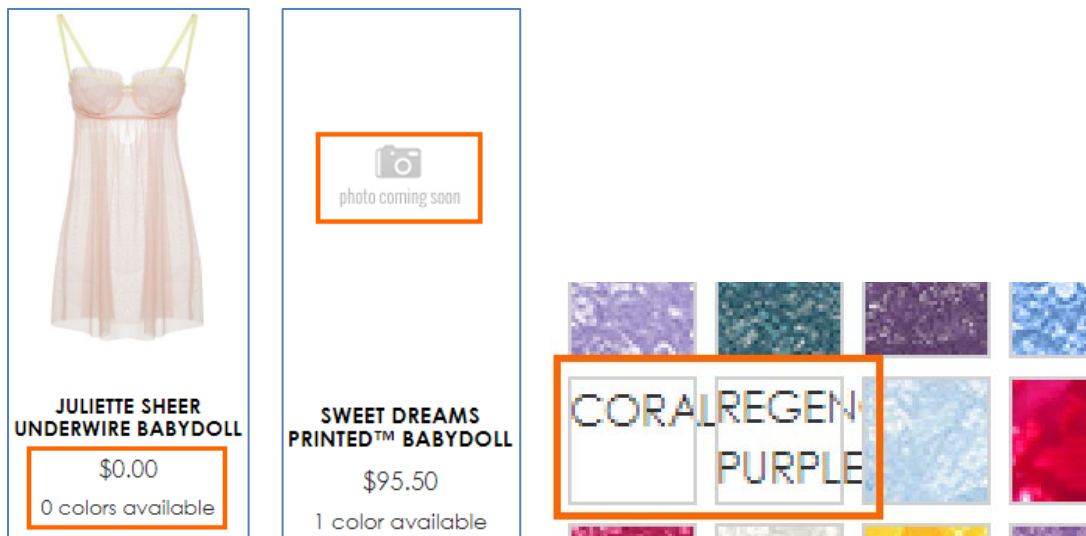


CRO and UX audit of Cosabella webstore

Version 2 | 29.08.2017

General remarks

GE004 Fix bugs:



GE008 Average page load time is 6.7 seconds which is much higher than accepted benchmark for ecommerce websites of 2 seconds¹. Recommendation is to pay close attention to this parameter and improve page load speed.

GE010 Replace **UPPERCASE** with **Mixed case** throughout the whole page. Uppercase text not only retards legibility², using it is a bad netiquette because it is considered “shouting” on the internet³: it is not polite to shout at the customers. Currently your website looks terribly yelling.

GE020 It is important to have correctly designed breadcrumbs because they are a vital part of website navigation⁴. These clickmaps show that on product pages users often click category link *instead of immediate subcategory* they just came from:



¹ “Desktop users expect a site to load within a second or two in 2017. Mobile users are a little more patient, for now” (Anderson, Shaun (2017) How fast should a website load in 2017? [{Link}](#)); see also: Conversion Voodoo (2015) Essential ecommerce industry stats for page speed [{Link}](#), Pingdom (2016) Web performance of the world’s top 50 e-commerce sites [{Link}](#).

² “All-capital print greatly retards speed of reading in comparison with lower-case type. Also, most readers judge all capitals to be less legible. <...> The use of all capitals should be dispensed with in every printing situation” (p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press).

³ “Capital letters look like you hate someone and are shouting” (p. 30 in: Garfield, Simon (2010) *Just My Type: A Book about Fonts*, London: Profile Books); see also: Netiquette Wiki (2014) Rule number 2 – Do not use all caps [{Link}](#); Robb A. (2014) How capital letters became internet code for yelling and why we should lay off the all-caps key [{Link}](#); Groeger, Lena (2016) How typography can save your life, *Southern Communicator*, 38, 8-12 [{PDF}](#).

⁴ Appleseed, Jamie (2013) E-commerce sites need 2 types of breadcrumbs (68% get it wrong) [{Link}](#).

This is because visitors used to use normal breadcrumbs on other websites. This is how correct breadcrumbs should look like⁵:

Home > {Category} > {Subcategory} > {Product}

Example:

Home > Bras > Strapless > Marni Strapless Plunge Bra

GE030 Remove unnecessary and annoying hints:



GE040 Black is an inappropriate color for links – it should be used for static text only. Make all these links colored:

HOME > LINGERIE > BRIDAL > HONEYMOON **NEW SOIRE SHEER LOWRIDER**
L'AMOUR LOWRIDER BIKINI
 FREE STANDARD GROUND SHIPPING ON ORDERS \$100+ **BIKINI**
 72 Reviews
NEW SOIRE SHEER MOLDED BRA

Search

SE010 Search is extremely important because 30-50% of ecommerce visitors prefer to use a site’s internal search engine as opposed to simply navigating the site⁶, and search visitors are known to convert at a rate much higher than the average non-site search visitor⁷. It is necessary to improve search functionality on your website because analytics shows that visitors who use search spend six times more time on-site and *convert ten times better* than those who don’t use search:

Site Search Status ?	Acquisition			Behavior			Conversions eCommerce		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	205,701 % of Total: 100.00% (205,701)	65.60% Avg for View: 65.60% (0.00%)	134,943 % of Total: 100.00% (134,943)	64.99% Avg for View: 64.99% (0.00%)	3.34 Avg for View: 3.34 (0.00%)	00:01:58 Avg for View: 00:01:58 (0.00%)	1,952 % of Total: 100.00% (1,952)	\$249,198.65 % of Total: 100.00% (\$249,198.65)	0.95% Avg for View: 0.95% (0.00%)
1. Visits Without Site Search	199,766 (97.11%)	66.06%	131,969 (97.80%)	66.80%	2.94	00:01:43	1,490 (76.33%)	\$180,480.73 (72.42%)	0.75%
2. Visits With Site Search	5,935 (2.89%)	50.11%	2,974 (2.20%)	4.23%	16.88	00:10:34	462 (23.67%)	\$68,717.92 (27.58%)	7.78%

Search box on your website is difficult to notice (it is too small and wrongly positioned) and users don’t understand which object should they click – SEARCH placeholder or magnifying glass icon:

⁵ Nielsen, Jakob (2007) Breadcrumb navigation increasingly useful [{Link}](#).

⁶ P. 7 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems [{PDF}](#).

⁷ Walker, Tommy (2014) Convert more visitors by improving your internal site search [{Link}](#).



Here is an example of much better (but still not ideal) search box:

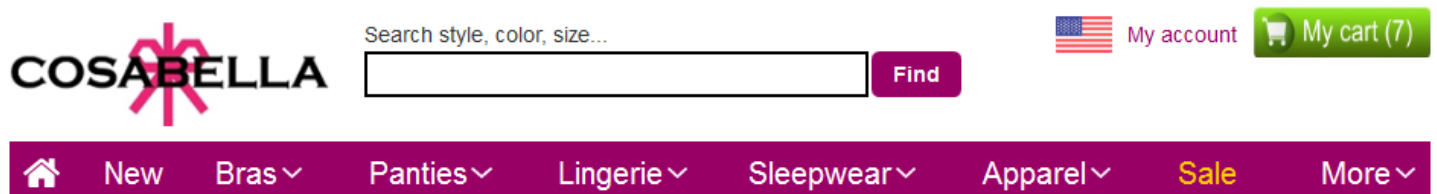


[Curvy Kate](#)

These are requirements for a perfect search box⁸:

- don't hide search behind a magnifying glass icon (on both desktop and mobile⁹), use a permanently visible search box;
- border and button should have high contrast;
- entry field should have white background;
- there must be sufficient whitespace around the search box;
- search box should be positioned top center or top right;
- it should use textual button in place of magnifying glass icon.

This is how your search box should look like:



There must be call-to-action text ("Search style, color, size..."), but it is not recommended to place it inside the search box¹⁰. "Find" button label must work better than "Search" and "Go" buttons¹¹.

SE020 Use a more advanced and smart predictive search functionality. For example, it is known that the majority of subjects at one point or another while browsing apparel and other visually-driven verticals' websites want to see only the products available in a specific color. How color search results are presented to users plays a crucial role in how successful users are in their overall ability to actually locate and decide upon a product they want to purchase¹². This means that predictive search must understand color keywords and provide relevant suggestions.

Compare:

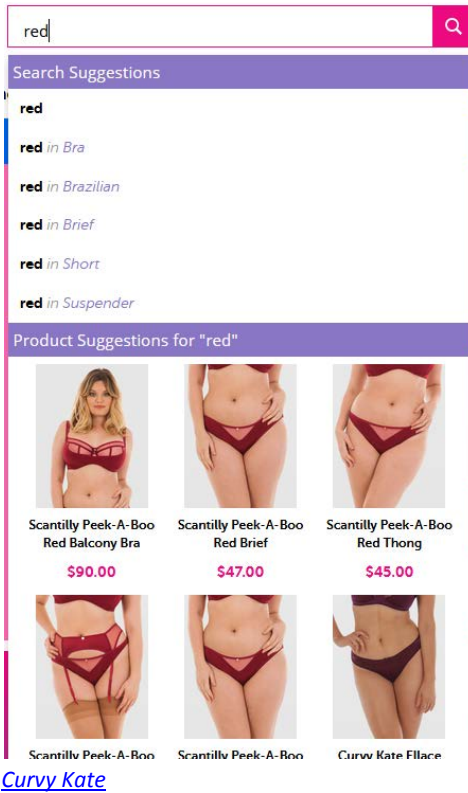
⁸ Chapter 4 in: Fries, Lane (2017) The ultimate guide to increasing conversions through site search [{Link}](#); SearchSpring (2017) Designer Cheatsheet: Increasing Search Bar Conversions [{PDF}](#).

⁹ "Don't hide search on mobile" (Fries, Lane (2017) 3 critical search bar optimization tricks [{Link}](#)).

¹⁰ "No filler text in the search field" (Longo, Luca (2017) 34 UX search guidelines for ecommerce [{Link}](#)); "Placeholder text is harmful in search boxes" (Mundstock, Rachel (2014) Placeholder text: Think outside the box [{Link}](#)).

¹¹ Watch episode 46:57-48:19 in: Gilis, Karl (2017) The 10 Costliest UX Mistakes. And How to Avoid Them [{Vimeo}](#).

¹² Holst, Christian (2017) Product thumbnails should dynamically update to match the variation searched for (54% don't) [{Link}](#).



Search suggestions often look irrelevant or strange:

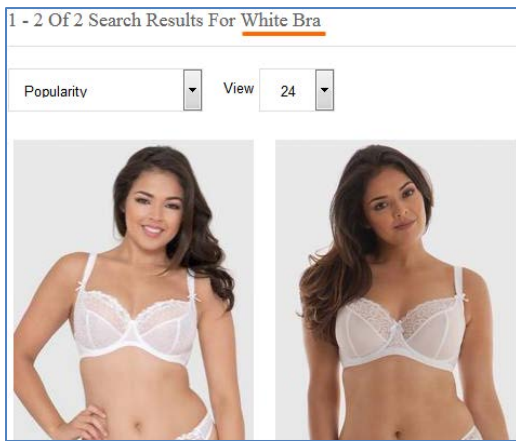


This may even cause website abandonment because based on these suggestions visitors may decide that your website in principle doesn't offer products they need.

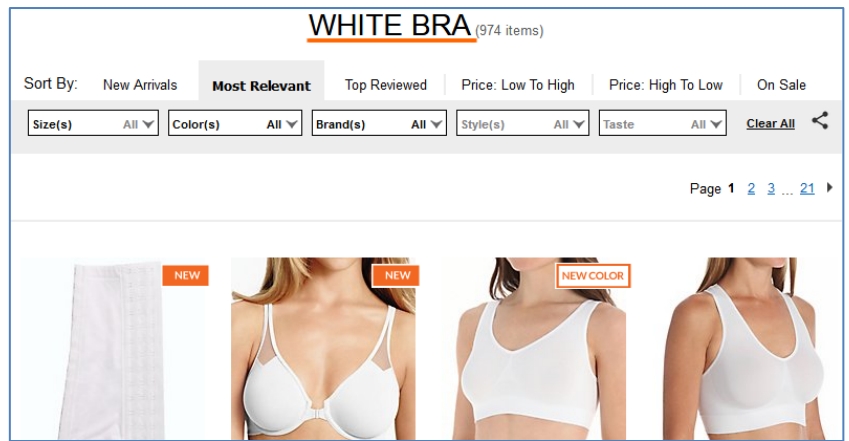
SE030 Also, product images on a search results page should be dynamically updated to reflect the color variation searched for. Compare:



Cosabella



[Curvy Kate](#)



[HerRoom](#)

Masthead

MH020 Textual link **My account** will work better than an icon.

MH030 Enlarge the size of shopping cart link and make it more conspicuous. Button-like shopping cart link should work better than an icon¹³.

Main menu

MM004 Main menu presented as a horizontal bar (i. e. visually separated from the masthead background) must work better than menu embedded into the masthead:



(Also, using chromatic colors for menu background may be better than funeral black.)

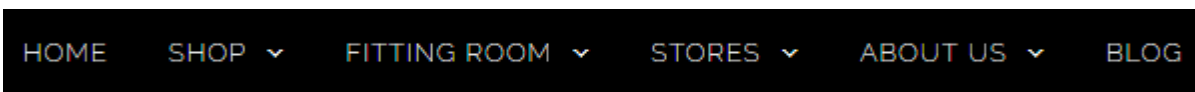
MM006 Menu items that have submenus should be indicated by a down arrow. Otherwise users often click them and as a result are presented with excessive choice of products they can't cope with:



Examples:



[Curvy Couture](#)

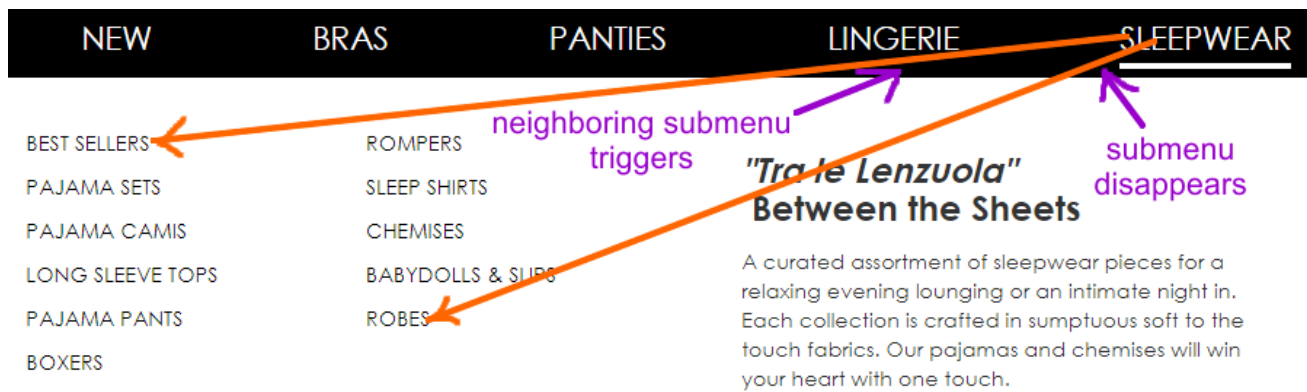


[The Little Bra Company](#)

MM008 Main menu should include homepage link¹⁴.

¹³ "Avoid placing cart links in dark bars spanning the top of the page. Our brains scan white (or light) space looking for site functions, and it's very easy to not see anything in a skinny bar" (Bustos, Linda (2016) Optimizing shopping cart page design and usability [{Link}](#)); "When shoppers are ready to buy they do not want to have to guess about how to find the shopping cart" (Roggio, Armando (2016) 7 ecommerce design conventions for 2016 [{Link}](#)).

MM010 Menu suffers from an extremely annoying diagonal problem:



Fix this annoyance¹⁵.

MM020 Avoid ultralight fonts: they are illegible¹⁶:

HIGH RISE
 LOW RISE
 MINIKINI
 PANTY PACKS
 SEAMLESS
 THONGS

Use font of normal (regular) weight. (Bold font will be acceptable here as well.)

MM030 Remove “Italian poetry” and meaningless images that only distract user attention from the primary task:

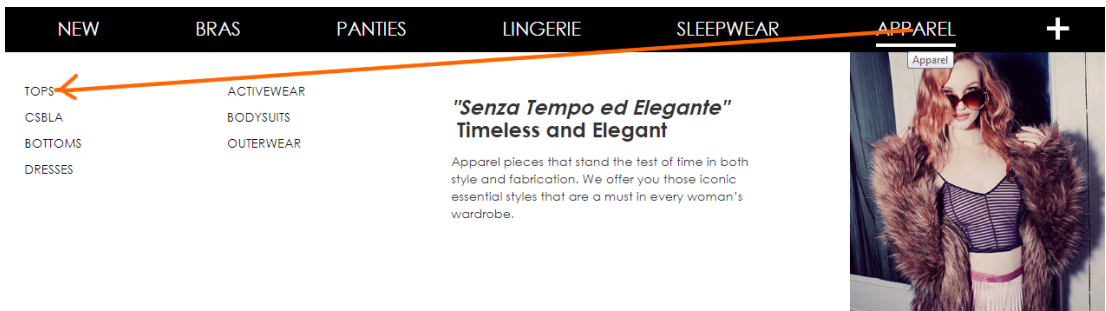


MM040 Don't make users move mouse across the whole screen to reach a small-size target (Fitts's law¹⁷):

¹⁴ “A homepage link in the main navigation is rarely found on sites these days, but in testing we frequently see how important it can be to less confident participants. Users often return to the homepage of a site during testing – to re-orientate themselves after getting lost or to start a new task afresh – and if they are not able to do this easily they quickly get frustrated with the site. But what about clicking the site logo you say? A surprising number of users are unaware of this convention” (p. 11 in: RedEye (2014) 10 Usability Issues We've Seen and You Should Be Avoiding, London: RedEye [PDF](#)).

¹⁵ See section “Right interaction: Timing, feedback and support for natural movement” in: Hopkins, Gord (2011) Mega-menu success hinges on support for top tasks and interaction details [Link](#); also: Holst, Christian (2017) 43% of sites have severe ‘flickering’ issues for their main drop-down menu [Link](#); Harley, Aurora (2015) Timing guidelines for exposing hidden content [Link](#).

¹⁶ “Light and ultra-light fonts are less legible than their regular and bold counterparts <...> Light and ultra-light fonts also induce higher cognitive load” (Burmistrov I., Zlokazova T., Ishmuratova I., Semenova M. (2016) Legibility of light and ultra-light fonts: Eyetracking study, Proceedings of the 9th Nordic Conference on Human-Computer Interaction (NordiCHI '16), New York: ACM, Article 110 [Link](#)).

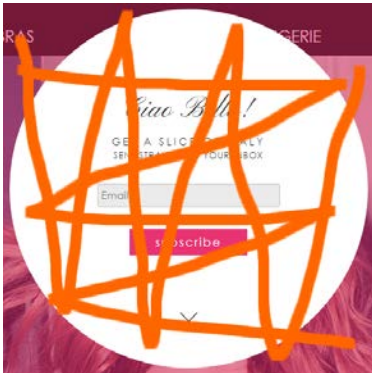


Instead, place submenus below the corresponding main menu items:



Homepage

HP007 Entry popups are the absolute best way to destroy visitors' attention and kill their impression of your website:



Popups are the most hated feature on websites and they should be avoided without question¹⁸. It must also be noted that since January 2017 Google punishes websites with intrusive interstitials in Google search results¹⁹.

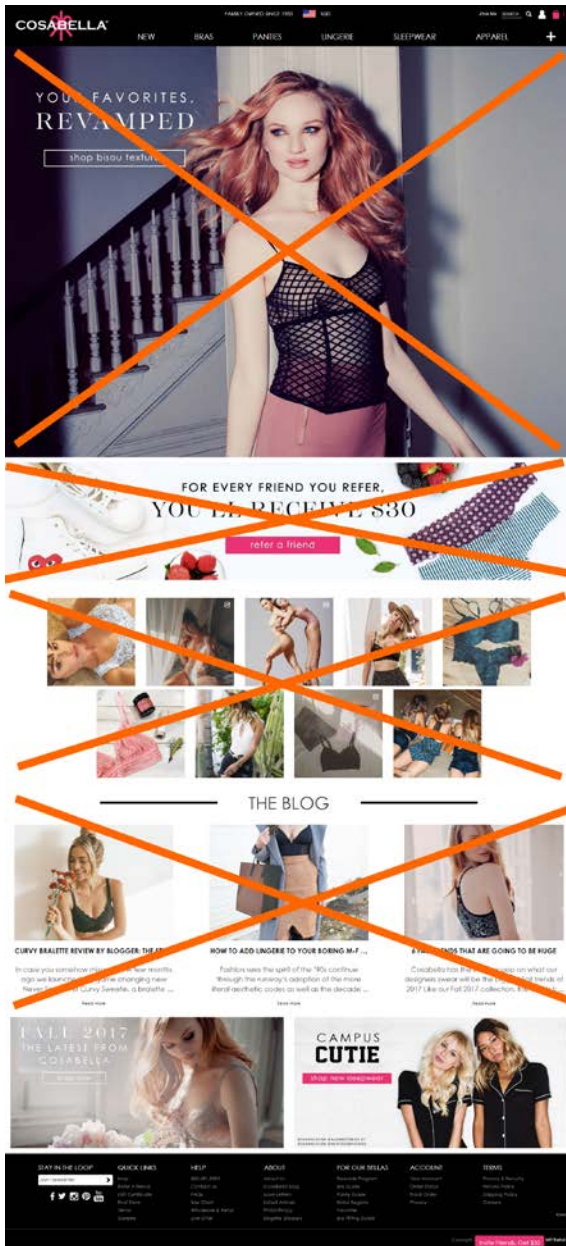
¹⁷ Wikipedia: Fitts's law [{Link}](#).

¹⁸ "Entry pop-ups represent the most blatant kind of in-your-face interruption advertising. They will anger, annoy, frustrate, and distract your visitors before they even see your landing page. Worst of all, using entry pop-ups shows really poor thinking on the part of the marketer responsible for their creation" (p. 81 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons); "Pop-ups, by definition, ruin the user experience" (Reed, Jon (2015) No, pop-ups can't be part of a good UX – ever [{Link}](#)); "Don't show overlay dialogs on page load. Each time it happened, the vast majority of the test subjects would reflexively close the overlay dialog, not even glancing over its contents. What's more, the subjects would get **annoyed** with the site for bothering them, even though they – as just mentioned – never actually read what they were being bothered with. Some subjects went as far as referring to any overlay dialogs as "spam", which gives a pretty good idea of just how much users loathe these dialogs and how poorly it can reflect on sites that use them" (Appleseed, Jamie (2014) Avoid these 5 types of e-commerce graphics [{Link}](#)); also: Elding, Robert (2016) The most hated website features [{Link}](#); Fessenden, Therese (2017) The most hated online advertising techniques [{Link}](#).

¹⁹ Feldman, Brian (2016) Google is out to kill 'sign up for our newsletter' pop-ups [{Link}](#).

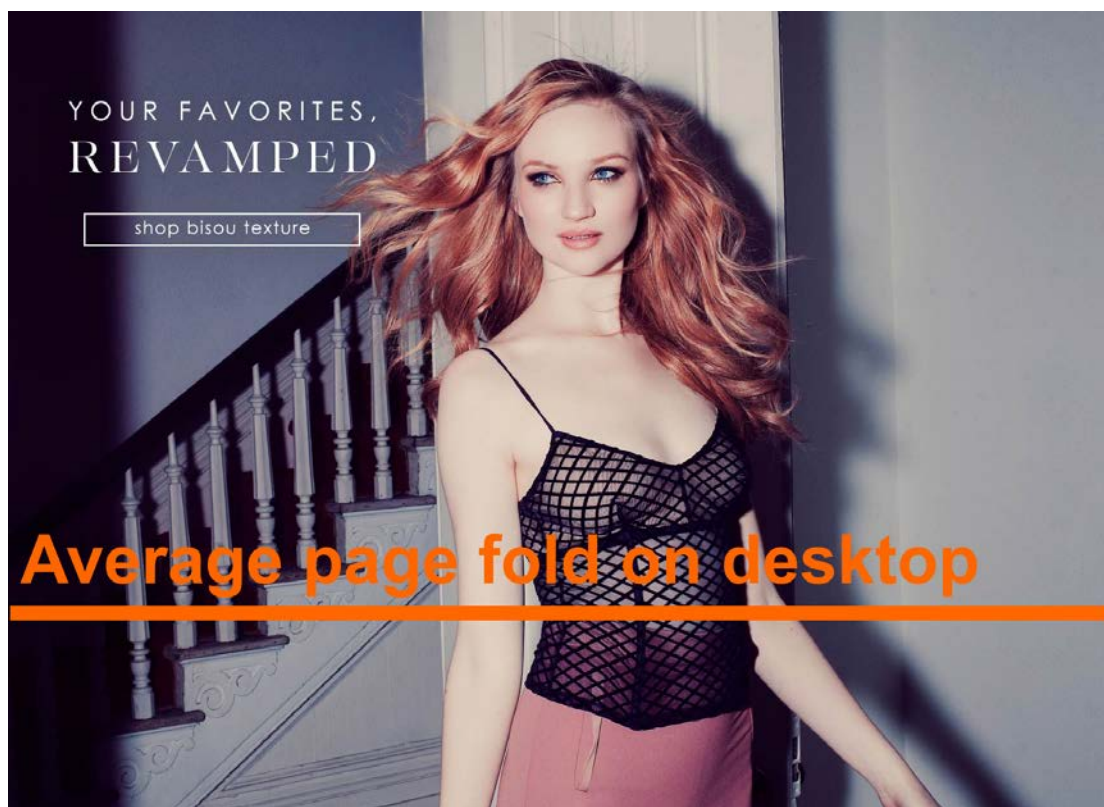
HP010 My general impression is that you are trying to find some rational use for the homepage and can't find it at all. However, the purpose of an ecommerce homepage is well-understood: it should serve for *category (and subcategory) level navigation*²⁰. It is also acceptable to place some promotional content on a homepage.

First of all, almost all existing homepage content should be removed:



²⁰ "Ideally, your home page should show the visitor what is possible to do or buy on the site. If you're an e-commerce site, you don't accomplish that by devoting a large chunk of your prime real estate to a few offers or events at the expense of navigation or your categories. Don't rely on visitors using your text-based navigation bar – people will only go to the navigation bar if your page body fails. Counting on the visitor to go up to the nav bar, pull it down, and look at the sub-categories is an unreasonable expectation. So, instead of showcasing promotions or individual products on your home page, put your permanent categories that convey the breadth of your product offering above the fold. Have a tile-like navigation with a few simple high-level groupings with images of constructed collages representative of those categories that users can use to drill down to find the product they're looking for" (SiteTuners (2015) 2 reasons the home page exists, and why web sites fail {[Link](#)}); "The primary use of your homepage should be for category-level navigation" (p. 212 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons); also watch Tim Ash presentation *Ecommerce Optimization: Tactical Tips for Selling More This Holiday Season* for explanation of what should and what shouldn't be shown on a homepage – link starts from 6:59 {[YouTube](#)}.

(a) The vertical size of the hero area is pathologically large by any standards²¹:



Taking into account its limited scope (single collection from 80) and low number of clicks, its monstrous size is definitely disproportional to the banner value. General recommendation is to avoid this type of hero banners completely²². Instead, you may use seasonal special offers (Spring/Fall, Semiannual, 4th of July, Mother's Day, Halloween, Memorial etc.). Their vertical size should be not more than 1/3 of an average desktop viewport.

Also, using people's face photos in the hero area is always risky²³. Face photos should be tested.

(b) this banner attracts no clicks:

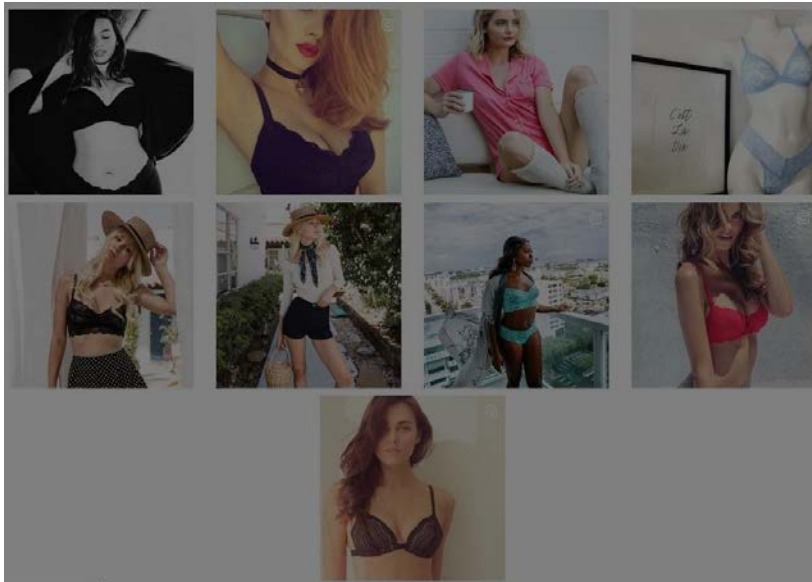


²¹ "People also hate to scroll. After a few screenfuls, a lot of them give up" (Briem, Gunnlaugur SE (2002) How to arrange text on web pages, in: Sassoon R. (Ed.) (2002) *Computers and Typography 2*, Bristol: Intellect Books, p. 13).

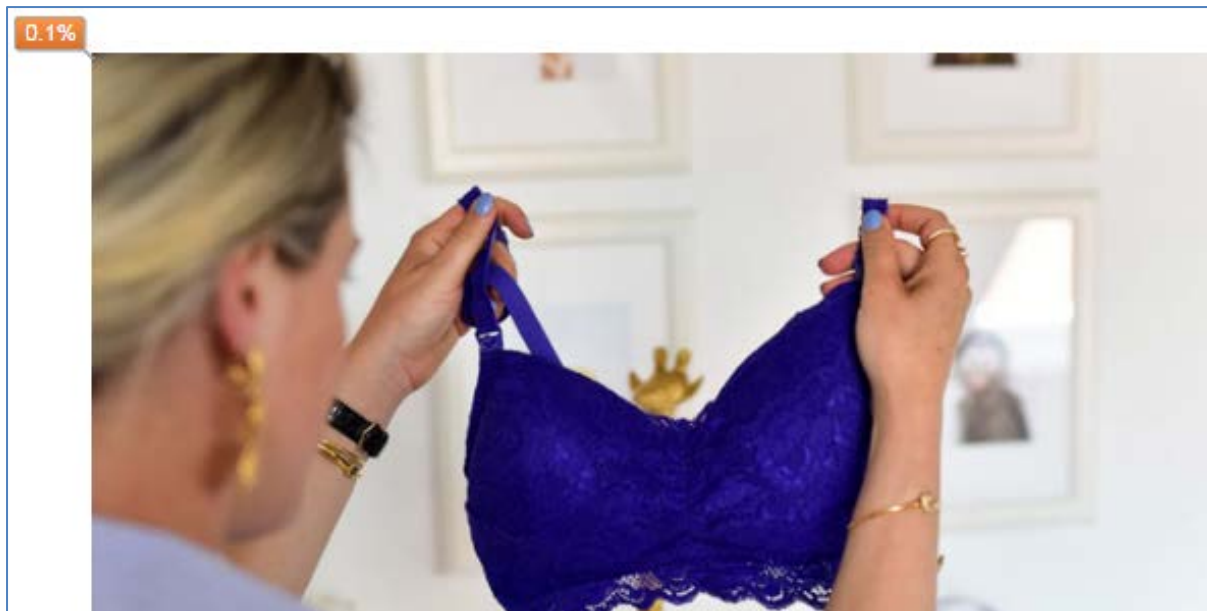
²² "Supersized Hero Images (and Large Full screen Backgrounds). They look good, but they are highly ineffective and a waste of critical real estate. You can define them as large attractive headers too. If you are able to support it with relevant content and call to action buttons – great, otherwise they stay as a unnecessary decorative design element. Hero images are still a great option for personal websites but think twice before using them for company sites with a lot of content and offerings. Often times, they push important body text down below" (FeedbackGuru (2017) Web design trends you should stop following now! [Link](#)).

²³ "Never put up a face photo that hasn't been thoroughly tested. It needs to be the right face" (Flint McGlaughlin in: Marketing Experiments (2008) Optimizing ecommerce websites [Link](#)).

(c) this is simply a visual garbage:



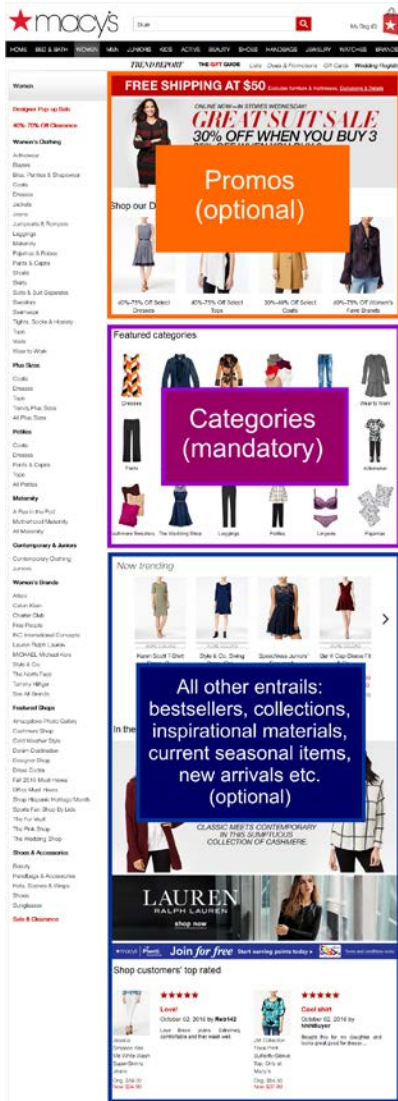
(d) number of clicks on blogs is negligibly low:



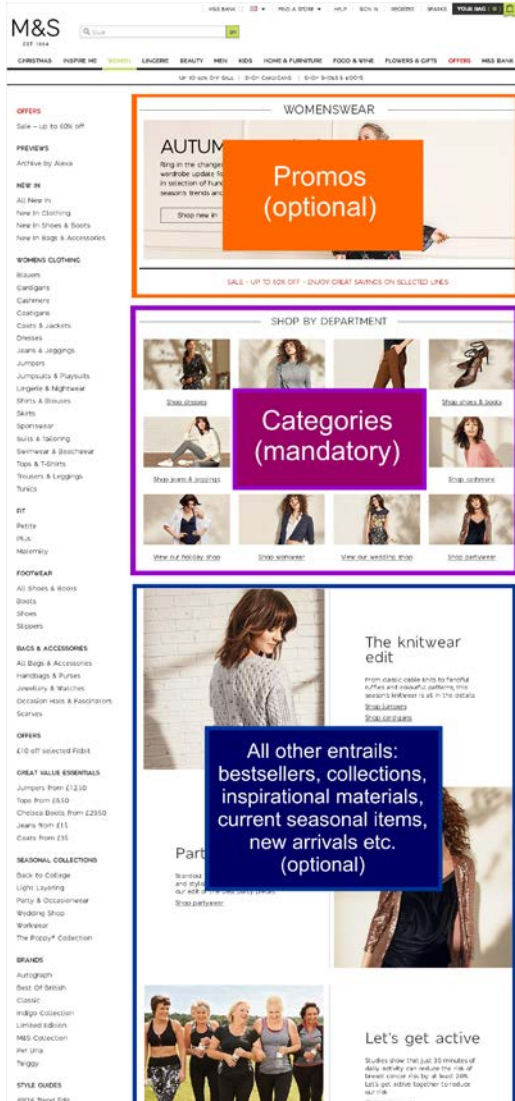
(e) percent of visitors who scroll down to these (perhaps useful) banners is too low (~5%):



Correct examples:



Macy's



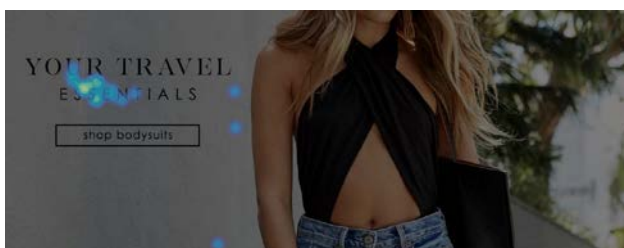
M&S

Recommendation is to strictly follow this scheme.

HP100 You already know that bracketed CTA buttons don't work:



It seems the rectangular ghost and flat buttons don't work too:



Ghost buttons have the lowest visibility and lowest conversion rates among all types of buttons²⁴; flat buttons don't motivate users to click them as well.

How to design a highly converting CTA button:

- button should be aesthetically appealing and pressing it should be a visceral pleasure and a physical experience;
- button should look like a button: an *embossed* 3D-looking button, not a flat rectangle²⁵;
- button should have *rounded corners*²⁶;
- button should have four states: normal, hover (on desktop only), pressed, and disabled (during a short interval between pressing the button and, for example, adding an item to the shopping cart);
- color of button should be contrasting to the website main palette²⁷;
- color intensity of button should increase on mouse hover, not drop;
- button should be large enough but not too large.

Categories and subcategories

CA010 Ctrl-Click command doesn't open product links in new tabs. Opening links in new tabs is an absolutely natural user behavior and it is unacceptable to prevent it.

CA014 Remove meaningless imagery:



²⁴ "Our initial tests showed a trend towards ghost buttons having a negative impact on attention and conversions" (Hay, Luke (2016) Ghost buttons: UX disaster or effective design? [{Link}](#)); "Ghosted buttons have ghost conversions" (Angie Schottmuller's comment to: DeMeré, Nichole Elizabeth (2015) We are conversion rate optimization experts: Ask us anything [{Link}](#)); "Every eye tracking study we've done they [ghost buttons] lose out to a more solid button" (Sena Jeffers' comment to: Ratcliff, Christopher (2015) 12 supernatural examples of ghost buttons in ecommerce [{Link}](#)).

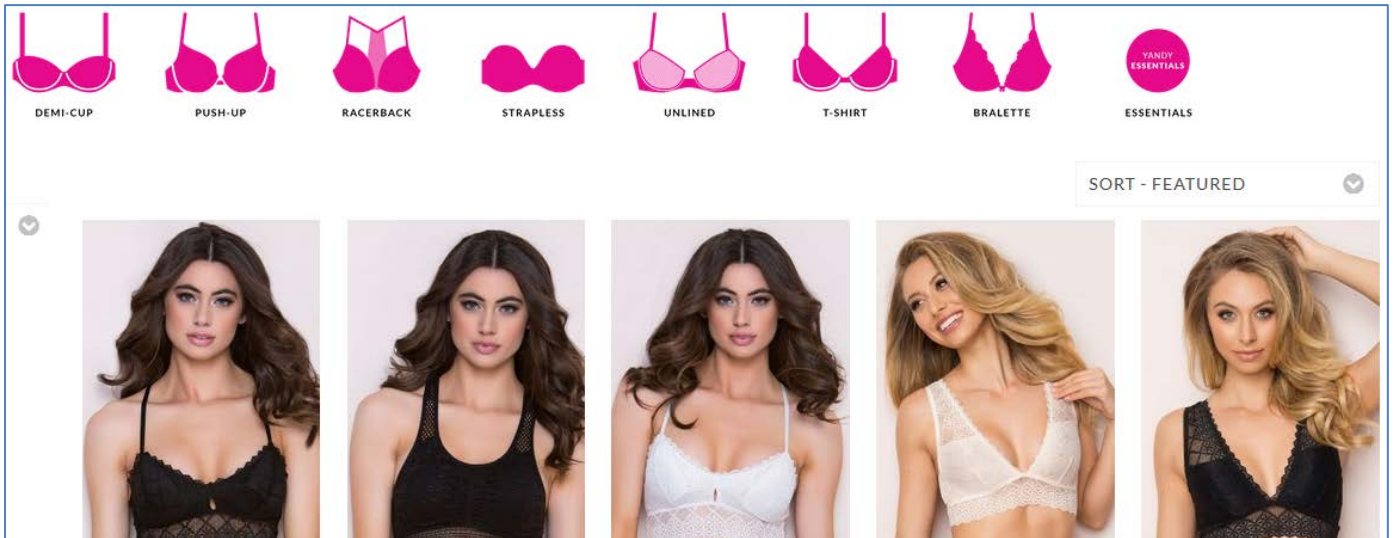
²⁵ Section 3 "Make buttons look like buttons" in Wiebe, Joanna (2013) 6 proven ways to boost the conversion rates of your call-to-action buttons [{Link}](#); "This is fundamental, but the button has to look clickable. If the visitor isn't sure that this is the place to click – they won't. The use of 3D effects, shadowing, subtle gradients and borders will not only draw the eye, but encourage the response you want" (Ve Interactive (2015) The Marketer's Guide to the Perfect CTA [{PDF}](#)).

²⁶ "The best buttons have rounded corners, making them friendlier and more inviting to click" (Lightspeed (2016) 10 Ways to Build a High Converting Online Shopping Experience [{PDF}](#)); "I strongly suggest using rounded or circular corners on the ends of your CTA for three reasons. First, rounded corners point inward and draw the attention to the inside (content) of the button. A square edge on the opposite, points outward and draws the attention away from its object. A second reason to use rounded corners is that these settles your subconscious. Studies have shown that we are 'programmed' to avoid sharp edges in nature (primordial reaction) because they present a possible threat. The last reason why you should use rounded rectangles is because it actually takes less effort to see" (Olyslager, Paul (2014) Call to action buttons Part 3: Shape and size [{Link}](#)).

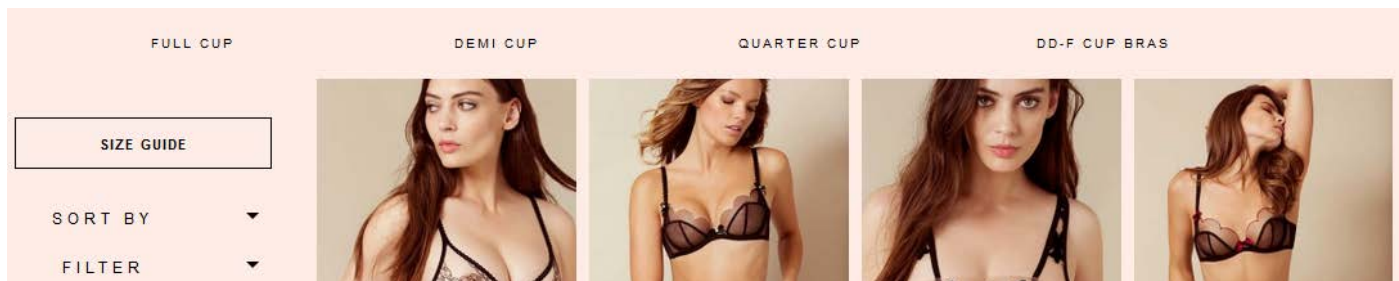
²⁷ "You need to make sure your call-to-action buttons stand out. Don't use the same color that is omnipresent on your site because it's the fundament of your corporate identity. Pick a color that's unique and eye-catching" (p. 18 in: Omniconvert + GetResponse (2017) 50 eCommerce Growth Ideas for 2017: From 17 eCommerce Experts [{PDF}](#)); "Use a color that stands out" (Patel, Neil (2014) 8 tips to optimize your CTA buttons for conversion [{Link}](#)); "Use color that contrasts with other elements" (Crestodina, Andy (2014) How to design a button: 7 tips for getting clicked [{Link}](#)); see also: Fernandez, Mary (2016) Which color button converts best? Here's what research shows [{Link}](#), Smith, Jeremy (2014) 6 characteristics of high-converting CTA buttons [{Link}](#).

CA020 {Not applicable to subcategories} On *category pages* show *subcategory filters* above the product list²⁸.

Examples:



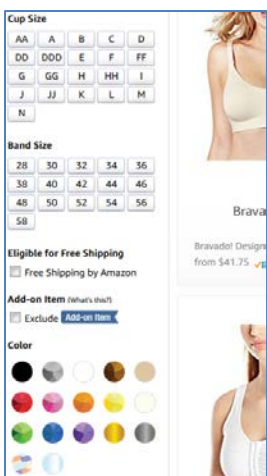
[Yandy](#)



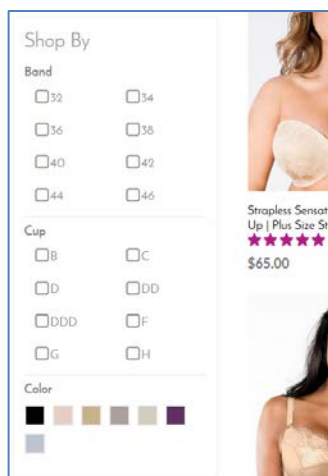
[Agent Provocateur](#)

These filters should be also repeated on the left rail.

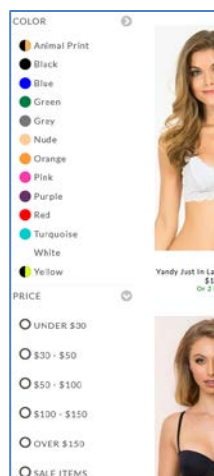
CA030 It seems, all normal apparel websites place filters on the left rail:



[Amazon](#)



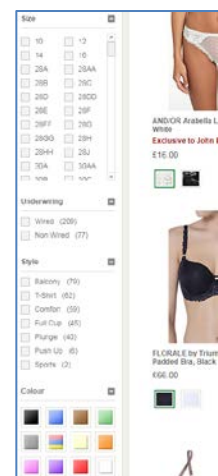
[Curvy Couture](#)



[Yandy](#)



[Macy's](#)



[John Lewis](#)

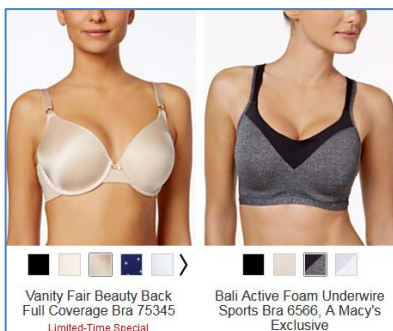
I understand that placing filters on top of product list is “trendy” but this is probably a harmful trend. Recommendation is to place filters on the left because this meets customers’ expectations.

²⁸ Holst, Christian (2016) Consider ‘promoting’ important product filters {[Link](#)}.

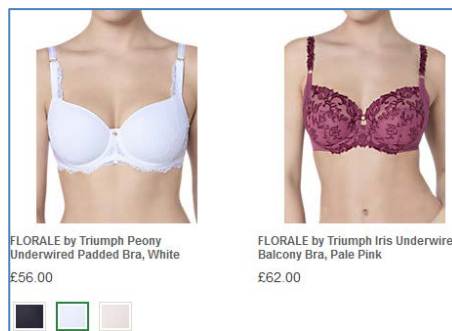
CA040 It is absolutely necessary to show product color variations – mentioning “105 colors available” is not enough because many customers may think that the item is only available in the displayed color. Examples:



[HerRoom](#)



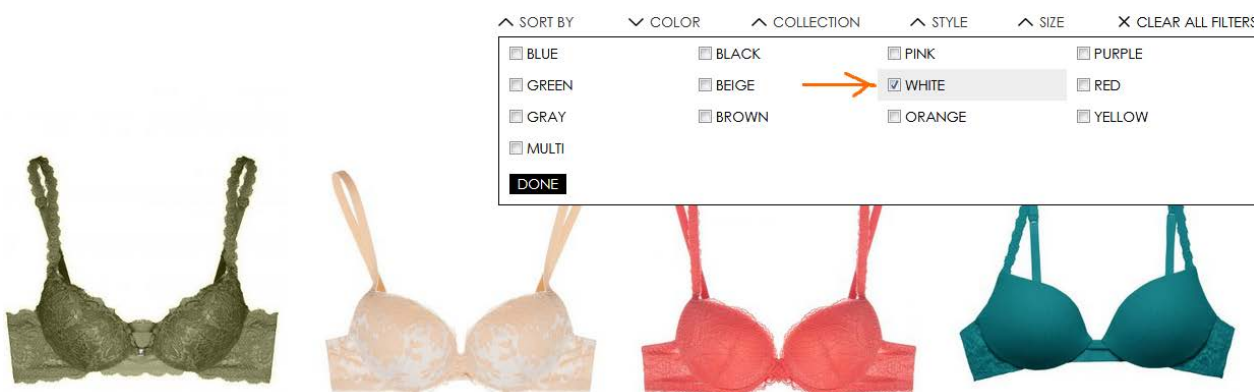
[Macy's](#)



[John Lewis](#)

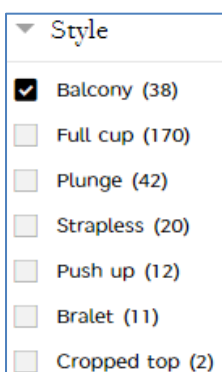
Note that it's not necessary to show color selector if there is only one color available.

CA050 From a normal customer point of view, this means that color filter simply doesn't work:

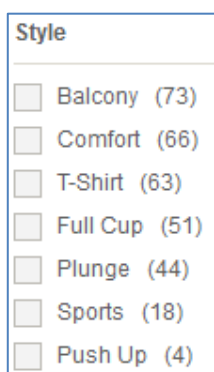


Naturally, if a color filter is applied then all product thumbnails should be displayed in the color selected.

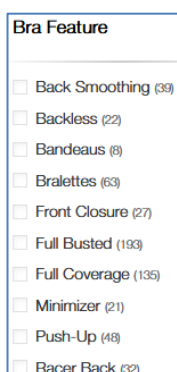
CA052 Show number of products in each subcategory. Examples:



[M&S](#)



[John Lewis](#)



[Macy's](#)

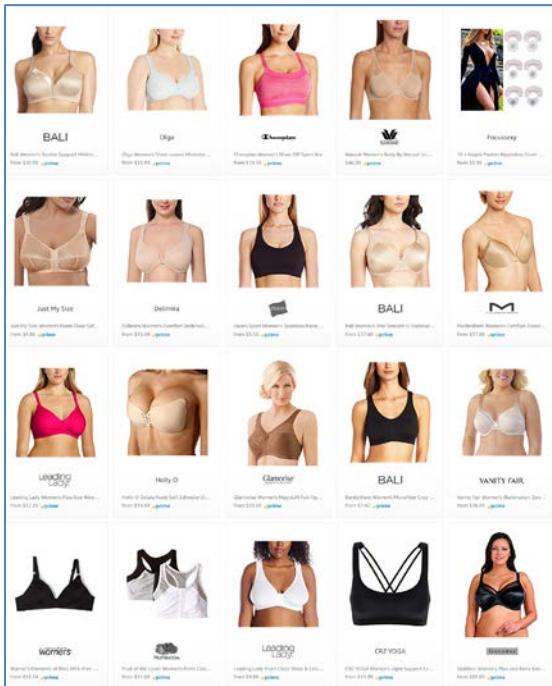
CA054 Consider removing **Style** filter because customers rarely use it:



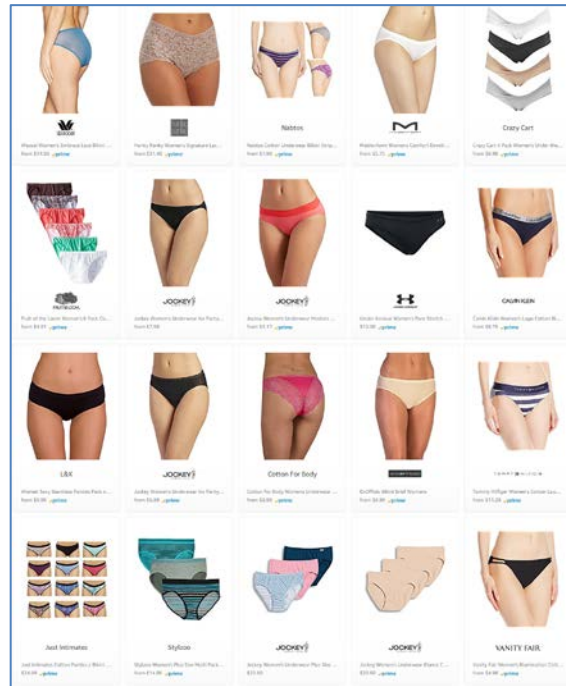
See also CA020.

CA060 Analysis of vendors on Amazon and other popular underwear webstores shows that there are three important differences between them and your website:

(1) they show products *worn by a model* (an obvious exception are product packs):



Amazon



Amazon

(2) they provide *secondary product view* (usually, back view) on mouse hover:

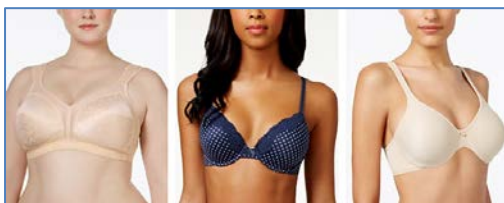


Amazon



HerRoom

(3) they *crop model faces*:



[Macy's](#)

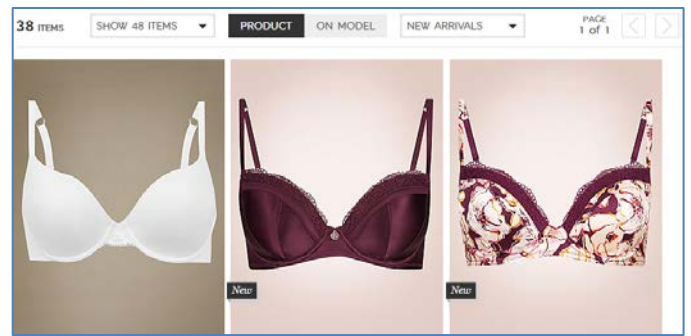
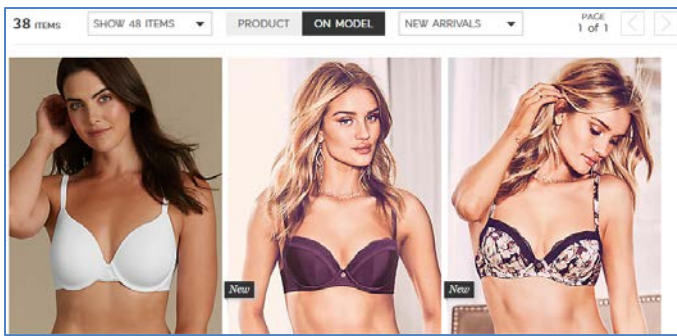


[John Lewis](#)

I think they know what they do, so consider doing the same.

CA062 Also consider “product view / model view” switch. Example:

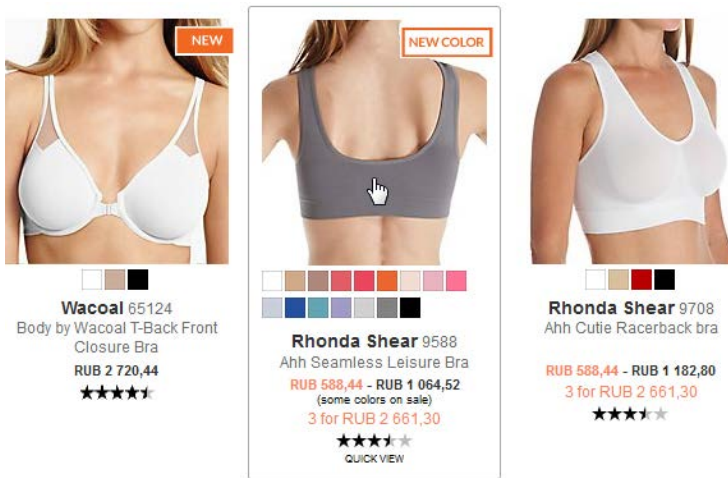




[M&S](#)

(Note that by default they use model view.)

CA070 Visually activate the entire list item upon mouse hover to underscore that all its different elements lead to the same place²⁹. Example:



[HerRoom](#)

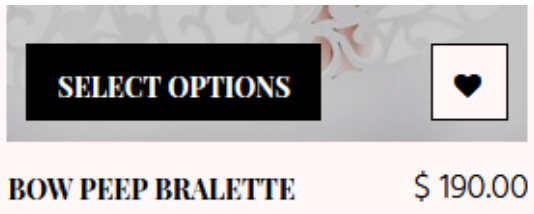
CA080 Research shows that **Quick view** buttons do more harm than good so recommendation is to avoid them³⁰:



Consider replacing them with **Select options** buttons. Example:

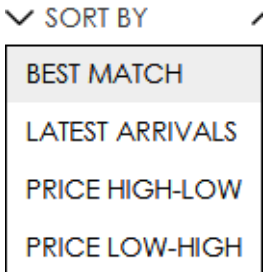
²⁹ Holst, Christian (2016) Product listing UX: Use synchronized hover effects & unified hit-areas (76% don't) [{Link}](#).

³⁰ "Quick View features cause severe usability issues – to the extent where sites should generally avoid using Quick Views altogether" (Holst, Christian (2015) Product list usability: Avoid 'Quick View' overlays [{Link}](#)).



