CRO and UX audit of Cosabella webstore

Version 2 | 29.08.2017

General remarks

GE004 Fix bugs:
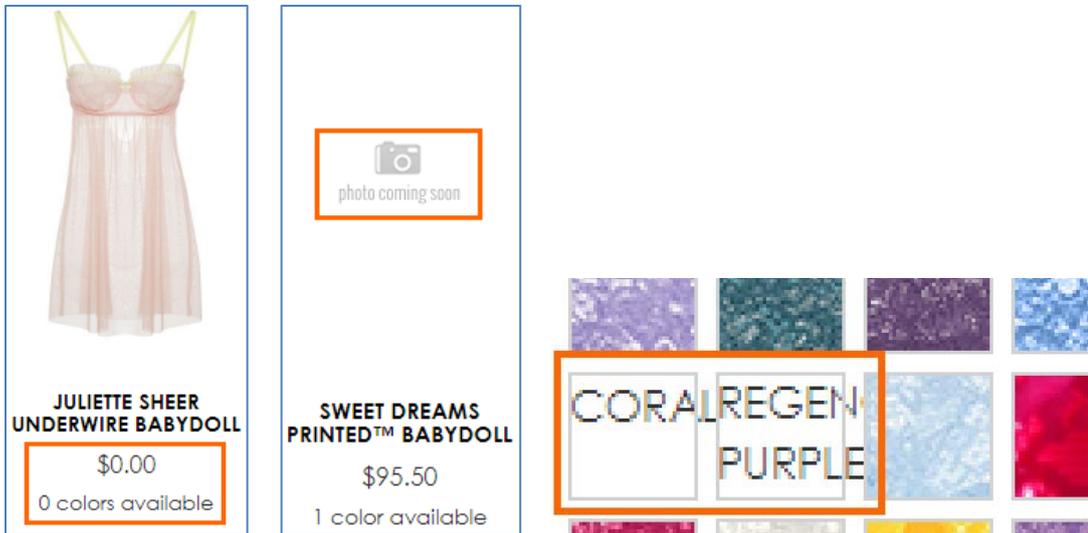
GE008 Average page load time is 6.7 seconds which is much higher than accepted benchmark for ecommerce websites of 2 seconds[1]. Recommendation is to pay close attention to this parameter and improve page load speed.

GE010 Replace UPPERCASE with Mixed case throughout the whole page. Uppercase text not only retards legibility[2], using it is a bad netiquette because it is considered "shouting" on the internet[3]: 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 navigation[4]. These clickmaps show that on product pages users often click category link *instead of immediate subcategory* they just came from:

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[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 like[5]:

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:

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 site[6], and search visitors are known to convert at a rate much higher than the average non-site search visitor[7]. 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 ▾		Ecommerce Conversion Rate
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	
	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:

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[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 box[8]:

- don't hide search behind a magnifying glass icon (on both desktop and mobile[9]), 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 box[10]. "Find" button label must work better than "Search" and "Go" buttons[11].

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 purchase[12]. This means that predictive search must understand color keywords and provide relevant suggestions.

Compare:

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[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](#)}.

Cosabella

Curvy Kate
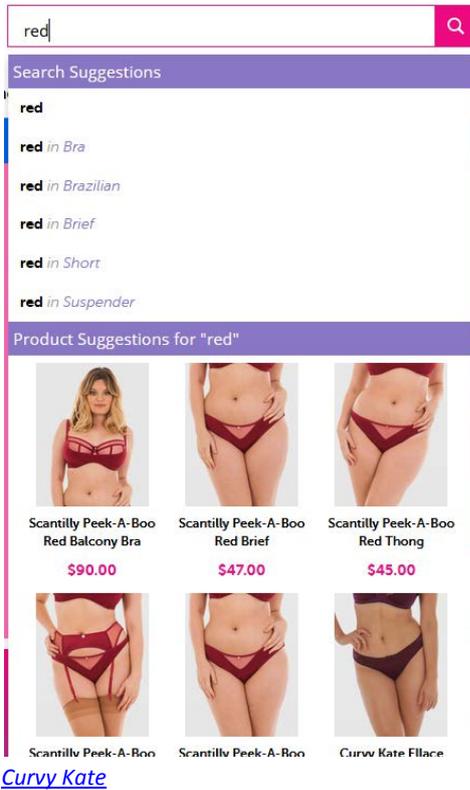
Search suggestions often look irrelevant or strange:
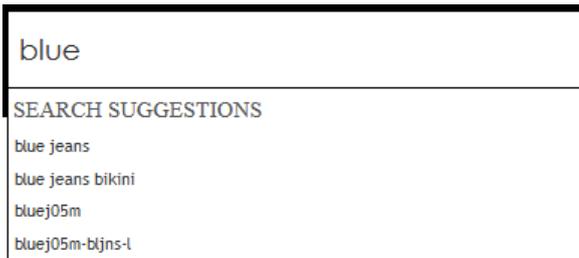
This may even cause website abandonment because based on these suggestions visitors may decide that your website in principle doesn't offer products they need.

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

Cosabella
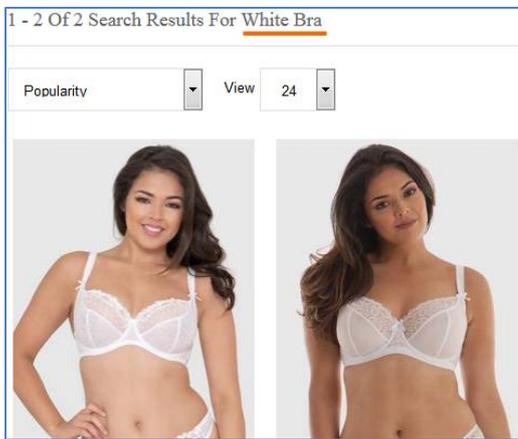
Curvy Kate
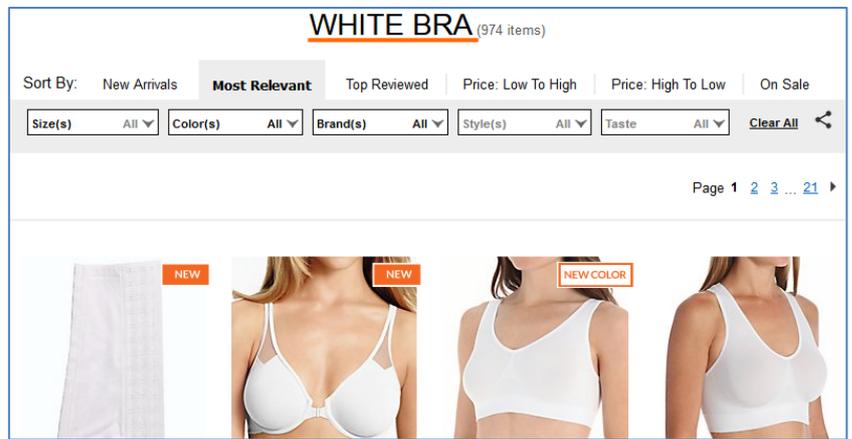
HerRoom

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 icon[13].

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 link[14].

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[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 annoyance[15].

MM020 Avoid ultralight fonts: they are illegible[16]:

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 law[17]):

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[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:
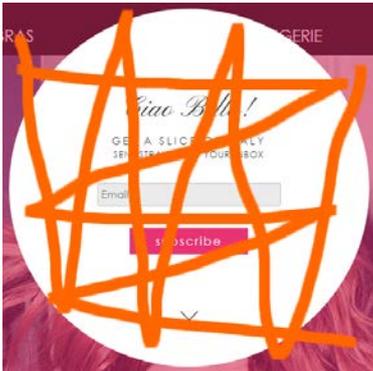
Popups are the most hated feature on websites and they should be avoided without question[18]. It must also be noted that since January 2017 Google punishes websites with intrusive interstitials in Google search results[19].

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[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:

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[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 standards[21]:
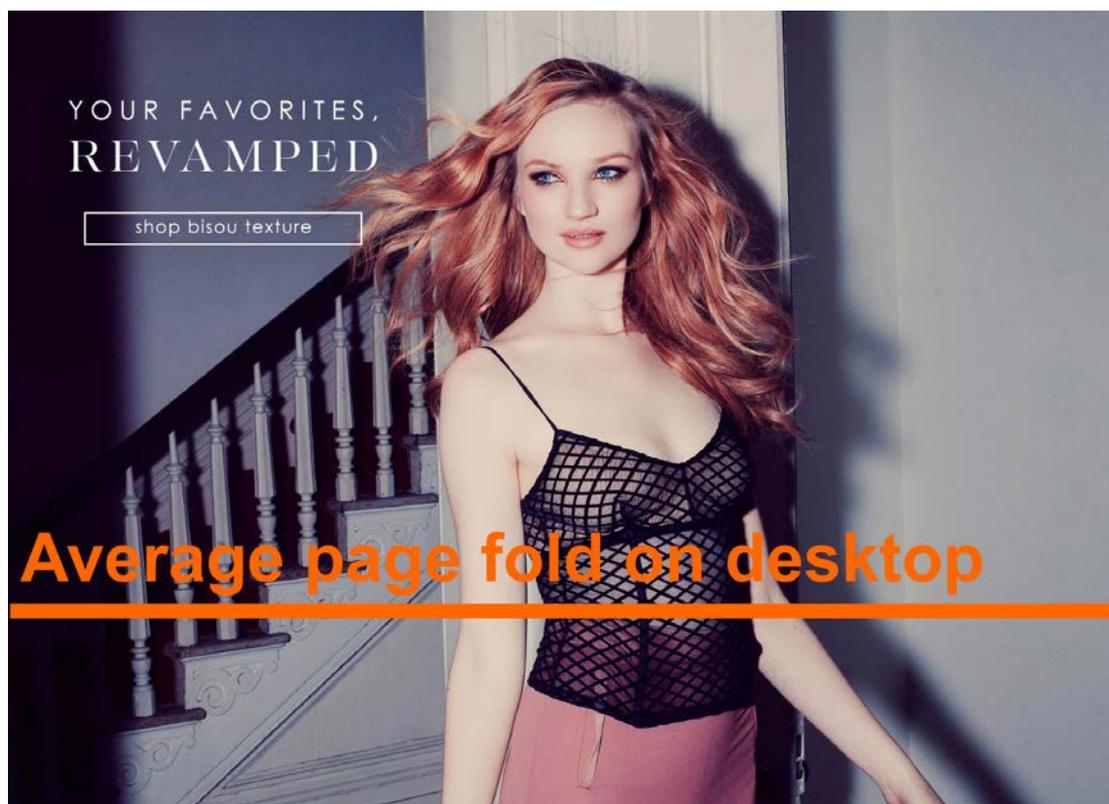
Taking into account its limited scope (single collection from 80) and low number of clicks, its monstrous size is definitely disproportional to the banner value. General recommendation is to avoid this type of hero banners completely[22]. Instead, you may use seasonal special offers (Spring/Fall, Semiannual, 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 risky[23]. Face photos should be tested.

(b) this banner attracts no clicks:

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[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:
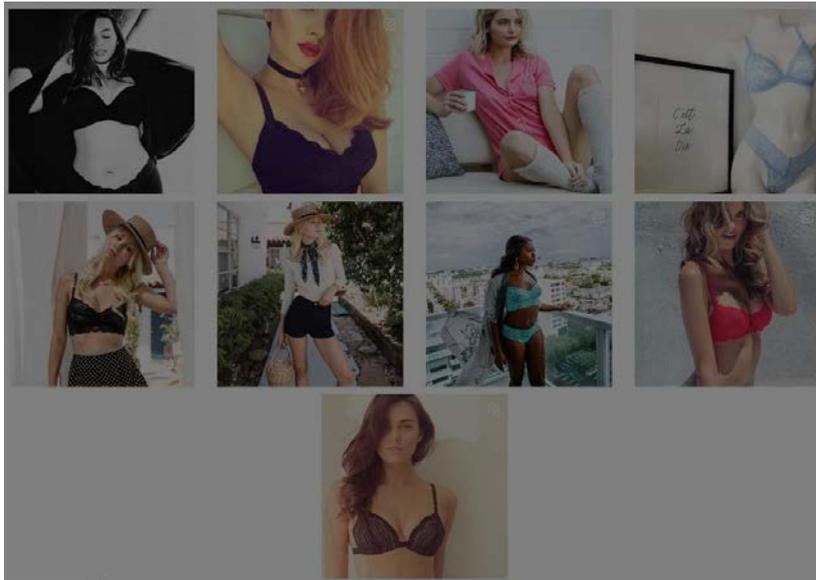
(d) number of clicks on blogs is negligibly low:
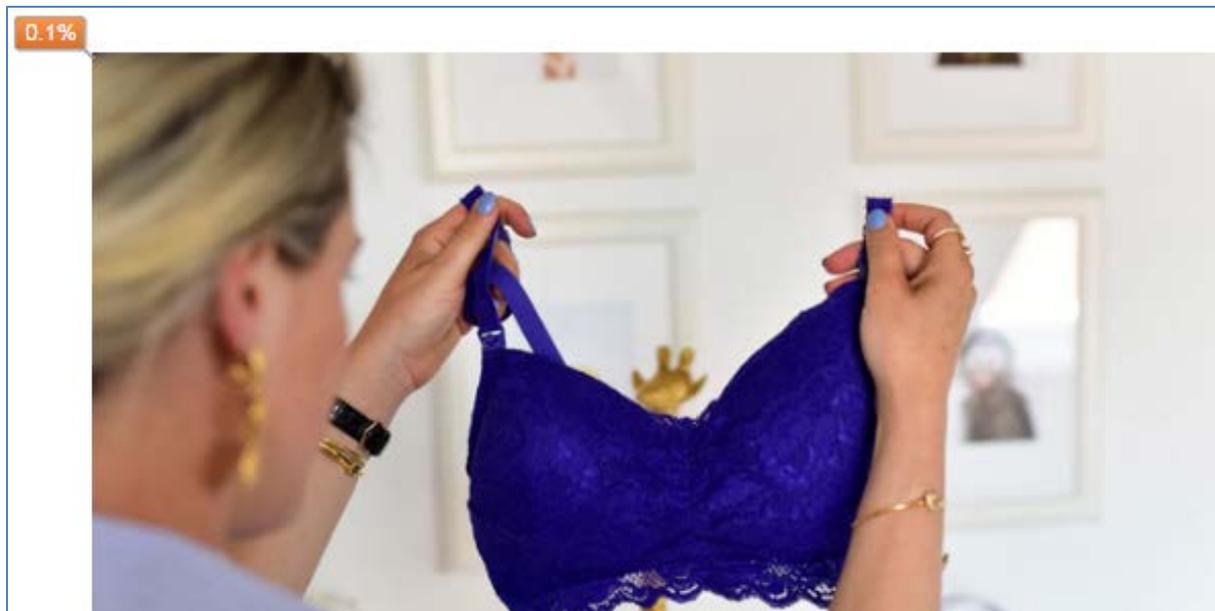
(e) percent of visitors who scroll down to these (perhaps useful) banners is too low (~5%):


Correct examples:
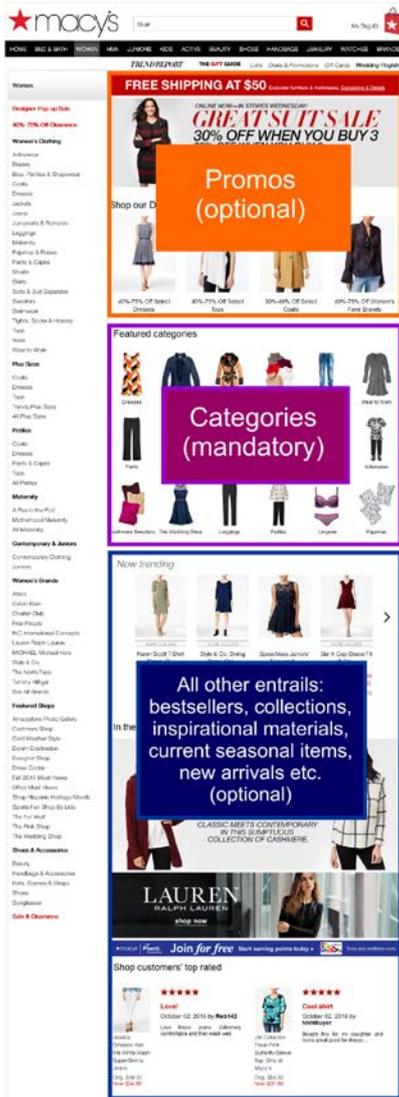
Macy's   *M&S*
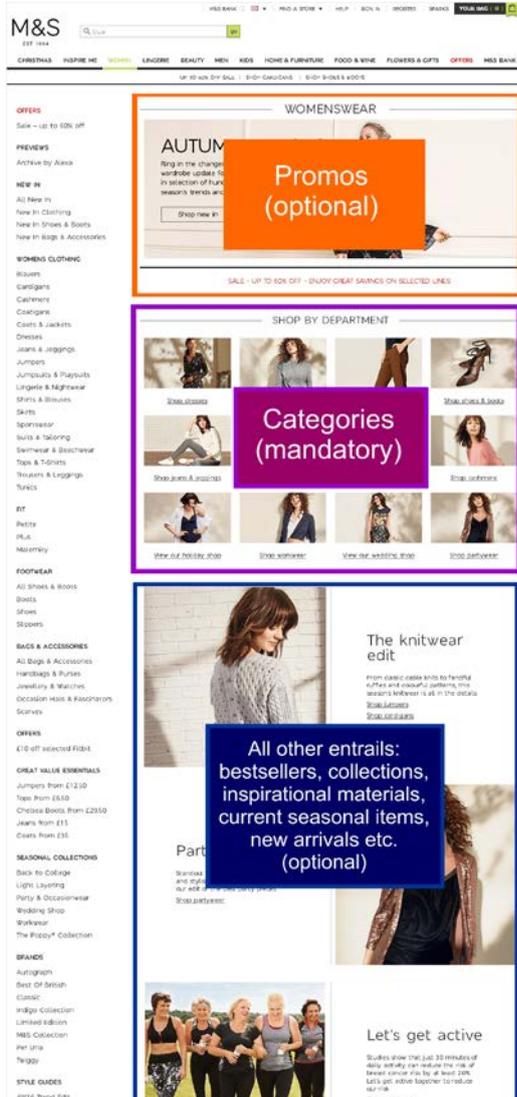
Recommendation is to strictly follow this scheme.

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

It seems the rectangular ghost and flat buttons don't work too:
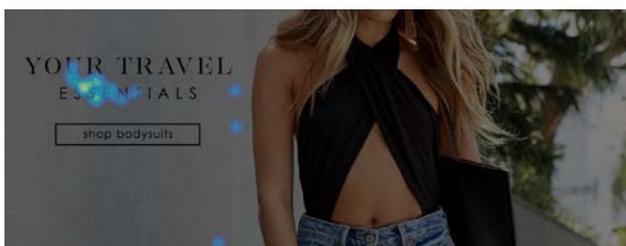
Ghost buttons have the lowest visibility and lowest conversion rates among all types of buttons[24]; flat buttons don't motivate users to click them as well.

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 rectangle[25];
- 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 palette[27];
- 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:

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[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 list[28].
Examples:
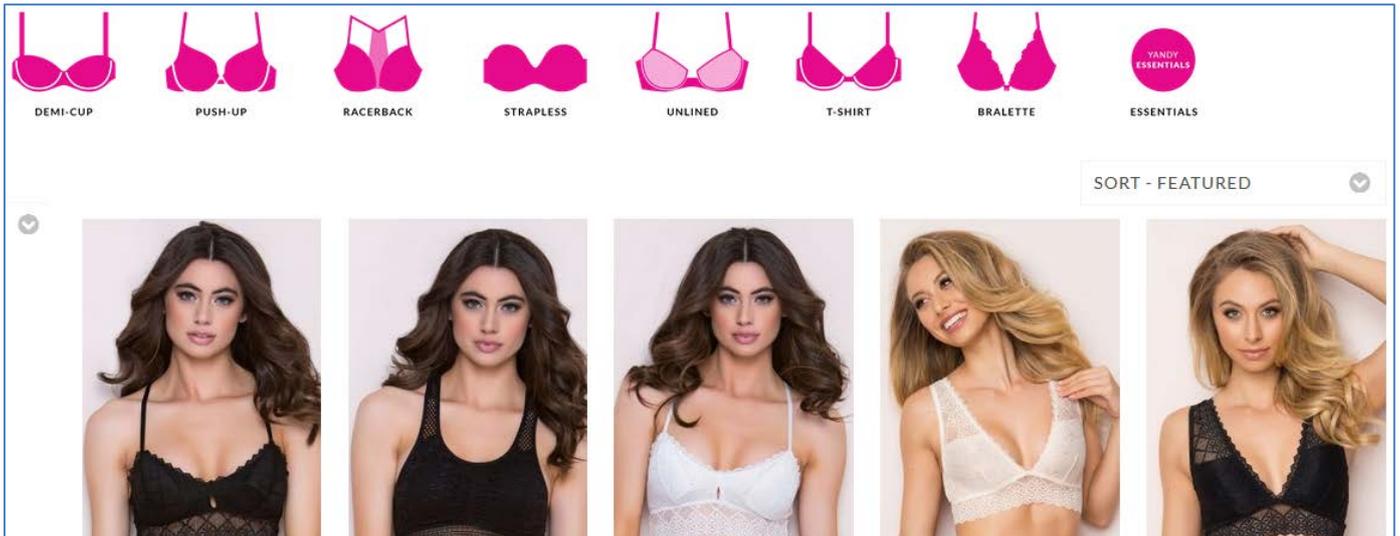
Yandy
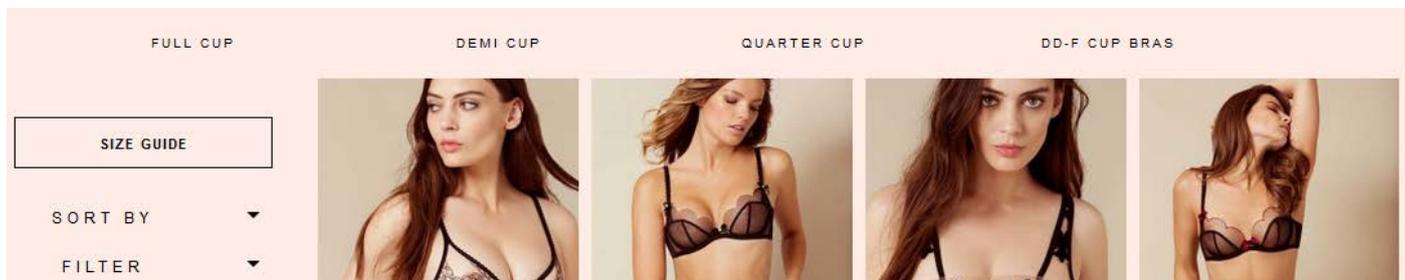
Agent Provocateur

These filters should be also repeated on the left rail.

CA030 It seems, all normal apparel websites place filters on the left rail:
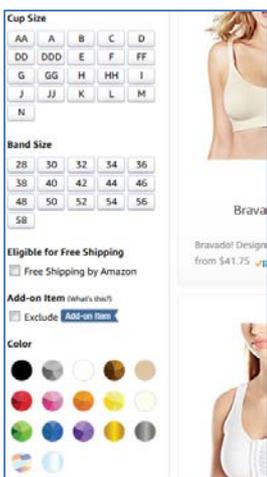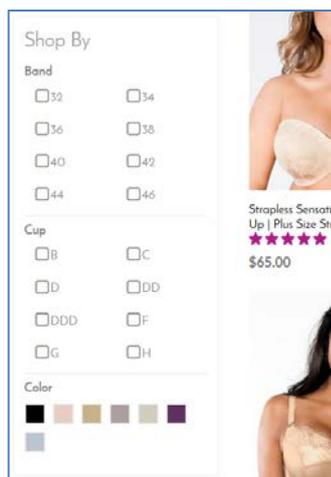
Amazon   *Curvy Couture*   *Yandy*   *Macy's*   *John Lewis*
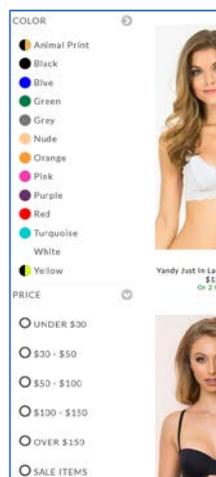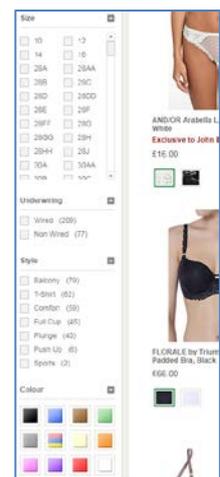
I understand that placing filters on top of product list is "trendy" but this is probably a harmful trend. Recommendation is to place filters on the left because this meets customers' expectations.

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[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:
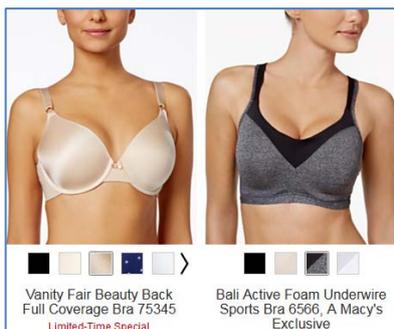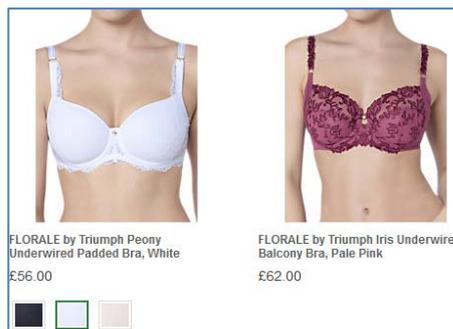
HerRoom *Macy's* *John Lewis*

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:
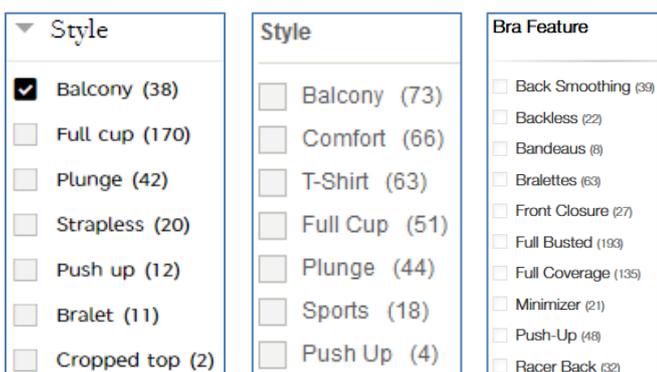
M&S *John Lewis* *Macy's*

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 *weared by a model* (an obvious exception are product *packs*):
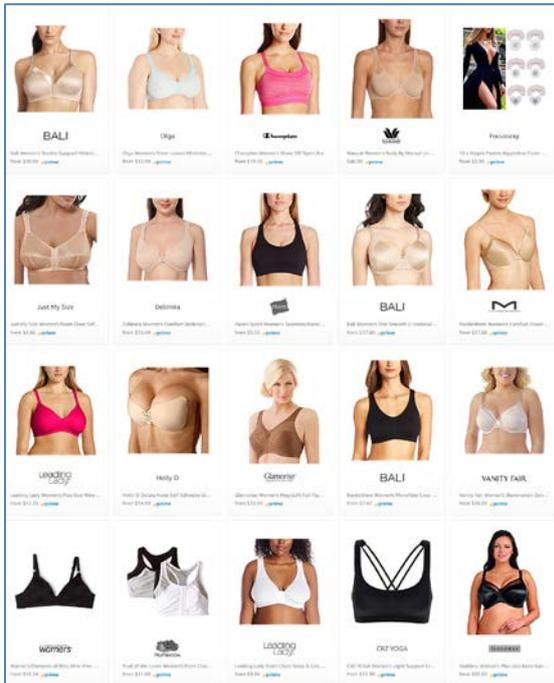
Amazon
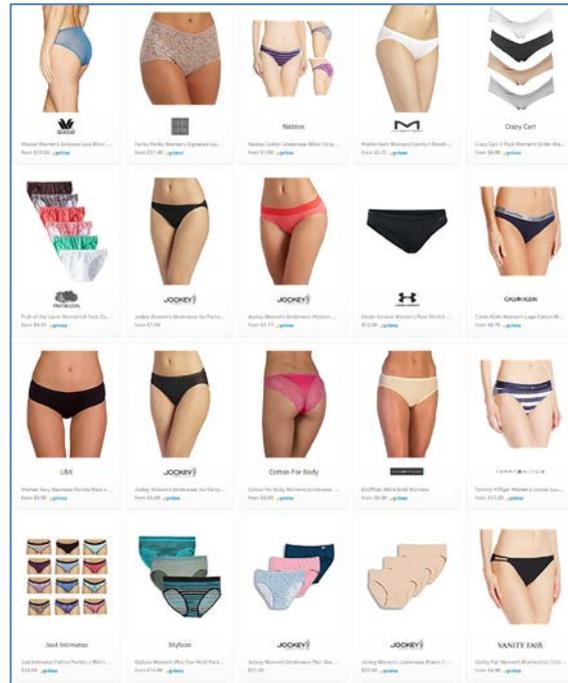
Amazon

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

Amazon

HerRoom

(3) they *crop model faces*:
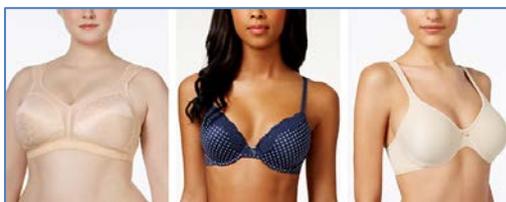
Macy's

John Lewis

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

CA062 Also consider "product view / model view" switch. Example:
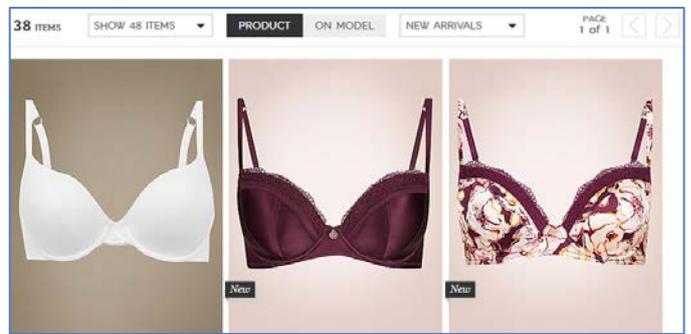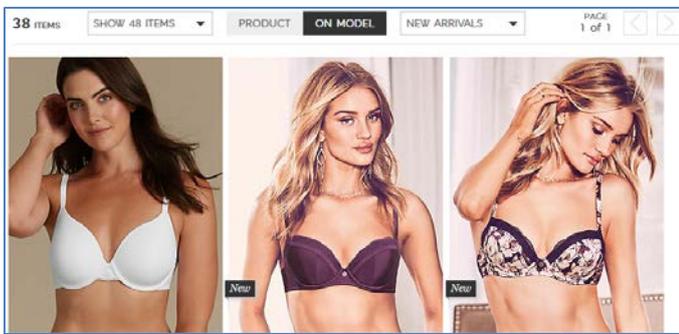
[M&S](M&S)

(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 place[29]. Example:
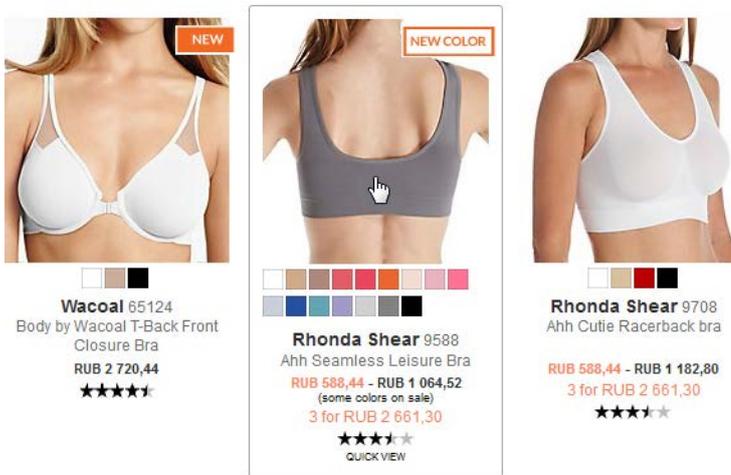
HerRoom

CA080 Research shows that **Quick view** buttons do more harm than good so recommendation is to avoid them[30]:

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

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[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 recommended[31]. Recommended ways of scrolling product list are[32]:

- 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:

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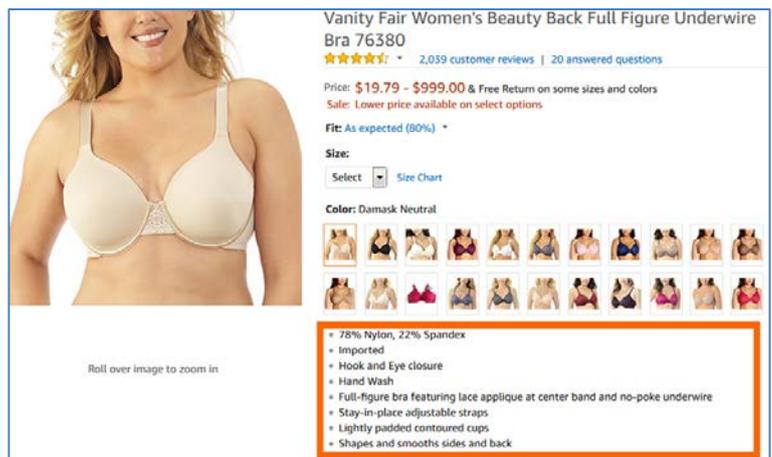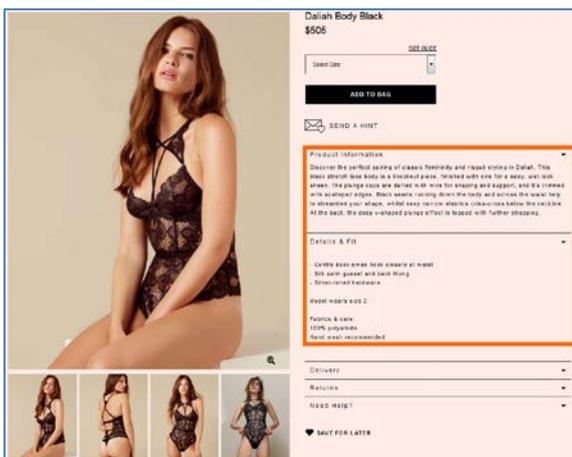
[31] DiSilvestro, Amanda (2015) Infinite scrolling: What to consider before implementing it on your site {Link}; Loranger, Hoa (2014) Infinite scrolling is not for every website {Link}; Nguyen, Dan (2013) Why did infinite scroll fail at Etsy? {Link}.

[32] Holst, Christian (2016) Infinite scrolling, pagination or "Load more" buttons? Usability findings in eCommerce {Link}.
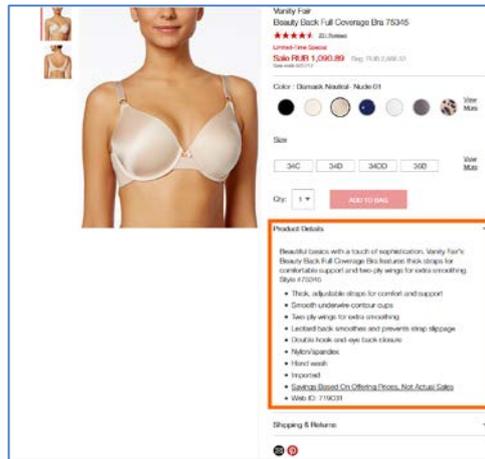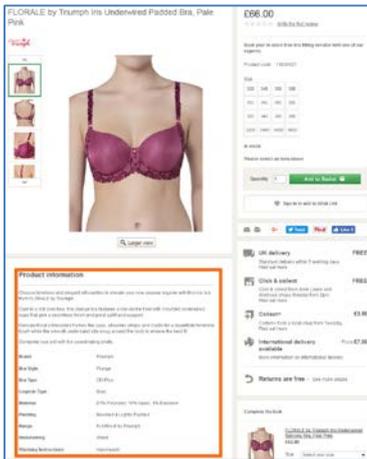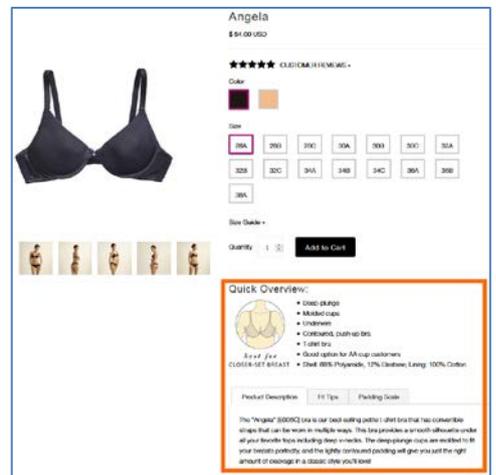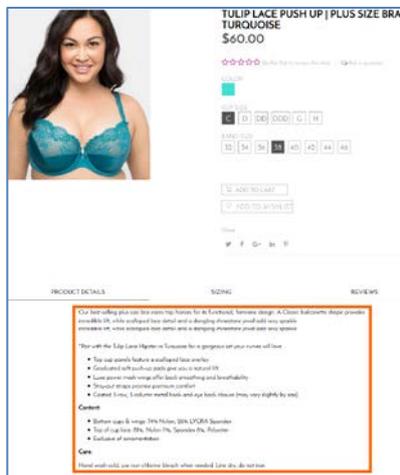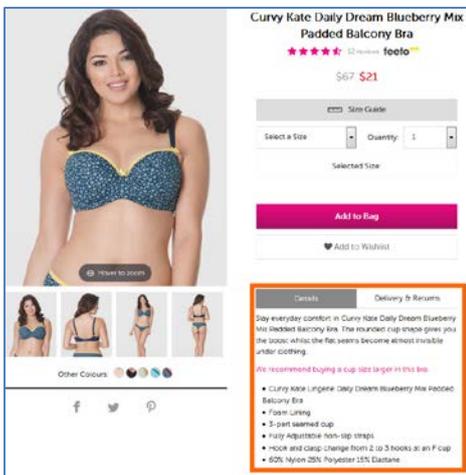
PR020 {For A/B-testing} Consider removing **Inspiration** section or placing it *below* **Product Details** section.

