX Research, we don't just care about WHO your users are demographically — we care about HOW and WHY they behave the way they do.



## Goal-Driven / Task-Focused Shopper

Enters with a clear goal, seeks fastest completion with minimum cognitive load



## Exploratory / Inspiration-Driven Shopper

Browses without a fixed goal, guided by visuals and emotional reactions



## Value-Sensitive / Price-Driven Shopper

Optimizes for value, withdraws instantly at unclear or hidden pricing



## Risk-Averse / Trust-Focused Shopper

Delays decisions until trust signals, social proof & safety are confirmed



## Habitual / Repeat Shopper

Relies on memory & habit, reacts negatively to unexpected changes

## THE SOLUTION

# One Audit. Real Users Simulated. Full Clarity on Why They Leave.

The AI UX Lab combines data from analytics, real designer expertise, and international UX knowledge to simulate real users on your e-shop.



### AI User Simulation

We simulate all 5 behavioral archetypes testing your flows before your customers do.



### Analytics + Expertise

Real analytics data combined with certified UX designer knowledge — not guesswork.



### Friction Detection

We find exactly where users lose time, get confused, and abandon — with precision.



### Fast Results

Actionable insights delivered fast. Less risk, faster decisions, better UX.

“

**In practice: less risk,  
faster decisions,  
better UX.**

It tests your flows before your customers do — showing exactly where they lose time, where they get confused, and what makes them leave.



# From Your E-Shop to Actionable Insights — In 4 Steps

01

## Data Collection

We connect to your analytics and map your key user flows and conversion funnels.

02

## Archetype Simulation

AI simulates all 5 behavioral archetypes interacting with your e-shop.

03

## Friction Mapping

Every confusion point, drop-off, and hesitation is identified and documented.

04

## Insight Delivery

You receive a clear report with prioritized UX fixes and their expected impact.

# What You Get from An AI UX Lab Audit



## Methodology Report & Bibliography

Full report on the AI UX audit methodology used, including academic & industry bibliography.



## Client Questionnaire & Insights

The full questionnaire conducted with the client and the key insights gathered from it.



## Behavioral Archetype Analysis

Full analysis of each behavioral archetype and how they respond to your e-shop experience.



## Video Sessions & Transcripts

Video session of each archetype interacting with your e-shop, plus full transcript of reactions at each step.



## Categorized Findings

All findings organized across four areas: Discoverability & Navigation, Clarity of Value & Pricing, Trust & Security, and Checkout Friction.



## Improvement Roadmap

Impact vs. Effort table with prioritized tasks — so you know exactly what to tackle first for maximum results.

**All insights are delivered in a clear, actionable format — no UX jargon, no delays. Just what to fix and why.**

CLEAR COMPARISON

# Traditional UX Research vs. The AI UX Lab Approach

	Traditional Research	AI UX Lab
Time to results	8–12 weeks	Days
Cost	€5,000–€20,000+	Accessible & scalable
User sample size	5–12 real users	All 5 archetypes
Behavioral coverage	Limited by budget	Full archetype coverage
Actionability	Raw observations	Prioritized fix list

# See It in Action: Goal Driven Shopper

τον τοτότοτο, θα δημιουργήσω λογαριασμό, θα κάνω αποσύνδεση/σύνδεση και θα αναζητήσω πασχαλινά στολίδια για το σπίτι.

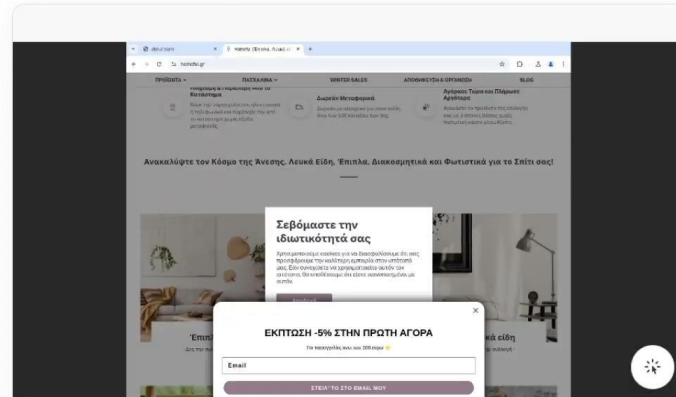
## 🔍 Επίσκεψη στο homeful.gr και πρώτη εντύπωση ^

Currently exploring homeful.gr to assess user experience, focusing on first impressions. Will proceed with account creation, login tests, and Easter ornament searches to evaluate usability.