[Dottie's Delights](#)

CA090 Since you already use a “Best seller” badge, it will be logical to add *sorting by popularity*:



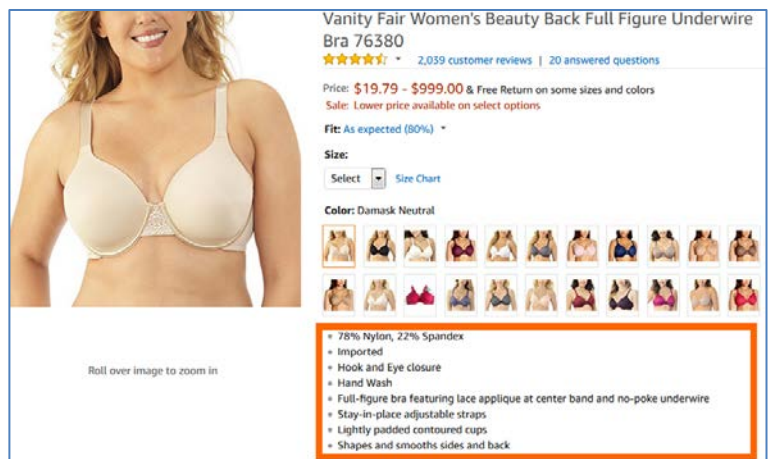
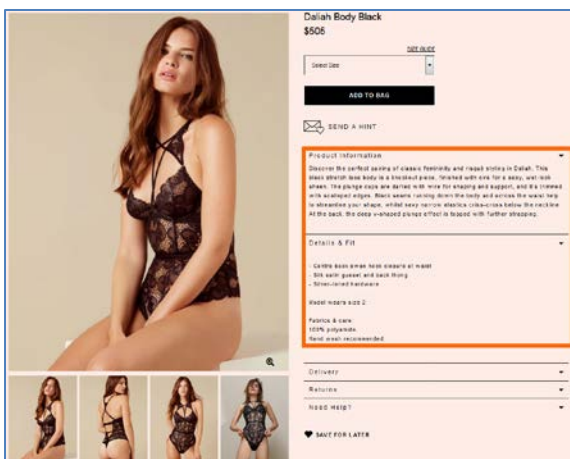
CA100 The meaning of “Best match” sorting is unclear. Consider removing it.

CA110 Infinite scrolling on ecommerce category pages is not recommended³¹. Recommended ways of scrolling product list are³²:

- on desktop, use a combination of the “Load more” button and lazy-loading; set the threshold for the “Load more” button to 50 to 100 items;
- on mobile, use the “Load more” button but set the threshold to 15 to 30 products because of scrolling and screen size issues.

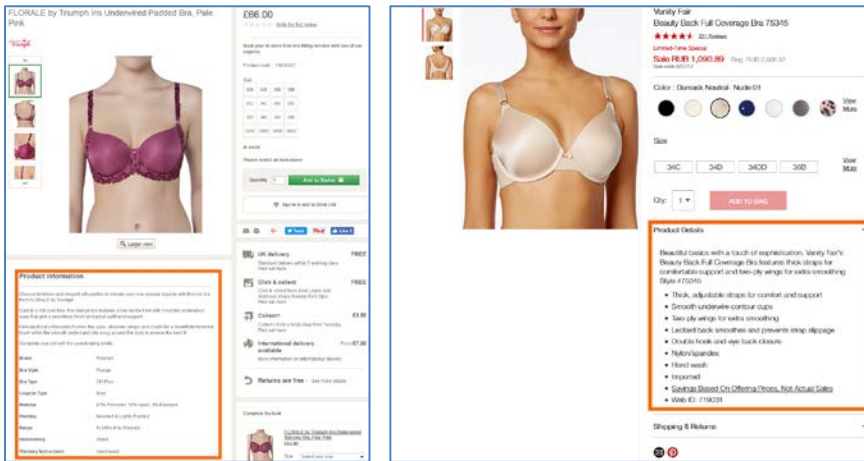
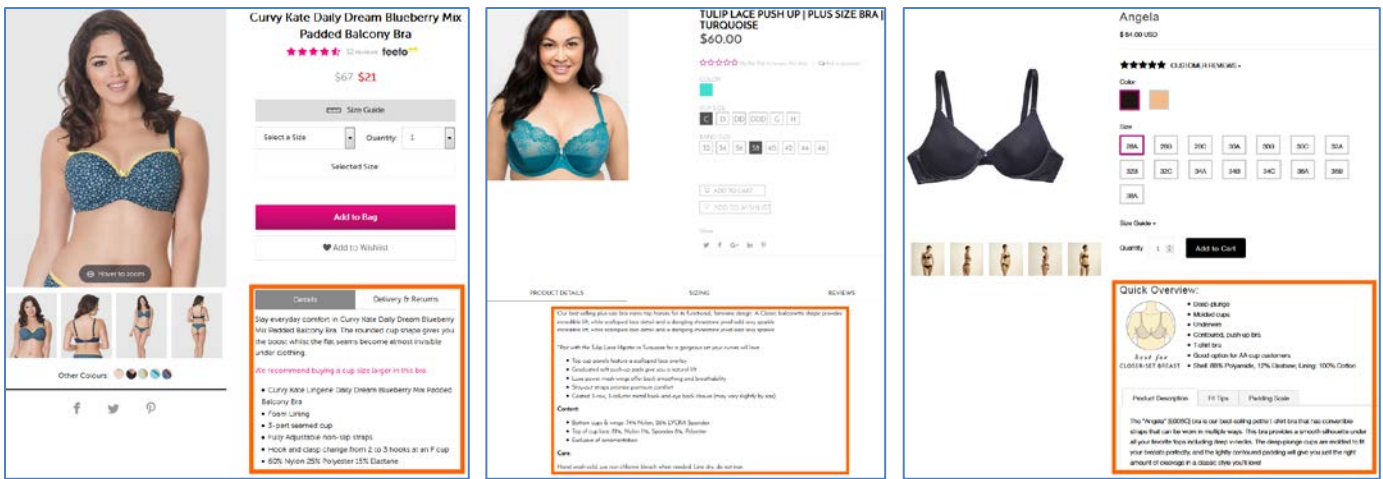
Product page

PR010 You are in a visually-driven industry where textual descriptions play a secondary role. It’s inappropriate to start a product page with texts and it seems nobody else does this in your vertical. Here are examples where product descriptions are normally placed:



³¹ DiSilvestro, Amanda (2015) Infinite scrolling: What to consider before implementing it on your site [{Link}](#); Loranger, Hoa (2014) Infinite scrolling is not for every website [{Link}](#); Nguyen, Dan (2013) Why did infinite scroll fail at Etsy? [{Link}](#).

³² Holst, Christian (2016) Infinite scrolling, pagination or “Load more” buttons? Usability findings in eCommerce [{Link}](#).



PR020 {For A/B-testing} Consider removing **Inspiration** section or placing it *below Product Details* section.

PR030 Consider presenting **Product Details** section as a bulleted list instead of extended writing. Examples:

PRODUCT DETAILS
Bra by ASOS Collection

- Stretch jersey
- Scoop neck
- Adjustable straps
- Cropped cut
- Machine wash
- 95% Polyamide, 5% Elastane
- Our model wears a Small cup size

- Thick, adjustable straps for comfort and support
- Smooth underwire contour cups
- Two-ply wings for extra smoothing
- Leotard back smoothes and prevents strap slippage
- Double hook-and-eye back closure
- Nylon/spandex
- Hand wash
- Imported
- Savings Based On Offering Prices, Not Actual Sales
- Web ID: 719031

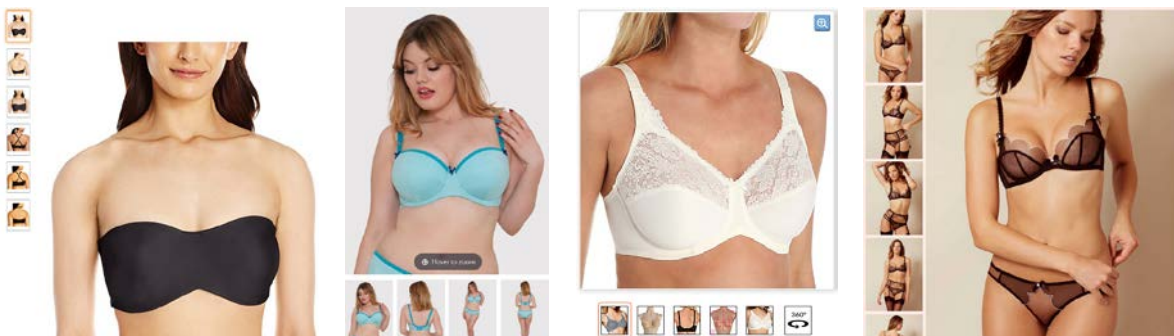
- **Deep-plunge front closure**
- **Underwire**
- **Molded cups**
- **Contoured, push-up bra**
- **Smooth-cup silhouette**
- **Lace racerback**
- **Shell: 88% Polyamide, 12% Elastane**

ASOS

Macy's

The Little Bra Company

PR040 Add more product photos. Showing 1-2 photos is absolutely insufficient. Examples:



Adding more photos may probably save you from investing in video production. Videos on apparel websites were popular 7-8 years ago but it seems pioneers of this approach like *ASOS*, *Zappos* and *KnickerPicker* were not successful with the results they achieved. I am rather sceptical about videos and I think multiple photos will always beat videos on conversion rate. People simply do not have enough leisure time to watch videos.

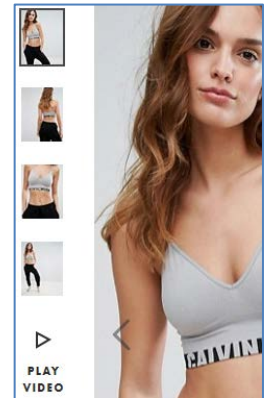
PR050 Of course, you may keep videos on product pages but definitely *avoid autoplaying* them and provide a possibility to play them on user request. Examples:



[HerRoom](#)



[Amazon](#)



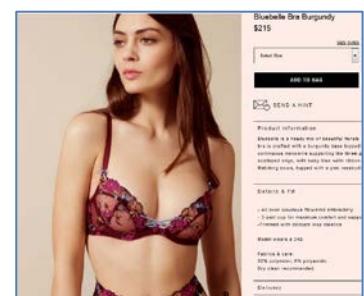
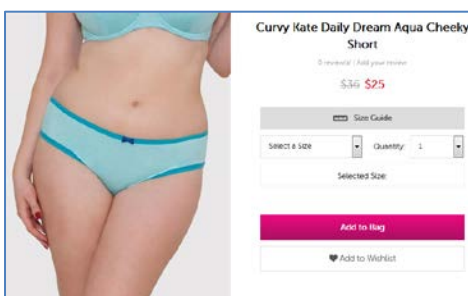
[ASOS](#)

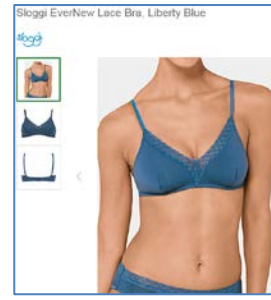
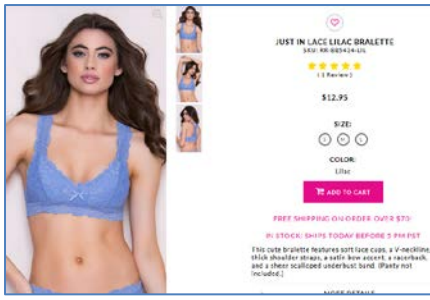
PR060 Sometimes videos don't include the product (in this case – a thong) at all: [New Soire Sheer Lowrider Italian Thong](#)

PR070 Consider not showing two complementary products simultaneously. Focus on the main product and show the complementary product only *partially*:

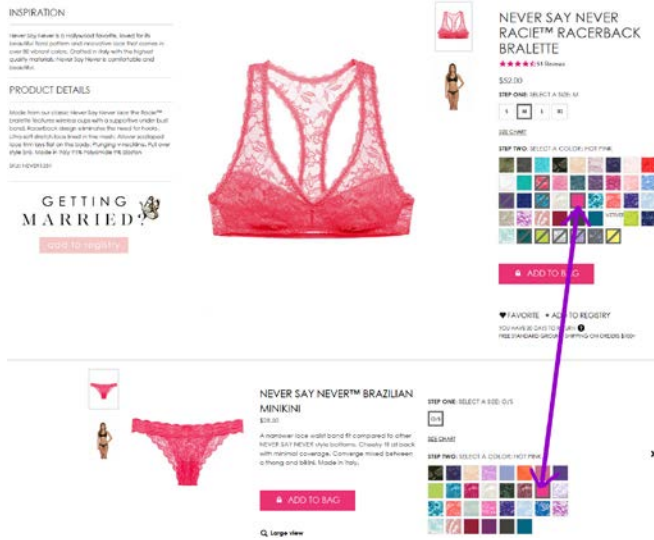


Examples:

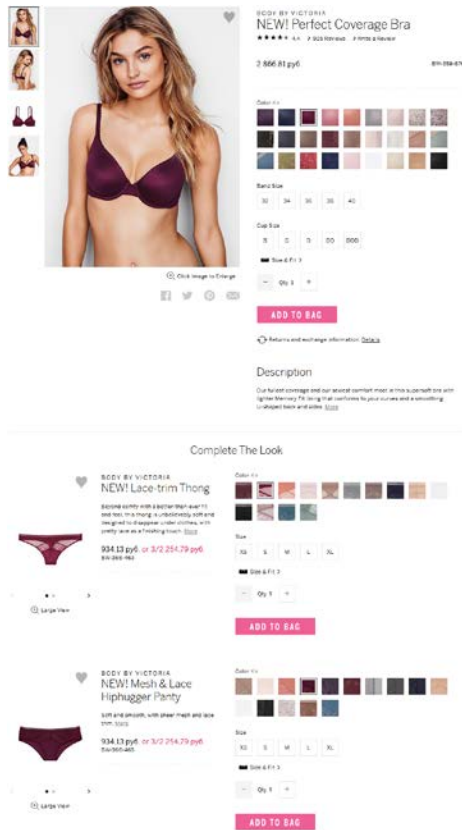




PR080 Where possible, automatically match colors of complementary products (in both directions):

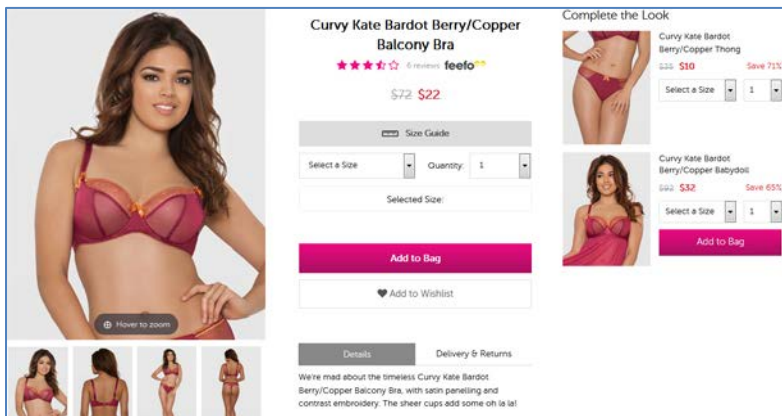


Example:

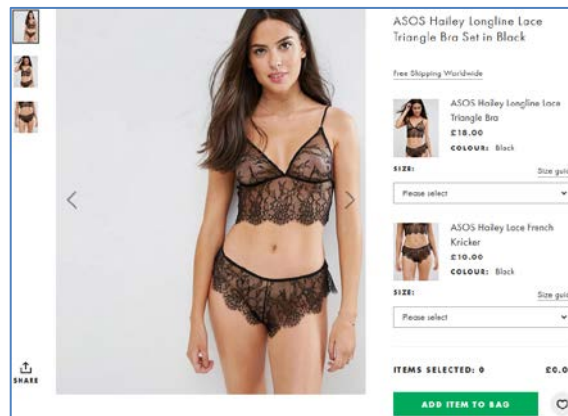


[Victoria's Secret](https://www.victoriassecret.com)

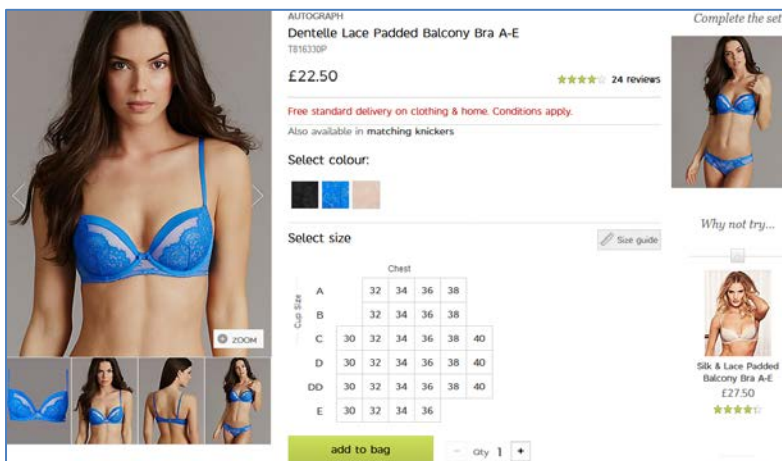
PR090 Try to show main product and complementary product(s) visible in the viewport without scrolling. Examples:



[Curvy Kate](#)

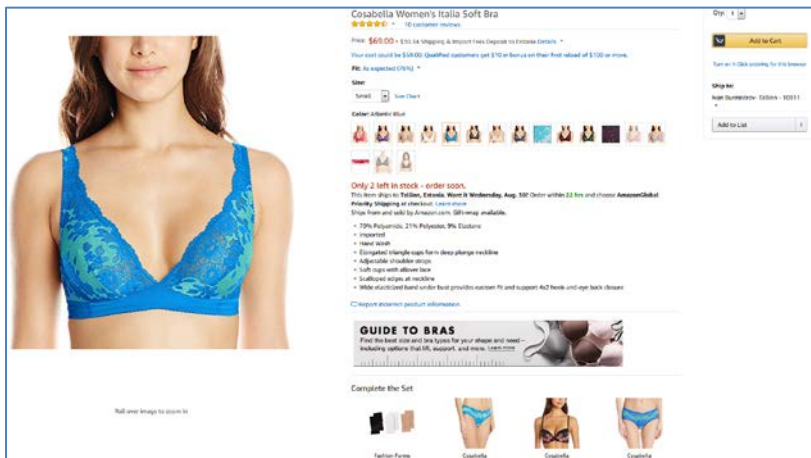


[ASOS](#)

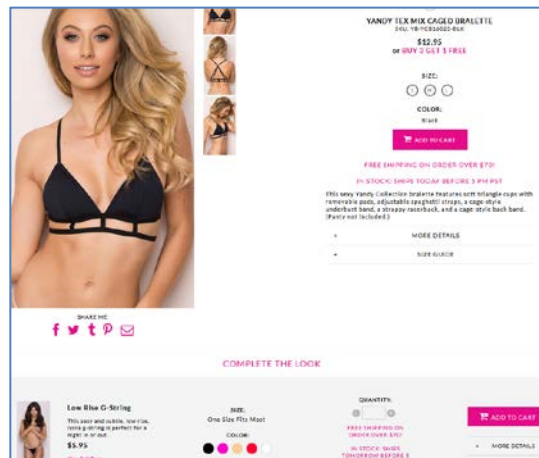


[M&S](#)

Less favorable variants:

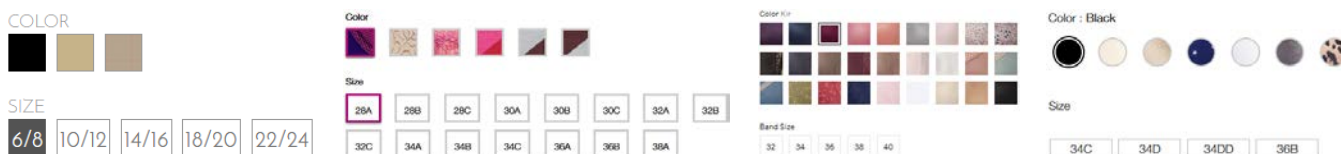


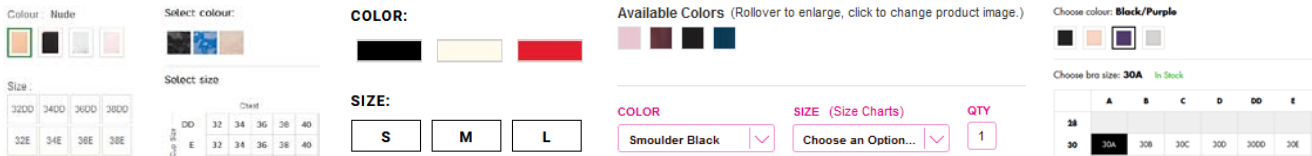
[Amazon](#)



[Yandy](#)

PR100 {Not sure} Based on the majority of similar webstores, it can be supposed that in your industry color is more important than size (absolute majority of webstores place color selector first):





Exceptions: Amazon, Yandy, HerRoom.

Consider placing color selector above size selector.

PR110 Anyway, allow selection of color and size in any order:



Example:

Choose colour: **Blush**



Choose bra size: **32C** In Stock

	A	B	C	D	DD	E
28						
30	30A	30B	30C	30D	30DD	30E
32	32A	32B	32C	32D	32DD	32E
34	34A	34B	34C	34D	34DD	34E
36	36A	36B	36C	36D	36DD	36E
38		38B	38C	38D	38DD	
40						

[Boux Avenue](#)

PR120 Remove “steps”:

\$34.50

~~STEP ONE. SELECT A SIZE.~~



[SIZE CHART](#)

~~STEP TWO. SELECT A COLOR. BRICK RED~~



Selecting color and size is a very simple thing, don't overcomplicate it: there should be no any “steps”.

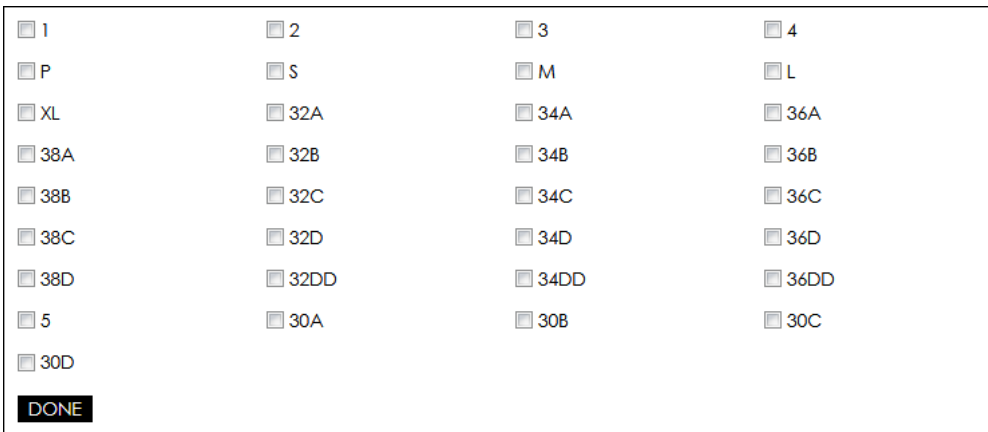
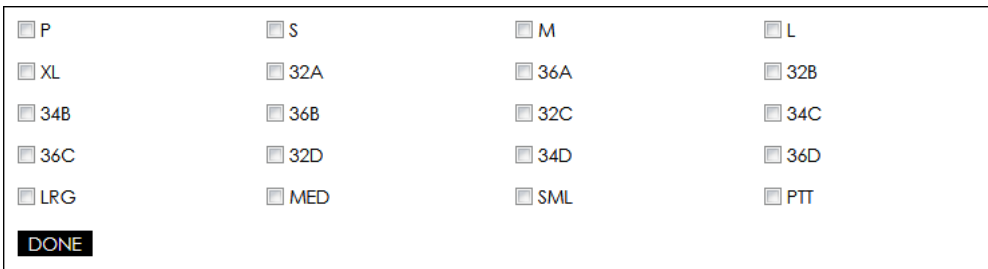
PR130 {For A/B-testing} If a product has only one color then remove color selector:

~~STEP TWO. SELECT A COLOR. GOLD FOIL~~



By simplifying their product pages this way *Mountain Warehouse* got an increase in RPV of 13.8%³³.

PR140 {Not sure} There is a general chaos with product sizes. For example, items *from the same subcategory* use different size labeling systems (screenshots from subcategory pages):



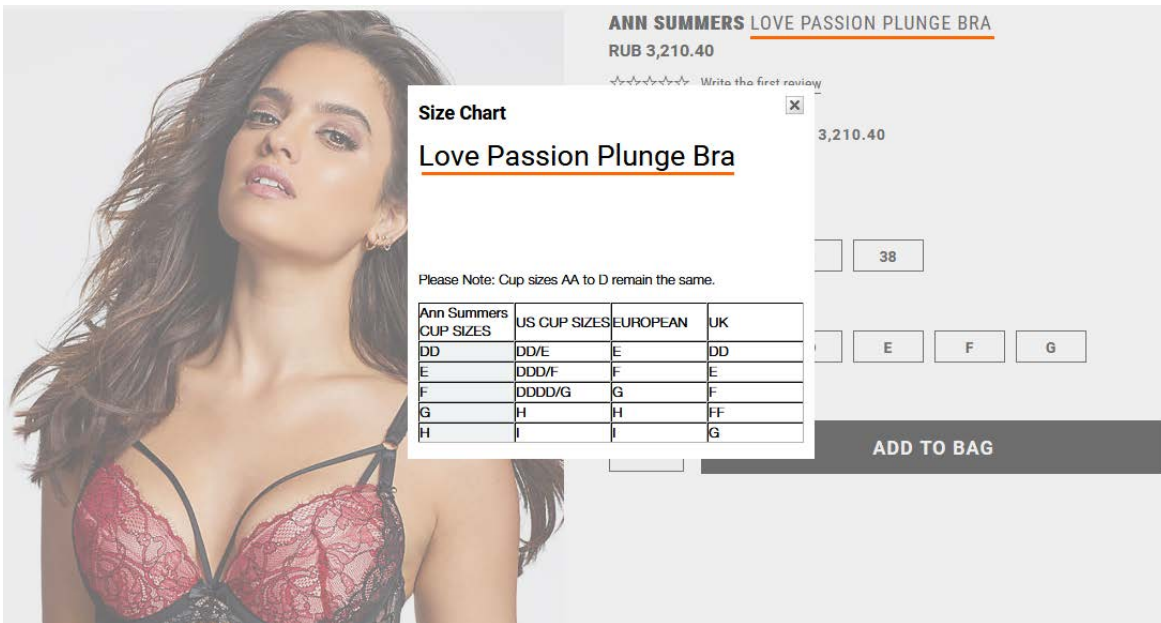
This may lead to confusion.

PR150 Universal size chart is a mockery of the customer:



Ideally, size chart should be provided at the *individual product level*. Example:

³³ AWA Digital (2017) CRO case study: Mountain Warehouse {Link}.



[Bare Necessities](#)

PR160 Remove:

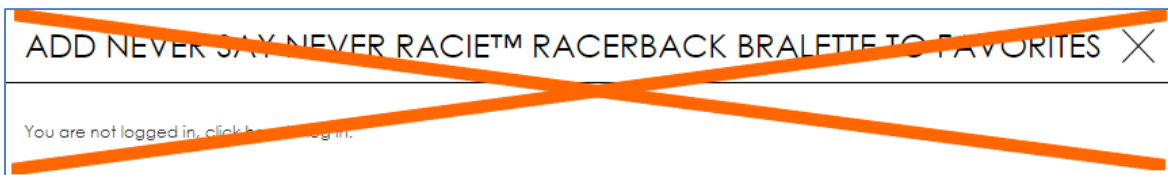


PR170 Two similar options – adding to favorites and adding to registry – make customers hesitate which option to choose and what is the difference between these options. Remove one of them:



Rename **FAVORITE** with **Add to favorites** or **Add to wishlist** or **Save for later**.

PR180 Adding an item to wishlist (favorites) or registry should *not* require logging-in/registration³⁴.



Correct examples: [Curvy Kate](#), [ASOS](#).

PR190 It is excellent that in contrast to many other ecommerce websites you do not have social ~~shit~~ sharing buttons on your product pages but there may be two exceptions: email sharing (because many customers send product links to themselves) and Pinterest (because many customers used to collect their wishlists there). People at *Macy's* understand this moment perfectly:

³⁴ Budiu, Raluca (2014) Login walls stop users in their tracks [{Link}](#).



Qty: 1 ▼

ADD TO BAG

Product Details

Wacoal's Basic Beauty Spacer T-Shirt Bra features cups that offer the opacity of a padded bra without the weight, a v-back design to keep straps in place, and sides designed to smooth, all of which will give you a beautiful silhouette.

- Fully-adjustable straps
- Breathable, soft lightweight stretch micro spacer full-coverage contour cups with inner mesh lining
- Deep back-smoothing wings eliminate bulges
- Triple hook-and-eye back closure
- Close-set straps with back adjustments
- Cups: Polyester/spandex; back: nylon/polyamide/nylon; Spandex/elastane; center lining: nylon/polyamide;
- Hand wash
- Imported
- Web ID: 1004515

Shipping & Returns



Sharing via email or Pinterest is particularly important on smartphones: many customers are not ready to make their purchases on a mobile device and want to save product links to complete their purchase on a desktop at a later time.

PR200 {Not sure} "O/S" can be misinterpreted as "Out of stock"³⁵:

STEP ONE: SELECT A SIZE: O/S



Use **One size** mark instead (without a border around it).

PR210 Definitely remove this scum:



PR220 Show shipping costs³⁶.

PR224 For items eligible for free shipping clearly state that this product ships for free³⁷.

³⁵ Cambridge Dictionary [{Link}](#); Abbreviations.com [{Link}](#).

³⁶ "Users' interest in shipping costs **starts already at the product details page**. Our new Product Page study reveals that 64% of users **looked for shipping costs on the product page**, before deciding to add a product to the cart. For this majority of users, having an idea of the full order cost is crucial for being able to make a purchasing decision at the product page" (Holst, Christian (2017) Product pages need to show 'estimated shipping costs' (yet 43% of sites don't) [{Link}](#)); "Offer shipping estimates on-page" (Roggio, Armando (2017) 5 tips for displaying ecommerce product prices [{Link}](#)).

PR230 Show *delivery date*³⁸. Example:

Women's Lace & Lift Add-A-Size Push Up Bra, Style 75301

Write a review Q&A By: Vassarette Walmart #: 564873565



\$13⁹⁴

2-Day Shipping

Sold & shipped by **Walmart**

Free 2-Day Shipping on orders \$35+
Arrives by Wednesday, Aug 30
Orders under \$35 ship for \$5.99 [Shipping options](#)

Choose a store to see pickup availability

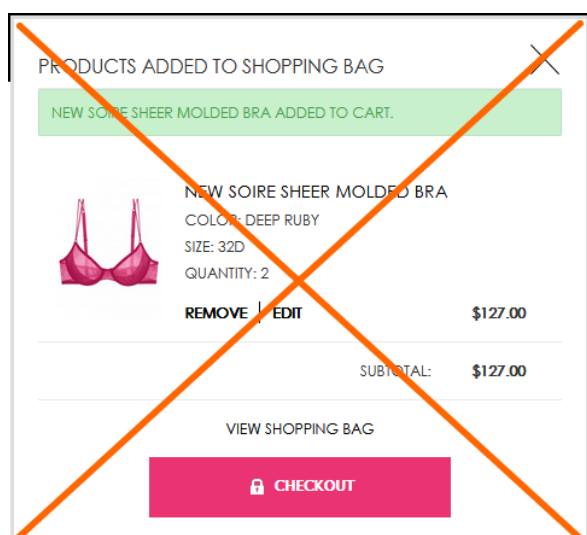
Size: 34B
34B

Actual Color: Honey Beige/Sweet Cream

Quantity: 1 **Add to Cart**

[Walmart](#)

PR240 Inform a user about successful addition of an item to shopping cart but do not evoke mini-cart overlay:



Avoid mini-cart completely.

PR300 {Just an idea} Allow customers to see how a product will fit on a *range* of bodies.

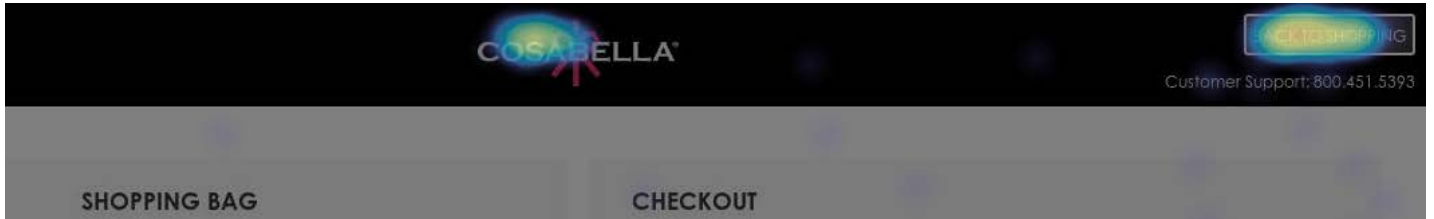
³⁷ Scott, Edward (2017) Product pages: 'Free shipping' should not only be in a site-wide banner (32% get it wrong) [{Link}](#); "If a particular item includes free shipping or is at least eligible for free shipping, consider including a free shipping message right next to the product's price" (Roggio, Armando (2017) 5 tips for displaying ecommerce product prices [{Link}](#)).

³⁸ Appleseed, Jamie (2017) Use 'delivery date' not 'shipping speed' – from UX research to implementation roadmap [{Link}](#).

Shopping cart

SC010 Don't combine shopping cart with checkout: they must be separate pages. Currently one-step checkouts are dying off and now 96% of top US e-commerce sites use multi-step checkouts (or their variation, accordion checkouts)³⁹.

SC020 It's absolutely clear that it's too early to remove the main menu from the shopping cart page and customers still need it there:



Many users have a habit to use shopping cart as a shortlist: they add multiple items to shopping cart and then use it to narrow their choice⁴⁰.

SC030 Allow users to print or email their cart contents⁴¹.

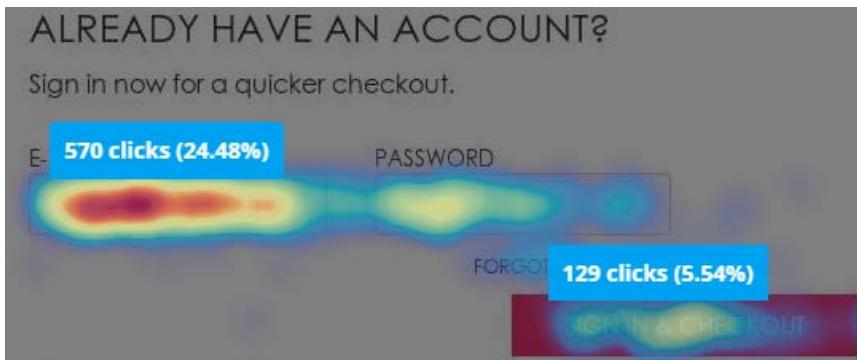
SC040 Show delivery date.

SC050 Use **Proceed to checkout** button.

Checkout

CH010 = **SC010**.

CH020 It seems *too many* users confuse login with registration:



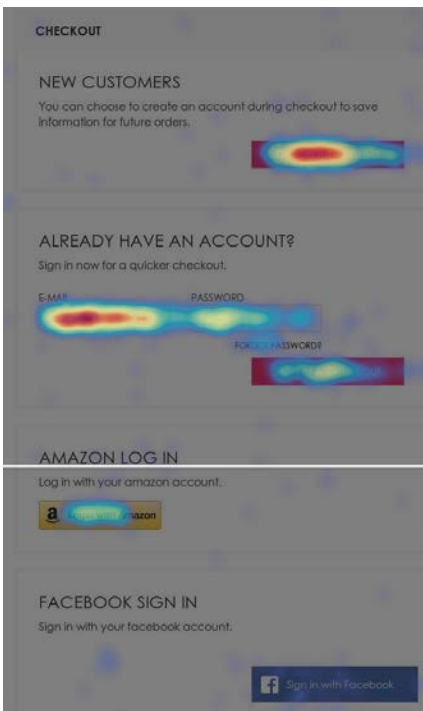
Should be redesigned. Try to remove **Email** and **Password** fields.

CH030 People don't want to use Facebook login (and this is natural⁴²):

³⁹ "One-step checkouts are more or less dead" (Holst, Christian (2016) The average checkout flow has 14.88 form fields – twice as many as necessary [{Link}](#)).

⁴⁰ "Lots of people use their online shopping cart as an informal shortlist. They browse and add all the items they are considering, and then compare them and make a final decision within the cart" (Allen, Jesmond; Chudley, James (2012) *Smashing UX Design: Foundations for Designing Online User Experiences*, Chichester: John Wiley & Sons).

⁴¹ Jacob, Sherice (2012) 40 checkout page strategies to improve conversion rates [{Link}](#).



Remove.

CH034 Avoid multiple-column forms⁴³.

CH036 Explicitly mark optional fields⁴⁴.

CH040 Don't start checkout form with email:

SHIPPING ADDRESS

EMAIL *

YES, EMAIL ME WHEN THERE ARE SALES AND PROMOTIONS.

An attempt to grab customer's email as early as possible (for remarketing purposes) is probably one of the main causes of low conversion on many ecommerce websites. Customers are clever enough to understand that in this case their email will be used to spam them. Place **Email** field in the end of **Shipping address** section and explain that you may need customer's email for delivery purposes only and you will never use it for marketing:

We will use your email exclusively to send you information on this order

And, naturally, do not preselect **Yes, email me** checkbox: this is a creepy practice and people hate it.

⁴² electronicmax (2013) People hate social login [{Link}](#); "Users don't like to get spammed and they don't want to spam others either. Facebook and Twitter sign ups are known for automatically spamming followers and friends with updates on user activity" (Tseng, Anthony (2012) 8 reasons users don't fill out sign up forms [{Link}](#)).

⁴³ "You should avoid multi-column layouts for form fields" (Appleseed, Jamie (2011) Form field usability: Avoid multi-column layouts [{Link}](#)); "Keeping a long form to a single column and making users scroll down the page is better than breaking it up into columns <...> forms should never consist of more than one column" (Mifsud, Justin (2011) An extensive guide to web form usability [{Link}](#)).

⁴⁴ Holst, Christian (2014) E-Commerce checkouts need to mark both required and optional fields explicitly (Only 9% do so) [{Link}](#).

CH050 Use single name field (**Your name**) instead of **First name / Last name**⁴⁵.

CH060 Remove **Phone** field⁴⁶.

CH070 Swap these buttons:



CH077 Show **Add gift certificate** and **Add promo code** fields only if you are absolutely sure that a customer has one. Otherwise remove these fields: they are well-known conversion killers⁴⁷. Customers feel they are overpaying when seeing a promo/coupon field.

CH078 Also consider using a single field **Gift certificate / Promo code** instead of two.

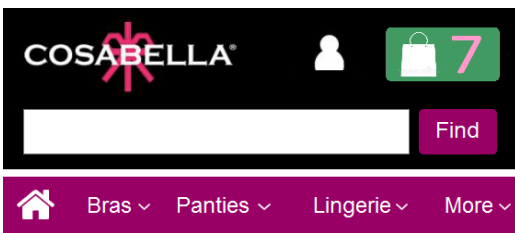
CH080 Don't ask for credit card type⁴⁸.

CH090 Place *PayPal* and *Amazon Pay* buttons *above* credit card fields.

CH100 Rename **Continue** with **Place my order**.

Mobile version

MB010 Use normal menu instead of hamburger⁴⁹:



Also use normal permanently visible search box instead of magnifying glass icon.

MB020 Depth of homepage scrolling on mobiles is much higher than that on desktop:

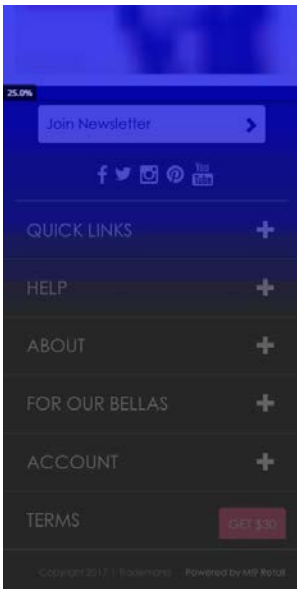
⁴⁵ "Use a single name field where possible <...> Multiple name fields mean there's more risk that: (1) a person's name won't fit the format you've chosen; (2) users will enter their names in the wrong order; (3) users will try to enter their full name in the first field" (GOV.UK Service Manual (2017) Names [{Link}](#)).

⁴⁶ "Most test subjects subscribed to a simple logic: if the store already has one way of contacting me (e. g. e-mail), why do they need another (e. g. phone)?" (Holst, Christian (2012) Checkout experience: Don't require seemingly unnecessary information (61% get it wrong) [{Link}](#)).

⁴⁷ "Removing the coupon code had a strong increase to sales and even a stronger increase to checkout visits" (GoodUI Datastories - Issue #26 – Jun 2016 [{PDF}](#)); Bowen, Tom (2013) Stop "promo code search" leaks once and for all to increase conversions [{Link}](#); Graham, Eric (2009) Do coupon codes INCREASE checkout abandonment? [{Link}](#).

⁴⁸ "Asking your users to tell you what sort of card they're using is actually a completely unnecessary step. The first digits of any payment card are an indicator of what type of card it is, e.g. Visa debit, MasterCard etc." (Bolton, Hazel (2014) Card payment forms: User friendly design [{Link}](#)).

⁴⁹ "Avoid hamburger menus if you can <...> Many sites do so because they just follow trends without checking how these affect user experience or sales. But, again, there are a few who have gotten wiser and are using alternatives to the hamburger menu on their mobile sites" (Olotu, Timi (2017) Five mobile commerce UX problems and how to fix them: Advice from observing real users dealing with real m-commerce issues [{Link}](#)); Pernice, Kara; Budiu, Raluca (2016) Hamburger menus and hidden navigation hurt UX metrics [{Link}](#); Pernice, Kara (2017) Hamburger menus hurt UX metrics [{YouTube}](#).



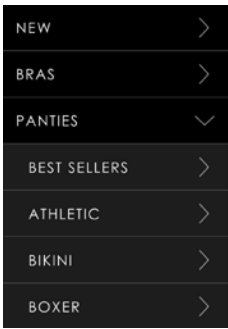
This means that people scroll down to the bottom of the homepage, tap nothing and are unable to find information they need. No doubt, all existing trash should be removed:



This is how the homepage should be organized (this is an illustrative wireframe, not a design):

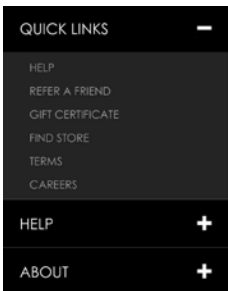


MB030 Use white background for submenus to differentiate them from the main menu:



Due to insufficient color difference user orientation in the menu hierarchy may be impeded.

MB040 There are two different notations for manipulating menus: arrows in the main menu and +/- in the footer menu:



Use a uniform notation for either menus.

MB050 Due to excessive whitespace scrolling product lists becomes a tiresome and inefficient work:



Reduce whitespace.

MB060 Remove this freaking button:



MB070 Remove:

Write a review

Nobody will write reviews on a smartphone.

MB080 Don't hide the color palette:

STEP TWO: SELECT A COLOR: ▼
VETIVER

Show it in expanded view by default.

MB090 Simply remove expand/collapse buttons:

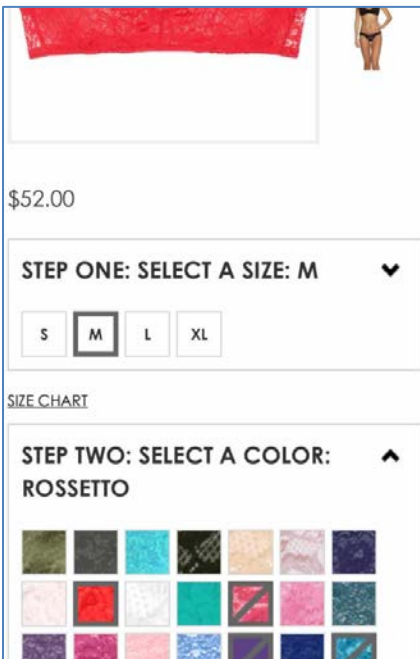
STEP ONE: SELECT A SIZE: M ✕

S M L XL

SIZE CHART

STEP TWO: SELECT A COLOR: ✕
ROSSETTO

MB100 The long distance between product image and color selector and the necessity to scroll the page back and forth is an additional argument in favor of placing color palette above the size selector:



\$52.00

STEP ONE: SELECT A SIZE: M ▼

S M L XL

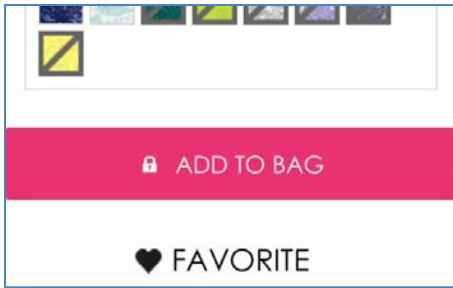
SIZE CHART

STEP TWO: SELECT A COLOR: ▲
ROSSETTO

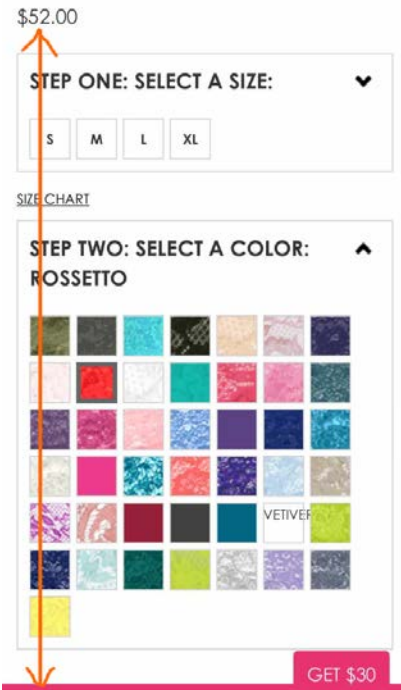
Color palette showing various color swatches.

MB107 {Also applies to desktop version} Remember the size selected by a customer and use it as a default size on other product pages from the same category. Don't make users select the same size on every product page they visit.

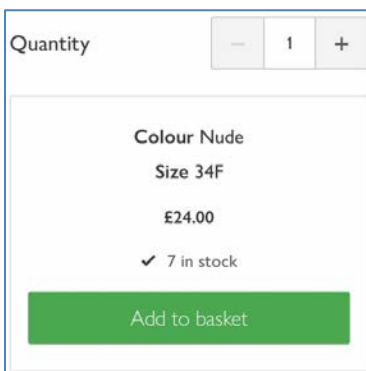
MB110 The primary CTA button *should look like a button*, not like a page separator or a section header:



MB114 Show product price closer to the **Add to bag** button:



Example:



[John Lewis](#)

MB116 {Also applies to desktop version} I've just noticed that you don't have a quantity selector on your product pages. What is the rationale behind the decision to avoid quantity selector?


MB120 Don't autoscroll shopping cart page to checkout anchor when users select **View cart** in the mini-cart overlay: "view cart" means "view cart", not "proceed to checkout".

MB130 Tapping **Checkout as guest** button autoscrolls the page to the upsale offer:


SIZE: M/L
QTY: 1
Edit | Remove
\$31.00 Each

EXCLUSIVE! JOLIE
PRINTED LACE
THONG

\$11.75
(Retail \$23.50 , SAVE 50%)



O/S



ADD NOW

Unbelievable extravagancy that results in complete disorientation of a user on a page.

MB140 Selecting street address from the list of suggested addresses autoscrolls the page to the upsale offer again...

CRO and UX audit of Keskisen Kello webstore

Version 1 | 14.08.2018

Desktop

General remarks

DGE010 {Typography} In many cases font size is too small and should be enlarged. Examples of texts that need larger font size:

Suunto Spartan Sport Wrist HR All Black	Välisumma	389,00 €
Toimitusaika: 1-2 arkipäivää	ALV24% osuus	75,29 €
Otathan huomioon, ettei tähän Suunto Spartan sykevyöllisen pakkauksen, klikkaa seuraavaa li	Yhteensä	389,00 €
Suomalainen Suunto Spartan Sport Wrist HR All sykkeesi optisesti ranteesta verenkiertoa seura: käytössä tai tietyn aktiviteetin aikana ilman syke	Etunimi *	<input type="text" value="Ivan"/>
		044-7550444 (arkisin klo 9-18)

DGE020 {Typography} Replace **UPPERCASE** with **Sentence case** throughout the whole website. Using uppercase is a harmful trend in webdesign. Although research on legibility of uppercase provided mixed results¹, all researchers agree that uppercase is less aesthetically pleasing² than lowercase / Sentence case / Mixed Case. But the main problem is that uppercase is a synonym of yelling on the web³: it is not polite to shout at the customers.

DGE030 {Typography; color} It can be recommend to use pure black (#000000) instead of dark gray (#333333) for texts. There is no research in support of using any shades of gray instead of 100% black⁴. (Some graphic designers suggest using dark gray rather than pure black but this is nothing more than a popular designers' folklore.)

¹ "Capitals are more difficult to read than lower case letters" (p. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co {PDF}); "A difference of 13.4% was shown in favor of lower case vs. capitals" (Tinker M. A., Paterson D. G. (1928) Influence of type form on speed of reading, *Journal of Applied Psychology*, 12 (4), 359-368, {Link}); "Uppercase typeface is in general more legible in glanceable reading" (Sawyer B. D., Dobres J., Chahine N., Reimer B. (2017) The cost of cool: Typographic style legibility in reading at a glance, *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 61 (1), 833-837 {Link}).

² "All capital and italic printing are less legible than Roman lower case and are not liked by readers" (Tinker M. A. (1966) Experimental studies on the legibility of print: An annotated bibliography, *Reading Research Quarterly*, 1 (4), 67-118 {Link}); "When point size is fixed, upper-case text is simply more legible, albeit less aesthetically appealing, than lower-case" (Arditi A., Cho J. (2007) Letter case and text legibility in normal and low vision, *Vision Research*, 47 (19), 2499-2505 {Link}).

³ "Capital letters look like you hate someone and are shouting" (p. 30 in: Garfield S. (2010) *Just My Type: A Book about Fonts*, London: Profile Books); "Do not use all caps on the internet because it is akin to shouting. All caps is considered shouting on the internet. Shouting is not polite. Therefore, it is bad netiquette to use all caps on the internet because shouting is not polite" (Netiquette Wiki (2014) Rule number 2 – Do not use all caps {Link}); see also: Robb A. (2014) How capital letters became internet code for yelling and why we should lay off the all-caps key {Link}.

⁴ Marks K. (2016) How the web became unreadable {Link}.

DGE050 {Color} Don't use black color for links because this makes links undistinguishable from static text:

ILMAINEN TOIMITUS Suunto Spartan Sport Wrist HR All Black

Lisää toivelistaan

Alkaen 10,10 €/kuukausi Kalevala Koru Haave sormus 6942


1 arvostelua

Black is for static text only, all links should be colored.

DGE060 {Color} Red color universally signals “stop” and “danger”. Reserve red color for error messages only⁵:

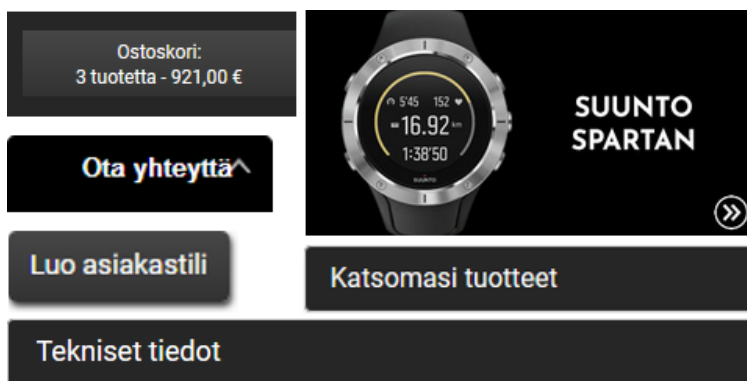
389,00 € Valitettavasti kaivertaminen ei ole mahdollista tähän tuotteeseen.

REKISTERÖIDY JA SAA ETUJA * Vaaditut tiedot * Vaaditut kentät

Gant W70371 Floral Park Ceramic on lisätty Lisää toivelistaan  ostoskoriin.

(It is acceptable to use red color for commands like “delete an item from shopping cart”.)

DGE070 {Color} Of course, this may be subjective but I think abundance of black objects on website makes it looking too gloomy:



If black is your brand color then it's a common mistake to use brand colors in webdesign (“If you sacrifice usability for a consistent brand, the only thing your brand will be associated with is unusable products” © Josh Wayne). Digital products follow their own design rules that have nothing to do with branding.

For example, it is known that achromatic (black, gray and white) CTA buttons has lower conversion compared to chromatic ones⁶. Also, gray is an inappropriate color for any interactive objects because gray color in user interfaces is a usual indicator of “disabled” or “non-clickable” objects⁷.

⁵ “Reserve red for errors. By convention, in interactive computer systems the color red connotes alert, danger, problem, error, etc. Using red for any other information on a computer display invites misinterpretation” (p. 72 in: Johnson J. (2010) *Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules*, Amsterdam: Morgan Kaufmann); “Red text should be reserved for errors” (p. 95 in: Wroblewski L. (2008) *Web Form Design: Filling in the Blanks*, Brooklyn: Rosenfeld Media).

⁶ “First, your call to action button should be a color, preferably not white, gray, or black” (Patel N. (2018) 15 tips to optimize your CTA buttons for conversion [Link](#)).

⁷ “Grey buttons are generally poor for conversion – they look disabled, so a lot of visitors won't know they're even allowed to click them” (Wiebe J. (2013) 6 proven ways to boost the conversion rates of your call-to-action buttons [Link](#)).

Recommendation is to consider reducing use of black backgrounds to a minimum.

DGE074 Breadcrumbs are not a decorative element but a vital part of website navigation⁸. Your breadcrumbs are absolutely illegible:

Etusivu > Sykemittarit > Suunto > Suunto 3 Fitness > Suunto 3 Fitness Gold Fitnesskello

This is how they should look:

[Etusivu](#) > [Sykemittarit](#) > [Suunto](#) > [Suunto 3 Fitness](#) > Suunto 3 Fitness Gold Fitnesskello

Note that clickable breadcrumbs should be permanently colored (i. e. not only on mouse hover).

DGE078 {TBD} Another problem is when a user proceeds from a category page to product page, breadcrumbs grow several levels instead of one:

[Etusivu](#) > [Sykemittarit](#) → [Etusivu](#) > [Rannekellot](#) > [Kategoriat](#) > [Urheilukellot](#) > Suunto 3 Fitness Ocean

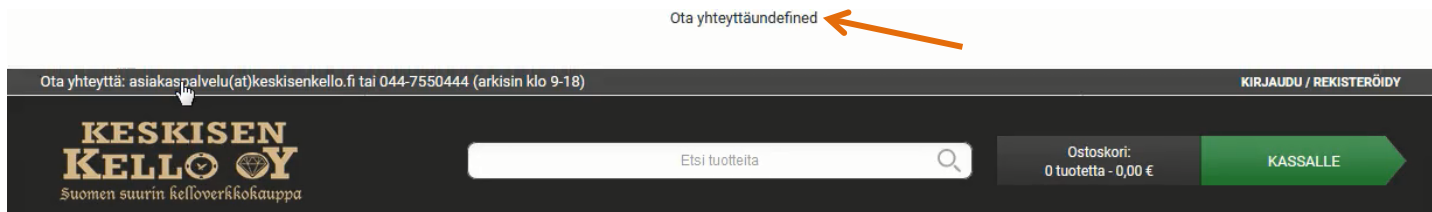
On product pages users expect that clicking immediate upper category (**Urheilukellot** in this example) will return them to a previous category page – because almost all websites work this way. However, this rule doesn't work on your website. Moreover, previously visited category – **Sykemittarit** – is completely removed from the breadcrumb hierarchy! General impression is that your breadcrumb navigation – and category navigation altogether – currently comprise a total chaos.

DGE080 {SEO} I am not an expert in SEO but I've heard that this kind of "search optimization", *keyword stuffing*⁹, is punished by Google and other search engines:

Valikoimassamme on jokaiseen tyyliin ja tilanteeseen sopivia miesten [kelloja](#) kaikista hintaluokista ja lifestyle-kategorioista. Etsipä miesten automaattikelloa, sporttikelloa, pukukelloa tai jokapäiväistä käyttökelloa, voit luottaa siihen, että pystymme järjestämään sinulle sopivan tuotteen. Jos valikoimissamme ei ole sopivaa, niin voimme tilata minkä tahansa edustamamme [kellomerkin](#) tuotteen helposti ja nopeasti Suomen maahantuojien kautta. Voisi helposti luulla, etteivät miehetkään käyttäisi enää [rannekelloja](#) ollenkaan, koska ajanhan näkee niin helposti puhelimesta. Silti yhä useampi muotitietoinen Suomalainen mies omistaa useita tyylikkää [aikarautoja](#) erilaisiin tilanteisiin. Varsinkin automaattikellot ovat kasvattaneet suosiotaan Suomalaisen miesten keskuudessa viime aikoina. Niiden tarkka ja hienostunut mekaniikka houkuttelee [kelloharrastuksen](#) pariin yhä useampia.