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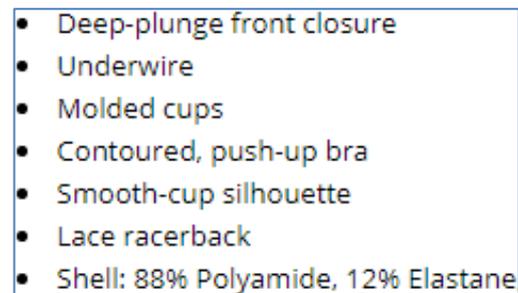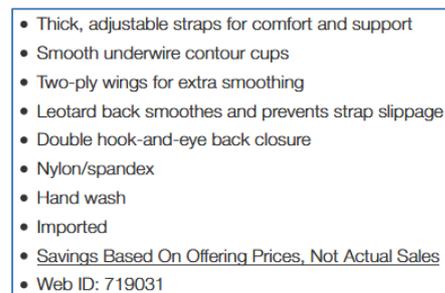
ASOS

Macy's

The Little Bra Company

PR040 *Add more product photos*. Showing 1-2 photos is absolutely insufficient. Examples:
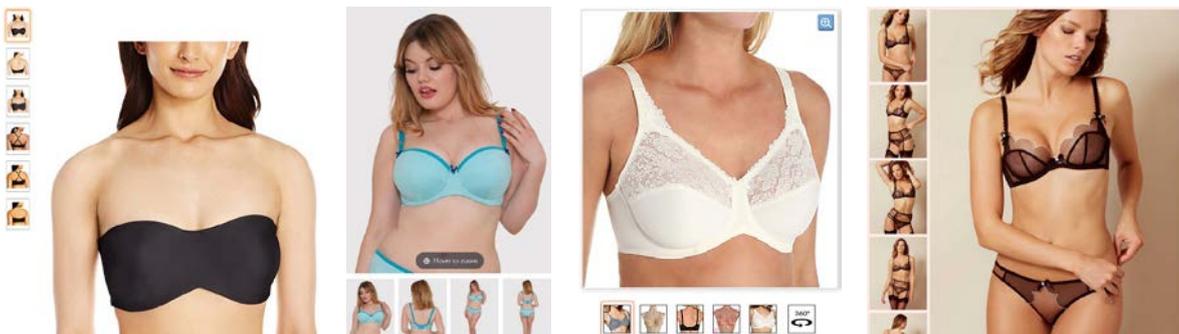
Adding more photos may probably save you from investing in video production. Videos on apparel websites were popular 7-8 years ago but it seems pioneers of this approach like *ASOS*, *Zappos* and *KnickerPicker* were not successful with the results they achieved. I am rather sceptical about videos and 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:
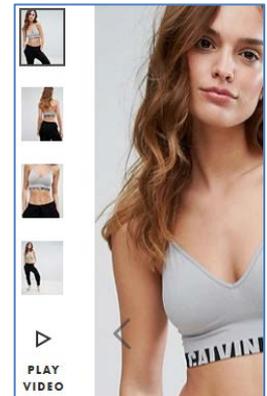
HerRoom   *Amazon*   *ASOS*

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:
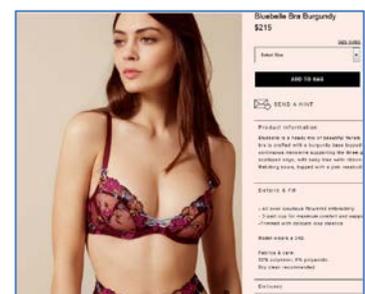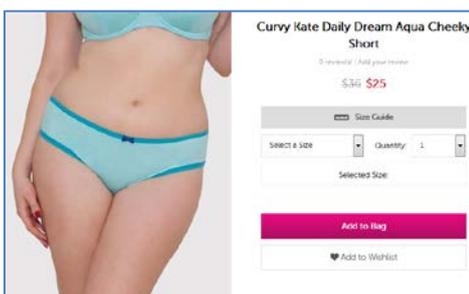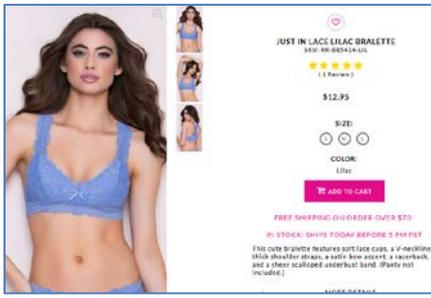
PR080 Where possible, automatically match colors of complementary products (in both directions):
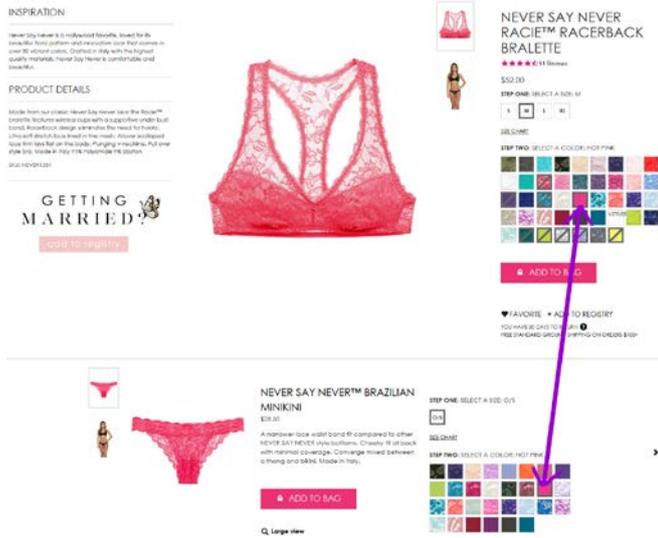
Example:
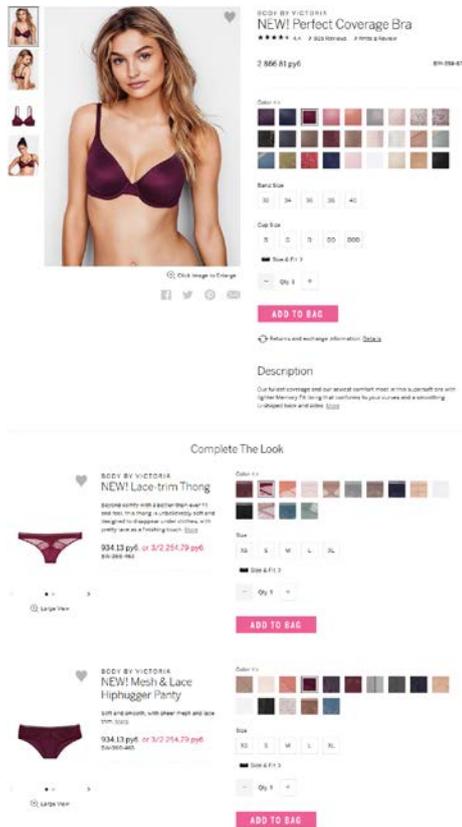
[Victoria's Secret](#)

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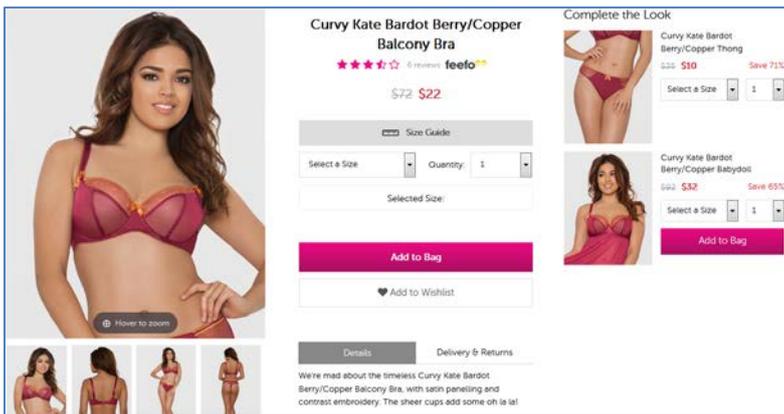
Curvy Kate
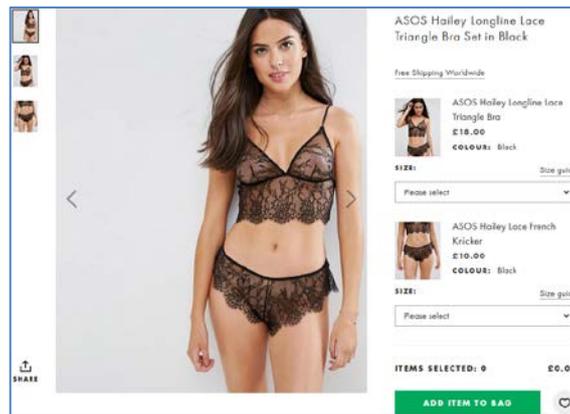
ASOS

M&S

Less favorable variants:
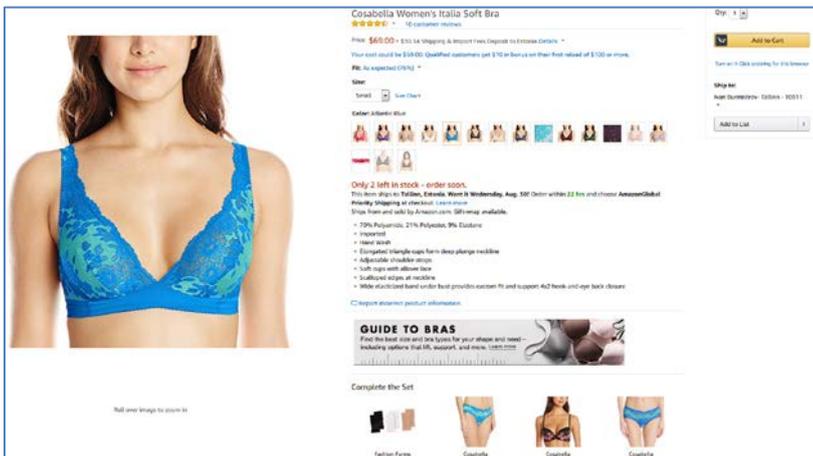
Amazon
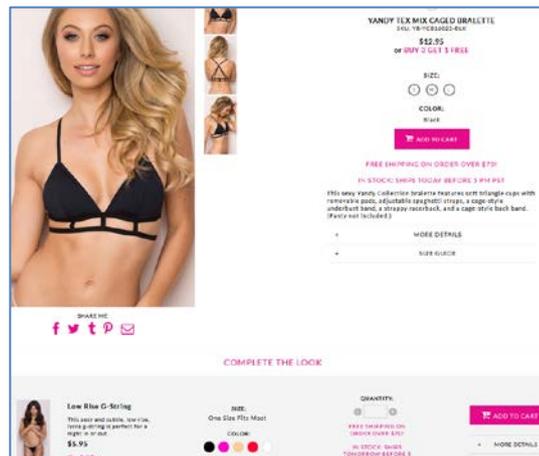
Yandy

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):
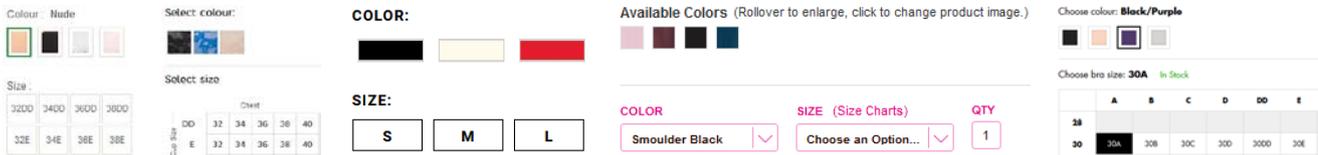
Exceptions: Amazon, Yandy, HerRoom.

Consider placing color selector above size selector.

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

Example:

PR120 Remove "steps":

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:

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):
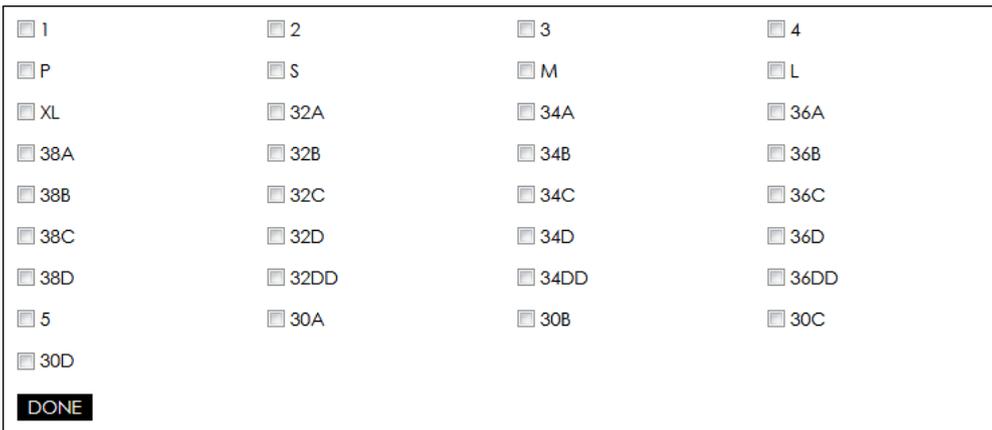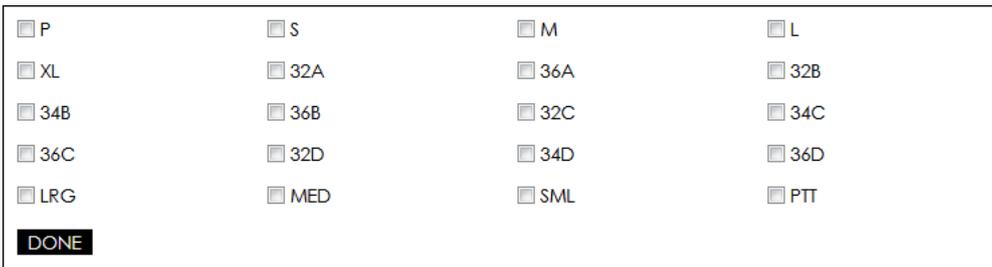
This may lead to confusion.

PR150 Universal size chart is a mockery of the customer:

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

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[33] AWA Digital (2017) CRO case study: Mountain Warehouse {Link}.
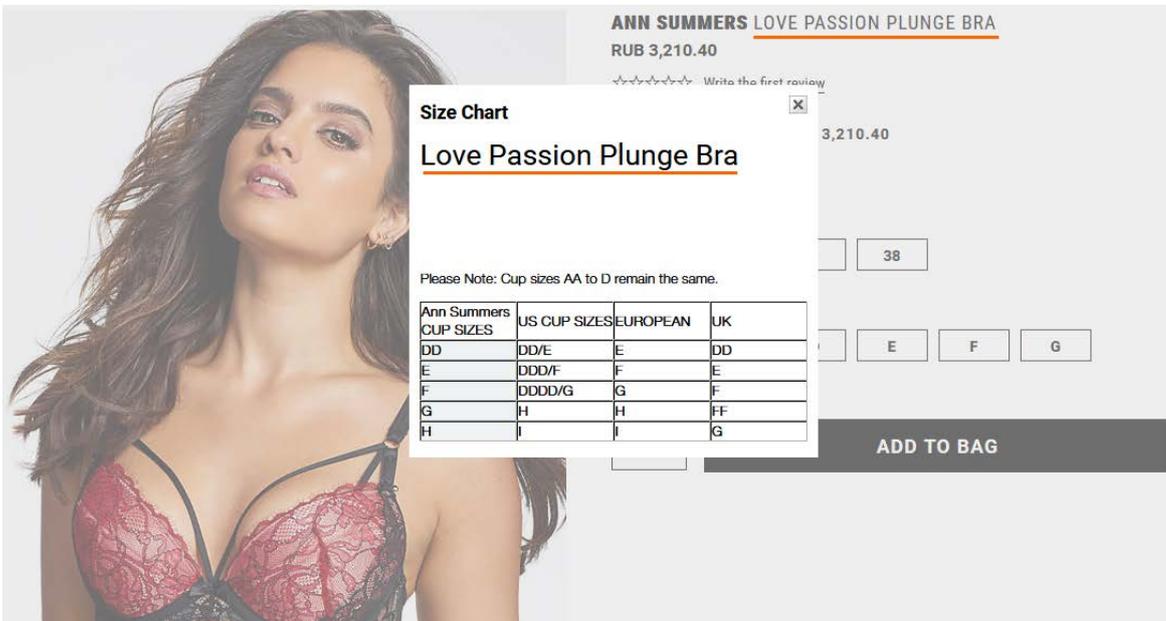
[Bare Necessities](#)

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/registration[34].

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:

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

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]:

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

PR210 Definitely remove this scum:

PR220 Show shipping costs[36].

PR224 For items eligible for free shipping clearly state that this product ships for free[37].

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[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:

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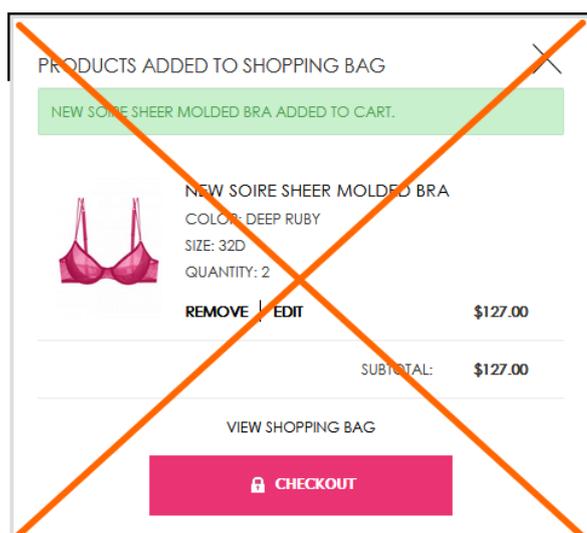
Avoid mini-cart completely.

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

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[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:
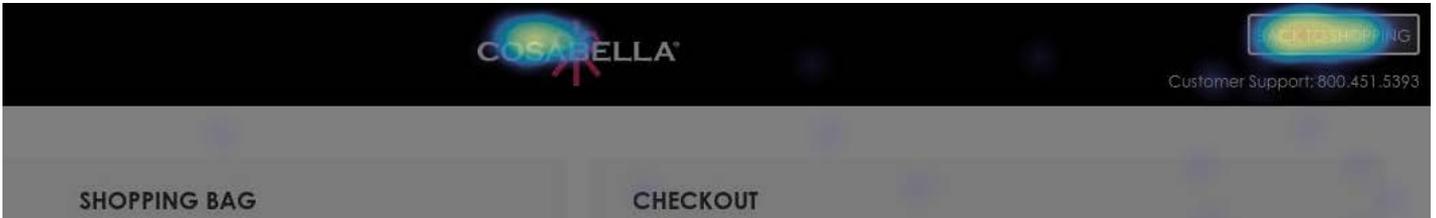
Many users have a habit to use shopping cart as a shortlist: they add multiple items to shopping cart and then use it to narrow their choice[40].

SC030 Allow users to print or email their cart contents[41].

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 natural[42]):

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[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}.
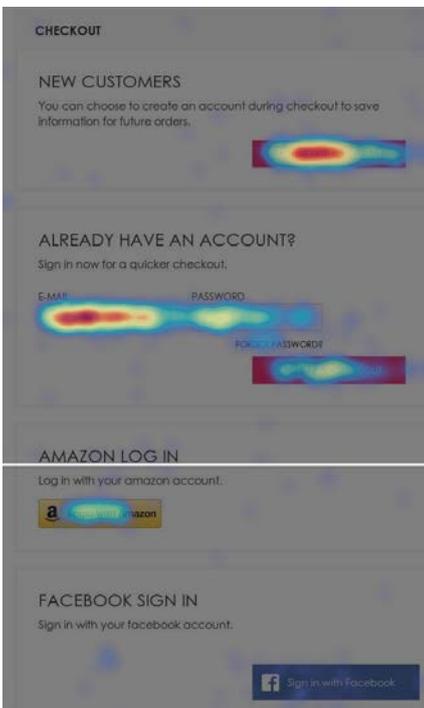
Remove.

CH034 Avoid multiple-column forms[43].

CH036 Explicitly mark optional fields[44].

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 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.

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[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** field[46].

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 killers[47]. 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 type[48].

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 hamburger[49]:
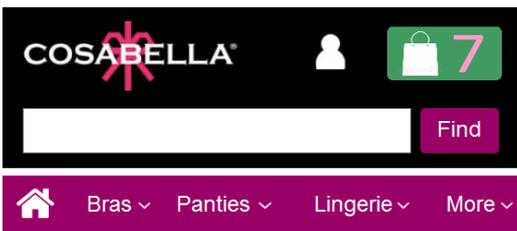
Also use normal permanently visible search box instead of magnifying glass icon.

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

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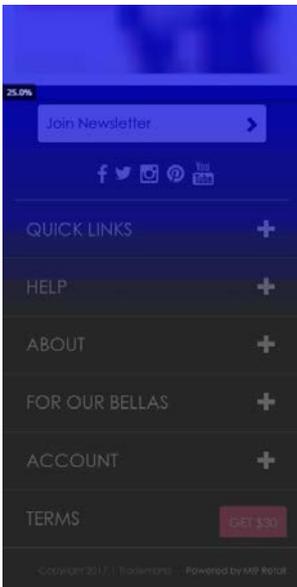
This means that people scroll down to the bottom of the homepage, tap nothing and are unable to find information they need. No doubt, all existing trash should be removed:

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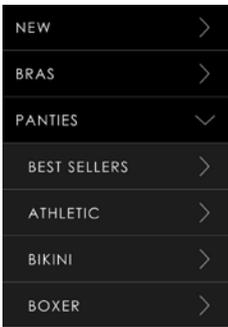
Due to insufficient color difference user orientation in the menu hierarchy may be impeded.

MB040 There are two different notations for manipulating menus: arrows in the main menu and +/− in the footer menu:
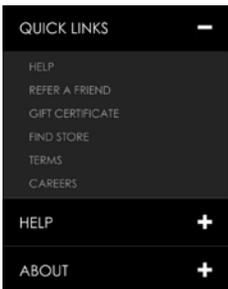
Use a uniform notation for either menus.

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:

Show it in expanded view by default.

MB090 Simply remove expand/collapse buttons:

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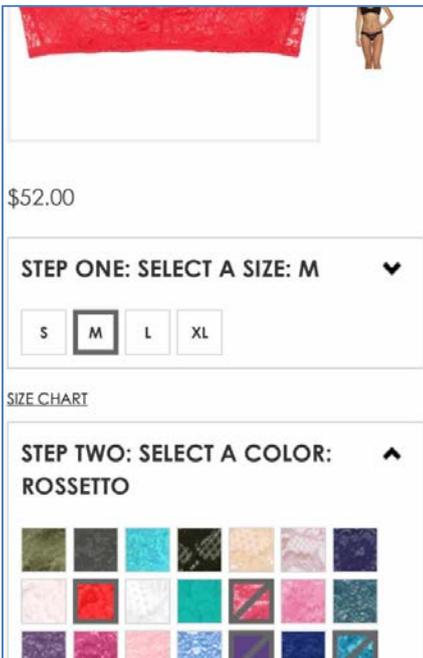
MB107 {Also applies to desktop version} Remember the size selected by a customer and use it as a default size on other product pages from the same category. Don't make users select the same size on every product page they visit.

MB110 The primary CTA button *should look like a button*, not like a page separator or a section header:
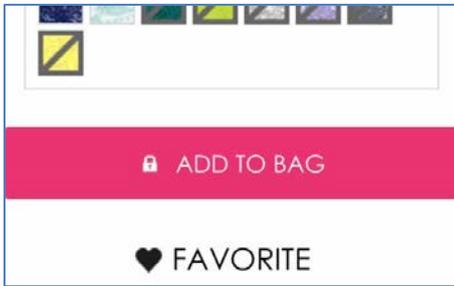
MB114 Show product price closer to the **Add to bag** button:
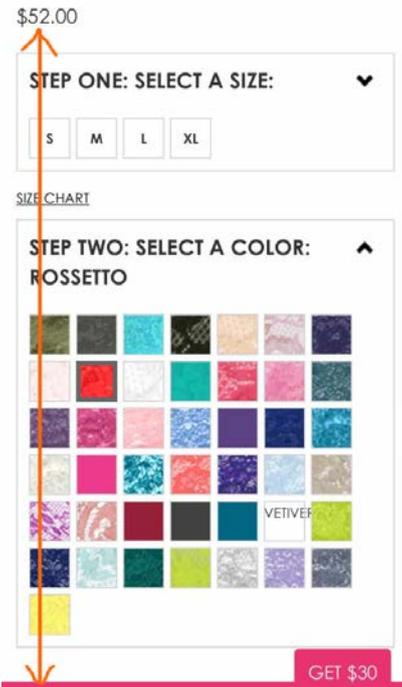
Example:
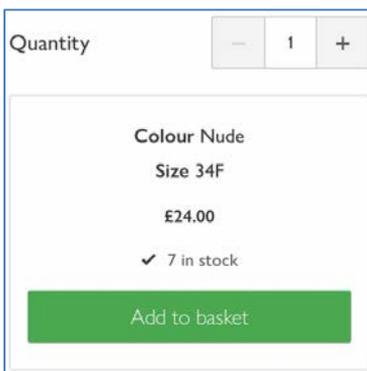
John Lewis

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 DiamondJewelryUnited.com

Version 2 | 26.05.2017

General remarks

GRE010 In many cases font size is too small and should be increased. Examples:

Current recommendations suggest using 16 pt font or higher as a good rule of thumb for body text[1].

GRE020 Also, font contrast is often too low (it's especially important to have high contrast on mobiles, where users might be outdoors or in bright spaces that cause screen glare). For example, some of your pages fail WCAG tests (orange areas have legibility issues, red areas have severe legibility issues):

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[1] Alvarez, Hannah (2014) Choosing the right font: A guide to typography and UX {Link}.
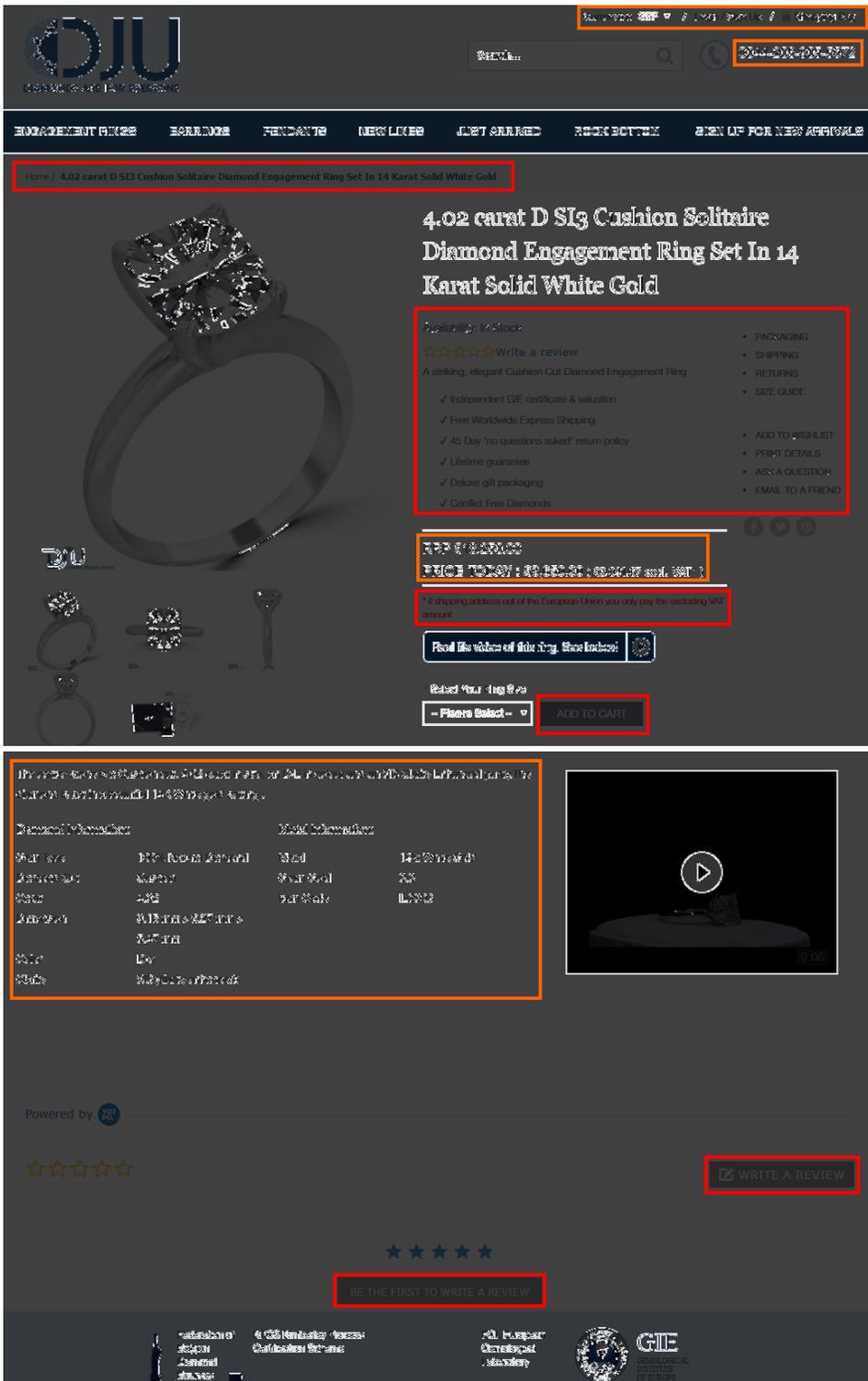
Replace gray font color with black for all texts throughout the whole website[2].

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[2] *"Stop the gray fonts on white background. <…> Sure, it looks modern but web pages exist to be read"* (p. 24 in: Uebergang, Joshua (2016) *Shopify Conversion Rate Optimization*, Brisbane: Digital Darts {PDF}); *"Low-contrast text may be trendy, but it is also illegible, undiscoverable, and inaccessible. Instead, consider more usable alternatives"* (Sherwin, Katie (2015) Low-contrast text is not the answer {Link}); *"Low contrast for fonts is always a bad idea"* (Putnam, Joe (2014) 7 deadly web design sins you might be making {Link}).

GRE030 Replace UPPERCASE with Sentence case throughout the whole website. Uppercase text not only retards legibility[3], using it is a bad netiquette because it is considered "shouting" on the internet: it is not polite to shout at the customers[4]. Examples:
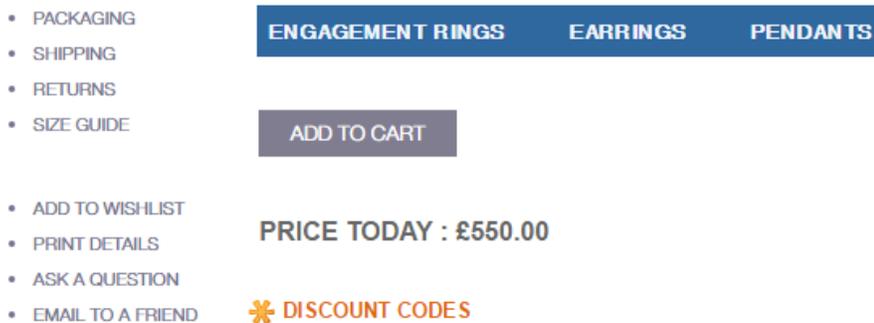
GRE040 Reserve red color for error messages only[5]:
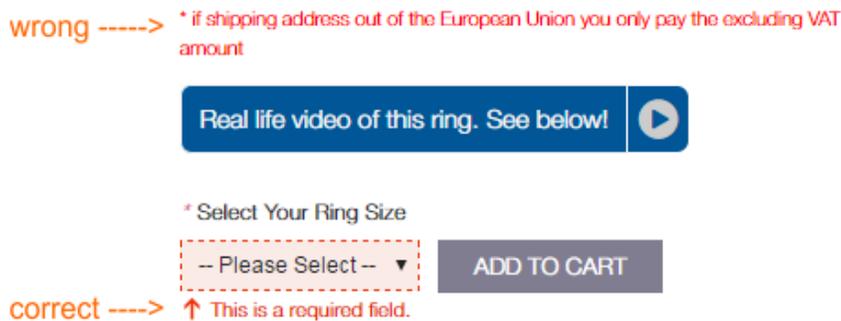
GRE050 Colors and font weights of breadcrumbs should be the other way round:

Correct:

Home > **Engagement Rings** > **Round** > 0.64 carat F VS1 Round Solitaire Diamond Engagement Ring Set In 14 Karat Solid White Gold

GRE060 Although it is generally recommended to use white background for product images on ecommerce websites and using white background is a common trend in modern webdesign, jewelry websites may have their specifics. White diamonds combined with white metals may look unappealing or "washed-out" on white background[6]. This is why some other websites use non-white backgrounds to sex up their products:

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[3] *"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).

[4] *"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}.

[5] *"Red text should be reserved for errors"* (p. 95 in: Wroblewski L. (2008) *Web Form Design: Filling in the Blanks*, Brooklyn: Rosenfeld Media).

[6] Opinions of different specialists often vary so a deeper investigation into this theme is necessary. ***"Photographing platinum, silver, and white gold <…> Avoid white.*** *Using a white background makes rings look unnatural. To successfully photograph jewelry so that*
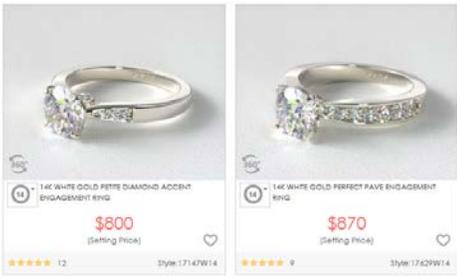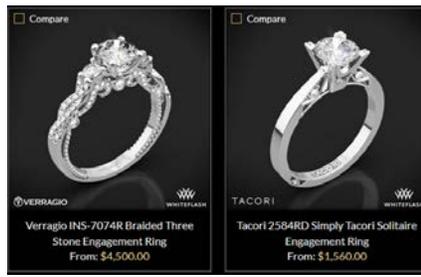
[James Allen](#) [Whiteflash](#)

GRE070 Don't use identical images for different products:
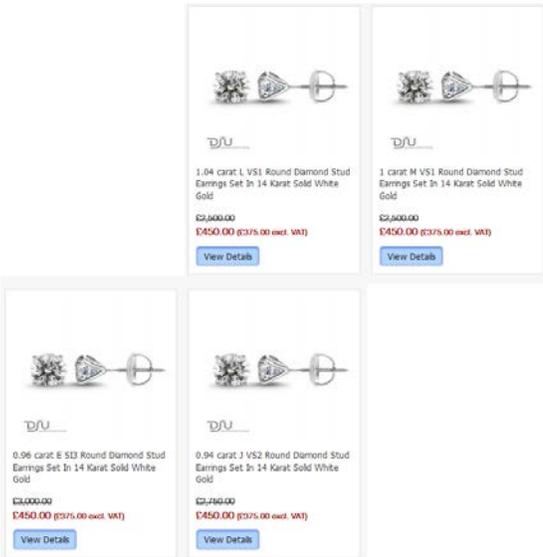
This may decrease customer's trust in your website.

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it does not look dull and white, a completely black background is ideal. **Use dark backgrounds.** *When taking photographs of white gold jewelry the photographer should use a dark or metallic background. This enables the picture to reflect color that is more natural, and creates a contrast between the dark background and the high shine of the jewelry"* (eBay (2014) How to photograph jewelry {[Link](#)}); *"Create contrast between the jewelry pieces and their background. Don't camouflage your jewelry with similar colored backgrounds. Diamonds, crystals, and other clear gemstones look best presented on a plain, dark background"* (wikiHow to display jewelry {[Link](#)}); *"A background that contrasts visually with the jewelry will help the jewelry stand out as the star of the scene you create for it"* (Klingenberg, Rena (2012) Successful jewelry displays {[Link](#)}); *"Grey is the easiest compromise as it will show off all colors well. I sometimes use black for jewelry photography as it brings out strongly silvered or light designs better. But I prefer lighter jewelry display backgrounds as the lighting may not be great in some locations. Black makes it harder for people to see the pieces"* (Blay, Pearl (2014) Best jewelry display color to use? {[Link](#)}); *"Gray works especially well with silver and gives your photos a sophisticated look. <…> White gives the jewelry a crisp, clean feeling. It's easy to see the jewelry, especially if it sports a lot of color. While this is a timeless, classic look, some pieces (silver especially) can be extremely hard to capture on a white background. It's also easy to overbrighten a white background and make your jewelry look washed out. Black finds favor with some high-end jewelry sellers. It provides a good contrast to shiny metals and clear, sparkling stones (think diamonds!), but can feel distant and cold"* (Mach, Michelle (2015) The best backgrounds for jewelry photos {[Link](#)}); *"The best way to keep your images simple and clean in order to provide your customers with a seamless shopping experience, is to photograph your products against a white background. Light background colors like white and grey will give your jewelry a "timeless" feel, and avoid possible distractions that might be brought on by a patterned backdrop"* (Leighty, Krysten (2014) Jewelry product photography: Common mistakes and how to avoid them {[Link](#)}).

Desktop version

Masthead and main menu

DMM008 Problems with sticky page headers are that they occupy too much screen real estate and that too many users hate them viscerally[7]. Recommendation is to avoid sticky navigation.

DMM010 Consider reducing the vertical size of masthead: it looks "empty".

DMM020 Replace **Login / Sign up** with **My account** link. Presence of **Login / Sign up** may make users think that your website requires mandatory registration.

DMM030 Make phone number clickable by adding `<tel:>` tag.

DMM040 Show your (clickable) email near the phone number.

DMM050 Link to shopping cart should have high visual contrast to and be clearly distinguishable from all surrounding objects[8]. Examples:
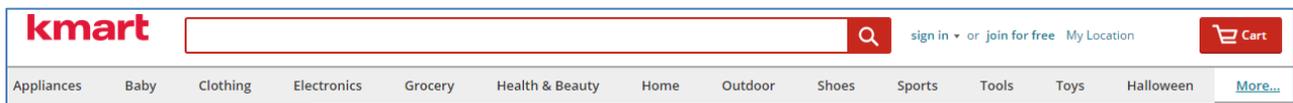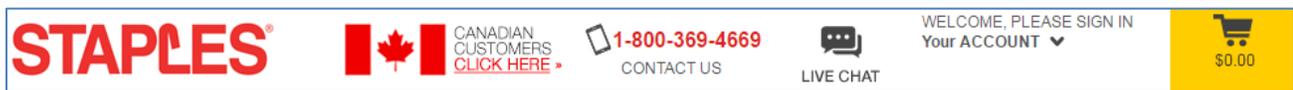
DMM054 Add **Home** link to the main menu[9]:

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[7] 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, Felix (2013) Kill the sticky nav {Link}; Moore, Marty (2011) The trouble with sticky headers {Link}.

[8] *"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}).

[9] *"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}).

DMM060 Consider combining **New lines** and **Just arrived** into a single menu item, **New arrivals**.

DMM070 Consider replacing **Rock bottom** with **Sale**. Foreign visitors of your website may not understand English idioms.

DMM080 It's absurd to require registration or logging-in to subscribe to product notifications:
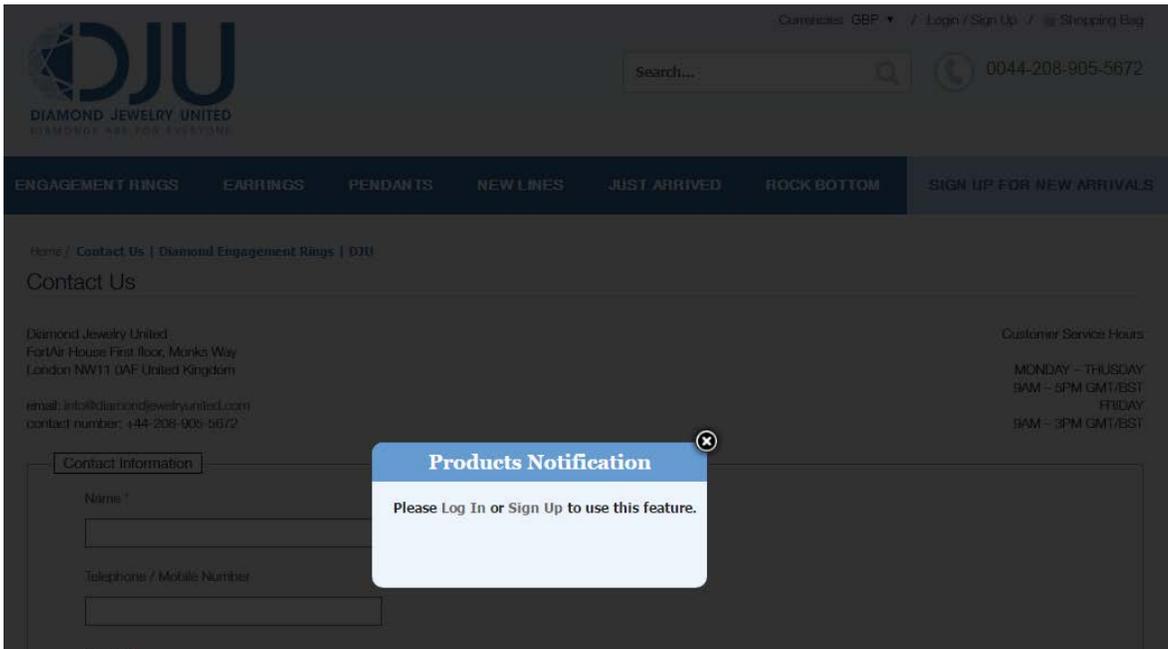
DMM084 Also consider removing **Sign up for new arrivals** from the main menu: it's a wrong place for this option.

DMM090 Add **Contact us** to the main menu. It should be the rightmost menu item[10].

DMM100 Avoid page-wide submenus.

DMM110 Show submenu items below the corresponding main menu item:

DMM120 Address diagonal problem[11].

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[10] Aerts, Els (2015) Contact info: How, what and where? {Link}.

[11] 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}.

DMM130 There is also an unpleasant effect because of diagonal problem: when user moves mouse from **Earrings** to **Round** or **Princess**, the *identical* submenu under **Pendants** is triggered:

Homepage

DHP010 Remove banner carousel or replace it with a static hero image of reduced height[12]. Avoid "poetry" and instead clearly explain the purpose of your website.
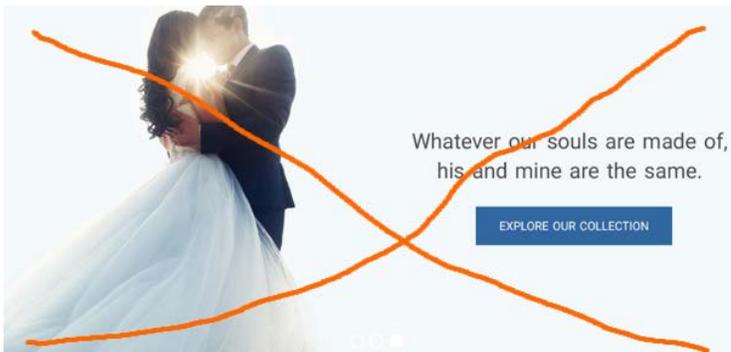
DHP020 These innominate objects that look clickable (and even changing mouse pointer!) but actually nonclickable are a real nonsense:

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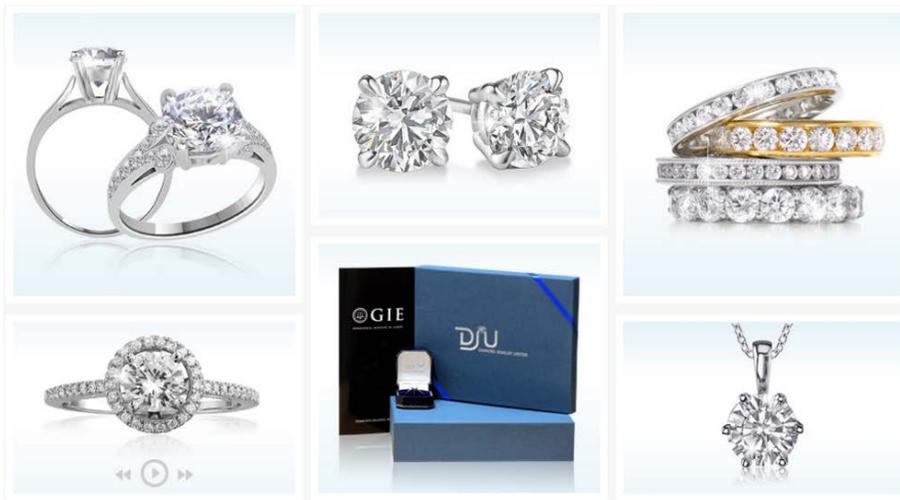
[12] *"Never, ever use carousels"* (Tip 1 in: AGConsult (2015) 10 Conversion Tips That Work on Any Website {PDF}); *"Sliders suck. Always. Except when they are just image slides. Without separate messages"* (see episode 06:06-08:39 from the video: Gilis (2017) The 10 Costliest UX Mistakes. And How to Avoid Them {Vimeo}); *"Carousels will always under perform other options. It is just a distraction"* (Prodigal Solutions (2016) Home page UX for online retailers {Link}); *"Rotating banners are a known conversion killer"* (Unbxd (2014) The Ultimate Guide to Ecommerce Conversion Optimization {PDF}); *"A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content"* (RedEye (2014) 10 Usability Issues We've Seen and You Should Be Avoiding {PDF}).

The primary use of your homepage should be for category-level navigation[13]. You should show (clickable, of course) cards representing all three main categories (**Engagement rings**, **Earrings**, **Pendants**) and perhaps also cards for **New arrivals** and **Sale** sections. Use *several* items (2-4) to represent each category. Correct example:

Amazon

Also consider adding direct links to main subcategories (Round, Princess etc).

Category page

DCA007 Provide sorting options. Examples:
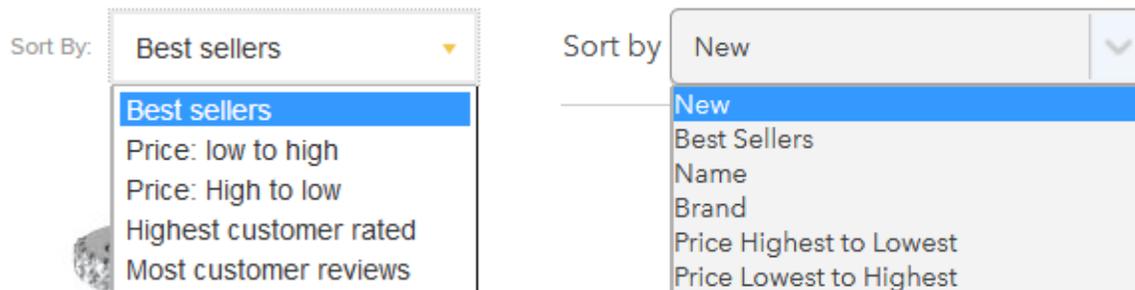
DCA010 Use checkboxes instead of filter tags. Tags can be used if you have horizontal filters on top of the product list. Since you placed filters on the left rail, use checkboxes.