- 👉 Επίσκεψη στο homeful.gr για πρώτη εντύπωση
- 👉 Κύλιση προς τα κάτω για να δω περισσότερο περιεχόμενο της αρχικής σελίδας
- 👉 Αποδοχή cookies
- 👉 Κλείσιμο του popup με την έκπτωση 5%
- 👉 Κλείσιμο του popup newsletter με ΟΧΙ ΕΥΧΑΡΙΣΤΩ

First impression of homeful.gr is positive, highlighting

Manus is using Browser | Clicking element



# See It in Action: Exploratory Shopper

**Manus**

Αρχίζω την αξιολόγηση του [homeful.gr](#) ως Exploratory Shopper. Θα επισκεφτώ τον ιστότοπο, θα δημιουργήσω λογαριασμό, θα κάνω αποσύνδεση/σύνδεση, θα αναζητήσω πασχαλινά στολίδια και θα φτάσω μέχρι το checkout χωρίς να ολοκληρώσω αγορά.

Επίσκεψη στο [homeful.gr](#) και αξιολόγηση πρώτης εντύπωσης (homep... ^

Knowledge recalled(1) ▾

I am starting the evaluation of [homeful.gr](#) as an Exploratory Shopper, focusing on homepage impressions before proceeding with account creation and other steps.

- Επίσκεψη στην αρχική σελίδα του [homeful.gr](#) για πρώτη εντύπωση
- Κύλιση προς τα κάτω για να δω περισσότερο περιεχόμενο της αρχικής σελίδας
- Αποδοχή cookies για να κλείσει το popup

**Manus is using Browser** · Clicking element

# See It in Action: Habitual Shopper

μέχρι το checkout χωρίς να ολοκληρώσω την αγορά.

- Επίσκεψη στο homeful.gr και πρώτες εντυπώσεις ^
- Knowledge recalled(1) v
- Επίσκεψη στο homeful.gr για πρώτες εντυπώσεις

**manus** 11:47

**Βήμα 1: Αρχική Σελίδα (Homepage) — Πρώτη Εντύπωση**

Τι βλέπω: Η σελίδα φορτώνει με ένα μεγάλο hero banner "Easter Lampades 2026" που καταλαμβάνει όλο το viewport. Υπάρχει ένα announcement bar στην κορυφή με ωράριο καταστήματος και πληροφορίες για δωρεάν μεταφορικά. Το navigation έχει κατηγορίες: ΠΡΟΪΟΝΤΑ, ΠΑΣΧΑΛΙΝΑ, WINTER SALES, ΑΠΟΘΗΚΕΥΣΗ & ΟΡΓΑΝΩΣΗ, BLOG.

Τι νιώθω: Νιώθω ικανοποιημένος που βλέπω αμέσως την κατηγορία "ΠΑΣΧΑΛΙΝΑ" στο μενού — ως habitual shopper ξ

Send message to Manus

Manus is using Browser | Browsing: https://homeful.gr/

https://homeful.gr/

HOMEFUL

ΕΠΙΟΡΘΩΣΗ | ΒΑΣΙΚΑ | WINTER SALES | ΑΠΟΘΗΚΕΥΣΗ & ΟΡΓΑΝΩΣΗ | BLOG

Σεβόμαστε την ιδιωτικότητά σας

Αγαπητέ Manus, έχουμε για να διαβιβάσουμε σε σας πληροφορίες σχετικά με τα προϊόντα μας και να σας ενημερώσουμε για τις προσφορές μας. Εάν θέλετε να μην λαμβάνετε αυτές τις πληροφορίες, θα τα βρούμε στο ιστορικό σας.