Consider removing all SEO-inspired copy. From a usability and CRO standpoint, any texts on a website should be addressed to human readers, not to search bots.

DGE090 {Bug} During pages load there is an error message (appearing for a fraction of a second) that makes them unpleasantly jerk:

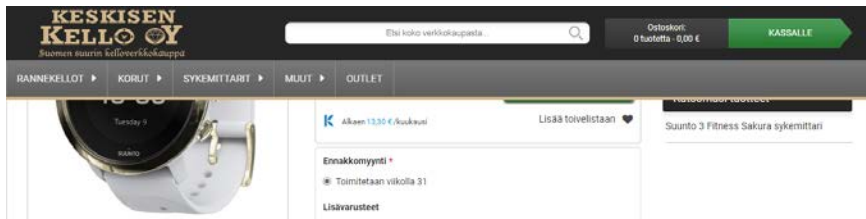


⁸ Nielsen, Jakob (2007) Breadcrumb navigation increasingly useful [{Link}](#); Appleseed, Jamie (2013) E-commerce sites need 2 types of breadcrumbs (68% get it wrong) [{Link}](#).

⁹ "Keyword stuffing" [{Wikipedia}](#); Marrs, Megan (2012) The dangers of SEO keyword stuffing [{Link}](#).

Masthead and main menu, footer

DMF010 Avoid sticky navigation:

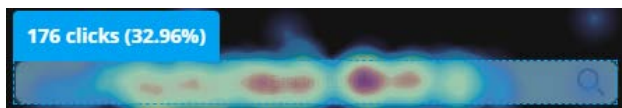


There are two reasons for this:

- subjective: too many users hate sticky navigation viscerally¹⁰;
- objective: research shows that sticky navigation is among the top four conversion killers¹¹.

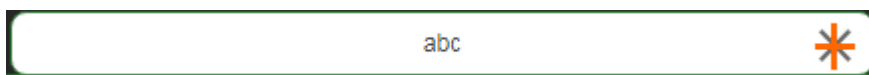
DMF020 To increase the number of customers contacting you via email and phone, make email and phone more noticeable (for example, enlarge font size¹²) and make them clickable. Emphasize clickability by using color and underline.

DMF030 {Search box} Don't center text entry, use left alignment. Since search is the most popular (33% of clicks on the homepage) navigation tool on your website, consider placing focus and blinking cursor in search box on page load – as on Google homepage. Blinking cursor is probably a better motivator to start search than a call-to-action hint.



DMF040 {Search box} Search box should use textual button in place of magnifying glass icon¹³ (“Find” button label must work better than “Search” and “Go” buttons¹⁴). It is not recommended to place call-to-action hint inside the search box¹⁵.

DMF042 {Search box} “Delete” button occupies the standard place of “search” button:



¹⁰ For example, readers' comments to a *positive* article “Sticky menus are quicker to navigate” [{Link}](#) display a lot of negative emotions: “For me most pages with sticky navigation is exactly distracting and intrusive”, “I absolutely dread sticky menus”, “I HATE HATE HATE sticky navs”, “The fastest way to get me, an average user, to leave a webpage is to have ‘sticky’ elements of any kind”. See also: Salmon F. (2013) Kill the sticky nav [{Link}](#); Moore M. (2011) The trouble with sticky headers [{Link}](#).

¹¹ Browne W., Jones M. S. (2017) *What works in e-commerce – a meta-analysis of 6700 online experiments*, Qubit [{PDF}](#); see also pp. 25-26 in: Qubit (2018) Getting 6% More [{PDF}](#).

¹² Section 10 *Display your phone number in huge font* in: Chawla S. (2013) 21 conversion rate optimization best practices for beginners [{Link}](#).

¹³ Chapter 4 in: Fries, Lane (2017) *The ultimate guide to increasing conversions through site search* [{Link}](#); SearchSpring (2017) Designer Cheatsheet: Increasing Search Bar Conversions [{PDF}](#).

¹⁴ Watch episode 46:57-48:19 in: Gilis K. (2017) *The 10 Costliest UX Mistakes. And How to Avoid Them* [{Vimeo}](#).

¹⁵ “No filler text in the search field” (Longo L. (2017) 34 UX search guidelines for ecommerce [{Link}](#)); “Placeholder text is harmful in search boxes” (Mundstock R. (2014) Placeholder text: Think outside the box [{Link}](#)).

Remove it or show it to the left of search button.

DMF044 {Search box} Do not duplicate search box on search results page. There should be a single search box.

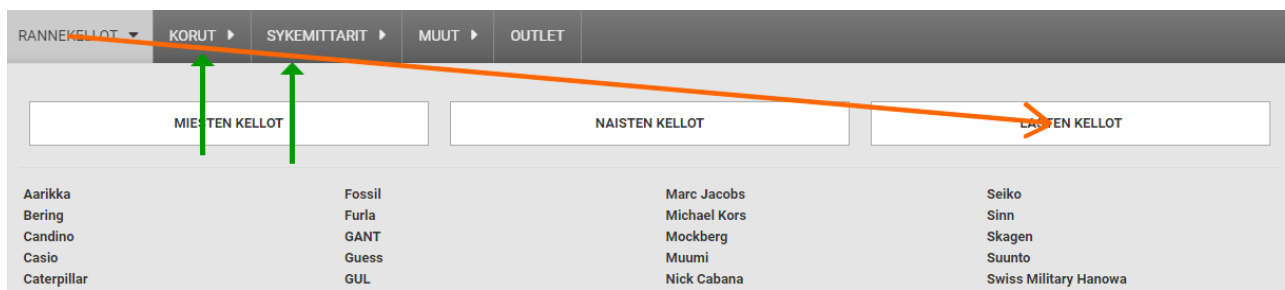
DMF050 Using two separate buttons for shopping cart and checkout can't be recommended:

- the industry standard is to use single button, shopping cart;
- presence of two buttons makes users think which button to click and if they would be able to review shopping cart before payment when they press **Checkout** button.

Recommendation is to keep shopping cart button only. This also means that mini-cart overlay on mouse hover should be avoided. Users should be able to seamlessly open a shopping cart page.

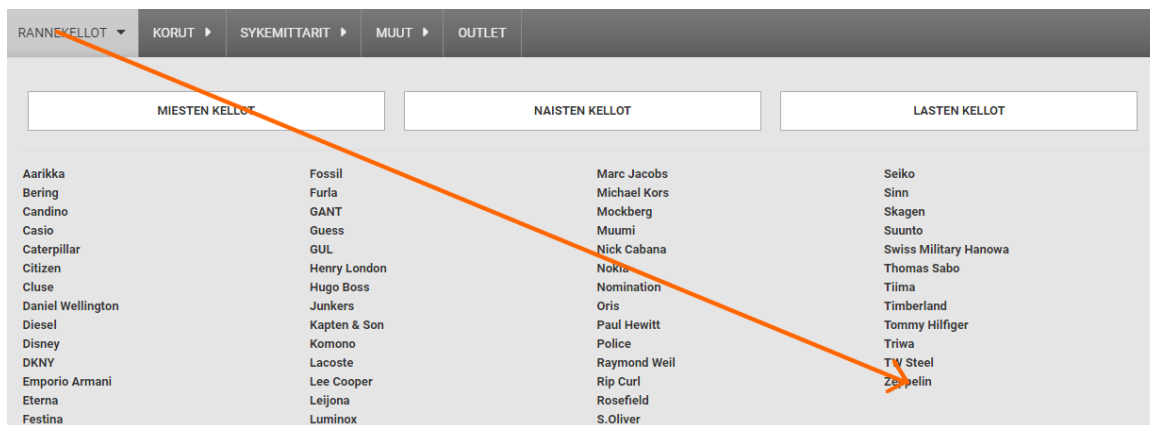
DMF060 It can be expected that a more contrasting and chromatic (i. e. non-gray) menu bar will work better than the current one. Generally, gray color is not recommended for any interactive objects.

DMF070 Submenus suffer from a very annoying “diagonal problem”: straight mouse movements trigger neighboring submenus:



Fix this annoyance¹⁶.

DMF080 It is not recommended to use full-width submenus. Don't make users move mouse across the whole screen to reach a small-size target (Fitts's law¹⁷):



¹⁶ See section “Right interaction: Timing, feedback and support for natural movement” in: Hopkins G. (2011) Mega-menu success hinges on support for top tasks and interaction details [{Link}](#); see also: Holst C. (2017) 43% of sites have severe ‘flickering’ issues for their main drop-down menu [{Link}](#), Harley A. (2015) Timing guidelines for exposing hidden content [{Link}](#), Pavlus J. (2013) The ingenious engineering trick that makes Amazon menus usable [{Link}](#).

¹⁷ “Fitts’s law” [{Wikipedia}](#).

Instead, reduce horizontal size of submenus and place them below the corresponding main menu items.

DMF090 The obvious problem with watches menu is that it's impossible to select both gender *and* brand:

MIESTEN KELLOT	NAISTEN KELLOT	LASTEN KELLOT	
Aarikka	Fossil	Marc Jacobs	Seiko
Bering	Furla	Michael Kors	Sinn
Candino	GANT	Mockberg	Skagen
Casio	Guess	Muumi	Suunto
Caterpillar	GUL	Nick Cabana	Swiss Military Hanowa
Citizen	Henry London	Nokia	Thomas Sabo
Cluse	Hugo Boss	Nomination	Tiima
Daniel Wellington	Junkers	Oris	Timberland
Diesel	Kapten & Son	Paul Hewitt	Tommy Hilfiger
Disney	Komono	Police	Triwa
DKNY	Lacoste	Raymond Weil	TW Steel
Emporio Armani	Lee Cooper	Rip Curl	Zeppelin
Eterna	Leijona	Rosefield	
Festina	Luminox	S.Oliver	

Also, the list of brands may be different for men/women/kids.

Jewelry menu has the same problem and what is more it doesn't take into account that men and women wear different types of jewelry:

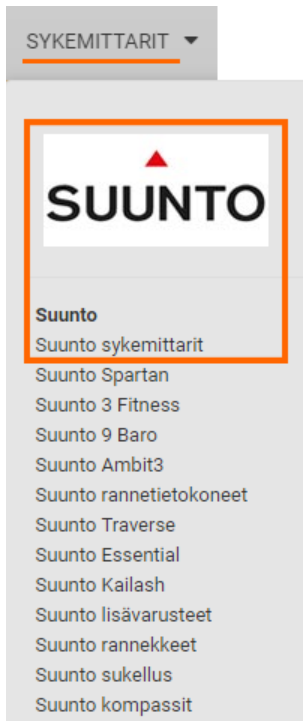
MIESTEN KORUT	NAISTEN KORUT	
Brändit	Kategoria	Materiaali
GUESS	Helat ja Charmit	Hopea
Kalevala Koru	Kalvosinnapit	Kulta
Kohinoor	Kaulakorut	Nahka
Lumoava	Keräilykorut	Pronssi
Michael Kors	Kihlasormukset	Ruostumaton teräs
Nomination	Korvakorut	
Pandora	Rannekorut	
Police	Riipukset	
SNÖ of Sweden	Riipusketjut	
Thomas Sabo	Rintaneulat	
Tommy Hilfiger	Rippiiritit	
	Solmioneulat	
	Sormukset	

A possible recommendation is to use separate items on the main menu:



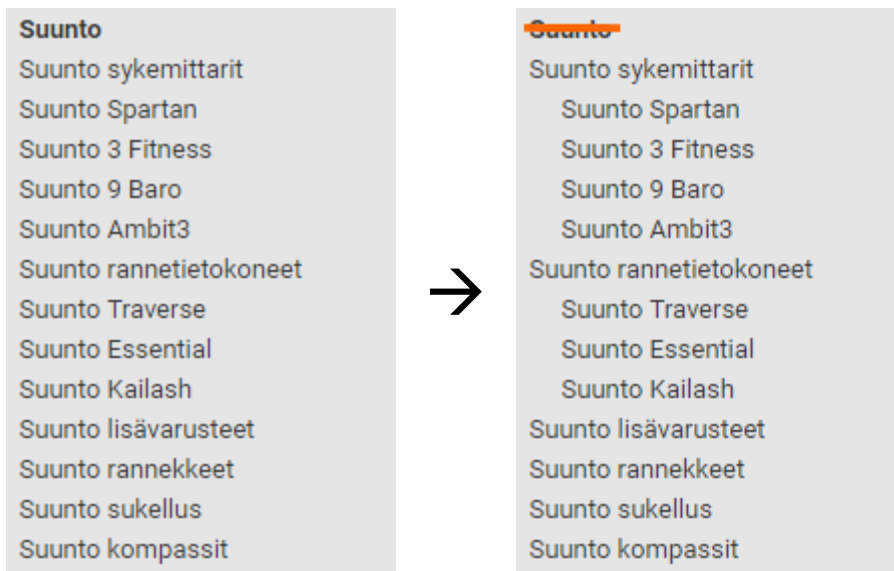
Of course, other variants of main menu structure can be proposed and discussed.

DMF100 Customers who are interested in *Suunto* sports watches will definitely hesitate which of three links to choose to view all *Suunto* sports watches (the same applies to *Polar* and *Garmin*):



There should be a single clearly labeled link: **Suunto sykemittarit** (it should probably open /suunto-suunto-sykemittarit-c-128_386.html, not </suunto-c-128.html>).

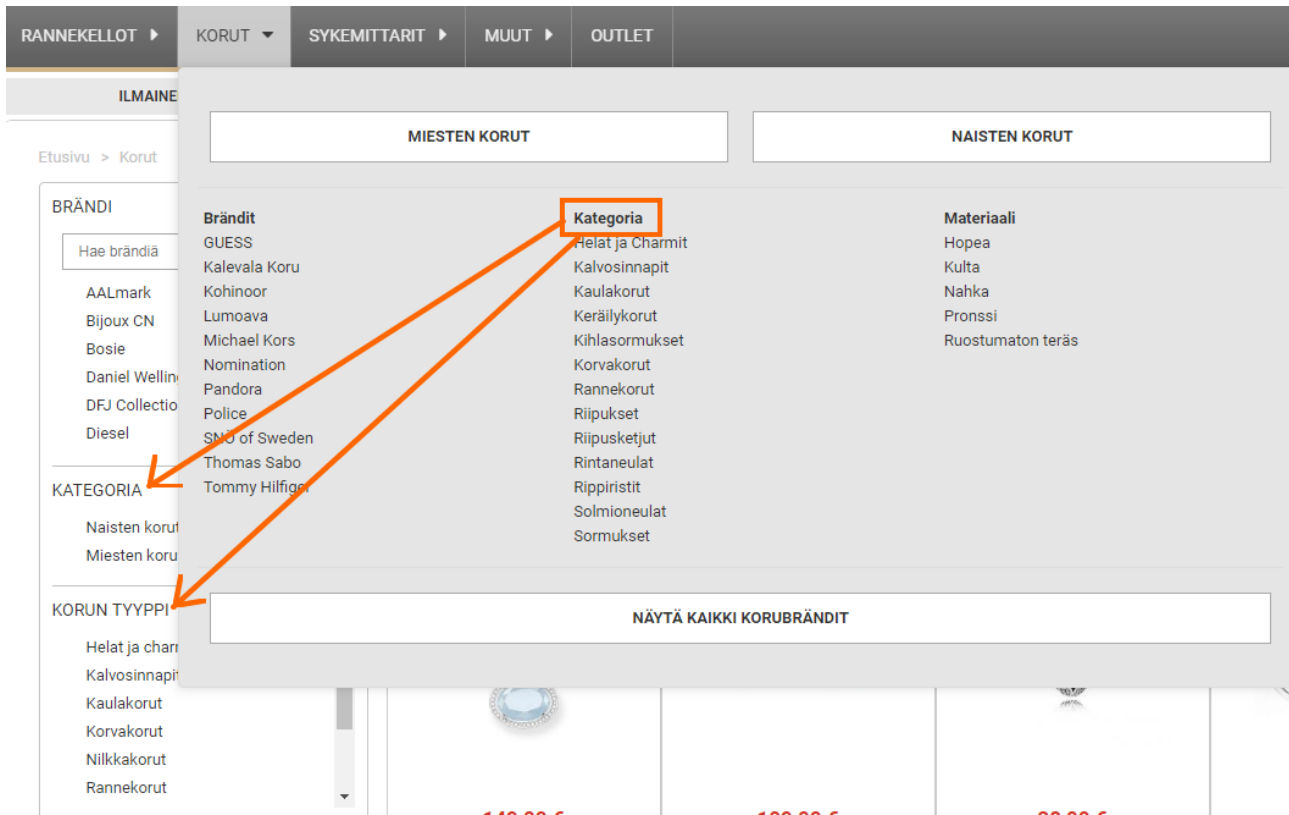
DMF110 If you want to show product lines besides product subcategories then there should be some structure in the menu:



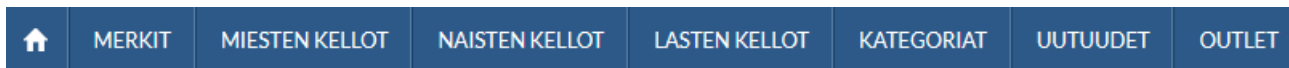
DMF120 Suunto premium watches (Suunto rannetietokoneet) should be probably under **Rannekellot** category, not **Sykemittarit**.

DMF130 Consider moving **Suunto kompassit** to **Muut** category.

DMF140 Inconsistent terminology:



DMF150 Main menu should include **Home** link¹⁸ (“home” icon is ok). Example:



Kellot.fi

DMF160 {Not sure} Consider renaming **Outlet** with **Sale**.

DMF170 {Bug?} There are 54 brands in main menu and 64 brands on brands page (“Kellomerkit”, [/rannekellot/brändit/](http://rannekellot/brändit/)):

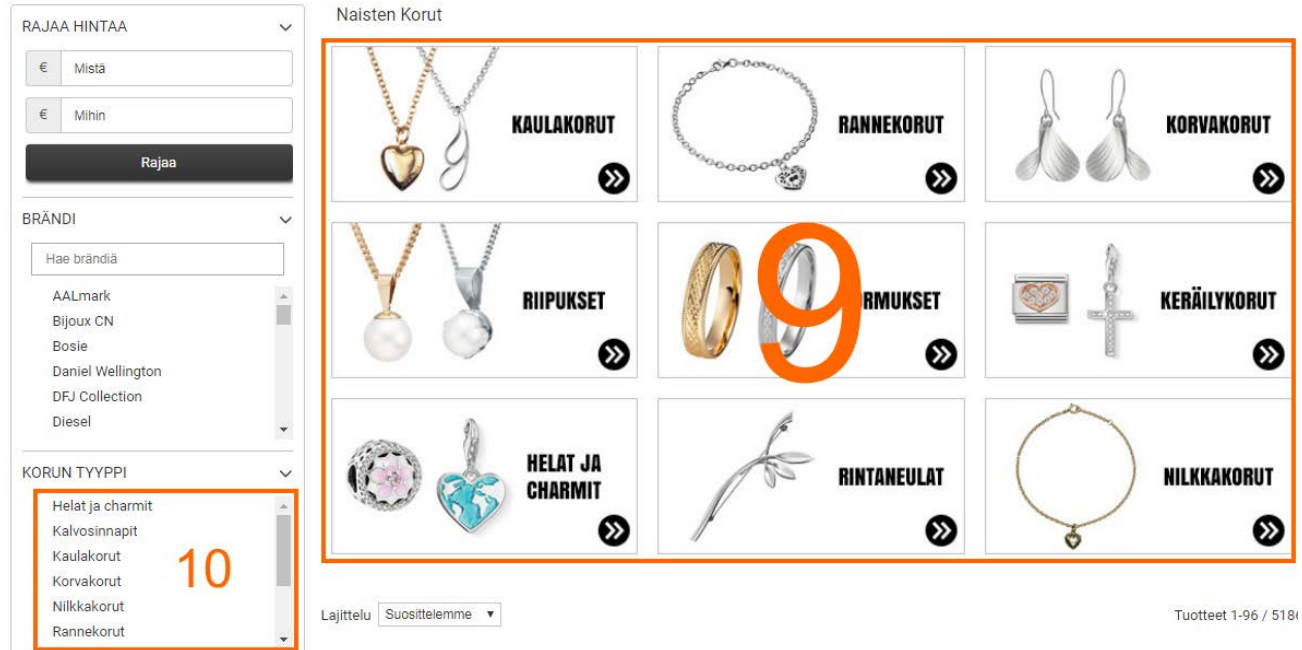


¹⁸ “A homepage link in the main navigation is rarely found on sites these days, but in testing we frequently see how important it can be to less confident participants. Users often return to the homepage of a site during testing – to re-orientate themselves after getting lost or to start a new task afresh – and if they are not able to do this easily they quickly get frustrated with the site. But what about clicking the site logo you say? A surprising number of users are unaware of this convention” (p. 11 in: RedEye (2014) 10 Usability Issues We’ve Seen and You Should Be Avoiding, London: RedEye {PDF}).

Is this correct?

Similar situation with jewelry: 11 brands in submenu, 40 in filter (</korut-c-32.html>) and 49 on “Brändit” page (</korut/brändit/>); 13 jewelry types in submenu and 11 in filter (</korut-c-32.html>); 5 materials in submenu and 13 in filter (</korut-c-32.html>).

Also:



DMF180 {For A/B-testing} Consider removing the benefit bar:



A number of A/B-tests showed that removing it may be beneficial to conversions¹⁹.

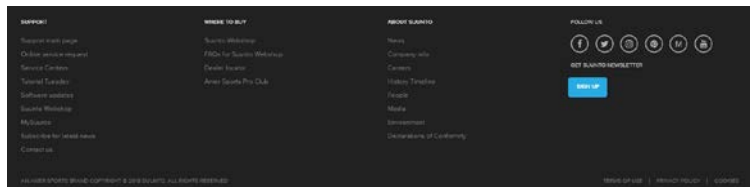
Show information about free shipping, delivery *date* and return policy somewhere near the **Add to cart** button on product pages.

DMF190 Use inverse colors (i. e. light text on dark background) in footer: this will be a clear indicator of page end.

Examples:



WatchShop.com



Suunto.com

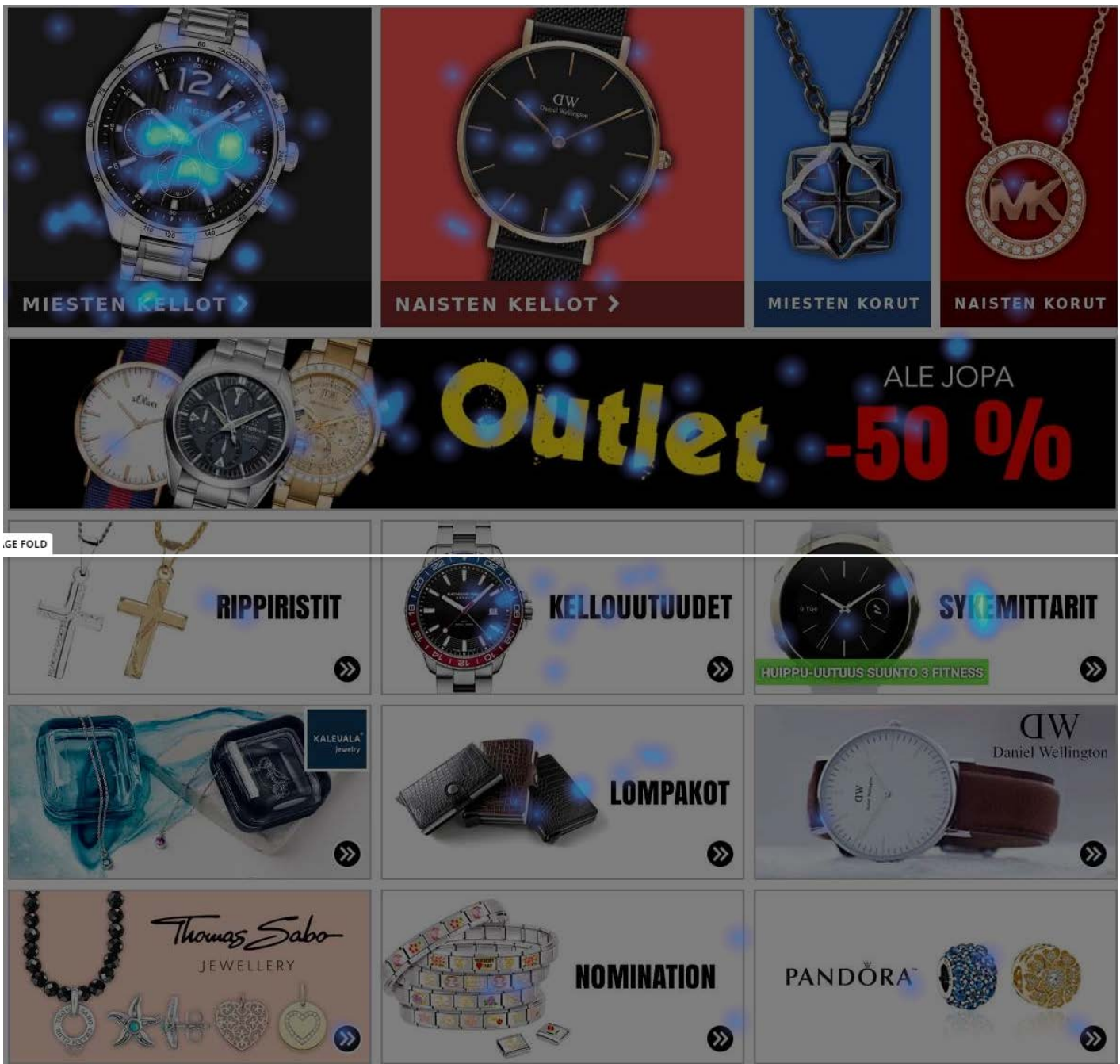
¹⁹ GoodUI (2018) Pattern #45: Benefit bar [\[Link\]](#).

Homepage

DHP010 In principle, the homepage has almost perfect structure (category and subcategory tiles) and there's no commonly found rubbish like full-screen hero images, banner carousels, bestsellers, new items, instagrams, articles, blogs etc. (this all almost never work). My general recommendation is to keep the existing page structure. However, there is still room for improvement.

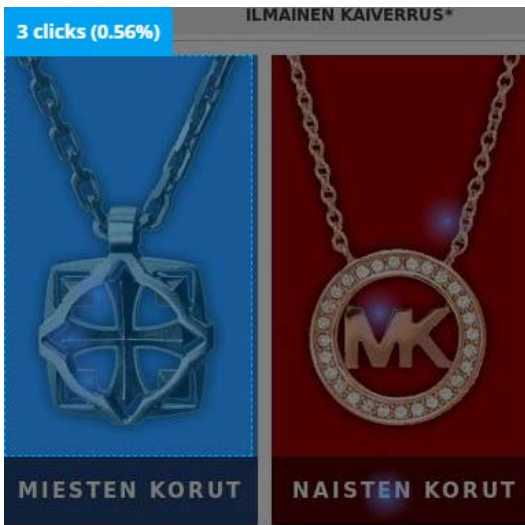
DHP020 First of all, show *all* product categories, including kids watches, and more product subcategories (for example those under "muut" category).

DHP030 The homepage needs some optimization of screen real estate. Some categories work well while many others perform poorly:



It is clear that attempts to promote particular brands on the homepage (*Kalevala, Daniel Wellington, Thomas Sabo, Pandora*) are not successful. So, recommendation is to strictly follow the principle of showing only product categories and subcategories on the homepage.

DHP040 Although rather large, jewelry tiles attract too little clicks:



The cause of this may be that when people see a pendant in men's jewelry category and a pendant in women's category they may think you sell pendants only. Many experts agree that a single particular product can't represent a whole category. Such multifarious categories as jewelry should be represented with collages of 3-4 items to illustrate the *range* of products in a category²⁰.

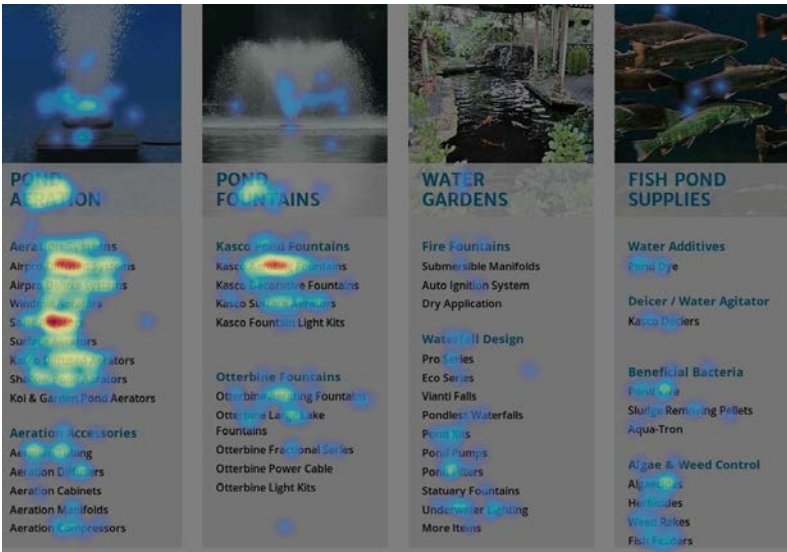
Also, people do not think of jewelry as an abstract category, they need concrete types of products – rings, pendants, bracelets, charms etc. So recommendation is to provide not only a link to a category, but also deep links to subcategories:



- | | |
|----------------------------------|------------------------------|
| Helat ja charmit | Rannekorut |
| Kalvosinnapit | Rintaneulat |
| Kaulakorut | Sormukset |
| Korvakorut | Keräilykorut |
| Nilkkakorut | Riipukset |

Practice shows that this approach works well in other industries and it may work in your case too:

²⁰ "Have a tile-like navigation with a few simple high-level groupings with images of constructed collages representative of those categories that users can use to drill down to find the product they're looking for" (SiteTuners (2015) 2 reasons the home page exists, and why web sites fail {[Link](#)}).



In this example users actively click everything: category images and links to categories, subcategories and subsubcategories

DHP050 Women's watches should look smaller and more elegant than men's ones:



DHP060 Outlet banner is misleading because it shows watches only:



Add images of jewelry. Also consider splitting this banner into two banners: watches outlet and jewelry outlet.

DHP070 Many of your customers are brand-oriented:



Consider adding “shop by brand” section below category/subcategory tiles with *most popular* brands only (for example, *Casio, Citizen, Festina, Gant, Hugo Boss, Leijona, Oris, Raymond Weil, Seiko, Suunto, Hanowa, Tommy Hilfiger, TW Steel*) and a link to the list of all brands.

Search results

DSE010 I am very sceptical about “update results as you type” method. It appeared about three years ago on some experimental websites but failed to gain widespread acceptance. Current industry standard is “search as you type” with a dropdown list of search suggestions appearing below the search box. You already implemented it on your website and my recommendation is to use this standard method on search results page too.









Categories

DCA010 Mixing in-stock and out-of-stock (OOS) products together is probably a serious problem. OOS items often appear in the beginning of a product list but it is known that items on top of product list attract the most clicks:

Selaa kaikkia miesten kelloja

Lajittelu Suosittelemme ▾

Tuotteet 1-96 / 2192

 <p>-15%</p> <p>24,65 € 29,00 €</p> <p>★★★★☆ 2 arviolua</p> <p>Varastossa: 5+</p> <p>Casio Collection F-201WA-1</p>	 <p>199,00 €</p> <p>Väliaikaisesti loppu</p> <p>Seiko 5 Automatic SNZG07K1</p>	 <p>199,00 €</p> <p>Väliaikaisesti loppu</p> <p>Seiko 5 Automatic SNZG15K1</p>	 <p>-16%</p> <p>185,00 € 219,00 €</p> <p>★★★★☆ 9 arviolua</p> <p>Varastossa: 5+</p> <p>Tommy Hilfiger Luke 1791121</p>
 <p>-15%</p> <p>67,00 € 79,00 €</p> <p>★★★★☆ 2 arviolua</p> <p>Varastossa: 5+</p> <p>Casio A168WG-9EF</p>	 <p>-40%</p> <p>53,40 € 89,00 €</p> <p>Väliaikaisesti loppu</p> <p>Komono Winston Gold W2001</p>	 <p>-15%</p> <p>41,50 € 49,00 €</p> <p>★★★★☆ 5 arviolua</p> <p>Väliaikaisesti loppu</p> <p>Casio Collection Retro A168WA-1YES</p>	 <p>435,00 €</p> <p>Varastossa: 1</p> <p>Diesel DZ7359 Machinus</p>

[/rannekellot/lahja-miehelle/](#)

It's not normal that 50% of items at the top of catalog are out-of-stock. Customers do not read availability notices – they look at product images and click them. If a user clicks one, clicks another product and discovers that they are not available, then naturally he leaves your website (“Is this a webstore or simply a showroom?”).

Possible recommendations on presenting OOS items may be:

- permanently OOS items:
 - do not show them on category pages;
 - you may keep their product pages but clearly inform customers that these items will never be available and suggest alternative/similar products;
 - if you decide to keep product pages for permanently OOS products then the only way to find them on website should be entering exact product name or SKU code in the search box and pressing Enter: they shouldn't appear in search suggestions;
- temporarily OOS items:
 - one option is to treat them the same way as permanently OOS items, but the product page content should be different: inform a visitor that the product is still available but it requires longer processing time;
 - another option is to display out-of-stock products at the end of the catalog: show in stock products first and OOS products last;
 - in any case there should be a possibility to backorder a temporarily OOS product – otherwise keeping its webpage makes no business sense: provide full information about expected delivery time and allow customers to backorder items *at a shown price* or subscribe to availability notifications²¹: you should decide on this depending on the statistics of subscriptions to availability notifications: if users are reluctant to subscribe then it may be better to hide temporarily OOS product pages the same way as permanently OOS pages.

Out-of-stock items definitely shouldn't appear in “You may also like” section. It is also not recommended to show them on the search box dropdown list of suggested products.

DCA020 Don't place ads above the product list²²:



DCA030 Use larger product images²³. It may be better to show three products in a row than four.

DCA040 If you highlight the whole tile on mouse hover (which is completely correct) then *all* objects on a tile should be clickable:

²¹ Bustos L. (2016) Optimizing out-of-stock product pages [{Link}](#).

²² “it's recommended to avoid placing ads above product lists altogether – neither on search result pages nor on category pages” (Appleseed J. (2014) Avoid these 5 types of e-commerce graphics [{Link}](#)).

²³ Jenkins H. (2017) Size and layout of e-commerce product grids: A user research case study [{Link}](#).



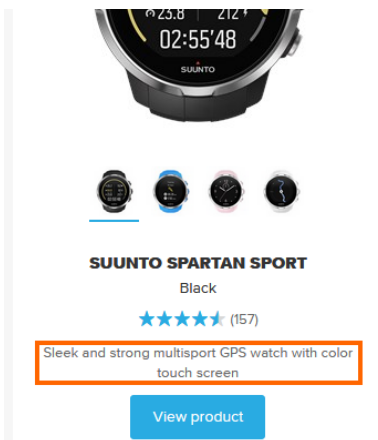
DCA050 Show discounted price *underneath* regular price. Recommended variation:

~~49,00 €~~

42,00 €

(Green color instead of red color; bold font for regular price, normal font for discounted; font size for discounted price smaller than for regular; discounted price underneath regular.)

DCA060 {For A/B-testing} Consider adding short (one-sentence) product description. Example:



[Suunto.com](https://www.suunto.com)

DCA070 {For A/B-testing} Alternatively, add a bulleted list of 3-4 key product characteristics²⁴. Example:

²⁴ "On a page presenting a series of similar products or services <...> visitors want to be able to choose the solution that suits them as quickly as possible. They don't want to click on every single item to discover what it's about, going back and forth between pages. Your visitors do not have the patience to go through your entire product range. They want to **quickly find what they are looking for**. They want to be able to see the products or solutions that meet their needs and criteria. <...> Give enough information about each item on the overview page to help visitors choose" (slides 19-24 in: Gilis K. (2015) 10 Conversion Tips That Work on Any Website [PDF]).



Ticwatch E Smartwatch Shadow

★★★★★ 7 reviews

- Compatible with operating system: **Android, iOS**
- Gender adults: **Ladies, Men**
- Suitable for activity: **Hiking, Running**

169,95

✓ **Delivered tomorrow**



[CoolBlue.nl](https://www.coolblue.nl)

To do this right, it's necessary to know what your customers' main decision-making criteria are for each product category.

DCA080 Increase font size of product name and use color to indicate its clickability. Example:



Fossil Q Gen 3 Smartwatch - Smoke Explorist

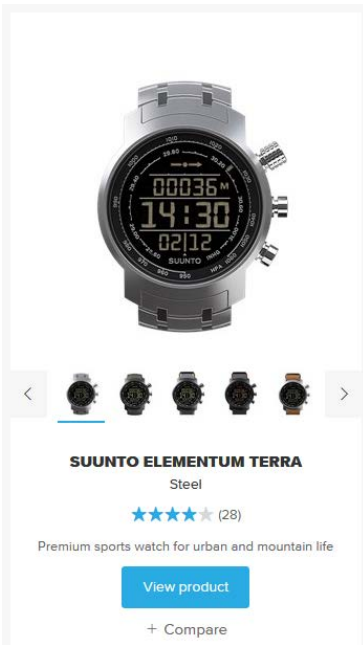
★★★★☆ 113

Amazon

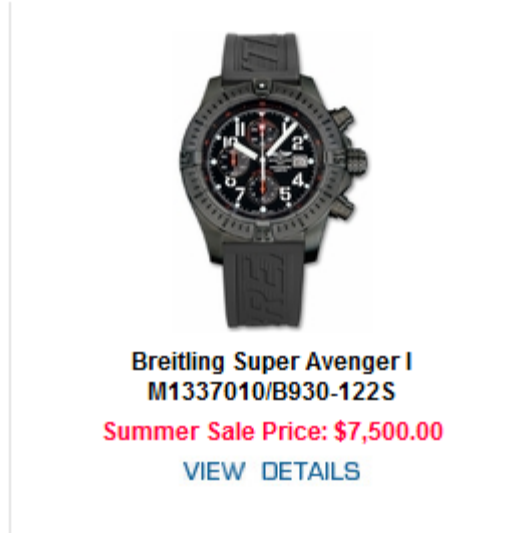
DCA090 Consider removing information about number of items in stock.

DCA100 {For A/B-testing} Adding CTA buttons or links like **View details** or **View product** may encourage visitors to open more product pages²⁵. Examples:

²⁵ "Show your visitors the way. Tell them what to do. The result: you will both reach your goals faster" (slides 16-18 in: Gilis K. (2015) 10 Conversion Tips That Work on Any Website [PDF]).



[Suunto.com](https://www.suunto.com)



[AuthenticWatches.com](https://www.authenticwatches.com)

DCA110 There is an inconsistency in page structure for men's and women's jewelry:



Layout of women's jewelry page is more correct, so men's page should follow the same approach.

DCA120 {Filters} {For A/B-testing} Because of banner blindness it's not recommended to use banner-like graphics²⁶:



²⁶ "Never promote filters using **banner-like graphics**. A few sites had promoted filters that were visually boxed. This caused some of the test subjects to completely overlook these promoted filters, even when they contained the very filter type the subjects were looking for – mainly due to "banner blindness". <...> It's therefore recommended to style promoted filters as buttons or links (possibly with a thumbnail), rather than as a banner, to indicate they are functioning as filters for the product list" (Holst C. (2016) Consider 'promoting' important product filters (80% don't) {Link}).

Less “bannerish” links to subcategories may work better.

DCA130 {Filters} Subcategory pages like this definitely need filters:

Etusivu > Sykemittarit > Suunto > Suunto rannetietokoneet

Suunto-rannetietokoneet edullisesti suoraan verkkokauppamme varastosta 1-2 arkipäivän toimittusajalla. Valikoimistamme löydätte kaikki Suunnon valikoimissa olevat rannetietokoneet edulliseen hintaan.





Suunto Core-rannetietokoneet on suunniteltu aktiiviselle ulkoilijalle jokapäiväiseen käyttöön. Core-rannetietokoneet toimivat myös mainiosti rannekelloina ja valikoimastamme löytyy tyyliltään juuri sopiva rannetietokone jokaisen tarpeisiin. Suunto Vector on maineikas ulkoilurannetietokone, joka on tunnettu vakaasta toiminnastaan korkeuksissa. Suunto X-lander on loppulähte, joka sisältää korkeusmittari-, ilmanpainemittari-, kompassi- ja rannekellotoiminnot kestävässä metallikuoressa. Suunto Vector- ja X-lander -rannetietokoneet ovat poistuneet Suunnon valikoimista, ja niiden tilalle on tullut paljon kehittyneempiä uutuuksia.

Suunto Ambit-rannetietokoneet olivat pitkään Suunnon lippulaivamalleja. Kestävyys ja tarkkuus olivat Suunto Ambittejen ydin.

Suunto rannetietokoneet

Lajittelu Suosittelemme ▾

Tuotteet 1-96 / 111

 <p>198,90 €</p> <p>★★★★☆ 62 arvostelua</p> <p>Varastossa: 5+</p> <p>Suunto 3 Fitness Sakura sykemittari</p>	 <p>198,90 €</p> <p>★★★★☆ 8 arvostelua</p> <p>Varastossa: 5</p> <p>Suunto 3 Fitness Ocean</p>	 <p>198,90 €</p> <p>★★★★☆ 43 arvostelua</p> <p>Varastossa: 5+</p> <p>Suunto 3 Fitness Black Rannesykemittari</p>	 <p>228,90 €</p> <p>★★★★☆ 31 arvostelua</p> <p>Varastossa: 5+</p> <p>Suunto 3 Fitness All Black</p>
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Users can't normally cope with a list of 111 similar products unless they have a possibility to filter them.

DCA140 {Filters} Use checkboxes, this is a de facto standard for filters.

DCA150 {Filters} Allow for multiple selections of the same type²⁷. Example:

Color

- Black (537)
- Silver (436)
- Brown (202)
- Blue (146)
- White (105)
- Grey (100)
- Rose Gold (98)

Filter types should follow an “AND” logic when multiple *types* are selected, whereas the selected filtering *values* within any of those types should follow an “OR” logic²⁸.

DCA160 {Filters} Show number of items in each category²⁹. Example:

²⁷ Roggio A. (2015) 7 ways to improve ecommerce category filters [\[Link\]](#);






²⁸ Scott E. (2018) E-commerce UX: Allow users to combine multiple filtering values of the same type – an ‘OR’ logic (32% of sites don't) [\[Link\]](#).

²⁹ Section 7 “Number of products” in: Haagen L. (2015) How to improve ecommerce filters [\[Link\]](#).

Mov't Type

- Quartz (608)
- Automatic (339)
- Ana-Digi (55)
- Digital (25)
- Eco-Drive (23)
- Mechanical (16)
- Hand Wind (14)
- Proprietary (1)
- Tourbillon (1)

DCA170 {Filters} Consider adding color samples to color selection filter. Example:

- COLOUR** ^
-  Rose Gold Coloured (2)
 -  Silver (2)
 -  Black (1)
 -  Brown (1)
 -  Gold (1)

(Only a small number of basic colors should be used, not all colors from the database.)

DCA180 {Filters} Are there some reasons for using non-alphabetical sorting of parameters in filters?

- KORUN TYYPPI
- Rannekorut
 - Rintaneulat
 - Solmioneulat
 - Sormukset
 - Keräilykorut
 - Riipukset
-
- MATERIAALI
- Pronssi
 - Ruostumaton teräs
 - Titaani
 - Valkokulta
 - Tekstiili
 - Punakulta

(Sometimes non-alphabetical sorting works better than alphabetical³⁰: for example, in case of jewelry materials it may be better to show “hopea” beneath “kulta”.)

DCA190 {Filters} Double scrolling on webpages, i. e. separate scrollable areas on a conventionally scrollable webpage, is not recommended:

³⁰ Nielsen J. (2010) Alphabetical sorting must (mostly) die [{Link}](#).

RANNEKE

Nahka
Ruostumaton teräs
Polyuretaani / Muovi
Kumi / Silikoni
Kangas / Nylon
Titaani

TAULUN VÄRI

Musta
Sininen
Valkoinen
Hopea
Harmaa
LCD

It seems all filters (with an exception of brand filter) can be made static. Also consider presenting less frequently used filters in the collapsed state by default. Examples:

Mov't Type	-	Watch Type	-
<input type="checkbox"/> Quartz (603)		<input type="checkbox"/> Children's Watch (14)	
<input type="checkbox"/> Automatic (34)		<input type="checkbox"/> Designer Watch (516)	
<input type="checkbox"/> Ana-Digi (24)		<input type="checkbox"/> Luxury Watch (184)	
<input type="checkbox"/> Digital (23)		<input type="checkbox"/> Pocket Watch (7)	
<input type="checkbox"/> Mechanical (7)		<input type="checkbox"/> Smart Watch (1)	
<input type="checkbox"/> Eco-Drive (2)		More...	
Water Resistance	+	Price	+
Rating	+	Recipient	+

[Watches.com](#) [Fields.ie](#)

Recommendation for *brand* filter is to show 5-10 most popular brands with **Show more** button below them. Examples:

Brand	Brand
<input type="checkbox"/> Nixon (90)	<input type="checkbox"/> Casio (9)
<input type="checkbox"/> ODM (50)	<input type="checkbox"/> Fossil (18)
<input type="checkbox"/> Projects (48)	<input type="checkbox"/> Garmin (3)
<input type="checkbox"/> Timex (44)	<input type="checkbox"/> Nokia (7)
<input type="checkbox"/> Fossil (40)	<input type="checkbox"/> Skagen (15)
<input type="checkbox"/> Xeric (39)	Show more
<input type="checkbox"/> Skagen (36)	CoolBlue.nl
<input type="checkbox"/> Mr. Jones (35)	
<input type="checkbox"/> AARK (31)	
<input type="checkbox"/> G-Shock (30)	
<input type="checkbox"/> Shinola (25)	
<input type="checkbox"/> Vestal (23)	
<input type="checkbox"/> Analog Watch Co (19)	
<input type="checkbox"/> Nava (18)	
<input type="checkbox"/> Triwa (18)	
Show More	

[Watches.com](#)

Popular brands may be sorted by popularity or alphabetically, less popular brands should be sorted alphabetically.

DCA200 {For A/B-testing} Consider removing this page (/rannekellot-miesten-kellot-c-31_33.html | /rannekellot-naisten-kellot-c-31_34.html):

NÄYTÄ KAIKKI					

After selecting men's | women's watches in main menu or on the homepage users could proceed directly to "All men's | women's watches" pages (</rannekellot/lahja-miehelle/> | </rannekellot/lahja-naiselle/>) – as it currently takes place in case of kids watches.

DCA210 Remove on all category pages:

Mikä olisi kukaan parempi lahja naiselle, kuin uusi ranneke. Nykypäiväns kellot ovat jo epäilyttäviä asusteita ja siksi niin mieluisa lahja. Lahjakello muistuttaa antajasta ainakin sen on ranteessa!

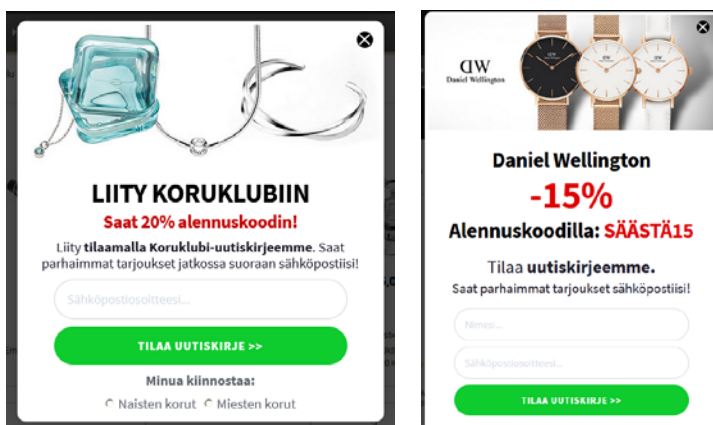
Naisen lahjat netistä

Verkkokauppamme helpottaa lahjan harkkimista, koska voit helposti ja nopeasti selata tuhansia tuotettamme suoraan kotiohjelmasi. Voit olla varma että tuotteemme ovat laadukkaita ja viimeisimmän muodin mukaisia. Meidän täytyy myöntää, että lahjan ostaminen netistä on todella vaikeaa. Käsitellä kun on jo nykyäänkin vähän vaikeaa. Kun ostat lahjan meiltä niin voit olla huoletta vaikka lahjensaaja ei jostain syystä pidäkään ostamastasi tuotteesta, tai tuotettamme on 60 päivän palautuskausi. Voit lähettää ostamasi tuotteen takaisin ilmaiseksi ja vaihtaa toiseen mieltäsimpaan tuotteeseen. Juuri tästä syystä verkkokauppamme on ollen paikka lahjastokille. Turvamatkan lahjensaaja voi itse valita uuden mieltäkään tuotteen tuotteen suurimmasta valikosta. Näin saat viimeistään täysin vaihtamalla lahjansaajan tyytyväiseksi. Ota siis lahjastokista! Valikoimissamme on naisten ohjeita joka lähtöön. On koruja, koruja, lompakoita tai vaikkapa pöytäsopeaa. Mitä ikäsi perinteisten lahjavarojen joukosta haetkin. Todennäköisesti löydät sen verkkokauppamme. Jos et löydä haluamaasi naisten lahjaa valikoimistamme, niin kysy rohkeasti apua asiakaspalvelustamme. Etämme yhdessä sopiva lahja naiselle!

Uusi lahja naiselle

Tuotamme kuvituksen veloituksesta **lähikellon takakanteen!** Kuvitus on saatavilla ilmaiseksi kassin tuotteisiin mihi.

DCA220 Entry popups are the best way to destroy visitors' attention and kill their impression of your website:



Popups are the most hated feature on websites and they should be avoided³¹. It must also be noted that since January 2017 *Google* punishes websites with intrusive interstitials in their search results³².

Product page

DPR010 Use larger product images – larger photos bring more sales³³.

DPR020 Add more product photos – images sell³⁴. The number of product images is very often insufficient:



Lisää kuvia



For each watches you should have at least five photos:

- general view,
- closeup of watch face,
- back view,
- package,
- photo of watches on a model's hand (or a photo of jewelry worn by a model)³⁵.

³¹ "Entry pop-ups represent the most blatant kind of in-your-face interruption advertising. They will anger, annoy, frustrate, and distract your visitors before they even see your landing page. Worst of all, using entry pop-ups shows really poor thinking on the part of the marketer responsible for their creation" (p. 81 in: Ash T., Page R., Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons); "Pop-ups, by definition, ruin the user experience" (Reed J. (2015) No, pop-ups can't be part of a good UX – ever [{Link}](#)); "Don't show overlay dialogs on page load. Each time it happened, the vast majority of the test subjects would reflexively close the overlay dialog, not even glancing over its contents. What's more, the subjects would get **annoyed** with the site for bothering them, even though they – as just mentioned – never actually read what they were being bothered with. Some subjects went as far as referring to any overlay dialogs as "spam", which gives a pretty good idea of just how much users loathe these dialogs and how poorly it can reflect on sites that use them" (Appleseed J. (2014) Avoid these 5 types of e-commerce graphics [{Link}](#)); Elding R. (2016) The most hated website features [{Link}](#); Fessenden T. (2017) The most hated online advertising techniques [{Link}](#).

³² Bonelli S. (2017) Google hates obnoxious pop-up ads: Here's why you need to look at the ads on your site [{Link}](#).

³³ Bright River (2017) Bigger images mean higher sales conversions [{Link}](#); Jakubik P. (2016) How to optimize your product images to increase sales and reduce cart abandonment [{Link}](#).

³⁴ Holst C. (2012) UX: 7 types of product images [{Link}](#).

DPR030 Although users click image thumbnails actively, not many of them understand that a large product view is also available by clicking a preview image:



Adding (permanently visible) magnifying glass icon (or changing mouse pointer to magnifying glass) will improve the situation.

DPR030 Remove:



DPR040 On preview photo and on enlarged view (popup window) there should be scrolling arrows. Examples:



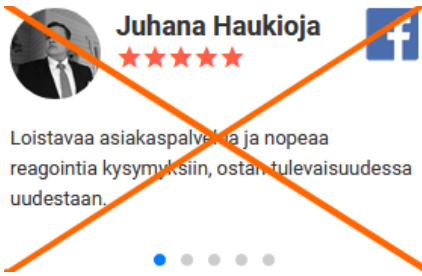
CoolBlue.nl

Note that corresponding thumbnail's border should be highlighted.

DPR050 Include all available videos for a product into thumbnail gallery.

DPR060 Remove auto-rotating testimonials:

³⁵ See tip 6 *Throw in an in-context shot* in: Jakubik P. (2016) How to optimize your product images to increase sales and reduce cart abandonment [{Link}](#).



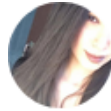
- any animated objects distract users' attention from their current focus³⁶;
- it's an unusual and probably wrong location for reviews – you already have normally positioned review section below the product description;
- it's not clear if testimonials address current product or the vendor itself;
- short and un-descriptive testimonials can be rightfully perceived as *fake* ones³⁷:



Kimmo Saranen



Nopeaa ja pätevää, ja kellonkin on upea!



Lina Aziz



Kiitos! Supenopeaa palvelu, Täydet viisi tähteä!

- sometimes testimonials suggest alternative products that may *compete* with the current product:



Suunto 3 Fitness Gold Fitnesskello

Tuotekoodi: 29564

★★★★★ 113 arviolua

Toimitusaika: 1-2 arkipäivää

Varastossa (Määrä: 5)

228,90 €

LISÄÄ OSTOSKORIIN

K Alkaen 13,30 €/kuukausi

Lisää toivelistaan

Ilmainen Kaiverrus

Valitettavasti kaivertaminen ei ole mahdollista tähän tuotteeseen.

Muut mallit



Niko Saarelainen



Nopea toimitus!

Tilasin Casio G-Shock GA-300A-1A

ja tuote tuli vajaan vuorokaudessa perille.

Kiitos.

Katsomasi tuotteet

Suunto 3 Fitness Ocean

- sometimes testimonials relate to a *different product category*:



S.Oliver SO656/1 Rannekoru 9081455

Tuotekoodi: 15378

Välitarkasti loppu

119,00 €

Lisää toivelistaan

K Alkaen 6,90 €/kuukausi

Välitarkasti loppu

Voimme ilmoittaa sinulle sähköpostilla, kun tuotetta tulee lisää varastoomme. Voit tilata ilmoituksen antamalla sähköpostiosoitteesi.

Sähköpostiosoite



Mathias Simonaho



Todella nopea toimitus ja selvästi arvostetaan asiakasta. Monta kelloa jo tullut tilattua.

³⁶ "In the presence of graphics text won't get read, and in the presence of motion, graphics won't be looked at <...> If you have rotating banners on your page, get rid of them. Either its motion will draw too much attention (only while the motion is happening!) for users to notice more important navigational parts of your page, or it'll be completely ignored by visitors (banner blindness) which means it's a waste of real estate" (SiteTuners (2015) What you need to know about visual attention on your page [Link](#)).

³⁷ See section 14 Add "real" testimonials in: Chawla S. (2013) 21 conversion rate optimization best practices for beginners [Link](#).

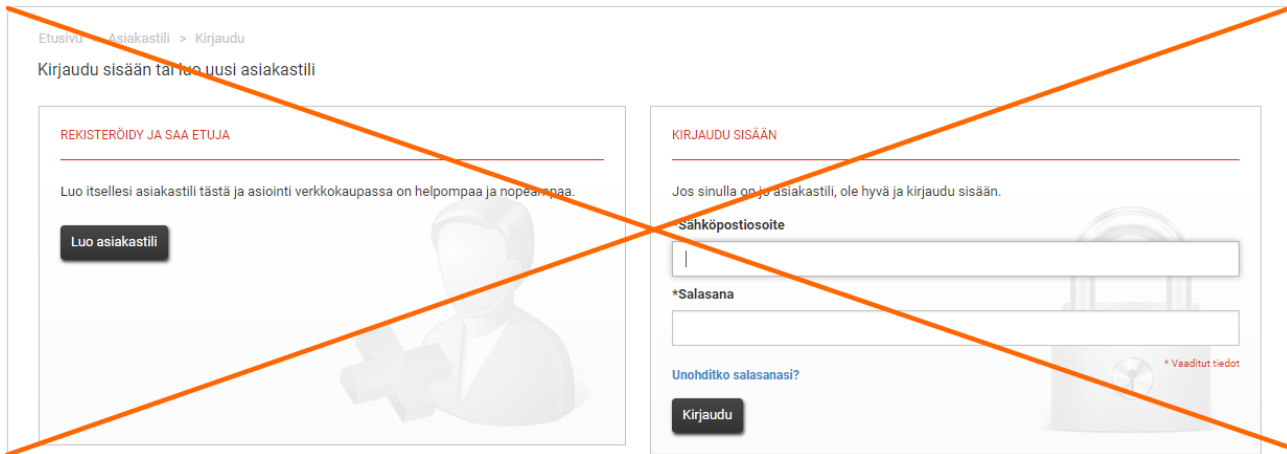
DPR070 Link to reviews section should look clickable:

★★★★☆ 104 arvostelua → ★★★★★ 104 arvostelua

Use black color for static text only.