DCA020 Allow for multiple selections of the same type. Example:

DCA030 Show number of products in each subcategory.

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[13] 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}.

DCA040 Consider placing price filter above other filters. Examples:
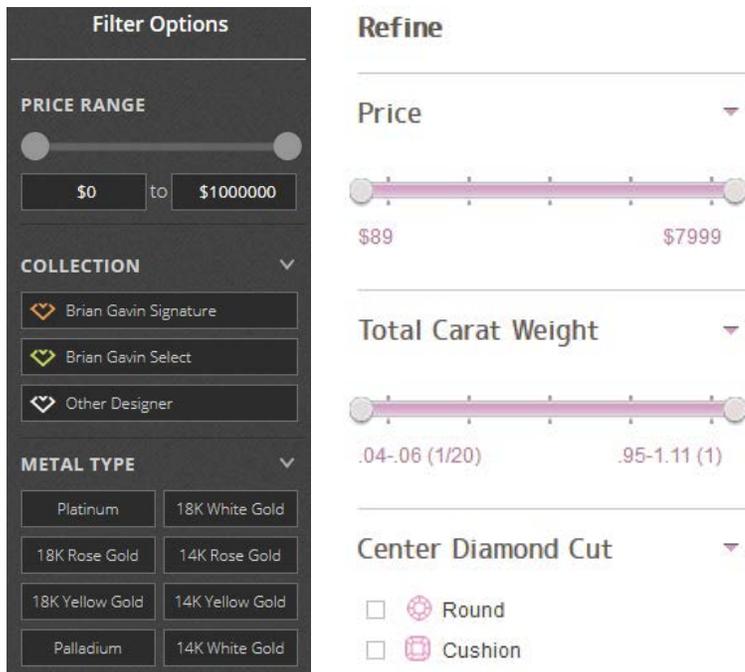
DCA050 Also consider using price ranges instead of a slider (sliders are problematic[14]). Example:
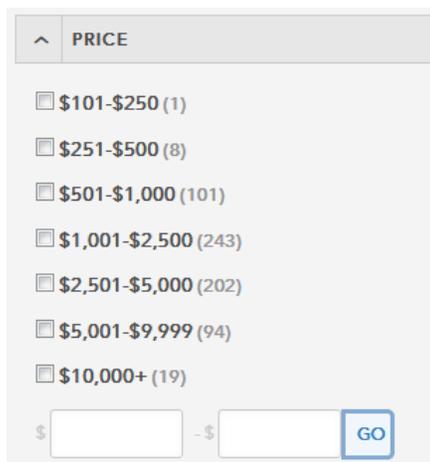
DCA060 Pagination on category pages is not recommended:

Recommended ways of scrolling product list are[15]:

- 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;

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[14] *"Selecting a precise value using a slider is a difficult task requiring good motor skills, even if the slider is well designed"* (Harley, Aurora (2015) Slider design: Rules of thumb {Link}).

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

- on mobile, use the "Load more" button but set the threshold to 15 to 30 products because of scrolling and screen size issues.

DCA070 Use blue color for product names:

0.94 carat G SI2 Round Solitaire
Diamond Engagement Ring Set In 14
Karat Solid White Gold

DCA080 Make price clickable:

£3,250.00
£650.00 (£541.67 excl. VAT)

DCA090 Buttons should look convex, not concave. Compare:

View Details   View Details

Product page

DPR004 Don't use blue color for nonclickable text[16]:

Availability: In Stock

DPR010 Absence of customer ratings and reviews works against conversion:

☆☆☆☆☆Write a review

Consider removing.

DPR020 These two groups of links look similar but they are completely different in their importance:

- PACKAGING
- SHIPPING
- RETURNS
- SIZE GUIDE

- ADD TO WISHLIST
- PRINT DETAILS
- ASK A QUESTION
- EMAIL TO A FRIEND

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[16] *"Don't use blue text <…> for nonclickable items"* (Loranger, Hoa (2015) Beyond blue links: Making clickable elements recognizable {Link}); *"Don't use blue for non-link text, even if you don't use blue as your link color. Blue is still the color with the strongest perceived affordance of clickability"* (Nielsen, Jakob (2004) Guidelines for visualizing links {Link}).

Packaging, **Shipping** and **Returns** may be read only once during website visit, but **Add to wishlist**, **Print details**, **Ask a question** and **Email to a friend** can be used on many pages visited. This means that these links should have higher visual prominence on the product page.

"Ring shopping is the World Champion of Stressful Moments in a man's life"[17]. Customers are often in desperate need of help of others: recommendations from relatives or previously engaged friends, or advice from girlfriend's girlfriends who can better know intended's tastes in jewelry, lastly, he can show selected rings exactly to his passion. Also, users often send pages to themselves for future use (especially, if they visit your website on a smartphone but they are not ready for mobile purchase and want to make a purchase on their computer: note that your conversion rate on mobiles is significantly lower than that on PCs). These activities imply sharing product descriptions via email or paper so such functions as **Email to a friend** and **Print details** become of vital necessity to users. My recommendation is to present these options in a much more prominent way:


DPR030 This button is obviously the most salient object on a product page:

It shouldn't be so prominent: naturally, **Add to cart** button should attract primary attention[18]. Consider placing video alongside other thumbnails below the product photo. Examples:

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[17] Frieman, Richie (2013) 10 things no one tells you about shopping for an engagement ring {Link}.

[18] *"Sometimes you'll have other buttons on your web page that are not your main call-to-action conversion buttons. Those buttons should be less attention-grabbing than your main CTA button"* (Marrs, Megan (2015) 17 best practices for crazy-effective call-to-action buttons {Link}).

DPR040 Show ring size conversion chart near size selector. Examples:

DPR050 Gray is an absolutely inappropriate color for **Add to cart** button[19]:

Its color also should not be blue because blue is the primary color of your website palette. Color of call-to-action button should be contrasting to the overall color scheme of your website[20]. My recommendation is to try "classic" orange[21].

DPR060 Avoid using rectangular corners for **Add to cart** button[22].

DPR070 There are serious reasons to expect that users click "old-school" embossed 3D-looking buttons more readily than they click flat buttons[23], so replace flat buttons with "skeuomorphic" ones in case of primary action buttons.

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[19] *"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, Joanna (2013) 6 proven ways to boost the conversion rates of your call-to-action buttons {Link}); *"Your call to action button should be a color, preferably not white, gray, or black"* (Patel, Neil (2014) 8 tips to optimize your CTA buttons for conversion {Link}).

[20] *"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}.

[21] *"Research suggests that orange is a happy medium – a combination of aggressive red and cheerful yellow. Clearly some of the larger online brands like Amazon and PayPal have taken note of this, using orange and those that contrast with it to create immediately recognizable Calls-to-Action"* (Ve Interactive (2015) The Marketer's Guide to the Perfect CTA {PDF}).

[22] *"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}).

DPR080 Remove social buttons[24].

DPR090 {Nor sure: for A/B-testing} Don't proceed to shopping cart after a user adds an item to the cart. Keep them on the current page. 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 choice[25].

DPR100 Don't require login or registration if a non-authenticated user wants to add a product to wishlist.

DPR120 Remember ring size selected by a user and do not make him select it multiple times for different products.

Shopping cart

DSC010 Remove this unnecessary message:

> ✓   1.2 carat F SI2 Round Solitaire Diamond Engagement Ring Set In 14 Karat Solid White Gold was added to your shopping cart.

DSC020 Use blue color for a product link:

1.2 carat F SI2 Round Solitaire Diamond Engagement Ring Set In 14 Karat Solid White Gold

DSC030 It's not clear how to change ring size (it's nonclickable):

Select Your Ring Size
Q

Make size change possible on the shopping cart page.

DSC050 Remove this button:

Clear Shopping Cart

DSC060 Avoid **Update shopping cart** button, recalculate shopping cart total price automatically[26]:

Update Shopping Cart

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[23] *"DON'T make the design of your CTAs look flat. DO make them look "clickable" and button-like by adding bevels, shadows, and hover effects"* (Meher, Jessica (2013) 20 critical do's & don'ts for clickable calls-to-action {Link}); *"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}); 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}.

[24] *"The most common distraction I see on landing pages is social media icons. Traffic is never free. Even search traffic requires you to optimize and develop content. If you've paid for a visitor to come to your site, why send them off to Mark Zuckerberg? He's got enough traffic"* (Massey, Brian (2015) Landing page templates that maximize conversions {Link}).

[25] *"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).

[26] *"People do not know the role of buttons like "Update Cart" <…> users expect fields to auto-update and there to be one button at checkout"* (Uebergang, Joshua (2016) *Shopify Conversion Rate Optimization*, Brisbane: Digital Darts {PDF}).

DSC070 Show **Discount codes** field only if you are absolutely sure that a customer has a code:

Otherwise remove this field. **Discount** field is a well-known conversion killer[27]. Customers feel they are overpaying when seeing a discount/coupon field.

DSC080 Clearly state that delivery is free on all orders (place it between **Subtotal** and **Grand total** sums).

DSC090 Increase visibility of **Proceed to checkout** button.

DSC100 Add **Send by email** and **Print page** buttons (top right). (The same applies to wishlist page.)

DSC110 Radically increase user session length (it's ridiculously short) and keep items in the shopping cart for a long period of time, at least two weeks. About a half of your customers make their purchase on returning visits:

Days to Transaction ⑦	Transactions ⑦	Percentage of total
0	22	53.66%
1	4	9.76%
2	2	4.88%
3	2	4.88%
4	1	2.44%
5	2	4.88%
6	1	2.44%
7-13	3	7.32%
14-20	1	2.44%
28+	3	7.32%

Returning users bring you four times more revenue than new visitors. Use a persistent shopping cart approach[28].

Checkout

DCH004 Show shopping cart contents (top right corner).

DCH010 Make guest checkout the default option:

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[27] *"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}.

[28] BigCommerce: What is a persistent shopping cart? {Link}.

CHECKOUT AS A GUEST OR REGISTER

Register with us for future convenience:

○ Checkout as Guest

○ Register

DCH020 Avoid multiple-column forms[29].

DCH024 Explicitly mark optional fields[30].

DCH028 Start with *shipping* address and default billing address to shipping address. Shipping address is associated with pleasant event, receiving goods, billing address is associated with unpleasant action, spending money.

DCH030 Use single name field (**Your name**)[31]:

First Name *

Last Name *

DCH040 Remove **Company** field[32].

DCH050 Remove **Fax** field[33].

DCH060 Consider auto-detecting city and state/province based on zip/postal code[34].

DCH070 Don't ask for credit card type[35].

DCH080 Place **Card verification number** field above trust marks:

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[29] *"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}).

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

[31] *"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}).

[32] *"Only ask what's relevant. Expedia removed the "Company" field from their booking form and saw an increase of $12 million a year in profit"* (Laja, Peep (2011) 14 steps to building sign-up forms that convert {Link}).

[33] *"The less questions you ask users, the fewer chances they have to be confused and make errors"* (New, Tom (2014) 5 examples of how form optimisation can transform a business {Link}); Holst, Christian (2016) The average checkout flow has 14.88 form fields – twice as many as necessary {Link}.

[34] Holst, Christian (2016) Checkout usability: Auto-detect 'city' and 'state' inputs based on the user's postal code (60% of sites don't) {Link}.

[35] *"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}).

Mobile

Masthead and main menu

MMM010 Use a button of an appropriate size for shopping cart link and make it contrasting to other objects at the top of a page[36].

MMM020 Use a "combo" variant of main menu (some of the main navigation links are visible and some are hidden under a "More" submenu depending on the actual width of mobile screen) instead of a single main menu link[37]:

MMM030 Use grid arrangement of submenu items instead of vertical list:

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[36] *"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}).

[37] Pernice, Kara; Budiu, Raluca (2016) Hamburger menus and hidden navigation hurt UX metrics {Link}.

MMM040 Footer submenus are difficult to select by a finger and they are not resizable by spread gesture:

Increase interline spacing.

Homepage

MHP010 On page load, a banner appears for a moment and then it passes into nothingness:
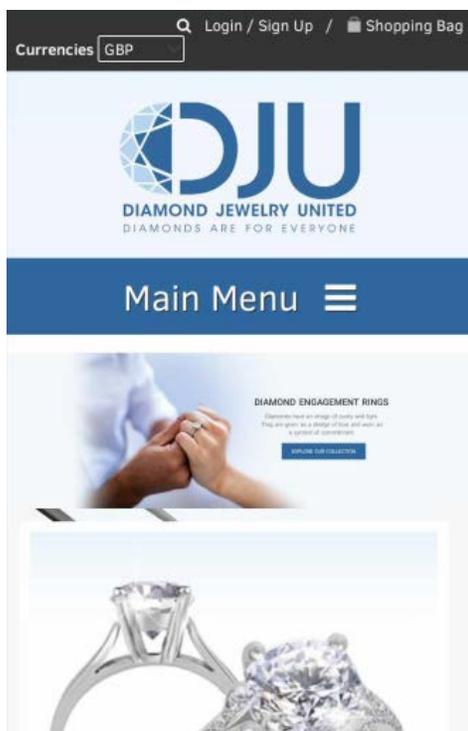
Users may be confused due to this behavior of website.

MHP020 On mobiles, nonclickable objects on the homepage may lead to a more disappointing experience than on desktop.

MHP030 {Bug} User selections of submenu items (**Round**, **Cushion** etc.) are ignored: the main category page (**Engagement rings**) is loaded anyway.

Category page

MCA002 Rename **Advance filter** with simply **Filter**: chances are customers will use filters more readily.

MCA004 On mobiles (but not on desktop) use **Apply filters** button[38]. In you case, you may reprogram existing **Find** button to work as "apply all filters" button.

MCA010 Filter selection and removal controls are too small for a human finger:

Diamond Carat Weight										Currently Shopping by	
0.50 Ct - 0.99 Ct	1.00 Ct - 1.24 Ct	1.25 Ct - 1.49 Ct	1.50 Ct - 1.99 Ct	2.00 Ct - 2.99 Ct	3.00 Ct - 3.99 Ct	4.00 Ct - 4.99 Ct	5.00 Ct - 5.99 Ct	6.00 Ct +		Diamond Shape: Round	⊠
										Diamond Carat Weight: 4.00 Ct - 4.99 Ct	⊠
										Clear All	

MCA020 Wrong placement of filters in **Diamond shape** section:

Diamond Shape

CushionEmeraldMarquiseOval   Pear   PrincessRadiantRound

MCA030 Remove price selection slider in mobile version. It's completely unmanageable with a finger.

Product page

MPR010 Remove radiobuttons, size codes are enough:

H	○
H 1/2	○
I	○
I 1/2	○

---
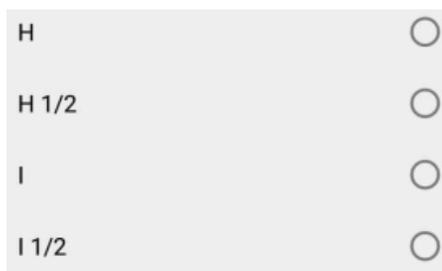
[38] *"For the interaction aspect, our research showed that dynamically updating the product list worked the best, as this allowed the user to continue interacting with the rest of the page (notably the filters – the test subjects would often click additional filters before the products had finished loading, and found it frustrating when they were prevented from doing this due to page reloads / filter load inactivation). The one exception to this is mobile where a filter widget in which the user selects all their desired filters and then "Apply" them (typically invoking a page reload) worked well. In large part because users will typically not be able to see filters and product list side-by-side on a small smartphone screen anyways, and the generally limited page context making the platform more apt for wizard-type interfaces"* (Jamie, Baymard Institute comment to: Holst, Christian (2015) How to design 'applied filters' (42% get it wrong) {Link}).

MPR020 Make popup closing button (X) more prominently visible:

Otherwise users may mistakenly perceive popup as a new page and use gadget's **Back** button to close a popup and as a result leave the product page.

MPR030 {Bug?} It seems **Real life video of this ring. See below!** button doesn't work.

Checkout

MSC004 Increase vertical size of accordion tabs:

Users may use them to return to previous steps in order to make changes.

MSC010 Continue button is wrongly positioned:

MSC020 Continue button in the **Checkout method** section autoscrolls the page to a wrong position:

MSC030 Continue button in the **Billing information** section autoscrolls the page to a wrong position:

UKKO usability and conversion review

Version 3 | 14.03.2017

Onboarding

Issues with current onboarding process

ON010 Add a functional tagline explaining the purpose of your website[1]:

ON020 Show customer service phone number and email on the masthead: this will increase credibility of your website and show that you take care of your customers.

ON024 Add **Join** link to the left of **Login** button:

ON030 Use inverted colors (i. e. light text on dark background) for the main menu to make it more prominent:

(Note the changes: **Front page** → "Home" icon; **Employers** → **For employers**.)

ON040 Avoid full-screen hero photos, especially, if they are irrelevant to the website purpose[2]:

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[1] *"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).

[2] *"Make sure the images or videos you choose* **serve a real purpose** *or help people understand the site – otherwise they'll just distract your users from your actual content"* (Meyer, Kate (2015) The characteristics of minimalism in web design {Link}).

They distract user attention and make them trying to guess about the website intended use (*website about nutrition?, a coffee shop site?, danger of placing drinks near a laptop?*).

ON050 Famous advertisers of the past knew that putting text directly on an image makes text barely legible[3]. Modern designers lost that knowledge:
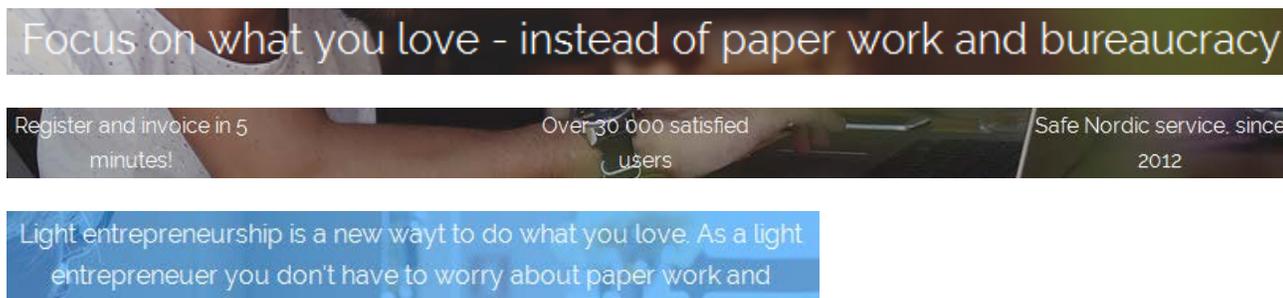
There exist a number of recommendations on how to put text over images in a legible way[4]. But my recommendation is to use a more neutral, non-photographic background with high text-to-background contrast. Examples:

ON060 Reduce the vertical size of your hero area to show more info above the fold and encourage further scrolling. Large hero area pushes the real content of your page down and that, in turn, pushes your visitors away[5].

ON070 Instead of introducing a whole new concept ("light entrepreneurship"[6]) to the website visitors, focus on what your customers already know and can understand easily:

Invoice easily without your own company

Do what you love and get paid – we take care of all the paperwork and bureaucracy

---

[3] As "The Father of Advertising" David Ogilvy explains, *"another way to make headlines hard to read is to superimpose them on your illustration"* (Ogilvy D. (1985) *Ogilvy on Advertising*, New York: Vintage Books).

[4] See *"Rule 4: Learn the methods of overlaying text on images"* in: Kennedy, Erik D. (2014) 7 rules for creating gorgeous UI (Part 2): A guide to visual aesthetics, written by a nerd {Link}.

[5] *"**Avoid full-screen hero content.** When using large banners, carousels, or videos in the hero space, ensure that additional content peeks above the fold to lead users to scroll further"* (Flaherty, Kim (2016) The illusion of completeness: What it is and how to avoid it {Link}); also pp. 10-12 in: Gilis K. (2015) *10 Conversion Tips That Work on Any Website*, Ghent: AGConsult {PDF}.

[6] I understand that you are proud of the term you coined but it's still new and it may have different meanings, e. g. *"Light Entrepreneurship is so new that it has no accurate definition. Generally, it refers to an emerging entrepreneurial model with low in-put, low risk, various forms, low entry barriers and high return. At present, Light Entrepreneurship projects mainly come from the four industries of health and beauty, catering, education for all-around development, and life services, which basically cover the fastest-growing, most in-demand and brightest industries"* {Link}.

ON080 Consider replacing this section with simply "How it works":

ON081 In principle, explainer video may be useful, but I don't understand why is there so many negative votes:

ON082 Presenting explainer videos on websites is a whole science and I recommend you to look at Phil Nottingham presentation[7]. In particular, pay attention to the following moments:

- author doesn't recommend to use *YouTube* and recommends *Wistia* and some other platforms instead (slides 15-16);
- video may be placed too deep on your page (zones 5-6 in Phil's terminology: slides 21-22);
- you current video horizontal width (360 px) is suboptimal (slide 23);
- duration of video (60 seconds) may be suboptimal (slide 24);
- branded player color may significantly increase play rate (slides 25-26).

ON084 Consider showing your commission early. 5% is probably a very moderate commission and may be an advantage (but not sure about €15 minimum charge, however).

ON090 {For A/B-testing} Perhaps, it's too early to show the CTA:

First, explain your service in more detail. (It's not absolutely necessary to place a CTA above the fold[8].)

ON094 The immediate goal of a new customer is to create an invoice and get payment, not to register on your website. So, a different CTA may work better than "JOIN NOW >":

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[7] Nottingham, Phil (2016) CRO with Video: Tips, Tricks and Tactics [Presentation].

[8] *"Higher conversion rates have nothing to do with whether the button is* above *the fold, and everything to do with whether the button is* below *the right amount of good copy"* (Tennant, Bnonn (2012) Why "the fold" is a myth – and where to actually put your calls to action {Link}); *"Don't be afraid to put content and even calls to action below the fold <…> Understand the certainty of your visitors and the complexity of your value proposition. Don't go straight for the ask if your visitors need more information to make a decision"* (Mullin, Shanelle (2015) Is above the fold really that important? {Link}).

Comments:

- there are serious reasons to expect that users click "old-school" embossed 3D-looking buttons more readily than they click *flat* buttons[9];
- avoid UPPERCASE on CTAs because it is considered "shouting" on the internet: it is not polite to shout at the customers[10].

ON097 {For A/B-testing} A CTA button without lead generation form may convert better[11]:

ON100 Current onboarding process implements all conceivable usability errors that could be made. Recommendations are:

- don't put labels inside text boxes[12]; in particular, because of this there is an issue with browser autocomplete functionality;
- use a single name field where possible[13];
- don't make users confirm via email before using the service[14];
- don't generate a password for the user[15];
- keep users signed in when they register, don't make them re-login after registration[16];
- (on **Change password** dialog) allow users to choose whatever password they like and can easily memorize, but warn them about probable weakness of their choice[17];
- allow users to unmask the password[18].

ON110 {Bug} Wrong error message: "New password and confirmation do not match" (**New password** and **Repeat new password** are the same):

---

[9] *"DON'T make the design of your CTAs look flat. DO make them look "clickable" and button-like by adding bevels, shadows, and hover effects"* (Meher, Jessica (2013) 20 critical do's & don'ts for clickable calls-to-action {Link}); *"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}); 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}.

[10] Netiquette Wiki (2014) Rule number 2 – do not use all caps {Link}; Robb, Alice (2014) How capital letters became internet code for yelling and why we should lay off the all-caps key {Link}.

[11] Bolton, Hazel (2016) Should you delay form filling for better conversions? {Link}.

[12] Sherwin, Katie (2014) Placeholders in form fields are harmful {Link}.

[13] GOV.UK Service Manual (2017) Names {Link}; Tseng, Anthony (2017) Why your form only needs one name field {Link}.

[14] Ghazarian, Armen (2014) 5 UX tips for designing more usable registration forms {Link}.

[15] Boyko, Ivan (2016) Actionable tips for creating sign up forms that don't confuse your users {Link}.

[16] Ghazarian, ibid.

[17] Dam, Rikke Friis (2013) Password usability: To protect or prohibit? {Link}; Sherwin, Katie (2015) Password creation: 3 ways to make it easier {Link}.

[18] Sherwin, ibid.

1/4 - Change password

New password and confirmation do not matchPassword must contain at least one CAPITAL LETTER

In this situation, some users will re-enter their new password instead of adding a capital letter to it.

ON114 If **New password** or **Repeat new password** don't match, don't clear-up **Current password** field if it was entered correctly:

New password and confirmation do not matchPassword must contain at least one CAPITAL LETTER

Current password

New password

Repeat new password

ON120 Edit details form:

2/4 - Edit details

Last name *	Burmistrov
First name *	Ivan
Phone number *	
Show phone on invoice	☐
Occupation	
Marketing name	
Address *	
Zip code *	
City / town *	

Instructions

Please provide your contact information. If you want to use marketing name, please provide it as well.

Save >

Possible issues with this form:

- place instructions near the corresponding fields, not in a separate box;
- match field length to the size of the input[19]; field lengths within a dialog shouldn't be the same: sometimes field lengths are too short, in other cases they are excessively long;

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[19] Whitenton K. (2016) Website forms usability: Top 10 recommendations {Link}.

- **Phone number** (mandatory field) is a personally sensitive information[20] and it is not necessary to create an invoice: explain why you might need it or avoid it at this step;
- **Show phone on invoice** checkbox: it's difficult to decide in advance if phone number should appear on all future invoices;
- consider removing all optional fields (or clearly mark them as optional[21]); only ask what's really required from a user to achieve *his* immediate goal[22];
- it's not clear how to fill-in **Occupation** field;
- it's difficult to understand what is **Marketing name** for: provide explanations;
- explain why you ask for user's address; again, this field is not necessary to create an invoice and I haven't noticed worker's address on a sample invoice you sent me.

Recommendation: at this step, require only information that is absolutely necessary to create an invoice. If you *really* need some info (like user's physical address) then *postpone* collecting this info to the moment when a user tries to withdraw money he received from a client.

ON130 Payment information form:

---
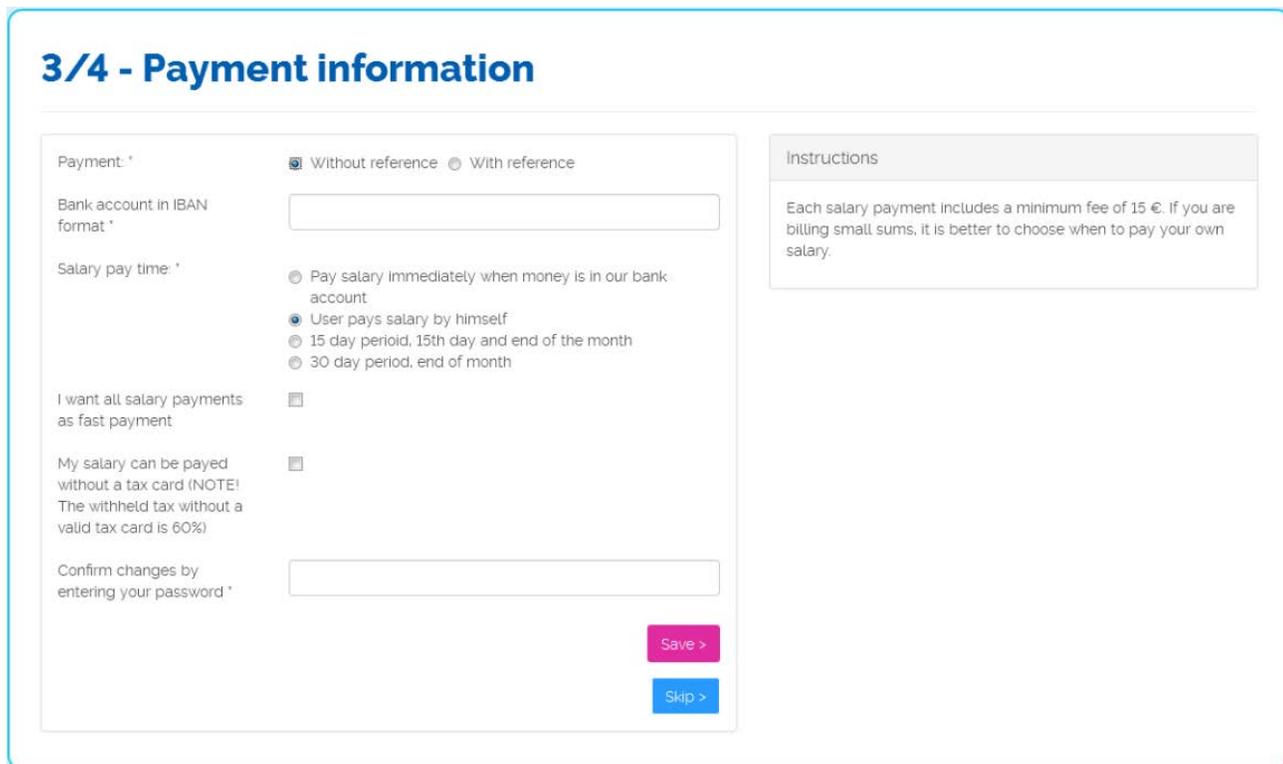
[20] *"A required phone cause privacy concerns as users 'know' that they can be (and typically are) contacted by email. Explain what the phone number will be used for. The subjects were very forgiving if the site explained why phone was required. Either make phone optional or explain it"* (Holst, Christian (2014) 8 Checkout Optimization Lessons Based on Years of Testing at the Baymard Institute {Presentation}).

[21] Holst, Christian (2014) E-commerce checkouts need to mark both required and optional fields explicitly {Link}.

[22] *"Make sure you only ask what you really need. Every extra field you add to a form will affect its conversion rate. That's why you should always question why and how the information you request from your users is being used"* (Babich, Nick (2016) Designing more efficient forms: Structure, inputs, labels and actions {Link}).

Possible issues:

- labels should be placed to the right of checkboxes;
- it's not clear what is "reference";
- it's not clear what is "fast payment" and if this type of payment incurs extra charges; it's difficult to decide in advance if a user would want to get all his future payments "fast";
- **Confirm changes by entering your password** looks unnecessary and strange: what "changes" are meant here if a user enters his info first time? – remove this field;
- **Skip** button looks strange: it's difficult to expect that a newly registered user would skip entering the most important information;
- adding **Back** button may be useful;
- "paid", not "payed":

ON140 Step 4:

"Choose" or "select", not "change".

ON150 Welcome screen:

Looks a bit as a dead end. It would be natural to show a prominent **Create your first invoice** *button* because this is the primary user goal.

Invoice creation (as a step in onboarding process)

ON170 Current form:

Possible issues:

- on the first gaze, the form is too long and may scare a first-time user;
- instructions are spatially isolated from fields they are intended to explain;
- the form is designed "on all potential occasions" and does not prioritize critically important information (**Client contact details**, **Invoice details**, **Invoiced goods/services**) over much less important and rarely needed sections (like **Team invoicing**, **Message to UKKO** and **Add attachment**): all sections of the form have the same visual weight;
- the number of different buttons on a page is way over the limit and many of them look very prominent;
- labeling of buttons is ambiguous and illogical in a number of cases:

- fields that can be filled automatically (company info from the commercial register) do not differ in their appearance from fields that actually need user input; also, automatic fields are scattered across a page and some of them appear below the page fold:

- in this world of omnipresent multitasking and frequent external interruptions, a possibility of chunking the process of filling-in a long form and easily saving incomplete work may be of great advantage;
- the form begins from a dropdown list that is confusing to a first-time user: it looks as directly relevant to the task but it isn't:

- again, think about removing some fields, for example, **Overdue notices and debt collection** (a user may decide on this later), **Invoice delivery method** (a user may not understand why and when physical mail or Finvoice may be necessary), **Client reference** (how such a reference may look like and why not to include this info into **Free text**?), **Occupation title** (it's difficult to understand how this info will be used);
- **Occupation title** dropdown list is unbelievably long: consider replacing it with predictive search (as you did in case of **Company name**);
- although the idea of filling-in invoice rows *in-place* may look compelling, its current implementation is far from perfection:

- in particular, remove spinboxes for selecting **Amount** (BTW, the more appropriate label for this field is **Quantity**) and **Unit price**;
- allow manual input of dates (**Starting date** and **End date**) in addition to calendar picker[23];
- website navigation for **Create a new expense** and **Create new travel costs** is very problematic; methods of adding rows to the same invoice are radically different in case of adding goods/services and adding expenses and travel costs;
- users will definitely click section headers because they are blue[24] – use a different color for them.

Recommended onboarding process

ON260 Step 1 (after clicking **Create invoice now** button or **Join** link on the masthead):

You will need login and password to withdraw money

Email

This will be your login name

Password

Choose a strong password - this is a financial website

Continue

Comments:

- explain why registration is necessary: a user will not be able to withdraw money without it;
- let users choose a password without concrete requirements about mixed capitalization and numbers but provide a suggestion about password strength; users are clever enough to create a strong password they can memorize;
- avoid **Confirm password** field[25];
- provide unmask password button.

ON270 Send registration confirmation email but don't force a user to confirm his email address. Keep him on your website.

---

[23] *"**Typing the date** is the most basic option for date input, yet in many cases it is the most efficient one <…> We recommend that you allow users to type the date even if other input methods are available"* (Li, Angie (2017) Date-input form fields: UX design guidelines {Link}).

[24] *"Don't use blue for non-link text, even if you don't use blue as your link color. Blue is still the color with the strongest perceived affordance of clickability"* (Nielsen, Jakob (2004) Guidelines for visualizing links {Link}); *"Don't use blue text <…> for nonclickable items"* (Loranger, Hoa (2015) Beyond blue links: Making clickable elements recognizable {Link}).

[25] Tseng, Anthony (2015) Why the confirm password field must die {Link}.

ON280 Step 2:

Payment information

Your name*

[   ]

Your bank account IBAN*

[   ]

Reference number (optional) ⓘ

[   ]

Salary withdrawal method: ⓘ

- ⦿ I will withdraw payments myself
- ⭘ Withdraw payments immediately when money paid by a client
- ⭘ Automatic payments on 15th day of the month and the end of the month
- ⭘ Automatic payments in the end of the month

☐ My salary can be paid without a tax card
(Note: The withheld tax without a tax card is 60%)

┌─ Notify me about events ──────────────┐

Client has paid invoice   ☐ Email   ☐ SMS

Salary is paid   ☐ Email   ☐ SMS

Invoice is overdue   ☐ Email   ☐ SMS

Enter phone number if selected SMS

[   ]

└───────────────────────────────────────┘

Save and continue

< Back

Comments:

- ▪ note that I replaced **Without reference/With reference** radiobuttons with an optional field;
- ▪ **Save and continue** button label is important because it reassures a user that all entered information will be saved;
- ▪ note that phone number could be collected in a less demanding and more logical manner; it's also possible to postpone asking about phone number to the invoice creation stage (let user decide if his phone number should appear on a *concrete* invoice);
- ▪ consider removing **My salary can be paid without a tax card** checkbox.

ON290 Step 3:

Client type

I am invoicing:

○ Company

○ Individual person

Country

Finland ▼

Save and continue

< Back

Comment:

- asking for client type and country in advance can avoid the necessity of dynamic changes on the invoice creation form and allows to better organize country-specific fields on that page.

ON300 Step 4:

Company and invoice information

Company name*

┌─ Company info (will be filled in automatically) ──────────────┐
│ Company VAT ID
│ [   ]
│
│ Invoicing address   Postal code   City
│ [   ]   [   ]   [   ]
│
│ Finvoice address
│ [   ]
│
│ Edit
└──┘

Contact person name* ⓘ

[   ]

Contact person email*

[   ]

+ Add recipient

Invoice delivery method: ⓘ

- ⦿ Email
- ○ Postal mail
- ○ Finvoice - electronic invoice

Overdue notices and debt collection: ⓘ

- ⦿ UKKO.fi takes care of invoice follow-up, overdue notices and debt collection
- ○ Please do not send overdue notices or do active debt collection

┌─ Invoice details ───┐
│ Payment term   Due date
│ [14 days ▾]   [26.03.2017]
│
│ Comments to invoice* ⓘ
│ [   ]
│ [   ]
│ 300 characters remaining
│
│ Client reference (optional) ⓘ
│ [   ]
└──┘

[**Save and continue**]

< Back

Comment:

- anyway, consider removing **Invoice delivery method** radiobuttons and **Client reference** field.

ON310 Step 5a:

Draft invoice 12345

Company name	Invoice date: **13.03.2017**
Contact person name	Payment terms: **14 days**
Address line 1	Reference number: **123450**
Address line 2	VAT ID: **020202-5**
	Our ref:
	Employee: **Worker name**
	Phone: **+358453574101**

Work description (max. 300 characters)

< Back to edit

Description	Unit	Unit price	Quantity	VAT %	Incl. VAT	VAT	Subtotal
Nothing added yet					0	0	0

Add service/goods **Add expenses** **Add travel allowance**

					Total:	0	0	0

Add attachment ℹ   Team invoicing ℹ   Add message to UKKO.fi administration ℹ

Save draft **Approve invoice >>**

< Back

Comments:

- form layout reminds a conventional invoice;
- visual weight of commands corresponds to their importance and expected frequency of use;
- "Nothing added yet" message and zeroes should encourage users to click "add" buttons.

ON320 Adding service/goods:

Comments:

- new lines are added to invoice via lightbox popups;
- the same applies to other commands (**Add expenses**, **Add travel allowances**, **Add attachment**, **Team invoicing**, **Add message to UKKO.fi administration**);
- 24% VAT is selected by default;
- it's possible to enter dates manually.

ON330 Step 5b, after addition of a first line to invoice:

Draft invoice 12345

Company name
Contact person name
Address line 1
Address line 2

Invoice date:	**13.03.2017**
Payment terms:	**14 days**
Reference number:	**123450**
VAT ID:	**020202-5**
Our ref:	
Employee:	**Worker name**
Phone:	**+358453574101**

Work description (max. 300 characters)

< Back to edit

Description	Unit	Unit price	Quantity	VAT %	Incl. VAT	VAT	Subtotal	
Reasonably long service description. Reasonably long service description. Dates: 01.03.2017 - 13.03.2017	pcs	11.00	100	24	1100.00	264.00	1364.00	Edit Delete

Add service/goods **Add expenses** **Add travel allowance**

Total: 1100.00 264.00 **1364.00**

Add attachment ⓘ   Team invoicing ⓘ   Add message to UKKO.fi administration ⓘ

Save draft   **Approve invoice >>**

< Back

ON340 After clicking **Save draft** or **Approve invoice** buttons, **Invoices** page is loaded:

Adding expenses

AE010 Opening the dialog in a new page incurs a risk of user disorientation on the website ("Where am I and what's happening with the invoice I am creating?").

AE020 Invoice looks like an editable field. It should be clear that this is a static info.

AE030 Place of purchase is an ambiguous label. Replace with **Merchant** or **Vendor**. (I recommend to rename this field with **Description of expenses**.)

AE040 Don't put labels inside entry fields[26]:

AE050 Despite adding multiple items, only a single file attachment is allowed.

AE054 There's no sufficient visual feedback after selecting a file through the **File upload** dialog. It's not clear if the file is already uploaded or it will be uploaded later.

AE060 The system *renames* attached files so a user can't understand what is actually attached.

AE070 File name doesn't look clickable (it is):

AE080 It's not clear how to close file preview (no closing button).

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[26] Sherwin, Katie (2014) Placeholders in form fields are harmful {Link}; Jarrett, Caroline (2013) Don't put labels inside text boxes {Link}.

AE090 Buttons are a real nightmare:
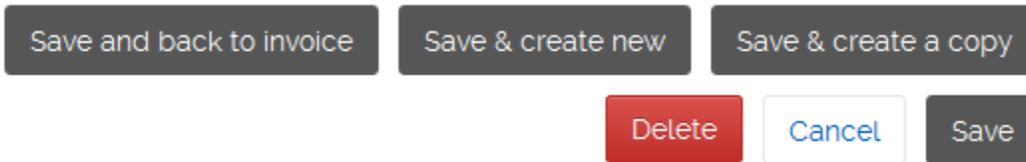
AE100 How this dialog may be redesigned:
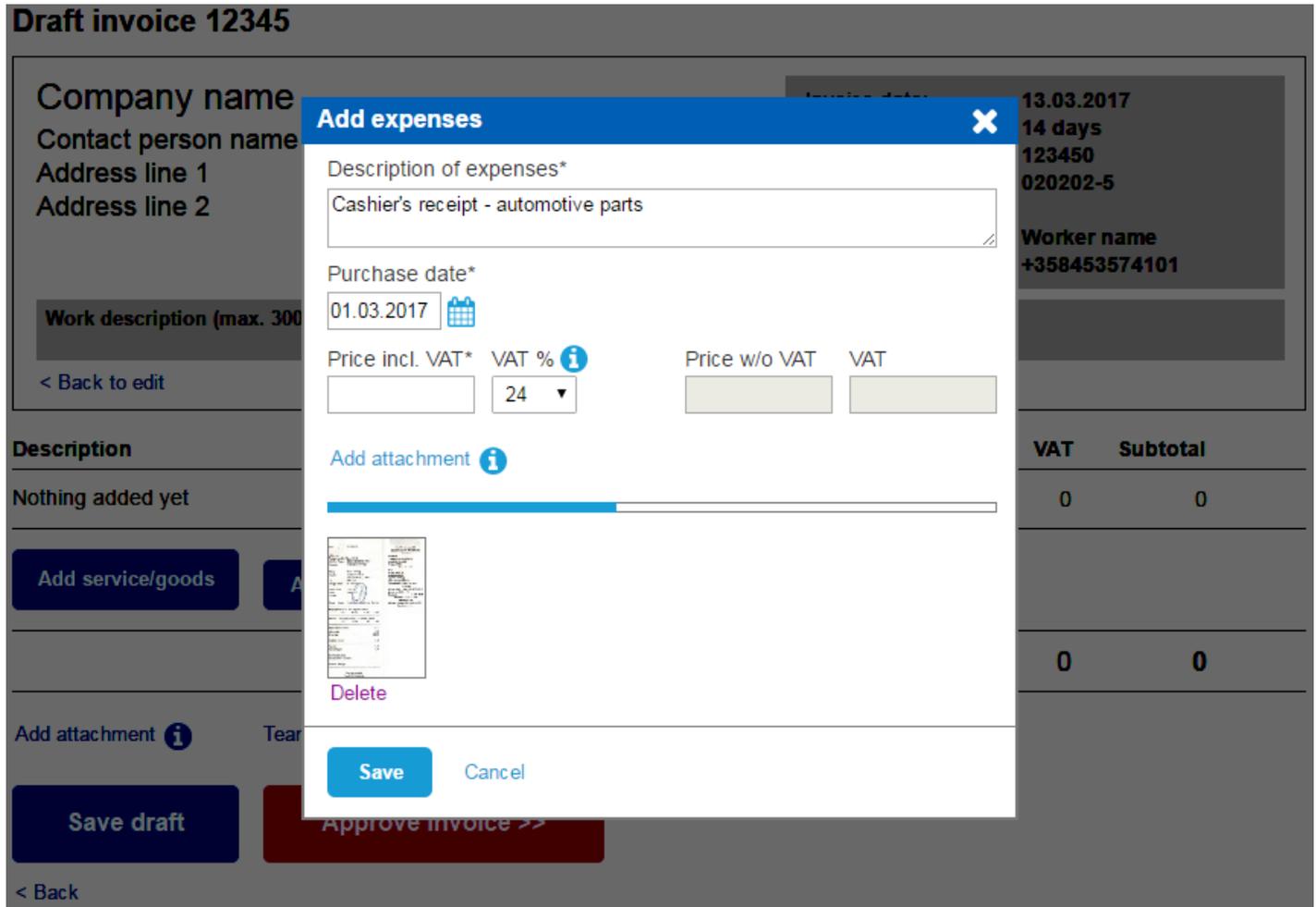
Comments:

- removed **Invoice** field because invoice draft is visible in the background;
- combined **Place of purchase** and **Description** fields into a single **Description of expenses** textbox;
- renamed a number of labels;
- consider defaulting **VAT %** to 24;
- added progress indicator and image thumbnails;
- it's possible to attach multiple files.