Απορροή | Προστασία

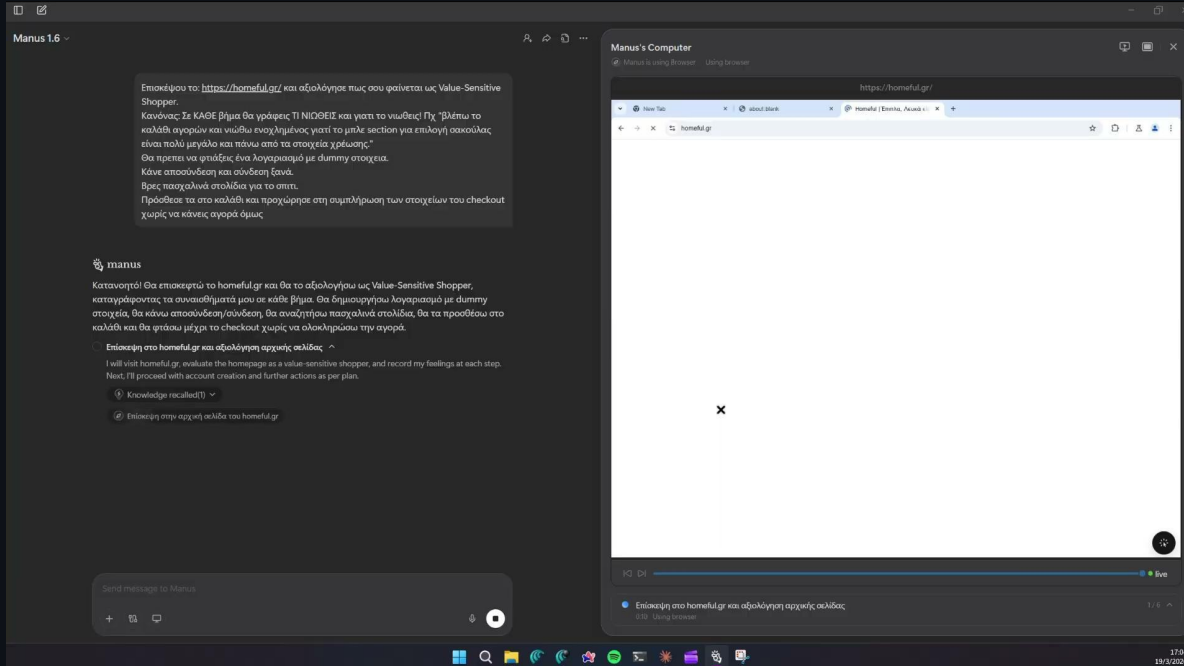
live

# See It in Action: Risk Averse Shopper

The image displays the Manus AI interface, which is split into two main sections. On the left, there is a chat window with the Manus AI agent. At the top of this window, the text reads "του επεσκουτ χωρις να κανεις αγορα ομως." Below this, the Manus AI logo and name are visible. The main text in the chat describes a task: "Κατάλαβα! Θα επισκεφτώ το homeful.gr και θα αξιολογήσω την εμπειρία ως Risk-Averse Shopper, εκφράζοντας συναισθήματα σε κάθε βήμα. Θα δημιουργήσω λογαριασμό με dummy στοιχεία, θα κάνω αποσύνδεση/σύνδεση, θα αναζητήσω πασχαλινά στολινάκια και θα προχωρήσω στο checkout χωρίς να ολοκληρώσω αγορά." Below this text, there is a status indicator "Thinking". At the bottom of the chat window, there is a text input field with the placeholder "Send message to Manus" and a send button.

On the right, there is a video recording window titled "Manus's Computer". The video shows a browser window with the URL "https://homeful.gr/". The browser content displays the Homeful website, which has a navigation menu with items like "ΕΠΙΣΚΕΨΤΕΣ", "ΑΡΧΑΙΟΛΟΓΙΑ", "ΕΠΙΧΕΙΡΗΣΙΑΚΑ", "ΑΝΑΦΟΡΕΣ", "ΑΠΟΚΛΕΙΣΤΙΚΑ", and "BLOG". The main content area features a large purple and white graphic that says "EASTER LAMPADES — 2026". The video player has a progress bar and a "live" indicator. Below the video, there is a caption: "Επίσκεψη στο homeful.gr και αξιολόγηση αρχικής σελίδας" with a timestamp of "0:14" and a status of "Thinking".

# See It in Action: Value Sensitive Shopper



LET'S BUILD THIS TOGETHER

# Stop Losing Sales You Can't See.

Your e-shop is losing conversions right now. We'll show you exactly where — and how to fix it.

1

## Book a Discovery Call

We learn about your e-shop, goals, and biggest conversion challenges.

2

## Receive Your Audit

We run the AI simulation and deliver your full insight report within days.

3

## Improve & Grow

Implement prioritized fixes and watch your conversion rate improve.

WE WILL BE IN TOUCH WITHIN 1 BUSINESS DAY



Bridging AI and Human Behavior



aiuxlab.gr



hello@aiuxlab.gr



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[START YOUR AUDIT TODAY](#)

IF YOU ARE A MEMBER OF GRECA  
YOU CAN SEND US [HERE](#)