DPR080 Adding an item to shortlist (wishlist) should not require registration³⁸:

Lisää toivelistaan ❤️



DPR090 Don't make users choose from a single option:

Koko*

A screenshot of a dropdown menu. The menu is open, showing a single option: '17,20mm / 54 (0 kpl)'. The text 'Valitse vaihtoehto...' is visible above the dropdown.

Use static text instead.

DPR092 Where possible, use radiobuttons instead of dropdown lists³⁹.

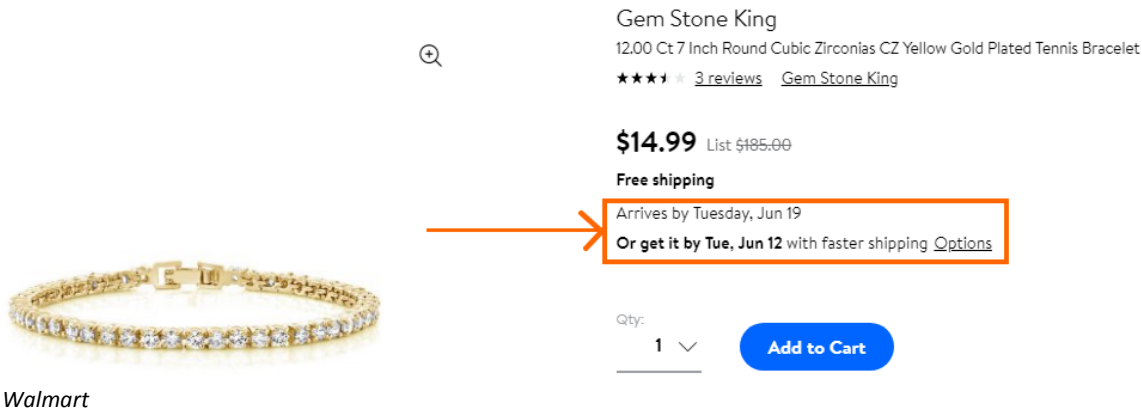
DPR094 Don't default to 'please select' in dropdown lists, always preselect one of values in dropdowns and radiobuttons⁴⁰. If leaving default value intact has a high risk of user's lapse due to inattention then ask him to confirm selection (example: selection of ring size).

DPR100 Show concrete delivery *date*⁴¹. Example:

³⁸ "We in practice observe that users abandon the feature instead of saving interesting items. It's therefore important that sites allow any "Save", "Favorite", or "Wishlist" to be used by guest users" (Scott E. (2017) The current state of e-commerce product page UX performance (19 common pitfalls) [{Link}](#)).

³⁹ "To make the process of filling out an online form easy on your users, opt for Radio Buttons over Dropdown Lists whenever possible" (Padgett L. (2014) Should I use a dropdown list or a radio button? [{Link}](#)); see also: Labay B. (2016) Form field usability revisited: Select menus vs. radio buttons [Original research] [{Link}](#), Mackin A. (2017) Radio killed the drop-down (so why aren't more people doing this?) [{Link}](#).

⁴⁰ Gassman N. (2017) Don't default to 'please select' in drop-downs. Only use defaults when applicable to most users [{Link}](#); Pernice K. (2014) Radio buttons: Select one by default or leave all unselected? [{Link}](#).



DPR110 Show discounted price *beneath* (or to the right of) regular price. Customers perceive a larger discount when the sale price is positioned below or to the right of the original price⁴².

DPR120 Font size of discounted price shouldn't be larger than font size of regular price. Customers perceive larger fonts as large amounts of money⁴³:

42,00 €
(49,00 €)

Try this variation:

49,00 €
42,00 €

(Round brackets around regular price are unnecessary.)

DPR130 Show not only regular price and sale price but also the savings (both in percents and euros)⁴⁴. Example (non-perfect):

List Price: \$200.00
Price: **\$121.14**
You Save: **\$78.86 (39%)**
Amazon

DPR140 Adding the sense of *urgency* will probably improve conversions:

Order before 15:00 to receive it tomorrow, 18.08.2018

⁴¹ Appleseed J. (2017) Use 'delivery date' not 'shipping speed' – from UX research to implementation roadmap [{Link}](#).

⁴² Biswas A., Bhowmick S., Guha A., Grewal D. (2013) Consumer evaluations of sale prices: Role of the subtraction principle, *Journal of Marketing*, 77 (4), 49-66 [{PDF}](#).

⁴³ See *Test #2: How does the visual presentation of sale prices affect online buyers' perception?* in: Kwan L. (2017) How to use pricing psychology to motivate your shoppers: Two test results just in time for Black Friday [{Link}](#); also: slide 14, *Theory #3* in: Tanir B. (2017) Pricing Masterclass for Ecommerce Retailers [Presentation] [{PDF}](#); *Tactic 3: Display prices in a small font size* in: Kolenda, Nick (2016) An enormous guide to pricing psychology [{Link}](#).

⁴⁴ Randall G. (2015) Ecommerce product pages: Where to place 30 elements and why [{Link}](#).

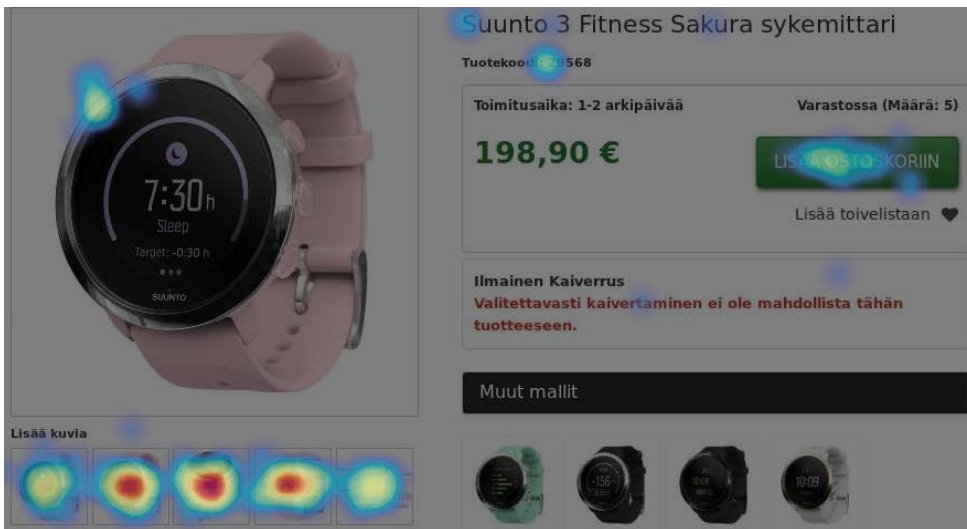
I do not recommend using countdown timers, however, because customers may perceive them as a too manipulative and pushy technique.

DPR150 On the contrary, adding *scarcity* notices probably won't work in your case because you have limited stocks on the majority of products. Abundance of scarcity notifications will be perceived as an artificially created, fake scarcity.

DPR154 It's not clear if these thumbnails are color variations of current product or links to different products – no links, no product names, no prices:



Inability of users to recognize the purpose of these objects results in no clicks on them:



In any case, it's too early to show alternative products. First, present the current product, then suggest alternatives.

DPR160 Remove:



No engraving – no message.

DPR170 Incorrect use of checkbox control:

Haluan ilmaisen kaiverruksen

Replace with something like this:

Haluan ilmaisen kaiverruksen

DPR180 There should be some button to *confirm* engraving:

Ilmainen Kaiverus

Haluan ilmaisen kaiveruksen

Tekstityyli *

Kaunolla (kuva)

Tekstaten (kuva)

Vanessa (kuva)

Kaiverettava teksti *

Syötä tähän vain kaiverettava teksti. Voit antaa meille kaiverusta koskevaa lisätietoa kassallamme lisätiedot-kenttään.

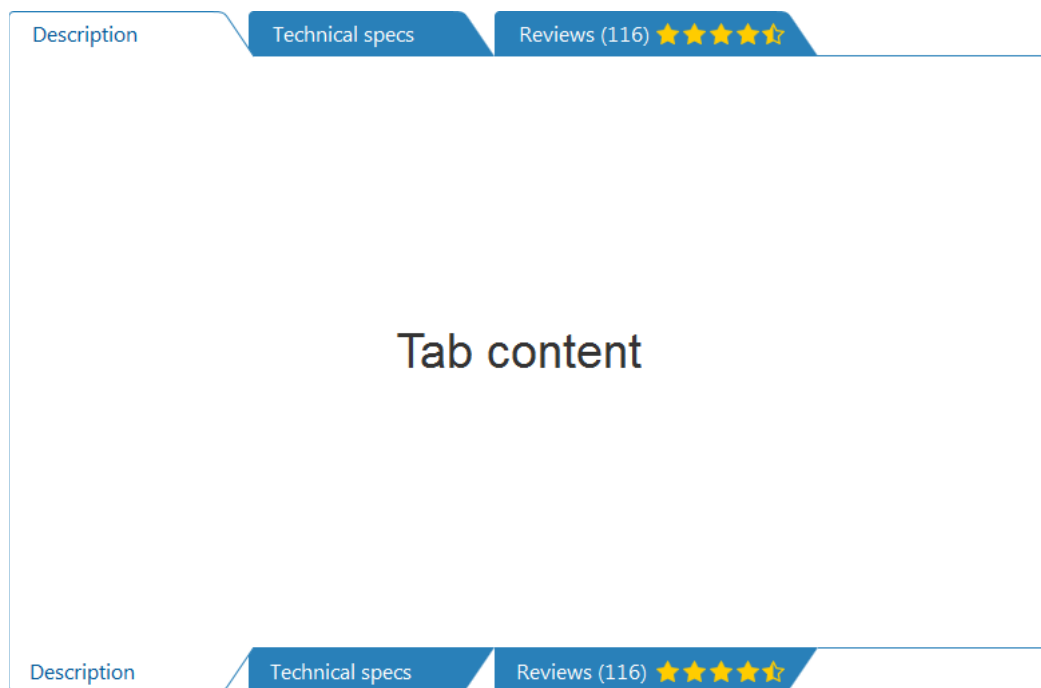
Merkkejä jäljellä: 50

* Vaaditut kentät

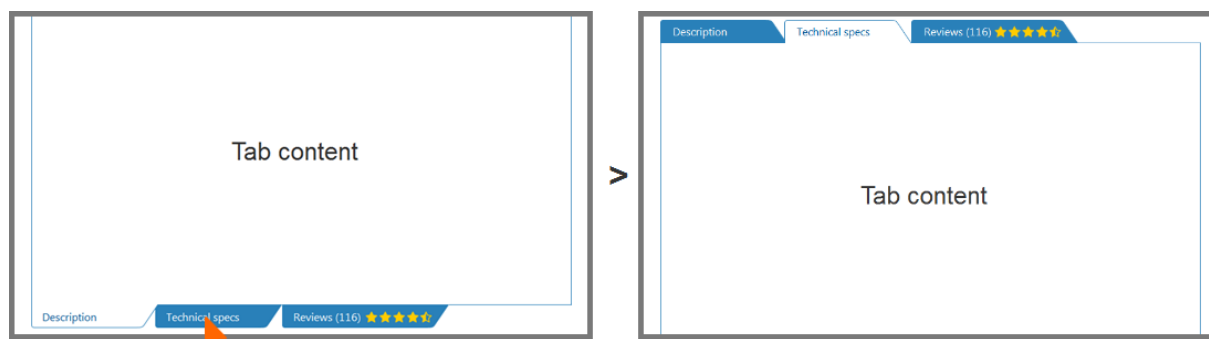
Also consider using popup dialog for entering engraving parameters instead on expanding the engraving form in-line.

DPR190 On pages with long descriptions only about 10% of users scroll down to reviews section.

Consider organizing textual content with tabs:



Click on a lower tab should open that tab and autoscroll a page to the upper row of tabs:



DPR200 {TBD} Product descriptions often suffer from being a “feature dump”, which hinders users’ ability to focus on each feature of the product in detail. Users rarely look forward to reading text blocks that have a “wall of text” appearance⁴⁵:



Descriptions of technical products should be presented in three sections:

- a short description highlighting the *key features* that are the product’s unique selling points; this section allows customers to draw preliminary conclusions about the suitability of a product for their needs;
- full product description with text blocks and bullet lists;
- technical spec sheet in a structured list form.

DPR202 Consider shortening too long product descriptions. It seems people don’t read them anyway.

DPR210 It may make sense to duplicate add-to-cart and wishlist buttons *below* product description/reviews sections.

Example:

? Operating system	Brand-specific
? Compatible with iOS version	iOS 9.0, iOS 10.0
? Compatible with Android version	Android 4.4 KitKat, Android 5.0 Lollipop, Android 6.0 Marshmallow, Android 7.0 Nougat
? Data transfer	Bluetooth
? Bluetooth	✓
? Bluetooth version	4.2
? NFC	—


This is the one



Garmin Vivomove HR Sport Rose Gold

★★★★★ 4 reviews

199,99 ✓ Delivered tomorrow

 Add to my shopping cart

 On wish list

You previously viewed:

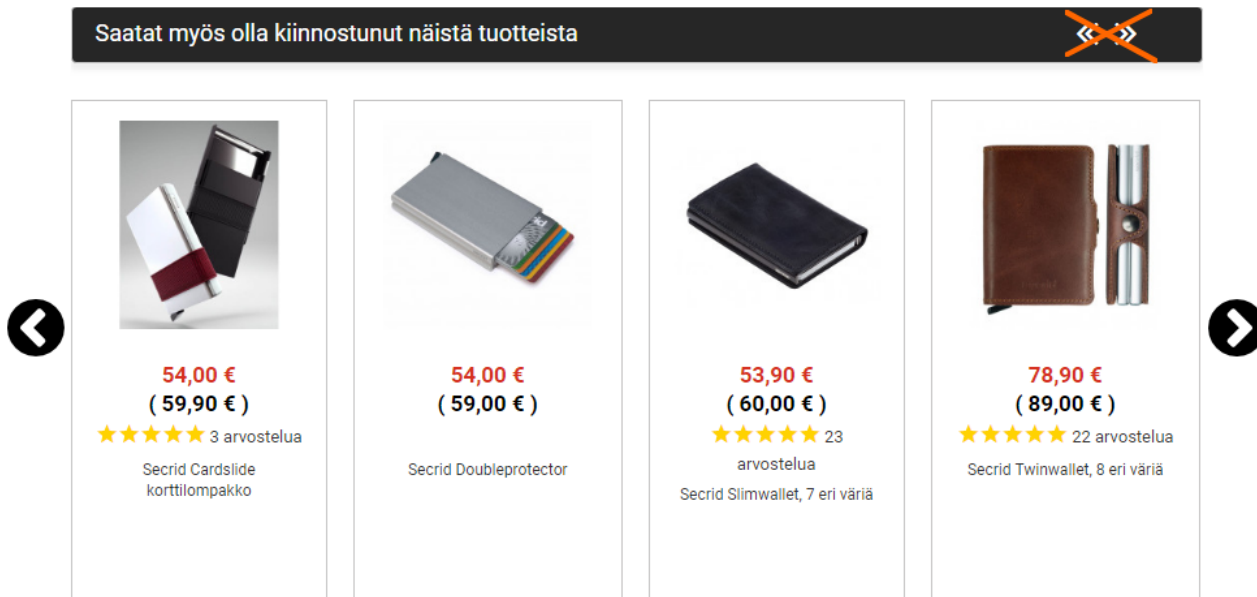
View your products anywhere

Log in to see products you previously viewed.

CoolBlue.nl

⁴⁵ Scott E. (2018) Structuring product page descriptions by ‘highlights’ increases user engagement (yet 78% of sites don’t) [{Link}](#).

DPR220 Don't autoscroll "Suggested products" carousel. Use scrolling buttons:



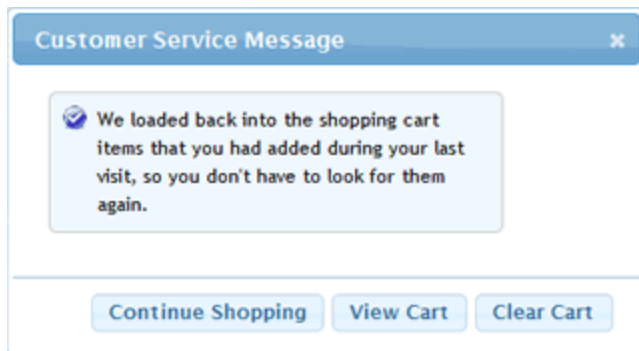
DPR230 {Bug} It doesn't work:



Shopping cart

DSC010 Keep items in the shopping cart for *much longer* periods of time. Most people normally don't buy on their first visit (the general rule says that the more expensive and/or complicated the product, the more time people need to make a decision⁴⁶) so it's important to store items they added to cart until they revisit the webstore. Items from previous, unfinished shopping visits should be still in the shopping cart. In most cases, a customer will find it useful to have products there instead of looking them up from scratch.

When customers return to the store another day, you may use a reminder telling them that there are items in the shopping cart, and they will have the option to continue shopping, view the cart, or clear the cart. Example:



⁴⁶ P. 8 in: Laja P. (2013) *Principles That Will Boost Your Conversions*, Austin: ConversionXL [\[PDF\]](#).

In particular, such a notification mitigates the risk of adding the same item to the cart on repeat visit⁴⁷.

It can be also recommended to keep customer's wishlist and history of product browsing.

DSC014 Allow users to print / email their cart contents⁴⁸.

DSC016 Avoid **Update cart** button, implement auto-update instead⁴⁹.



DSC020 Shopping cart page should show the *last and final* order total⁵⁰. Offer different shipping options. Reassure customers that standard shipping is free. Show delivery date for selected shipping method.

DSC030 Show discount code field only if you are absolutely sure that a customer has a code:

Alennuskoodi:

Otherwise remove this field. Discount code field is a well-known conversion killer⁵¹. Customers feel they are overpaying when seeing a discount/coupon field.

DSC034 {For A/B-testing} Use “Proceed to checkout” button instead of simply “Checkout” (Kassalle). Experts say that using action *verbs* on CTA buttons can increase conversion. This does not always work, however⁵².

DSC040 *PayPal* button should be present on the shopping cart page: this will relieve customers from the necessity to enter their shipping address.

DSC050 If *Klarna* service is similar to *PayPal*, i. e. it knows customer name and shipping address, then *Klarna* button should be shown on the shopping cart page as well.

⁴⁷ Bustos L. (2010) How long should you persist a shopping cart? [{Link}](#).

⁴⁸ Jacob S. (2012) 40 checkout page strategies to improve conversion rates [{Link}](#).

⁴⁹ “More than half of the test subjects were confused by e-commerce checkout forms with an inline “Apply” button. The test subjects simply didn’t understand the concept of having a separate “Apply” button <...> Instead, the subjects expected a single primary button in the checkout flows which would submit everything and take them to the next checkout step” (Appleseed J. (2012) Checkout usability: Don’t use “Apply” buttons [{Link}](#)).

⁵⁰ “Total cost estimate should be in the cart” (Chawla S. (2014) Q&A with Baymard’s Christian Holst about checkout optimization [{Link}](#)); “Many studies have established that not displaying the shipping cost upfront is one of the biggest reasons for cart abandonments. To one of the questions, 45% respondents said they add a product to cart only to calculate the price inclusive of shipping. This is just a usability barrier that could be easily fixed” (p. 17 in: VWO (2016) VWO eCommerce Cart Abandonment Report 2016 [{PDF}](#)); “59 percent of your visitors expect to see the total cost – including shipping – before they go to checkout” (Wiebe J. (2014) 7 proven secrets of high-converting checkouts [{Link}](#)).

⁵¹ Bowen T. (2013) Stop “promo code search” leaks once and for all to increase conversions [{Link}](#); Linowski J. (2018) Pattern #1: No coupon fields [{Link}](#); Graham E. (2009) Do coupon codes INCREASE checkout abandonment? [{Link}](#).

⁵² Slides 22-26 in: Rice S., Doggett K. (2012) #EpicFail! A-B Test Results vs. UX Best Practices [{Presentation}](#).

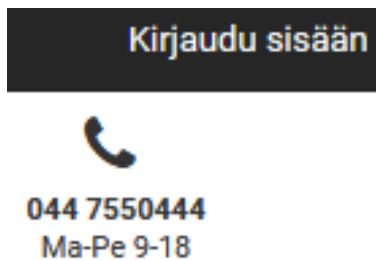
Checkout

DCH010 Don't combine shopping cart with checkout: they must be separate pages. Differences between these pages that prevent from combining them:

- shopping cart page:
 - standard header and footer;
 - standard main menu;
 - possibility to change shopping cart contents;
 - "continue shopping" link;
- checkout page(s):
 - modified header and footer;
 - no main menu;
 - no "continue shopping" link;
 - static shopping cart summary panel that doesn't allow for items changing.

DCH020 {For A/B-testing} Consider replacing one-step checkout with multi-step one (shipping address → shipping method (confirm of change selection made on shopping cart page) → payment). Currently one-step checkouts are dying off and now 96% of top e-commerce sites use multi-step checkouts (or their variation, accordion checkouts)⁵³.

DCH030 Make login link and phone number more noticeable on a page:



Phone should be clickable. Also add clickable email for contacting you outside working hours.

DCH040 There should be a possibility to return back to the shopping cart page.

DCH050 Rename "Fill contact info" (Täytä yhteystietosi) section with "Shipping address". Customers don't want to be "contacted", they want their goods delivered.

DCH060 Avoid multiple-column forms⁵⁴.

DCH062 Match field length to the size of the input⁵⁵.

⁵³ "One-step checkouts are more or less dead" (Holst C. (2016) The average checkout flow has 14.88 form fields – twice as many as necessary [{Link}](#)).

⁵⁴ "You should avoid multi-column layouts for form fields" (Appleseed J. (2011) Form field usability: Avoid multi-column layouts [{Link}](#)); "Keeping a long form to a single column and making users scroll down the page is better than breaking it up into columns <...> forms should never consist of more than one column" (Mifsud J. (2011) An extensive guide to web form usability [{Link}](#)).

⁵⁵ See recommendation #6 in: Whinton K. (2016) Website forms usability: Top 10 recommendations [{Link}](#); rule #4 in: Babich N. (2016) 10 rules for efficient form design [{Link}](#).

DCH070 Use single name field (**Your name**) instead of **First name / Last name**⁵⁶.

DCH080 Use address autocomplete plugin (type-ahead address verification⁵⁷). Or, alternatively, autodetect city from postal code and automatically fill **City** field as a user types the fifth digit in the postal code⁵⁸.

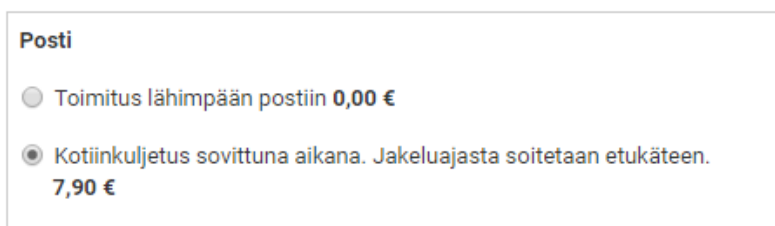
DCH090 Consider removing **Phone (Puhelin)** field or mark it as optional⁵⁹. Explain that you may need customer's phone number for delivery purposes only and you will never use it for marketing. If phone number is actually unnecessary then definitely remove it.

DCH096 {Bug} **City (Kaupunki)** field is not remembered. To reproduce this bug try opening homepage and then open checkout again:



DCH100 Ask for email in the end of delivery address section (or even later, somewhere at the payment step). Explain that email will be used for order confirmation and order tracking⁶⁰.

DCH104 Delivery to the nearest postal office is not what many customers expect from “free delivery”:



It can be supposed that many customers are surprised with an extra cost of delivery to their street address. The basic ecommerce rule is “no surprises at the checkout”⁶¹. Adding an extra cost for home delivery will cost you conversions. Also, it may hurt your business image because customers may get a feeling that you try to fool them.

DCH110 Shipping methods should first be shown on the shopping cart page (**DSC020**). User should be able to change shipping methods during checkout. Preselect shipping method chosen on the shopping cart page:

⁵⁶ “Use a single name field where possible <...> Multiple name fields mean there’s more risk that: (1) a person’s name won’t fit the format you’ve chosen; (2) users will enter their names in the wrong order; (3) users will try to enter their full name in the first field” (GOV.UK Service Manual (2017) Names [Link](#)); “Name and phone number fields should be one field, not multiple” (Birkett A. (2017) 13 empirically-backed no BS form design best practices [Link](#)).

⁵⁷ Addressy (2017) How to Improve Speed, Accuracy and the Customer Experience in Your Checkout [PDF](#).

⁵⁸ Holst C. (2016) Checkout usability: Auto-detect ‘city’ and ‘state’ inputs based on the user’s postal code (60% of sites don’t) [Link](#).

⁵⁹ “Most test subjects subscribed to a simple logic: if the store already has one way of contacting me (e. g. e-mail), why do they need another (e. g. phone)?” (Holst C. (2012) Checkout experience: Don’t require seemingly unnecessary information (61% get it wrong) [Link](#)).

⁶⁰ See slides 29-30 in: Gilis K. (2015) 10 Conversion Tips That Work on Any Website [PDF](#).

⁶¹ “Do not surprise the users by showing additional cost just before they are ready to pay and checkout. It may cause them to abandon the cart” (Pandey D. (2016) 13 effective ecommerce website design tips for a conversion optimized store [Link](#)).

Vaihe 3 - Valitse toimitustapa

Posti

- Toimitus lähimpään postiin 0,00 €
- Kotiinkuljetus sovittuna aikana. Jakelujasta soitetaan etukäteen.
7,90 €

DCH112 These radiobuttons comprise a single group:

Posti

- Toimitus lähimpään postiin 0,00 €
- Kotiinkuljetus sovittuna aikana. Jakelujasta soitetaan etukäteen.
7,90 €

Toimitus postin pakettiautomaattiin

- Pakettiautomaatti, K-supermarket Manhattan 0,00 €
- Pakettiautomaatti, ABC Koulukatu 0,00 €
- Pakettiautomaatti, Sale Laivurinkatu 0,00 €
- Pakettiautomaatti, S-market Majakkaranta 0,00 €
- Pakettiautomaatti, K-supermarket Kivikukkaro 0,00 €

It's not correct to split them into two sections.

DCH114 It doesn't make sense to ask for street address and then offer the option of delivery to postamat. Ask for street address only if a user selects home delivery.

DCH116 Show *delivery date* for each shipping method.

DCH120 Preselect the most frequently used payment method:

Vaihe 4 - Valitse maksutapa

- Maksa verkkopankissa tai luottokortilla (Paytrail)
- Klarna Erämaksu / Tili - alkaen 28,30 €/kk
- Klarna Lasku - 14 päivää maksuaikaa (2,90 €)
- PayPal

Mobile

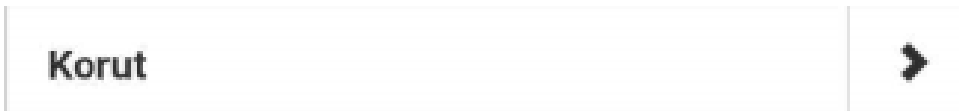
Masthead and main menu, footer

MMF010 Show clickable phone numbers in both header and footer – smartphone users are just a click-to-call away⁶².

MMF020 Don't hide search box behind a magnifying glass icon, use a permanently visible search box⁶³.

MMF030 Avoid hamburger menu, use bar menu instead⁶⁴. Recommendation for mobiles is to show first menu items until they fit on a screen and then **More** link with a down arrow or an ellipsis (“combo navigation”)⁶⁵.

MMF040 Tapping left (category label) or right (arrow) parts of menu item produce different results: opening a category page or opening a submenu correspondingly:



This is counterintuitive because users expect that left and right parts of menu item are equivalent.

Recommendation is to open a submenu in both cases.

MMF050 There is an inconsistency in presentation of links to men's and women's products (buttons) and links to brands (logos):



It may make sense to use buttons instead of logos because logos do not look unambiguously tappable.

MMF060 Sections in the footer attract some taps (approx. 6% of taps on the homepage):



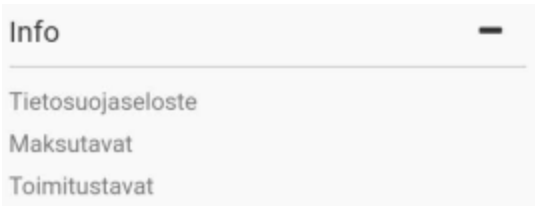
But links are too small for a human finger:

⁶² Walker T. (2017) How to optimize mobile pages to drive phone leads [{Link}](#).

⁶³ “Don't hide search on mobile” (Fries L. (2017) 3 critical search bar optimization tricks [{Link}](#)).

⁶⁴ “Avoid hamburger menus if you can” (Olotu T. (2017) Five mobile commerce UX problems and how to fix them: Advice from observing real users dealing with real m-commerce issues [{Link}](#)).

⁶⁵ Pernice K., Budiu R. (2016) Hamburger menus and hidden navigation hurt UX metrics [{Link}](#) [{YouTube}](#).



Recommendation is to enlarge vertical size of links and add horizontal rulers to indicate tappable areas better.

Homepage

MHP010 The depth of scrolling on mobiles is surprisingly low so a half of visitors do not scroll below two upper tiles:



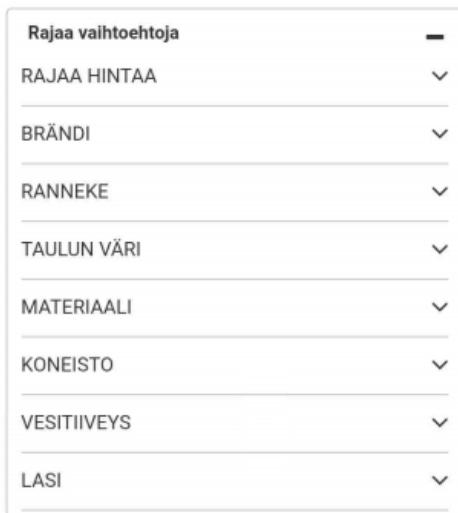
As a result, the majority of users do not reach other important links like “Sykemittarit” and “Outlet”. Recommendation is to reduce vertical size of primary product category tiles (men’s and women’s watches, sports watches and jewelry). Vertical size of smaller tiles can be reduced as well. In fact they are simply links to internal pages and do not have any specific information load.

Categories

MCA010 Filters are too small for a human finger:

Bergeon
Bering
Candino
Casio
Caterpillar
Citizen

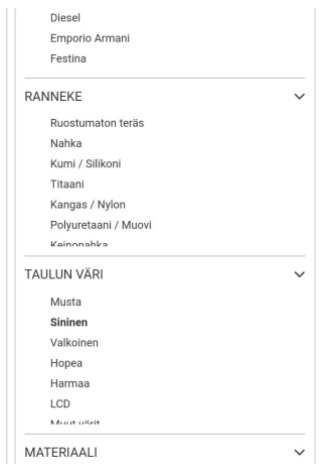
MCA020 Consider presenting filters in collapsed state by default:



MCA030 Show a list of selected filters on page itself, not on the filtering dialog (because filtering tags get hidden when a user closes filtering dialog):



MCA040 Due to double scrolling – page scrolling combined with scrolling lists of parameters – there is a real problem for users to understand how to scroll the filter dialog itself:



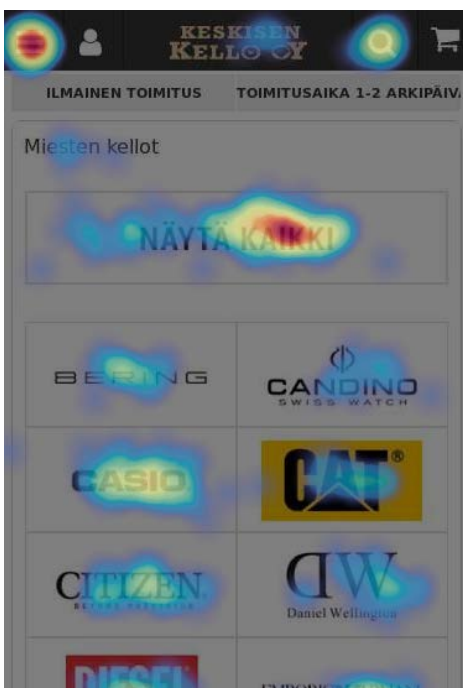
Show a *border* around scrollable area and also show scrollbar permanently:



But it would be better to avoid double scrolling completely (see **DCA190**).

MCA050 Allow to select multiple filters before updating page contents (this will require **Apply filters** button).

MCA060 A noticeable amount of taps on this page (/rannekellot-miesten-kellot-c-31_33.html | /rannekellot-naisten-kellot-c-31_34.html) goes to hamburger menu (some users tap logo or search button):



Also as analytics shows, exit rate for this page is 12-15% (percent of mobile users who leave the website is probably higher than that of desktop users).

This may mean that some users are disoriented and instead of drilling down into the website – their expected behavior on this page – start browsing from the beginning (tap main menu or logo). Perhaps, they misinterpret the meaning of **Show all (Näytä kaikki)** button. Renaming **Show all** with **Show all men's/women's watches** could probably improve the situation.

Another possibility is to remove this page completely and load **All men's/women's watches** page instead (in a hope that brand-oriented customers will use brand filters). This is a difficult question.

MCA070 {Bug} When a user touches the screen and then scrolls the page, logo is replaced by text:



This is not a big issue but it's better to avoid this effect: don't show text on either touch-and-swipe or tap.

Product page

MPR010 It would be better to show product name in the beginning of page, above product image:



In particular, this will reassure users landing on a page from external links (e. g. Google) that they arrived to the correct place.

MPR020 Images should have scrolling buttons:



Using these buttons is more convenient than tapping thumbnails below the image.

A possibility to scroll images via horizontal swipe gesture will be useful too.

MPR030 There is no much sense in opening “enlarged” product view in a popup so it would be better to remove it.

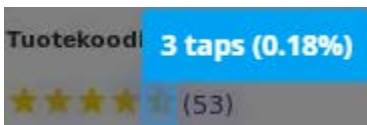
MPR040 There must be an explicit link to customer reviews:

Tuotekoodi: 29564

★★★★☆ (112) [Read reviews](#) ←

Toimitusaika: 1-2 arkipäivää Varastossa (Määrä: 5)

Currently only a very small percent of users understand that star rating is tappable:



The result is that on pages with long descriptions only about 10% of users reach reviews section:



This is not good because many customers don't buy products until they read the reviews.

MPR050 Font size of product descriptions on mobiles is definitely too small:

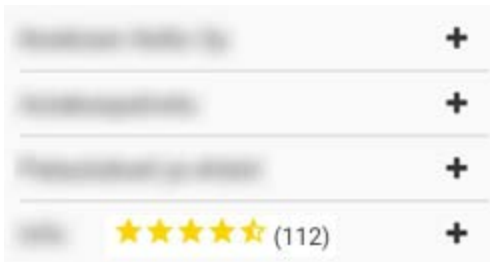


MPR060 It seems the majority of mobile users do not read long descriptions at all:



It's worth trying to replace descriptive texts with a bulleted list of the key product characteristics or tech specs in a table form.

Another possibility is to present different page sections as an expandable/collapsible list (accordion), similar to that in the footer:



MPR070 It's completely acceptable to repeat **Add to cart** and **Add to shortlist** buttons in the page end.

Shopping cart

MSC010 Don't combine shopping cart with checkout.

Checkout

MCH020 {TBD} Checkout needs serious redesign. In its current state it's barely usable.

Miscellaneous comments

MIS010 It's not clear why different paths through the website that should lead to the same place, actually produce different results. For example:

- Homepage → Sykemittarit > Suunto sykemittarit (banner) → Suunto sykemittarit (/suunto-suunto-sykemittarit-c-128_386.html)
- Main menu > Sykemittarit > Suunto → Suunto (</suunto-c-128.html>)

Expected destination in second case is "Suunto sykemittarit", not "Suunto".

MIS020 It's not recommended to use fluid (full-width) website layout. I don't think this is a good idea in case of widescreen monitors. My recommendation is to set the maximum page width to not more than 1366px (1280px may be also a good option).

CRO and UX recommendations for BL Lashes

Version 1 | 20.01.2020

Most important things

MT010 Mandatory registration on ecommerce websites kills conversion¹. Remove this step:



Login

Email

Password

SIGN IN

New Customer? [Create account](#)

[Forgot your password?](#)

Of five your competitors (*London Lash*, *LBLA*, *Borboleta*, *LashBase* and *LashBeePro*), four websites made registration optional and only one (*Borboleta*) requires registration.

Offer guest checkout by default and allow registered customers to login in the beginning of checkout page (in addition to **Login** link on the masthead).

MT020 It won't be possible to sell your products successfully unless you collect a considerable number of reviews². The complete absence of customer reviews and ratings on the absolute majority of subcategory pages (collections) is a barrier to conversion. Take a *serious effort* on gathering much more customer reviews of your products. It may be recommended to send emails to your existing customers asking them to prepare reviews and provide product ratings in exchange of a coupon code or another incentive.

The current recommendation is to temporarily (until you collect enough customer reviews and ratings) remove star ratings and review counters from collection pages and product pages that don't have them:

¹ "Customers strongly dislike signing up for accounts. Registration should be optional. Customers dislike being forced to sign up for yet another account. This quickly became evident during testing as every single one of the test subjects showed great frustration when they were forced to create an account. A third of the test subjects ended up quitting one of their purchases due to required account creation" (p. 147 in: Appleseed J., Holst C. (2017) *E-Commerce Checkout Usability: Exploring the Customer's Checkout Experience*, Copenhagen: Baymard Institute); "Let users purchase as a guest <...> Creating an account which allows users to track purchases, receive special offers, or make the purchasing experience more efficient in the future can be recommended to users after the checkout process" (p. 20 in: Google (2016) *Mobile Principles of Retail Apps and Sites - Designing a Better Experience for Shoppers* [{PDF}](#)); "Forcing a visitor to register is pure friction <...> We advise all of our clients to avoid forcing visitors to register if at all possible" (Neo Insight (2011) *Every second counts – conversion optimization and usability* [{Link}](#)); "Guest checkout. Because who wants to spend time making an account and risk getting spammed? Buyers just want to buy! Allow them to do their thing" (Phy M. (2019) *The 7 deadly sins of ecommerce UX* [{Link}](#)).

² "A massive 88% of consumers 'sometimes or always' consult a review when making a purchase, and 60% were more likely to purchase from a site that has customer reviews on" (Moth D. (2012) *88% of consumers consult reviews when making a purchase* [{Link}](#)); "Around 61% of customers read the reviews before making the purchase. Online sales increase by 18% when customer reviews are showcased" (Brannon J. (2019) *10 ways to boost your ecommerce conversions in 2019* [{Link}](#)).



Laser Mink Lash 0.05
\$16.50 USD

~~☆☆☆☆ No reviews~~

However, you may perhaps keep reviews on [sub]category pages under **Before & Aftercare** and corresponding product pages. Product pages that have reviews and ratings should show them beneath the product name:

Lash Primer

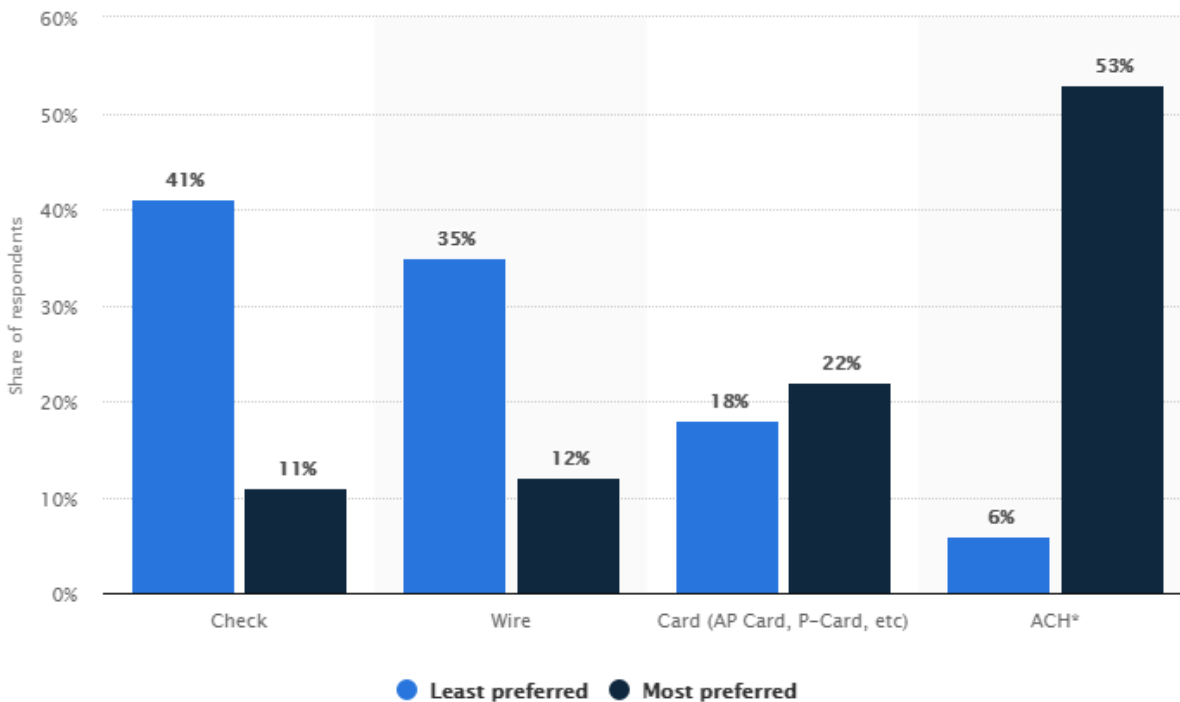
☆☆☆☆☆ [View 25 reviews](#)

\$5.00 USD

SKU F02EBLP015

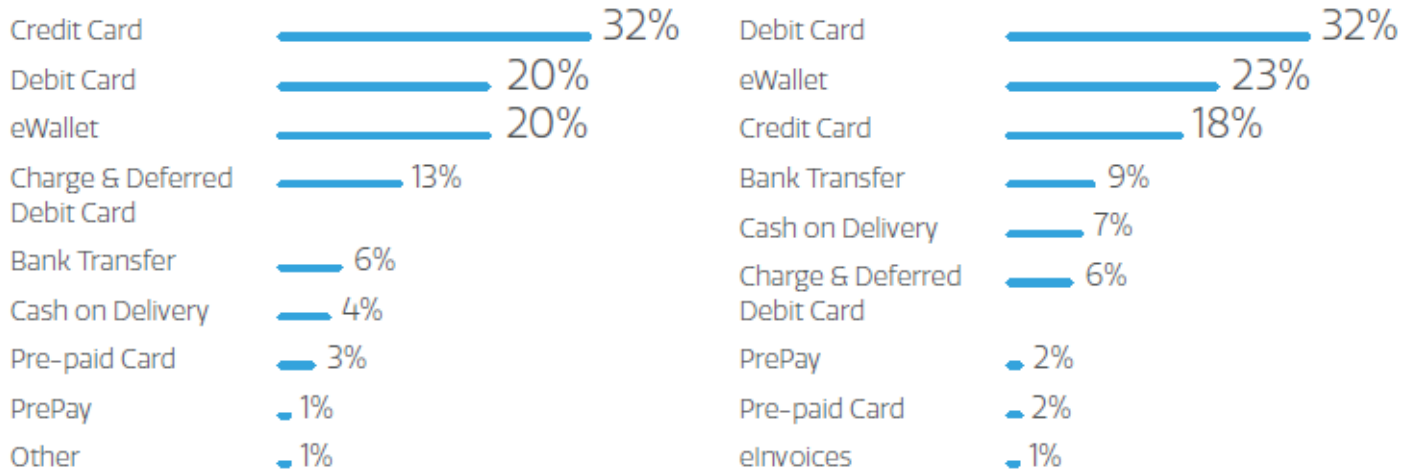
Note that golden stars will probably look better than black ones. **View NN reviews** link should smoothly scroll a page to the beginning of reviews section.

MT030 Add card payments. For example, in North America's B2B commerce payment by a purchasing/procurement card is more preferred payment method than wire transfer³:

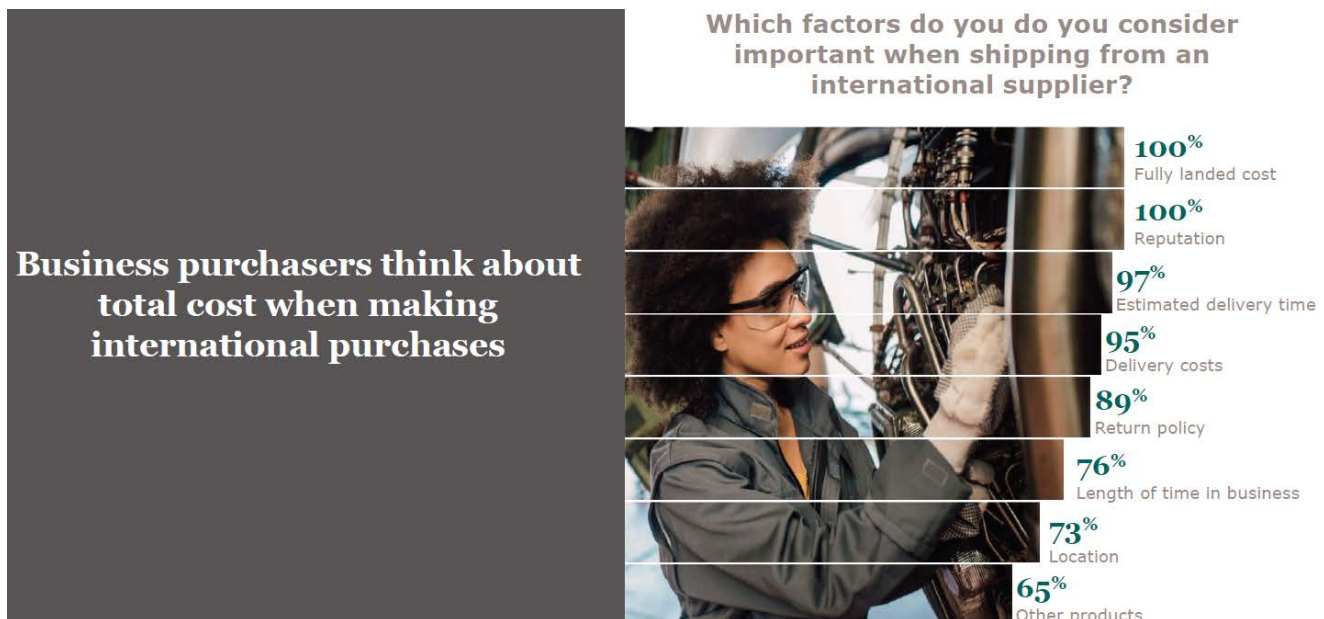


³ Statista: Preferred B2B payment methods in North America in 2018 [\[Link\]](#).

B2C customers in the USA (left) and in the UK (right) prefer card (credit+debit) payments to bank transfers or ewallet payments (e. g. PayPal)⁴:



MT040 Knowing the fully landed cost is the absolute top priority for business purchasers⁵:



Many customers will be disappointed after reading this on your website:

Every country handles important packages differently and associates fees according to their laws. It is the importers responsibility to be aware of these potential charges and fees as they are associated to the receiver and not the shipper and will be responsible as such.

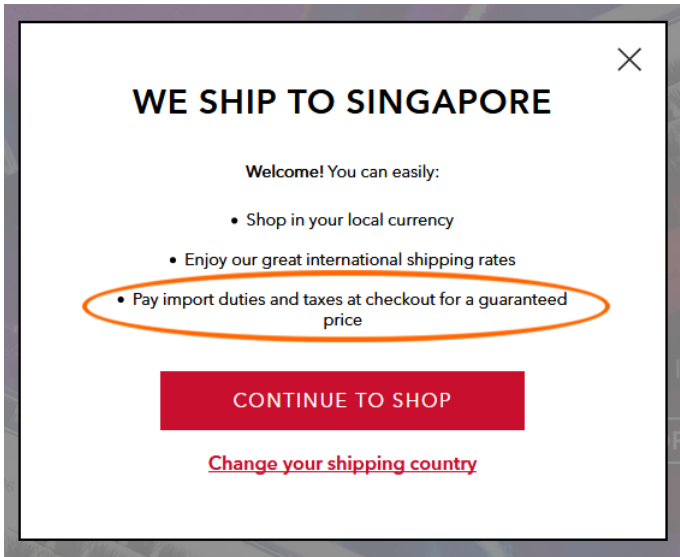
Please note that **any import duties or other customs related taxes are not included in the product or shipping prices**. BL Lashes is not responsible for these charges, you as the buyer are responsible.

Customers will be reluctant to pay if they do not know the last and final price of their order.

⁴ See these reports about popular payment methods in other countries: Worldpay (2018) Global Payments Report {[PDF](#)}; Worldpay (2019) Retail Global Payments Report {[PDF](#)}.

⁵ P. 42 in: UPS (2019) The Importance of a Fully Transparent Customer Journey {[PDF](#)}.

It is true that your competitors follow a similar approach to international orders, but there is a happy exception to the rule – *London Lash*. They recognized the problem and provided a solution (while perhaps not ideal) addressing this typical pain point. First, when an international customer lands on their page, they recognize their country by IP address and launch a popup explaining, among other advantages, that customers can pay import duties and taxes at the checkout for a guaranteed price:



Then at the checkout they offer two duties and taxes payment options:

Duties & Taxes

Prepay S\$ 193.72 for duties, taxes and fees now to guarantee no additional charges on delivery.

I will pay all applicable duties, taxes and fees on delivery.

And guarantee customers that they won't need to pay any extra costs if they select the prepayment option:

Billing Summary

Please enter coupon code

Items total	S\$ 2640.00
Shipping	S\$ 0.00
Duties, taxes & fees	S\$ 193.72
TOTAL FOR YOUR ORDER	S\$ 2833.72

All applicable duties, taxes and fees are included in the total amount of your order. We guarantee you will not be required to pay any additional cost on delivery.

Most probably, they did a huge job of researching customs regulations across the globe, but they were able to address the important issue of international customers' uncertainty about extra costs associated with importing goods into their country. The result is that *London Lash* customers were released from a critical pain. Consider applying a similar

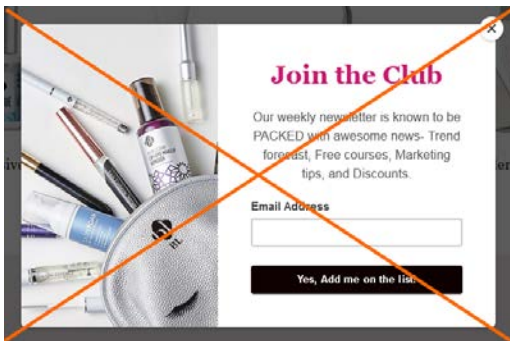
approach to processing international orders (first of all, encompass your target markets). If you decide to follow this way, then it can be recommended to provide the information about final costs as early as on product pages and no later than on shopping cart page (i. e. *before checkout*).

MT050 Consider offering free international shipping⁶ on orders over some threshold (cf *London Lash*: [\\$100-£150](#), *Lashify*: [\\$100-150](#)). Many customers expect that if they order in bulk then they can qualify for free shipping. Note that free shipping is the most important factor when checking out⁷.

MT060 Your **Pro** and **Wholesale Partner** programs are currently hidden from view. Most probably, customers first hear about **Pro** accounts after receiving an order confirmation email. Recommendation is to add **Businesses** item on top of the main menu with **Pro** and **Wholesale Partner** links in the submenu. Also, the corresponding links should be explicitly shown in the page footer.

General remarks

GE010 Remove entry popup:



Popups are the most hated feature on websites and they should be avoided⁸. It must also be noted that since January 2017 *Google* punishes websites with intrusive interstitials in their search results⁹.

⁶ "Online shoppers report that the top three capabilities/features brands and retailers should support include free shipping (67 percent), shipping tracking (61 percent) and information about returns (52 percent)" (p. 3 in: Episerver (2019) *Reimagining Commerce: Principles of Standout Digital Shopping Experiences* [{PDF}](#)); "61 percent of online shoppers will abandon their cart due to high added costs, like shipping. And, 79 percent of consumers said free shipping would make them more likely to shop online" (Shippo (2018) *The Ultimate E-Commerce Shipping E-Book* [{PDF}](#)); "Free shipping can be used as a strategic lever to drive sales. Product prices are rated as important more than any other factor in the search/browse experience – at 81%. Shipping costs come in a close second with 75% rating it important. Shoppers will go to varying degrees to secure free shipping, such as adding items to carts with the intention to keep them (52%). And 45% have abandoned a cart when they don't qualify for free shipping" (p. 7 in: UPS (2015) *UPS Pulse of the Online Shopper: U.S. Study* [{PDF}](#)).

⁷ UPS (2015), *Ibid.*, p. 31.

⁸ "Entry pop-ups represent the most blatant kind of in-your-face interruption advertising. They will anger, annoy, frustrate, and distract your visitors before they even see your landing page. Worst of all, using entry pop-ups shows really poor thinking on the part of the marketer responsible for their creation" (p. 81 in: Ash T., Page R., Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons); "Pop-ups, by definition, ruin the user experience" (Reed J. (2015) *No, pop-ups can't be part of a good UX – ever* [{Link}](#)); "Don't show overlay dialogs on page load. Each time it happened, the vast majority of the test subjects would reflexively close the overlay dialog, not even glancing over its contents. What's more, the subjects would get **annoyed** with the site for bothering them, even though they – as just mentioned – never actually read what they were being bothered with. Some subjects went as far as referring to any overlay dialogs as "spam", which

GE020 Use colored links instead of black color ones to differentiate links from static text (the best color for links is blue because blue is the strongest signifier of clickability¹⁰). Examples (LBLA):

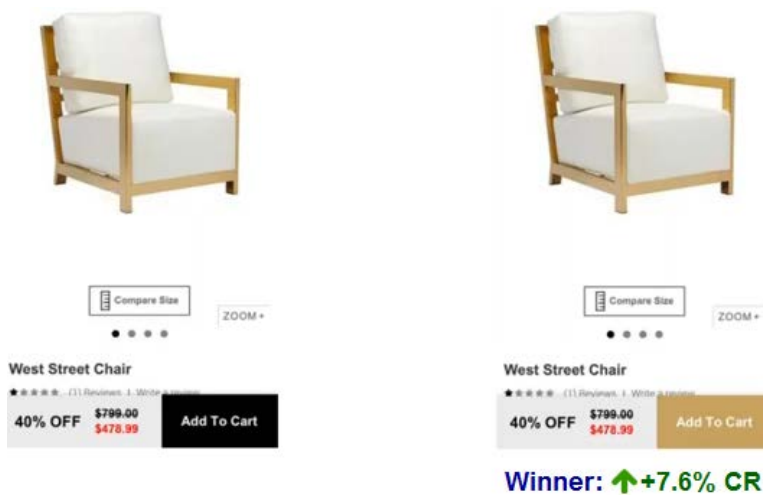
PROFESSIONAL ADHESIVES

ROYAL SABLE 0.05MM MIXED LENGTHS TRAY (16LINES)

GE030 {Forms} Don't place labels inside entry fields¹¹.

GE040 {Forms} Use single name field (**Your name**) instead of **First name / Last name**¹².

GE050 {CTA buttons} Although achromatic buttons (predominantly black) became a kind of "standard" in your industry (the only exceptions are *LashBase* and *London Lash*), it has been shown in many experiments that chromatic buttons may convert better¹³. For example, in recent A/B-testing conducted by *Invesp*, even such a passive, unimpressive and uninviting color like beige solidly won over a black button¹⁴:



Gray button color used on your website is definitely an inappropriate color for CTA buttons¹⁵:

gives a pretty good idea of just how much users loathe these dialogs and how poorly it can reflect on sites that use them" (Appleseed J. (2014) Avoid these 5 types of e-commerce graphics {Link}); Elding R. (2016) The most hated website features {Link}; Fessenden T. (2017) The most hated online advertising techniques {Link}.

⁹ Bonelli S. (2017) Google hates obnoxious pop-up ads: Here's why you need to look at the ads on your site {Link}.

¹⁰ Loranger H. (2015) Beyond blue links: Making clickable elements recognizable {Link}.

¹¹ FeedbackGuru (2017) Form without labels: Don't use the placeholder text! {Link}; Sherwin K. (2014) Placeholders in form fields are harmful {Link}; Jarrett C. (2013) Don't put labels inside text boxes {Link}.