Adding travel allowance

AT010 = **AE010**.

AT020 = **AE020**.

AT030 General chaos: the main problem is that fields are not organized into two different subgroups: one related to kilometer allowance (orange), another related to daily and food allowances (green):

This makes a user who needs only one type of allowances fill-in many fields at the top of the form unnecessarily. It is also not clear what depends on what.

AT040 Destination field is problematic because it makes users wonder what to enter here in case of multi-destination trips. This field should be combined with **Purpose of trip** field into single **Description of travel** textbox.

AT050 Country field is misleading (because it's actually *client's country*, not a country where the travel took place, and it is not related to the previous field, **Destination**) and unclear to users in case of trips that include more than one country. It should be renamed with **Client country** and since the system already collected this information on previous steps of invoice preparation, it should appear as a non-editable field.

AT060 Purpose of trip field: see **AT040**.

AT070 Time picker: absolutely terrible in all its bearings:

AT080 The idea of defaulting the starting point of a route to user's home address looks good but it makes him think that *exact street addresses* are required for all places he travelled to. This will be a problem if a user doesn't have this information at hand. So, explain him that locality names (city, village) will work too.

AT090 There is an issue when a user travels with a vehicle on a ferry:
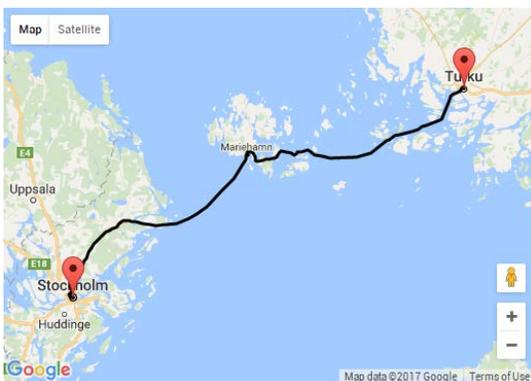
This means that instead of adding waypoints one by one, they should be added *pairwise*.

AT100 There should be a possibility to add *return trip* easily, without the necessity to enter waypoints in reverse order.

AT110 It's not clear why it's allowed to edit **Distance of a route**:

AT120 It's not clear why **Registration number** is necessary. Consider removing this field.

AT130 Rarely used options should be hidden behind a link or a button before they will be actually necessary to a user:

AT140 Calculate these fields automatically and eliminate the need for a user to make numerous manual selections:

These should be static fields.

AT150 = **AE090**.

AT200 How this dialog may be redesigned:

(a) **Daily and food allowances** tab:

Add travel allowances ✖

Description of travel*

Attending business meeting in Göteborg

Client's country ⓘ

Finland

Daily and food allowances	Kilometer allowances

Trip started* Hour Min

01.03.2017 📅 | 09 | 30

Trip ended* Hour Min

03.03.2017 📅 | 17 | 00

Calculate

	Quantity	Price, €	Subtotal, €
Full days	2	41.00	82.00
Half days	1	19.00	19.00
Food	0	10.25	0.00
		Total	**101.00**

Total

341,68

Save   Cancel

(b) **Kilometer allowances** tab:

Add travel allowances   ✖

Description of travel*

Attending business meeting in Göteborg

Client's country ⓘ

Finland

| Daily and food allowances | **Kilometer allowances** |

Type of vehicle

Own car (a 0.41€)   ▼   Additional options (2 selected)

Routes

Olympiaranta 3, Helsinki, FI -> Turku, FI
Stockholm, SE -> Götabergsgatan 18, Göteborg, SE

From*   To* ⓘ

Olympiaranta 3, Helsinki   Turku

Add route   Add return trip   Delete route   View on a map

Distance	Price, €/km	Subtotal, €
547	0.44	240,68

Total

341,68

Save   Cancel

Control panel

CP010 It is necessary to have scrollmap/clickmap analytics to make recommendations about this page. My intuition suggests that this page is of little utility to users. Most probably, the page users view after login should be defaulted to **Invoices**. It seems your system may work perfectly well without any dashboard-type pages...

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 homepage[1]:

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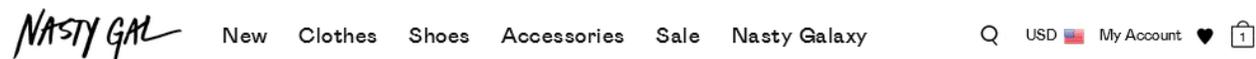
MH020 It's very difficult to notice the shopping cart:

Shopping cart should have *high contrast* to and be clearly distinguishable from all surrounding objects. Examples:
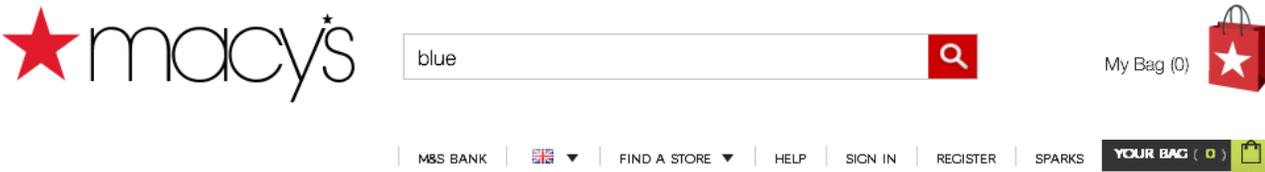
MH030 To make the main menu more noticeable (and therefore more clickable) use inverted color scheme (light text on dark background). Examples:

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 useful[2].

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 them[3].

Homepage

HP010 The primary use of the homepage should be for category-level navigation[4]. 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 Gócza, Zoltán (2015) Myth #13: Icons enhance usability {Link}.

Macy's   *M&S*
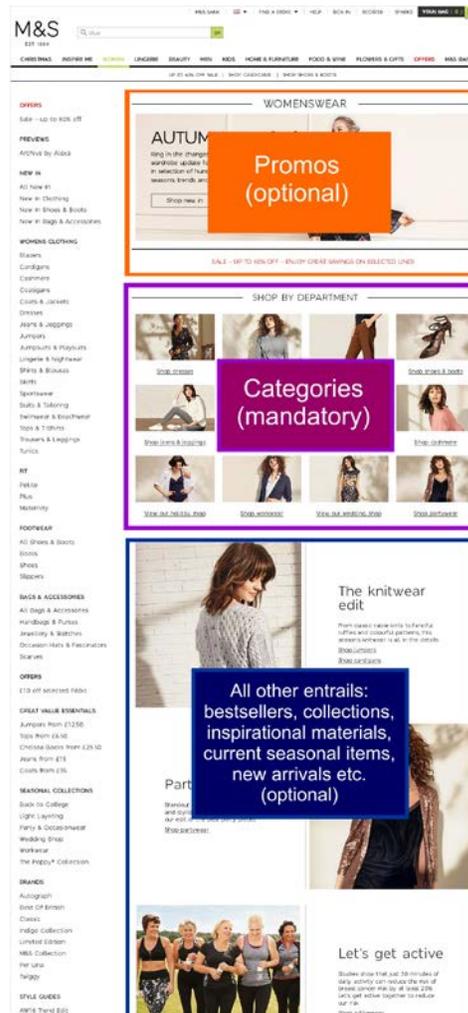
Recommendation is to strictly follow this scheme.

Categories

CA010 Don't open links to product pages (and any other links) in new tabs[5]:

---
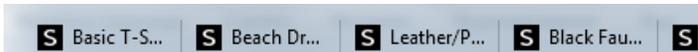
[4] P. 212 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons; also watch Tim Ash presentation *Ecommerce Optimization: Tactical Tips for Selling More This Holiday Season* for 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:

Red Keyhole Back Bodycon Dress With Pockets
$7.99 (Sale) $12.99

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 reasons[6]:

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):

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[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}).

Nasty Gal

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 information[7], I think that presenting all this info *statically* may be a better solution (showing *secondary images* on hover may appear useful, however). Example:


Macy's

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[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 focus[8]:

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

This button should appear within the item photo. Examples:
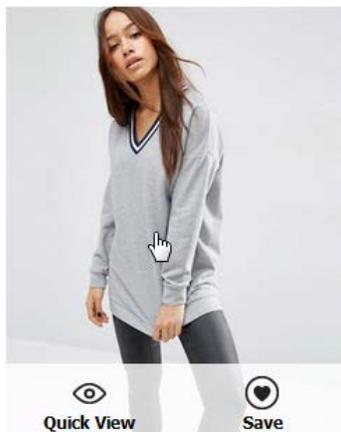
Nasty Gal   *ASOS*

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:

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[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}).

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:

Macy's

John Lewis

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

Lulu's

Nasty Gal

Placing filters on top is probably not a good idea:

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 type[9]. Examples (*Nasty Gal*):

- □ 0, XS
- ■ 2, XS, S
- ■ 4, S, M
- □ 6, M

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 site[10], and search visitors are known to convert at a rate much higher than the average non-site search visitor[11].

SE010 Don't hide the search box behind magnifying glass icon[12]:

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[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 page[13]. Examples:

Recommendation is to place search box right beside the logo[14] or center on a page below the horizontal main menu[15].

Don't put placeholder text in search box[16]. 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 icon[17].

SE015 Automatically place the cursor in the search box[18].

SE020 Search must be predictive. *Lulu's* provides an excellent example of predictive search:

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[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}.
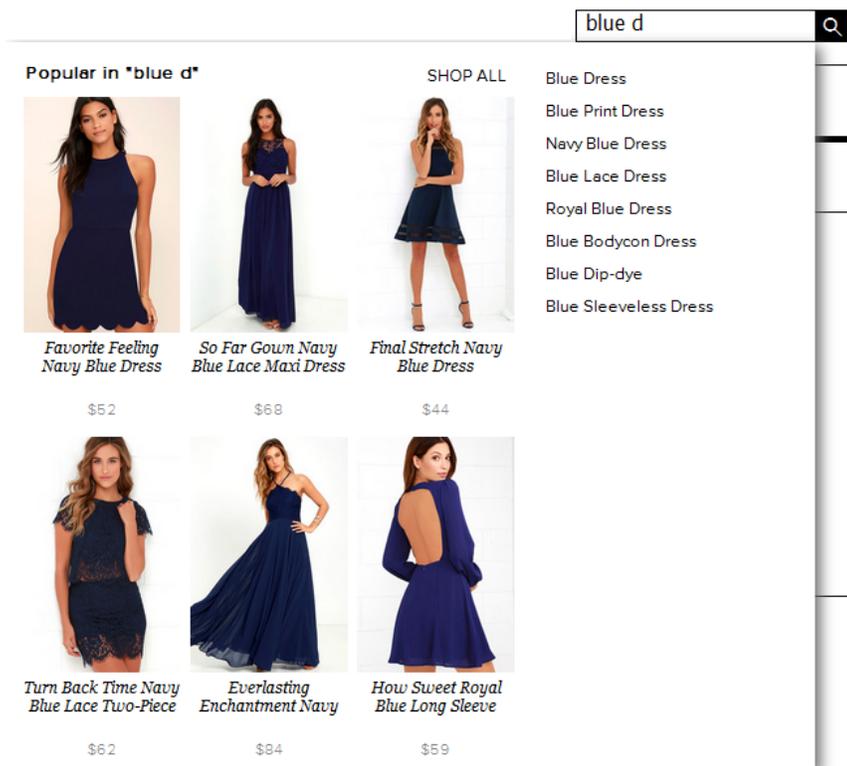
They use [Dynamic AutoComplete](#) by *SearchSpring*. Other intelligent search platforms with similar functionality are [Site Search](#) by *Unbxd* and [Rich Auto Complete](#) by *SLI Systems*. It's strongly recommended using such an advanced predictive search solution on the *SheIn* website.

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/reviews[19].

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 search[20].

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:

SheIn

Nasty Gal

Lulu's

Zara

Nikkie

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[19] P. 3 in: Unbxd (2014) *5 Must-Have Site Search Enhancements for Fashion Ecommerce*, Sunnyvale: Unbxd {[PDF](#)}.

[20] P. 49 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems {[PDF](#)}.

"Happy exceptions":

Macy's   *ASOS*   *NorthStyle*   *M&S*

John Lewis

In my opinion, those black buttons are no more than just another illustration of designers' herd mentality[21]. It can be expected that *chromatic*, *convex* buttons with *shading gradients* will convert much better[22]. Even a flat button with *rounded* corners should convert better than a rectangular one[23]. Recommendation is to use embossed buttons with rounded corners for all primary CTAs. Recommended button style:

PR020 Serious *over-categorization* on SheIn 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 categories[24].

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[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 checkout[25]. Correct example:

Order subtotal	$28.99
Estimated shipping	$ 9.95
Estimated sales tax	$1.74
Order total	**$40.68**
You saved	*$20.01*

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:

ems will be reserved for 60 minutes

TOTAL

e Tipping In Longline

Sub-total $41.00

Shipping   ⓘ

Express Shipping ($14.51)

CHECKOUT

SUB-TOTAL   **$41.00**   **WE ACCEPT:**

This is not perfect but it's better than nothing.

Checkout

CH010 Offer guest checkout[26]:

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[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}).

However, guest checkout should be offered *first*, before signing-in and creating an account.

CRO and UX analysis of Cloud9 webstore

Version 2 | 10.09.2016

General design considerations

GE010 Don't place logo in the center of the masthead[1]:

**GE020** Don't put text directly on an image because of legibility problems:
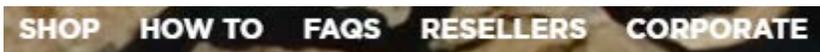
Appropriate methods for placing text on an image are dark overlay and text-in-a-box[2].

GE030 Left-align the main menu.

GE040 Consider renaming **Resellers** link to **For resellers** because **Resellers** may be perceived as a link to "where to buy this product".

GE050 It's very difficult to notice the shopping cart:
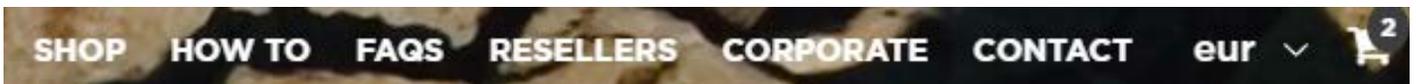
It should have high contrast to and be clearly distinguishable from all surrounding objects:

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[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).

[2] Rule 4 "Learn the methods of overlaying text on images" in: Kennedy, Erik D. (2014) 7 rules for creating gorgeous UI (Part 2): A guide to visual aesthetics, written by a nerd.

Shopify "Symmetry / Duke" theme

GE060 Use a flag and capital letters for the currency selector:

Example from another Shopify webstore

GE065 Currency selector doesn't work: prices are always shown in (US?) dollars regardless of selected currency. Overseas customers will avoid purchasing on this website.

GE070 It is not recommended to use UPPERCASE text because of two reasons:

- it is known since 1914 that texts printed with UPPERCASE are less legible than Sentence case texts[3];
- using UPPERCASE is bad netiquette because it is considered "shouting" on the internet; it is not polite to shout at the customers[4].

Recommendation is to replace UPPERCASE with Sentence case or Title Case throughout the whole website.

GE080 "9" looks like "g", this is not good for your brand:

GE090 Don't popup LiveChat dialog automatically. Keep it minimized until a visitor needs it.

Homepage

HP005 Avoid popups[5]:

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[3] P. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co [PDF]; *"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).

[4] Netiquette Wiki (2014) Rule number 2 – Do not use all caps; Robb, Alice (2014) How capital letters became internet code for yelling and why we should lay off the all-caps key.

[5] *"The absolute best way to destroy someone's attention is the use of entry pop-ups"* (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; *"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"* (section 4 in: Appleseed, Jamie (2014) Avoid these 5 types of e-commerce graphics).
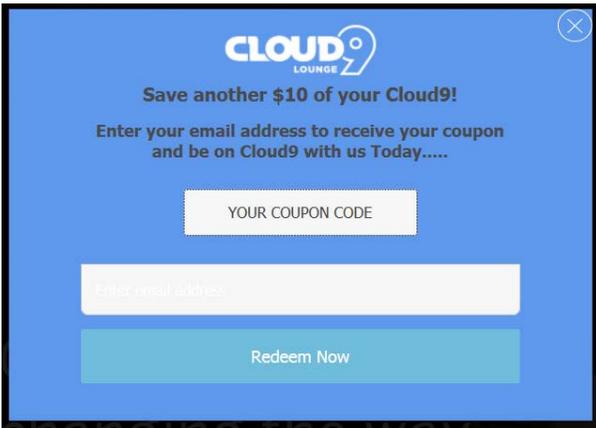
HP006 There is also a bug when a mouse is over upper part of a popup:
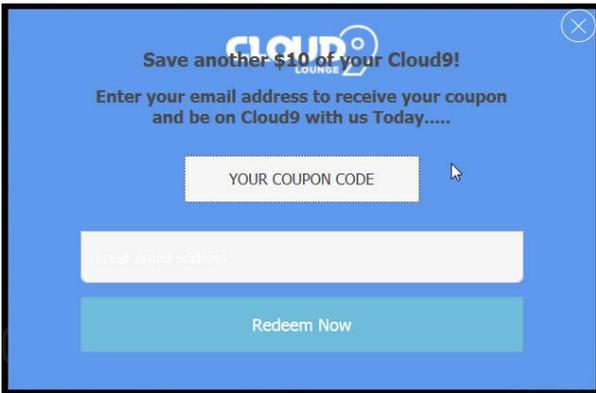
HP007 It's also absolutely unclear how to redeem a coupon code.

HP010 Using full-screen background images is wrong webdesign trend[6]. You may use a *screen-wide* image of an *appropriate* height. Examples:
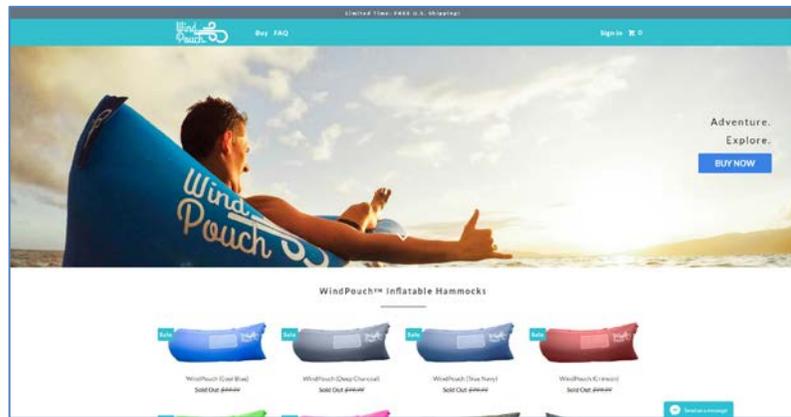
Also, reducing hero image vertical size will encourage scrolling down the page.

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[6] Section 2 "The preposterous return of the splash screen" in: Ash, Tim (2015) An open letter to "minimalist" sites; *"Large images are visually appealing, but they can harm the overall user experience if they aren't appropriately prioritized"* (Whitenton, Kathryn (2014) Image-focused design: Is bigger better?).

HP020 There is a terrible disproportion between useful and useless visual information in this image[7]:

HP030 This image also may lead to wrong guesses about the website purpose: "extreme tourism?", "they sell drone aerial cameras?" etc.

HP040 What hero image is appropriate? Amazon statistics shows that people purchase air loungers together with:

- beach gear;
- outdoor living stuff;
- hiking outfit.

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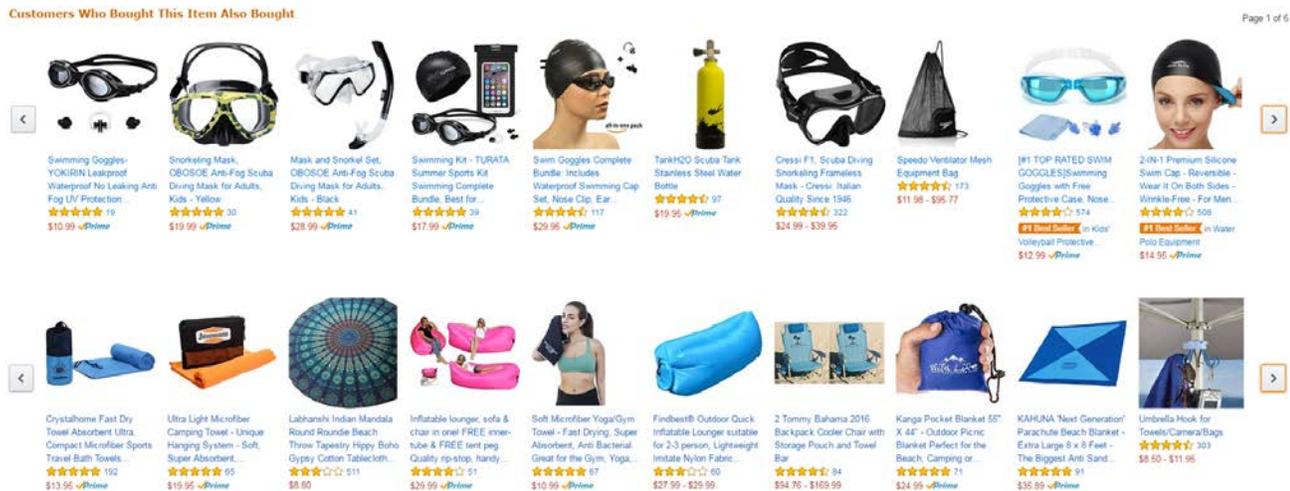
[7] *"Make sure the images or videos you choose **serve a real purpose** or help people understand the site – otherwise they'll just distract your users from your actual content"* (Meyer, Kate (2015) The characteristics of minimalism in web design).

So, [LayBag](#) attempts to do the right job when showing all contexts of product use in the homepage hero area:

Their mistake is using autorotating images, they should be replaced with static ones[8].

Alternatively, you may use a single hero image. Examples:
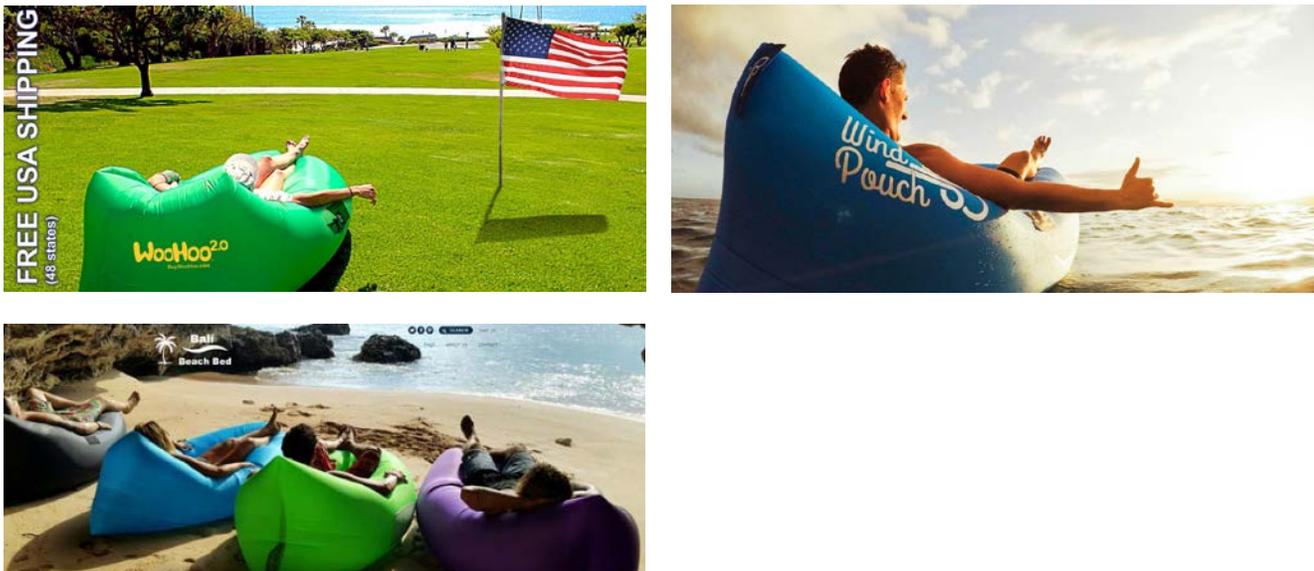
Note an important moment: although they show people using a product, these photos do not show human faces. Human faces and females in swimsuits always attract unnecessary attention (of both genders) and often cause unnecessary questions[9]. This is why you may consider avoiding photos like these:

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[8] *"A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content"* (p. 6 in [RedEye (2014) 10 Usability Issues We've Seen and You Should Be Avoiding](#)).

[9] Section 1 "Humans kill conversion" in: Bounce Exchange (2016) 10 Conversion Rate Blunders {[PDF](#)}.

HP050 It's not clear to a user where and how a video will be played:
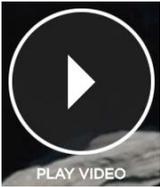
Since users may expect a full-screen video this will reduce video play rate. Show a video box instead.

Presenting explainer videos is a whole science and I recommend you to look at Phil Nottingham presentation[10]. In particular, pay attention to the following moments:

- author doesn't recommend to use YouTube and recommends Wistia and some other platforms instead;
- you current video horizontal width (948 px) and duration (0:49) may be suboptimal;
- branded player color may significantly increase play rate;
- custom video thumbnail is very important.

HP060 After watching the video a user finds himself in deadlock:

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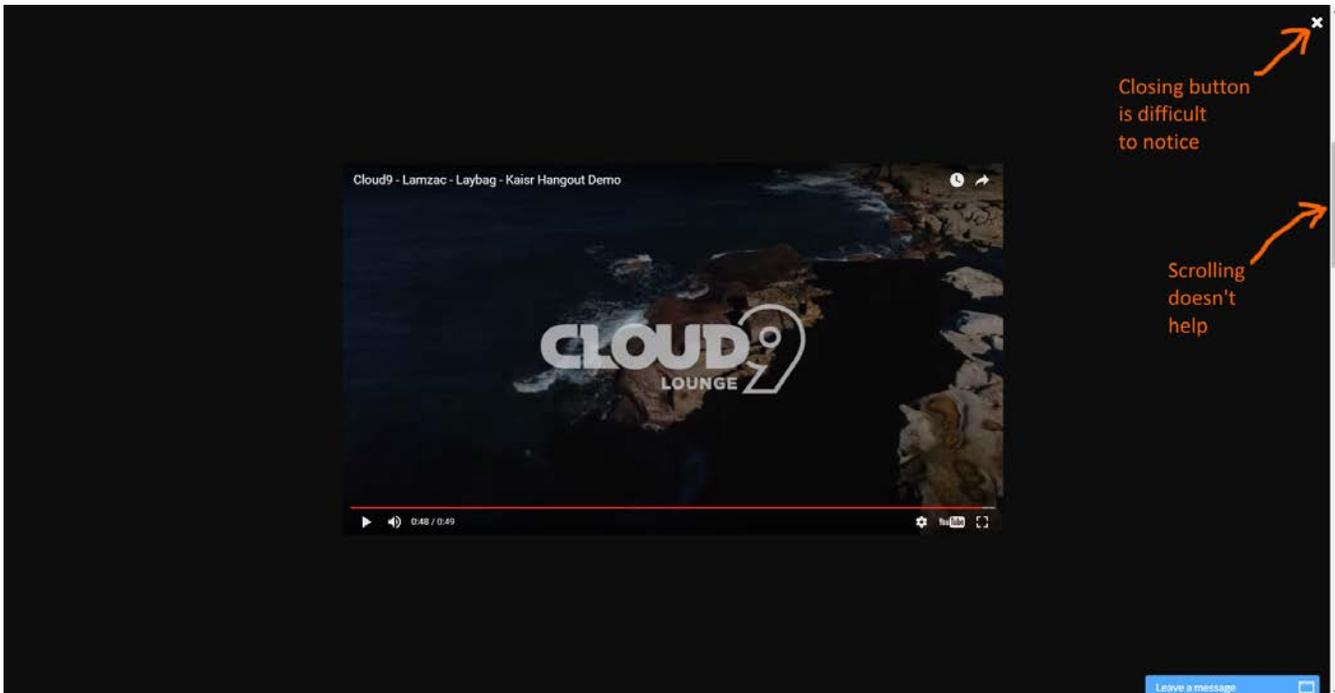
[10] [Nottingham, Phil (2016) CRO with Video: Tips, Tricks and Tactics](#).

Place closing button at the top right corner of video box. In general, never use full-screen overlays: in this situation many users hit the "Back" button on their browser and this results in leaving the website.

HP070 Consider changing the genre of video from "romantic" to "how it works". In particular, it's difficult to understand from the current video how to close the air inlet after inflation.

HP080 Many designers believe that people are born to scroll, scroll, and scroll. They are mistaken. Actually people hate scrolling. Many usability experts consider long-scrolling pages a wrong trend in modern webdesign[11]. Recommendation is to reduce scrolling on the homepage.

HP090 The only way to start shopping is to notice barely noticeable **Shop** link on the main menu. Textual call to action ("Choose your own colour") is lacking corresponding CTA button:

There must be shopping buttons on the homepage, otherwise it looks like a solely promotional material.

HP100 Consider placing the full product catalog directly on the homepage. Examples are LayBag, BaliBeachBed, WindPouch and BuyWooHoo.

HP110 Provide shipping info (shipping speed, free shipping options) on the homepage. All competitors do this.

HP120 Consider replacing Instagram gallery with customer reviews/testimonials section.

Product catalog (non-existent)

CA010 {For A/B-testing} Consider adding catalog page presenting all products. This may make purchasing several items more convenient.

Amazon (and probably your own) statistics shows that customers often purchase several air loungers:

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[11] 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: *"Scrolling should be minimized at all times but the home page can serve as a quick one page brochure of "Why this product or service?" A well-defined site architecture should provide content related links on the home page, fixed navigation, and breadcrumbs. Having all content on one infinitely long page is ludicrous. It's a website not a PDF"*; Rebbecca 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").

Frequently Bought Together

Customers Who Bought This Item Also Bought

Product page

PR010 Make the default color selection clearly visible:

Use a clearly visible box around the selected color option.

PR020 Remove color name popups:

They prevent the selection of a desired color when a mouse moves from the bottom upwards.

PR025 Show thumbnail for the *Camo* edition:

PR028 Make thumbnails of sold out items clickable: show the large image and inform that it's currently unavailable.

PR030 Provide information about shipping. Examples:
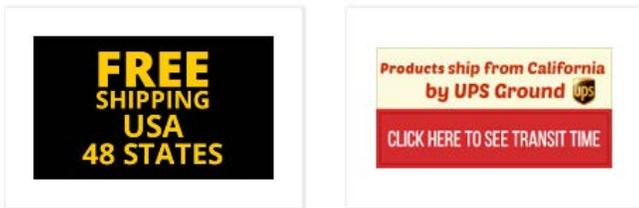
PR035 Provide information about money back guarantee.

PR040 On mouse hover, intensify color of **Add to cart** button instead of decolorizing it:

PR050 There are serious reasons to expect that users click "old-school" embossed 3D-looking buttons more readily than they click flat buttons[12]. Even a flat button with *rounded* corners should convert better than a rectangular one[13]. Recommendation is to use embossed buttons with rounded corners for all primary CTAs.

PR060 Don't load the shopping cart page after a customer adds an item to the shopping cart. Inform a user that an item has been added and keep him on the product page.

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[12] See 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; *"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}).

[13] Tseng, Anthony (2011) Why rounded corners are easier on the eyes; Olyslager, Paul (2014) Call to action buttons Part 3: Shape and size.

PR070 Replace Instagram gallery with customer reviews section.

Shopping cart

SC010 Show quantity increment/decrement buttons permanently, not only on mouse hover:

SC020 Prices for *Limited Edition Camo* are different on a product page ($69.99) and in the shopping cart ($79.99).

SC030 When a customer changes product quantities, update subtotal automatically without the necessity to click **Update cart** button (example: Kaisr).

SC035 Don't use red color for links: they look like error messages (it's acceptable to use red color for **Remove**).

SC040 Buttons for primary (**Check out**) and secondary (**Update cart**) actions shouldn't look the same:

SC050 Money back guarantee is not explained.

SC060 People trust *Norton Secured* badge, not *Symantec*[14] so replace this trust seal with the correct one:

SC070 Provide total cost estimate (including shipping and taxes) on the shopping cart page[15].

SC080 Place PayPal button a bit closer to **Check out** button.

Checkout

CH010 Use high contrast for labels and entry boxes.

CH020 Don't place labels inside entry fields[16].

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[14] Laja P. (2016) Fresh out of the Oven: New Research Studies from the ConversionXL Institute {Presentation}; Holst C. (2013) Which site seal do people trust the most? (2013 survey results).

[15] *"Total cost estimate should be in the cart"* (Chawla, Smriti (2014) Q&A with Baymard's Christian Holst about Checkout Optimization); *"Users are more likely to complete checkout if they know the shipping costs before checking out <…> So, allow users to enter a zip code and provide a drop-down menu of shipping choices (such as FedEx, UPS, and USPS), delivery speeds (such as next day, 2 business days, 3 business days, and regular 7 to 10 business days), and costs. A sample shipping menu choice might be "FedEx Ground, 5 business days, US$5.00, Continental US only"."* (p. 593 in: Vu K.-P. L., Proctor R. W. (Eds.) (2011) *Handbook of Human Factors in Web Design (2nd Ed.)*, Boca Raton: CRC Press).

[16] Sherwin, Katie (2014) Placeholders in form fields are harmful; Jarrett, Caroline (2013) Don't put labels inside text boxes.

CH030 The 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. Place **Email** field below **Shipping address** section and explain that you may need customer's email for delivery purposes only and will never use it for marketing[17].

CH040 If you ask for email then remove **Phone** field[18].

CH050 Autodetect **Country** field, Shopify can do it.

CH060 Remove **Discount** field: this is a well-known conversion killer[19]. Users feel they are overpaying when seeing a discount/coupon field.

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[17] *"Most people would want to know* how *you'll use their email address. Why do you need it?"* ([Holst, Christian (2011) Fundamental guidelines of e-Commerce checkout design](#)).

[18] *"Being asked for a phone number when the website already had an email address was especially irritating when subjects were trying to make a purchase. The logic goes, if the store already has one way to contact them, why does it need another?"* ([Holst, Christian (2011) Fundamental guidelines of e-Commerce checkout design](#)).

[19] [Bowen, Tom (2013) Stop "promo code search" leaks once and for all to increase conversions](#); GoodUI Datastories - Issue #26 - Jun 2016 {[PDF](#)}; [Budiu, Raluca (2016) Priming and user interfaces](#); [Graham, Eric (2009) Do coupon codes INCREASE checkout abandonment?](#).

Thoughts about ITtelligent.com.au homepage

Version 1 | 28.08.2016

From top to bottom…

1. Contacts:

📞 **1300 88 90 95** | ✉ support@ittelligent.com.au

Recommendation is to increase text contrast (and size) and also underline email to make it absolutely clear it's clickable:

📞 **1300 88 90 95** | ✉ support@ittelligent.com.au

Examples (from competitor websites):

📞 Call Us
Melb: 03 9486 9000
Perth: 08 9335 9967

CONTACT US
1300 89 22 00

CALL: 1300 131 626

📞 1300 853 453
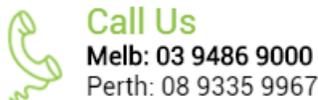
(I don't know why they don't show emails but I think email contact is useful.)

Words "Call us" or "Contact us" are useful because they are calls to action.

2. Logo and main menu:

ITtelligent CONSULTING SERVICES   HOME   WHAT WE DO!   WHY CHOOSE US?   CONTACT   🔒 CLIENT PORTAL

Add a tagline[1], something like this:

ITtelligent CONSULTING SERVICES   IT support in Melbourne for small and midsize businesses
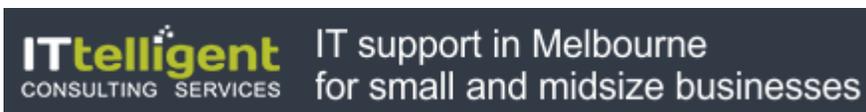
Example:

---

[1] *"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); *"If your landing page tagline under the logo doesn't tell me who you are, then as a user I'm lost"* (Kupferberg (2007) *The Seven Deadly Sins of Landing Page Usability* {PDF}).

Wrong example (meaningless slogan):

Increase text contrast[2] and size:

Left-align the menu, don't right-align it.

Also consider showing the menu as a quickly recognizable bar with high contrast to its surroundings above and below. Example:

Replace UPPERCASE text with Sentence case or Title Case throughout the whole website.

I also recommend moving the link to client portal to the contact area:
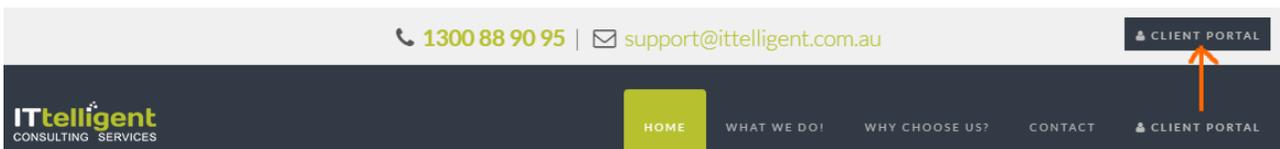
Contact must be the rightmost item of the main menu. This is a *de facto* standard and visitors expect it to be there.

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[2] *"Low contrast for fonts is always a bad idea"* (mistake #3 in: Putnam, Joe (2014) 7 deadly web design sins you might be making); *"Low-contrast text may be trendy, but it is also illegible, undiscoverable, and inaccessible"* (Sherwin, Katie (2015) Low-contrast text is not the answer).

3. Banner carousel.

Slide 1:

Naturally, animated photos of people will attract primary attention. But this is unnecessary and may even hurt conversions[3]. In principle, showing your team is a good idea but definitely not in the hero area. It's for displaying your service, not to introduce the team behind it. Another problem with German and Andres is although they may bear a relationship to "computers" they don't look like people who work on solving client's problems. Perhaps, a photo in the "people at work" genre might work better. Something like this (from your explainer video):
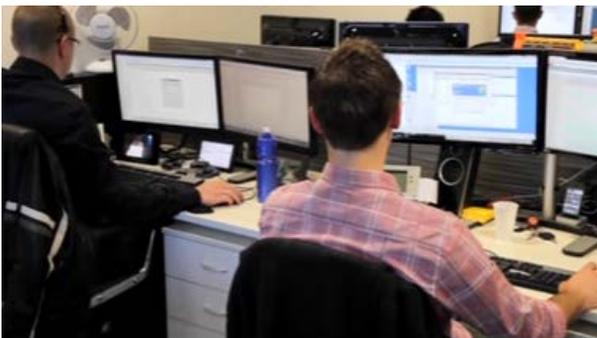
Meet the rest of the team is definitely not a CTA button to be shown in the hero area:

Also, never use ghost buttons for a primary CTA, they have the lowest CTR among all types of buttons[4]. Recommendation is to use "old-school" embossed 3D-looking buttons.

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[3] Section 1 "Humans kill conversion" in: Bounce Exchange (2016) 10 Conversion Rate Blunders {PDF}.

[4] *"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); *"A ghost button (text with a thin border and no background color) is an example of a **weak signifier** – a subtler version of a traditional clickability signifier"* (Meyer, Kate (2015) Long-term exposure to flat design: How the trend slowly decreases user efficiency).

Slide 2:

Probably conveys important info but it is not the best candidate for the hero area.

Slide 3:

Looks useful. Presenting explainer videos is a whole science and I recommend to look at Phil Nottingham presentation[5]. In particular, pay attention to the following moments:

- author doesn't recommend to use YouTube and recommends Wistia and some other platforms instead;
- you current video horizontal width (640 px) and duration (2:13) may be suboptimal;
- branded player color may significantly increase play rate;
- custom video thumbnail is very important (consider replacing the thumbnail with Robert Adelman (when looking at this image a visitor may expect a long "lecture") with something more intriguing).

There exists almost a consensus among ecommerce specialists that banner carousels are harmful[6]. So my recommendation is to use a static[7] hero area with the following layout (this is a wireframe, not a visual design):

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[5] Nottingham, Phil (2016) CRO with Video: Tips, Tricks and Tactics.

[6] *"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). See also: 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.

[7] *"A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content"* (p. 6 in RedEye (2014) 10 Usability Issues We've Seen and You Should Be Avoiding).

(Also reduce the vertical size of hero area to encourage scrolling down the page.)

I added disaster recovery service to the list because my previous experience with IT support companies shows that first communication with a prospective client often occurs when they already have a computer problem. I understand that SmartCare is your flagship service and you know your market much better but my recommendation is to consider adding disaster recovery / computer ambulance service to the list. Example:

Also mention pay per hour service on the homepage to avoid an impression that a prepaid subscription service is the only way you help your clients.

4. The homepage is probably too long. The primary goal of the homepage is to provide high-level navigation to other sections of website[8], not to show everything you can show. Many experts consider long-scrolling homepages a wrong

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[8] *"The primary use of your homepage should be for category-level navigation. Most visitors will want to make a quick choice, get off the homepage, and get closer to their goal."* (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).

trend in modern webdesign[9]. So my recommendation is to reduce the homepage length considerably by removing some sections. The candidates for removal are:

Also consider removing other sections (make a decision based on clickmap analytics).

5. Avoid low-weight low-contrast fonts:

Always use normal or bold text of high contrast.

6. It's not clear what's clickable and what's not:

Also don't use the same basic color (green) for links and headings. Use different primary colors for them (e. g. green for headings, orange for links).

7. **Microsoft Partner** looks like a heading to services shown below it:

I suppose this is not what is intended.