¹² "Use a single name field where possible <...> Multiple name fields mean there's more risk that: (1) a person's name won't fit the format you've chosen; (2) users will enter their names in the wrong order; (3) users will try to enter their full name in the first field" (GOV.UK Service Manual (2017) Names [Alpha] {Link}).

¹³ "First, your call to action button should be a color, preferably not white, gray, or black" (Patel N. (2018) 15 tips to optimize your CTA buttons for conversion {Link}).

¹⁴ See episode 13:20-17:08 in: Invesp (2019) How we generated \$850,000 of additional revenue in one month? {YouTube}.

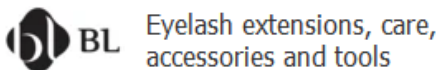
¹⁵ "Grey buttons are generally poor for conversion – they look disabled, so a lot of visitors won't know they're even allowed to click them" (Wiebe J. (2013) 6 proven ways to boost the conversion rates of your call-to-action buttons {Link}).



Try orange, green, blue or even pink (cf *LashBase*) for CTA buttons (but avoid red because a number of experiments showed that red color is probably not the best color for CTA buttons¹⁶, perhaps because red universally signals “stop” and “danger”).

Masthead and main menu

MM010 Add a tagline to the right of logo explaining the purpose of website¹⁷. This will assure visitors that they landed to a website that offers what they need. Something like this:



MM020 Reduce the width of search box a bit (approx. by 25-30%) – it may be difficult to recognize it as a search box due to its huge size. There should be sufficient surrounding whitespace around the search bar¹⁸. Avoid fluid design for search box – it should have fixed width. (Placeholder/prompt inside search box is absolutely unnecessary, so leave it blank.)

MM030 “Find” button with textual label will probably work better than a magnifying glass icon¹⁹.

MM040 Place login link and/or icon to the left of shopping cart button. It is not correct to show login link on the main menu.

MM050 Make shopping cart link more prominent²⁰. Link to shopping cart should have high visual contrast to and be clearly distinguishable from all surrounding objects. Button-like shopping cart link must work better than an icon.

Example (*London Lash*):



¹⁶ See, for example: Dawood A. (2017) Case study: Using a data driven approach to upgrade the Yayvo website [{Link}](#), Frixione H. A. (2015) How one bank doubled ROI by being creative in a conservative industry [{Link}](#).

¹⁷ “If there’s a possibility your visitors could look at your logo and not instantly understand what you do, you need a functional tagline. We’re not talking about a marketing slogan. Using a snappy slogan to convey a mood, attitude, or feeling is fine for advertising campaigns, but not when quick, laser-sharp communication is needed” (p. 84 in: Loveday L., Niehaus S. (2008) *Web Design for ROI: Turning Browsers into Buyers & Prospects into Leads*, Berkeley: New Riders); “A tagline serves as your logo’s partner in action. It can clarify the services you provide, bolster your positioning or express some other key facet of your brand” (p. 120 in: Frederiksen L. W., Harr E., Montgomery S., Taylor A. E. (2013) *Inside the Buyer’s Brain: How to Turn Buyers into Believers*, Reston: Hinge Research Institute).

¹⁸ SearchSpring (2017) Designer Cheatsheet: Increasing Search Bar Conversions [{PDF}](#).

¹⁹ Fries L. (2017) The ultimate ecommerce site search guide [{Link}](#).

²⁰ “When shoppers are ready to buy they do not want to have to guess about how to find the shopping cart or basket or bag” (Roggio A. (2016) 7 ecommerce design conventions for 2016 [{Link}](#)).

MM060 Use inverted menu bar (i. e. light text on dark background). Inverted menu bar looks much more prominent on a page and it clearly explains that this is a menu bar and it is definitely clickable.

MM070 Make top level menu items clickable (for example, **Lashes** will open [Lash Extensions](#) page etc.).

MM080 Don't hide **Contact us** link under a submenu – it should be the rightmost item on the top menu level.

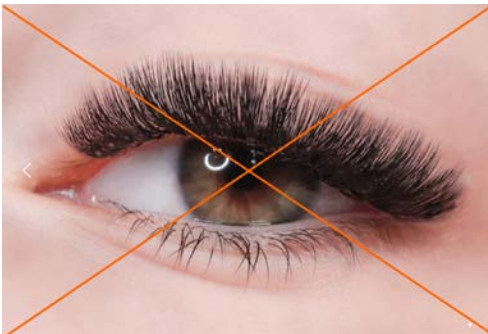
MM090 Consider avoiding sticky masthead (and hamburger menu²¹): the problem with sticky page headers is that too many users hate them viscerally²²:



MM100 Differentiate “product” and “service” parts of the main menu with color.

Homepage

HP010 Remove meaningless and useless banner carousel:



HP020 Do you get many inquiries about “Glam 5D Lash”? If not, consider not promoting it too aggressively:

New GLAM 5D LASH >>> Pre-order Now

Lashes ▾

**NEW! GLAM 5D
LASH**

²¹ “Avoid hamburger menus if you can <...> Many sites do so because they just follow trends without checking how these affect user experience or sales. But, again, there are a few who have gotten wiser and are using alternatives to the hamburger menu on their mobile sites” (Olotu T. (2017) Five mobile commerce UX problems and how to fix them: Advice from observing real users dealing with real m-commerce issues [{Link}](#)); Pernice K., Budi R. (2016) Hamburger menus and hidden navigation hurt UX metrics [{Link}](#); Pernice K. (2017) Hamburger menus hurt UX metrics [{YouTube}](#)).

²² For example, readers’ comments to a *positive* article “Sticky menus are quicker to navigate” [{Link}](#) display a lot of negative emotions: “For me most pages with sticky navigation is exactly distracting and intrusive”, “I absolutely dread sticky menus”, “I HATE HATE HATE sticky navs”, “The fastest way to get me, an average user, to leave a webpage is to have “sticky” elements of any kind” (see comments 16, 29, 34, 66, 76, 81, 91, 94, 96, 97, 99, 101, 104, 109, 110). See also: Salmon F. (2013) Kill the sticky nav [{Link}](#); Moore M. (2011) The trouble with sticky headers [{Link}](#).



Analytics shows that “Glam 5D Lash” page is in fact second most frequent exit page:

Page ?	Exits ?	Pageviews ?	% Exit ?
	4,821 % of Total: 100.00% (4,821)	18,993 % of Total: 100.00% (18,993)	25.38% Avg for View: 25.38% (0.00%)
1. /	613 (12.72%)	2,523 (13.28%)	24.30%
2. /blogs/blog/will-the-eyelash-extension-market-continue-to-grow	126 (2.61%)	171 (0.90%)	73.68%
3. /pages/glam-5d-lash	109 (2.26%)	340 (1.79%)	32.06%

It may be more efficient to send info about this product via email to your existing customers instead of pushing it across the website.

HP030 It is in principle absolutely correct to show **Shop by category** section just below the homepage hero area, but there is still room for improvement.

First, a single photo of a particular product cannot represent a whole category. Instead, use collages of *multiple* items to illustrate the range of products in a category²³.

Second, categories should exactly replicate the items on the main menu, i. e., **Lashes, Glue & Remover, Before & Aftercare** and **Tools**. Note that you should display *all* your categories, not a subset of them. On mobiles, avoid **Show more** button:

²³ “Have a tile-like navigation with a few simple high-level groupings with images of constructed collages representative of those categories that users can use to drill down to find the product they’re looking for” (SiteTuners (2015) 2 reasons the home page exists, and why web sites fail {Link}).



Remover



Lash Tweezers



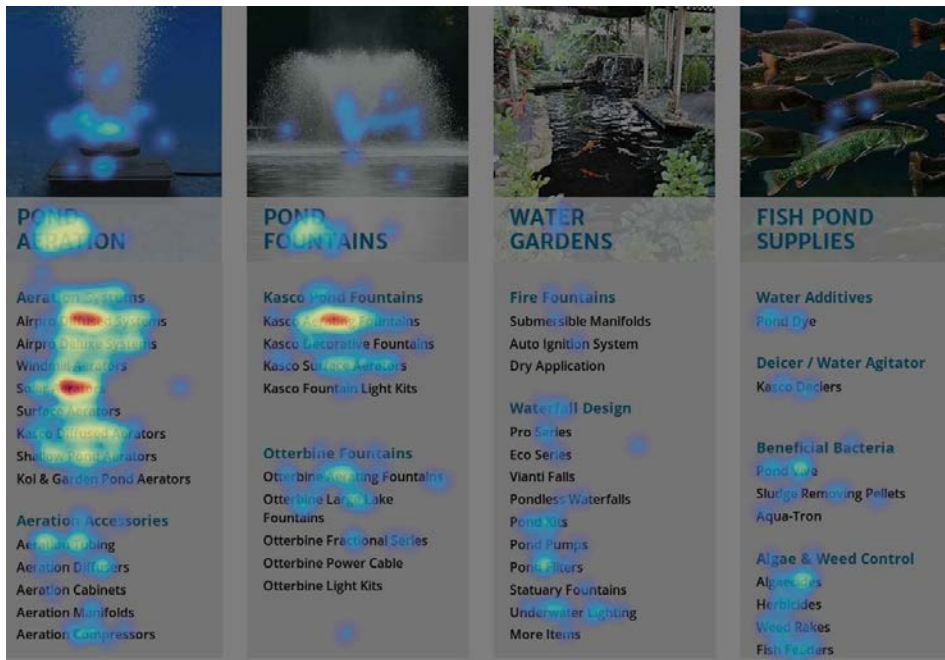
Third, alongside links to category pages, also provide direct links to subcategories. These examples from other industries illustrate how it all should be organized – collages, links to categories and links to subcategories:

Photography Digital Cameras, Lenses, Flashes, Printers & Scanners See All Photo	Camcorders High Definition, Shoot & Share, Sports & Helmet, 3D, Underwater See All Consumer Video	Professional Video Camcorders & Cameras, Production Equipment, Post Production, Audio for Video See All Pro Video	Photo Accessories Film, Memory Cards, Tripods, Bags & Cases, Software, Underwater See All Photo Accessories
Computers Desktops, Laptops, Tablets, Monitors, Storage, Software See All Computers	Pro Audio Recording, Live Sound, ENG, EFP & Broadcast, Computer Audio See All Pro Audio	Home Entertainment TVs & Projectors, Home Theater In a Box, A/V Receivers, Speakers, Blu-ray Players DVD Players See All Home Entertainment	A/V Presentation Projectors, Projection Screens, Presenters and Visualizers, Furniture & Mounts See All A/V Presentation
Lighting & Studio Continuous Lighting, Strobe Lighting, Theatrical & Stage Lighting, Lighting Controls & Grip See All Lighting & Studio	Portable Entertainment iPods, MP3 Players, Headphones & Earphones, Portable DVD Players, See All Portable Entertainment	Surveillance Video Network Cameras, Analog Cameras, Lenses, DVR / NVR, Monitors See All Surveillance	Optics Binoculars, Telescopes, Spotting Scopes, Night Vision See All Optics

Bakeware Cake Pans, Loaf Tins, Cookie Sheet & Swiss Roll Pan, Silicone Bakeware	Cookware Cookware Sets, Frypans and Skillets, Cast Iron Cookware, French Ovens	Glassware Red Wine Glasses, White Wine Glasses, Tall Drink Glasses, Tumblers	Knives Chefs / Cooks Knives, Kitchen Knife Block Sets, Kitchen Knife Sets
Kitchenware Baking Utensils, Bowls Salad & Prep, Chopping Boards, Spatulas, Graters	Tableware Dinner Sets, Cutlery Sets, Dinner Plates, Bowls (Cereal, Pasta, Dessert)	Electrical Kettles, Toasters, Food Processors, Kitchen Mixers, Slow Cookers	Homekeeping Waste Bins, Containers, Canisters, Dish Racks & Mats, Cleaning Products

Electrical Switches Outlets & Receptacles Light Switches Dimmers Pugs & Connectors	Electrical Wire & Cable Building Wire Service Entrance Wire Outdoor Electrical Wire Armored Cable	Electrical Tools & Accessories Electrical Hand Tools Electrical Test Meters Electrical Tape Wire Connectors Conduit Tools & Accessories	Home Security & Video Surveillance Security Camera Systems Security Cameras Doorbell Cameras Home Alarm Systems
Fire Safety Combustion Sniffer & CO Alarms Smoke Alarms Carbon Monoxide Alarms Fire Extinguishers	Wall Switch Plates Outlet Plates Combustion Plates Switch Plates Audio & Video Wall Plates	Extension Cords & Surge Protectors Extension Cords Power Strips Cord Management	Light Bulbs Fluorescent Light Bulbs LED Light Bulbs CFL Light Bulbs

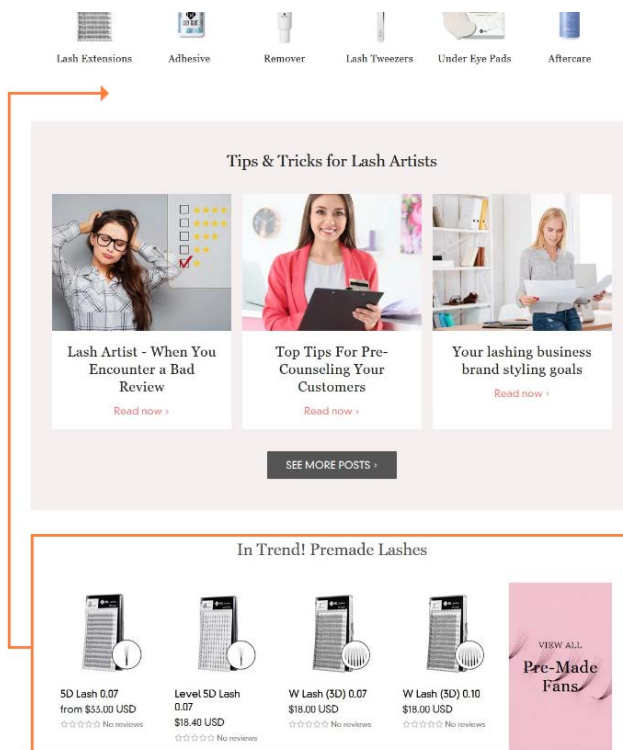
Practice shows that this approach works well in other industries and it can probably work in your case too:



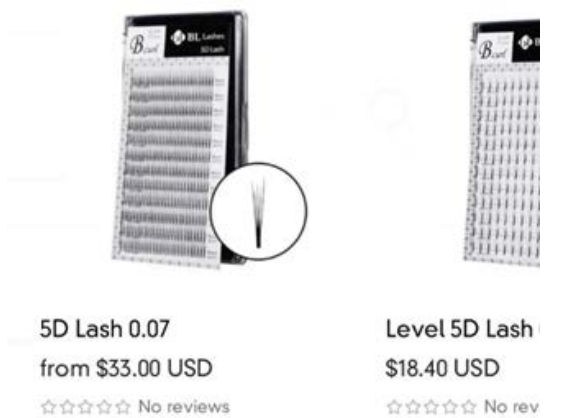
In this example users actively click everything: category images and links to categories, subcategories and subsubcategories

On mobiles you may consider increasing interlinear spacing between links to subcategories to make them comfortably tappable by a finger or removing them (their removal will be compensated by addition of subcategory filters on category pages – see CA020 below).

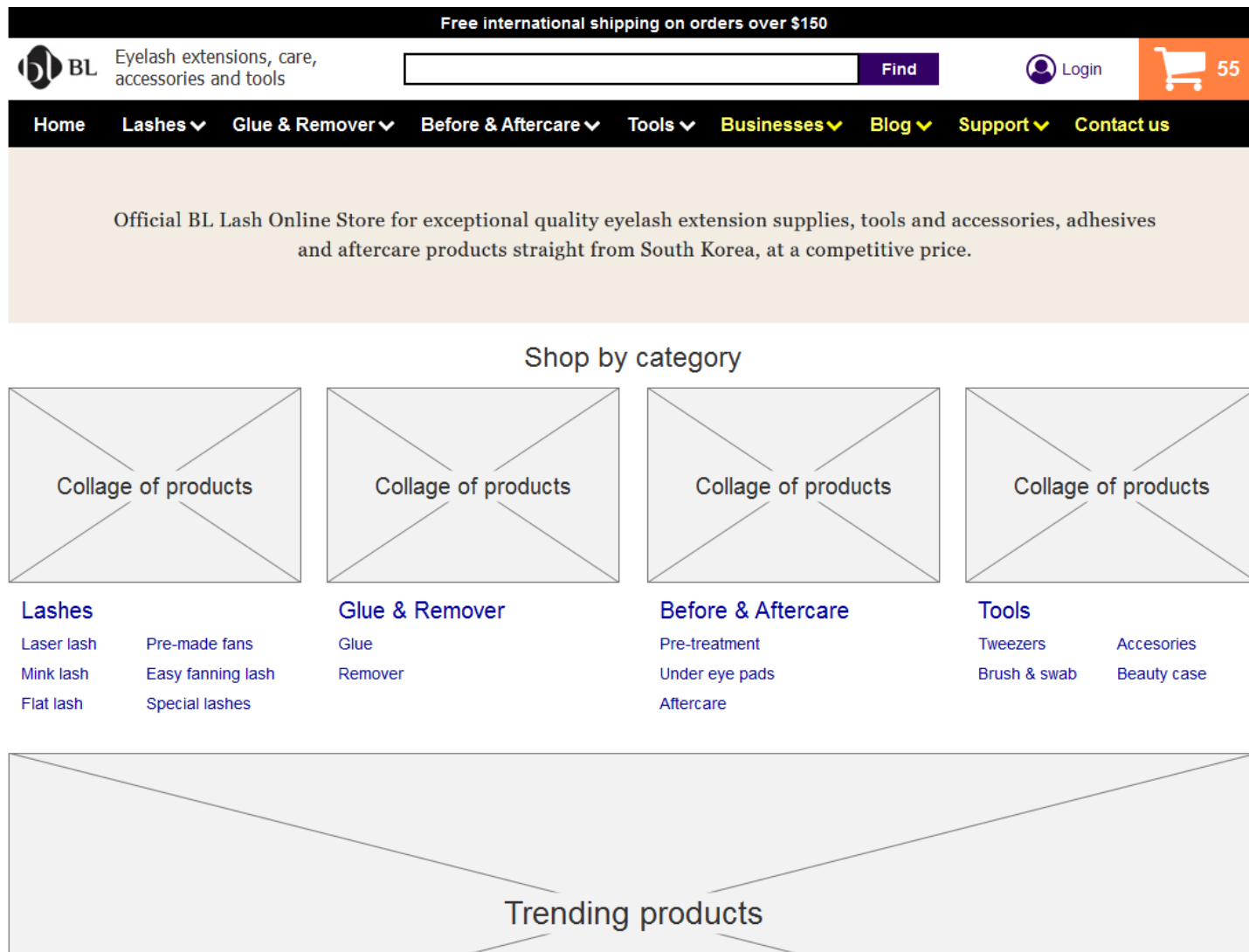
HP040 Show trending products above the blog section:



HP050 {Bug} This section on mobiles looks horizontally scrollable but actually it isn't:



HP060 Putting it all together – this is how masthead, main menu and top of homepage should look at a wireframe level of detail on desktop:



Categories and subcategories

CA010 Remove these sections on top of pages:

~~We at BL Lashes have a beautiful and true story to tell about the birth of our lash extensions.~~

~~Mr. Lee, our company founder, was working in a factory that manufactured small pipes. One day, he noticed a piece of long hair rolled into one of them, forming a perfect curl. His fascination grew, and he began to experiment, creating different shapes and types of curls. It was of this innovation that BL lash extensions were born.~~

~~Soon after, Mr. Lee's incredible discovery launched in Japan, accelerating as one of the most important beauty trends of the millennia. He and his research team worked hard to perfect their designs, creating eyelash extensions that were impeccable in color, shape, and texture.~~

~~Recognized globally as thought leaders and innovators in the industry, we now offer the most extensive range of lash extensions and supplies available anywhere.~~

~~We are incredibly proud to offer lash extensions of most extraordinary quality, straight from South Korea.~~

Reasons:

- visitors won't read this long text – they are here to see your *products*, not to hear any stories;
- it pushes products too far down a page – especially on mobiles;
- if this text was added for SEO purposes then you can place it in the page end, below the product list; however, it should be noted that this is a poor SEO – search engines recognize this SEO tactics as “keyword stuffing” and punish such websites in their page rankings²⁴:

We at BL Lashes have a beautiful and true story to tell about the birth of our lash extensions.

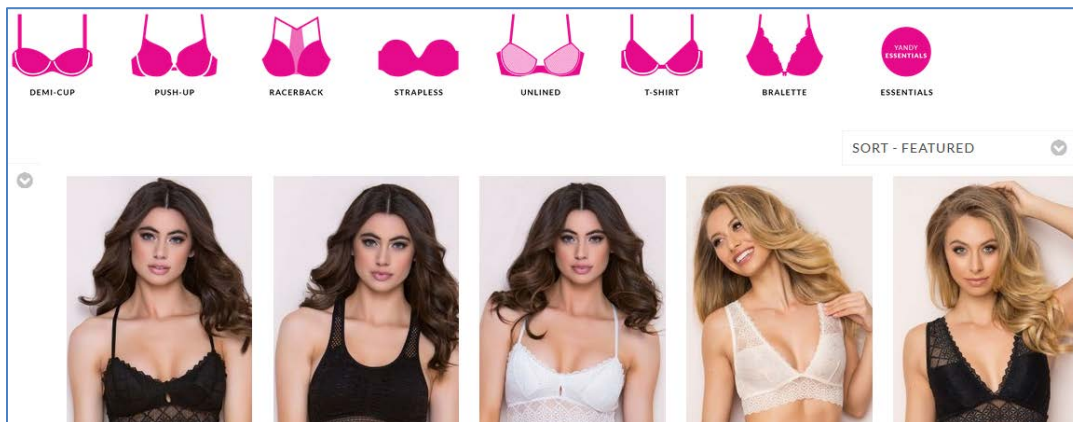
Mr. Lee, our company founder, was working in a factory that manufactured small pipes. One day, he noticed a piece of long hair rolled into one of them, forming a perfect curl. His fascination grew, and he began to experiment, creating different shapes and types of curls. It was of this innovation that BL lash extensions were born.

Soon after, Mr. Lee's incredible discovery launched in Japan, accelerating as one of the most important beauty trends of the millennia. He and his research team worked hard to perfect their designs, creating eyelash extensions that were impeccable in color, shape, and texture.

Recognized globally as thought leaders and innovators in the industry, we now offer the most extensive range of lash extensions and supplies available anywhere.

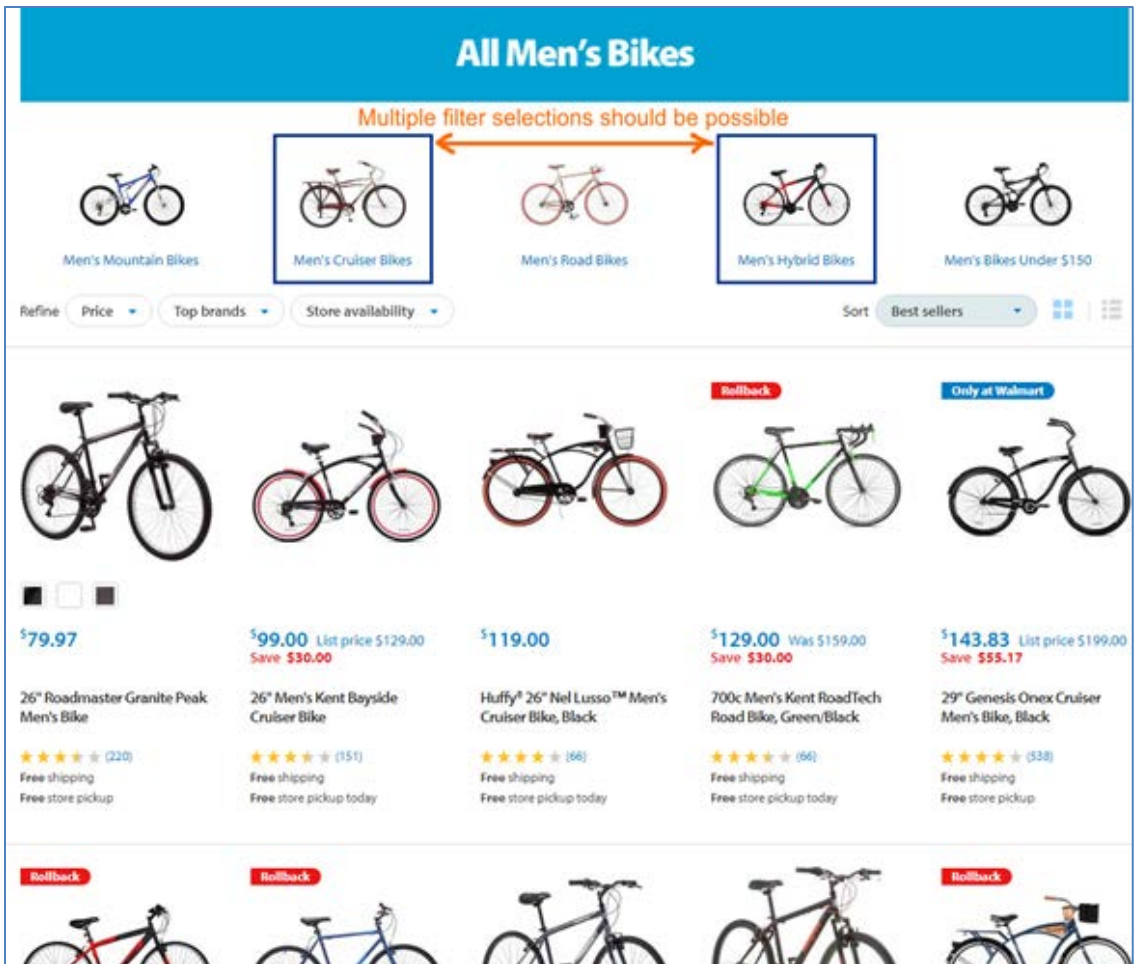
We are incredibly proud to offer lash extensions of most extraordinary quality, straight from South Korea.

CA020 (Not applicable to subcategories.) Instead, on category pages show subcategory filters²⁵ like in these examples from other industries:



²⁴ “Keyword stuffing” {[Wikipedia](#)}; Marrs M. (2012) The dangers of SEO keyword stuffing {[Link](#)}.

²⁵ Holst C. (2016) Consider ‘promoting’ important product filters {[Link](#)}.

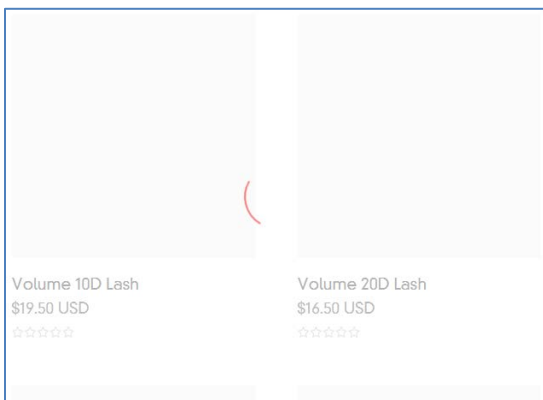


CA030 Avoid pagination:



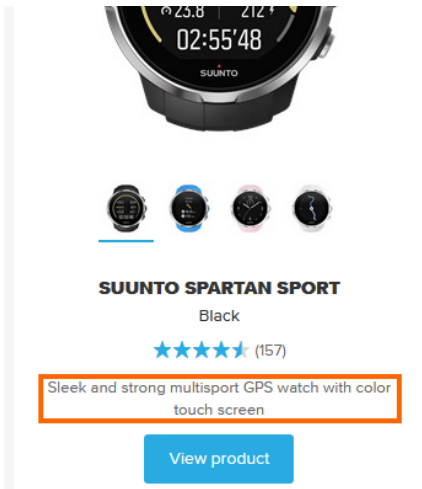
On desktop, it is completely acceptable to show up to 100-150 items on a category page without pagination²⁶. On mobiles, load up to 30 products at once and then provide **Load more** button.

CA040 {Bug} Pressing **Next** button results in an infinitely rotating spinner (the same effect in *Chrome*, *Firefox* and *Edge*):

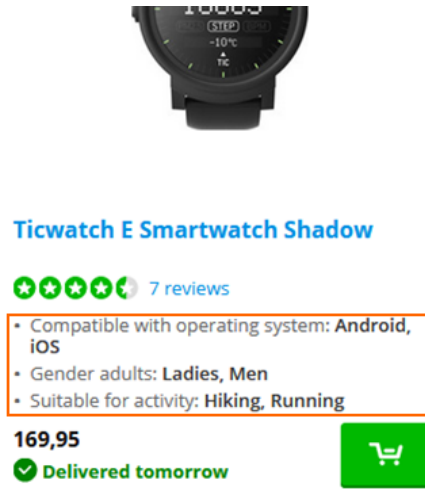


²⁶ Hugo R. (2020) Product list UX: The number of products to load by default (52% get it wrong) [Link](#).

CA050 Subcategories like **Glue, Remover, Under Eye Pads** may incur choice paralysis²⁷ or excessive “pogo-sticking”²⁸ because they present multiple *very similar* products without providing key product characteristics that could allow customers to narrow the choice and make their purchase decision. There may be at least two approaches to this issue: one is to display additional product information on mouse hover, another (recommended) is to show key product characteristics statically. This is how product specification driven industries address this problem:



One-sentence product description

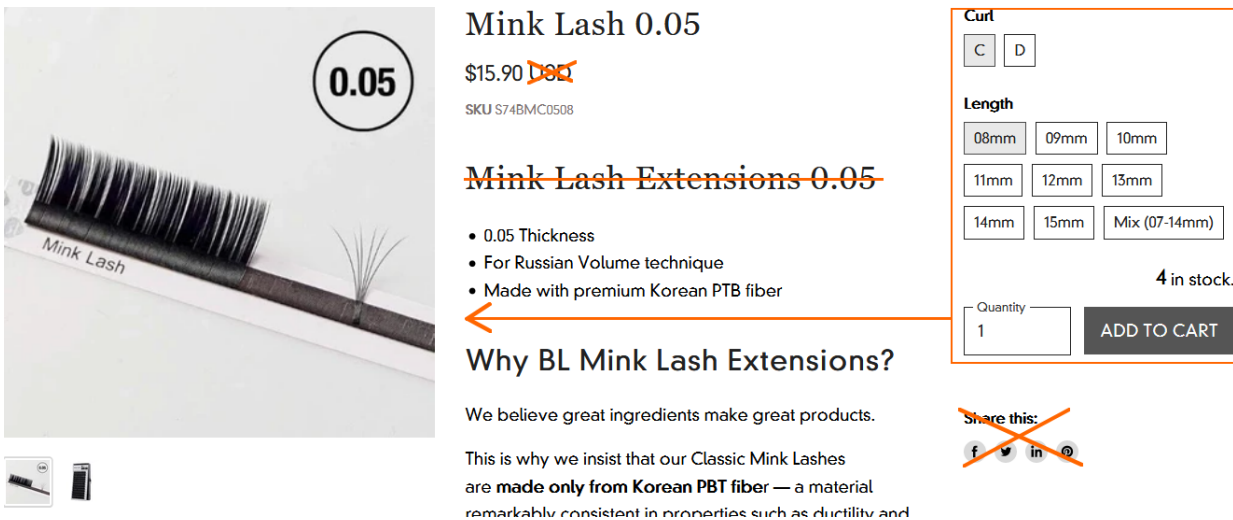


Bulleted list with important product specs

CA060 Also consider adding product sorting and filtering functionality to address this issue²⁹.

Product page

PR010 Rearrange purchase section a bit (on desktop only – on mobiles it looks good):



²⁷ “Having too many options actually leads us to stall and avoid choosing” (Cutrone C. (2013) Cutting down on choice is the best way to make better decisions {Link}); “Shoppers feel overwhelmed by the number of options they encounter when browsing. Half of online shoppers (46 percent) have failed to complete a purchase online because there were too many options to choose from” (p. 19 in: Episerver (2019) Reimagining Commerce: Principles of Standout Digital Shopping Experiences {Link}).

²⁸ Holst C. (2015) Product lists: Display extra information on hover (76% Don’t) {Link}.

²⁹ Charlton G. (2017) Is choice paralysis a problem for ecommerce sites? {Link}.

PR020 Add links to shipping and returns information beneath **Add to cart** button. Open links in popup windows.

PR030 Show delivery date estimate or better guaranteed delivery date³⁰.

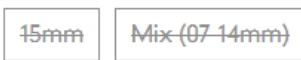
PR040 Also add a link to your **Pro** programme.

PR050 Always indicate out of stock variations:



0 in stock.

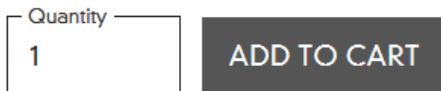
This kind of indication will work:



PR060 Show product stock counter near quantity field:



← **25** in stock.



Shopping cart

SC010 Show *PayPal* button on the shopping cart page.

SC020 Shopping cart page should show the *last and final* order total including shipping costs³¹. Add a shipping calculator to shopping cart: this can be implemented either by *Shopify* customization (see [Add a shipping rates calculator to your](#)

³⁰ "Display shipping costs and delivery dates on the item page" (p. 13 in: Google (2016) Mobile Principles of Retail Apps and Sites: Designing a Better Experience for Shoppers {PDF}); "Before committing to checkout, customers want to know when they will receive their order" (Dearing J. (2018) UX best practice: The all-important 'add-to-cart' page {Link}); "Retailers should list an estimated delivery date and, better yet, a guaranteed date, since both are seen as favorable by half of shoppers" (p. 31 in: UPS (2015) UPS Pulse of the Online Shopper: U.S. Study {PDF}).

³¹ "Total cost estimate should be in the cart" (Chawla S. (2014) Q&A with Baymard's Christian Holst about checkout optimization {Link}); "Many studies have established that not displaying the shipping cost upfront is one of the biggest reasons for cart abandonments. To one of the questions, 45% respondents said they add a product to cart only to calculate the price inclusive of shipping. This is just a usability barrier that could be easily fixed" (p. 17 in: VWO (2016) VWO eCommerce Cart Abandonment Report 2016 {PDF}); "59 percent of your visitors expect to see the total cost – including shipping – before they go to checkout" (Wiebe J. (2014) 7 proven secrets of high-converting checkouts {Link}).

[cart](#)) or installing an app (for example, [Shipping Rates Calculator Plus](#)). Requirements for a perfect shipping calculator include:

- it uses geolocation;
- it asks for country and zipcode/postcode only and doesn't ask for redundant information that can be calculated from the zipcode – like state/province or city;
- it offers different shipping methods;
- it shows delivery date for each shipping method;
- it exports country, zipcode and selected shipping method to corresponding fields in the checkout.

SC030 Use checkout button of normal size – huge buttons look weird and usually have lower conversions³²:



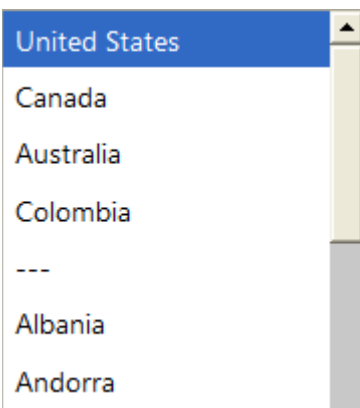
Checkout

CH010 Don't preselect this checkbox:

Keep me up to date on news and exclusive offers

CH020 Autodetect customer country by their IP address (*Shopify* can do this).

CH024 Replace “Colombia” with “United Kingdom”:




CH030 Clearly mark phone field as optional or better remove it³³.

CH040 Hide discount code field and button under a link. Discount fields are well-known conversion killers³⁴. Customers feel they are overpaying when seeing a discount field. Example from another *Shopify* website:

³² “A company made their CTA button bigger and saw a 10.56 percent DECREASE in conversion rates” (Patel N. (2015) 7 ways to increase your form field conversion rate (by up to 672%) [{Link}](#)); “[CTAs should be] large enough to be found easily on a page, but not so big that they're intrusive on the user experience” (Mega L. (2019) Are you putting your landing page CTAs in the right place? [{Link}](#)).

³³ “Most test subjects subscribed to a simple logic: if the store already has one way of contacting me (e. g. e-mail), why do they need another (e. g. phone)?” (Holst C. (2012) Checkout experience: Don't require seemingly unnecessary information (61% get it wrong) [{Link}](#)).

Order summary	
 <p>Monthly Plant + Cacti Subscription Auto Renew x 1 Yes / Not that much / Third week of the month Every 2 Months</p>	49.00
Have a discount code? Enter it here >	
Subtotal	49.00

Correct link label:

[Have a discount code? Click to enter it](#)

CH050 This option may be completely unclear to customers (“what could be my own carrier service and how to arrange it?”):

Shipping method

Self pick-up Free
 [Not recommended] ONLY select this option if you are arranging your own carrier service

CH052 Naturally, “not recommended” option shouldn’t be preselected by default.

CH060 “Zones” tell nothing to customers:

- EMS Worldwide
Zone 8
\$45.50 USD

- DHL Worldwide
Zone 8
\$64.60 USD

Show at least shipping speed. It would be better to show a delivery date estimate or even better guaranteed delivery date.

CH070 If a customer ignored *PayPal* buttons twice – on shopping cart page (see **SC010**) and in the beginning of checkout then do not offer them *PayPal* payment method third time by default.

CH080 Banks generally won’t process payments to accounts at other banks over weekends:

³⁴ “Removing the coupon code had a strong increase to sales and even a stronger increase to checkout visits” (GoodUI Datastories - Issue #26 – Jun 2016 [{PDE}](#)); Bowen T. (2013) Stop “promo code search” leaks once and for all to increase conversions [{Link}](#); Graham E. (2009) Do coupon codes INCREASE checkout abandonment? [{Link}](#).

You can use a wire transfer for the payment. Please note that you must complete your bank transfer within 3 days including weekend. Your order will be automatically canceled if you fail to make the payment within this period. Order will be fulfilled and dispatched only when the payment is received.

CH090 Make order number more visible on the confirmation page:

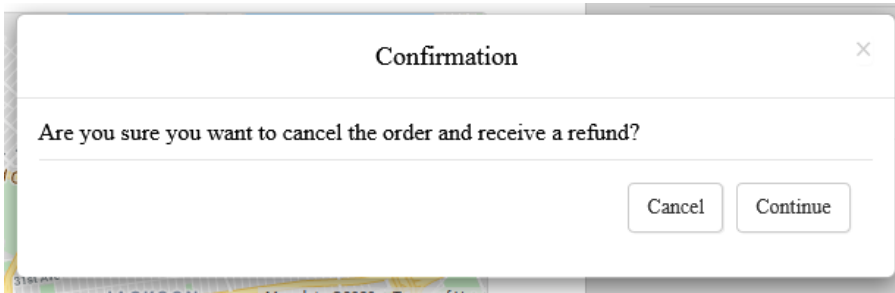


Order #BL-1541

Thank you Ivan!

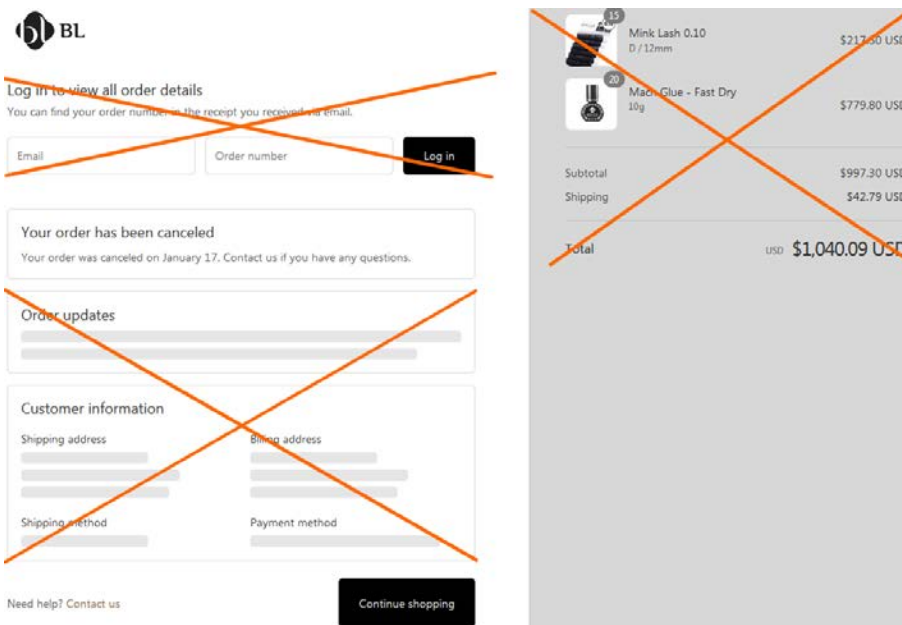
Order cancellation

OC010 Confusing wording – “cancel cancellation”:



“Yes/No” will work better.

OC020 Cancellation confirmation page is overcomplicated:



OC030 {Bug} After cancellation the order is still shown as active on **My account** page:

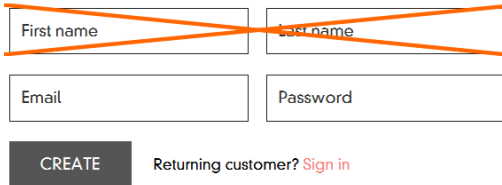
Order history

Order	Payment	Fulfillment	Total		
#BL-1541 - 17 Jan, 2020	Pending	Restocked	\$1,040.09 USD	Cancel Or Edit	Reorder

Registration

RE010 Don't ask for user name³⁵. Ask for email and password only:

Create account



Registration form with fields for First name, Last name, Email, and Password. The First name and Last name fields are crossed out with a red 'X'. A 'CREATE' button is present, along with a link for 'Returning customer? Sign in'.

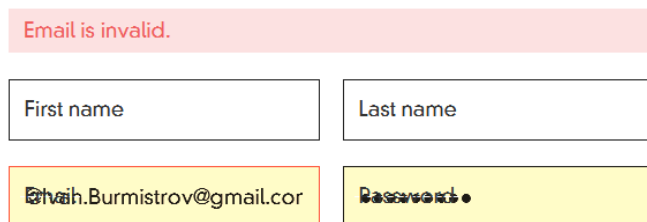
RE020 Provide more space for **Email** field: recommended field length for email is 28-31 characters³⁶:



Email field with placeholder text: @abcdefghijklmnopqrstuvw

RE030 Remove captcha³⁷.

RE040 What may be wrong with my absolutely correct email address (Ivan.Burmistrov@gmail.com)?!



Registration form with an error message: "Email is invalid." The email field contains "Ivan.Burmistrov@gmail.com" and the password field is highlighted in yellow.

Note the overlap between labels and field contents. Also it is inappropriate to clear **First name** / **Last name** fields on form submission error³⁸.

³⁵ "Don't ask for a username. If possible, use their email address as their account id" (Neo Insight (2011) Every second counts – conversion optimization and usability [{Link}](#)); see also section "Registration page" in: DeMatas D. (2019) 105 ecommerce UX tips: How to seduce visitors to buy [{Link}](#).

³⁶ Bliss A. (2015) How long is the average email address? [{Link}](#).

³⁷ Holst C. (2009) CAPTCHA can kill your conversion rate [{Link}](#); Allen T. (2013) Having a CAPTCHA is killing your conversion rate [{Link}](#).

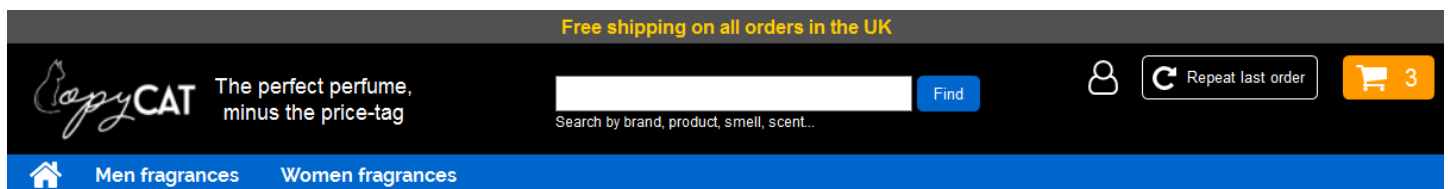
³⁸ "After an error occurred, never clear the already completed fields" (guideline 15 in: Bargas-Avila J. A., Brenzikofer O., Roth S. P. ea (2010) Simple but crucial user interfaces in the World Wide Web: Introducing 20 guidelines for usable web form design, in: Matrai R. (Ed.) *User Interfaces*, Rijeka: InTech, 1-10 [{PDF}](#)).

CRO and UX audit of Copycat Fragrances

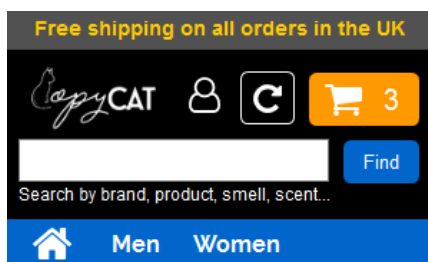
Version 4 | 28.08.2019

Masthead, main menu, footer

MM010 Recommended masthead and main menu layout:



Desktop



Mobile

MM020 Left-align logo – users don't perceive centered logos as a link to homepage¹. Users often return to homepage during their website journey, so it is important to make homepage links obvious:



¹ Whinton K. (2016) Centered logos hurt website navigation [{Link}](#).

MM030 Add a tagline to the right of logo explaining the nature of the webstore².

MM040 Add permanently visible search box. Guidelines on search box design include:

- search box should be placed in the center of the masthead³;
- there should be sufficient surrounding whitespace⁴;
- search box should be large enough and prominently highlighted on a page⁵;
- search box background should be white⁶;
- don't put placeholder text in search box⁷; however, hints explaining what kinds of searches will work on a website are useful: place hints above or below the search box;
- there should be a button to the right of search box⁸;
- button should have textual label, not a magnifying glass icon⁹ (“Find” button label will probably work better than “Search” or “Go” buttons because “Find” is more result-oriented¹⁰);
- show full search box on mobiles too – your customers usually know what they want when they arrive to your website, and for them, search is the most convenient way to get what they want – so don't hide search box behind the magnifying glass icon¹¹.

MM050 Add “My account” icon.

MM060 Consider adding **Repeat last order** button. Besides providing a convenience for repeat customers, it also signals new customers that your webstore is popular and it has many permanent (i. e. loyal) customers, so this must be a very good website.

MM070 Make shopping cart link more prominent¹². Link to shopping cart should have high visual contrast to and be clearly distinguishable from all surrounding objects¹³. Button-like shopping cart link must work better than an icon.

² “If there’s a possibility your visitors could look at your logo and not instantly understand what you do, you need a functional tagline. We’re not talking about a marketing slogan. Using a snappy slogan to convey a mood, attitude, or feeling is fine for advertising campaigns, but not when quick, laser-sharp communication is needed” (p. 84 in: Loveday L., Niehaus S. (2008) *Web Design for ROI: Turning Browsers into Buyers & Prospects into Leads*, Berkeley: New Riders); “A tagline serves as your logo’s partner in action. It can clarify the services you provide, bolster your positioning or express some other key facet of your brand” (p. 120 in: Frederiksen L. W., Harr E., Montgomery S., Taylor A. E. (2013) *Inside the Buyer’s Brain: How to Turn Buyers into Believers*, Reston: Hinge Research Institute).

³ Fries L. (2017) The ultimate ecommerce site search guide [{Link}](#).

⁴ SearchSpring (2017) Designer Cheatsheet: Increasing Search Bar Conversions [{PDF}](#).

⁵ P. 8 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems [{PDF}](#); “The larger search bar – which was double the size of the original – had an incredible impact all the way down the funnel, increasing revenue 7.5%” (Behave (2018) Is a bigger search bar really better? [{Link}](#)).

⁶ SearchSpring, *ibid*.

⁷ “Placeholder text is harmful in search boxes” (Mundstock R. (2014) Placeholder text: Think outside the box [{Link}](#)).

⁸ SearchSpring, *ibid*.

⁹ Fries L., *ibid*.

¹⁰ Watch episode 46:57-48:19 in: Gilis K. (2017) The 10 Costliest UX Mistakes. And How to Avoid Them [{YouTube}](#).

¹¹ “Don’t force users to click on the search icon to display the text input <...> Major e-commerce sites virtually always have large search inputs: full width on mobile” (Dutton S. (2018) How to build a great search box [{Link}](#)); “Have an easily identifiable search box in the top of the screen, with an open-text field” (Babich N. (2016) Mobile UX design: User-friendly search [{Link}](#)).

MM080 {For A/B-testing} Consider non-sticky masthead. There are two reasons for removing stickiness:

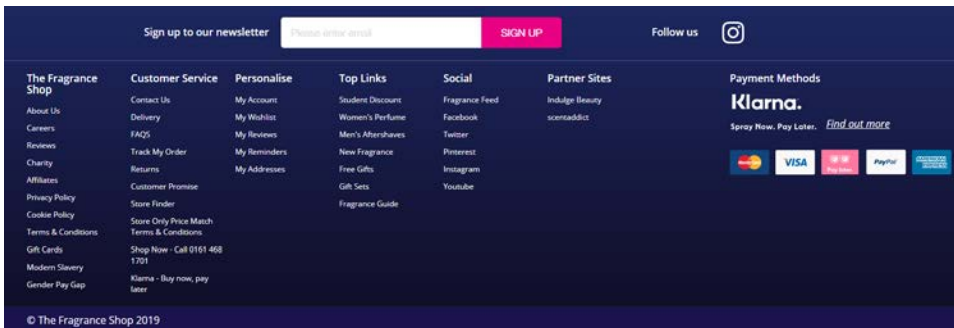
- subjective: too many users hate sticky navigation viscerally¹⁴;
- objective: research shows that sticky objects of any type are among the top four conversion killers¹⁵.

MM090 Avoid hamburger menu and instead use normal horizontal menu on both desktop and *mobile*¹⁶.

MM100 Use inverted menu bar (i. e. light text on dark background). Inverted menu bar looks much more prominent on a page and it clearly explains that this is a menu bar and it is definitely clickable.

MM110 There should be **Home** link on the main menu¹⁷ (“home” icon will work ok).

MM120 Footer should look like a footer, not like one more page section. It should clearly signal page end. Use dark background for it. Example:



MM130 Footer should include links to collections (Men fragrances, Women fragrances).

¹² “When shoppers are ready to buy they do not want to have to guess about how to find the shopping cart or basket or bag” (Roggio A. (2016) 7 ecommerce design conventions for 2016 {Link}).

¹³ “Avoid placing cart links in dark bars spanning the top of the page. Our brains scan white (or light) space looking for site functions, and it’s very easy to not see anything in a skinny bar” (Bustos L. (2016) Optimizing shopping cart page design and usability {Link}).

¹⁴ For example, readers’ comments to a *positive* article “Sticky menus are quicker to navigate” display a lot of negative emotions: “For me most pages with sticky navigation is exactly distracting and intrusive”, “I absolutely dread sticky menus”, “I really really hate them”, “I HATE HATE HATE sticky navs”, “The fastest way to get me, an average user, to leave a webpage is to have ‘sticky’ elements of any kind” {Link}. See also: Salmon F. (2013) Kill the sticky nav {Link}; Moore M. (2011) The trouble with sticky headers {Link}.

¹⁵ Browne W., Jones M. S. (2017) *What works in e-commerce – a meta-analysis of 6700 online experiments*, Qubit {PDF}; see also pp. 25-26 in: Qubit (2018) *Getting 6% More* {PDF}.

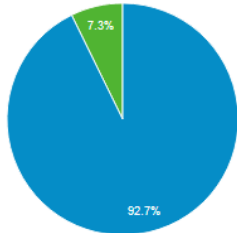
¹⁶ “Avoid hamburger menus if you can <...> Many sites do so because they just follow trends without checking how these affect user experience or sales. But, again, there are a few who have gotten wiser and are using alternatives to the hamburger menu on their mobile sites” (Olotu T. (2017) *Five mobile commerce UX problems and how to fix them: Advice from observing real users dealing with real m-commerce issues* {Link}); Pernice K., Budi R. (2016) *Hamburger menus and hidden navigation hurt UX metrics* {Link}; Pernice K. (2017) *Hamburger menus hurt UX metrics* {YouTube}.

¹⁷ “Positioning the logo on the left is good, but an even better approach is to offer both a left-aligned clickable logo and an actual Home link” (Whitenton K. (2016) *Centered logos hurt website navigation* {Link}); “A homepage link in the main navigation is rarely found on sites these days, but in testing we frequently see how important it can be <...> Users often return to the homepage of a site during testing – to re-orientate themselves after getting lost or to start a new task afresh – and if they are not able to do this easily they quickly get frustrated with the site” (p. 11 in: RedEye (2014) *10 Usability Issues We’ve Seen and You Should Be Avoiding*. London: RedEye {PDF}).

Search

SE010 Search should be the primary method of finding products on your website because this is the most convenient way for customers who know what they want to locate the desired products. However, only 7% of visits result in search and this number is much lower than global search statistics of approx. 50% of users who use search when they land on websites¹⁸:

■ Visits Without Site Search ■ Visits With Site Search

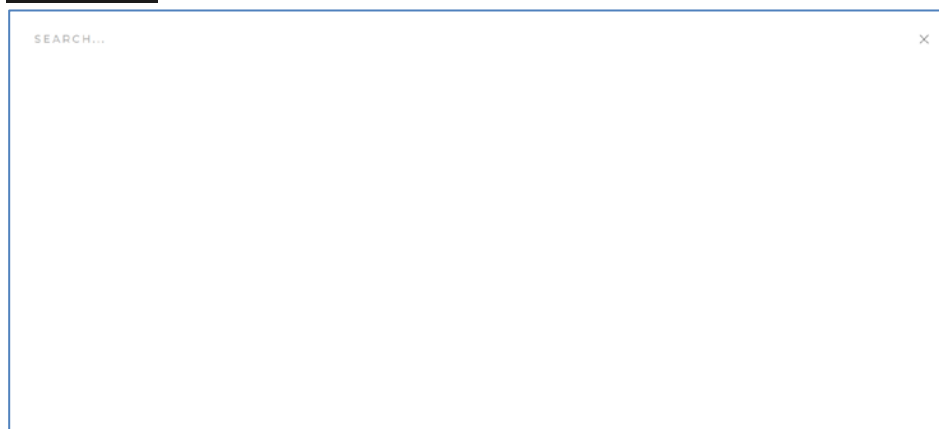


At the same time, those who use search convert almost 50% better than those who do not use search (8.1% vs 5.5%):

Site Search Status ?	Sessions ? ↓	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?
	251,083 % of Total: 100.00% (251,083)	£388,660.35 % of Total: 100.00% (£388,660.35)	14,215 % of Total: 100.00% (14,215)	£27.34 Avg for View: £27.34 (0.00%)	5.66% Avg for View: 5.66% (0.00%)
1. Visits Without Site Search	232,811 (92.72%)	£350,739.14 (90.24%)	12,736 (89.60%)	£27.54	5.47%
2. Visits With Site Search	18,272 (7.28%)	£37,921.21 (9.76%)	1,479 (10.40%)	£25.64	8.09%

There are three opportunities to search for products on your website, but all of them are problematic:

- (1) Search link in hamburger menu (implementing “update results as you type” approach): hidden from view and doesn’t look like normal search functionality:



¹⁸ “Our research shows that 50% of users go directly to the search bar as soon as they arrive on a website <...> behavioral studies from the Nielsen Group and other research findings show that more than 50% of people visiting a start page on a website go straight to the internal search box in order to navigate” (Cludo (2016) Search vs. navigate: How people behave on websites – do they search or do they navigate? [Link](#)).

I am very sceptical about “update results as you type” method. It appeared about four years ago on some experimental websites but failed to gain widespread acceptance.