8. Testimonials are definitely useful and should be shown on the homepage but this is not an appropriate way to present them:
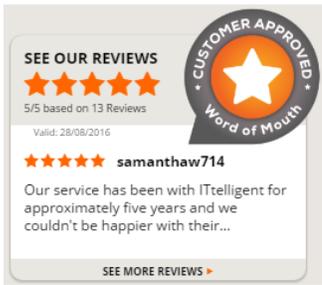
Use the standard layout for testimonials:
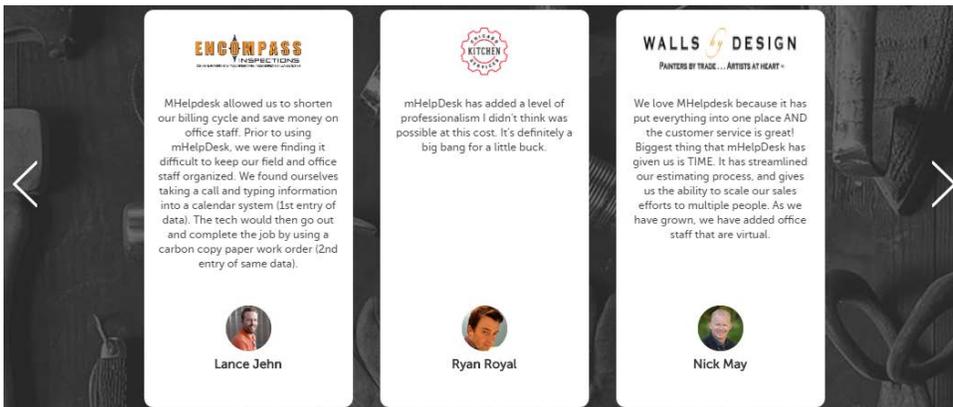
Take into account that testimonials with client photos may lead to higher conversions[10].

9. Show all three communication options at the bottom of the homepage:

phone | email | contact button.

Show the contact form in a popup dialog, don't forward users to the **Contact** page.

10. Consider showing some approximate price for a SmartCare subscription (e. g. for a typical company with one server and twenty workstations). My hypothesis is this may increase the number of enquiries.

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[10] *"Most memorable are high profile client logos, testimonials with photos, press mentions <…> Testimonials with photos were significantly more effective"* (Section 7 "Social proof" in: Laja (2016) Fresh out of the Oven {Presentation}).

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General design considerations

GE010 Avoid ALL CAPS texts throughout the whole website, Use Sentence case instead[1]. Also improve legibility of texts: use higher contrast[2] and larger font size[3]; replace light typefaces with normal ones[4].
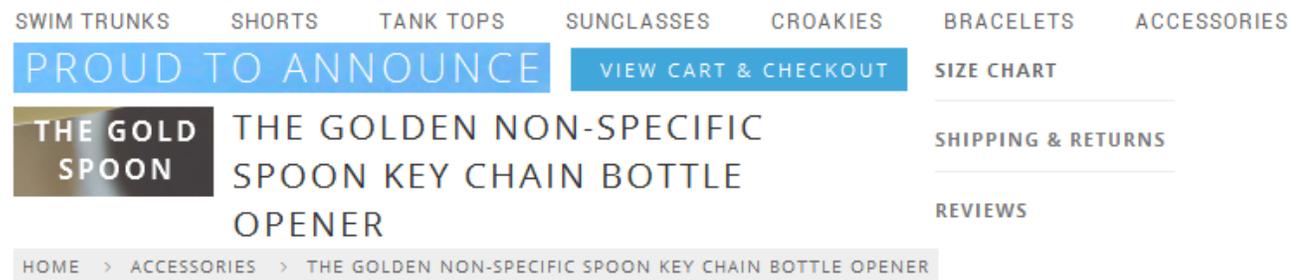
GE020 Don't use *ghost* buttons for primary CTAs[5]:

{For A/B testing} Also try replacing flat buttons with embossed 3D-looking ones because there are serious reasons to expect that users click them more readily than they click flat or ghost buttons[6]:

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[1] It is known since 1914 that texts printed with ALL CAPS are less legible and less comprehensible than Sentence case texts (p. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co [PDF]; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press). Then, using ALL CAPS is bad netiquette because it is considered "shouting" on the internet (Netiquette Wiki (2014) Rule number 2 – Do not use all caps; Robb, Alice (2014) How capital letters became internet code for yelling and why we should lay off the all-caps key). It is not polite to shout at your customers.

[2] *"Low-contrast text may be trendy, but it is also illegible, undiscoverable, and inaccessible"* (Sherwin, Katie (2015) Low-contrast text is not the answer); *"Low contrast for fonts is always a bad idea"* (Putnam, Joe (2014) 7 deadly web design sins you might be making); Scharff, L. V.; Ahumada, A. J. (2005) Why is light text harder to read than dark text?, *Journal of Vision*, 5 (8), 812 [Abstract].

[3] Alvarez, Hannah (2014) Choosing the right font: A guide to typography and UX.

[4] *"The typeface must not be too thin"* (Itkonen, Markus (2006) *Typography and Readability*, Helsinki: The Finnish Centre for Easy to Read [PDF]).

[5] *"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); *"A ghost button (text with a thin border and no background color) is an example of a **weak signifier** – a subtler version of a traditional clickability signifier"* (Meyer, Kate (2015) Long-term exposure to flat design: How the trend slowly decreases user efficiency).

[6] See 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; *"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}); Volusion (2013) How to build a better add to cart button.

BUTTON A   BUTTON B

GE030 Breadcrumbs is an important navigation tool when a website hierarchy contains 3 levels or more[7]. On your website breadcrumbs don't look clickable because gray color is a usual indicator of "disabled" or "non-clickable" objects:

HOME > SWIM TRUNKS > THE COTTON CABANAS
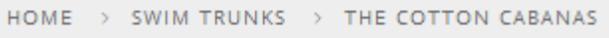
This is how breadcrumbs should look like:

Home > Swim Trunks > The Cotton Cabanas

Masthead and main menu

MH010 Don't underline the promo code because it is not a link:

SAVE 20% off site-wide with code **LONGPOUR** - TODAY ONLY

Users will click it instead of selecting and copying it.

MH020 Add a tagline explaining the purpose of your website[8]. Examples:

MH030 Free shipping and returns is a definite competitive advantage[9] but it is difficult to notice this incentive on your masthead:

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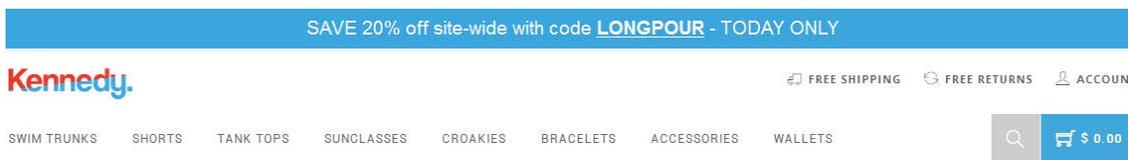
[7] Tseng, Anthony (2016) When you should use a breadcrumb navigation; *"While breadcrumbs may seem like a pretty uninteresting site element, during our recent Homepage & Category Usability study they proved themselves to be vital navigation paths"* (Appleseed, Jamie (2013) E-commerce sites need 2 types of breadcrumbs (68% get it wrong): I don't agree with the author's recommendation to use *history-based* breadcrumbs, however).

[8] *"If there's a possibility your visitors could look at your logo and not instantly understand what you do, you need a functional tagline"* (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); *"If your landing page tagline under the logo doesn't tell me who you are, then as a user I'm lost"* (Kupferberg, Aaron (2007) The seven deadly sins of landing page usability).

[9] Roggio, Armando (2015) The (many) benefits of offering free shipping; section *"Charging for shipping is a conversion killer"* in Laja, Peep (2012) The ultimate guide to increasing ecommerce conversion rates.

Competitors make it more prominent:
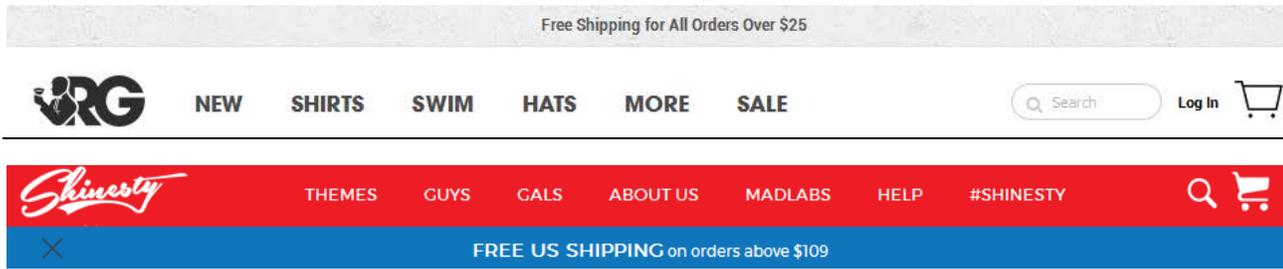
MH040 To make the main menu more noticeable use inverted color scheme (light text on dark background)[10]:

Startup / Cloth theme

Testament / Revelation theme
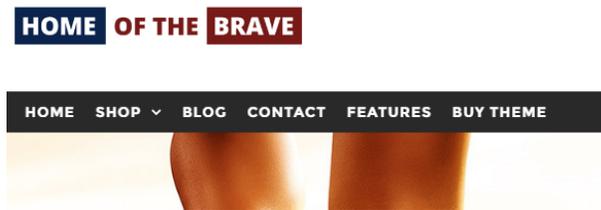
Fashionopolism / Secret Sale theme

MH050 Also increase font size of main menu items.

MH060 Stitched together search button and shopping cart is an ill neighborhood for both:

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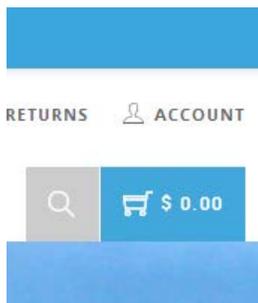
[10] Illustrated by examples of the existing Shopify themes.

There should be some distance between them.

MH070 Also consider changing shopping cart color because there are two other blue objects in close vicinity. To be clearly recognizable, shopping cart should have some distance from other objects and it should have high color contrast with surrounding elements:

Symmetry / Duke theme

MH080 Consider removing search button because the number of users who actually need it is too small.

Homepage

HP010 Although huge hero images became omnipresent on modern websites, there is no trustworthy research showing that this design trend is advantageous to ecommerce websites. At the same time, many authors note that huge images are a meaningless waste of screen real estate, they slow down page loading, they may prevent users from further scrolling a page, they are probably subject to banner blindness, and they push down other webpage content thus making users less likely to notice other elements[11].

In your particular case, this may mean overemphasizing a single product category (swim trunks) to the disadvantage of seven other categories.

HP020 According to many authoritative opinions, the primary use of a retail homepage should be for category-level navigation[12] and products should never be placed on the homepage[13]. So, their recommendation is to remove individual

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[11] *"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. <…> 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"* ([SiteTuners (2015) 2 reasons the home page exists, and why web sites fail](#)); p. 9 in: Gilis, Karl (2015) *10 Conversion Tips That Work on Any Website*, Ghent: AGConsult {[PDF](#)}; [Whitenton, Kathryn (2014) Image-focused design: Is bigger better?](#); [Iannotti, Mary (2015) Are the latest web design trends killing your conversions?](#); [Meyer, Kate (2015) The characteristics of minimalism in web design](#); [Ash, Tim (2015) An open letter to "minimalist" sites](#).

[12] 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: https://youtu.be/yaMU09wuxgY?t=419.

[13] [Randall, Greg (2016) Why ecommerce retailers should never place products on the homepage](#).

items from the homepage and instead show full list of product categories (all eight categories in your case, not only three of them). It's ok that important categories (e. g. swim trunks or shorts) claim significant portions of the homepage's screen real estate, but if you want to avoid having first-time visitors underestimate your product range, considerable space must be dedicated to other product types too[14].

Also note that *Chubbies Shorts*, *Shinesty* and *Vineyard Vines* show only categories and not individual products on their homepages.

HP030 You may show a tile for new items and/or add **New** item to the main menu to provide a link to a page with new arrivals:
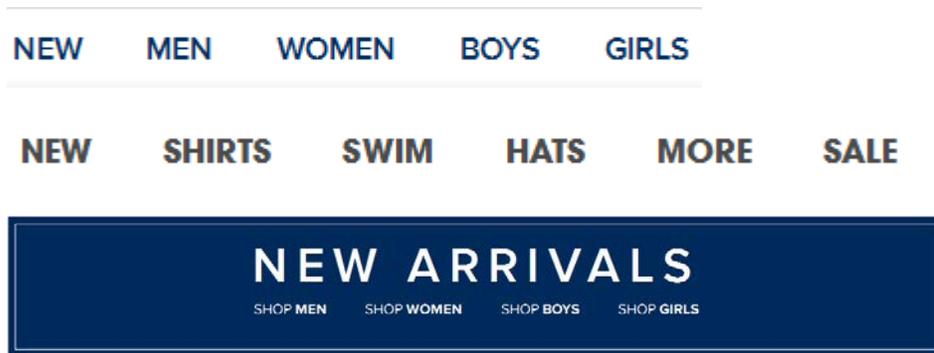
HP040 Images representing categories should be constructed collages of *two or more* products from a category. This image is correct because it shows many individual products:

These images are wrong because they show a single item from a category:

---

[14] Appleseed, Jamie (2014) Homepage usability: Can users infer the breadth of your product catalog?.

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5

HP050 Don't use bleached-out images on category tiles. Instead, use a normal image before mouse hover and a darkened (or a color-intensified) image on mouse hover. Example (*Chubbies Shorts*):

Category page

CA010 Remove unnecessary image:

Instead, you may show a banner about free delivery and priority shipping for orders over $150.

CA020 Increase font size for product names and make them look clickable, i. e. use blue color instead of gray[15]:

Example (*Amazon*):

CA030 {For A/B-testing} Consider adding **View details** button:

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[15] Pp. 16-18 in: Gilis, Karl (2015) *10 Conversion Tips That Work on Any Website*, Ghent: AGConsult {PDF}.

The Rusty Griswolds
$ 44.50
☆☆☆☆☆

View details >

CA040 It seems about 75% of online stores selling shorts use photos from waist to the floor:

Vineyard Vines

ASOS

Adidas

GAP

River Island

Banana Republic

Walmart

Debenhams

Kohl's

Some webstores use photos from waist to below the knee:

Macy's

Nordstrom

American Eagle

JD Sports

From my unprofessional point of view, the latter variant is better. My recommendation is to consider adding this kind of photos to already existing close-ups.

Also note that *Chubbies Shorts* and *Shinesty* use a human model or a mannequin to take their photos to give prospective buyers a better understanding of the item's fit and length and their items also don't look so rumply as items on your website:

Chubbies Shorts   Shinesty   Kennedy

Product page

PR010 Instead of dropdowns, use "radiobuttons" for size selection[16]. Examples:

PR020 Place a link to size chart near size selector. Examples:

Show size chart in a popup window.

PR030 Consider using golden stars instead of dark gray.

PR040 Don't hide free delivery and priority shipping for orders over $150 under a link:

SHIPPING & RETURNS   ∧

FREE SHIPPING AND RETURNS IN THE USA

Every domestic Kennedy order qualifies for free USPS First Class shipping. Domestic orders over $150 qualify for free Priority Shipping! If you are not 100% satisfied with your purchase for any reason please send it back to us, free of charge. Please make sure that your item(s) is in its original unworn and unwashed condition.

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[16] Padgett, Lance (2014) Should I use a dropdown list or a radio button?; Tseng, Anthony (2016) Why users abandon forms with select menus; Bolton, Hazel (2015) Why are drop-downs and select boxes bad for forms?.

PR050 Delete:

PR060 Provide individual descriptions to all products:

PR070 Don't show size chart for inappropriate products:
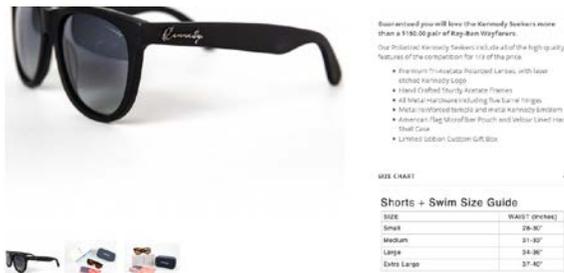
Shopping cart

SC010 Remind about free delivery on all orders.

SC020 Allow selecting priority shipping and show its cost. Show the last and final price of the order (including shipping) on the shopping cart page[17].

SC030 Start CTA with a verb[18], e. g. **Proceed to secure checkout**:

SC035 Remove cart icon.

SC040 {For A/B-testing} Add an arrow. Examples:

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[17] *"Total cost estimate should be in the cart"* ([Chawla, Smriti (2014) Q&A with Baymard's Christian Holst about checkout optimization](#)).

[18] *"Verbs are integral to writing successful CTA copy because they encourage users to take action"* ([Reece, James (2013) Ten tips for successful Calls to Action](#)); [Marrs, Megan (2016) 17 best practices for crazy-effective call-to-action buttons](#).

SC050 Add **Continue shopping** button.

Checkout

CH010 In my opinion, the attempt to grab customer's email as early as possible is one of the main causes of low conversions on *Shopify* websites:

Customer information

Email

Place email field below **Shipping address** block and explain that you may need it for delivery purposes only and will never use it for marketing (i. e. spam)[19].

CH020 Remove **Discount** field. This is a well-known conversion killer.

Popups

PU010 I think popups might convert a couple of years ago when this epidemic has just broken out. Now, when popups are omnipresent their conversion rate must be very low. Popups that ask for customer email when he does not want to provide them frustrate users and result in filling them with random data just to get rid of them. Annoying marketing is weak marketing[20].

Automated popups are the most hated feature on websites[21]:

Design Element	Users Answering "Very Negatively" or "Negatively"
Pops-up in front of your window	95%
Loads slowly	94%
Tries to trick you into clicking on it	94%
Does not have a "Close" button	93%
Covers what you are trying to see	93%
Doesn't say what it is for	92%
Moves content around	92%
Occupies most of the page	90%
Blinks on and off	87%
Floats across the screen	79%
Automatically plays sound	79%

Yes, chances are that you will collect a large number of emails but this doesn't mean you'll sell more swim trunks.

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[19] *"Most people would want to know* how *you'll use their email address. Why do you need it?"* (Holst, Christian (2011) Fundamental guidelines of e-Commerce checkout design).

[20] *"The industry tends to write about winning tests, not losers. So exit-intent popovers may reduce conversion rates more often than raising them, but we don't take that into account, since all of the articles we read are positive. One of our tests showed that exit-intent popovers were not a good idea on one catalog e-commerce site. The owner was reluctant to believe our data until we found additional corroboration"* (Massey, Brian (2015) The biases in online marketing that drive crazy decisions). *"All those social share buttons, dark patterns, full-screen takeovers and annoying push notifications might get you conversions in the short term, but they will almost always cost you in the long term"* (Madhavan, Archana (2016) 4 lessons learned from 4 years of non-stop data analysis); Naji, Cassandra (2016) Pop-ups vs. usability, conversions and bounce rates.

[21] Nielsen, Jakob (2004) The most hated advertising techniques.

UX and conversion review of GetSocked

Version 1 | 28.07.2016

Business model

BU010 The main conversion issue is that people will not wait several weeks for the first delivery:

STEP 1: SIGN UP

Signing up for our bamboo sock subscription online is as simple as clicking the Buy Sock Subscription below and then letting us know where to deliver the funky cool happy feeling socks, then kick back and relax while we take care of the rest. The socks will be sent the 1st week of each month

STEP 2: SHIPPED

Are you ready for your new bamboo socks? You're about to GetSocked! Kick back, relax and await your surprise. All socks are sent the 1st week of each month.

STEP 3: ENJOY!

Do you feel that little buzz of excitement, is the idea of buying socks online making you happy? Weird...right? It's called a surprise! Enjoy em, rock em and pimp that bland office attire. GetSocked is here. Your sock drawer will be jumping for joy.

When people want something, they want it immediately. If they can't get what they want right away, they move on to something else.

> "In every case, people prefer earlier to later. People do not like or want to wait. They want what they want right now. We say that, in our fast-moving society, instant gratification is no longer fast enough. People who did not know that they wanted something until this minute now want it immediately, if not sooner.
>
> In other words, everyone is impatient. Everyone is in a hurry. Look at how insistent children are in demanding that they be given what they want immediately. And adults are just children with better excuses."[1]

Explain that you will send first socks immediately and then they will be sent with equal time intervals.

BU020 Also consider introducing plans with different periodicity (3 days, 1 week, 2 weeks, 1 month).

BU030 It's not clear if free delivery applies to subscription.

BU040 Availability of webstore reduces the element of surprise. Consider splitting the current website into two: one for subscriptions, another for shopping.

BU050 Seeing shopping cart is not what customers expect after clicking **Buy sock subscription** button. It would be better to show them subscription confirmation page as a chance for additional persuasion, providing more information and reassuring customers about prices and what will they get. Then proceed to checkout page. Shopping cart looks like a foreign object here.

BU060 The same applies to **Join now** in the main menu. It's function is even more surprising.

BU070 Explain early that your socks fit most feet. Many customers will not order socks without knowing their size.

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[1] P. 15 in: Tracy B. (2004) *Something for Nothing*, Las Vegas: Eagle House.

General design considerations

GE010 Generally speaking, Shopify themes are always problematic because they are designed by graphic designers who apishly mimic design trends but know nothing about ecommerce, ergonomics, usability, human perception and consumer behavior. So, there is a necessity to tweak and tailor them in many cases. Sometimes it is possible to create something more or less acceptable by combining elements of different Shopify themes. I will try to illustrate my recommendations by their existing themes.

GE020 Avoid ALL CAPS texts throughout the whole website:

Use Sentence case instead[2].

GE030 Improve legibility of texts: use higher contrast[3] and larger font size[4]; replace light typefaces with normal ones[5].

GE040 To make the main menu more noticeable, use inverted color scheme (light text on dark background):

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[2] It is known since 1914 that texts printed with ALL CAPS are less legible and less comprehensible than Sentence case texts (p. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co [PDF]; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press). Then, using ALL CAPS is bad netiquette because it is considered shouting on the internet (Netiquette Wiki (2014) Rule number 2 – Do not use all caps; Robb, Alice (2014) How capital letters became internet code for yelling and why we should lay off the all-caps key). It is not polite to shout at your customers.

[3] *"Low-contrast text may be trendy, but it is also illegible, undiscoverable, and inaccessible"* (Sherwin, Katie (2015) Low-contrast text is not the answer); *"Low contrast for fonts is always a bad idea"* (Putnam, Joe (2014) 7 deadly web design sins you might be making); Scharff, L. V.; Ahumada, A. J. (2005) Why is light text harder to read than dark text?, *Journal of Vision*, 5 (8), 812 [Abstract].

[4] Alvarez, Hannah (2014) Choosing the right font: A guide to typography and UX.

[5] *"The typeface must not be too thin"* (Itkonen, Markus (2006) *Typography and Readability*, Helsinki: The Finnish Centre for Easy to Read [PDF]).
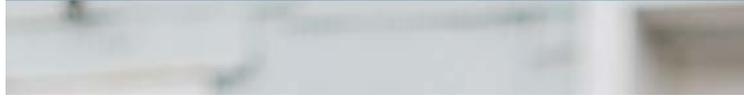
Startup / Cloth theme

Testament / Revelation theme

Fashionopolism / Secret Sale theme

GE050 Left-align the main menu.

Homepage

HP010 Avoid *full-screen* background photos because this is a meaningless waste of screen real estate, they push the real content of the page down, slow down page loading and may prevent users from further scrolling a page[6].

---

[6] See section 2 *"The preposterous return of the splash screen"* in Ash, Tim (2015) An open letter to "minimalist" sites; Iannotti, Mary (2015) Are the latest web design trends killing your conversions?; tip 2 *"No more big headers. Just get to the point!"* and case 5 *"Up to 46% more clicks with a smaller image"* in AGConsult (2015) 10 Conversion Tips That Work on Any Website; Mullin, Shanelle (2016) Beyond the false bottom: How to avoid this costly UX mistake.

It is acceptable to use a *screen-wide* background photo of *reasonable height*:
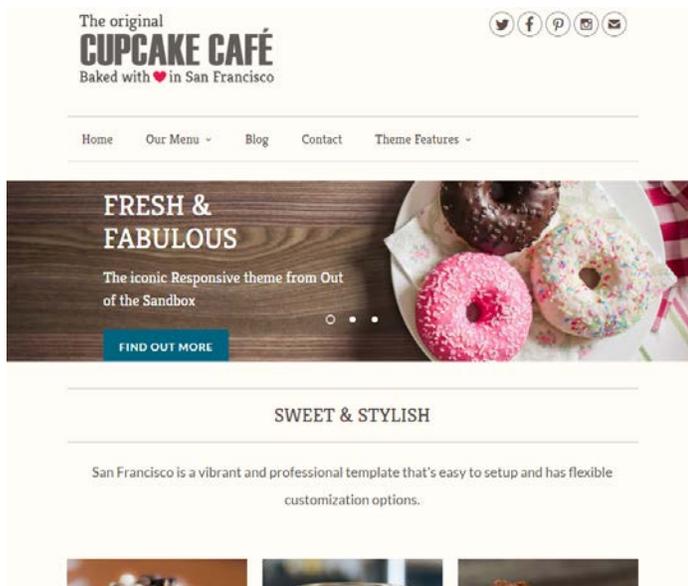
Responsive / San Francisco theme

HP020 Instead of displaying a single product, show a variety of them. You may use this already existing photo (or similar) as a background photo on the homepage:

HP030 It's probably too early to show a CTA button because at this moment visitors are yet absolutely not convinced[7]:

HP040 "Buy sock subscription" is a bad call to action. First of all, "buy" is always a wrong verb for a CTA[8]. Experiment with CTAs beginning with "subscribe me…" or "get my…".

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[7] See sections 1 *"Don't start with a french kiss"* and 10 *"Once again: be patient"* in AGConsult (2015) Don't Do Anything on Your Website You Wouldn't Do on a First Date.

[8] Crestodina, Andy (2014) How to design a button: 7 tips for getting clicked; Petrovic, Jan (2012) How much does your button cost you?.

HP050 This button looks very "unappetizing" and should be replaced (or removed, see **HP030**):

HP060 {For A/B testing} Try replacing flat buttons with embossed 3D-looking ones because there are serious reasons to expect that users click them more readily than they click flat or ghost buttons[9]:

HP065 Even flat button with *rounded* corners should convert better than rectangular one[10].

HP070 {For A/B testing} Also try enlarging CTA button[11].

HP080 Remove or place it somewhere near the page bottom:

Focus on explaining your offer, avoid links to less relevant pages.

HP090 Don't repeat the same text:

HP095 Consider replacing three steps with two steps.

HP100 Only "Cancel anytime" is important here:

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[9] See 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; *"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}).

[10] Tseng, Anthony (2011) Why rounded corners are easier on the eyes; Olyslager, Paul (2014) Call to action buttons Part 3: Shape and size.

[11] *"Make bigger buttons, and higher conversion rates will follow"* (Patel, Neil (2015) 4 conversion optimization tips that you need to know in 2015).

HP110 Avoid unnecessary animation of testimonials[12]:

HP120 Remove:

The goal is subscription, don't forward your visitors elsewhere.

And SMM simply doesn't work (in most cases). Don't invest in a marketing channel with zero ROI. (Of course, your business may be an exception…)

HP130 {For A/B testing} Try removing this section:

It looks a bit pushy.

HP140 Repeat CTA button below this section:

HP150 Add a link to catalog page:

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[12] *"Be able to justify the use of each animation in terms of benefit to the user. "It looks pretty" doesn't qualify"* ([Paxton, Sophie (2015) Your UI isn't a Disney movie](#)).

SHOP COLLECTION

For those who can't handle the element of surprise, take
a look at our collection and select whichever socks that
Here must be a link
takes your fancy. All our socks are designed to make you
happy!

HP160 Although the website detects my local currency correctly, the cost of delivery is still shown in dollars:

EUR ⌄

ONLY €6.13 EUR

standard shipping for orders over $35 AUD. When
ordering less than $35 AUD we offer a flat rate shipping
of just $5 (Approx $3.75 USD)

Catalog

CA010 Remove photo:

CA020 Avoid **Quick shop** bar appearing on mouse hover because it makes users hesitating what to click:

SALE

+ QUICK SHOP

Dotty
€5.81 EUR €8.19 EUR

CA030 It's not immediately clear which sock is on sale:

CA040 Add action button (a link to a product page) below or to the right of the price[13].

CA050 Make the link (product name) to a product page blue (not only on mouse hover). Enlarge its font size.

CA060 Consider removing sold out items from the catalog or allow to preorder them.

Product page
PR010 Remove photo:
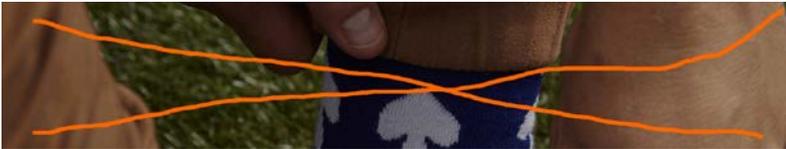
PR020 Zero ratings hurt conversion rate:

PR030 Make increment/decrement buttons permanently visible (not only on mouse hover):

PR040 Show information about delivery time and cost.

Shopping cart
SC010 Make the link to shopping cart clearly visible:

In the current design it's difficult to notice it. It should have high contrast to and be clearly distinguishable from all surrounding objects:

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[13] *"Show your visitors the way. Tell them what to do"* (tip 4 in AGConsult (2015) 10 Conversion Tips That Work on Any Website).

Symmetry / Duke theme

SC020 Remove photo:

You may use this space to inform customers about free delivery for orders over $35 AUD (€25 in my case).

SC030 Remove meaningless text:

Here are the items currently in your basket. If you wish to amend the quantity, enter a new amount and the system will update the price automatically. If you wish to remove an item, click the remove button. To continue and purchase the items in your basket, click Proceed to checkout.

SC040 Continue shopping link is positioned wrongly. It must be here:
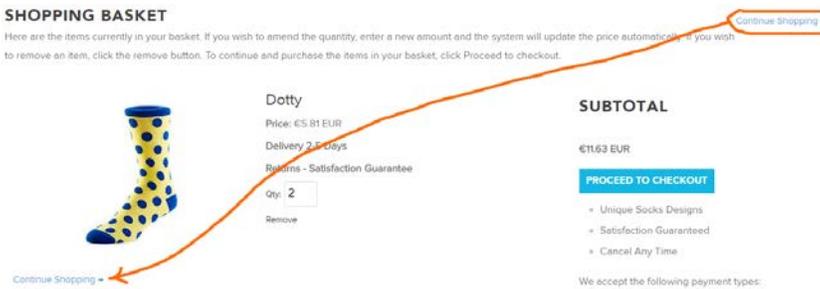
SC050 Show the last and final price (including shipping) on the shopping cart page[14].

SC060 {For A/B-testing} Removing any of these objects may improve conversion rate:

---

[14] *"Total cost estimate should be in the cart"* ([Chawla, Smriti (2014) Q&A with Baymard's Christian Holst about checkout optimization](#)).

Checkout

CH005 Prices are shown in AUD:

International customers will abandon this checkout.

CH010 In my opinion, the attempt to grab customer's email as early as possible is one of the main causes of low conversion on Shopify websites:

Place email field below **Shipping address** block and explain that you may need it for delivery purposes only and will never use it for marketing (i. e. spam)[15].

CH020 Remove **Company** field. This field decreases conversion.

CH030 If you ask for email then remove **Phone** field[16].

CH040 Remove **Coupon** field. This is well-known conversion killer.

Popups

PU010 I think popups might convert a couple of years ago when this epidemic has just broken out. Now, when popups are omnipresent their conversion rate must be very low.

Popups that ask for customer email when he does not want to provide them frustrate users and result in filling them with random data just to get rid of them. Annoying marketing is weak marketing[17].

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[15] *"Most people would want to know* how *you'll use their email address. Why do you need it?"* (Holst, Christian (2011) Fundamental guidelines of e-Commerce checkout design).

[16] *"Being asked for a phone number when the website already had an email address was especially irritating when subjects were trying to make a purchase. The logic goes, if the store already has one way to contact them, why does it need another?"* (Holst, Christian (2011) Fundamental guidelines of e-Commerce checkout design).

[17] *"The absolute best way to destroy someone's attention is the use of entry pop-ups"*: 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 &

Automated popups are the most hated feature on websites:

Design Element	Users Answering "Very Negatively" or "Negatively"
Pops-up in front of your window	95%
Loads slowly	94%
Tries to trick you into clicking on it	94%
Does not have a "Close" button	93%
Covers what you are trying to see	93%
Doesn't say what it is for	92%
Moves content around	92%
Occupies most of the page	90%
Blinks on and off	87%
Floats across the screen	79%
Automatically plays sound	79%

Yes, chances are that you will collect a large number of emails but this doesn't mean you'll sell more socks.

Sons; *"The industry tends to write about winning tests, not losers. So exit-intent popovers may reduce conversion rates more often than raising them, but we don't take that into account, since all of the articles we read are positive. One of our tests showed that exit-intent popovers were not a good idea on one catalog e-commerce site. The owner was reluctant to believe our data until we found additional corroboration"* (Massey, Brian (2015) The biases in online marketing that drive crazy decisions). *"All those social share buttons, dark patterns, full-screen takeovers and annoying push notifications might get you conversions in the short term, but they will almost always cost you in the long term"* (Madhavan, Archana (2016) 4 lessons learned from 4 years of non-stop data analysis); Naji, Cassandra (2016) Pop-ups vs. usability, conversions and bounce rates.

Usability and conversion audit of Design Everest

Version 1 | 20.03.2016

1. There are serious doubts that a one-pager will work well for this industry in principle. Almost all competitor websites use more traditional multi-page structure ([Hohbach-Lewin](#), [AP Engineering](#), [Structural Engineers Inc](#), [Peoples Associates](#), [Zenith Engineers](#), [Ost Engineering](#)). The most important section of a multi-page website is "Projects" or "Portfolio" that should represent different types of buildings (residential, office, retail, educational, healthcare etc.). If company's current portfolio includes only residential buildings, anyway, it makes sense to create a separate page for a number of project descriptions and customer testimonials.

A project description should include project name, location, square footage, list of services performed, and a couple of paragraphs of descriptive text. Imagery may include photos of a building (e. g., in "before & after" manner) and perhaps also sample blueprint.

2. Another important section may be "Our team" (or "People") because it makes the website more personal and increases customer trust and company credibility. Instead of a gallery of smiling faces it would be better to prepare a series of "people at work" photos. Of course, stock photos should be avoided and the gallery should represent company's real staff.

3. Although showing a contact form on a popup window is better than displaying it inline[1], it should be noted that people hate contact forms and they have the lowest conversion rate (1%) among all types of web forms[2]. So it is important to show clearly two alternative contacts, phone and email.

The problem with current phone button is that some people may simply do not know what to do with this button:

It may work ok on mobiles but not on computers. Recommendation is to show the number on the masthead and the page footer. The same applies to email: show clickable (and underlined) address info@designeverest.com. It is good that email is shown on the map but not all visitors may notice it there and it disappears after clicking "Toggle map" button.

4. Add a possibility to attach files to the contact form because customers may have documents they want to send.

5. {For A/B-testing} Consider replacing "Get a free quote >" button with "Get a free consultation >".

6. {For A/B-testing} Avoid sticky masthead. The problem with sticky navigation is that too many users hate it viscerally[3]. I do not hate sticky navigation but I agree that a good reason for using sticky navigation is when "the header provides information that is critically important anywhere on the page"[4].

---

[1] [LeadBox vs. regular opt-in box](#).

[2] [Formstack (2015) The Form Conversion Report 2015](#).

[3] See comments to the article [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"* etc.

In any case, don't make the masthead transparent:
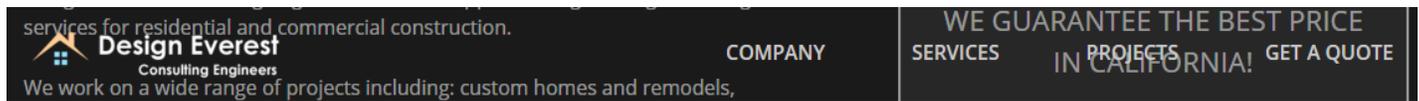
Visitors will definitely perceive it as a website bug.

7. Using liquid (responsive) page layout is not a good idea for wide computer displays. The problem here is that horizontal length of paragraph text becomes too long. Current recommendation for desktop screens is 50-75 characters per line[5]. Current design is about 110 characters on a 1920 horizontal screen resolution monitor:

Or even 140+ characters:

Recommendation is to use liquid page layout within some limit, e. g. not more than 1280-1366 horizontal screen space. Also avoid paragraph texts of more than 75 characters per line.

8. Using a "splash screen" is not recommended[6] because this is a useless waste of most valuable screen real estate and it only delays a visitor:

It will be much more useful to present a slogan explaining the company business and a list of main company services:

---

[4] See The trouble with sticky headers.

[5] Choosing the right font: A guide to typography and UX.

[6] See section *2. The preposterous return of the splash screen"* in: An open letter to "minimalist" sites.

Structural engineering services in California:

- custom homes and remodels
- apartment buildings
- condominiums
- townhomes
- office buildings
- shopping centers
- parking structures
- restaurants
- individual retail stores and warehouses

If a visitor can quickly understand that the company offers a service that he needs, he will scroll further down the page and research it more carefully.

9. Addressing three groups of target customers (building owners, contractors and architects) simultaneously is not good because a visitor probably belongs to only one of three groups, so two others will be irrelevant. It is necessary to make a decision about the primary target group and focus on it.

10. Avoid using low quality images:

11. Because of response to mouse hover, users may expect that images of buildings are clickable but this is not the case.

12. Testimonials must have a header otherwise it is difficult to recognize the genre of these texts. Also consider replacing auto-scrolling with clearly visible arrows to scroll testimonials manually.

13. Use higher text/background contrast for the main menu[7].

14. Consider replacing a large map with smaller maps with driving directions and photos of offices.

15. {For A/B-testing} Consider reducing the number of "Get a free quote" buttons. Five buttons may look a bit obtrusive.

16. {For A/B-testing} Try replacing flat buttons with embossed 3D-looking ones[8].

17. Do not place buttons on the edge of adjacent page areas:

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[7] Low-contrast text is not the answer.

[8] Ve Interactive (2015) The Marketer's Guide to the Perfect CTA; 6 proven ways to boost the conversion rates of your call-to-action buttons; 144 new call-to-action buttons that shout "Click me".

nd commercial projects. They are expe

CTA buttons must have enough whitespace around them[9].

---

[9] 6 proven ways to boost the conversion rates of your call-to-action buttons.

Recommendations on Bareoutdoors.com.au CRO

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Masthead and main navigation

MN010 Explain the website goal near the logo (slogan shown below is only an example).

MN020 Show contact email on the masthead (info@, not sales@).

MN030 Make shopping cart perfectly visible and visually contrasting to surrounding objects.

MN040 Use high contrast main menu with product categories:
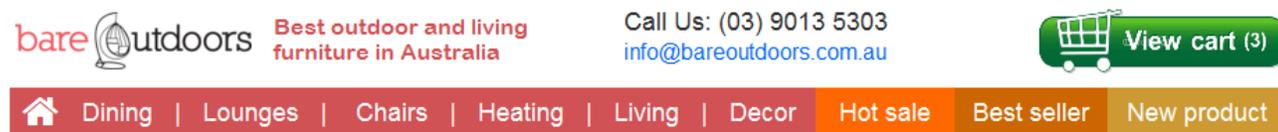
MN050 This menu suffers from the diagonal problem making it practically unusable:
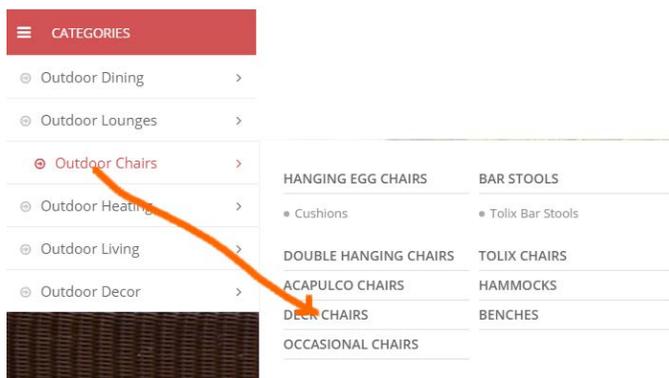
Fix this problem with a delay.

MN060 Avoid megamenus for Best seller, New Product and Hot sale:
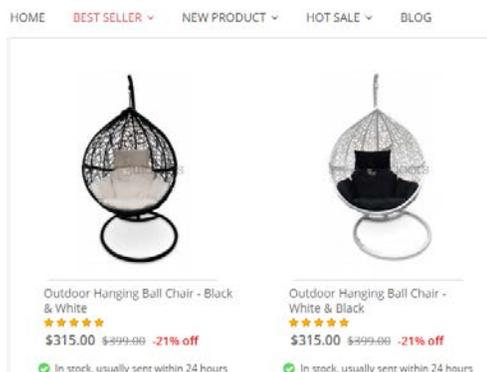
Directly forward users to corresponding pages.

MN070 Non-clickable objects shouldn't look like clickable:

Make them clickable and provide relevant explanations on mouse click. (Or remove borders around them and do not react to mouse hover.)

MN080 Make search box permanently visible:

Homepage

HP010 Homepage should present *product categories*. Examples:

https://www.lowes.ca/furniture/

http://www.hayneedle.com/furniture/

FURNITURE STORE

http://www.overstock.com/Home-Garden/Furniture/32/dept.html

HP020 Remove all garbage and "negative space" from the homepage:
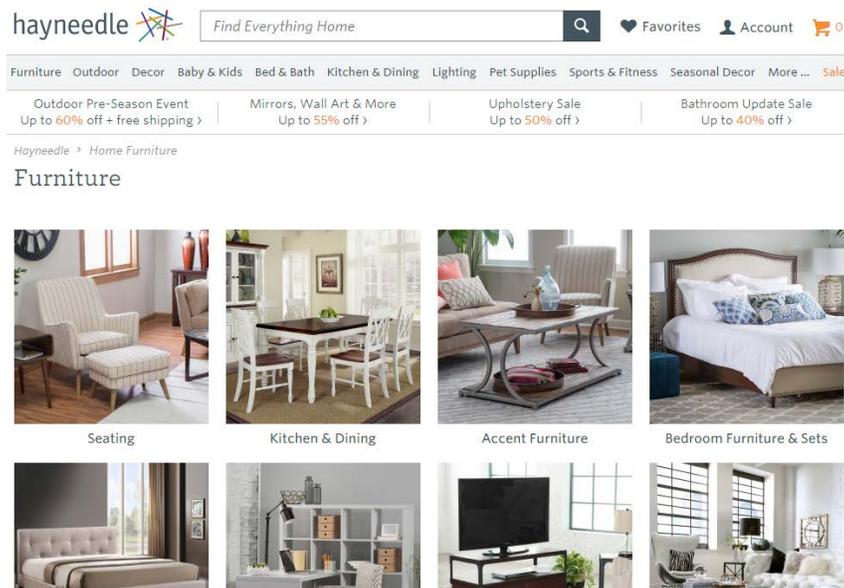
Product page

PR010 Don't show out of stock products (also applies to homepage, category pages and shopping cart page).

PR020 This is probably the main problem on the product page:

Defaulting quantity to zero is a rare idiocy. It is also difficult to change quantity by tapping -/+ buttons on mobiles:
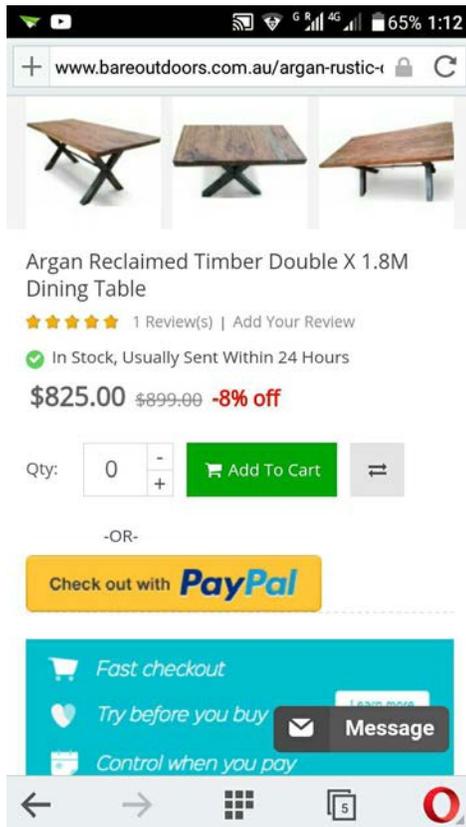
Use normal controls:
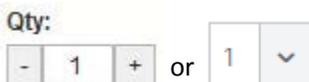
PR030 Adding a product to a cart should not bring a customer to the shopping cart page. Only inform him about addition and let him continue shopping.

PR040 Higher-level breadcrumb categories should look clickable:

Home / Outdoor Chairs / Acapulco Chairs / Acapulco Black Chair

PR050 Put short product description closer to its price, action buttons and product image:

PR060 Also consider providing an anchor (within-page) link to full product description:

PR070 Remove watermarks from product images:

PR080 Use larger product images.

PR090 It's not clear where this comparison list can be viewed:

The product Acapulco Black Chair has been added to comparison list.

Also consider using favorites list (or shopping list) instead of comparison list (see IKEA's shopping list).

PR100 Remove social buttons: close to zero numbers of likes and shares decrease conversion rate:

PR110 Consider removing PayPal button from product pages (but keep it on the shopping cart page).

PR120 Reduce visual prominence of this block:

(All colorful objects on a product page compete with add to cart button for customer attention.)

Shopping cart

SC010 Don't show *similar* products on the shopping cart page because this may make a customer doubt his already made choice and restart his shopping endeavors:
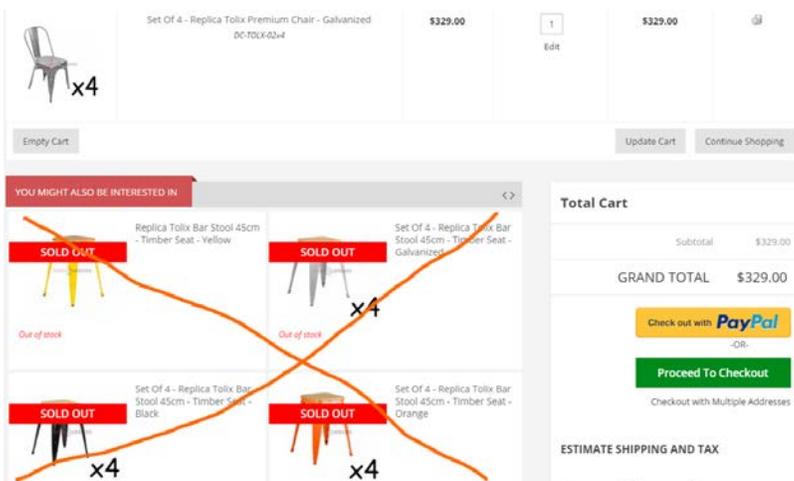
You may show only *complementary* products here.

SC020 Remove button should be clearly recognizable:

SC030 Clicking remove button shouldn't bring a customer to a product page. The same applies to edit quantity button.

SC040 Provide increase/decrease buttons to change quantities. Instantly recalculate the costs, avoid update cart button.

SC050 Calculate the final price on the shopping cart page including shipping costs and taxes.

SC060 It seems the shipping calculator is not working:

ESTIMATE SHIPPING AND TAX

Enter your destination to get a shipping estimate.

Address

McDonalds Road

Country*

Australia ▼

State/Province

Victoria

City

Epping

Zip/Postal Code

3076

Get A Quote

This is probably a serious cause for cart abandonment.

Is it possible to calculate shipping and taxes based solely on the postal code (thus avoiding filling in too many fields)?

SC070 Then, customers are not interested in shipping *estimates*, they need the final price of their order.

SC080 Coupons are well-known conversion killers:

Got a coupon? Click here to apply it.

Remove it.

Checkout

CO010 This form remembers customer's postal code, city and state but not a street address:

Address*

123 Acme Drive

Suite 45

Zip/Postal Code*

3076

Suburb*   State/Province

Epping   Victoria

CO020 Removing this field usually increases conversion:

Company

Example, Inc.

CO030 Explain why do you need customer's phone or clearly mark it as optional:

Phone Number

(__) ___ ___

DynamicGift.co.nz conversion optimisation audit

Version 1 | 20.06.2016

Pricing policy

PP010 Given the fact that according to LiveChat global statistics[1] only 1% of website visits result in a chat, 18% of your homepage visits resulting in a chat look extraordinarily high:
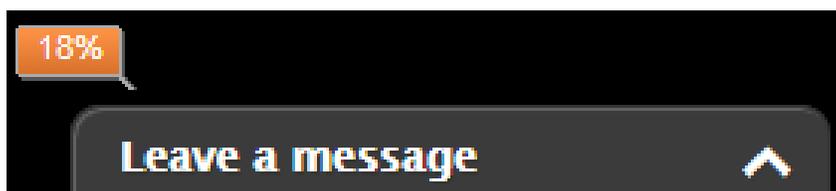
Combined with the stats showing that **Contact us** is the most visited (5.1%) link on the main menu (besides **Home** link, of course), this clearly indicates that website visitors are unable to find information they need on the website.

Most probably, the vast majority of inquiries are concerned about the prices of your services and if so, this means that you should replace inquiry-based model with direct ordering one. Although many NZ competitors still adhere to inquiry-based model (5 Star Promotions, Bright Sparks, Brand4U, Core Products), others (Promotional Shop, iPromote, PromotionalWorld, Monty's Promotions, Amar Marketing[2], FatCat Promotions[3], Crippz Promotions[4]) begin to understand that it has no future. They show prices or price ranges on (sub)category pages and provide price tables and sometimes price calculators on product pages:

---
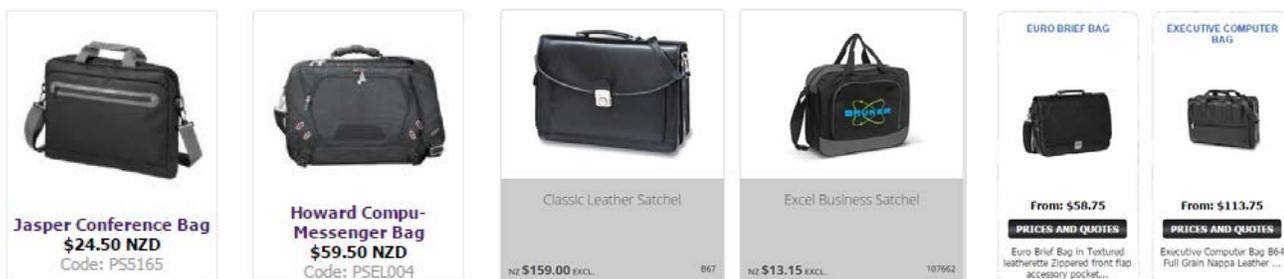
[1] LiveChat (2015) *Customer Service Report 2015* (PDF).

[2] They have large "priced products" section and also a strange catalog without prices and without a possibility to order items or even to inquire about them.

[3] They show very rough prices, but it's better than nothing.

[4] These slowpokes require registration to view prices.

QTY	Price per Unit
25-49	$31.25 NZD
50-99	$28.25 NZD
100+	$24.50 NZD
Setup: Add $75.00 NZD	
Price Includes One Colour Print / One Position	

VOLUME PRICES

1 - 49	NZD 13.15 excl
50 - 99	NZD 11.65 excl
100	NZD 12.49 excl

NZ $19.90 plus Branding (T.B.A.) excl GST

Branding   [2 Colour print ▼]
Qty   [1]

ADD TO QUOTE

PP020 This is first Google SERP for "promo products"[5]:

Naturally, *all* these suppliers show price ranges, provide price tables or price calculators and often offer design configurators:

---
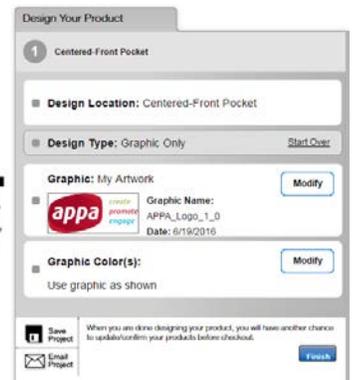
[5] Results of global search as searched from my current location in Tallinn via google.ee.

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2

Wise suppliers also understand that customers often order promo kits and provide support for them:

Homepage

HP010 Avoid SEO-inspired meaningless scribblings, nobody reads them besides search bots:
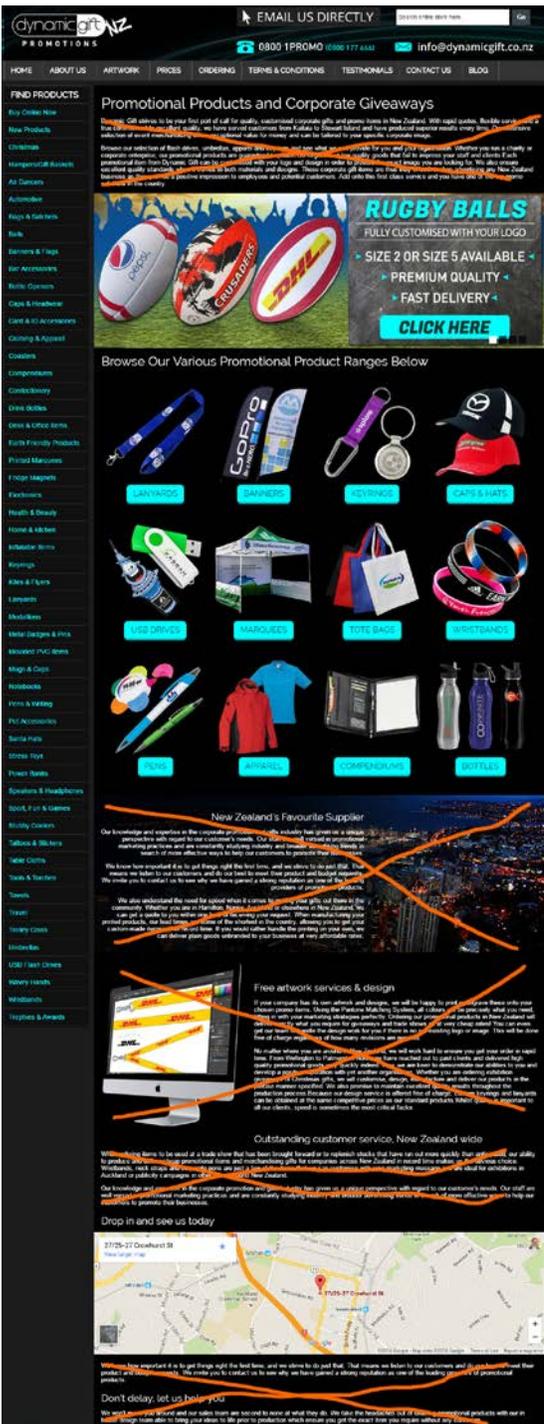
HP020 There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful[6].

With one exception, people don't click banners on your website:

---

[6] *"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. See also: *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*.

Banner # 1: **0.5%**

Banner # 2: **0.4%**

Banner # 3: **2.2%**

Banner # 4: **0.1%**

It can be supposed that higher number of clicks on banner # 3 is because of its **New pricing** badge: it points to a place where visitors hope to see *prices*.

There are two options in regard to carousel: remove the carousel completely (recommended) or replace it with a static banner for **Buy online now** page.

HP030 It is completely perfect to show links to categories on a homepage but images depicting categories need improvement: they should be combined of multiple product images representing a *range* of products[7]:

Good:

Acceptable:

Unacceptable:

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[7] *"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. 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: https://youtu.be/yaMU09wuxgY?t=419.

Single item   Items from the same subcategory

HP040 Provide direct links to *subcategories*:

Category page

CA010 Avoid any objects on the right pane that look like ads[8]:
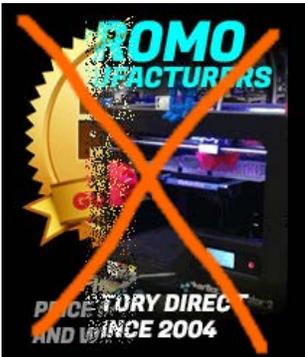
This animated banner teaches visitors to ignore the right column on the whole website.

Product page

PR010 Right pane is a wrong place for the inquiry form because of "right-rail blindness". Place it in the central area of a page.

PR020 Reduce the number of fields in the inquiry form:

---

[8] Loranger H. (2013) *Fight against "right-rail blindness"*.

This will increase probability of users filling-in the form[9].

PR025 Avoid captcha[10].

PR030 Explicitly mark **Your name**, **Telephone** and **Product type** as optional[11].

PR040 Don't make users to fill-in the inquiry form from scratch on every product page. Remember information they already entered.

PR050 Prefill **Product ~~type~~** field with product name:

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[9] Formstack (2015) *The Form Conversion Report 2015*.

[10] Holst C. (2009) *CAPTCHA can kill your conversion rate*, Allen T. (2013) *Having a CAPTCHA is killing your conversion rate*.

[11] Holst C. (2014) *E-Commerce checkouts need to mark both required and optional fields explicitly (Only 9% do so)*.

PR060 Consider using "add to quote" approach instead of asking a customer to fill-in a form on every product page. Implemented by *5 Star Promotions*:
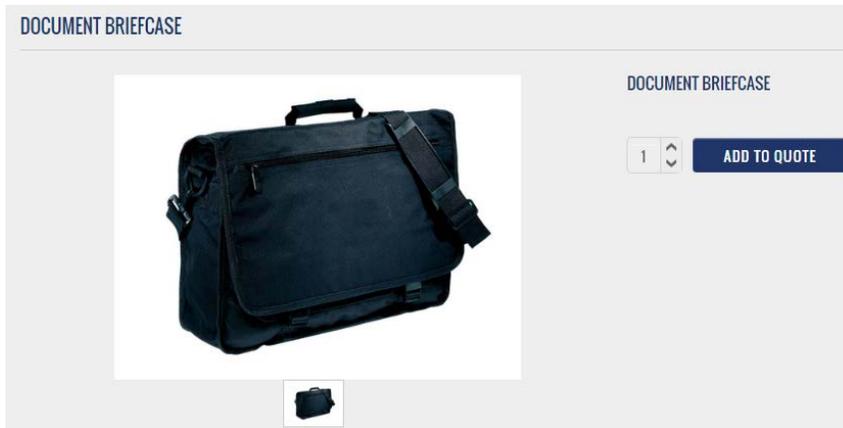
PR070 Provide much more space for **Detailed notes/requirements** field.

PR080 Allow attaching files (e. g. logo, items requirement list etc.) to inquiry form.

Contact us

CN010 Show clickable (underlined) email address. Many people hate webforms[12]. Everyone uses email.

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[12] Rand C. (2013) *Giving people the option*.

Alava Travel design recommendations

Version 2 | 08.11.2013

Masthead
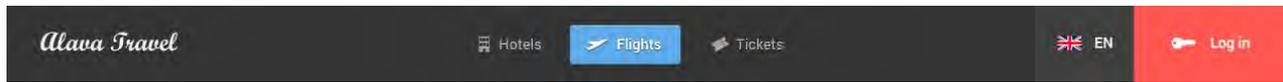
There is still no best practice on metasearch and aggregator websites, which order to place **Flights** and **Hotels** in the main menu: **Flights** first or **Hotels** first. This is 50:50. Kayak, Expedia, Orbitz, CheapTickets and others place **Flights** after **Hotels**, while Travelocity, Momondo, AirlineTickets and Hipmunk place **Flights** before **Hotels**. A/B-testing will show you which order works best in your case.

Maps for hotels
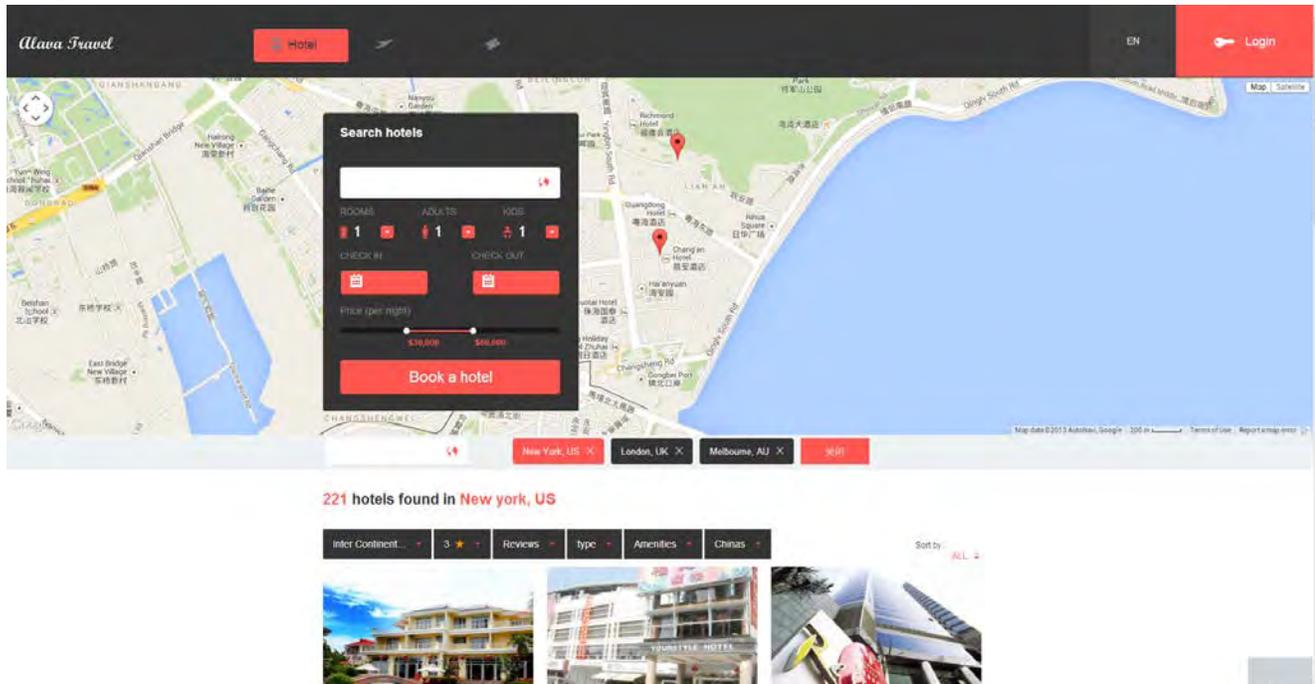
I have no objections against placing the map above the hotels list on mouse-operated computers, i. e. desktops and laptops (indeed, there must be an opportunity to hide the map if a user doesn't need it). A problem with current design is that search form overlaps the map, but you can easily transform it into horizontal form as Hipmunk, Kayak and many others do.

However, there is a catastrophic problem on tablets and smartphones. This is a screenshot from a tablet:
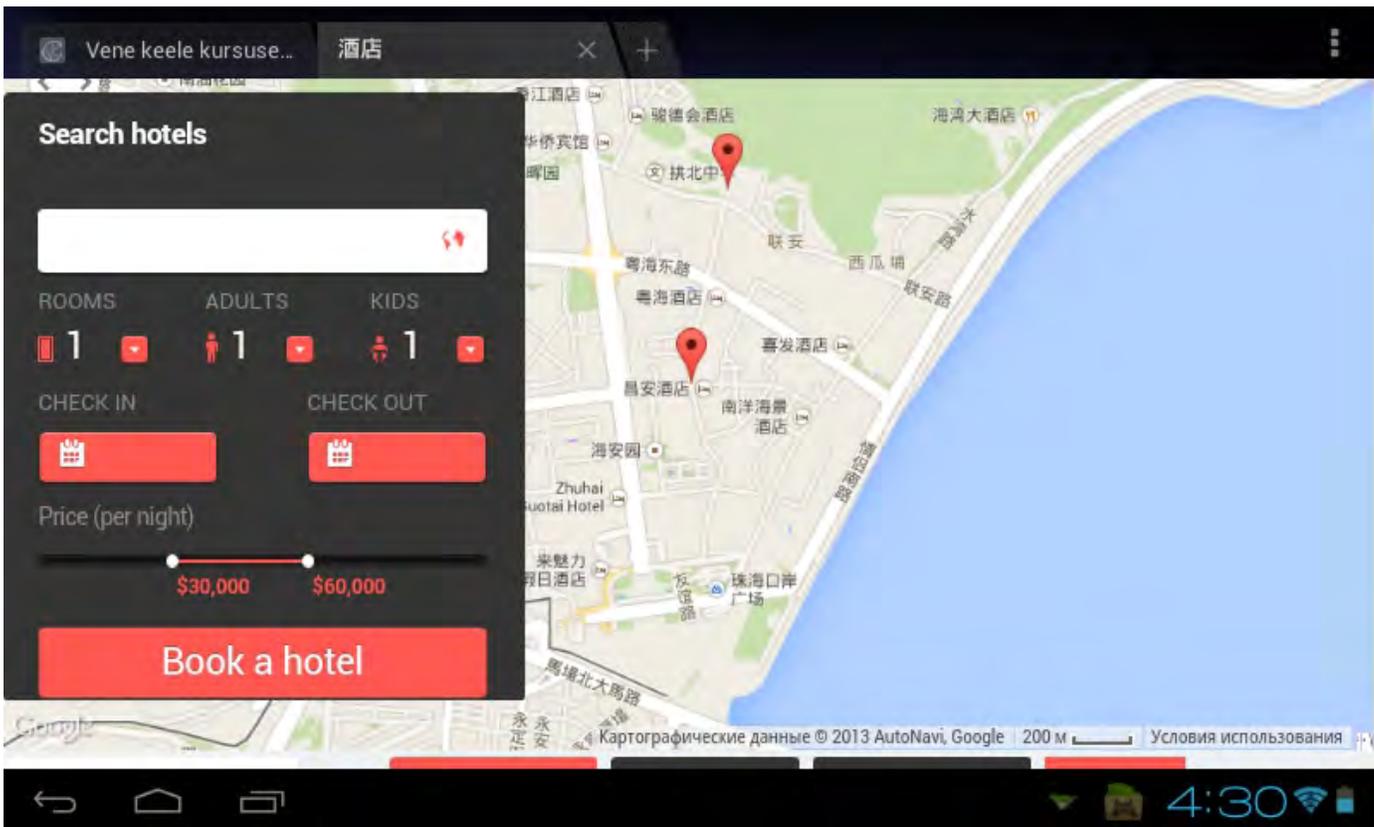
In this situation a user is not able to scroll the *page* because in response to a swipe gesture a *map* scrolls, not the page. Deadlock! This means that the map should not occupy the whole screen and there must be some space around the map which could allow page scrolling.

Instead of (or in addition to) showing hotel numbers, you may assign different colors to different hotel chains using a chain's brand color (i. e. green for Holiday Inn, dark blue for Hilton, golden for InterContinental etc). At the moment I do not know a good solution for this…

Maps for flights
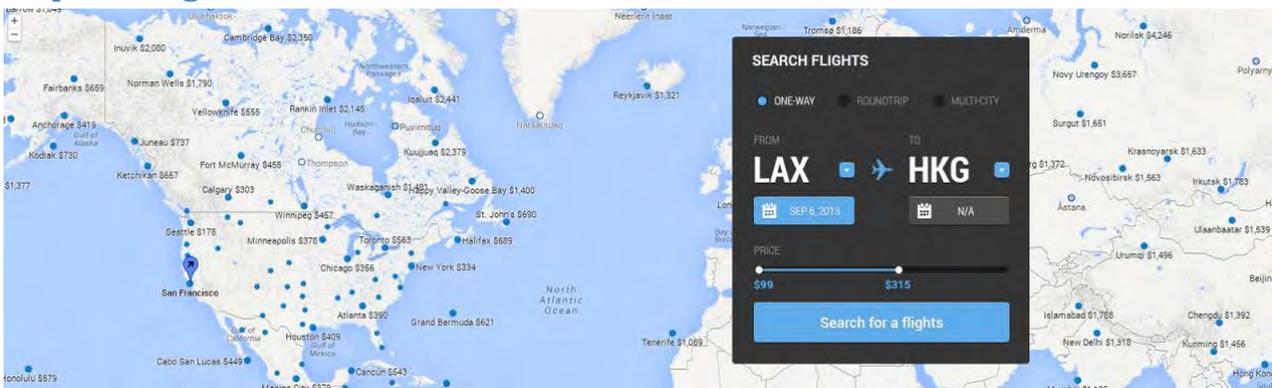
In contrast to hotels, maps are much less useful in case of flights. So I recommend to hide a map by default. However, especially in case of less known or small countries like Cyprus or Israel, it may be useful to show a *country* map (not a "world map"), so it would be nice to provide an opportunity to show their airports on the map. See how Kayak solves this problem:

(In my opinion, this solution may be improved by adding **Cyprus – All airports** option to their dropdown list.)

Search form

You need a *normal* search form, not something like this. Main issues with this form are:

(1) it does not allow for entering full city, airport and country names (imagine, how long will be your dropdown lists: tens of thousands destinations?);

(2) it shows price range slider, which may lead to the loss of sales;

(3) it defaults to **One-way** option instead of **Roundtrip**;

(4) it has very small fonts for field labels, very low label contrast (gray on gray), ALL CAPS labels.

If you search for innovation, then Kayak's form is *acceptable*:

However I recommend to use a more traditional form like those of Skyscanner or Momondo:

Arrangement of fields on Skyscanner is more preferable. **This canonical design will work**:

Sorting and filtering

Place **Sort by** dropdown above the search results. The default must be **Price**. Another options may be **Total travel time** (or **Shortest flight**), **Departure take-off** , **Departure landing**, **Return take-off** and **Return landing**. In fact, three options – **Price**, **Total travel time** and **Departure time** – will probably cover the needs of 95% of your travelers, so you can use radiobuttons instead of a dropdown:

Sort by: ⊙ Price   O Shortest flight   O Departure time

Place the filters to the left of search results. What filters to include (in descending priority):

(1) Stops:

(2) Maximum duration:

(3) Overnight flights:

(4) Time of day (your current design is very good indeed; however, use radiobutton-looking controls here, not checkbox-looking):

(5) Airlines (alphabetically):

(6) Origin and destination airports:

Origin Airports

☑	LCY London City Airport	€385
☑	LGW Gatwick	€165
☑	LHR Heathrow	€269
☑	LTN Luton	-
☑	STN Stansted	€216

Destination Airports

☐	ECN Ercan	€216
☑	LCA Larnaca	€165
☐	PFO Paphos Intl	€197

Search results

Although popups are *in principle* acceptable, I do not recommend using popups for flight details. Use expanding/collapsing list items instead (see Kayak, Expedia, Travelocity, Orbitz etc.). The main reasons are:

(a) users expect much more detailed info about the flight – marketing carrier and operating carrier, seating class, distance in miles, flight number, airport terminal and aircraft – this is a minimum info your competitors already provide;

(b) in your design, fonts used for the itinerary are already *extremely* small: imagine how this will look like after adding details mentioned above (always take into account that *tablets* will be most used devices for researching (and probably booking) travel in 2014);

(c) it is more difficult to compare flights.

Show **Arrives next day**, **You are departing from XXX but returning to YYY**, and **NN seats left at this price** messages:

Do not show the price on the action button:

This sounds like "Now give me your money!". People do not like to pay. Be more polite and cunning, and let users to proceed to the next step without explicitly asking for their money. Instead, name this button **Select** (and make it orange, of course). See how others do (note that they *purposely* provide some visual distance and/or place an additional message between the price and action button):

(Avoid "Leg" in the last example: this is a technical jargon.)

Always show the total and final price of the flight (e. g. "Total roundtrip for 3 persons"), do not make your customers to calculate. And this creates an impression of your honesty and fair play.

Calendar

SEPTEMBER, 2013

I do not understand how it will work for *return* flights if an outbound flight is in September but return flight is in October … Then, what is the **Day** tab in this design?

Do not reinvent the wheel, please. Available options are:

(α) ±3 or ±7 days matrix:

	Return Tue, Nov 19	Return Wed, Nov 20	Return Thu, Nov 21	Return Fri, Nov 22	Return Sat, Nov 23	Return Sun, Nov 24	Return Mon, Nov 25
Leave Tue, Nov 12	From $594.46	From $594.46	From $647.59	From $594.46	From $594.46	From $563.76	From $594.46
Leave Wed, Nov 13	From $594.46	From $594.46	From $647.59	From $594.46	From $594.46	From $563.76	From $594.46
Leave Thu, Nov 14	From $594.46	From $594.46	From $647.59	From $594.46	From $594.46	From $563.76	From $594.46
Leave Fri, Nov 15	From $594.46	From $594.46	From $584.76	From $594.46 Dates Searched	From $594.46	From $563.76	From $594.46
Leave Sat, Nov 16	From $594.46	From $594.46	From $594.96	From $594.46	From $594.46	From $563.76	From $563.76
Leave Sun, Nov 17	From $776.86	From $653.36	From $584.76	From $518.06 Lowest Fare	From $584.76	From $587.76	From $563.76
Leave Mon, Nov 18	From $647.96	From $756.96	From $584.76	From $641.76	From $584.76	From $563.76	From $563.76

Tallinn - Copenhagen

	November 2013					
Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Saturday**	**Sunday**
					November 09 from €137.53	November 10 from €197.53
November 11 from €157.53	November 12 from €197.53	November 13 from €157.53	November 14 from €157.53	November 15 from €137.53	November 16 from €137.53	November 17 from €157.53
November 18 from €122.53	November 19 from €137.53	November 20 from €137.53	November 21 from €137.53	November 22 from €122.53	November 23 -	

Copenhagen - Tallinn

	November 2013					
Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Saturday**	**Sunday**
				November 15 -	November 16 from €153.43	November 17 from €153.43
November 18 from €138.43	November 19 from €138.43	November 20 from €138.43	November 21 from €153.43	November 22 from €138.43	November 23 from €138.43	November 24 from €138.43
November 25 from €123.43	November 26 from €123.43	November 27 from €138.43	November 28 from €138.43	November 29 from €123.43		

(β) price bar calendar:

(γ) weeks (see prices on tabs):

(δ) airline matrix (available only for exact departure and return dates):

		All Results	Multiple airlines	British Airways	Cyprus Airways	Virgin Atlantic	Aegean Airlines	Lufthansa	Austrian Airlines
nonstop		€234	€234	€273	€276	€316			
1 stop		€291	€291				€338	€359	€389
2+ stops		€368	€368				€426	€379	€4576

Hide Matrix	British Airways	Turkish Airlines	El Al Israel Airlines	Alitalia	Aegean	Multiple Airlines	SWISS	KLM Royal Dutch Airlines
Non-stop	$492.19		$546.97					
1+ stops		$539.76	$1,136.67	$557.97	$569.96	$594.46	$635.96	$679.67

Hotel description

Radio City Apartments (9/10, 326 reviews)

⦿ 142 West 49th Street, Times Square, New York City   Show map

★★★★★

BOOK THIS HOTEL NOW

$1200/night

Accommodates:	2
Bedrooms:	1
Bathrooms:	1
Security Deposit:	$100
Check Out:	12:00 PM

Amenities

WIFI	Child activities
Swimming Pool	Child care
Parking	Concierge
Air-conditioned	Fitness center
Airport shuttle	Kitchenette
Bar or lounge	Pets allowed
Business center	Restaurant
Casino	Spa

Description

Located close to Rockefeller Center, this Manhattan hotel has free Wi-Fi and rooms equipped with a kitchenette and cable TV. The 49th Street subway station is 1 block away.

Cozy rooms feature dark wood furnishing and a private bathroom. Tea and coffee making facilities are also provided at Manhattan Radio City Apartments.

· A kitchenette features a stove, microwave, and refrigerator. A dining area is also provided.

· A fitness and business center is available. A 24-hour front desk is also provided.

· Times Square is a 10 minute walk from Radio City Apartments. Central Park and Lincoln Center are 1 mile away.

Below is description of this same hotel on Booking.com:

Not to mention that Booking.com provides more information than you (e. g. important **Policies** section).

You miss *the heart* of the page, **Availability** section.

"$1200/night" – for what type of room?! ☺

And how could you force in this info into your popup? Some hotels have a dozen of different room types…

It is possible to show *flight details* in a popup, but showing *hotel description* in a popup is impossible and nobody does this. Hotel description is *always* a long long long page.

Now about some other details.

Action button

It is too wordy and imperative ("this", "now", ALL CAPS). Replace it with **Book now**, or even better simply **Book**.

(Booking.com, Hotels.com, Expedia.com, HotelsClick.com, Orbitz.com, AsiaTravel.com)

Photo gallery

"Blind carousel" is a poor design solution. All normal websites use *thumbnails*. In my opinion, the best is Hotels.com. They understand well that abundance of photos is the key factor in the booking decision process. They show 50 thumbnails by default (expandable) for a hotel and they are absolutely right.

4.3 out of 5
Excellent ⓘ
(106 reviews)
(Neighbourhood average 3.8) ⓘ
Hotels.com Guest Rating

From 221 reviews
TripAdvisor Traveller Rating

Cordial staff, pleasant feel and overall good value for a one-

➤ Show more

Your website should do the same thing.

Visitor ratings and reviews

You *must* have ratings and reviews. This is a *conditio sine qua non* for every contemporary travel website. Although price is a leading factor in booking decision, 50% of travelers need ratings and 35% need reviews.

What type of content do you need to see before making an online reservation?

Content	Percentage
Ratings	50%
User Comments	35%
Attractions & Restaurants Near By	49%
Prices	94%
Incentives / Hotel Deals	52%
Style of Rooms Available	57%
Workspace	10%
Refreshment area / Kitchen	33%
Pictures / Virtual Tours of Hotel	45%
Pool	32%
Business Center	8%
Fitness Center	21%
Free High-Speed Internet	49%
Other	6%

Moreover, 50% of travelers *will not book* a hotel that has no reviews (see http://bit.ly/V30STd). Are you ready to lose half of customers simply because you don't have ratings and reviews?

This means that you should *purchase* ratings and reviews from TripAdvisor, Priceline, Booking.com, Yelp etc and show them on your hotel-related webpages.

GoNorthCyprus.com recommendations: Hotels

Version 1 | 07.02.2013

We analyzed the following competitor websites: Thomson.co.uk, Expedia.co.uk, TravelRepublic.co.uk, Booking.com, LastMinute.com, Destinology.co.uk, FreshHolidays.com, HolidayNights.co.uk, PremierInn.com, LateRooms.com, ThomasCook.com, OnTheBeach.co.uk, FirstChoice.co.uk, TravelSupermarket.com, TeletextHolidays.co.uk, CheapFlights.co.uk and TravelZoo.co.uk.

In our opinion, the best was Booking.com (BTW they were winners of *Travolution 2012 Best Accommodation Website Award*), and you may take a number of their solutions as a model for GoNorthCyprus hotel booking pages.

General (GE)

GE010 Follow a consistent policy on coloring and underlining links. It is very good that you use blue color for links because this is a standard. But a mix of underlined and not underlined links will lead to users' confusion.

Acapulco Beach Club & Resort Hotel ★★★★★   **Superb, 9.2**
9km from Centre Kyrenia • **Show map**   based on **78 reviews**
Best sandy beach in North Cyprus • Family friendly • Aqua park
Acapulco Holiday Resort Hotel is located on a golden sandy beach with shallow crystal clear waters and is one of the best selling 5 star hotels in Kyrenia. **More**

Generally, A/B testing of the same websites with totally underlined and totally not underlined links shows that users make more clicks and stay on the website longer in case of underlined links. However, underlining may hurt visual aesthetics and only because of this many designers prefer to not underline links. You may conduct the same kind of A/B testing of your website and make a decision based on the statistics obtained. Perhaps, you should not underline links because they already have standard color and may be underlined only on hover. In any case, if you choose to not underline links then make sure that non-links never look like links (currently you have *a lot* of blue non-links on your website).

Altinkaya Holiday Village on North Cyprus Map   **Altinkaya Holiday Village Reviews**   **Not available for your dates**

Search form (SF)

SF010 On the Hotels search form, "Hotel only" radio button should be preselected.

SF020 Rename "Package Holidays" with "Flight + Hotel" because you do not offer static packages here.

SF030 Place the form on the left side of the page (as on the homepage).

SF040 Do not underline "Hotel only" and "Flight + Hotel" because they are labels, not links.

Search results (SR)

SR010 Do not show hotels which are unavailable or fully booked during the dates selected. Nobody will manipulate dates to find out when the concrete hotel would be available, so displaying unavailable hotels is unnecessary and may only make choice of a hotel more difficult.

SR020 Do not use red text for indicating special offers/free upgrades/discounts, use green instead. You may use red only for indicating *shortage* of rooms (e.g. "Only 2 rooms left"). See how Booking.com uses green and red for offers and warnings.

SR030 In the hotel short description you added highlights of hotel amenities (e.g. "Best sandy beach in North Cyprus | Family friendly | Aqua park") and this is a good improvement. The only recommendation here is to place it *before* the descriptive text.

This may probably help customers to make triage of hotels more quickly.

Sorting (SO)

SO010 Hotel sorting bar does not look as normal sorting device. From the first sight it looks like some "heading" may be, not an interactive object. There is a risk that user would not pay attention to this object.

SO020 The label "Sort by" is not visually different from sorting options. Color coding of selected sorting option (green instead of blue) may be insufficient. We recommend to add radio buttons (see LateRooms.com, HolidayNights.co.uk) or

to use dropdown list instead of radio buttons (see ThomasCook.com, Thomson.co.uk, FreshHolidays.com, OnTheBeach.co.uk, PremierInn.com, TravelRepublic.co.uk).

Sort by: Price ● Customer Rating ○ Hotel name ○

Sort by: [Recommended   ▼]

In particular, dropdown list could offer more sorting options, e. g. sorting by price in *descending* order which may be useful for some customers.

SO030 Your default sorting is by "Recommended". Although many other websites (incl. Booking.com, ThomasCook.com, Thomson.co.uk and Destinology.co.uk) sort hotels by this parameter too, customers often do not understand the reasons and quantitative measure behind this rating. The customer question is "**Why** do you recommend this hotel?" and usually there is no answer. (Cf Expedia's sorting by "Most Popular" (default) | "Price" | "Guest Rating" | "Star Rating" and FreshHolidays.com default sorting by "Most Popular" as well.) We recommend sorting hotels by some understandable parameter – popularity or guest rating – by default. Of course, sorting by price (lowest first / highest first) and stars (ascending and descending) is necessary as well. Useful sorting parameters in your case may be also distance from the beach and distance from the city center (if you decide to use these sortings then these distances should be shown on the short hotel descriptions and on the hotel page).

Filtering (FI)

FI010 You have an excellent set of filters on the Hotels page (www.gonorthcyprus.com/hotels.asp) which is extremely relevant to the beach hotels, and it would be good to replicate all these filters on the left side of your new hotel selection webpages.

Location: ☑ Hotels in Kyrenia   ☑ Hotels in Famagusta

Must have: ☐ Private Beach   ☐ Indoor Pool & Spa   ☐ Free Internet Access
☐ Town Centre   ☐ Luxury   ☐ Child Friendly   ☐ Adults Only

Reviews: ☐ Top 15 Recommended Hotels

FI020 Consider excluding "Boutique" from left-side filters (we are afraid many customers may not understand the difference between "luxury" and "boutique" hotels).

FI030 Consider replacing "Must have" label with "Refine your search", "Facilities" or "Hotel preferences".

Short hotel description (SH)

SH010 It is difficult to expect that a customer would make a final booking decision based solely on this short description. (Therefore, "Select" buttons most probably should not lead to payment page.)

SH020 Before booking, a customer needs information on:

(a) hotel amenities

and

(b) concrete room type amenities

plus

(c) guest ratings and reviews.

This means that hotel name (and thumbnail photo), room type and guest rating must be links to corresponding information (see Booking.com).

SH030 Hotel name link should open the hotel page (top of page).

SH040 Thumbnail photo link may be the same as hotel name link or lead to photo section on the Hotel page (anchored link).

SH050 Room type link should lead to the description of concrete room on the hotel page (anchored link). Although Booking.com does not do this, clicking on the room type link should automatically expand detailed room description on the hotel page.

SH060 Guest rating link should lead to guest ratings/reviews (again, see Booking.com).

SH070 It is also recommended to develop a symbology (small icons) of hotel/room facilities like air conditioning, Wi-Fi, lifts, spa, pool, gym etc. (examples are PremierInn.com and OnTheBeach.co.uk). This is a very space effective way to communicate hotel facilities.

SH080 Provide a tool to remove a hotel from the list (see Booking.com) and vice versa a tool to add a hotel to the shortlist (see HolidayNights.co.uk, Thomson.co.uk, TravelRepublic.co.uk).

Hotel page (HL)

HL010 Generally, you may take Booking.com as a model for GoNorthCyprus hotel page.

HL020 In addition to hotel amenities, it is also very important to present a section with a description of "what to do there" (POIs/activities/entertainment).

HL030 Do not use red for any text (the only exception *may be* shortage of rooms).