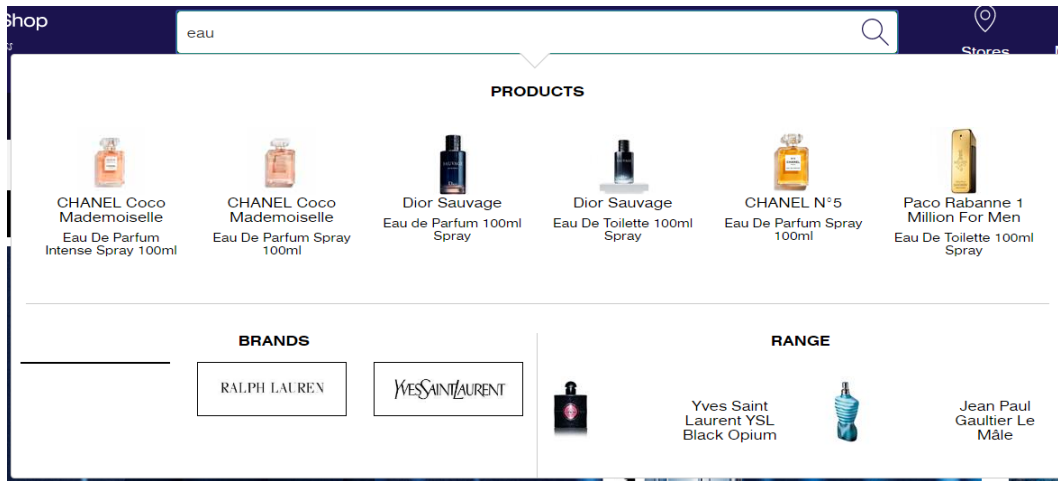
- (2) Search link in page footer (non-predictive search): buried too deep on a page, so only a very small number of users can find it:



- (3) Search box on collection pages (non-predictive search): difficult to notice and recognize as a search box in principle because it doesn't look like a normal search box:



Current industry standard is “search as you type” method with a dropdown list of search suggestions appearing below the search box. Example:

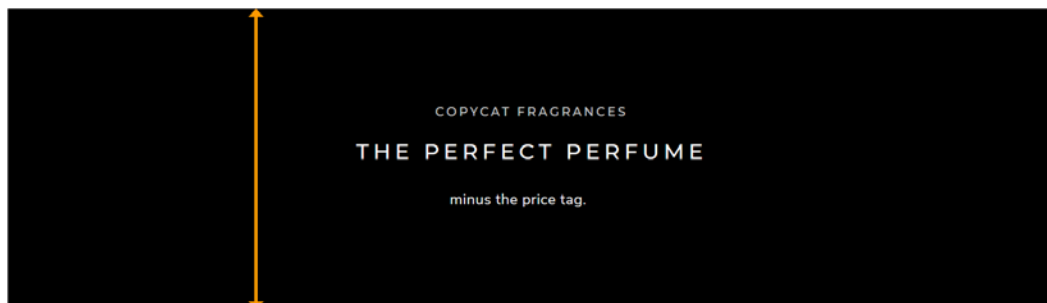


My strong recommendation to use this type of search (besides Shopify's [proprietary predictive search](#), there are many other similar apps on Shopify appstore).

SE020 When selecting search app, it is important that search engine index not only product descriptions but also customer reviews, because original products and brands often appear namely in customer reviews.

Homepage

HP010 Reduce vertical size of hero area on desktop by 30-50%:

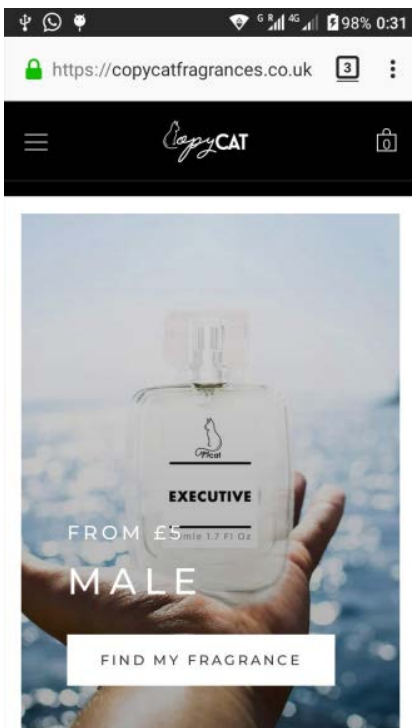


(It looks acceptable on mobiles.)

HP020 Reduce vertical size of collection tiles on both desktop and mobile by approx. 50%:



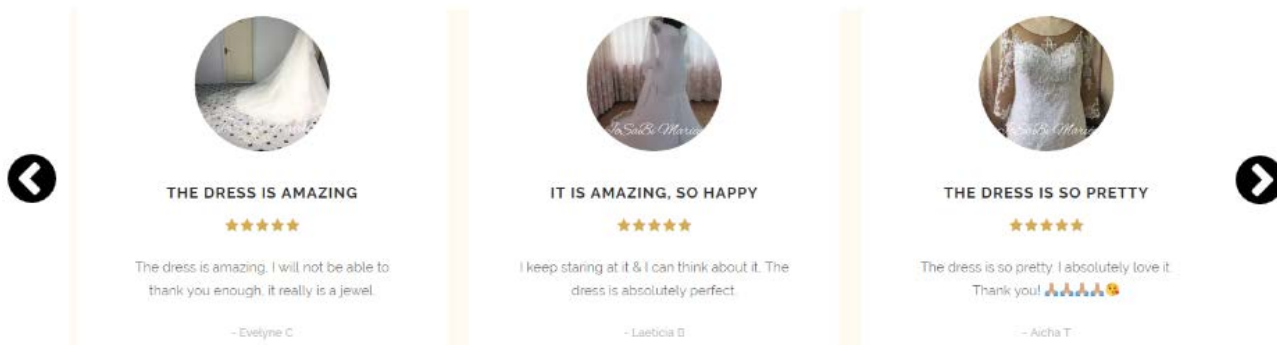
It is not normal that these tiles occupy the whole screen on mobiles:



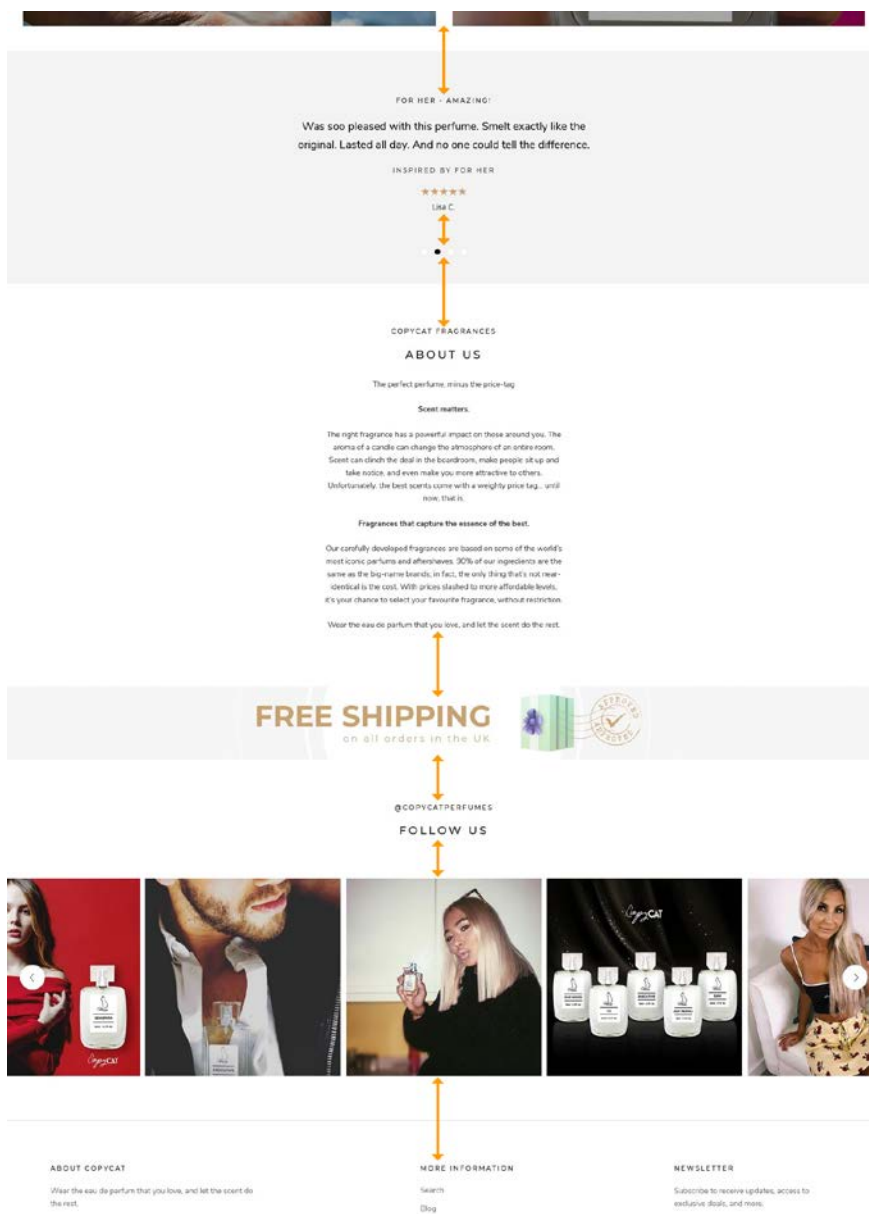
Modern designers believe that people are born to scroll, scroll, and scroll. They are mistaken. People do scroll but this doesn't mean they *like* scrolling: actually they don't. Many UX experts consider long-scrolling pages a harmful trend in webdesign¹⁹. Scrolling is not free: each turn of the mouse wheel is the *currency* that the consumer spends on your website.

¹⁹ Brian Friesen: "The Long Scrolling is a result of the popularity of the Facebook model, and migration to mobile devices. On a phonelet, it may be great, but when accessing a site via a computer interface, it can be distracting, unfulfilling, and annoying. If users are to use the site on a computer, one expects that the creators would take the time to organize their architecture in a manner that would allow for a better navigational model. When I visit a site looking for information, and what I receive is perpetual scrolling of lovely images and marketing copy without a clear navigational path to useful information, I get the impression that the designer, for whatever reason, was unable to define an information architecture"; Jonathan Knopf: "Having all content on one infinitely long page is ludicrous. It's a website not a PDF"; Rebecca Tomas: "Hopefully (like mullet haircuts, "jeggings", and avocado-colored kitchens), this trend [long scrolling] will die – nothing is more frustrating on a computer interface" (from a discussion on LinkedIn's "User Experience Group").

HP030 Don't autscroll testimonials – this doesn't allow customers to read them – and instead use clearly visible scrolling buttons. Consider displaying *three* testimonial cards simultaneously with a possibility to manually scroll them horizontally. Example:



HP040 Reduce whitespace between sections:



In addition to unnecessary scrolling, excessive whitespace has another negative consequence – users often perceive empty spaces between sections as false page bottoms and stop scrolling further²⁰.

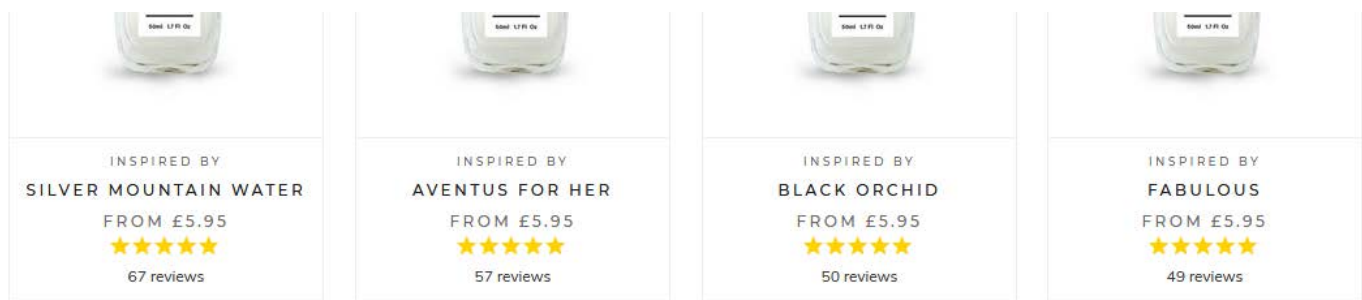
Collection

CL010 This header is misleading (“If all items below are bestsellers, then where can I find the full list of products?”):

Best Sellers

Remove.

CL020 This interstitial (especially combined with extra whitespace and a horizontal rule) is a clear signal of the end of product list²¹:



²⁰ “Scrolling too much may irritate the visitors and that would make them leave the site before them seeing what you wanted them to see. Also, the usability of the site will implicitly drop really fast. <...> scrolling like a mad man to see the end of the site is annoying” (Sandu B. (2015) How the web design trend of parallax scrolling has faded [{Link}](#)); “People will scroll for as long as the content is relevant. But relevant content is not enough: if there’s a false bottom breaking the scroll flow, people will stop scrolling” (section 7 in: De Baets E. (2017) Conversion Jam 2017: The key insights [{Link}](#)); see also “Too much whitespace” section in: Mullin S. (2016) Beyond the false bottom: How to avoid this costly UX mistake [{Link}](#)).

²¹ “When ads are placed within a product list, users tend to interpret it as the end of the list. In the user’s view, the ad represents the beginning of a new page element and the ad therefore also comes to signify the end of the current page element (i. e. the product list). This problem is only exacerbated on devices with fading scrollbars, as the one visual clue indicating that plenty of additional content is available on the page will often be hidden. <...> Users generally perceive lists of product and categories as a “collection” and expect it to be represented as a whole. Therefore, when subdividing such lists by intersecting them with internal ads, a good deal of users will perceive it not as a singular list divided by an ad but rather as one list, an ad and then another list” (Applesseed J. (2014) Avoid these 5 types of e-commerce graphics [{Link}](#)).

Remove.

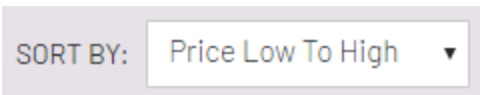
CL030 Avoid unnecessary animation (“lazy loading”) – it is distracting²².

CL040 {Bug} Sorting simply doesn’t work – the same results regardless of sorting option.

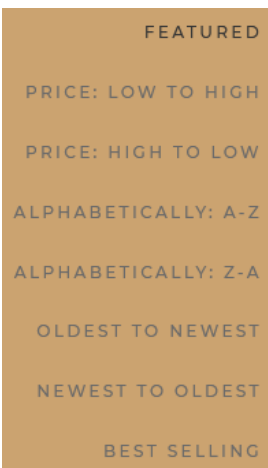
CL050 Indicate current sorting option:



Example:



CL060 Make text in this dropdown legible:



CL070 Consider default sorting by popularity (“Best selling”) instead of “Featured”. Chances are customers will find products they want more quickly.

CL080 Quantity selector and add to cart button appearing on mouse hover may be a good thing for repeat customers but it may be an issue for new customers:

- they want to read product description and customer reviews before adding an item to the cart;
- it looks too pushy;

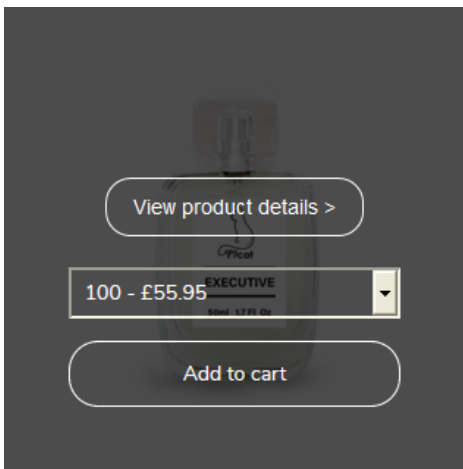
²² “Animation for animation’s sake is (almost always) poor design. When an animation doesn’t fit a functional purpose, it usually also feels awkward or annoying” (Babich N. (2016) Animation in mobile UX design [Link](#)); “Be able to justify the use of each animation in terms of benefit to the user. “It looks pretty” doesn’t qualify” (Paxton S. (2015) Your UI isn’t a Disney movie [Link](#)).

- it contradicts user expectations that product image is clickable and linked to a product page: as a result, users avoid clicking product images which is typically the normal user behavior:



In addition, this mouse hover effect produces distracting and annoying flicker over the page.

Quick workaround:



{For A/B-testing} Recommended design:



Inspired by
Colonia Intensa Oud



126 reviews

100 ml £44.95	50 ml £24.95	5 ml £5.95
------------------	-----------------	---------------

Add to cart

Note that color of product name was changed to indicate its clickability. Whitespace between product image and product name was reduced as well. Currently whitespace is dictated by bundles:



Not correct. Reduce vertical size of bundle images. Also, reduce whitespace above and below product images.

CL090 {Mobile} Consider using this design also on mobile.

CL100 {Bug?} Overlay works unsteady and sometimes disappears: see [video](#) (Firefox browser).

CL110 {Bug} Reviews look clickable (mouse pointer is changed), but actually they are not:



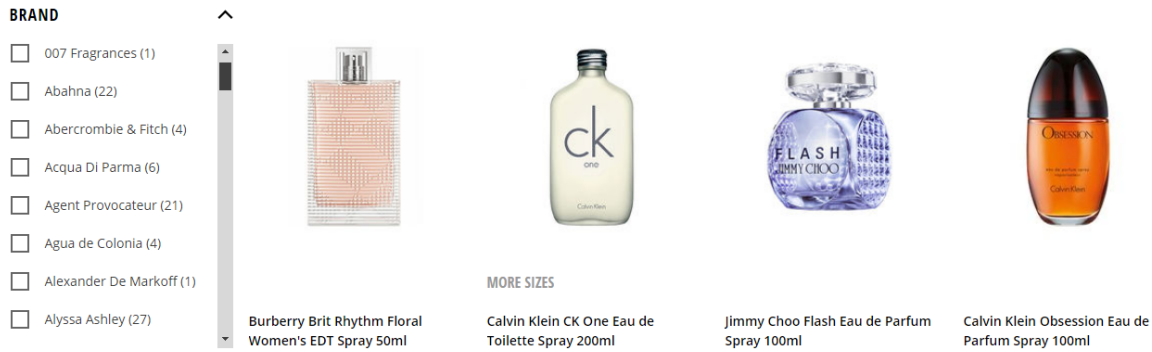
CL120 Filters are useless and do not help customers to narrow the choice of products:



It is clear from search term analytics that website visitors search almost exclusively for names of original fragrances or brand names:

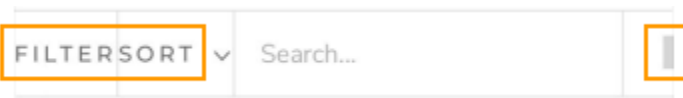
1. Creed	3,936 (14.12%)
2. Tom ford	504 (1.81%)
3. Tom Ford	500 (1.79%)
4. Chanel	475 (1.70%)
5. Sauvage	453 (1.62%)
6. Executive	449 (1.61%)
7. Boss	368 (1.32%)
8. creed	341 (1.22%)
9. Dior	336 (1.21%)
10. Aventus	333 (1.19%)
11. Armani	297 (1.07%)
12. Million	271 (0.97%)
13. Invictus	264 (0.95%)
14. Oud	264 (0.95%)
15. Hugo boss	238 (0.85%)
16. Aqua	196 (0.70%)
17. Gucci	183 (0.66%)
18. Hermes	166 (0.60%)
19. One million	162 (0.58%)
20. Alien	148 (0.53%)
21. Joop	138 (0.49%)
22. Savage	132 (0.47%)
23. Paco	130 (0.47%)
24. Jo malone	127 (0.46%)
25. Diesel	125 (0.45%)

My idea is to analyze first 50-75 search terms (some of them are duplicates like “Creed/creed” or “Tom Ford/Tom ford”), select most frequent search terms and then stupidly put corresponding filters on the left rail:



Recommended order of filters is popularity, but also consider alphabetical order.

CL130 {Mobile} {Bug} Fix flaws:



This bar should be adjusted to viewport width.

CL140 {Bug?} Product images and product names open different product pages:

- image: /products/{product_name}
- name: /collections/male/products/{product_name}

Is there any reason for this?

Product

PR010 Use color for the link to reviews to indicate its clickability:

12 reviews → [12 reviews](#)

PR020 Show sale price beneath or to the right of regular price. Customers perceive a larger discount when the sale price is positioned below or to the right of the original price²³.

PR030 Consider larger font size and bold typeface for regular price²⁴:

~~£39.95~~ **£31.96**

PR040 Show not only regular price and sale price but also the savings (both in pounds and in percents)²⁵:

²³ Biswas A., Bhowmick S., Guha A., Grewal D. (2013) Consumer evaluations of sale prices: Role of the subtraction principle, *Journal of Marketing*, 77 (4), 49-66 [{PDF}](#).

²⁴ “Making the sale price stand out in a green, smaller font emphasized the price reduction in visual form” (Kwan L. (2017) How to use pricing psychology to motivate your shoppers: Two test results just in time for Black Friday [{Link}](#)).

You save £7.99 (25%)

PR050 {For A/B-testing} Consider green color for sale price and savings²⁶:

~~£39.95~~ £31.96

You save £7.99 (25%)

Red color universally signals “stop” and “danger”.

PR060 Distance between size selector and price is perhaps too large:

£31.96 ~~£39.95~~

Sometimes, the best fragrances are those that keep their ingredients simple, and let the quality of the scents do the talking. This heady, atmospheric perfume is ideal for men and women, and can be worn in virtually all situations; from a day at the office, to a night but with friends.

It features the timeless delicacy of rose; a powerful note of sensuality that lasts for hours. This is further enhanced by oud oil, one of the most exclusive perfume ingredients in the world. If you're looking for something that radiates opulence and desirability, this is it.

SIZE (ML)

100 50 5

PR070 Show price per ml²⁷.

PR080 Summing up **PR020-PR070** – recommended design:

~~£39.95~~ £31.96

You save £7.99 (25%)

- 100 ml – £31.96 (£0.32 per ml)
- 50 ml – £19.96 (£0.40 per ml)
- 5 ml – £3.96 (£0.79 per ml)

Add to cart >

PR090 {Mobile} {For A/B-testing} Consider non-sticky size selector and add to cart button:

²⁵ Randall G. (2015) Ecommerce product pages: Where to place 30 elements and why [{Link}](#).

²⁶ See episode 10:16-12:17 in: Khanal D. (2019) Desirability vs. Usability in Conversion Rate Optimization [{YouTube}](#).

²⁷ “94% of sites fail to provide unit prices for items sold in varying quantities or amounts. Not providing a “price per unit” on the product page... makes it difficult for users to compare products of varying amounts or quantities <...> Not providing a “price per unit” not only makes it more difficult for users to judge prices, but also is detrimental to sites’ ability to sell users bulk orders, which increase Average Order Value” (Scott E. (2017) The current state of e-commerce product page UX performance (19 common pitfalls) [{Link}](#)).



Reason: research shows that sticky objects of any type are among the top four conversion killers²⁸.

PR100 {Mobile} Font size is perhaps too small:

The allure of this eau de parfum lies with its refined blend of sandalwood, tonka bean and notes of amber. Combined, they create a deep, heady scent, which encapsulates both masculinity and mystery. If you're looking for a fragrance that is opulent without being ostentatious, this is the obvious choice.

Was skeptical about how it would smell due to price but it smells amazing and exactly like the real one and lasts for a long time Cannot fault, can't wait to try others!

Share

Was this review helpful? 0 0

Consider increasing it.

PR110 Show delivery date estimate or better guaranteed delivery date²⁹.

PR120 {For A/B-testing} Color of add to cart button looks unimposing. Consider classic orange³⁰ or green.

PR130 {For A/B-testing} Consider intensifying add to cart button color on mouse hover instead of transforming it into a ghost button. Ghost buttons have the lowest conversion rates among all types of buttons³¹:



PR140 {For A/B-testing} Reduce the horizontal size of add to cart button³²:

²⁸ Browne W., Jones M. S. (2017) *What works in e-commerce – a meta-analysis of 6700 online experiments*, Qubit [{PDF}](#); see also pp. 25-26 in: Qubit (2018) *Getting 6% More* [{PDF}](#).

²⁹ "Display shipping costs and delivery dates on the item page" (p. 13 in: Google (2016) *Mobile Principles of Retail Apps and Sites: Designing a Better Experience for Shoppers* [{PDF}](#)); "Before committing to checkout, customers want to know when they will receive their order" (Dearing J. (2018) *UX best practice: The all-important 'add-to-cart' page* [{Link}](#)); "Retailers should list an estimated delivery date and, better yet, a guaranteed date, since both are seen as favorable by half of shoppers" (p. 31 in: UPS (2015) *UPS Pulse of the Online Shopper: U.S. Study* [{PDF}](#)).

³⁰ "Research suggests that orange is a happy medium – a combination of aggressive red and cheerful yellow. Clearly some of the larger online brands <...> have taken note of this, using orange and those that contrast with it to create immediately recognizable Calls-to-Action" (Ve Interactive (2016) *The Marketer's Guide to the Perfect CTA* [{PDF}](#)).

³¹ "Avoid ghost buttons" (Meyer K. (2017) *Flat-design best practices* [{Link}](#)); "Our initial tests showed a trend towards ghost buttons having a negative impact on attention and conversions" (Hay L. (2016) *Ghost buttons: UX disaster or effective design?* [{Link}](#)); "Ghosted buttons have ghost conversions" (Angie Schottmuller's comment to: DeMeré N. E. (2015) *We are conversion rate optimization experts: Ask us anything* [{Link}](#)); "Every eye tracking study we've done they [ghost buttons] lose out to a more solid button" (Sena Jeffers' comment to: Ratcliff C. (2015) *12 supernatural examples of ghost buttons in ecommerce* [{Link}](#)).

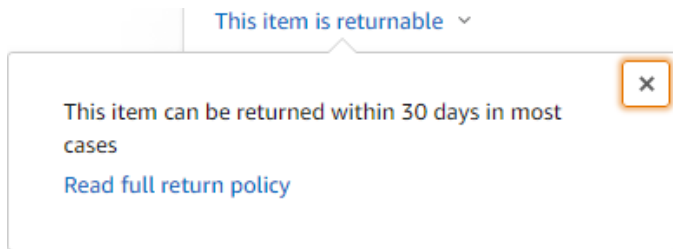
ADD TO CART • £55.95



ADD TO CART • £55.95

PR150 Show a link to return policy near add to cart button. Open short return policy description in a popup window.

Example (Amazon):



PR160 Consider humanizing your returns policy. Naturally, people want to return an item after opening the flacon and trying the fragrance, so it is rather rigorous to ask them to return items unopened and in their original packaging.

PR170 Consider offering free shipping on returns³³.

Shopping cart

SC010 {For A/B-testing} It is generally recommended to avoid mini-carts and use full shopping carts instead, especially on mobiles³⁴. However, in a situation when the vast majority of customers purchase a single item, mini-cart may work satisfactorily. Still worth testing.

Checkout

CH010 Show clickable company logo on checkout pages.

³² “Your CTA should look like one. CTAs look like buttons. They’re offset by a contrasting color and they’re large enough to be found easily on a page, but not so big that they’re intrusive on the user experience” (Mega L. (2019) Are you putting your landing page CTAs in the right place? [Link](#)); “A company made their CTA button bigger and saw a 10.56 percent DECREASE in conversion rates” (Patel N. (2015) 7 ways to increase your form field conversion rate (by up to 672%) [Link](#)).

³³ “Consider offering free returns. Returning a purchase is never a fun experience – but being asked to pay for shipping and a restocking fee can make it hurt even more” (Chambers S. (2018) How to write and promote a return policy customers love [examples inside] [Link](#)); “The research was conducted in field studies with two leading online retailers over 49 months using two surveys and customer spending data. It demonstrated that when consumers received free shipping on returned items, their purchases over the next two years increased by between 58 percent and 357 percent. In contrast, when consumers had to pay for return shipping, their subsequent purchases decreased by between 74 percent and 100 percent” (ScienceDaily (2012) Free product returns have major impact on future sales, study finds [Link](#)).

³⁴ See section 1 “Provide Access to a Full Shopping Cart” in: Schade A. (2014) Decision making in the ecommerce shopping cart: 4 tips for supporting users [Link](#); see also: Kaley A. (2018) The mobile checkout experience [Link](#).

CH020 Replace:

Already have an account? [Log in](#) → Returning customer? [Log in](#)

The word “returning” is important because it signals a new customer that this webstore is popular and it probably has many steady customers.

CH030 Don't place labels inside entry fields³⁵.

CH040 Don't start checkout form with email. An attempt to grab customer's email as early as possible (for remarketing purposes) is probably one of the main causes of low conversion on *Shopify* websites. Customers are clever enough to understand that in this case their email will be used to spam them. In addition, many people feel they've been tricked into sharing their data with a site when they abandon a purchase mid checkout³⁶. Place **Email** field in the *end* of **Shipping address** section (cf. *Woocommerce* checkouts) and explain that you may need customer's email for order confirmation and delivery purposes only and you will never use it for marketing:

We will use your email exclusively to send you information on this order

CH050 Name should be one field (**Your name**), not two fields, **First name/Last name**³⁷.

CH060 Hide discount code field and button under a link. Discount fields are well-known conversion killers³⁸. Customers feel they are overpaying when seeing a discount field.

General design remarks

GE001 Critical bug on mobiles (takes place on multiple pages including homepage, collections, product pages):

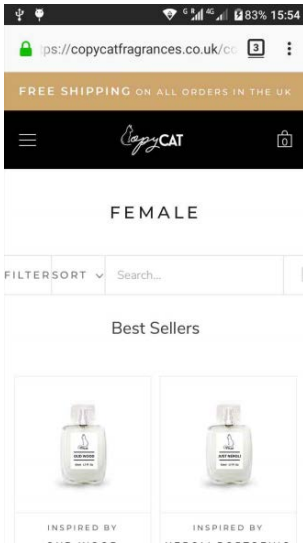
Open a page in portrait orientation:

³⁵ FeedbackGuru (2017) Form without labels: Don't use the placeholder text! [{Link}](#); Sherwin K. (2014) Placeholders in form fields are harmful [{Link}](#); Jarrett C. (2013) Don't put labels inside text boxes [{Link}](#).

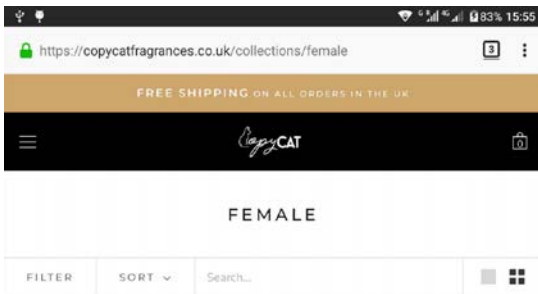
³⁶ Flaherty K. (2018) How to display taxes, fees, and shipping charges on ecommerce sites [{Link}](#).

³⁷ “Use full name instead of first/last” (p. 3 in: Google (2019) UX Playbook for Retail [{PDF}](#)); “Name and phone number fields should be one field, not multiple” (Birkett A. (2017) 13 empirically-backed no BS form design best practices [{Link}](#)); “Use a single name field where possible” (GOV.UK (2017) Design Patterns (Alpha): Names [{Link}](#)); “We saw countless subjects enter their full name in the “First name” field, only to discover they had to split it into separate fields” (Appleseed J. (2013) Mobile form usability: Avoid splitting single input entities [{Link}](#)).

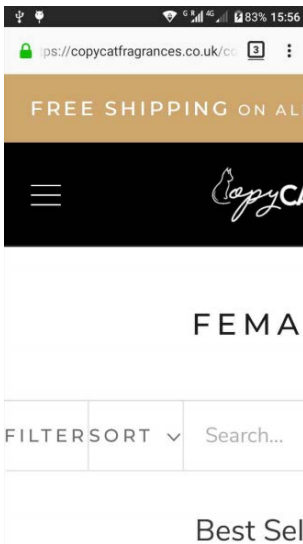
³⁸ “Removing the coupon code had a strong increase to sales and even a stronger increase to checkout visits” (GoodUI Datastories - Issue #26 – Jun 2016 [{PDF}](#)); Bowen T. (2013) Stop “promo code search” leaks once and for all to increase conversions [{Link}](#); Graham E. (2009) Do coupon codes INCREASE checkout abandonment? [{Link}](#).



Now rotate it to landscape (users often do this accidentally):

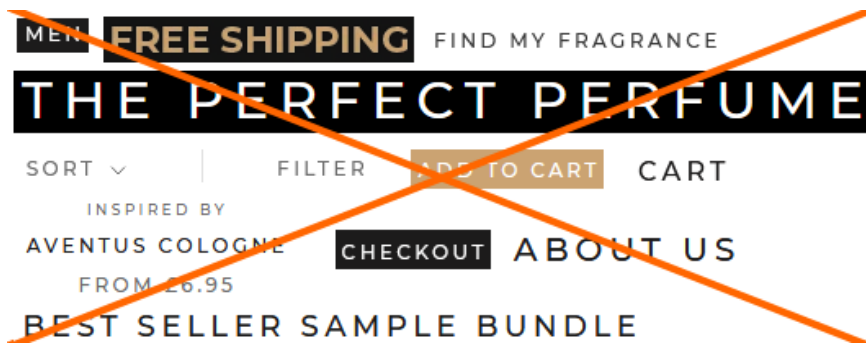


And now rotate back to portrait orientation:



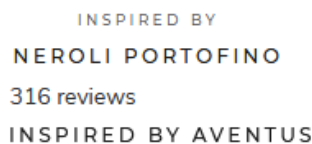
Looks like website is turned into desktop mode and there is no way to return to mobile.

GE010 {Typography} Avoid UPPERCASE³⁹:



GE020 {Colors} Avoid low-contrast text. There is no research in support of using text contrast less than pure black (#000000) on white for static text. Use pure black instead of any shades of gray⁴⁰. Exception: “Inspired by” – it’s ok to use gray color for it.

GE030 {Colors} Don’t use black color for links because this makes links undistinguishable from static text. Black is for static text only, all links should be colored:



GE040 Show breadcrumbs on all internal pages – they are a vital part of website navigation⁴¹:

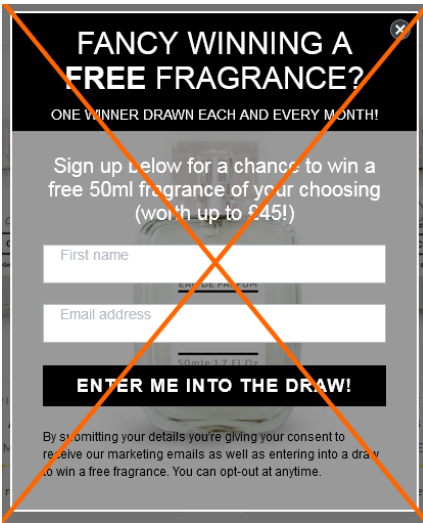
[Home](#) > [Men collection](#) > Velvet Rose & Oud

GE050 Avoid popups:

³⁹ “Capital letters look like you hate someone and are shouting” (p. 30 in: Garfield S. (2010) *Just My Type: A Book about Fonts*, London: Profile Books); “The use of all uppercase letters in email, on web pages, in forums, and beyond has meant that someone is angry, confused, or elderly – or a combination of all three. Even if they didn’t MEAN TO SHOUT, you certainly HEAR IT AS SHOUTING INSIDE YOUR HEAD. Unintentional caps denote cluelessness; if intentional, jerkiness” (pp. 11-12 in: Fleishman G. (2017) *Not To Put Too Fine a Point on It*, Seattle: Aperiodical); “Avoid CAPITALS <...> Online it’s the equivalent of SHOUTING” (p. 132 in: Rickman C. (2012) *The Digital Business Start-Up Workbook*, Chichester: Capstone Publishing); “All-capital print greatly retards speed of reading in comparison with lower-case type. Also, most readers judge all capitals to be less legible. <...> The use of all capitals should be dispensed with in every printing situation” (p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press).

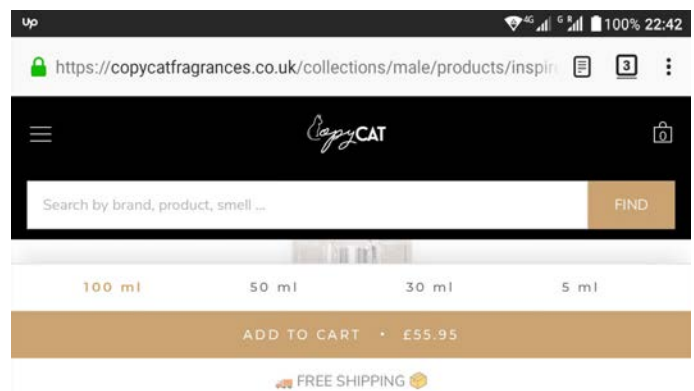
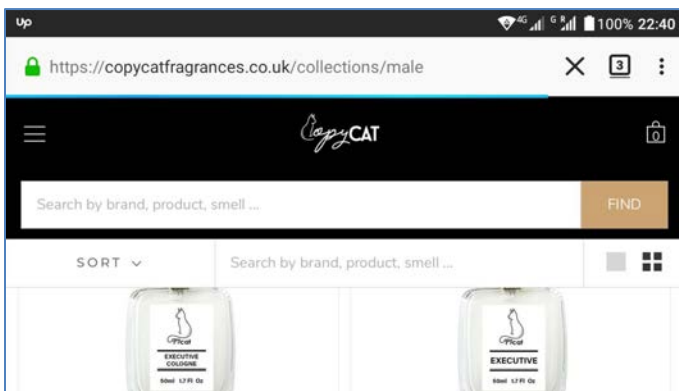
⁴⁰ “Low-contrast text may be trendy, but it is also illegible, undiscoverable, and inaccessible. Instead, consider more usable alternatives” (Sherwin K. (2015) Low-contrast text is not the answer [{Link}](#)); “Low contrast for fonts is always a bad idea” (Putnam J. (2014) 7 deadly web design sins you might be making [{Link}](#)); Marks K. (2016) How the web became unreadable [{Link}](#); Rello L., Marcos M.-C. (2012) An eye tracking study on text customization for user performance and preference, *LA-WEB 2012: Eighth Latin American Web Congress: Proceedings*, Los Alamitos: IEEE Computer Society, 64-70 [{PDF}](#)).

⁴¹ Nielsen J. (2007) Breadcrumb navigation increasingly useful [{Link}](#); Laubheimer P. (2018) Breadcrumbs: 11 design guidelines for desktop and mobile [{Link}](#).



Popups are the most hated feature on websites and they should be avoided⁴². It must also be noted that since January 2017 *Google* punishes websites with intrusive interstitials in their search results⁴³.

GE060 {Critical usability flaw} After adding search bar, the masthead occupies too much screen real estate on mobiles in *landscape orientation*:



Especially on collection pages where there is an additional sticky bar (**Sort** etc), and on product pages where there is a sticky footer. Obvious solution: make the masthead non-sticky.

After adding horizontal main navigation the situation will be completely unacceptable.

⁴² “Entry pop-ups represent the most blatant kind of in-your-face interruption advertising. They will anger, annoy, frustrate, and distract your visitors before they even see your landing page. Worst of all, using entry pop-ups shows really poor thinking on the part of the marketer responsible for their creation” (p. 81 in: Ash T., Page R., Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons); “Pop-ups, by definition, ruin the user experience” (Reed J. (2015) No, pop-ups can’t be part of a good UX – ever [{Link}](#)); “Don’t show overlay dialogs on page load. Each time it happened, the vast majority of the test subjects would reflexively close the overlay dialog, not even glancing over its contents. What’s more, the subjects would get annoyed with the site for bothering them, even though they – as just mentioned – never actually read what they were being bothered with. Some subjects went as far as referring to any overlay dialogs as “spam”, which gives a pretty good idea of just how much users loathe these dialogs and how poorly it can reflect on sites that use them” (Appleseed J. (2014) Avoid these 5 types of e-commerce graphics [{Link}](#)); Elding R. (2016) The most hated website features [{Link}](#); Fessenden T. (2017) The most hated online advertising techniques [{Link}](#).

⁴³ Bonelli S. (2017) Google hates obnoxious pop-up ads: Here’s why you need to look at the ads on your site [{Link}](#).

Usability and conversion audit of SheIn webstore

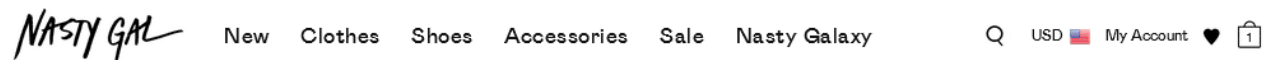
Version 1 | 09.10.2016

Masthead

MH010 Logo should be positioned left, not centered, because many users don't perceive centered logos as a clickable link to the homepage¹:



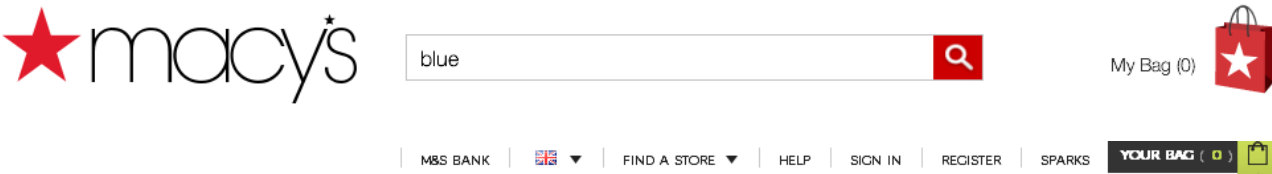
Correct examples:



MH020 It's very difficult to notice the shopping cart:



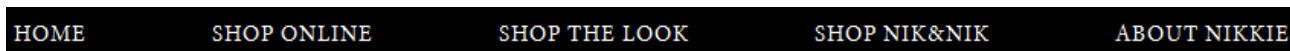
Shopping cart should have *high contrast* to and be clearly distinguishable from all surrounding objects. Examples:



MH030 To make the main menu more noticeable (and therefore more clickable) use inverted color scheme (light text on dark background). Examples:



Macy's



Nikkie

¹ "Getting back to the homepage is about 6 times harder when the logo is placed in the center of a page compared to when it's in the top left corner" (Whitenton, Kathryn (2016) Centered logos hurt website navigation {Link}).

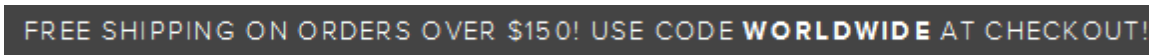
Of course, the menu background color shouldn't necessarily be black. Chromatic dark colors may work even better (this is for A/B-testing).

MH040 Note that there is **Home** link in both above examples, it's useful².

MH050 Promo bar looks like a mathematical puzzle:



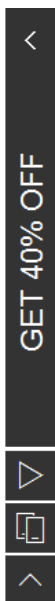
In this example everything is clear:



Lulu's

Use plain language to explain your offer.

Another kind of abracadabra, now "iconic", is this floater:



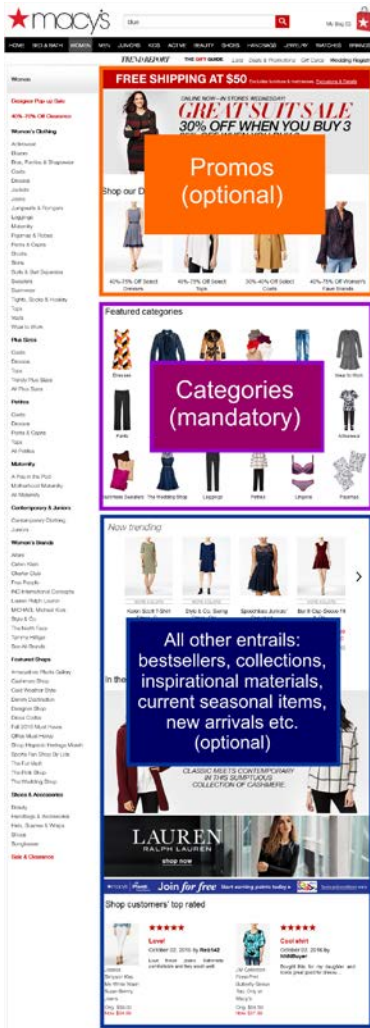
People won't click icons if their meaning is unclear to them³.

Homepage

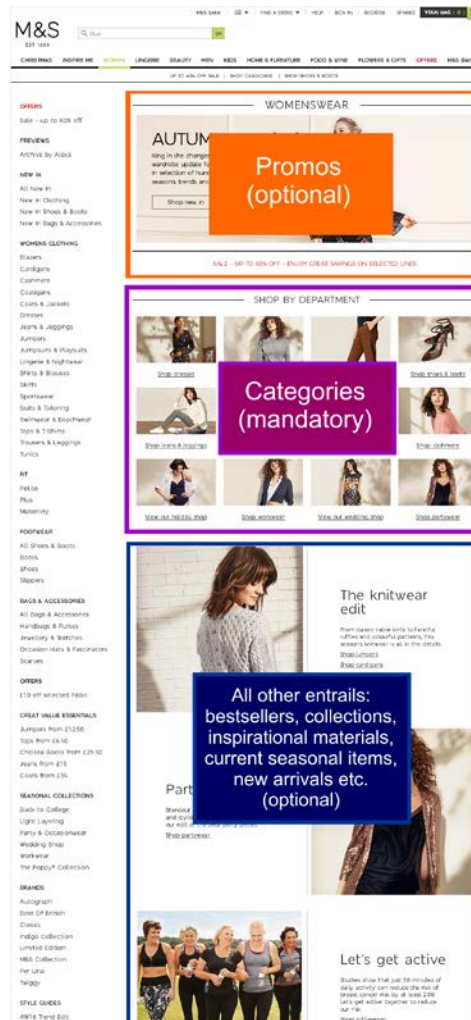
HP010 The primary use of the homepage should be for category-level navigation⁴. So, there *must* be links to categories on the homepage. Correct examples:

² "Positioning the logo on the left is good, but an even better approach is to **offer both a left-aligned clickable logo and an actual Home link**" (Whitenton, Kathryn (2016) Centered logos hurt website navigation [{Link}](#)).

³ "Don't use an icon if its meaning isn't a 100% clear to user" (Babich, Nick (2016) Icons as part of an awesome user experience [{Link}](#)); see also Góczy, Zoltán (2015) Myth #13: Icons enhance usability [{Link}](#).



Macy's



M&S

Recommendation is to strictly follow this scheme.

Categories

CA010 Don't open links to product pages (and any other links) in new tabs⁵:



⁴ P. 212 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons; also watch Tim Ash presentation *Ecommerce Optimization: Tactical Tips for Selling More This Holiday Season* for explanation of what should and what shouldn't be shown on a homepage – link starts from 6:59 [\[Video\]](#).

⁵ "Opening new windows (or tabs, depending on the browser settings) without asking the user if that's what they wanted is rude, and a violation of several principles of interaction design encouraging us to **leave control of the interface in the user's hands**" (Arnold, Tim (2015) Links should not open new windows [\[Link\]](#)); "**The best practice is to leave the default link behavior alone. Usually, this means that the link on a website will open in that same window or tab**" (Schofield, Michael (2015) Links should open in the same window [\[Link\]](#)).

This is stupid and extremely annoying.

CA030 Showing **Add to bag** button on mouse hover is not a good idea:



Because:

- customers are not ready to add an item to a cart before visiting product page;
- customers won't add an item to a cart before selecting its size;
- it makes users hesitate where to click.

Replacing **Add to bag** button with **Quick view** button (which can be found on many ecommerce websites) is also a bad idea due to a number of reasons⁶:



Lulu's



Macy's

Some websites show available sizes on mouse hover and this is much better (especially if a click on a size loads a product page with this size selected):

⁶ "Quick View features cause severe usability issues – to the extent where sites should generally avoid using Quick Views altogether" (Holst, Christian (2015) Product list usability: Avoid 'Quick View' overlays {Link}).



Available
XS S M L

Oz Velvet Mini Dress
\$78.00

Nasty Gal



32 34 36 38 40 42

JINTHA DRESS
€169,95

Nikkie

Other kinds of on-hover information may include secondary images (*Nasty Gal, Lulu's, M&S, Nikkie*), star ratings, free delivery etc.

Although there exist a recommendation to use hover-enabled textual or visual information⁷, I think that presenting all this info *statically* may be a better solution (showing *secondary images* on hover may appear useful, however). Example:



SL Fashions Plus Size
Printed Belted Fit & Flare
Dress

Limited-Time Special

Orig. \$99.00
Was \$49.99
Sale \$34.99

FREE SHIP AT \$50

★★★★★ (3)

Macy's

⁷ "During our usability study of 19 leading e-commerce sites, this **extra layer** of hover-enabled textual or visual information was observed to drastically reduce wasteful "pogo-sticking", where the user heads back and forth between the product list and product pages only to discard irrelevant products. Displaying additional list item information on mouse hover therefore leads to less time spent on irrelevant products, and more time spent with relevant ones – resulting in an overall higher rate of success at the tested e-commerce sites adopting this design" (Holst, Christian (2015) Product lists: Display extra information on hover (76% Don't) [{Link}](#)).

CA040 Save to wishlist button looks too subtle and appears far outside the current user's visual focus⁸:



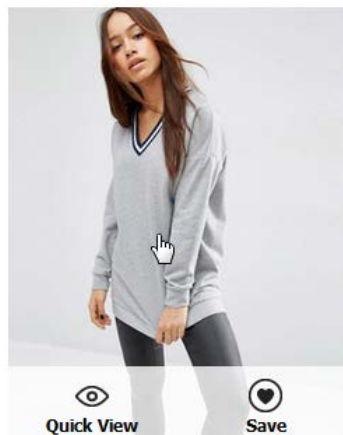
Another issue is that this button looks non-clickable because of wrong mouse pointer:



This button should appear within the item photo. Examples:



Nasty Gal



ASOS

Also consider showing **Save to wishlist** button permanently, not only on mouse hover.

CA050 Avoid mandatory login/registration as a barrier to adding items to wishlist. Good example is ASOS who doesn't require login/registration when adding items to wishlist:

⁸ There is a high correlation between gaze position and mouse cursor position on a computer screen during web browsing (Chen, Mon Chu; Anderson, John R.; Sohn, Myeong Ho (2001) What can a mouse cursor tell us more?: Correlation of eye/mouse movements on web browsing, in: CHI '01 Extended Abstracts on Human Factors in Computing Systems (CHI EA '01), New York: ACM, 281-282 {Link}).

Saved Items

Items are saved for 60 days

2 Saved items

Recently added ▾



ASOS Sweatshirt With Stripe Tipping In Longline

\$41.00

Select colour ▾

Select size ▾

ADD TO CART



Oasis Frill Sleeve Blouse

\$42.00

Wine

US 6 ▾

ADD TO CART

There is also a possibility to transfer items easily from wishlist to the shopping cart (after selecting color and size). Note that they save items for 60 days.

A possibility to send wishlist by email may be an invaluable feature.

CA060 More colors available icon is of little help:



Instead, show exactly those available colors and on click (or mouse hover) change item photo accordingly. Examples:



Style & Co. Plus Size Pintucked Henley Top, Only at Macy's

Macy's



Gina Bacconi Embroidered Oriental Floral Dress, Dark Green

\$359.50



John Lewis

CA070 Consider displaying item photos without model faces or without models at all:

Style & Co. Plus Size Pintucked Henley Top, Only at Macy's
 Limited-Time Special
 Reg. \$44.50
 Sale \$32.99
 FREE SHIP AT \$50

Style & Co. Plus Size T-Shirt with Printed Scarf, Only at Macy's
 Limited-Time Special
 FREE SHIP AT \$50
 Every Free Shipping at \$50!

Charter Club Plus Size Utility Henley Top, Only at Macy's
 Limited-Time Special
 Was \$24.99 - 27.99
 Sale \$19.99 - 27.99
 FREE SHIP AT \$50

Lauren Ralph Lauren Plus Size Stretch Boat Neck T-Shirt
 Limited-Time Special
 Reg. \$54.50
 Sale \$38.15
 FREE SHIP AT \$50

JM Collection Plus Size Seamed Knit Top, Only at Macy's
 Limited-Time Special
 Reg. \$84.50
 Was \$99.99
 Sale \$26.90
 FREE SHIP AT \$50

ING Trendy Plus Size Tiered Top
 Limited-Time Special
 Reg. \$49.00
 Was \$34.99
 Sale \$24.99
 FREE SHIP AT \$50

Macy's

Sugarhill Boutique Georgia Dot Shift Dress, Navy/Cream
 Now \$45.50

AllSaints Sade Dress, Light Grey/Black
 \$197.00

AllSaints Sanko Denim Dress, Indigo Blue
 \$157.50

Tommy Hilffiger Jillian Bell Sleeve Dress, Bright Cobalt
 \$220.00

John Lewis

CA080 It seems, all apparel websites place filters on the left:

SIZE
 Apparel
 XXS
 X-Small
 Small
 Medium
 Large
 X-Large
 0
 2
 4
 6
 10

COLOR
 Black
 Blue
 Pink

PRICE
 \$0 - \$50
 \$50 - \$100
 \$100 - \$150
 \$150 - \$250
 \$250+

LULUS That Special Something Navy Blue Maxi Dress \$82

Mod Squad Navy Blue Shift I \$54

Lulu's

FILTER BY

SIZES
 0, XS
 2, XS, S
 4, S, M
 6, M
 8, M, L
 10, L
 12, L, XL

LENGTH
 Short (330)
 Midi (112)
 Maxi (90)
 Long (1)

SLEEVE LENGTH
 Sleeveless (302)
 Long Sleeve (103)
 Short Sleeve (99)
 3/4 Sleeve (21)
 Strapless (4)

WEAR TO +

TREND +

Hit the Rose Lace Dress \$68.00

Christensen Velvet Ma \$78.00

Nasty Gal

Placing filters on top is probably not a good idea:

Category Season Type Pattern Type Sleeve Length Color Dresses Length Style Material Neckline Silhouette Decoration

Priority Dispatching

3495 Results

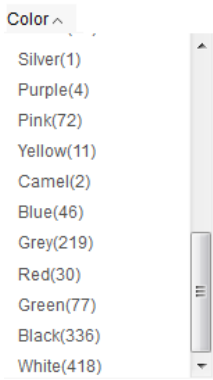
Pre Order

36% OFF

37% OFF

Recommendation is to place filters on the left because this meets customers' expectations.

CA090 Too many colors in color filter (25 in this case):



Good filter (*Macy's* always uses only 16 basic colors):



Don't borrow colors from the database, use a permanent set of basic colors.

CA100 Allow for multiple selections of the same type⁹. Examples (*Nasty Gal*):



Search

Search is extremely important because 30-50% of ecommerce visitors prefer to use a site's internal search engine as opposed to simply navigating the site¹⁰, and search visitors are known to convert at a rate much higher than the average non-site search visitor¹¹.

SE010 Don't hide the search box behind magnifying glass icon¹²:

⁹ Roggio, Armando (2015) 7 ways to improve ecommerce category filters {[Link](#)}.

¹⁰ P. 7 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems {[PDF](#)}.

¹¹ Walker, Tommy (2014) Convert more visitors by improving your internal site search {[Link](#)}.



Search box should be permanently visible, large enough and prominently highlighted on a page¹³. Examples:






EST 1884



Recommendation is to place search box right beside the logo¹⁴ or center on a page below the horizontal main menu¹⁵.

Don't put placeholder text in search box¹⁶. However, hints explaining what kinds of searches will work on this website may be useful. Place them below the search box:



Example: red bodycon dress size M

Search buttons with text ("Search" or "Go") work better than buttons with a magnifying glass icon¹⁷.

SE015 Automatically place the cursor in the search box¹⁸.

SE020 Search must be predictive. *Lulu's* provides an excellent example of predictive search:

¹² "No tiny little search icon in the upper right corner" (Morrison, Craig (2014) How to design a usable search function that keeps users coming back [{Link}](#)); Fries, Lane (2016) Ecommerce search bar best practices: The definitive guide [{Link}](#); Sherwin, Katie (2014) The magnifying-glass icon in search design: Pros and cons [{Link}](#).

¹³ P. 8 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems [{PDF}](#).

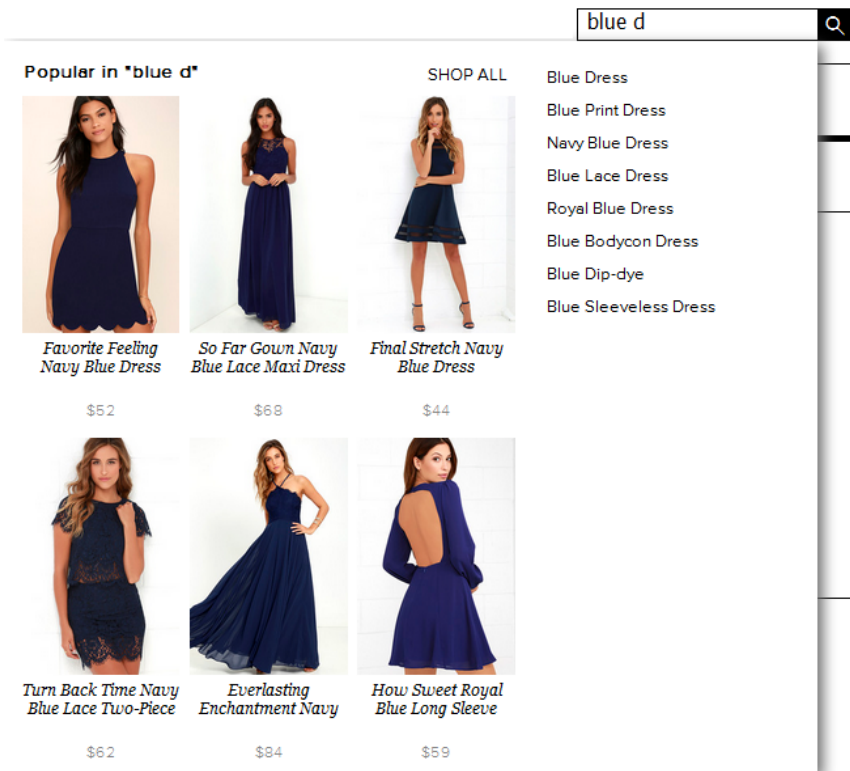
¹⁴ Morrison, Craig (2014) How to design a usable search function that keeps users coming back [{Link}](#).