Altinkaya Holiday Village is a relaxing, family run hotel on the road to Bellapais with spacious hotel rooms set in delightfully lush, well-tended gardens. With great views down the hillside to Kyrenia and the sparkling Mediterranean Sea, Altinkaya Holiday Village is a perfect place to relax in the North Cyprus sunshine, or dance the night away at one of the hotel's popular music nights!

Very good, 8.4

HL040 Photos: replace "dots" with micro thumbnails; do not auto-forward photo carousel.

Altinkaya Holiday Village lobby

HL050 Remove search form from the right side of hotel page (small search form may be placed in the left column of the page: see Booking.com).

HL060 Do not show "gray stars" in hotel star rating. Show customers' rating and use it as a link to customers' ratings/reviews.

Maps (MP)

MP010 Since you offer a very limited number of hotels (about 30), you may assign numbers to hotels and show these numbers on the pins on the map (and on the hotel descriptions). Further, you may use pins of different colors. This could greatly improve users' orientation on the maps.
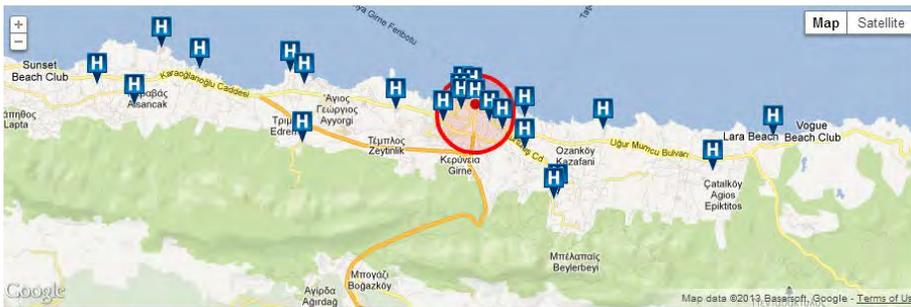
Photos (PH)

PH010 High quality photos play an important role in the process of the hotel decision making. Again, because of a small number of hotels you offer, you may hire a professional photographer (perhaps, also a video cameraman) and prepare a killing set of photo/video coverage on every hotel and every room type within the hotel. Focus on room amenities (beds, bathrooms, balconies, sea views from the room) instead of often senseless public spaces like reception desks and lobbies. (Perhaps, the best photos we have found among websites we analyzed were on Destinology.co.uk.)

Payment page (PY)

PY010 Hotel name and selected room type must be links to corresponding parts of hotel page.

YOUR HOTEL

Hotel	British Hotel
Room Type	First Floor Hotel Room (Breakfast)
Check-In	Saturday, April 6, 2013
Check-Out	Saturday, April 13, 2013
For	7 nights, 2 adults
Total Price	£336 ✔ Best Price Guaranteed

PY020 In "Your details" section, only ask for customer name and email, avoid all other fields (at least in case of "hotel only" booking).

YOUR DETAILS

First Name	
Last Name	
Address	
City	
Post Code	
Country	United Kingdom
E-mail	
Phone Number	

PY030 Show "Names in your party" only for "Flight + Hotel" customers. Allow to copy passenger name entered above to the "Adult # 1" field or automatically prefill this field.

PY040 Redesign "Airport transfer" section. In particular, never ask about arrival/departure dates because you already know them. Similarly, do not ask "Flight + Hotel" customers about their arrival/departure time and flight number.

AIRPORT TRANSFER

○ No airport transfer required. Thank you.

⦿ One way private taxi transfer
   £45 one way – from Ercan Airport
   £65 one way – from Larnaca Airport

   Arrival Airport   [- Select -   ▼]
   Arrival Date   [   ]
   Arrival Time   [   ]
   Flight Number   [   ]

○ Return private taxi transfer
   £90 return – from Ercan Airport
   £130 return – from Larnaca Airport

PY050 In "Payment details" section, allow to copy passenger name entered above to the "Card Holder's Name" field or automatically prefill this field.

PY060 Encourage customers to rent a car in advance by shortly informing them that there may be a shortage of cars available during the high seasons.

UX review of DharmaTrading.com

Version 2 | 16.02.2014

Global navigation

GL010 Two-row menu of categories is probably not a good solution:

This reminds me an infamous old design of Amazon. They introduced two-row tabs in April 2000 but removed them just four months later because the tabs did not work well:

Amazon.com, April 2000

Amazon.com, August 2000

In your case there exists a full possibility to present categories as a normal horizontal menu (and even with a larger font size):

GL020 I also recommend to use the megamenus for categories. An example of a well-designed megamenu is L. L. Bean website:
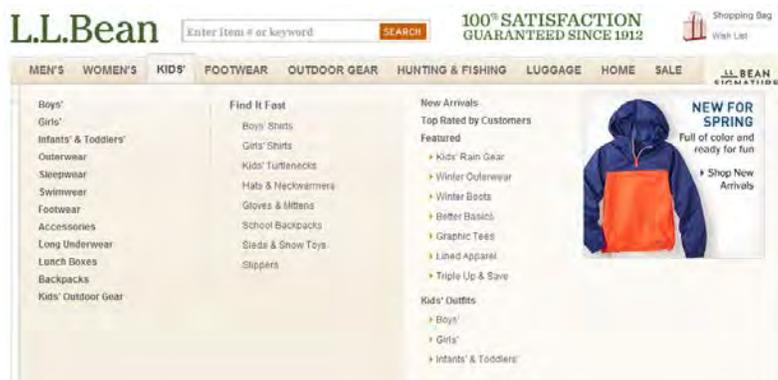
Megamenus are large and they allow for showing not only lists of subcategories but also links to new items, daily deals, popular items and even direct links to concrete products you want to promote.

The most important improvement the megamenus provide is a possibility to reach subcategories and individual products without the necessity to visit category pages before them.

A discussion of megamenu examples accompanied with a list of *useful tips* on megamenu design can be found in 25 e-Commerce Mega Menus Dissected. The famous Jakob Nielsen's article Mega Menus Work Well for Site Navigation can be useful too (in particular, take a look how to avoid the "diagonal problem" often arising in megamenus).

GL030 A more appropriate place for contact info is masthead, not the left column:

Use a <mailto:> link instead of a contact form. All people used to use normal email and nobody likes contact forms:

GL040 Show **New Stuff** on a special section of the homepage, don't forward visitors to a separate page to see new products:

Other sections on the homepage may be **Popular Products**, **Special Offers** and **Recently Purchased Items**.

GL050 Do not duplicate links:
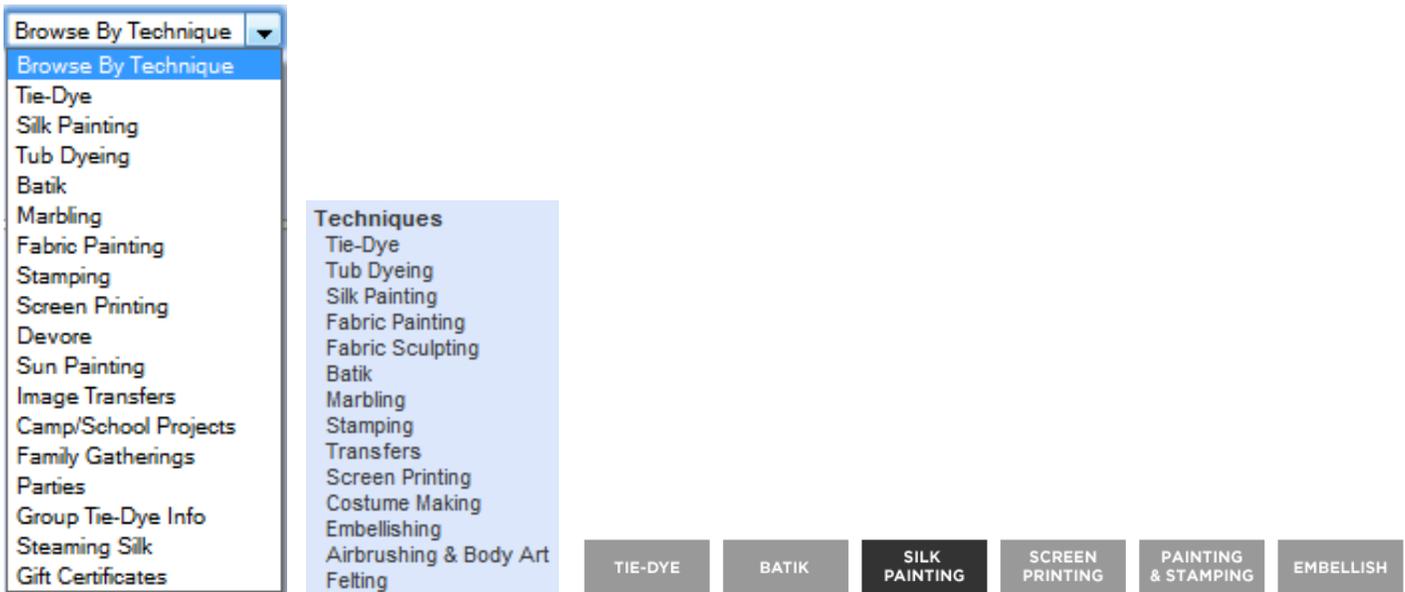
Although this method may increase page visits the main negative result is customer's confusion.

GL060 Since **Techniques** play a key role on your website, you may show them on the left column just below the logo and main menu:

GL080 Although inkblot is your logo, people wouldn't perceive it as such. You need a better designed logo to instill confidence and trust in your customers.

GL090 Remove this because it looks "Mickey Mouse":
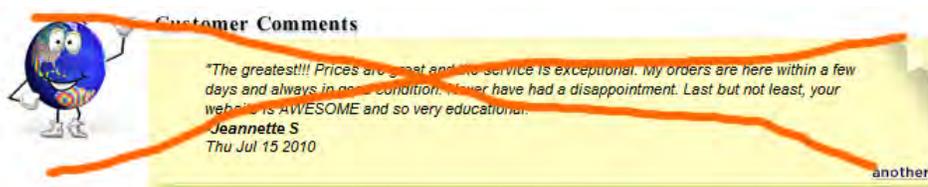
GL100 Don't show this popup on *mouse hover*. It's extremely annoying:
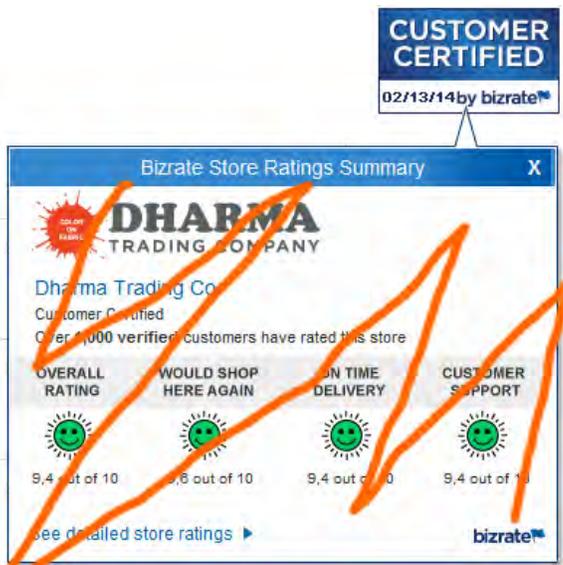
Homepage

HP010 Remove the carousel:
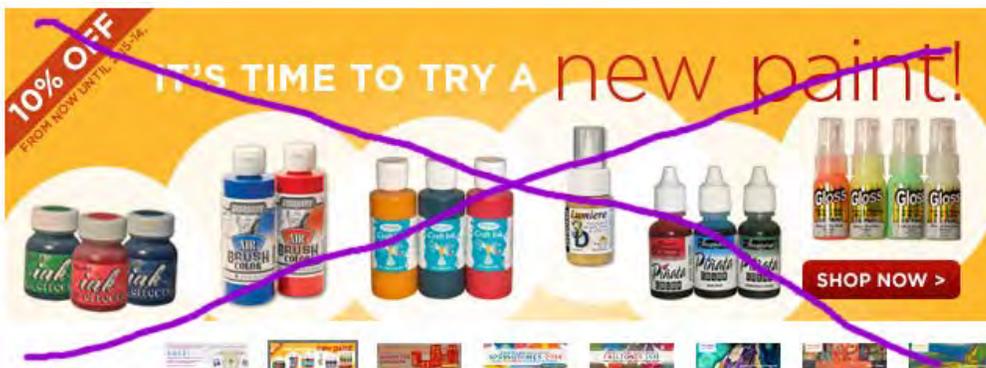
Carousels don't work (see [Should I use a Carousel?](), [Don't Use Automatic Image Sliders or Carousels, Ignore the Fad](), [Rotating Banners? Just Say No!](), [Rotating Offers – the Scourge of Home Page Design](), [That Big Sliding Banner? Yeah, It's Rubbish]()).

HP020 Remove this:

These messages (and a carousel) only push important content down. Nobody will read them. Visitors want to see your offer; words about low prices are meaningless to them.

Category pages

CA010 Avoid large, senseless and non-clickable banners:

CA020 Make subcategories' images and labels larger:

Three subcategories in a row will be ok.

Product pages

PP010 Legend (✔ = In Stock ● = Out Of Stock) is not the best idea to indicate out-of-stock items:

Stock#	Product Details		Quantity	1-11	12-35	36-59	60+
#3587-NAVY	Navy - S	●		$7.45	$6.88	$6.21	$6.04
#3587-NAVY	Navy - M	▲		$7.45	$6.88	$6.21	$6.04
#3587-NAVY	Navy - L	●		$7.45	$6.88	$6.21	$6.04
#3587-NAVY	Navy - XL	●		$7.45	$6.88	$6.21	$6.04
#3587-NAVY	Navy - 2X	▲		$8.87	$8.18	$7.39	$7.19
#3587-NAVY	Navy - 3X	▲		$10.58	$9.77	$8.82	$8.58

Indicate clearly that an item is unavailable and don't show **Quantity** field for them. Also consider removing out-of-stock variations from the list at all.

PP020 Instead of showing product variations in sometimes too long tables, consider more conventional method of selecting a variation:
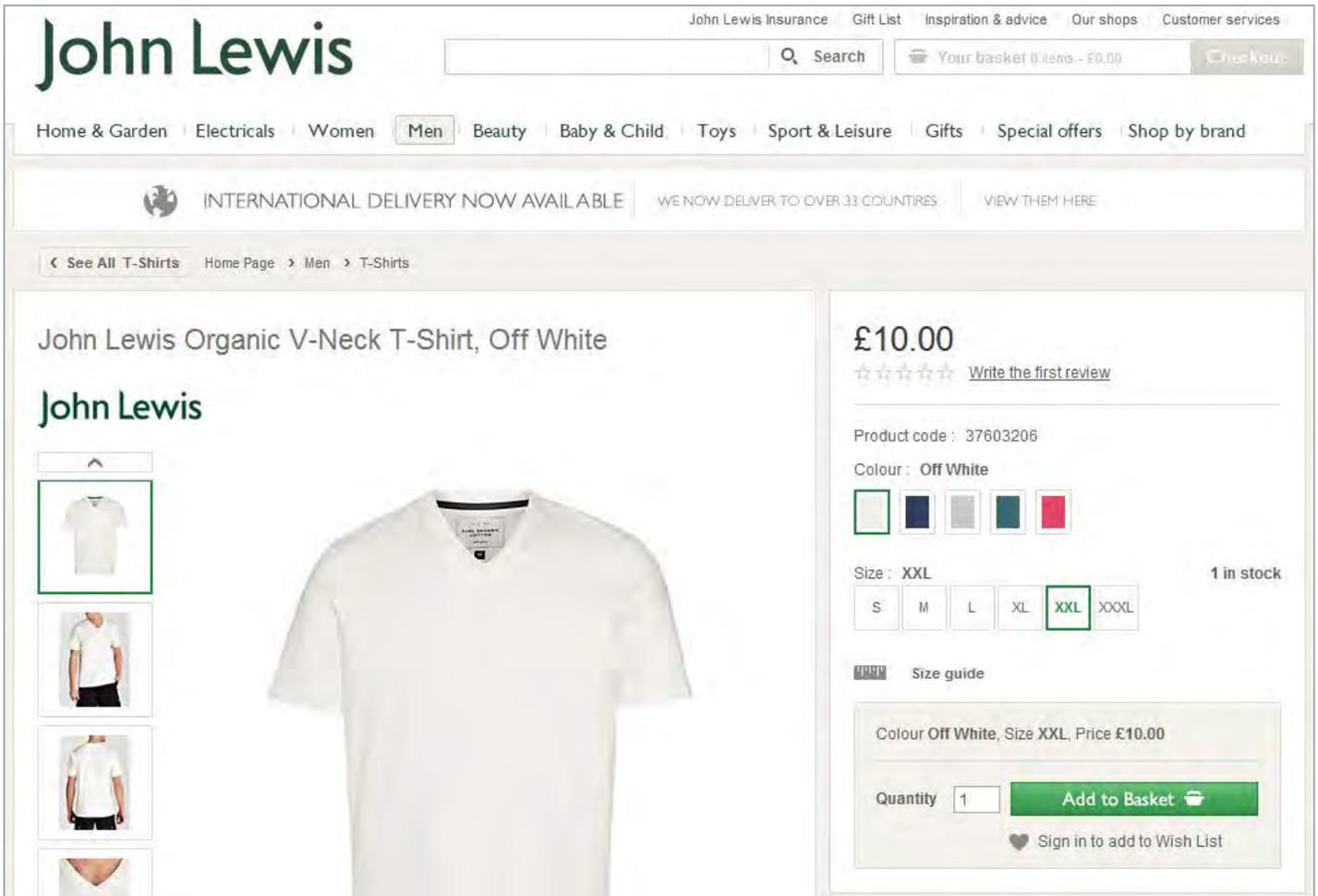
PP030 If a product has no variations, prefill **Quantity** field with **1**:

Stock#	Product Details		Quantity	List Price	Dharma Price
#BFGFD	Soft cover – 160 pages	✔	1	$24.95	$22.45

PP040 Remove discontinued items from the catalog:

Stock#	Product Details		Quantity	Dharma Price
#SA-3589-WHIT	White – S this item discontinued by manufacturer – replacement is #3590	●		$5.58 $3.99

PP050 Do not use dropdown list when only a single selection is possible:

PP060 Your **New Color Picker** is an interesting idea but also consider adding **Size** and **Quantity** directly to the picker:


This would allow you to greatly reduce the width of the color list:
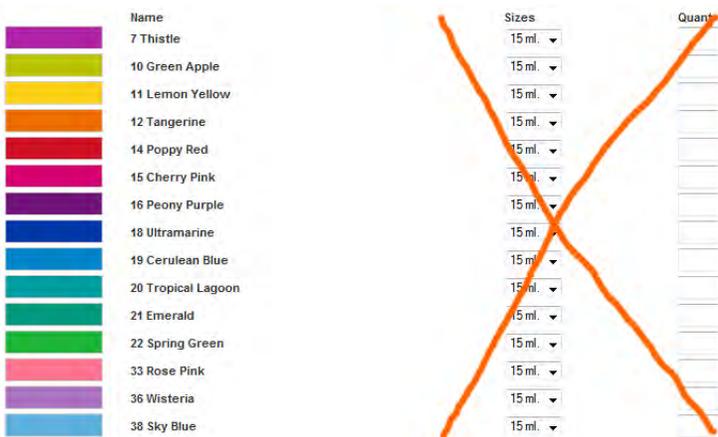
Also consider showing colors in a grid to reduce the vertical size of the list:

**PP070** Place **Add to cart** button first and make it visually different from **Cancel**:

Shopping cart

SC010 Show the number of items in the cart:

SC020 Remove items with a single click:
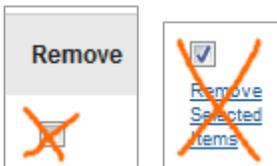
Use **Remove** button for this.

SC030 Place **Go to checkout** button *below* shipping cost calculator:

SC040 Allow a customer to select a shipping method:

Shipping Costs for items shipping from Dharma Trading Company

Shipping to Postal Code 10101 [change postal (ZIP) code]

Shipping costs are based on the total weight of all items in your cart.

Method	Cost	
UPS SurePost Estimated delivery: 3 to 8 business days. ⑦	7.10	◄ Lowest Price
UPS Ground Estimated delivery: 2/21/2014	12.69	
UPS Three-Day Select Estimated delivery: 2/19/2014	14.17	
FedEx 2 Day Air Estimated delivery: 2/18/2014	18.35	
FedEx 1 Day Air Estimated delivery: 2/17/2014	37.88	
FedEx 1 Day Air AM Estimated delivery: 2/17/2014 by 10:30 AM	40.49	
Priority Mail Estimated delivery: 2 to 5 business days	8.95	

• 1st Class Mail is not available for this shipment as it exceeds the 13 oz. limit

On selection, recalculate the total amount of the order. Shopping cart is the page where a customer should see *the last and final price* of his order.

SC050 Do not show **Calculate Your Shipping** box again:

Checkout

CO010 This is probably the most terrible checkout page I've ever seen:

My prediction is that 95% of new customers abandon their shopping carts just after a brief look at this form. It must be redesigned completely:

(a) fill the form automatically with information from your database after a customer enters a valid **Dharma Customer Id**;

(b) avoid multi-column layouts (Form Field Usability: Avoid Multi-Column Layouts: "you should avoid multi-column layouts for form fields"; An Extensive Guide To Web Form Usability: "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"; the only exception from this rule is **First name | Middle | Last name**: these fields can be placed horizontally);

(c) do not ask the same information three times; remove the **Your Contact Info** group of fields, show **Billing Address** only if it is different from **Shipping Address** (use a checkbox to hide/show **Shipping Address** group of fields);

(d) do not associate **E-Mail Address** field with probable "spam" (yes, you ask for a customer's consent to receive your mailings but this is simply a bad neighborhood: people become nervous when they see email address field placed in a close vicinity with subscription options):

E-Mail Address

Your online account with us will be updated with the email you enter here. Our Privacy Statement

I want to receive your monthly newsletter
○ Yes ○ No

I want to receive your annual catalog
○ Yes ○ No

We'd like permission to email to you occasional news of sale items, special offers and new products. For example, in August we offered first chance to order items put on sale that have been dropped from the new catalog. We are very careful to protect your email address. We never sell, lend, or leave it unattended.

Note: If you choose to have a print catalog mailed to you, we'll use your Contact Information.

(e) radiobuttons should always have a default value (**No** in your case):

I want to receive your monthly newsletter
○ Yes ○ No

Invenio IT usability and conversion audit

Version 2 | 28.04.2014

Results of competitive analysis

1. Practically all competitive websites use identical classic "corporate" structure:
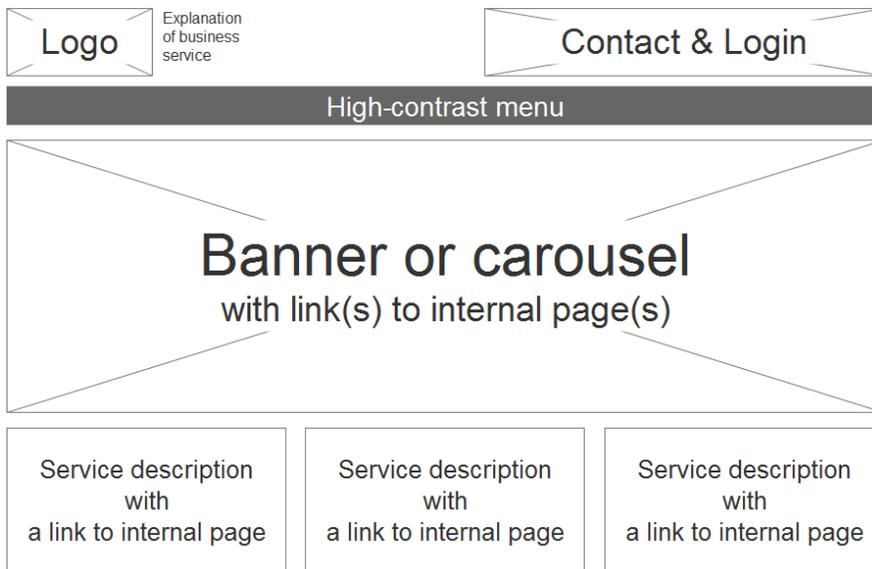
This is exactly what you started with in 2011:

Your current "modern" design is different from others and this is not good. People do not have time to delve into the specifics of your website. The rule is "be like others but a little bit better than others".

Another problem with your homepage is that it is a "long and large blind alley" (orange rectangles indicate non-clickable areas):
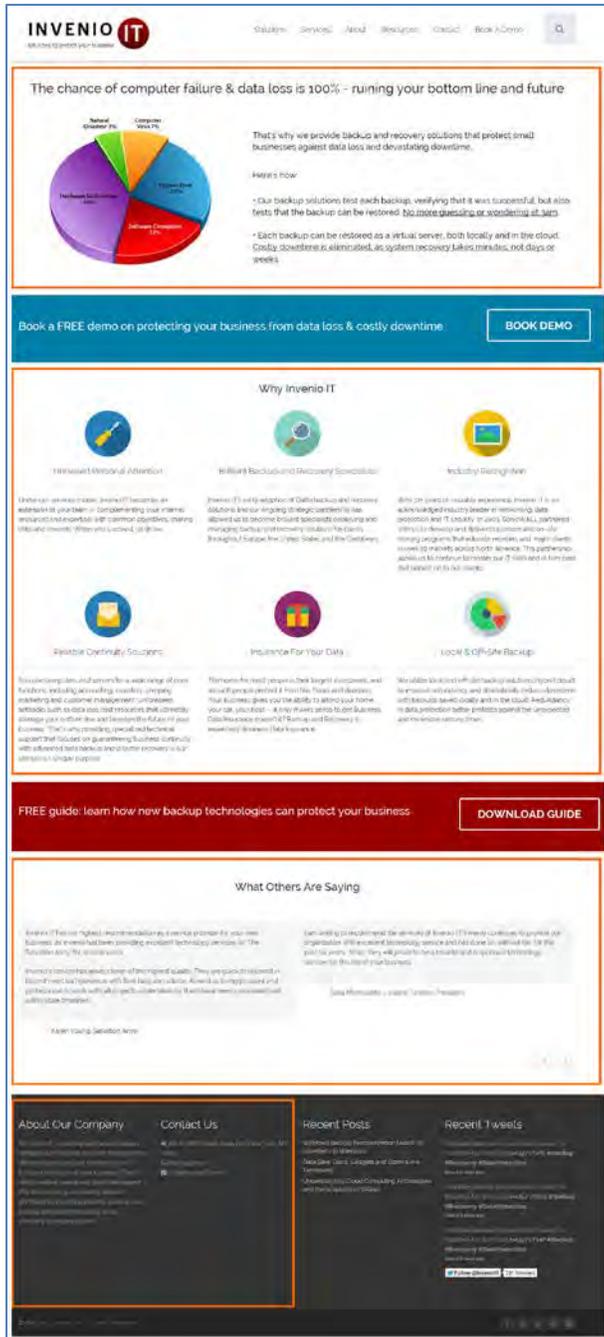
Recommendations:

(a) Consider return to canonic homepage layout (without banner carousel, of course: carousels don't work).

(b) Replace **Why Invenio IT** section with links to services.

2. *All* competitors show their phone numbers on the masthead. Two of them also show emails. You had the same in 2012:

(A serious mistake was that click on the email address (re)loaded the homepage instead of launching email software.)

What was the reason for removal?

Recommendations:

(a) Show phone number and email on the masthead.

(b) Underline email and make it clickable (throughout the whole website):

✉ info@invenioIT.com   ✉ info@invenioIT.com

3. Almost all competitive websites have navigation organized around *services*. Two websites (All Covered and OmniPush) also provide entries for *concrete industries*:

Industries

Education Solutions
Finance Solutions
Legal Solutions

INDUSTRIES

Legal Services

Non-profits IT
Support

Finance And
Accounting IT
Support

Professional Services

Recommendations:

(a) Sell services instead of solutions (to unknown problems). Consider avoiding **Solutions** from menu. Start menu with **Services**.

(b) Use well-structured megamenu for displaying the full list of your services:

Home   Services ▾   Our Method   What we do better   Blog   Free Stuff   Events

WEBSITE DEVELOPMENT

Custom Website Design
Branding – Logo Design
SEO Marketing
Website Re-design
View All

IT SERVICES

Email / Spam Protection
Managed IT Services
IT Management Consulting
Data Backup And Disaster Recovery
View All

CLOUD SOLUTIONS

Google Apps For Business
Salesforce
Microsoft Office 365

ABOUT US

Partners & Certifications
Business Affiliations

INDUSTRIES

Legal Services
Non-profits IT Support
Finance And Accounting IT Support
Professional Services

(c) Describe solutions under corresponding services.

(d) Consider showing solutions addressed to the needs of concrete industries. This can be done via the **Industry solutions** on the main menu or you can place something like this just on the homepage:

Our industry solutions

Retail | Transport & Logistics | Construction & Engineering | Public sector

Hospitality | Financial industry | Health | Manufacturing
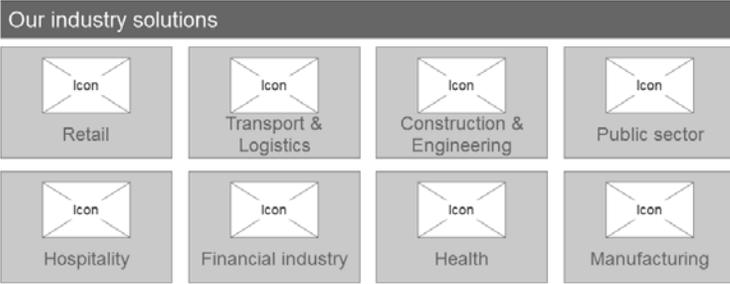
4. Many competitive websites provide entries for existing clients. It is important for new visitors to see an evidence of continuous client support just on the masthead.

Recommendation: Do the same.

5. Many competitive websites offer *disaster data recovery* in addition to "regular" services.

Recommendation: Add disaster data recovery to your services and make it *prominent* on the website. Many people are careless with data protection until a disaster happens. Only after that they start moving. The scenario would be:

(α) after a disaster, a customer finds your website when searching for "disaster data recovery";

(β) you help him to recover the data (even if you are unable to recover their data, offer them your data protection services anyway);

(γ) you earn a new client.

I am sure your competitors often get clients this way.

6. Nobody of competitors show prices of their services.

Recommendation:

Provide an idea of prices for your services. Showing prices can become your competitive advantage over other websites.

Miscellaneous recommendations

7. Do not expect that many people would use contact form. People hate contact forms. Swap the form and contact info:
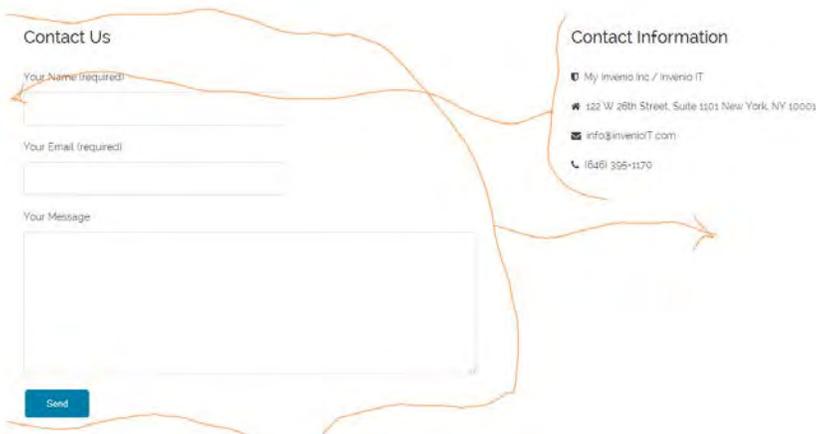
Use larger font size and show contact info *above* the map.

8. Keep menu on all pages:
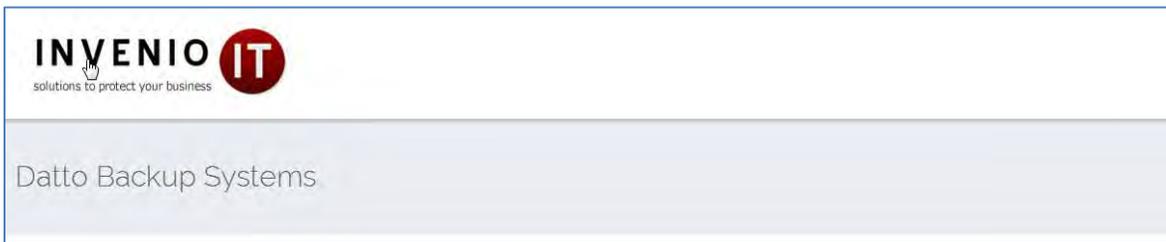
9. Recommended sequence of menu items is:

🏠 – **Services – Industry solutions – Success stories – Resources (or Blog) – About – Contact**

(**Success stories** page will display testimonials with links to descriptions of success stories.)

10. If you want people to click buttons then:

(a) make them 3D-looking,

(b) change color of buttons on mouse hover,

(c) for button labels use Sentence case instead of ALL CAPS,

(d) never use the same color for buttons and the background surrounding them.

(Yes, I know everything about "fundamental principles of flat design". I also know that people click flat buttons less readily than they click 3D buttons.)

11. Avoid using red color, especially for buttons. Red means "stop", "danger", "error".

12. Consider showing *short* demo reels on the services web pages instead of booking a 30 minute personal demo. People don't like to wait.

Also do not expect that many visitors will request demo. Consider replacing **Book demo** buttons with **Contact us** or **Ask a question** buttons.

13. Do not place contact/request forms on separate pages. Keep a visitor in his current context and present contact dialogs as popup lightboxes.

14. Use page footer for supplementary navigation, a kind of site map.

About Our Company

At Invenio IT, we recognize that unforeseen setbacks such as data loss cost resources that ultimately damage your bottom line and threaten the future of your business. That's why providing specialized technical support that focuses on guaranteeing business continuity by providing industry leading data backup and disaster recovery is our company's unique purpose.

Contact Us

122 W 26th Street, Suite 1101 New York, NY 10001
(646) 395-1170
info@invenioIT.com

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Data Safe: Discs, Gadgets and Gizmos Are Temporary
Understanding Cloud Computing Architecture and the Simplicity of DRaaS

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@Flora_Nicholas thanks for following. Thank you, Dale About 2 days ago

Data Safe: Discs, Gadgets and Gizmos Are Temporary **#BackupAndRecovery #DataProtection** ow.ly/vDDJj About 2 days ago

Follow @invenioIT | 199 followers

15. Avoid (meaningless) stock photos. They do not add visitor's trust to your website:

15. Make text color more contrast on the **Resources** page and on the footer:

16. Make search field permanently visible.

17. Never underline non-links:

18. Make testimonial scrollers more visible:

19. Don't spread a map to the whole page width:

Screen-wide maps are trendy but they are looking absurd. The main goal of a map is to show that you have a brick-and-mortars office and you are not a virtual team. A small (clickable) map is enough to convince a visitor:
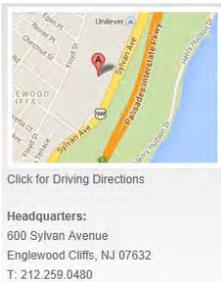

20. Place a much larger (and of higher quality) photo of your team on the **About** page. Also consider adding short bios of your key personnel on that page (example: http://www.systmsny.net/Our_Team.php).

21. Do not highlight non-clickable objects on mouse hover:
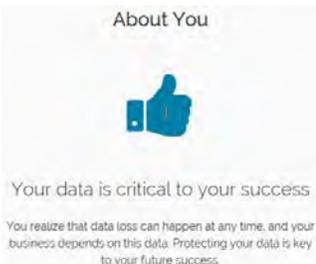
22. The shorter a form the higher a probability a user will fill it in. Consider removing **Your name** field:


Most people state their name at the end of a message.

23. Add a possibility to attach a file to this form. A user facing a computer problem may want to send you a screenshot with error message, an error log file or a photo of blue screen of doom.

Product pages

24. Show a product photo (or a small photo gallery if this makes sense). This is an important psychological moment: the image allows a customer to take a product in his hands in his mind's eye and envisage a future day when all his problems would be solved.

25. Place a video that is relevant to a concrete product or product line described on the page, not the manufacturer's whole inventory:

26. Align pictograms with text correctly:
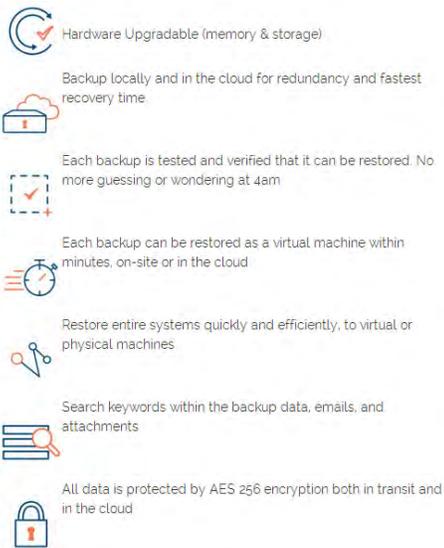
27. Since purchase decision making is often a collaborative activity, it is important to have **Send this page via email** button on all product pages (a mail sending form should have a clear opportunity to send a message to multiple recipients).

28. If you promise pricing and demo in the page header then show prices and demo on the page. It is not clear what is new here: new product or new demo:

You may also place **NEW** stamp on the product photo.

29. Provide breadcrumbs allowing a user to visit higher-level pages:

Home > Backup & Recovery Services > Datto Backup Systems > SIRIS 2

30. Provide links to similar products somewhere below the product description.

31. Increase text size and contrast. The same applies to the request form.

32. Don't clear request form after sending a request:

This will allow a user to notice a mistype in his email address.

33. Do not put labels inside text boxes.

34. Remember user name and email and automatically prefill these fields on other pages.

35. A list of models should be visible not only on a dropdown list (where this is a surprise) but somewhere on the page as well:


Instead of a dropdown list, use a group of checkboxes so a user could request info about several models at one haul.

Quick usability and conversion audit of eCarpetGallery.com

Version 1 | 29.04.2014

1. Don't display an offer to subscribe to an email just as a new visitor lands on your website. – See: Ecommerce Marketing vs. Shopper Annoyance, 15 Things People Absolutely Hate About Your Website
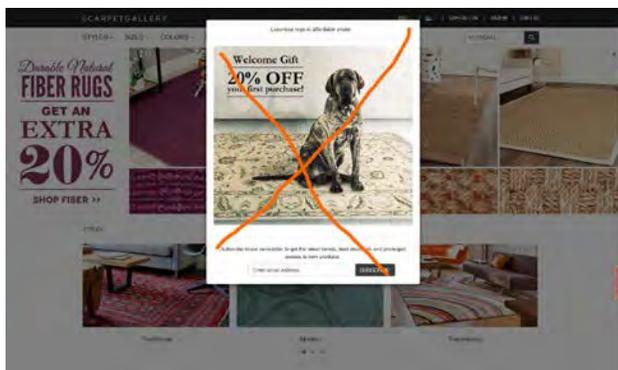
2. Replace ALL CAPS with Sentence case throughout the whole website. – It is known since 1914 that ALL CAPS text is less readable and understandable than Sentence case or lowercase texts.

3. Avoid rotating banner carousel on the homepage. Carousels don't work. – See: Should I Use a Carousel, Don't Use Automatic Image Sliders or Carousels, Ignore the Fad, Rotating Banners? Just Say No!, Rotating Offers – the Scourge of Home Page Design

4. Avoid automatic chat popups. People hate them. – See 1.

5. Make buttons (**See more**, **Add to cart**, **Prev/Next** etc) permanently visible, do not show them on mouse hover only.

6. Make buttons 3D-looking. – Yes, I know everything about "fundamental principles of flat design". I also know that people click flat buttons less readily than they click 3D buttons: see the results of a simple test here: Button for a Hero

7. Don't use black color for call-to-action buttons.

8. Avoid entering coupon codes because this increases shopping cart abandonment. – See: Do Coupon Codes INCREASE Checkout Abandonment?, Stop "Promo Code Search" Leaks Once and For All to Increase Conversions
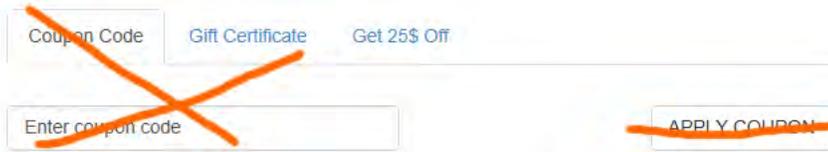
Thoughts on Mitrefinch.com.au redesign

1. I very much like your idea to replace "solutions for nobody" with a list of concrete industries:

But, because *not many* people will click these two buttons…
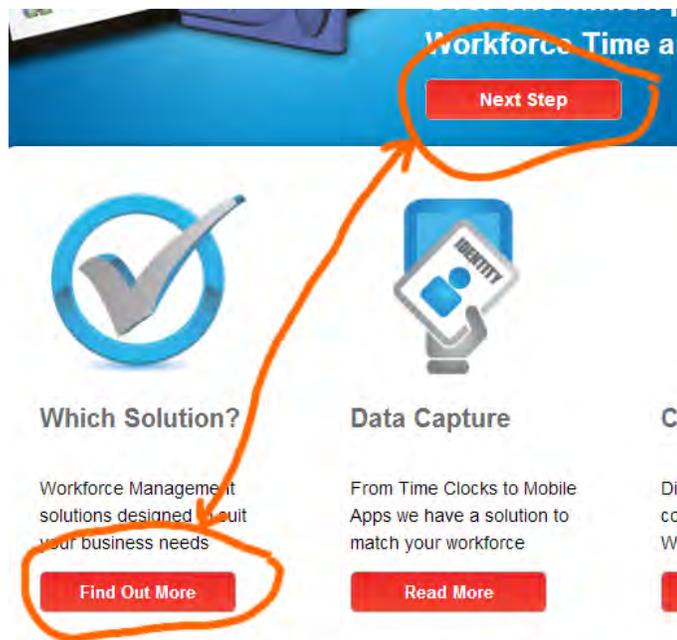
…you don't reach your goal.

Then, the list of products doesn't look as a list of products:

So my suggestion is to show your products and the industries you serve just on the homepage pretty clearly:

Intelligent Workforce Management

Call **1300 884 831**
info@mitrefinch.com.au

Live Web Chat
OFFLINE

Over one million people clock on using our workforce time and attendance systems every day

Our products

Icon	Icon	Icon	Icon
Time & attendance	Staff scheduling	Labour costing	Mobile workforce

Our industry solutions

Icon	Icon	Icon	Icon
Retail	Transport & Logistics	Construction & Engineering	Public sector
Icon	Icon	Icon	Icon
Hospitality	Financial industry	Health	Manufacturing
Icon	Icon	Icon	Icon
Services	Food & Beverage	Pharmaceutical	Mining & Energy

Request a call back

Talk to existing users

To be redesigned

How much money could a system save me?