¹⁵ Fries, Lane (2016) Ecommerce search bar best practices: The definitive guide [{Link}](#).

¹⁶ Sherwin, Katie (2014) Placeholders in form fields are harmful [{Link}](#); Jarrett, Caroline (2010) Don't put hints inside text boxes in web forms [{Link}](#).

¹⁷ Fries, Lane (2016) Ecommerce search bar best practices: The definitive guide [{Link}](#).

¹⁸ P. 11 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems [{PDF}](#).



They use [Dynamic AutoComplete](#) by *SearchSpring*. Other intelligent search platforms with similar functionality are [Site Search](#) by *Unbx* and [Rich Auto Complete](#) by *SLI Systems*. It's strongly recommended using such an advanced predictive search solution on the *SheIn* website.

SE030 Default sorting of items on a SERP should rank higher those products that have a high click through rate, that are bought more often, and have higher ratings/reviews¹⁹.

SE040 Remember customer's refinement choices: for example, if a user selects shoes and size 5, you could store this information in a cookie and have those choices automatically selected the next time the visitor conducts a search²⁰.

Product page

PR010 It seems using "mourning black" **Add to cart** buttons with rectangular corners (and often with abnormal height-width proportions) became an omnipresent trend on modern apparel websites:



¹⁹ P. 3 in: Unbx (2014) *5 Must-Have Site Search Enhancements for Fashion Ecommerce*, Sunnyvale: Unbx [{PDF}](#).

²⁰ P. 49 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems [{PDF}](#).

“Happy exceptions”:



In my opinion, those black buttons are no more than just another illustration of designers' herd mentality²¹. It can be expected that *chromatic, convex* buttons with *shading gradients* will convert much better²². Even a flat button with *rounded corners* should convert better than a rectangular one²³. Recommendation is to use embossed buttons with rounded corners for all primary CTAs. Recommended button style:



PR020 Serious *over-categorization* on Sheln website:

Home / Tops / T-Shirts / Summer ▾ / White Print V Cut Raglan Sleeve T-shirt

Must be:

Home / Tops / White Print V Cut Raglan Sleeve T-shirt

Competitors use smaller number of categories:

Home > Women > Dresses > ASOS WEDDING Chiffon Bandeau Large Floral Maxi Dress
ASOS

Home Page > Women > Tops

Gerry Weber Pleat Yoke Jersey Top, Powder

John Lewis

Use *filters* instead of categories²⁴.

²¹ Dunbar, Louisa (2016) Herd mentality: 7 web design trends that could be bad for business and how to avoid them [{Link}](#).

²² “This is fundamental, but the button has to look clickable. <...> The use of 3D effects, shadowing, subtle gradients and borders will not only draw the eye, but encourage the response you want” (p. 7 in: Ve Interactive (2015) *The Marketer’s Guide to the Perfect CTA*, London: Ve Interactive [{PDF}](#)); also section 3 “Make buttons look like buttons” in Wiebe, Joanna (2013) 6 proven ways to boost the conversion rates of your call-to-action buttons [{Link}](#); also: Creager, James H.; Gillan, Douglas J. (2016) Toward understanding the findability and discoverability of shading gradients in almost-flat design, in: *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 60 (1), 339-343 [{PDF}](#).

²³ Tseng, Anthony (2011) Why rounded corners are easier on the eyes [{Link}](#); Olyslager, Paul (2014) Call to action buttons Part 3: Shape and size [{Link}](#).

²⁴ Holst, Christian (2016) Over-categorization: Avoid implementing product types as categories (56% get it wrong) [{Link}](#).

Shopping cart

SC020 Total cost estimate (including shipping and taxes) should be in the *cart*, not at the checkout²⁵. Correct example:

Order subtotal	\$28.99
Estimated shipping	\$ 9.95
Estimated sales tax	\$1.74
Order total	\$40.68
<i>You saved</i>	<i>\$20.01</i>
How is this calculated?	

KEEP SHOPPING

CHECKOUT

Macy's

ASOS allows for shipping method selection and shows the selected shipping cost but doesn't recalculate order total after shipping method selection:

The screenshot shows a checkout interface with a sidebar on the left and a main content area on the right. The sidebar contains a 'SUB-TOTAL' of \$41.00. The main content area shows a 'TOTAL' section with 'Sub-total' at \$41.00 and 'Shipping' at \$14.51, resulting in a total of \$55.51. An orange arrow points from the 'Express Shipping (\$14.51)' dropdown menu to the 'CHECKOUT' button, indicating that the total does not update when the shipping method is changed.

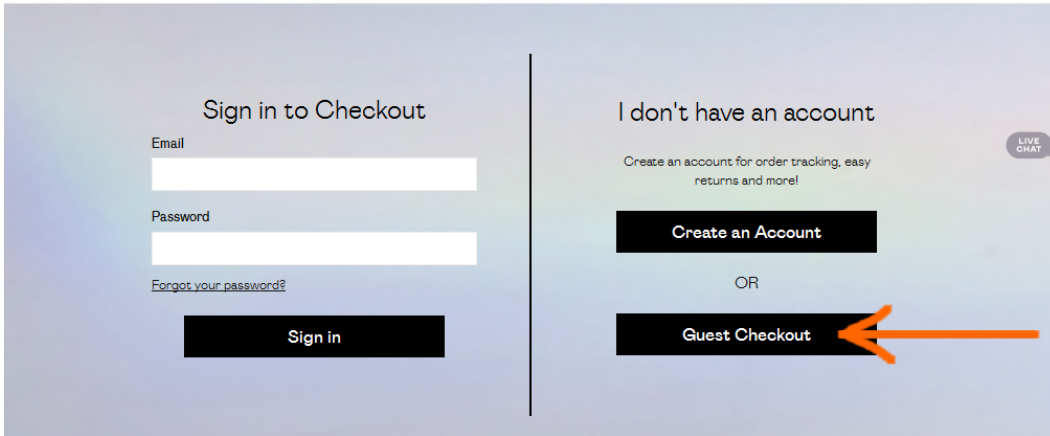
This is not perfect but it's better than nothing.

Checkout

CH010 Offer guest checkout²⁶:

²⁵ "Total cost estimate should be in the cart" (Chawla, Smriti (2014) Q&A with Baymard's Christian Holst about Checkout Optimization [{Link}](#)).

²⁶ "Forcing users to register their details before they checkout is a proven way of reducing your conversion rate" (Moth, David (2012) Eight out of top 10 US retailers offer guest checkout [{Link}](#)); "If you want more sales and loyal customers offer guest checkout, and eliminate the 'sign up' barrier" (Govier, Jill (2016) Why you should always allow guest checkout on your ecommerce store [{Link}](#)).



SIGN IN

SIGN IN WITH MY ACCOUNT

E-MAIL ADDRESS

PASSWORD

SIGN IN

Forgot Password?

CHECKOUT AS GUEST

CONTINUE AS GUEST

DON'T HAVE AN ACCOUNT?

Creating an account is easy and will give you special access to the following:

My Account

Check the Status of your Orders
Track your Packages
Initiate Returns Online

My Wishlist

Create and share wishlists!

FIRST NAME

LAST NAME

E-MAIL ADDRESS

LIVE CHAT

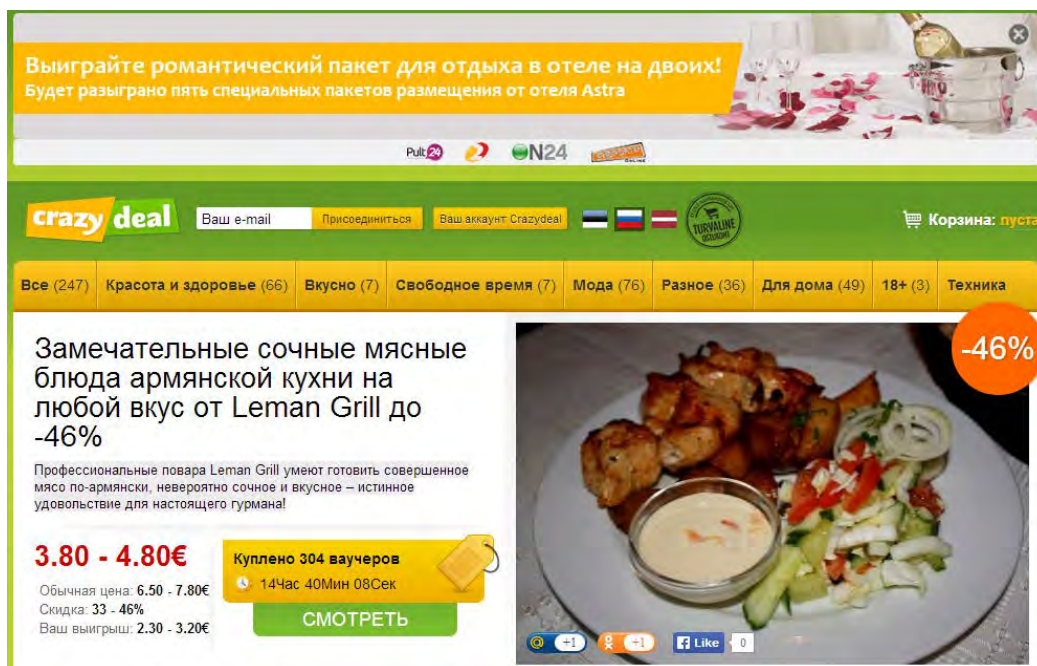
However, guest checkout should be offered *first*, before signing-in and creating an account.

Рекомендации по сайту CrazyDeal.ee

Версия 2 | 11.02.2014

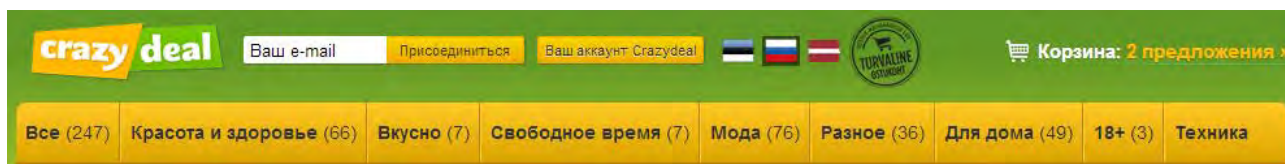
Общее

GE005 Слишком много всяких объектов жёлто-оранжевого цвета:



Оранжевый должен быть зарезервирован для кнопок действия, поскольку это фактический стандарт для сайтов электронной коммерции.

GE010 В шапке и меню отсутствуют контакты (на главной странице ссылка на контакты есть только в подвале):



Контакты показаны на карточках товара, но невыразительно и в таком месте, куда никто смотреть не будет (правая колонка обычно игнорируется пользователями, поскольку они привыкли думать, что там размещается реклама):

Замечательные сочные мясные блюда армянской кухни на любой вкус от Leman Grill до -46%

3.80 - 4.80€

Обычная цена: 6.50-7.80€ Скидка: 33-46% Ваш выигрыш: 2.30-3.20€

Куплено 304 ваучеров

20Час 48Мин 34Сек

КУПИТЬ ВАУЧЕР



Особенности

- В стоимость ваучера входит одно выбранное Вами вкусное мясное блюдо армянской кухни на одного человека от Leman Grill.
- На выбор предлагаются следующие блюда:
 - шашлык из свинины – 3.80 € (обычная цена 6.50 €);
 - шашлык из куриного филе – 3.80 € (обычная цена 7 €);
 - свиной карбонат – 4.80 € (обычная цена 7.80 €);
 - свиные ребрышки – 4.70 € (обычная цена 7 €).

Условия

Ваучер действителен 05.02.2014 до 26.02.2014

- Дополнительная информация и бронирование по телефону 5566 4262 ; 5450 6669.
- Есть возможность использовать несколько ваучеров за раз!

Гарантия CrazyDeal

Если услуга или товар не соответствовали описанному в ваучере, то свяжитесь с нами и вернем деньги!

100% КИЛЬД

Обслуживание клиентов CrazyDeal

Если у Вас возник вопрос или проблема – свяжитесь с нами при первой возможности, и мы поможем Вам!

Телефон: 6976 869 (пн.-пт. 9-17)
Эл. почта: info@crazydeal.ee

Сочный и аппетитный кебаб в турецком ресторане Kebab Houses до -41%



3.7€

Обычная цена: 6.3€
Скидка: 41%
Ваш выигрыш: 2.60

СМОТРЕТЬ

Контакты должны быть показаны в шапке.

GE020 Не понятно, что значит «присоединиться» в шапке:

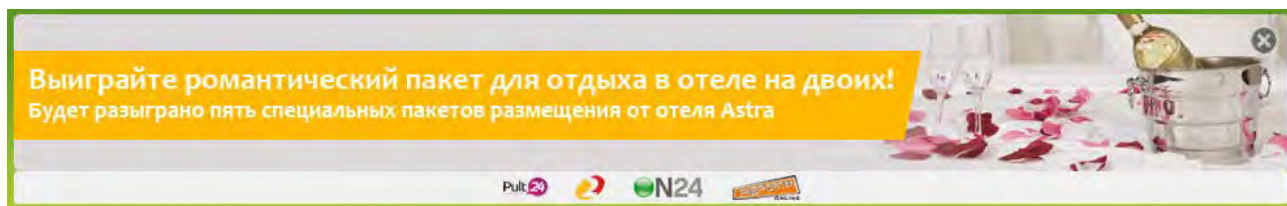
Ваш e-mail

В действительности это подписка на емейл-рассылку. Но она находится не на своём месте: пользователь ожидает увидеть в шапке поля авторизации, но не подписку.

GE030 Логотипы брендов, расположенные ниже рекламного баннера, непонятны:



Возникает впечатление, что эти бренды как-то связаны с конкретной рекламой (гипотеза для данного случая: эти фирмы могут быть спонсорами акции помощи детдомовцам), однако это не так:



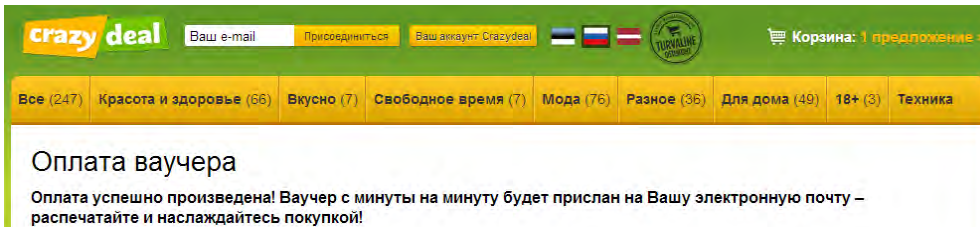
Было бы чуть более понятно, если бы это были лендинги на какие-то спецпредложения (поскольку сайт CrazyDeal посвящён акциям и скидкам), но это «просто ссылки», ведущие на главные страницы сайтов. Надпись,

разъясняющая, что именно это эти логотипы тут делают, могла бы увеличить число переходов на сайты брендов и тем самым способствовать продажам рекламной площади сайта.

GE040 Не нужно ничего класть в корзину без спроса. При первом заходе на сайт в корзине уже что-то лежит:

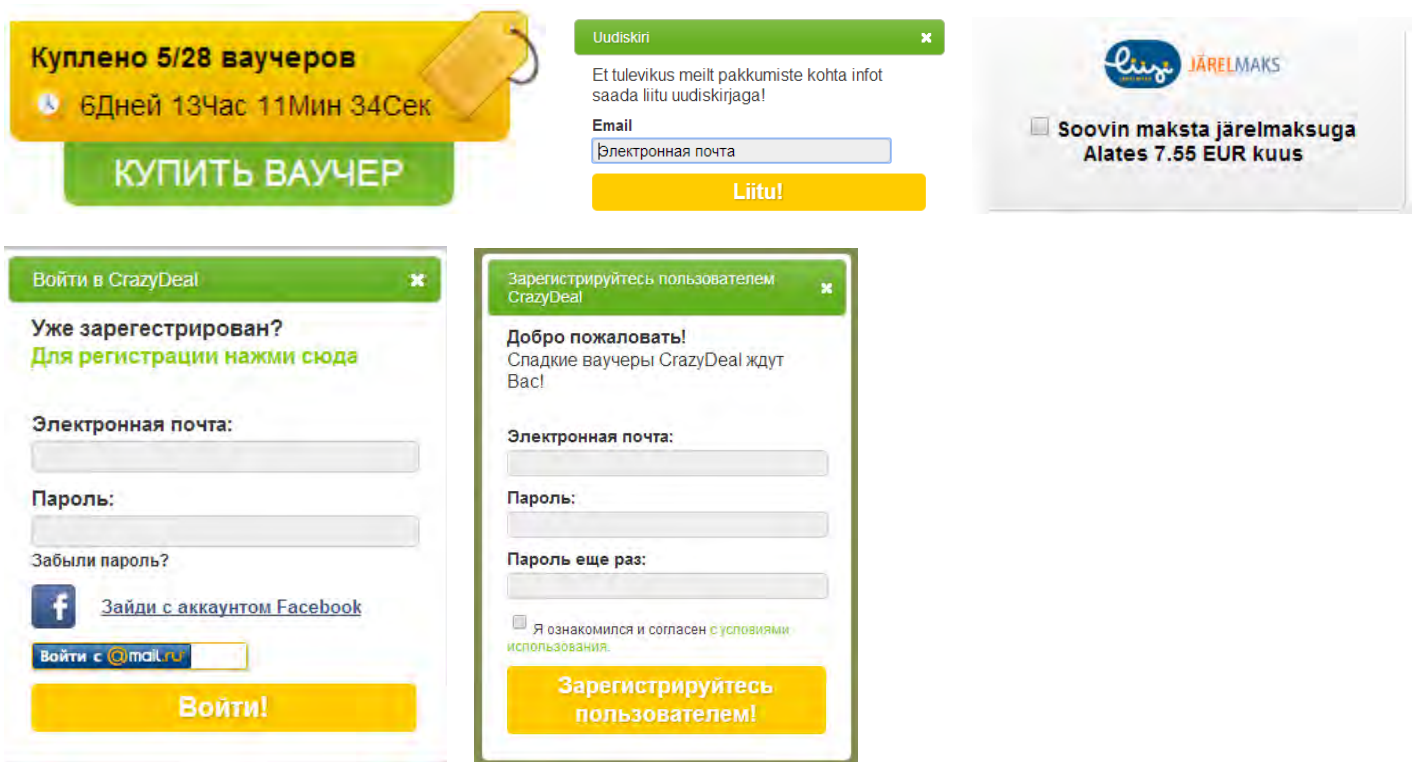


Хорошо, можно зайти в корзину и очистить её от непрошенного предложения. Но ещё хуже то, что это предложение снова автоматически добавляется в корзину **сразу после оплаты покупки**:



В данной ситуации нормальный человек воспринимает непустую корзину как несработавшую оплату!

GE050 Довольно часто некликабельные объекты выглядят выпуклыми, а кликабельные – плоскими:



Также наблюдается чехарда с цветами некликабельных и кликабельных объектов: они попеременно то зелёного, то жёлто-оранжевого цвета.

Главная страница, страницы категорий

CA010 На купонном сайте работают три мотива поведения:

- (а) жадность: купить что-то со значительной скидкой;
- (б) дефицит: ограниченность предложения (временем или количеством) побуждает покупать;
- (в) стадность (“social proof”): люди покупают то, что покупают другие.

Эти побудители к действию более-менее отражены на карточке продукта, но не на главной странице и страницах категорий:

Стильные звуковые колонки с «танцующей» водой и эффектной светодиодной подсветкой -59%

СМОТРЕТЬ

Здесь мы видим только процент скидки (показан дважды), но нет конкретной цены (это главное), нет срока действия или объёма предложения и не показано, сколько человек уже купили ваучеры. Между тем, другие сайты показывают больше мотивирующей информации вдобавок к проценту скидки (конкретная цена, «осталось столько-то часов», «скоро заканчивается», «только один день», «новое предложение», «купили столько-то человек»):

7 hours left

Micro Federal Solutions

Two Hours of Handyman Services

WASHINGTON, D.C. **\$60**

ending soon

Bloomin' Broom Quality Cleaning Services

Three Hours of House Cleaning

\$70

Экологически чистые подушки и одеяла из шелка и кашемира от компании Leotex со скидкой до 81%

Скидка **80%** Цена **375 руб.** **Смотреть**

1 DAY ONLY

Fredericks

Satin Event: TODAY ONLY + Free Shipping (details)

\$19.50
Free Shipping

No Code Needed!

4.0% Cash Back

Shop Now

76% off two 8-pin to 30-pin iPhone adapters

NEW TODAY

View **\$6**

13 Days left Value: \$25

85% off a shutter release remote for iPhone and iPad

CLOSING SOON

View **\$9**

3 Days left Value: \$59.99

78% off a power bank charger

ENDING SOON

View **\$20**

2 Days left Value: \$89

Playoffs pride! \$5 NFL earbuds

ALMOST GONE

View **\$5**

1 Day left Value: \$29.99

\$6 for a pair of NFL utility gloves

ENDS TOMORROW!

View **\$6**

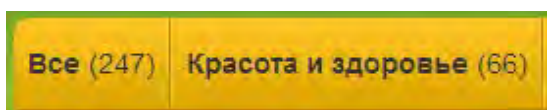
1 Day left Value: \$19.99



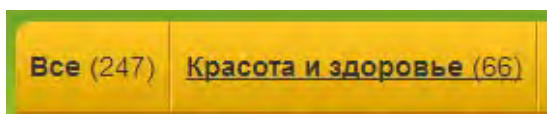
Надо добавить эту мотиваторы в списки предложений на главной странице и страницах категорий.

Ещё один «глобальный» мотиватор: рядом со ссылкой на корзину (в шапке) пишем, сколько денег удалось сэкономить на добавленных в корзину предложениях.

CA020 На главной странице нужно подчёркивать выбор **Все** так же, как это сделано на страницах категорий:



(главная страница)



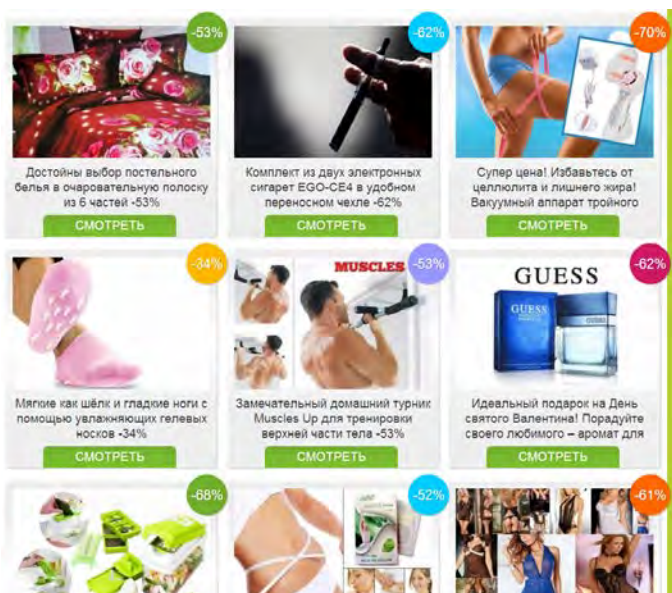
(страница **Красота и здоровье**)

CA030 Не понятно, почему именно это предложение занимает главное место на домашней странице, но при этом оно же показано вполне рядовым в своей категории:



Нужно как-то пояснить, чем это предложение заслужило центральное размещение на главной странице. На некоторых сайтах для центральных предложений довольно тупо пишут **FEATURED**, но это всё же лучше, чем ничего.

CA040 Предложения на главной странице выглядят как бессистемная бесконечная свалка:



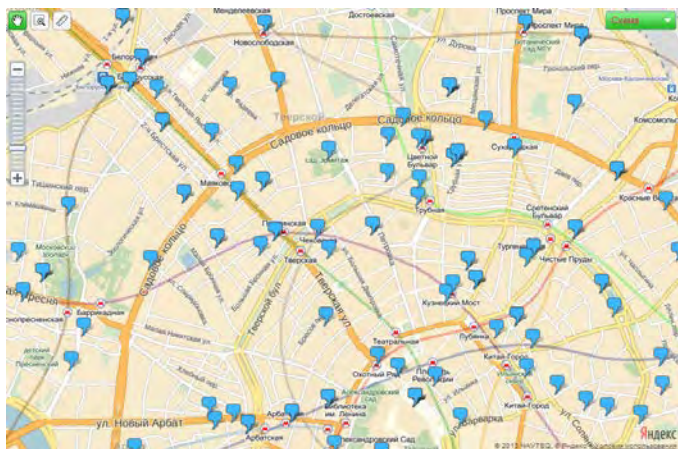
Нужны фильтры и сортировки. Очевидные варианты: по проценту скидки, по цене, по новизне, по популярности, по близости завершения срока предложения.

Примеры:



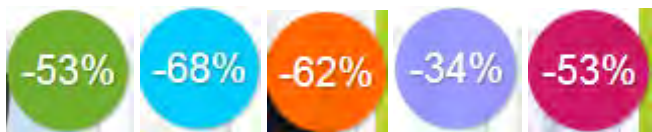
CA050 Для предложений, ограниченных местом реализации, нужна географическая фильтрация.

CA055 Предлагается рассмотреть полезность размещения предложений на карте:



Не исключено, что географическая близость предложений от текущего местонахождения либо высокая концентрация предложений в определённом районе могут замотивировать потребителя приобрести их.

CA060 Проценты скидок раскрашены во все цвета радуги:



Это сделано просто так, «для большей живости». Но это вебсайт, а не коробка монпансье. Это не только создаёт ненужный визуальный шум, но также может привести к тому, что вместо рассматривания предложений посетители начнут задумываться и искать какую-то систему цветовой кодировки, которой на самом деле нет. Это не нужно: все скидки должны быть одного цвета.

CA070 Процент скидки зачем-то вращается против часовой стрелки при наведении указателя мыши, но некликабелен:



Не нужно вращать. Зато нужно сделать скидку кликабельной.

Карточка товара

PP050 В правой колонке размещены по-видимому все 247 предложений:



Кто там будет их смотреть? Зато все страницы получились бесконечной длины.

Ищем разумные решения на аналогичных сайтах и внедряем их:

Hilton Hotel and Suites Niagara Falls/Fallsview -
Niagara Falls, ON Getaways

Stay with Dining Credit, Breakfast, and Winery Tours at Hilton Hotel and Suites Niagara Falls/Fallsview in Ontario

from \$109/night \$109/night

Stay for two in a city-view or falls-view room with dining voucher, breakfast, and winery tours and tastings, with dates into April

- Double-Queen City-View \$109+/night
Two queen beds
- King Jacuzzi City-View Room \$109+/night
One king bed
- King Jacuzzi Falls-View Studio \$129+/night
One king bed and sofa
- Double-Queen Falls-View \$119+/night
Two queen beds


Select Check-in






February

SU	MO	TU	WE	TH	FR	SA
	10	11	12	13		
	17	18	19	20	21	
23	24	25	26	27	28	1

Subtotal \$0 **BOOK**

Select your dates



▼ Road Trip

Getaways Report Fine Print & Details

Four-Star Hilton near Niagara Falls What You Get

Every day, about 200 billion liters of water surge over Canada's Horseshoe Falls, the largest of Niagara's three waterfalls. At ground level, there's a thunderous roar, and a massive cloud of mist rises high above the brink. From a higher vantage point, such as at the


- Stay for two in a double-queen city-view room, falls-view room, king jacuzzi city-view room, or king jacuzzi falls-view room

Search Getaways Road Trip Deals [See All](#)


Destination

Dates


SEARCH GETAWAYS



Stay with All Meals and a \$25 Credit at Pinegrove...
Pinegrove Family Dude Ranch
Kerhonkson, NY
\$278 \$189



Stay at Six Flags Great Escape Lodge & Indoor...
Six Flags Great Escape Lodge...
Queensbury
\$170 \$105



Stay at Danfords Hotel & Marina in Port...
Danfords Hotel & Marina
Port Jefferson, NY
\$219 \$83

В данном случае на карточке из категории **Getaway** представлены альтернативные варианты из той же категории. Было бы также целесообразно поместить внизу страницы секцию «Вы недавно смотрели».

PP010 Мотиваторы (Обычная цена, Скидка, Ваш выигрыш) надо написать как-то повыпуклее:

35.90€

Обычная цена: 75.90€ Скидка: 53% Ваш выигрыш: 40.00€

Примеры для подражания (как видим, это устоявшийся паттерн):

\$35

BUY!

VALUE	DISCOUNT	YOU SAVE
\$50	30%	\$15

290 руб. **Купить**

Купить в подарок

Стоимость	Скидка	Экономия
1080 руб.	73%	790 руб.

1 615 руб. **Выбрать**

Цена	Скидка	Экономия
3 300 руб	51%	1 685 руб

от **600 рублей** **Купить**

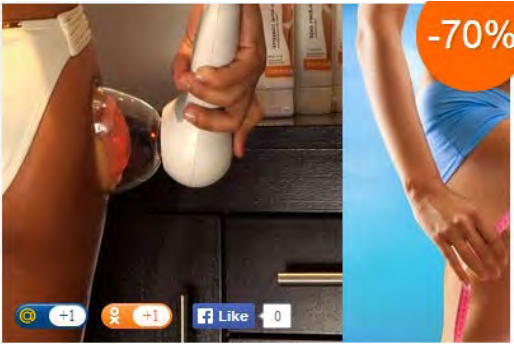
Стоимость	Скидка	Выгода
20,000 р.	94%	18,800 р.

950 руб. **КУПИТЬ**

Без скидки	Скидка	Цена
10650 руб.	91%	950 руб.

Обычную цену можно бы ещё и перечеркнуть.

PP020 Автоматическая прокрутка галереи изображений – плохое решение:



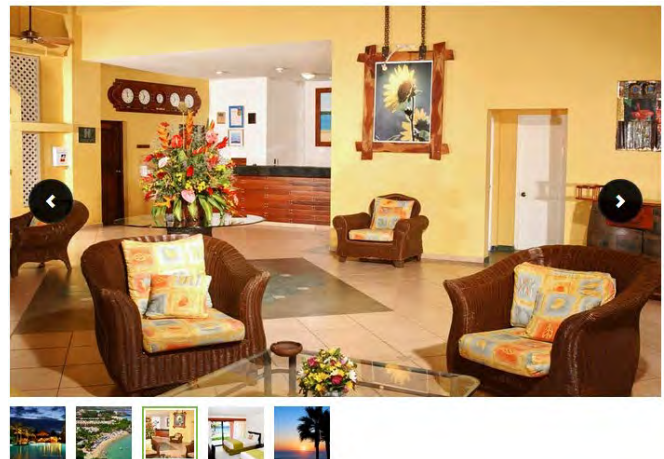
Во-первых, мельтешит и бесит; во-вторых, не позволяет разглядеть интересующее изображение получше.

Ещё и социальные кнопки зачем-то размещены поперх изображения:



(Вообще, эти кнопки – просто визуальный мусор. Соцсети не работают. А вот возможность отправки страницы по электронной почте не помешала бы.)

Вот правильное решение (миниатюры достаточного размера, никакой автопрокрутки: всё под контролем пользователя):



РР030 Правильное решение для товаров, которые имеют несколько вариантов цветового оформления, к сожалению, не найдено:

Достойны выбор постельного белья в очаровательную полосу из 6 частей -53%

35.90€

Обычная цена: 75.90€ Сэконом: 53% Вы сэкономили: 40.00€

Куплено 17/69 ваучеров

13Час 31Мин 31Сек

КУПИТЬ ВАУЧЕР



Условия

Доставка товара: 13.02.2014 до 19.02.2014

• Не раздумывайте долго! В наличии только 69 ваучеров!

• Товар можно заказать за дополнительную плату с доставкой в любой регион Эстонии:

- почтовый автомат Post24 – 2,35 €
- почтовая контора – 3,69 €
- курьер – 4,49 €

• Пожалуйста, выберите подходящий способ доставки при совершении покупки.

Kaisart

Kaisart OU
Электронная почта: info@kaisart.ee

Особенности

- В стоимость ваучера входит один выбранный Вами комплект постельного белья из шести предметов с изумительным узором, чтобы Вам снились только самые лучшие сны.
- В комплекте:
 - пододеяльник 200 x 220 см.
 - простыня 200 x 230 см.
 - 2 наволочки 70 x 80 см.
 - 2 наволочки 40 x 40 см.
- На выбор предлагаются 13 разных узоров, которые можно увидеть в дополнительной информации.
- Вы сможете выбрать комплект постельного белья с желаемым узором уже при совершении покупки!
- В дополнение к ослепляющей красоте, постельное белье сделано из 100% хлопка.
- Комплекты постельного белья изготовлены на 100% из мягкого и хорошо дышащего хлопка, который не вызывает аллергии и не раздражает кожу.
- Красивые узоры качественного постельного белья не тускнеют даже после многих стирок в стиральной машине, а также не стоит бояться, что это белье может сесть после стирки.
- Лучшее лекарство для уставшего тела после долгого рабочего дня – это крепкий зоркий сон! Купите себе отличное постельное белье, приятное для глаз и обеспечивающее полное расслабление Вашему телу!

Дополнительная информация

Модель 1



Модель 2



Модель 3



35.90€

Обычная цена: 75.90€ Сэконом: 53% Вы сэкономили: 40.00€

Куплено 17/69 ваучеров
13Час 28Мин 05Сек
КУПИТЬ ВАУЧЕР

Условия

Доставка товара: 13.02.2014 до 19.02.2014

- Не раздумывайте долго! В наличии только 69 ваучеров!
- Товар можно заказать за дополнительную плату с доставкой в любой регион Эстонии:
 - почтовый автомат Post24 – 2,35 €
 - почтовая контора – 3,69 €
 - курьер – 4,49 €
- Пожалуйста, выберите подходящий способ доставки при совершении покупки.

Kaisart

Kaisart OU
Электронная почта: info@kaisart.ee

Покупка

Ваш выбор:

Модель 1 (3/5)	35.9 € (75.9€)	-53%
Модель 2 (2/6)	35.9 € (75.9€)	-53%
Модель 3 (1/6)	35.9 € (75.9€)	-53%
Модель 4 (0/6)	35.9 € (75.9€)	-53%
Модель 5 (0/6)	35.9 € (75.9€)	-53%
Модель 6 (0/9)	35.9 € (75.9€)	-53%
Модель 7 (0/6)	35.9 € (75.9€)	-53%
Модель 8 (4/4)	35.9 € (75.9€)	-53%
Модель 9 (0/5)	35.9 € (75.9€)	-53%
Модель 10 (1/5)	35.9 € (75.9€)	-53%
Модель 11 (2/2)	35.9 € (75.9€)	-53%
Модель 12 (2/2)	35.9 € (75.9€)	-53%
Модель 13 (2/7)	35.9 € (75.9€)	-53%

Список выбора варианта не содержит миниатюр (приходится закрывать его и скроллить страницу, чтобы не ошибиться с выбором номера модели, а их могут быть десятки). В списке выбора нет кнопки действия. Не понятны цифры в скобках типа (3/5). Эти цифры на самом деле показывают степень распроданности варианта

товара. Если вариант полностью распродан (N/N), то его нельзя выбрать из списка: элемент списка не подсвечивается при наведении мыши. Пользователь, естественно, в недоумении. Надо явно показывать, что вариант распродан. А ещё лучше вообще не показывать распроданные варианты ни на карточке товара, ни в списке выбора варианта.

Надпись с номером модели относится к картинке выше или к картинке ниже? (Расстояние от надписи до обеих картинок одинаковое.)



Модель 6



Модель 7



Чтобы это понять, приходится скроллить либо на первую, либо на последнюю картинку. Нужно сделать так, чтобы было сразу понятно.

Более того, на одних страницах надпись относится к картинке выше, а на других – к картинке ниже:



Модель 1



Модель 1

PP035 Как и ожидалось, в корзину добавляется миниатюра *не от той* модели, которая была выбрана пользователем (пользователь выбрал **модель 2**, а картинка показывает **модель 12**):



Достойны выбор постельного белья в очаровательную полоску из 6 частей -53%

Ваш выбор:: Модель 2 (2/6) + Lisa uus valik

Поскольку проблема имеет давно известные решения, не разжёвываем этот момент, а адресуем разработчиков к нормальным сайтам.

PP040 Если товар полностью распродан, не нужно показывать его в каталоге в одном ряду с действующими предложениями:

Комплекты постельного белья из нежного сатина из двух предметов -56%

СМОТРЕТЬ

Комплекты постельного белья из нежного сатина из двух предметов -56%

10.90€

Обычная цена: 24.90€ Скидка: 56% Ваш выигрыш: 14.00€

Куплено 17/17 ваучеров
13Час 41Мин 33Сек

Uudiskirjaga

Et tulevikus meilt pakkumiste kohta infot saada liitu uudiskirjaga!

Email



Электронная почта

Liitu!

PP050 Также не нужно каждый раз переспрашивать адрес почты, если пользователь его уже вводил.

Корзина

Корзина

ПРЕДЛОЖЕНИЕ	КОЛИЧЕСТВО	ЦЕНА	ИТОГО
 Практичный будильник с 5 функциями и меняющим цвет светодиодным светом -70%	1	6.90 €	6.90 €
 Достойны выбор постельного белья в очаровательную полоску из 6 частей -53%	1	35.90 €	35.90 €

Способ доставки: *
Post24 €2.35

Способ доставки: *
Курьер €4.49

SMS HIND: 0.12 €
Транспорт: 6.84 €
Вместе: 49.76 €

[Добавить больше товара в корзину >](#)

1 Sisesta oma andmed

Желая SMS ваучер (0.06 €)

+372 5

Ваш e-mail: *

* Поле адреса электронной почты является обязательным!

Ваше имя: *

Номер Вашего телефона: *

+372 5

Post24 автомат: *

- Выберите -

Курьер: *

Улица: *

Дом и квартира: **

Город/посёлок: *


Почтовый индекс: *

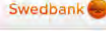

Все поля, отмеченные звёздочкой * обязательны для заполнения

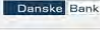

Данной покупкой, соглашаюсь с [условиями использования](#).

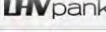
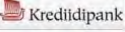
CrazyDeal OÜ / Registrikood: 123000703 / KMKR nr: EE101417699





2 Выберите способ оплаты


Pakume järelmaksu vähemalt 50 € ostu puhul.

Банковские данные и данные кредитной карты Вы вводите напрямую в банк или в Банковский карточный центр (Pankade Kaardikeskus AS). Мы не сохраняем данные, связанные с Вашим банковским счетом или кредитной картой. Данные передаются через безопасное SSL-соединение.

После платежа нажмите в интернет-банке кнопку «Назад к коммерсанту».

Гарантия CrazyDeal

Если услуга или товар не соответствовали описанному в ваучере, то свяжитесь с нами и вернем деньги.

100% KINDEL

Ваучер

После совершения покупки мы пришлём Вам на эл. почту ваучер. Если Вы зарегистрированы в качестве пользователя CrazyDeal, Вы найдёте купленный ваучер в разделе «Мои покупки». Распечатайте ваучер и купите с его помощью желаемый товар или услугу!

SMS-ваучер

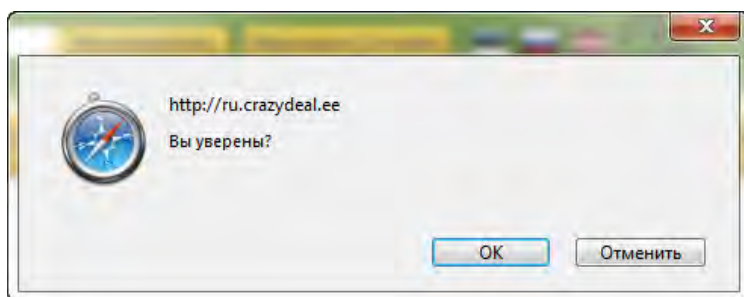
Чтобы заказать SMS-ваучер введите при совершении покупки номер своего мобильного телефона. Для использования ваучера при покупке покажите поставщику услуги SMS-ваучер

Обслуживание клиентов

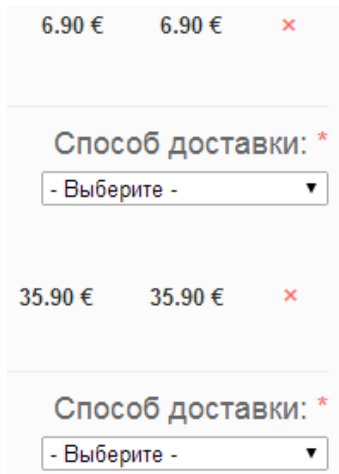
Если у Вас возник вопрос или проблема – свяжитесь с нами при первой возможности, и мы поможем Вам.

Телефон: 697 6869
Электронная почта: info@crazydeal.ee

SC010 Не нужно переспрашивать «Вы уверены?» при удалении позиций из корзины:



SC020 Красные крестики удаления товара легко спутать с красными звёздочками обязательных полей:




SC030 Кнопка плохо сформулирована:

Добавить больше товара в корзину »

Надо написать **Продолжить покупки** и показать стрелочку влево (вернуться *назад* в магазин), а не вправо.

У этой кнопки обычно бывает привычная альтернатива **Оформить покупку** (часто со стрелочкой вправо), но её в данном случае нет. В результате кнопка **Добавить больше товара в корзину** на первый взгляд выглядит как единственная кнопка действия на этой странице.

SC050 Заголовки «съехали»:

ПРЕДЛОЖЕНИЕ	КОЛИЧЕСТВО	ЦЕНА	ИТОГО
 Практичный будильник с 5 функциями и меняющим цвет светодиодным светом -70%	1	6.90 €	6.90 €

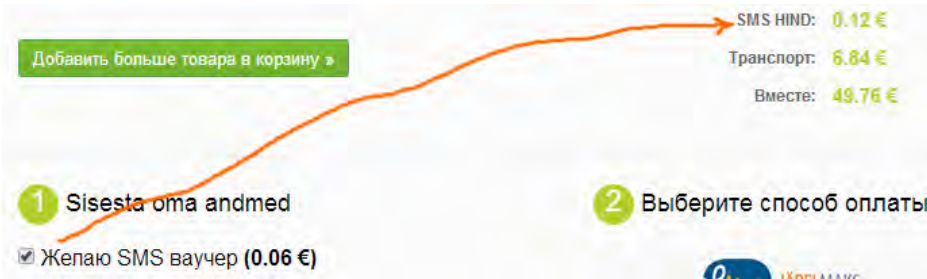
SC060 Картинка товара некликабельна, а должна быть таковой. Название товара кликабельно, но не выглядит как таковое.

SC070 Крестик удаления товара очень мелкий и требует скрупулёзного подвода мыши.

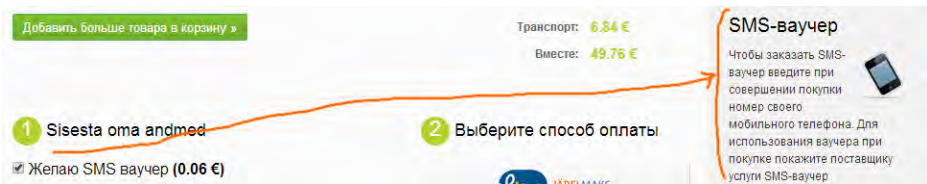
SC080 Итоговая цена визуально не выделена (и не выравнена по десятичной точке):

SMS HIND: 0.12 €
Транспорт: 6.84 €
Вместе: 49.76 €

SC090 Зачекивание чекбокса **Желаю SMS ваучер** приводит к появлению цены слишком далеко от места зачекивания (вдобавок и выше него, что создаёт риск того, что пользователь вообще не увидит добавление новой строки в калькуляцию):



SC100 Разъяснение по SMS-ваучеру дано далеко от чекбокса:



SC105 SMS-ваучеры создаются для *каждого* товара в корзине, хотя это имеет смысл не для всех заказов:

3. Кому я должен показать ваучер, если товар заказан по почте?

Если Вы заказали товар по почте, показывать ваучер больше никому не нужно. Остается только дождаться уведомления о доставке посылки по электронной почте или при помощи SMS-сообщения. На всякий случай храните ваучер до тех пор, пока не получите товар и не останетесь им довольны.

SC110 Не надо спрашивать скорее всего один и тот же номер телефона дважды:

SC120 Известно, что формы из двух колонок регулярно становятся причиной проблем.

1 Sisesta oma andmed

Желая SMS ваучер (0.06 €)

Ваш e-mail: *

* Поле адреса электронной почты является обязательным!

Ваше имя: *

Номер Вашего телефона: *

+372 5

Post24 автомат: *

- Выберите -

Курьер: *

Улица: *

Дом и квартира: *

Город/посёлок: *

Почтовый индекс: *

Все поля, отмеченные звёздочкой * обязательны для заполнения

Данной покупкой, соглашаюсь с [условиями использования](#).

CrazyDeal OÜ / Registrikood: 123000703 / KMKR nr: EE101417699

2 Выберите способ оплаты



Soovin maksta järelmaksuga
Alates 7.74 EUR kuus

Swedbank

SEB

Danske Bank

Nordea

LHV pank

Krediidipank

MasterCard

VISA

emt elisa

Банковские данные и данные кредитной карты Вы вводите напрямую в банк или в Банковский карточный центр (Pankade Kaardikeskus AS). Мы не сохраняем данные, связанные с Вашим банковским счетом или кредитной картой. Данные пересылаются через безопасное SSL-соединение.

После платежа нажмите в интернет-банке кнопку «Назад к коммерсанту».

Нужно заменить форму на вертикальную либо разбить на страницы-шаги.

SC130 С русской версии сайта идёт переход на эстонские страницы банков:

Swedbank

Swedbanki internetipanka sisselogimiseks valige kõigepealt autentimisvahend, milleks võib olla ID-kaart / Digi-ID, Mobiil-ID, paroolikaart või PIN-kalkulaator.

Seejärel sisestage oma kasutajatunnus ja vastavalt valitud autentimisvahendile küsitud parool, kood või telefoninumber.

ID-kaart / Digi-ID Mobiil-ID Paroolikaart PIN-kalkulaator

Logi sisse Kasutajatunnus Püsiparool **Logi sisse** Kui sisselogimine ei õnnestunud »

Danske Bank

Esmaspäev, 10. veebruar 2014

Internetipanga kasutamine

- Turvalisus
- Kasutustingimused
- Privaatsus
- Mida internetipank võimaldab?

Danske internetipanka sisenemine RUS | ENG

Palun sisestage oma kasutajatunnus:

Kasutajatunnus:

Sisenen **Sisenen ID-kaardiga** **Sisenen Mobiil-IDga**

Подтверждение покупки

CF010 Текст письма-подтверждения выглядит универсально-бесполезным:

Täname ostu eest!

Üks pisike heategu võib lennutada ümber maailma – kingi lastekodulaste šokolaad ja võida ümbermaailmareis!
Одно благое дело может обернуться кругосветным путешествием – подарите воспитанникам детского дома шоколад и выиграйте путешествие вокруг света!
<http://crazydeal.ee/pakkumine/vaata/tid/4d4dwz1>

Manusega on kaasas Sinu voucher PDF formaadis.

Kaup saadetakse Sinuni valitud tarneviisiga voucheril märgitud kohaletoimetamise aja jooksul.

1. Kui valisid tarneviisiks Post24, saadetakse Sinule paki saabudes SMS ja e-mail uksekoodiga, millega saad kauba pakiautomaadist kätte 2. Kui valisid tarneviisiks postkontori, saadetakse Sinule paki saabudes SMS ja e-mail saadetise koodiga, mille alusel saad kauba postkontorist kätte 3. Kui valisid tarneviisiks kulleri, helistab Sulle paki saabudes kuller ja lepib kokku üleandmise aja

Enimlevinud küsimustele leiad vastuse siit - <http://crazydeal.ee/info/kkk> На самые распространенные вопросы ответ можно найти здесь - <http://ru.crazydeal.ee/info/kkk>

Crazydeal meeskond :)

Надо, прежде всего, предоставить возможность отслеживания статуса заказа.

Также отсутствует напоминание о выбранном способе и месте доставки (в данном случае при оформлении заказа была запрошена доставка в конкретный постамат).

CF020 Нет этой информации и в PDF-ваучере:

The image shows a voucher from Crazy Deal. At the top left is the 'crazy deal' logo. To the right, it says 'Voucher: #8445-0017', 'Pin: 3848', and 'Ostetud: 10.02.2014'. The main title is 'Uhke valik lummava mustriga 6-osalisi 100% puuvillast voodipesukomplekte -53%'. Below this, it states 'Kauba kohaletoimetamine: 13.02.2014 kuni 19.02.2014' and 'Väärtus 35.9 EUR Mudel 2'. The section 'Voucheri tingimused ja eripärad' lists several conditions: the voucher is valid until 19.02.2014; it can be used for delivery to anywhere in Estonia; it is valid for Post24 (2.35€), Postkontorisse (3.69€), and Kulleriga (4.49€); it is for a 6-piece cotton towel set; the voucher price is 35.90€; the set includes 13 individual towels: 200x220cm, 200x230cm, 2x70x80cm, and 2x40x40cm; it is a 100% cotton set; and it is a limited-time offer. At the bottom, it provides contact information for Kaisart OÜ: phone, email (info@kaisavoodipesu.ee), and website (www.crazydeal.ee). A small note at the very bottom says 'Täname Sind voucheri ostu eest! Pane tähele, et antud voucherit ei saa kasutada koos muude samaaegselt kehtivate soodustustega (v.a. juhul kui pakkumises ei ole teleri märgitud). Voucher on üksikordseks kasutamiseks ja see ei kuulu edasimüügiks. Voucherit ei saa rahaks vahetada ja kasutamata osa ei kuulu tagastamisele.'

CF030 Не разъяснено, для чего нужен PIN.

Рассылка предложений

SU010 На засвеченный при покупке адрес почты тут же начинают интенсивно спамить, хотя пользователь нигде не просил присылать ему предложения. Желание получать рассылку должно быть явно указано пользователем.

Юзабилити-аудит интернет-магазина «Билайн»

Версия 2 | 04.12.2014

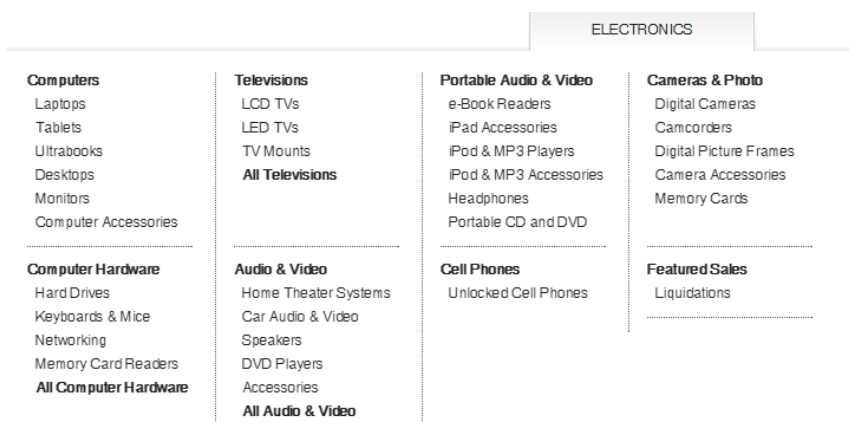
Мы предлагаем обратить внимание на ряд моментов, потенциально способных снизить юзабилити и конверсию магазина. Мы не рассматриваем перечисленные ниже замечания как безусловные ошибки. В основном, это лишь возможные кандидатуры для проведения A/B-тестирования, которое сможет дать окончательный ответ по затронутым пунктам.

Навигация

1. Мегаменю **Магазин** страдает ярко выраженной «проблемой диагонали»¹:



Предлагается поставить задержку для смены пунктов меню верхнего уровня при движении мыши к пунктам нижнего уровня. Возможно, более предпочтительным вариантом могло бы стать статическое мегаменю с развёрнутыми подразделами. Пример:

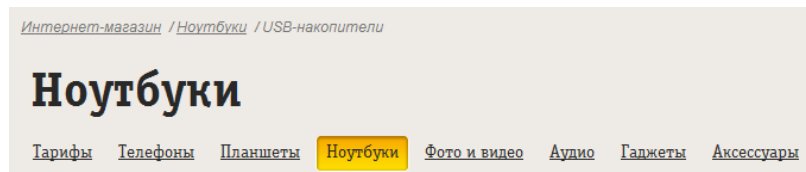


2. Дублирование навигации – мегаменю **Магазин** плюс горизонтальное меню магазина – может оказаться проблематичным, поскольку часть пользователей будет ориентироваться не на динамическое мегаменю, а на постоянно видимое на экране горизонтальное меню магазина:

¹ См. раздел *Speed* в статье [Mega Menus Work Well for Site Navigation](#).

Главной проблемой здесь видится отсутствие выпадающих подменю разделов, из-за чего большое количество подкатегорий товаров оказывается фактически *скрыто* от посетителя.

3. «Соскок» горизонтального меню вниз на страницах нижних уровней вряд ли целесообразен:



Более привычным было бы такое расположение:

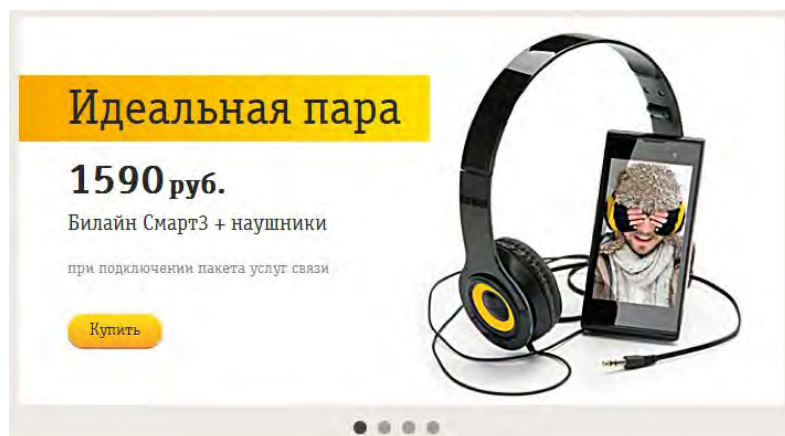
Горизонтальное меню

Название раздела

Хлебные крошки

Главная страница

1. Баннерная карусель проблематична:



В связи с практически полным консенсусом относительно малой полезности каруселей, сложившимся среди специалистов по электронной торговле², предлагается обычная рекомендация по замене карусели набором статических баннеров³.

2. Кнопка **Купить** на карусельных баннерах вполне может проиграть в конверсии менее императивному призыву к действию **Подробнее**⁴. Вероятно, имеет смысл потестировать.

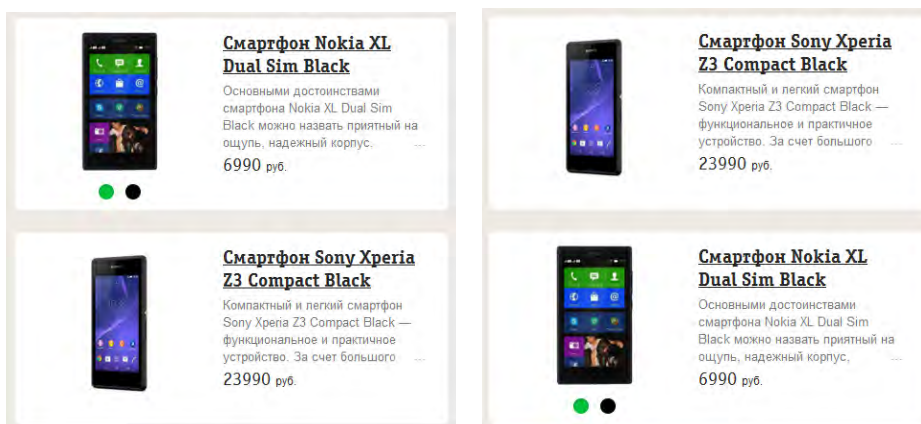
² См. напр. [Kill conversion killing carousels now](#), [Don't use automatic image sliders or carousels, ignore the fad](#), [Rotating banners? Just say No!](#), [Rotating offers – the scourge of home page design](#), [That big sliding banner? Yeah, it's rubbish](#).

³ "A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content": с. 6 в [RedEye \(2014\) 10 Usability Issues We've Seen and You Should Be Avoiding](#).

⁴ См. напр. результаты сравнительного тестирования кнопок **Add to Cart** vs **Buy Now** vs **Purchase Now**: [How Much Does Your Button Cost You?](#).

3. Принцип отбора товаров, продвигаемых с помощью главной страницы (за пределами карусели), не очень понятен. Вероятно, покупателю было бы проще понять, почему ему предлагаются эти товары, если бы они были сгруппированы в привычные подразделы «Новинки», «Хиты продаж», «Спецпредложения».

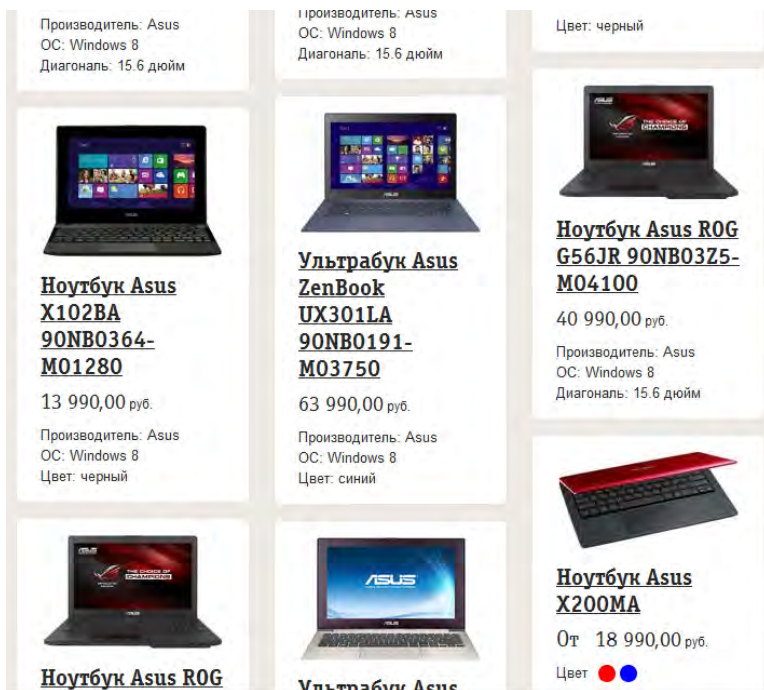
4. Насколько можно было заметить, в нижней левой области главной страницы предлагаются ровно два товара, однако они подвергаются ротации:



Есть риск запутать посетителя без необходимости.

Страницы категорий

1. Показ товаров в Pinterest-стиле не кажется особенно уместным в случае интернет-магазина:

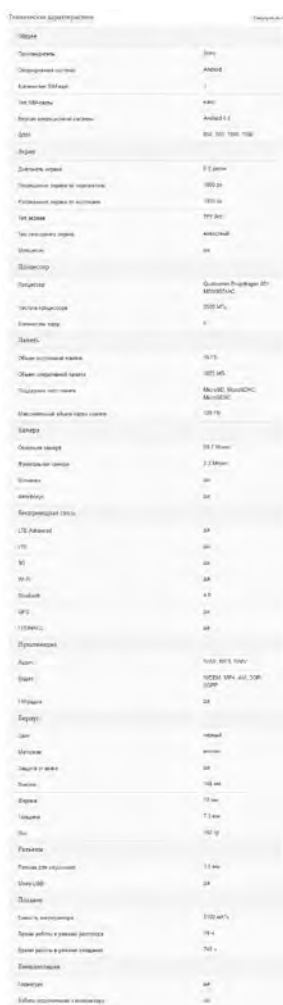


Можно предположить, что отображение товаров на плашках одинакового размера будет более удобным для покупателей.

2. Также можно рекомендовать реализовать опцию показа товаров *списком* в дополнение к показу на плашках.

Карточка товара

1. Полный список технических характеристик – в отсутствие краткого списка *ключевых* характеристик – вряд ли можно признать хорошим вариантом:



Технические характеристики	
Общие	
Типовый цвет	Черный
Операционная система	Android
Калибрный номер	7
Тип SIM-карты	micro
Объем основной памяти	Android 4.4
Датчик	800, 100, 1000, 1000
Экран	
Диагональ экрана	5.5 дюйма
Плотность пикселей по горизонтали	300 ppi
Плотность пикселей по вертикали	300 ppi
Тип экрана	IPS LCD
Тип подключения экрана	капацитивный
Состояние	акт
Процессор	
Процессор	Qualcomm Snapdragon S12 MSM8974AC
Частота процессора	1900 MHz
Количество ядер	4
Память	
Объем основной памяти	16 Гб
Объем оперативной памяти	1920 Мб
Поддержка карт памяти	MicroSD, microSDHC, microSDXC
Максимальный объем карты памяти	128 Гб
Камера	
Основная камера	13.0 Мпкс
Фронтальная камера	2.2 Мпкс
Формат	акт
Интерфейсы	акт
Безопасность (PIN)	
Цифровой замок	акт
GPS	акт
Wi-Fi	акт
Bluetooth	акт
FM-радио	акт
MP3	акт
MP4	акт
Аккумулятор	
Адаптер	1400, 800, 1000
Емкость	1900mAh, 440, 3000, 3000
Тип батареи	акт
Бортовые	
Сенсор	нет
Матрица	капацитивный
Скорость зарядки	акт
Упаковка	10, 10, 10
Состояние	акт
Размеры	
Плотность упаковки	11, 11, 11
Объем упаковки	акт
Дополнение	
Скорость соединения	100, 100, 100
Тип соединения	акт
Скорость в режиме ожидания	10, 10, 10
Скорость в режиме ожидания	10, 10, 10
Дополнительное	
Состояние	акт
Объем основного аккумулятора	акт

В ситуации избыточного выбора, который обычно предлагают магазины электроники, задачами покупателя становятся эффективное сокращение вариантов и затем выбор из небольшого списка кандидатур. Наличие краткого списка ключевых характеристик товара существенно облегчило бы решение этой задачи.

2. Кажется целесообразным реализовать привычную покупателям по многим интернет-магазинам электроники кнопку **Добавить в сравнение**.

3. Не очень понятно, почему на карточке товара не показан объём его складских запасов, хотя эта информация представлена на странице **Корзина**.

Корзина

1. Ссылка **Вернуться в магазин** малозаметна.

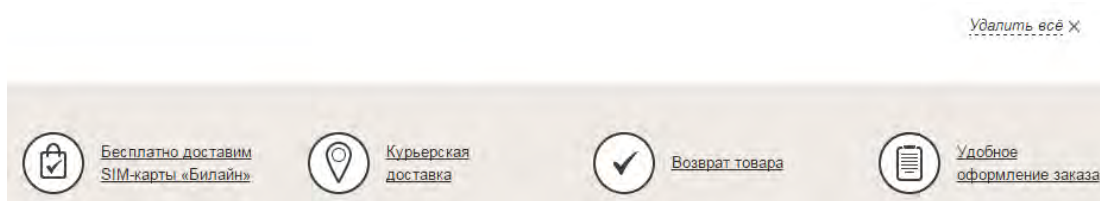
2. Удаление горизонтального меню магазина, возможно, преждевременно на странице **Корзина** (хотя вполне оправдано на последующих шагах оформления покупки).

3. Обычной рекомендацией для страниц **Корзина** является показ *стоимости доставки*, так чтобы покупатель имел полное представление об окончательной стоимости покупки *до* перехода на её оформление.

4. Расположение кнопки действия *вверху* страницы является довольно непривычным:



Покупатель будет по обыкновению искать кнопку действия *ниже* списка товаров в корзине. И ведь там есть что понажимать, только это не ведёт к цели:



5. Визуальное решение для кнопки действия выглядит рискованным: низкий контраст и серый цвет, зачастую ассоциирующийся со статусом “disabled”.

6. «Залипающая» (sticky) навигация, помимо объективных недостатков⁵, раздражает «на физиологическом уровне» слишком значительное число пользователей⁶. Поскольку острой необходимости в использовании фиксированной навигации не просматривается, рекомендуется отказаться от неё.

Доставка

1. Вполне распространённый сценарий работы пользователя с интернет-магазином таков:

- добавить товары в корзину;
- ознакомиться с вариантами и стоимостью доставки;
- ещё поработать с корзиной: что-то удалить, что-то добавить.

Проблема в том, что нажатие кнопки **Вакс** браузера на странице **Доставка** переводит пользователя не на закономерно ожидаемую страницу **Корзина**, а на ту страницу, которая была *до* перехода на **Корзину**.

2. Схема проезда к пункту самовывоза явно не помешала бы.

3. Необходимость указания контактного телефона в случае выбора варианта **Самовывоз из салона** может быть непонятна части пользователей. Есть статистика⁷, что запрос телефонного номера снижает конверсию в среднем на 5%. Вероятно, было бы полезно объяснить, для чего может понадобиться номер телефона покупателя в случае самовывоза.

⁵ См. экспертный разбор «за и против» фиксированной навигации: [The Trouble with Sticky Headers](#).

⁶ См. эмоциональные комментарии читателей №№ 27, 33, 65, 76, 80, 90, 93, 95, 96, 97, 99, 100 к *позитивной* статье [Sticky Menus Are Quicker To Navigate](#): “For me most pages with sticky navigation is exactly distracting and intrusive”, “I absolutely dread sticky menus”, “I HATE HATE HATE sticky navs” и т. п.

⁷ См. [How Reducing Options Can Increase Your Conversions](#).

Рекомендации для сайта «Залипаки»

Версия 1 | 12.05.2020

Общие рекомендации

ОБ010 {Цвет, статический текст} Не рекомендуется использовать синий цвет для статического текста, поскольку синий является однозначным индикатором кликабельности текста, то есть, пользователи воспринимают всякий синий текст как ссылку¹. Можно заменить синий, например, на зелёный или другой цвет:

ПОПУЛЯРНЫЕ МОДЕЛИ → **ПОПУЛЯРНЫЕ МОДЕЛИ**

ОБ020 {Цвет, ссылки} Ссылки же лучше сделать синими, чтобы отличить их от статического чёрного текста:

ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ HEY CLAY - БУКАШКИ → ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ HEY CLAY - БУКАШКИ

ОБ030 {Цвет, хлебные крошки} Аналогично, хлебные крошки должны выглядеть так:

HEY CLAY / ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ / ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ HEY CLAY - БИГФУТ



HEY CLAY / ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ / ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ HEY CLAY - БИГФУТ

ОБ040 {Шрифт} ЗАГЛАВНЫЕ буквы не рекомендуются по трём причинам:

- могут быть менее читабельными²;
- пользователи считают их менее эстетичными, чем строчные буквы³;
- в интернете заглавные буквы являются синонимом разговора на повышенных тонах⁴ – нецелесообразно кричать на посетителей.

¹ Loranger H. (2015) Beyond blue links: Making clickable elements recognizable [{Link}](#).

² "Another common mistake is the overuse of capital letters. Not only do capital letters make the reader feel like they are being YELLED AT, they also hinder the eye's ability to distinguish letterforms. This is because when executed in caps, each letter has the same x-height and block-like shape, whereas in lowercase, the letterforms are more uniquely shaped, allowing for the eye to more easily identify each letter and word" (Stribley M. (2015) 20 design rules you should never break [{Link}](#)); "If text is set entirely in capital letters, it suffers a loss of legibility and the reader is placed at a significant disadvantage. Type set in this manner severely retards reading – more so than any other legibility factor. <...> A reader is not provided with the necessary visual cues that make words recognizable. <...> text set in lowercase letters forms words that are distinct, based upon their irregular word shape and internal pattern. A variety of letter shapes, ascenders, and descenders provides rich contrasts that assure satisfactory perception. Once a specific word shape is perceived, it is stored in the reader's memory until the eye confronts it again while reading. A reader can become confused if a word takes on an appearance that differs from the originally learned word shape" (p. 53 in: Carter R. ea (2015) *Typographic Design: Form and Communication (6th Ed.)*, Hoboken: John Wiley & Sons).

³ "All capital <...> are not liked by readers" (Tinker M. A. (1966) Experimental studies on the legibility of print: An annotated bibliography, *Reading Research Quarterly*, 1 (4), 67-118 [{Link}](#)); "Upper-case text is <...> less aesthetically appealing than lower-case" (Arditi A., Cho J. (2007) Letter case and text legibility in normal and low vision, *Vision Research*, 47 (19), 2499-2505 [{Link}](#)).

⁴ "The use of all uppercase letters <...> has meant that someone is angry, confused, or elderly – or a combination of all three. Even if they didn't MEAN TO SHOUT, you certainly HEAR IT AS SHOUTING INSIDE YOUR HEAD. Unintentional caps denote cluelessness; if

Рекомендуется убрать команду `text-transform: uppercase` для всех текстов на сайте.

ОБ050 {Хлебные крошки} Правильная структура хлебных крошек:

HEY CLAY / ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ / ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ HEY CLAY - БИГФУТ



[Главная](#) > [Каталог](#) > [Одиночные модели](#) > Бигфут

или

[Главная](#) > [Каталог](#) > Бигфут

Заметим, что на мобильнике хлебные крошки выглядят неприемлемо⁵:

HEY CLAY

/ ЛЕГКИЙ ПЛАСТИЛИН HEY CLAY ЗАЛИПАКИ

/ ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ HEY CLAY -

ЖИВОТНЫЕ

Также см. **ОБ070** ниже.

ОБ060 {Отзывы} Нужно приложить серьёзные усилия по сбору отзывов покупателей. Отсутствие отзывов посетители сайта воспринимают как чёткий сигнал о том, что этот товар никто не покупает. На период сбора отзывов лучше убрать рейтинги (звёздочки) и ссылки на отзывы со всех страниц сайта.

ОБ070 {SEO} Избыточное повторение ключевиков «Hey Clay» и «Лёгкий пластилин Залипаки» – рискованная SEO-тактика. Поисковики могут расценить это как переспам ключевых слов (keyword stuffing) и наказать сайт в своей поисковой выдаче⁶. Кроме того, пользователи могут воспринять как неуважение, что название каждого товара начинается с «Лёгкий пластилин Залипаки HEY CLAY» («Зачем вы заставляете меня читать одно и то же двадцать раз?»). Поэтому названия товаров надо сократить до собственно названия товара:

Лёгкий пластилин Залипаки HEY CLAY – Бигвиг → **Бигвиг**

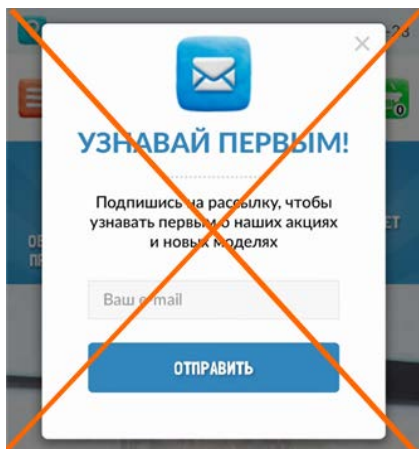
Общее правило гласит, что все тексты на вебсайте должны быть адресованы людям, а не поисковым роботам.

intentional, jerkiness” (pp. 11-12 in: Fleishman G. (2017) *Not To Put Too Fine a Point on It*, Seattle: Aperiodical); “*Capital letters look like you hate someone and are shouting*” (p. 30 in: Garfield S. (2010) *Just My Type: A Book about Fonts*, London: Profile Books); “*Do not use all caps on the internet because it is akin to shouting. All caps is considered shouting on the internet. Shouting is not polite. Therefore, it is bad netiquette to use all caps on the internet because shouting is not polite*” (Netiquette Wiki (2014) Rule number 2 – Do not use all caps [{Link}](#)); see also: Robb A. (2014) How capital letters became internet code for yelling and why we should lay off the all-caps key [{Link}](#).

⁵ “*Don’t use breadcrumbs that wrap to multiple lines*” (Laubheimer P. (2018) Breadcrumbs: 11 design guidelines for desktop and mobile [{Link}](#)).

⁶ “*Google will penalize your site if they catch you stuffing the keyword turkey. Your page could be demoted in rankings, or even removed all together!*” (Marrs M. (2017) The dangers of SEO keyword stuffing [{Link}](#)); “*Today, stuffing a keyword into your content too many times can actually knock the stuffing out of your search rankings, or even cause your content to be removed from search listings entirely*” (Kosaka K. (2018) Keyword stuffing is terrible for your SEO. Here’s what to do instead [{Link}](#)).

ОБ080 {Попапы} Попапы, появляющиеся сразу после захода посетителя на сайт, *строго не рекомендуются*⁷:



Также известно, что гугл наказывает сайты с назойливыми попапами в своей поисковой выдаче⁸.

ОБ090 {Цвет, кнопки} Цвет кнопок действия (**Добавить в корзину, Оформить заказ**) должен отличаться от основной палитры сайта⁹. Попробуйте оранжевый¹⁰ или зелёный цвет для СТА-кнопок. (Красный не рекомендуется, поскольку его универсальное значение – «стоп», «опасность»¹¹.)

Шапка и главное меню сайта

ШГ010 Не понятно, к чему относятся часы работы:

⁷ "Entry pop-ups represent the most blatant kind of in-your-face interruption advertising. They will anger, annoy, frustrate, and distract your visitors before they even see your landing page. Worst of all, using entry pop-ups shows really poor thinking on the part of the marketer responsible for their creation" (p. 81 in: Ash T., Page R., Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons); "Pop-ups, by definition, ruin the user experience" (Reed J. (2015) No, pop-ups can't be part of a good UX – ever [{Link}](#)); "Don't show overlay dialogs on page load. Each time it happened, the vast majority of the test subjects would reflexively close the overlay dialog, not even glancing over its contents. What's more, the subjects would get **annoyed** with the site for bothering them, even though they – as just mentioned – never actually read what they were being bothered with. Some subjects went as far as referring to any overlay dialogs as "spam", which gives a pretty good idea of just how much users loathe these dialogs and how poorly it can reflect on sites that use them" (Appleseed J. (2014) Avoid these 5 types of e-commerce graphics [{Link}](#)); Elding R. (2016) The most hated website features [{Link}](#); Fessenden T. (2017) The most hated online advertising techniques [{Link}](#)).

⁸ Bonelli S. (2017) Google hates obnoxious pop-up ads: Here's why you need to look at the ads on your site [{Link}](#).

⁹ "The most effective button is one that 'stands out'" (Morrison K. (2017) What is the best color to use for call to action buttons? The truth about button color on websites (according to NASA and eye tracking) [{Link}](#)); "You need to make sure your call-to-action buttons stand out. Don't use the same color that is omnipresent on your site" (Gilis K. (2017) 14. Pick the right color for your call-to-action!, p. 18 in: Omniconvert + GetResponse (2017) 50 eCommerce Growth Ideas for 2017: From 17 eCommerce Experts [{PDF}](#)); "Use a color that stands out" (Patel N. (2014) 8 tips to optimize your CTA buttons for conversion [{Link}](#)); "Use color that contrasts with other elements" (Crestodina A. (2014) How to design a button: 7 tips for getting clicked [{Link}](#)).

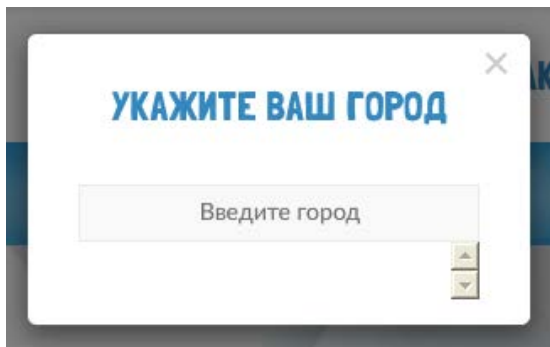
¹⁰ "Research suggests that orange is a happy medium – a combination of aggressive red and cheerful yellow. Clearly some of the larger online brands <...> have taken note of this, using orange and those that contrast with it to create immediately recognizable Calls-to-Action" (p. 9 in: Ve Interactive (2016) The Marketer's Guide to the Perfect CTA [{PDF}](#)).

¹¹ В этой статье описывается эксперимент, в котором замена красных кнопок на зелёные улучшила конверсию на 54%: Dawood A. (2017) Case study: Using a data driven approach to upgrade the Yayvo website [{Link}](#). В другом эксперименте синие или даже белые кнопки тоже победили красные: Heffernan K. J. (2017) Ghost buttons – not as bad as we thought? [{Link}](#).

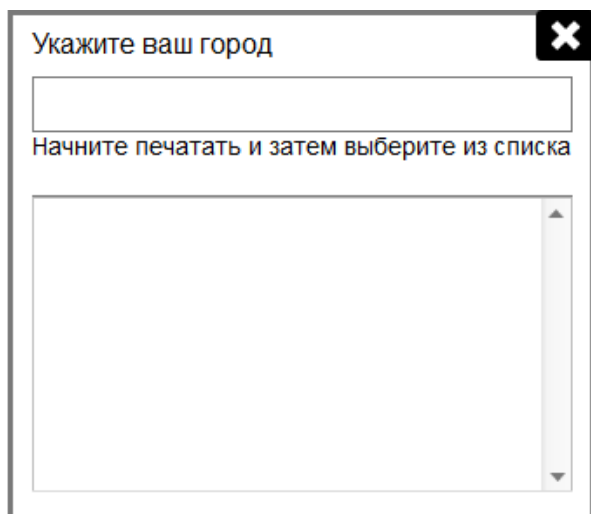


Если это часы работы телефонных операторов, то они должны быть показаны рядом с номером телефона. Если это время работы московского магазина, то ему место на соответствующей странице.

ШГО20 Кнопки прокрутки – до начала ввода города – выглядят странно:



ШГО30 Не нужно помещать метку в поле ввода¹². Более правильно будет так:



ШГО40 Сделайте номер телефона кликабельным (<tel:84994440528>). Будет особенно полезно для мобильных пользователей. Номер должен выглядеть кликабельным:

[8 \(499\) 444-05-28](tel:84994440528)

ШГО50 Вероятно, емейл в шапке сайта тоже не помешает:


info@hey-clay.ru

Адрес должен начинаться с нейтрального «info» (то есть, не с «order»).

¹² FeedbackGuru (2017) Form without labels: Don't use the placeholder text! [{Link}](#); Sherwin K. (2014) Placeholders in form fields are harmful [{Link}](#); Jarrett C. (2013) Don't put labels inside text boxes [{Link}](#).

ШГО60 Хинт при наведении мыши на логотип не нужен – будет понапрасну отвлекать внимание:

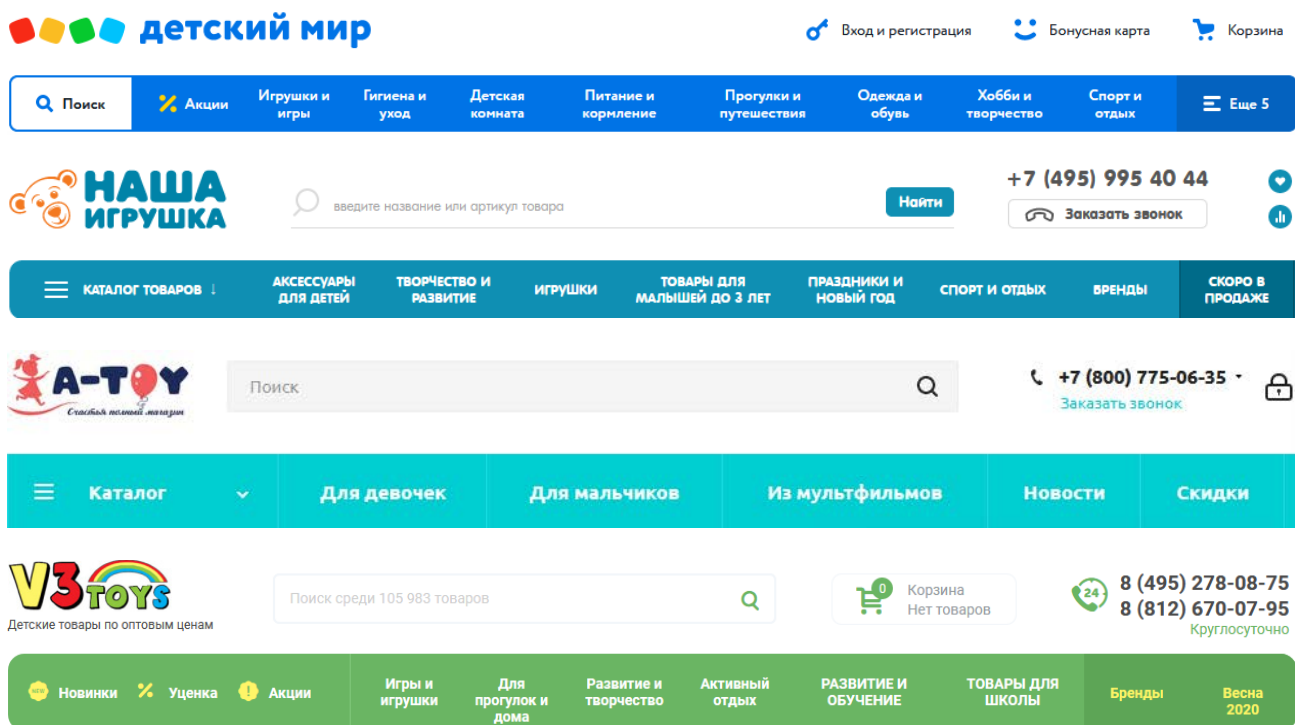


ШГО70 Кнопка  – это необычный и загадочный для пользователя элемент (у него могут возникать самые разнообразные гипотезы о том, что будет, если нажать на эту кнопку), который вряд ли встретишь на каких-то сайтах:



Поскольку в главном меню есть достаточно места для ссылки **Оплата и доставка** (лучше иметь одну ссылку, чем три отдельных для оплаты, доставки и возврата), то её и надо разместить в главном меню.

ШГО80 Пользователи привыкли, что цветная горизонтальная полоса сверху сайта – это не что иное, как его главное меню:



Однако, на вашем сайте ожидания пользователей нарушены – здесь меню расположено на белом фоне (да, это соответствует нынешней моде вебдизайна, но она глубоко ошибочна), зато подкрашен фон benefit-бара:



В результате внимание пользователей будет привлечено некликабельным benefit-баром, а главное меню кто-то может вообще не заметить. Очевидно, нужно сделать наоборот: фон главного меню сделать хорошим тёмно-

синим цветом (не голубым, поскольку белый на голубом плохо читается), а фон бенефит-бара (если он вообще нужен, в чём есть сомнения) – белым.

Также надо избавиться от выпуклых объектов в бенефит-баре, поскольку пользователи будут воспринимать их как вполне себе нажимабельные кнопки.

ШГ090 Пункты главного меню, у которых есть субменю, нужно помечать стрелкой «вниз», чтобы отличить их от тех пунктов меню, которые дают прямой переход на внутренние страницы сайта¹³:

О залипаках → **О залипаках** ▼

Впрочем, это вряд ли понадобится, поскольку всё меню можно сделать с прямыми ссылками, без субменю (см. **ШГ100**).

ШГ100 Рекомендуемые пункты главного меню (субменю не будет):

Главная | Каталог | Мобильное приложение | Оплата и доставка | О залипаках | Контакты

Пункт **Главная** может быть изображён пиктограммой «домика» (но сам пункт нужен¹⁴). Пункт **Оптовикам** лучше перенести в подвал (заинтересованные оптовики его там вполне найдут). В результате главное меню будет предназначено только B2C-посетителям сайта и будет отвечать на все их типовые вопросы.

Главная страница

ГС010 Использование баннерных каруселей не рекомендуется – они, как правило, не работают¹⁵. Кроме того, нет особого смысла использовать одну и ту же СТА-кнопку (**Перейти в каталог**) на каждом баннере. Вдобавок, стоит только пользователю навести мышь на эту кнопку, чтобы её нажать, как баннер сменяется, и мышь промахивается мимо кнопки. Рекомендуется использовать *один* статический баннер – тот, который говорит об официальном сайте.

¹³ “Visually indicating whether a navigation link will reveal a drop-down menu when the user mouses over it is best practice. This is best accomplished with a simple downward-pointing triangle” (Lazaris L. (2009) Horizontal navigation menus: Trends, patterns and best practices [{Link}](#)).

¹⁴ “Positioning the logo on the left is good, but an even better approach is to offer both a left-aligned clickable logo and an actual Home link” (Whitenton K. (2016) Centered logos hurt website navigation [{Link}](#)); “A homepage link in the main navigation is rarely found on sites these days, but in testing we frequently see how important it can be <...> Users often return to the homepage of a site during testing – to re-orientate themselves after getting lost or to start a new task afresh – and if they are not able to do this easily they quickly get frustrated with the site” (p. 11 in: RedEye (2014) 10 Usability Issues We’ve Seen and You Should Be Avoiding. London: RedEye [{PDF}](#)).

¹⁵ “Rotating banners are absolutely evil and should be removed immediately” (p. 213 in: Ash T., Page R., Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons); “Sliders don’t work. They’re a distraction. We’ve known this for a long time” (De Baets E. (2017) Conversion Jam 2017: The key insights [{Link}](#)); “Remove automatic carousels” (p. 19 in: Google (2019) UX Playbook for Retail [{PDF}](#)); “Carousels are declining in popularity on e-commerce sites, especially on the homepage. Our most recent UX benchmark reveals that only 28% of the top US and European e-commerce desktop sites have a carousel – down from 32% when we measured it in 2016 and 52% in 2013” (Appleseed J. (2019) 9 UX requirements for designing a user-friendly homepage carousel (if you need one) [{Link}](#)).

ГС020 Вертикальный размер баннера можно уменьшить на 30-50%, что будет способствовать дальнейшей прокрутке страницы пользователями¹⁶. Каждый поворот колёсика мыши – это «валюта», которую пользователи тратят на сайте. Лучше сократить эти затраты, уменьшив объём скроллинга.

ГС030 Раздел **Популярные модели** полезен, но будет лучше начать с *категорий* товаров – **Наборы** и **Одиночные модели**¹⁷. После него пойдут **Популярные модели**.

ГС040 Кнопки **Выбрать набор** и **Выбрать модель**, вероятно, будут работать лучше, чем **Подробнее**:



ГС050 {Бар} Кнопка **Подробнее** для одиночных моделей открывает страницу с наборами.

ГС060 {Бар} Название товара в секции **Популярные модели** на десктопе обрезано (на мобильнике этой проблемы нет):

ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ NEY CLAY -

ГС070 Лучше переименовать этот раздел («немного» выглядит несколько странно):

Немного о приложении → **Мобильное приложение**

В конце раздела добавьте ссылку **Подробнее о приложении**, которая будет открывать соответствующую страницу.

ГС080 {Бар} Строка обрезана:

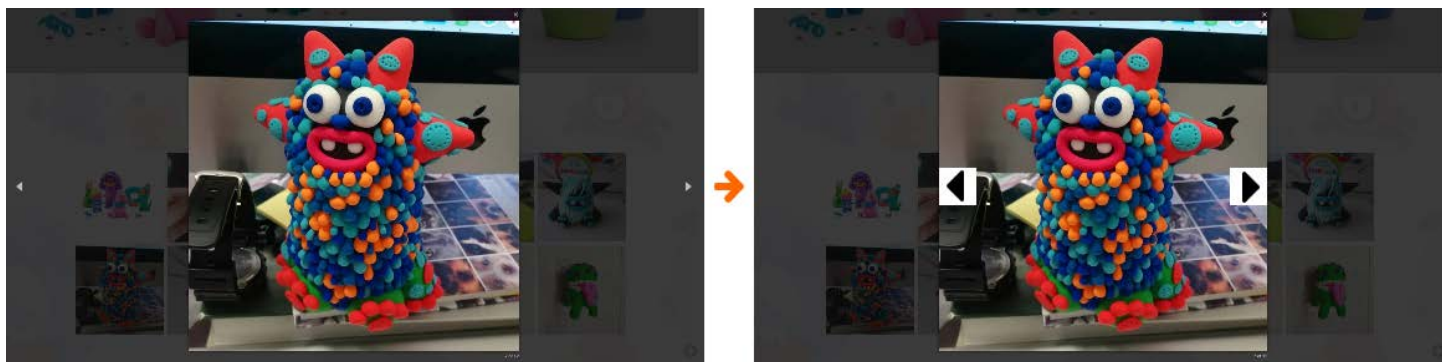
инструкций по лепке ге

ГС090 Стрелки прокрутки галереи творчества клиентов лучше разместить по бокам от изображения – не нужно заставлять пользователя далеко гонять мышью по краям страницы, чтобы попасть в мелкую цель¹⁸:

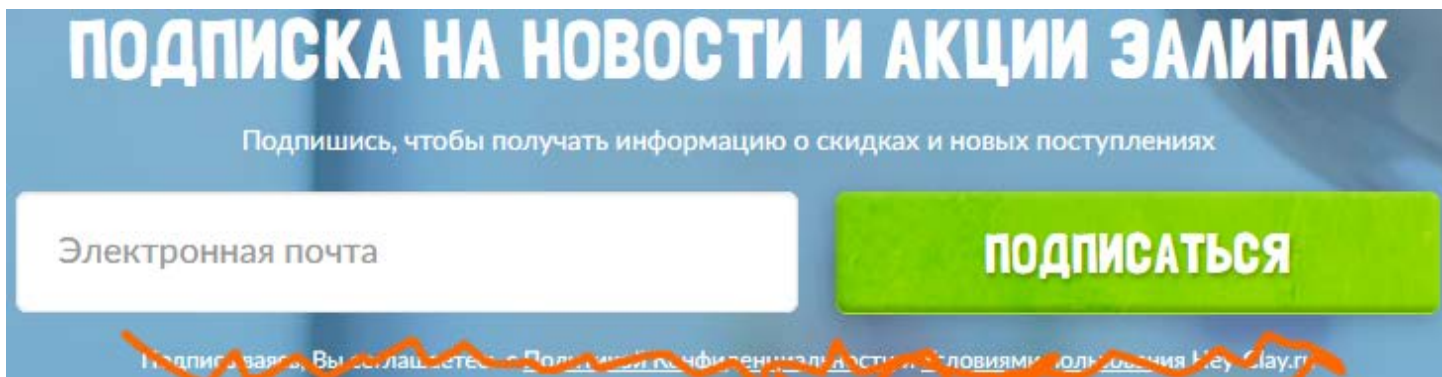
¹⁶ “Supersized hero images (and large full screen backgrounds). They look good, but they are highly ineffective and a waste of critical real estate. You can define them as large attractive headers too. If you are able to support it with relevant content and call to action buttons – great, otherwise they stay as a unnecessary decorative design element” (FeedbackGuru (2017) Web design trends you should stop following now! {Link}).

¹⁷ “The primary use of your homepage should be for category-level navigation” (p. 212 in: Ash T., Page R., Ginty M. (2012) Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.), Indianapolis: John Wiley & Sons).

¹⁸ См. Закон Фиттса {Википедия}.



ГС100 Не нужно обременять подписку какими-то юридическими условиями:



ГС110 Клик по полю ввода должен убирать метку поля:



Каталог

КА010 Возможно, имеет смысл добавить сортировку продуктов: по алфавиту, по цене, по популярности, по новизне.

КА020 Фильтры работают неправильно: после выбора серии нельзя добавить другой фильтр в той же группе фильтров:

СЕРИЯ

- Букашки (0)
- Животные (0)
- Монстры (0)
- Пришельцы (7)
- Птицы (0)

Такая возможность обязана присутствовать, то есть, у пользователя должна быть возможность выбрать одновременно несколько фильтров. Например, если он выбрал фильтры «Животные» и «Пришельцы», то в списке товаров отобразятся товары, удовлетворяющие логическому условию «Животные» ИЛИ «Пришельцы»¹⁹.

Естественно, после выбора фильтра счётчики продуктов в других сериях не должны обнуляться.

КА030 Как следствие предыдущего пункта, заголовок становится константой, не зависящей от выбора фильтров:

ЛЕГКИЙ ПЛАСТИЛИН НЕУ СЛАУ ЗАЛИПАКИ НЕУ СЛАУ
ПРИШЕЛЬЦЫ

КА040 {Бар} Неправильное значение счётчика «Одиночные модели»:

ОСОБЕННОСТЬ

- Наборы героев (5)
- Одиночные модели (0)

Также этот фильтр не должен быть задизэблен.

КА050 Не рекомендуется вставлять баннеры в список товаров²⁰. Особую проблему эти баннеры создают на мобильнике, поскольку пользователь вполне может принять такой баннер за окончание списка товаров и перестанет скроллить страницу²¹. Относительно приемлемое место для этих баннеров на десктопе – слева под фильтрами (при этом нужно иметь в виду, что пользователи будут кликать по этим баннерам, так что их нужно будет осмысленно куда-то прилинковать; осмысленной ссылки для баннера неприлипания к рукам и мебели не просматривается, а баннер про приложение можно было бы прилинковать к соответствующей странице):

¹⁹ “The logic is therefore that filter types should follow an “AND” logic when multiple types are selected, whereas the selected filtering values within any of those types should follow an “OR” logic” (Scott E. (2018) E-commerce UX: Allow users to combine multiple filtering values of the same type – an ‘OR’ logic (32% of sites don’t) [{Link}](#)).

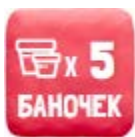
²⁰ “[Don’t] use irrelevant images [on category pages]” (DeMatas D. (2019) 105 ecommerce UX tips: How to seduce visitors to buy [{Link}](#)).

²¹ “When ads are placed within a product list, users tend to interpret it as the end of the list. In the user’s view, the ad represents the beginning of a new page element and the ad therefore also comes to signify the end of the current page element (i. e. the product list). This problem is only exacerbated on devices with fading scrollbars, as the one visual clue indicating that plenty of additional content is available on the page will often be hidden” (Appleseed J. (2014) Avoid these 5 types of e-commerce graphics [{Link}](#)).



На мобильнике эти баннеры следует совсем убрать (а по-хорошему, и на десктопе тоже).

КА060 Этот бейджик может ввести в заблуждение – нарисованы две баночки (причём разного размера), умноженные на 5. Тогда сколько будет в итоге баночек и какого размера?



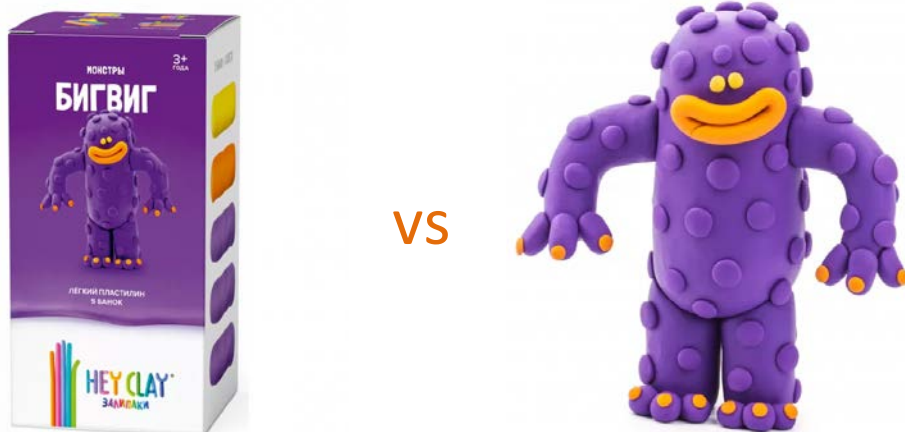
Лучше убрать баночки и знак умножения – сразу всё станет однозначно понятно: баночек ровно пять.

КА070 {Для А/В-тестирования} Имеет смысл потестировать постоянно видимые кнопки **Купить**. Если эти кнопки появляются только при наведении мыши, то пользователю приходится выполнять лишнее действие мышью – прежде, чем кликнуть по кнопке, надо привести мышшь на товар. Если кнопки будут видны постоянно, то можно сходу по ним кликать.

КА080 {Для А/В-тестирования} Пользователи могут ожидать, что кнопка **Купить** означает прямое добавление товара в корзину, минуя открытие карточки товара (так сделано на многих сайтах интернет-магазинов). Имеет смысл протестировать две вещи:

- изменение названия кнопки: **Купить** vs **Добавить в корзину**;
- открывать карточку товара по нажатию кнопки **Купить** vs сразу добавлять товар в корзину, минуя карточку товара.

КА090 {Для А/В-тестирования} Имеет смысл протестировать показ *модели* (группы моделей из набора) вместо *коробки с товаром*:



КА100 Об отсутствии товара на складе нужно сообщать уже в каталоге, а не только на карточке товара. В этом случае кнопка **Купить** заменяется на **Сообщить о поступлении**.

Карточка товара

КТ010 На многих карточках надо добавить больше фотографий – фотографии продают товар. Можно добавить изображение коробки с тыла (если оно отличается от передней части), фото баночек, буклета, QR-кода (и где его искать в коробке), скриншоты приложения с конкретной моделью. Карточка товара [«Животные»](#) показывает пример движения в правильном направлении, но надо показывать галерею целиком, без прокрутки²²:

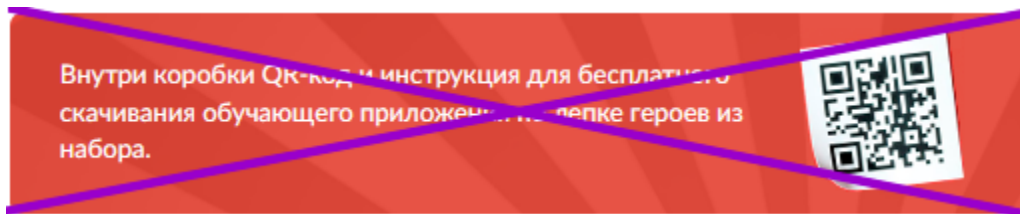
²² Holst C. (2017) Truncating additional images in the gallery causes 50-80% of users to overlook them (30% get it wrong) [{Link}](#).



Это будет удобнее сделать, если поместить галерею не вертикально слева, а горизонтально снизу в несколько рядов под фотографией.

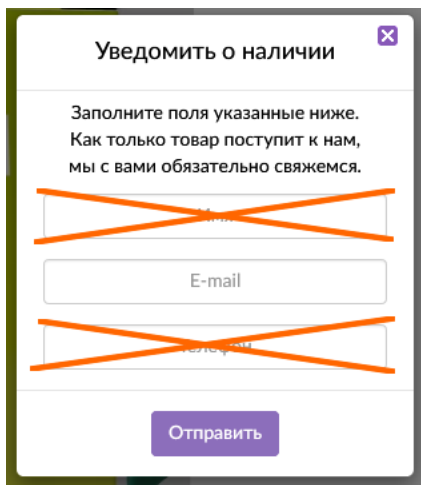
КТ020 Используйте чёрный цвет для названия товара, поскольку это статический текст.

КТ030 Это приемлемо сообщать, что товара нет в наличии, красным цветом, но использовать красный цвет для блока про QR-код не следует:



Используйте другой цвет, который не ассоциируется с предупреждениями и ошибками.

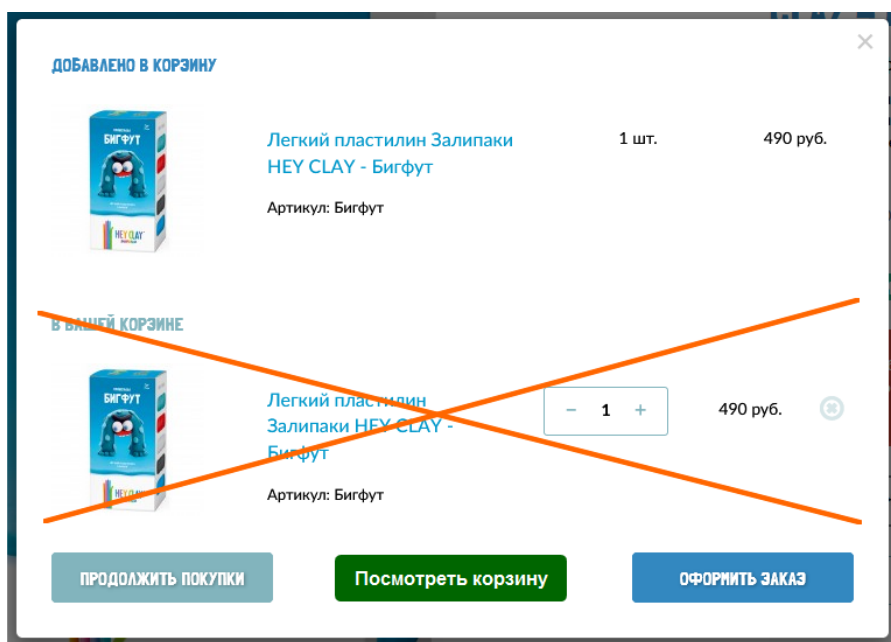
КТ040 Не надо спрашивать имя и телефон при добавлении в лист ожидания:



КТ050 Переименование **Добавить в лист ожиданий** (ожиданий?! – интересно, кто это придумал) в **Сообщить о поступлении**, вероятно, сделает процесс более понятным.

КТ060 В разделе **Подробнее о приложении** лучше показывать не одни и те же скриншоты для всех моделей, а специфические для каждого товара.

КТ070 Это правильно показывать всплывающее окно после добавления товара в корзину, но конкретный дизайн вызовет вопросы, поскольку пользователь может подумать, что он добавил не один экземпляр товара, а два. Нужно убрать список товаров в корзине и добавить кнопку **Посмотреть корзину**:



КТ080 Ссылка на отзывы должна выглядеть кликабельной:

55 отзывов → [55 отзывов](#)

КТ090 Ссылки на секции страницы должны выглядеть кликабельными:

[О приложении](#) [Характеристики](#) [Описание](#) → [О приложении](#) [Характеристики](#) [Описание](#)

КТ100 Добавьте кнопки прокрутки по бокам от фотографии:



КТ110 Галерея не на месте – она должна быть расположена выше:

HEY CLAY / ЛЕГКИЙ ПЛАСТИЛИН HEY CLAY ЗАЛИПАКИ / ЛЕГКИЙ ПЛАСТИЛИН ЗАЛИПАКИ HEY CLAY - БУКВАШКИ



Корзина

КР010 Корзина и оформление заказа – это должны быть *две разные* страницы. Нужно добавить страницу с нормальной корзиной. Наличие корзины – это отнюдь не лишний шаг на пути к оплате заказа²³.

²³ “The first page in your checkout process is your cart page. You never want to send a user past this page. This page reaffirms what they have purchased in detail. This helps them build confidence and trust in your store” (DeMatas D. (2019) 105 ecommerce UX tips: How to seduce visitors to buy {Link}); “On average across a range of product types, a third of online shoppers (35 percent) look at an item three or more times before making an online purchase. One in 10 online shoppers look at an item five or more times before purchase” (p. 20 in: Episerver (2019) Reimagining Commerce - Principles of Standout Digital Shopping Experiences {PDF}).

Оформление заказа

О3010 Начинать оформление заказа с вопроса о номере телефона – это примерно то же самое, что просить девушку о поцелуе в самом начале первого свидания. Современные россияне наглухо затерроризированы телефонным спамом, так что всячески берегут свои номера от попадания в любые чужие руки.

Также покупатели справедливо недоумевают, когда у них запрашивают и емейл, и номер телефона («если у продавца уже есть один способ контакта со мной, зачем он требует второй?»)²⁴.

Наконец, покупатели понимают, что в случае самовывоза или почтовой доставки их номер телефона вообще не понадобится.


Спрашивать номер телефона можно только, если покупатель уже выбрал курьерскую доставку. При этом нужно чётко пояснить, что его номер будет использован только для доставки, и продавец никогда не будет звонить ему в маркетинговых целях.

О3020 ФИО понадобится только в случае почтовой доставки. Соответственно, спрашивайте ФИО только, если покупатель выбрал этот вариант доставки.

О3030 Радиокнопки должны быть круглыми, а не квадратными (квадратные – это чекбоксы):

- ДОСТАВКА КУРЬЕРОМ (7 р.дн)
(При заказе от 3500 р. - 200 р.)
- САМОВЫВОЗ ИЗ ПВЗ VOXBERRY (6 р.дн).
(При заказе от 3500 р. - бесплатно)
[7 пунктов выдачи в вашем городе](#)
- ДОСТАВКА ПОЧТОЙ РОССИИ (5-10 р.дн).
(При заказе от 3500 р. - бесплатно)

О3040 Поле промокода – известный убийца конверсии²⁵. Показывайте это поле в открытом виде только, если вы уверены, что у покупателя есть промокод (например, если он пришёл на сайт по рекламной ссылке с промокодом). В противном случае скройте поле промокода за малозаметной ссылкой, клик по которой открывает поле ввода кода. Пример:

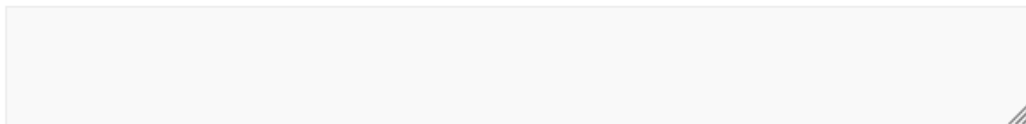
Order summary	
 Monthly Plant + Cacti Subscription Auto Renew x 1 Yes / Not that much / Third week of the month Every 2 Months	49.00
Have a discount code? Enter it here >	
Subtotal	49.00

²⁴ “Most test subjects subscribed to a simple logic: if the store already has one way of contacting me (e. g. e-mail), why do they need another (e. g. phone)?” (Holst C. (2012) Checkout experience: Don’t require seemingly unnecessary information (61% get it wrong) [{Link}](#)).

²⁵ Bowen T. (2013) Stop “promo code search” leaks once and for all to increase conversions [{Link}](#); GoodUI Datastories - Issue #26 – Jun 2016 [{PDF}](#); Graham E. (2009) Do coupon codes INCREASE checkout abandonment? [{Link}](#).

03050 «Звонков менеджера» на современных сайтах в общем-то нет: на дворе 2020-й год, а не 2000-й. Для уточнения деталей заказа имеется поле **Комментарий**:

Комментарий:



~~Звонок менеджера Мне нужен звонок менеджера для уточнения деталей заказа.
 Звонок не нужен. Можно сразу комплектовать заказ.~~

03060 Для выбора пункта выдачи заказа используйте список вместо карты (карта, кстати, реализована криво), а уже из списка можно будет посмотреть на карте местонахождение конкретного ПВЗ. Для крупных городов список ПВЗ должен включать указания на ближайшую станцию метрополитена.

03070 Не подчёркивайте некликабельный текст – народ будет однозначно по нему кликать:

7 пунктов выдачи в вашем городе

03080 Сначала покажите дефолтный адрес ПВЗ, затем ссылку **Изменить пункт выдачи**:

[Изменить пункт выдачи](#)

Улан-Удэ Кирова_0317_С
670000, Улан-Удэ г, Кирова ул, д.28А

03090 Если был выбран вариант без звонка менеджера, то эту фразу надо убирать:

~~В ближайшее время с вами свяжутся менеджеры
службы доставки для уточнения деталей заказа~~

Если у Вас возникли какие-либо вопросы, Вы можете
связаться с нами по телефону
8 (499) 444-05-28

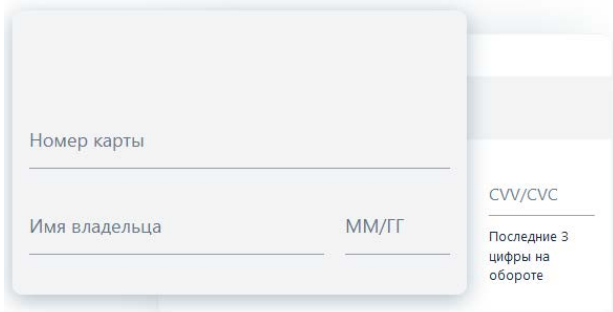
03100 Если есть техническая возможность оформить страницу оплаты в стиле вашего сайта (отбрендировать с вашим логотипом и в стилистике вашего сайта), то это лучше сделать²⁶:

²⁶ "Keep buyers on your site, and be consistent with your branding. If you direct customers away from your site in order to register, check out or complete the payment procedure, you may lose them. Just don't do it! Third-party shopping carts can make a visitor feel like they're getting scammed" (Massey B. (2014) 10 Customer-delighting checkout usability techniques [Link](#)).

790,00 ₽

hey_clay

Номер заказа 19_1589324061



Номер карты

Имя владельца

MM/ГГ

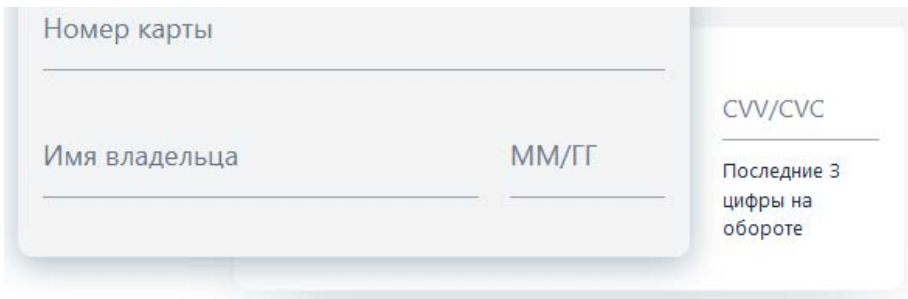
CVV/CVC

Последние 3 цифры на обороте

Оплатить

ОЗ110 Номер заказа на странице подтверждения заказа не совпадает с номером заказа на странице оплаты. По возможности, сделайте одинаковыми.

ОЗ120 Если есть техническая возможность, то надо бы поместить поле CVV/CVC в основную форму. А то кулибины из Альфы прилепили его где-то сбоку, так что реально трудно заметить:



Номер карты

Имя владельца

MM/ГГ

CVV/CVC

Последние 3 цифры на обороте

ОЗ130 Если есть техническая возможность, то используйте нормальные поля ввода вместо «подчёркиваний»:



Имя владельца

Имя владельца

Мобильная версия

МБ010 {Шапка, главное меню} Есть риск, что гамбургер-меню может восприниматься пользователем как часть логотипа:

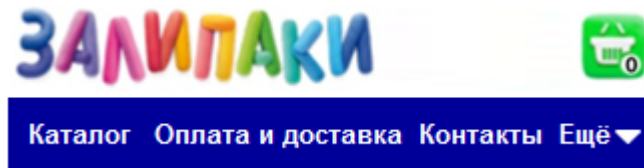


Вариантов видится два:

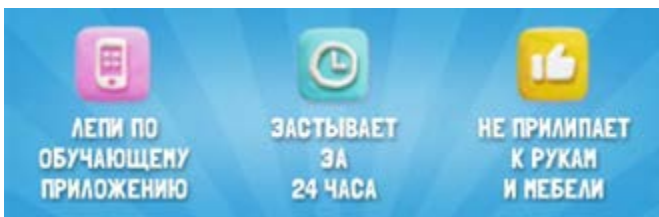
- использовать однозначно воспринимаемый гамбургер:



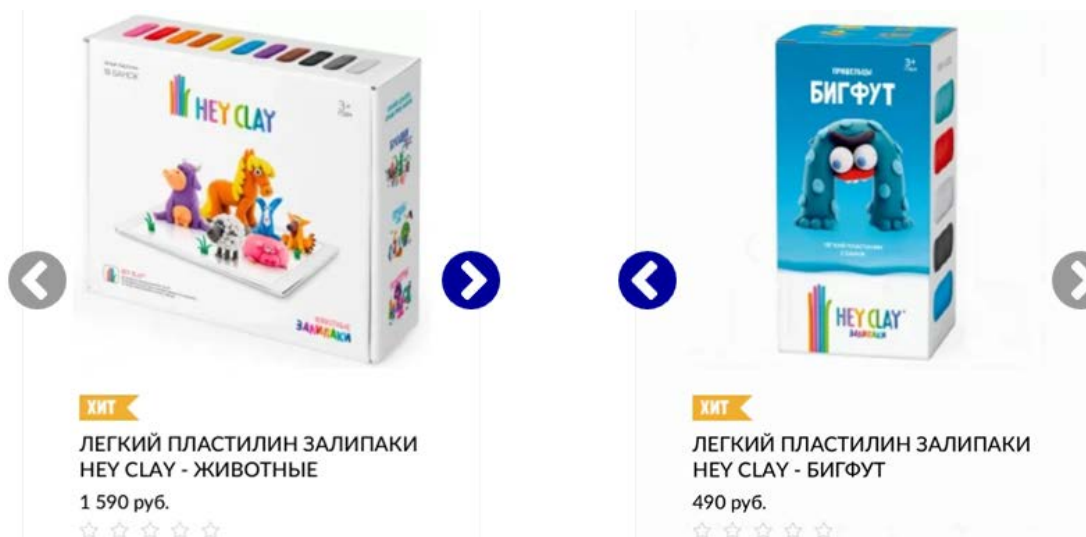
- (предпочтительнее) использовать нормальное горизонтальное меню вместо гамбургера с пунктом **Ещё** на конце²⁷:



МБ020 {Главная страница} Эту секцию лучше не показывать на мобильном, поскольку люди как пить дать будут нажимать эти аппетитно выглядящие кнопки:



МБ030 {Главная страница} Нужно дизэблить кнопку прокрутки влево на первом товаре в галерее и кнопку прокрутки вправо на последнем товаре:



МБ040 {Каталог} Аналогично **МБ030**.

МБ050 {Корзина} В дополнение к **КР010** – на мобильнике становится особенно понятно, что корзина должна быть корзиной (списком товаров), а не оформлением заказа:

²⁷ "Avoid hamburger menus if you can <...> Many sites do so because they just follow trends without checking how these affect user experience or sales. But, again, there are a few who have gotten wiser and are using alternatives to the hamburger menu on their mobile sites" (Olotu T. (2017) Five mobile commerce UX problems and how to fix them: Advice from observing real users dealing with real m-commerce issues [{Link}](#)); Pernice K., Buidi R. (2016) Hamburger menus and hidden navigation hurt UX metrics [{Link}](#); Pernice K. (2017) Hamburger menus hurt UX metrics [{YouTube}](#)).

КОРЗИНА

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