Which solution is right for me?

About Us	Time and Attendance	Quick Links	Contact Mitrefinch	Legal
Our Company	Staff Scheduling	Mitrefinch News	Technical Support	Terms of Use
Accreditations	Labour Costing	Our Customers	Live Chat	Privacy Policy
Industry Partners	Mobile Workforce	Client Case Studies	Request a Call Back	Cookie Policy
Partner Program	Health and Safety	White Papers	Talk to Users	Site Map
Our Services				

(Note that I returned the main menu to its natural place: visitors shouldn't scroll to the bottom of the page to reach such important links as **Our company**, **Our services**, **Our customers**, **Client case studies**, **Technical support** etc. All these links must be shown on a classic horizontal main navigation.)

2. Third-level pages (product features) are unnecessary:
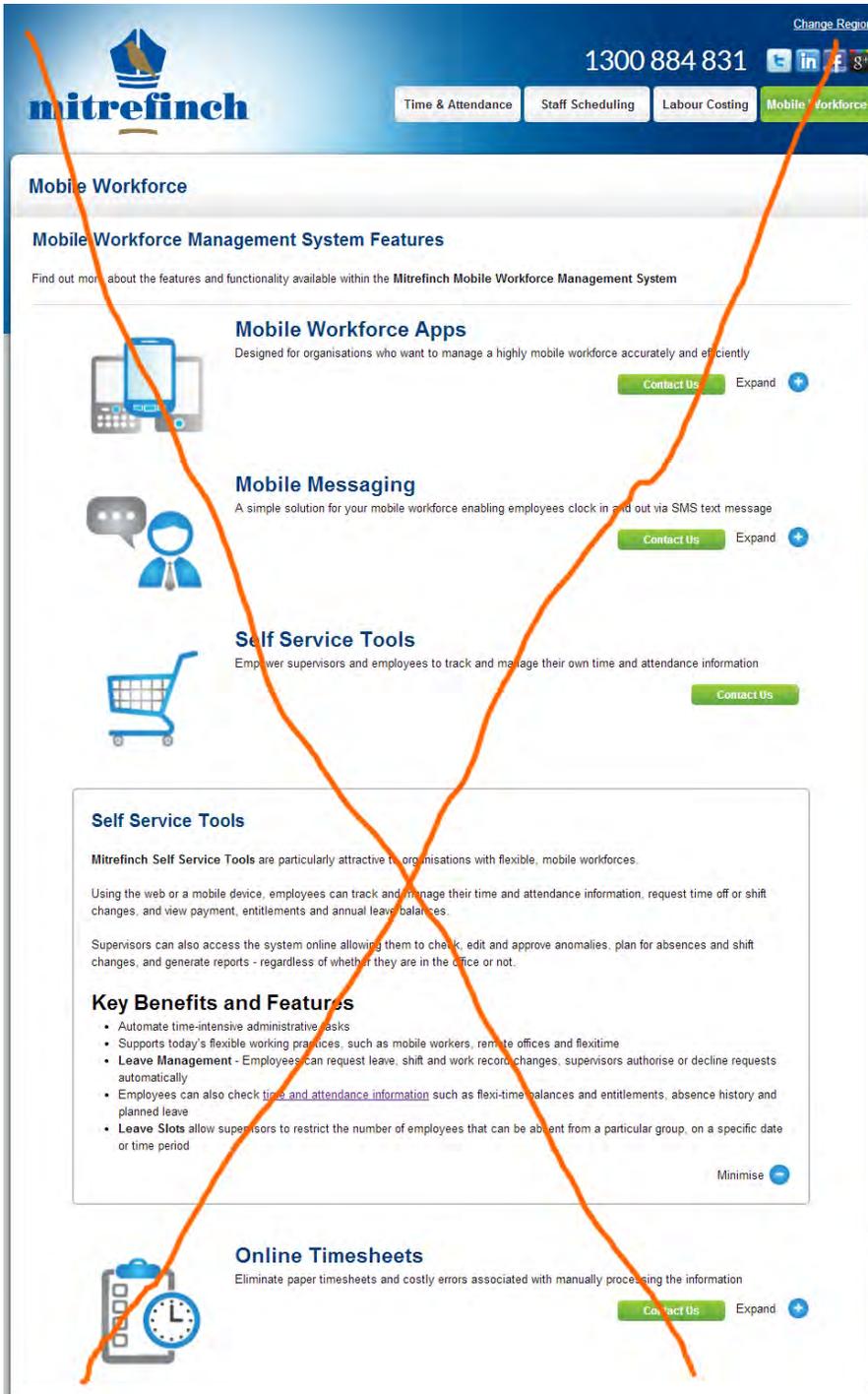
This information can be placed on the second-level pages (product page):

Intelligent Workforce
Management

info@mitrefinch.com.au

Live Web Chat
OFFLINE

mitrefinch

Mobile Workforce Software

More workers than ever are working from home, on the road, even while travelling from location to location.

Mitrefinch's mobile workforce applications, improve workplace productivity by making it easier for supervisors and employees to complete a wide range of work related and administrative tasks from any location, at any time.

By utilising the mobile devices they are already familiar with, employees can clock in/out or on/off specific jobs from remote work sites, request leave, and review their work information in real time.

Product features

Mobile workforce apps

Using a smart mobile device workers can easily and accurately clock in and out of work from any location.

The clocking information is then transferred to the time and attendance system where it can be reviewed, edited and analysed by supervisors and managers in real time.

If the mobile device is equipped with GPS, the actual location of the employee will be recorded during the clock in and out process - allowing supervisors to easily keep track of their employees, no matter where they are.

More ∨

Mobile messaging

Messaging enables employees to submit clockings, as well as department or job information remotely via SMS text message or email.

The application also allows Supervisors to send out information and receive responses from employees.

More ∨

Self-service tools

Mitrefinch Self Service Tools are particularly attractive to organisations with flexible, mobile workforces.

Using the web or a mobile device, employees can track and manage their time and attendance information, request time off or shift changes, and view payment, entitlements and annual leave balances.

Supervisors can also access the system online allowing them to check, edit and approve anomalies, plan for absences and shift changes, and generate reports - regardless of whether they are in the office or not.

Key benefits and features

• Automate time-intensive administrative tasks
• Supports today's flexible working practices, such as mobile workers, remote offices and flexitime
• Leave Management - Employees can request leave, shift and work record changes, supervisors authorise or decline requests automatically
• Employees can also check time and attendance information such as flexi-time balances and entitlements, absence history and planned leave
• Leave Slots allow supervisors to restrict the number of employees that can be absent from a particular group, on a specific date or time period

Less ∧

Online timesheets

The Mitrefinch Time and Attendance System generates work records based on an employee's clocking in and out activity.

These work records are available as intuitive timesheets via a web-based portal and can be maintained by employees and their supervisors as required.

More ∨

Managing your
mobile workforce
regardless of their
physical location

mitrefinch

Download brochure

Book a live demo

Contact us

**Online
Consultant**

Ask your question

Request a call back

Talk to existing users

To be redesigned

How much money could a system save me?

Which solution is right for me?

3. Communication channels. This floater is extremely annoying and must be avoided:

People hate floaters. They also don't like objects like this:

Offer the same functionality in a non-intrusive way:

(this is a logical group of three communication channels: phone, email and chat).

On second-level pages you can also show another, product- or industry-relevant block of communication:
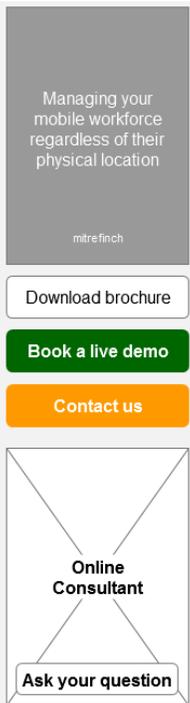
Do not populate pages with a myriad of **Contact us** buttons, this doesn't work:

This is annoying and only taints your image. Place the **Contact us** button in the same place on all pages and – be sure – a visitor will quickly remember that place and will press this button when necessary.

Thoughts on Mitrefinch.co.uk redesign

Version 1 | 22.03.2014

1. I think you already understand that UK website homepage should be completely redesigned. I already proposed the general direction when discussing AU website.

2. The goal of your website is to convince a visitor that you can provide a solution to his problem and stimulate a visitor to contact your company via phone, email, online form or chat.

3. There should be three interlinked main types of pages:

- **product pages**: product descriptions with links to success stories;
- **industry pages** with links to success stories;
- **success stories** (case studies) with links to product pages and a corresponding industry page.

Product page

4. With the shift of your ideology from "solutions" to "products", you should give your products some proper names and show product images on your product pages:

This is an important psychological moment: the image allows a customer to take a product in his hands in his mind's eye and envisage a future day when all his problems would be solved. Even if you do not sell boxed software, anyway, show an image.

5. You should provide a customer with some idea of the price. You may use a standard price plans pattern or a price calculator, or a combination of both[1].

---

[1] Read useful tips on and see a lot of examples of a pricing table design: http://ui-patterns.com/patterns/pricingtable.

6. A product page should also include a small gallery of software screenshots to allow a visitor to get an insight about product's functionality and user interface quality.

7. Next section of a product page are testimonials and links to success stories.

8. Finally, calls to action: phone number, request for more info, live demo, and call back request.

9. Summarizing, a product page should contain:

- product name;
- product image;
- product description;
- product brochure (pdf);
- screenshots;
- testimonials with links to success stories;
- calls to action.

Industry page

10. Industry page should have a short description of your solutions (perhaps with links to product pages) and a long list of links to success stories. A link to success story consists of a customer logo, company name, testimonial and a link to concrete success story page.

Success story page

11. Success story page should have a description of successful deployment of your product(s) in a concrete company, links to product page(s) and a link to a corresponding industry page.

What to avoid

12. Automatic popups, floaters, carousels and other animated objects:

13. *Multiple* horizontal menus and tabs:

14. Long forms:

(In particular, avoid capchas.)

15. Social buttons: they are a useless visual garbage:

Recommendations on CoeurSports.com usability and conversion

Version 1 | 03.08.2014

General

GE010 Replace ALL CAPS texts with Sentence case throughout the whole website. (An exception: Title Case is acceptable for product names.) It is known just since 1914 that texts printed with ALL CAPS are less readable and less comprehensible than Sentence case texts[1].

GE020 Links should be clearly distinguishable from non-linked text. One of the most terrible examples:
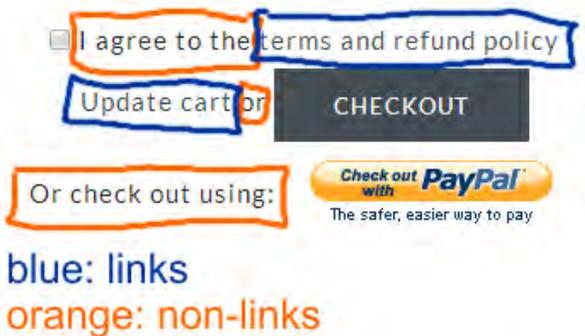
GE030 If you want people to click buttons on your website then:

- make buttons clearly distinguishable on the page (black color buttons are not ok on your webpages because there are many other black objects; in fact, black is a completely inappropriate color for a CTA button on any ecommerce website);
- make buttons embossed (3D-looking)[2];
- *increase* button's color intensity on mouse hover;
- make button corners rounded.

GE040 Hire a specialist to prepare images of your products. Your photos are currently unimpressive and do not look professional.

GE050 Introduce **Wishlist** in addition to **Shopping cart**. Practice shows that this increases sales enormously.

---

[1] Yes, I know *everything* about the recent trends in webdesign. But I find them wrong in many ways. Enormous popularity of ALL CAPS is an obvious mistake.

[2] Research shows that people click embossed buttons 1.5 times more readily than they click flat buttons.

Masthead and main menu

MM010 Replace the meaningless slogan "stylish speed…from the heart" with a clear explanation of your business, for example: "Women's exercise clothing for endurance sports" or "Women's specific clothing for triathlon" etc.

MM020 Place **Login** link on the masthead. Main menu is a wrong place for a login link. Example:
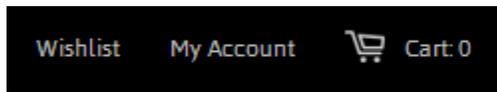

bettydesigns.com

MM030 Show clickable email on the masthead.

MM040 Add **About us** and **Contact** to the main menu.

MM050 Consider replacing individual menu items **Triathlon**, **Cycle**, **Run**, **Swim**, **Tees** and **Other gear** with a single megamenu **Shop**.

MM060 Increase visibility of your obvious competitive advantage:
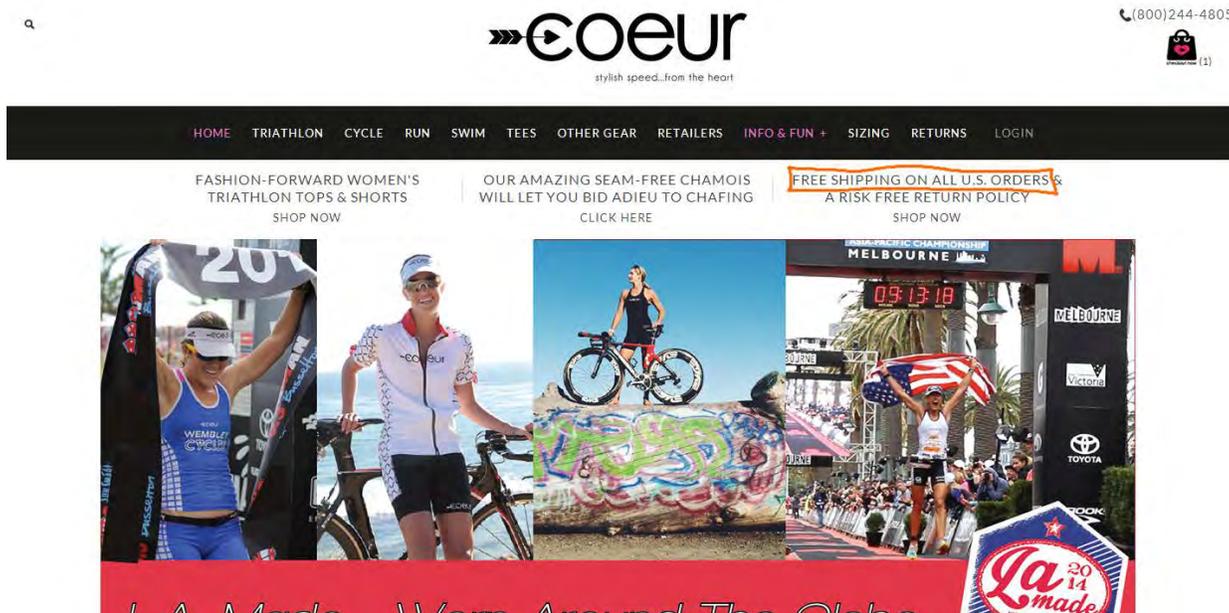
Consider placing info about free delivery just on the masthead.

Homepage

HP010 There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful[3]. Remove the carousel completely or replace it with a couple of static banners[4].

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[3] See e. g. *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*.

[4] *"A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content"*: page 6 in RedEye (2014) *10 Usability Issues We've Seen and You Should Be Avoiding*.

HP020 Consider placing the following sections on the homepage:

Sports
Triathlon | Cycle | Run | Swim

Collections
Checkmate | Chevrons | Chinese New Year | Sea Glass

Popular
<a number of bestselling items>

The latest things
<a number of recently added items>

Recently purchased
<a number of recently purchased items>

(It is not necessary to show *all* these sections on the homepage simultaneously, of course. A/B-testing will show what works better.)

HP030 Remove large blocks of text. Nobody will read them.

Category pages

CA010 Showing product details on a category page (via expand/collapse mechanism) is a not good idea. Show them on the product pages only.

CA020 Do not show out of the stock items.

Product pages

PR010 Show textual descriptions on *all* product pages. In particular, present detailed info about the *fabric*. Example:

Stand out in the crowd, dynamic, gloss fabric. Black Gloss leather look racer back tank top.

INSPIRATION:

Athletic Competition and modern lifestyle

FIT FEATURES:

- Racing back design
- Elegant gloss fabric, breathable and comfortable.

FABRIC:

PGP (Power Gloss Performance) 71% Polyamide/29% Elastane has a distinctive treatment that gives the fabric a shiny appearance or "wet look". It is a next-generation fabric that can satisfy various needs: ultra-fine with a thickness reduced by 50% compared to a classic charmeuse; ultra-lightweight at 145 g/m²; opaque; exceptionally elastic and close fitting; anti-pilling; breathable and resistant to sand and UV rays (UPF 50+). Thanks to the use of Xtra-Life LYCRA®, PGP also offers great resistance to chlorine.

AliiLifestyle.com

PR020 Replace bag icon with a normal button (**GE030**). Use orange or green color for **Add to cart** button.

PR030 In this situation, not many visitors will understand that *not all* sizes and colors are sold out and will try to choose other size/color combinations:

CHECKMATE SPORTS BRA
SOLD OUT

Quantity   1

Size   x-small ▾
Color   Blue ▾

Free Shipping!

PR040 Show sizes and colors this way instead of dropdown lists. Example:

Color

Size

| S | M | L |

AliiLifestyle.com

In addition, provide more clear indication of the selected color. Example:

Colour: True Blue
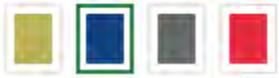
JohnLewis.com

Shopping cart

SC010 Add increment buttons to the quantity field:

Recalculate order total automatically, avoid **Update cart** command.

SC020 Allow a customer to select a shipping method on this page. On selection, recalculate the total amount of the order. Shopping cart is the page where a customer should see *the last and final price* of her order.

SC030 Remove country selector because you don't ship goods overseas.

SC040 Do not ask for State *and* Zip, ask for State *or* Zip.

Checkout

CO010 Explain what fields are required and which are optional:
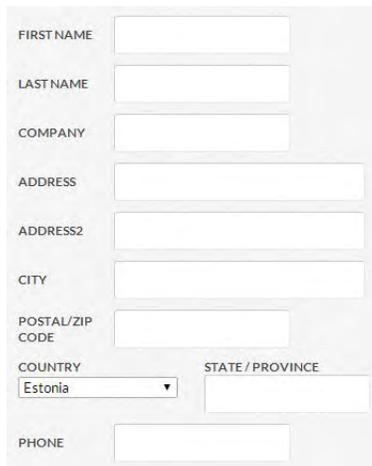
CO020 Explain why do you ask for email.

CO030 These fields are rather problematic because they often lead to conversion decrease[5]:
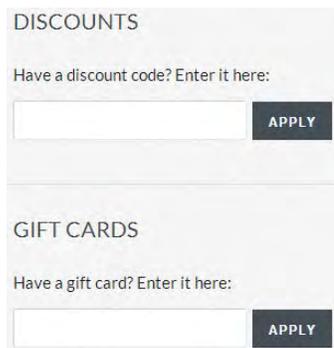
CO040 Do not preselect this checkbox:

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[5] See discussion of this theme: Stop "promo code search" leaks once and for all to increase conversions, Do coupon codes INCREASE checkout abandonment?.

Usability evaluation of Mail-List.com Database

Version 1 | 18.06.2014

1. Commands **Log in** and **Create** look like links but don't behave as conventional links:

(a) popup hints are ok for icons without text labels but they are unexpected for text links:
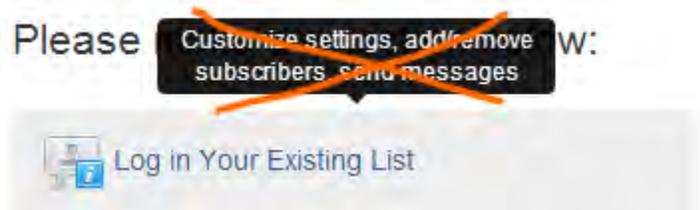
(Also take into account that these hints can't be evoked on touchscreens.)

(b) Since **Log in** and **Create** are not simply links but they are *actions*, it is more appropriate to use normal buttons for them.

My recommendation is the following:
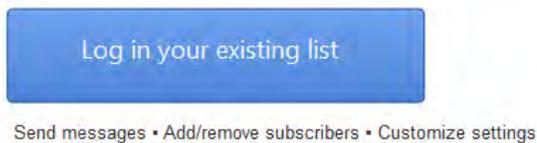
(Icons on these buttons are not necessary.)

2. For linear processes, show exact number of steps in a process:

3. Always offer a default selection for radio button groups[1]:

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[1] See Radio Buttons: Select One by Default or Leave All Unselected?

4. Avoid out-of-the-way information irrelevant to the user's current task:

"Our organization was seeking to create an online community or "listserv" for our organization which includes people in many countries. mail-list.com solved this problem quickly and cost effectively.

As a first time listserv moderator, I needed and appreciated the quick personal support mark david mcCreary provided. No question was ignored nor did he make feel free in any way silly for asking. mail-list.com provides a reliable service that delivers email to the inbox of our 1,000 members who are very impressed and appreciative of the service provided by our organization."

Tami VerHelst
International Institute for Trauma & Addiction Professionals

5. 27 characters limit for a mailing list name will be uncomfortable for many users. Look at these real mailing lists (http://lists.nextmark.com):

New mailing lists

- ANS Canada Licensed Professionals - 5 hours ago
- ANS Business Executive Masterfile - 6 hours ago
- VFW Non-Member Donors - Wiland Direct Modeling Program - 6 hours ago
- ANS Licensed Professionals - 6 hours ago
- PajamaJean Blow In (A RR Donnelley Sponsored Program) - 8 hours ago
- PajamaGram Blow In (A RR Donnelley Sponsored Program) - 8 hours ago
- Territory Ahead Dedicated Email - 8 hours ago
- metrostyle Dedicated Email - 8 hours ago
- Chadwicks of Boston Dedicated Email - 8 hours ago
- Manufacturers From Irnewslink Email Newsletter - 1 day ago
- Marketing Executives from Irnewslink Email Newsletter - 1 day ago
- Wholesaler Distributor from Irnewslink Email Newsletter - 1 day ago
- Qualscan - Quality Assurance & Quality Control Contacts in Industry - 1 day ago
- E Commerce Executives from Irnewslink Email Newsletter - 1 day ago
- Retail Chains from Irnewslink Email Newsletter - 1 day ago
- ResponseBase Manufacturing Professionals Email - 1 day ago
- ResponseBase Manufacturing Professionals - 1 day ago
- Top Level Executives from Irnewslink Email Newsletter - 1 day ago
- NASA Tech Briefs Specialty Product Buyers Business Email Database - 1 day ago
- NASA Tech Briefs Specialty Product Buyers Business Database - 1 day ago
- HELP ME FIND HEALTH INSURANCE - 4 days ago
- HELP ME FIND A JOB - 4 days ago
- BRIGHTCLOUDDATA CANADIAN CONSUMERS MASTERFILE - 4 days ago
- SHAPE America - 4 days ago
- Americans for Republican Leadership - 4 days ago

The majority of them are longer than 27 characters. Recommendation: analyze lengths of existing mailing lists and set a reasonable limit.

6. "Spaces are not allowed, but dashes are". This is an unnatural requirement and it may be expected that a considerable percent of users will bounce after reading this.

7. You might explain this in advance:
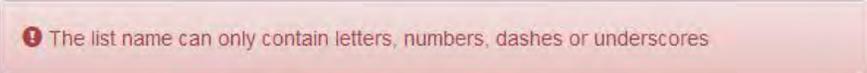
8. Show all instructions *above* action buttons:

9. Rename **Use default value** button with **Clear** or simply remove it (it is unnecessary):

10. Remove **Use default value** button:


11. This page looks like a dead end:

Although there are many links, there is no explanation of what to do next. Recommendation: provide a relevant action button here, for example, **Create a list of subscribers** or something…

YGHH website usability evaluation

Version 1 | 16.11.2014

Masthead and homepage

MH010 Support groups are expected to provide a patient with at least four types of social support[1]:

- emotional (sympathy, concern, care and empathy);
- informational (provision of advice, knowledge and suggestions useful to the individual);
- appraisal (feedback and analysis that allow an individual to evaluate his situation; help in decision making);
- instrumental (practical activities to provide help, aid, resources and services).

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[1] Pp. 36-37 in: Valente T. W. (2010) *Social Networks and Health: Models, Methods, and Applications*, Oxford: Oxford University Press; Berkman L. F. (2004) Social integration, social networks, and health, pp. 754-758 in: Anderson N. B. (Ed.) (2004) *Encyclopedia of Health and Behavior*, Thousand Oaks: Sage Publications.

A visitor of the website should be assured that he arrived to a right place where his needs will be met and where he will get the social support he needs. The goal of the homepage and the masthead is to clearly explain the nature of the website and services available by appropriate copy text.

Recommendations include:

- replacing a very unspecific slogan ("helping people help themselves") with a functional slogan explaining the goal of the website in more concrete words (online peer-to-peer support groups for patients); examples:

- replacing meaningless stock photo occupying the most valuable screen space with a couple of sentences containing the most relevant keywords: they will serve as hooks motivating a visitor to continue researching the website:
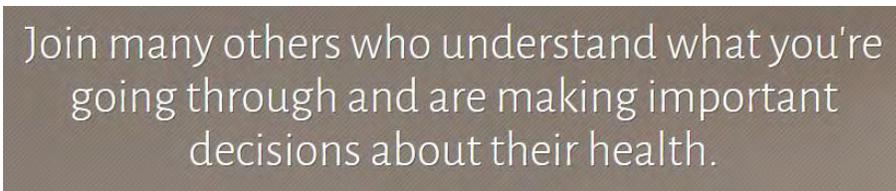
MH015 Also take into account that "working with stock photography plays against the very concept of building trust"[2]. "When I see them, I immediately suspect the story they're telling is not the same as the story in the copy"[3]. Let bankers, insurers, lawyers and dentists show stock photos with happy faces. Some mutual support groups show *real patients* on their websites:

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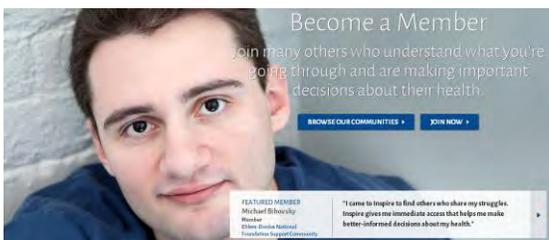
[2] How To Build Instant Trust On Your Website. See also Do Stock Images Affect Trust?
[3] The Shocking Truth About How Web Graphics Affect Conversions.

I do not insist that this is the model to follow, however. You can succesfully proceed without any photos.

MH020 "Registration" is the first word a visitor reads on the website and this is an unbelievable mistake:
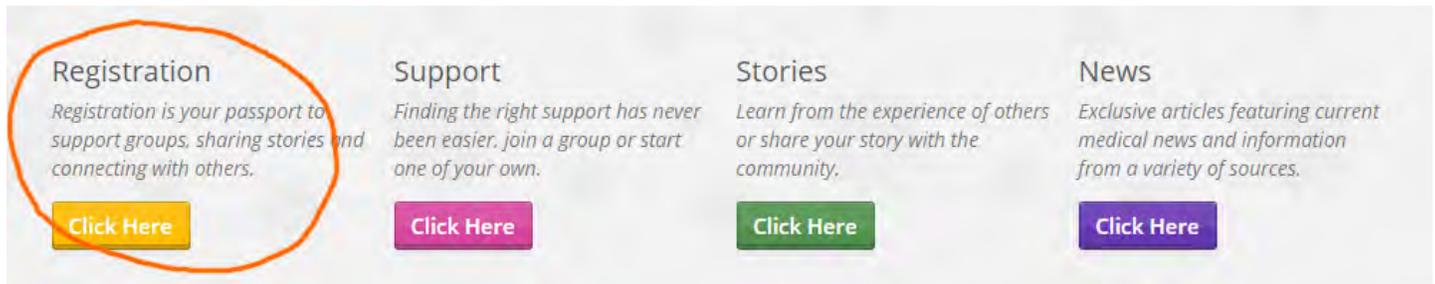
People hate to register and this single word will definitely be a cause of high bounce rate[4].

Contemporary approach to registration is based on gradual engagement principle[5] or lazy registration UI pattern[6] which is to let the user interact and use your website while postponing formal registration to a later time when entering some personal information will be absolutely necessary and inevitable.

MH030 "Click here" CTA buttons are considered too demanding and not a very creative call to action[7].

MH040 Statistics on online health information-seeking behaviors shows that top three searched topics by internet users are[8]:

- a specific disease or medical problem;
- a certain medical treatment or procedure;
- exercise or fitness.

Since your website contains information highly relevant to such kind of searches, recommendations with regard to this matter could be:

- make search the central point of access to information on the website (existing expanding search bar is inappropriate: search string should be permanently visible[9]);
- place support group catalog *just on the homepage*; examples of websites that do this are DailyStrength, Wellescent, Patient.co.in (their visual design may be poor but they are on the right way).

MH050 On the homepage there must be also some indication of support group activity: a visitor should get an impression that support groups on your website are actively working. The possibilities are:

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[4] 86% of people may leave a website when asked to create a new account (How to Solve the Online Registration Challenge).
[5] Sign Up Forms Must Die.
[6] Lazy registration.
[7] *"The biggest mistake that marketers make is using weak, passive language in their CTA. A classic example is the infamous "click here". While "click here" may seem like a great CTA (in that it tells a subscriber exactly what to do), it really doesn't give a reader any incentive for taking action. It doesn't describe the value or what will happen if, in fact, they do click the link"* (Click, Tap, and Touch: A Guide to CTA Best Practices). See also #10 in: 44 reasons why people don't trust your website.
[8] P. 141 in: Jordan-Marsh M. (2011) *Health Technology Literacy: A Transdisciplinary Framework For Consumer-Oriented Practice*, Sudbury: Jones & Bartlett Learning.
[9] See a detailed discussion of search design: The Magnifying-Glass Icon in Search Design: Pros and Cons.

- to show current statistics of registered and logged in users;
- to show a feed of latest posts; examples are [SupportGroups](#), [DailyStrength](#), [Inspire](#), [Patient.co.in](#);
- to show membership and activity statistics on support group cards.

MH060 I am not sure if **News** section should be present on the homepage. News should be interesting to a large portion of the audience, it is difficult to expect that many visitors will read any news irrelevant to their actual health situation.

MH070 Circles with "+" sign appearing on mouse hover are unnecessary and possibly disorienting a user because a user may think that he should click this target. Darkening a photo on mouse hover is enough indication of clickability of photos. It would be better to remove these "targets".

Psoriatic Arthritis
What Triggered My Condition

Registration, Log in, My account

RE010 The main usability requirement on the design of registration forms is to make registration process (an unpleasant task) as smooth as possible[10]. Current registration form designs usually require entering an email and a password only so the **Username** field will raise a question about why a user should enter a username and how it will be used in the future user's interactions with the website. There is no explanation given but there are indirect indicators that the website expects entering a user real name (spaces, hyphens and apostrophes are allowed). Then, a previous experience with social networks like Facebook that discourage anonymity may create an additional tension. Finally, numerous studies have demonstrated that *anonymity* is a decisive factor (especially for people suffering from stigmatizing illnesses) of

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[10] [5 UX Tips for Designing More Usable Registration Forms](#).

participating in both face-to-face and online health-related mutual support groups[11]. So my recommendation is to remove the **Username** field from the registration form or explain how it will be used on the website.

RE015 Remove colored numbers to the left of entry fields: they are alien to the standard registration UI pattern and may raise unnecessary questions.

RE020 Current tendency in registration forms design is to avoid entering a password twice (examples of social networks that do not require repeated typing in a password on their registration pages are Twitter, LinkedIn and Quora) so it can be recommended to remove the **Confirm password** field as well[12].

RE030 A user should be allowed to choose a password he wants to use so the requirement to use at least eight characters should be omitted. It's ok to provide a feedback about the password strength with a strength meter but anyway choosing a password is at the user's own discretion[13].

RE050 Nobody knows why, but people are reluctant to click buttons named "Submit"[14] so it's recommended to change the button label: "Sign up", "Create account" and "Get started" should probably work better.

RE060 Don't show "Weak" estimate before a user starts typing a password:

RE070 Do not dynamically expand the form when a user selects the **Password** field:

Users do not expect any dynamic changes when working with a very familiar to them registration UI pattern. Dynamic changes will not help users to fill in the form.

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[11] See pp. 62-63 in: Loat M. (2011) *Mutual Support and Mental Health: A Route to Recovery*, London: Jessica Kingsley Publishers; pp. 12-14 in: Nicholas D., Huntington P., Jamali H. (2007) *Digital Health Information for the Consumer: Evidence and Policy Implications*, Aldershot: Ashgate; p. 24 in: Andersson G. (2014) *The Internet and CBT: A Clinical Guide*, Boca Raton: CRC Press.

[12] See section "Don't make the user fill in the same field twice" in: 5 UX Tips for Designing More Usable Registration Forms.

[13] Password usability: To protect or prohibit?

[14] Why Your Form Buttons Should Never Say 'Submit'; Don't "submit" to landing page button text.

RE080 Do not place instructions on entering a password *below* **Confirm password** field because a user begins with the **Password** field.

RE090 Terms and Conditions of Use link doesn't look like a clickable object:
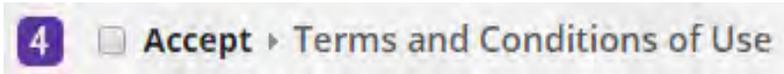

Change link color to differentiate it from a static text.

RE100 Instead of requiring to select **Accept** checkbox, use a phrase "By pressing ~~Submit~~ {a different name} button I accept **Terms and Conditions of Use**".

RE110 Hiding (or disabling) action buttons is a bad design practice and should be avoided[15]:
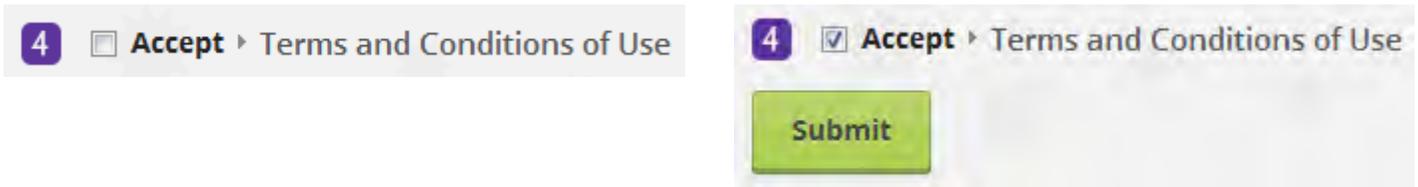
RE120 Don't make a user confirm via email before using your website[16]:
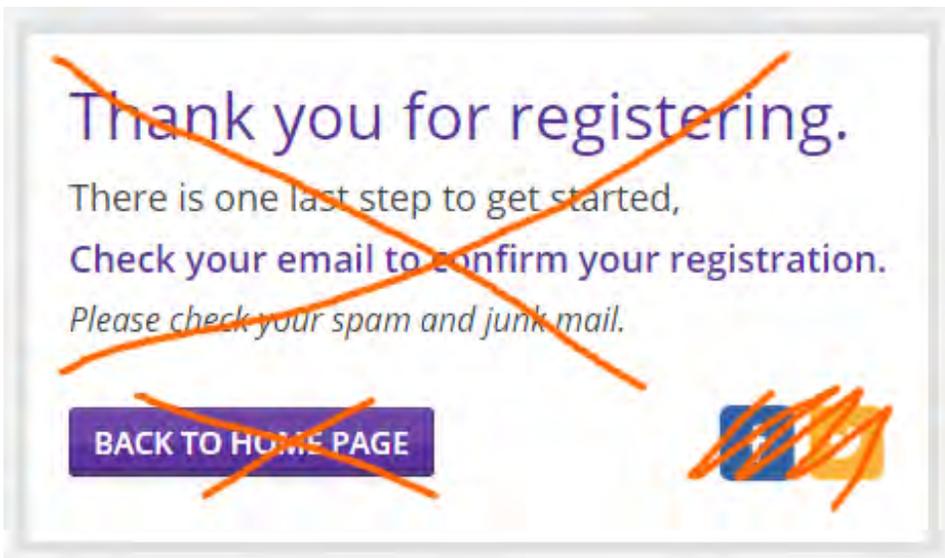
A typical scenario with registration confirmation emails is the following:

- a user checks his email;
- among newly arrived messages he finds a number of urgent or more interesting messages and opens/replies to them;
- a user doesn't return back to your website.

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[15] Form Design For Dummies: 10 Simple Tips On Designing A Form That Converts.
[16] See section "Don't make users confirm via email before using the service" in: 5 UX Tips for Designing More Usable Registration Forms.

This *does not mean* that you shouldn't send a confirmation message: send it and a user will confirm his email address later. But do not force a user to leave your website, let him continue working with the website without interruption.

RE125 After registration a user should be returned to a page where he started registration process (do not make homepage the default page after registration).

RE130 Besides sending registration confirmation email, also send a user an email with login, password and the link to your webpage. He will keep this message forever.

RE140 In my case confirmation email arrived to spam folder (I use Outlook 2010 with the level of junk email protection set to "High"). Perhaps something in its HTML code makes the spam detection algorithms recognize it as a spam.

RE150 There are some issues with confirmation email design:

RE160 {Bug} **Complete Registration** button is non-clickable because of some bug in its code:

RE170 If a user allows the browser to remember his login data, the browser remembers user's email and password. But the website requires *username* for logging in:
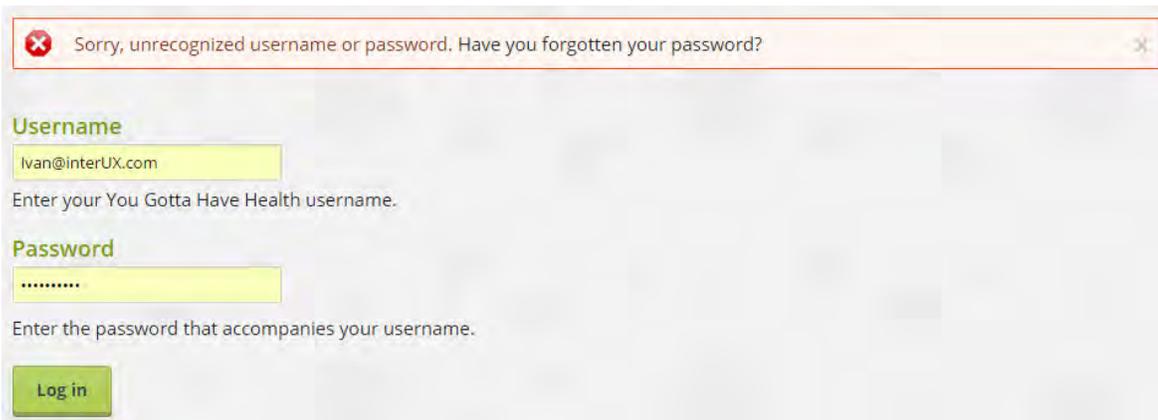
Not many users will be able to understand what's wrong in this situation because they see a correct email address in the **Username** field! It can be expected that many users will request sending them a *password* (because the email is obviously correct) but after that they will stuck in the same trouble.

RE180 Do not send a user a *new* password:

User needs his existing password, not a new one.

RE190 {Bug} **Reset password** button in the email message is non-clickable (the same bug as in **RE160**):

RE200 Provide more clear indication of logged in status than **Log out** button.

RE210 Allow access to a user profile from any page by adding **My account** link to the masthead:

Support groups

SG010 This search string works not as users may expect it to work:

Recommendation is to use global search only.

SG030 Support group cards should probably provide some info about group type (peer led or professionally led), number of members and recent activity.

SG040 The sorting principle of groups is not clear:

SG050 ALL is not highlighted:

SG060 The goal of a user is to find a relevant group. Images on cards don't help him in this task, they make a search less efficient. Then, cards may be not the best representation of a list because they require moving a gaze in two directions: horizontal and vertical. Consider using a simple vertical list instead of cards:
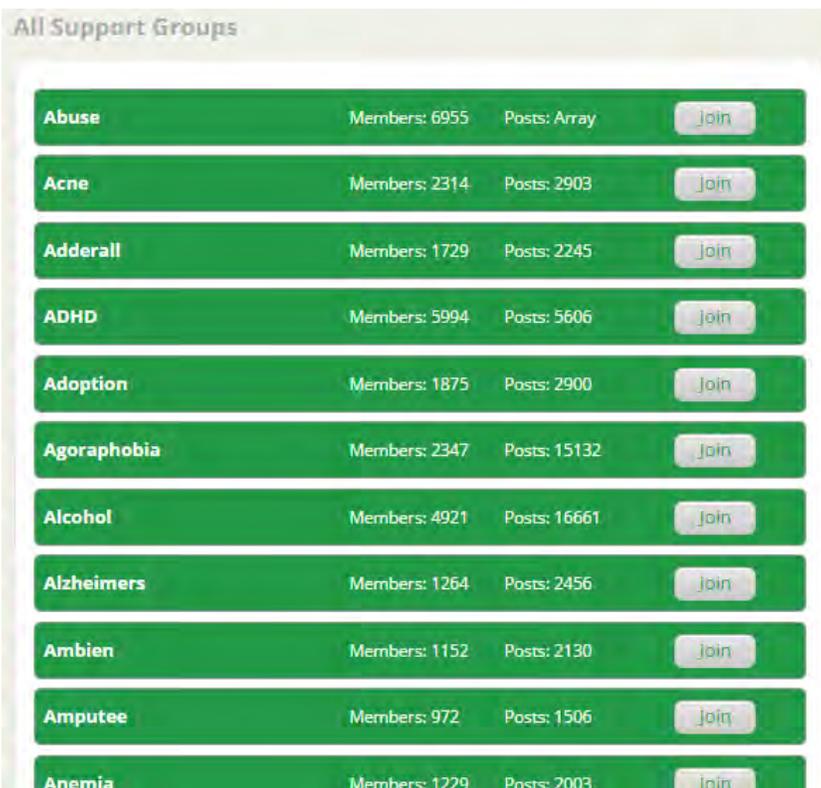
online.supportgroups.com

(also note that they provide statistics on membership and group activity)

Combined with alphabetical filtering this will provide a powerful way of finding the necessary group.

SG070 "Corners" should probably include and begin with the name of a disease:

Breast cancer: Maureen's Corner

Starting a group

CG010 Provide indication of required and optional fields.

CG020 Think about reducing the number of fields. (For example, **Meetings** and **Time** probably could be a single field.)

CG030 Prefill **Email** field with moderator's email.

CG040 Explain what are a disclaimer and a private group.

Group

GR010 Show statistics on group membership and activity.

GR020 Again, cards don't look the best way of presenting posts and news because of a very low screen information density. Consider using a vertical list presented in a reverse chronological order:

agoraphobia.supportgroups.com
(they top topics with new comments)

GR030 It is not clear what parts of a card are clickable and which are not and why.
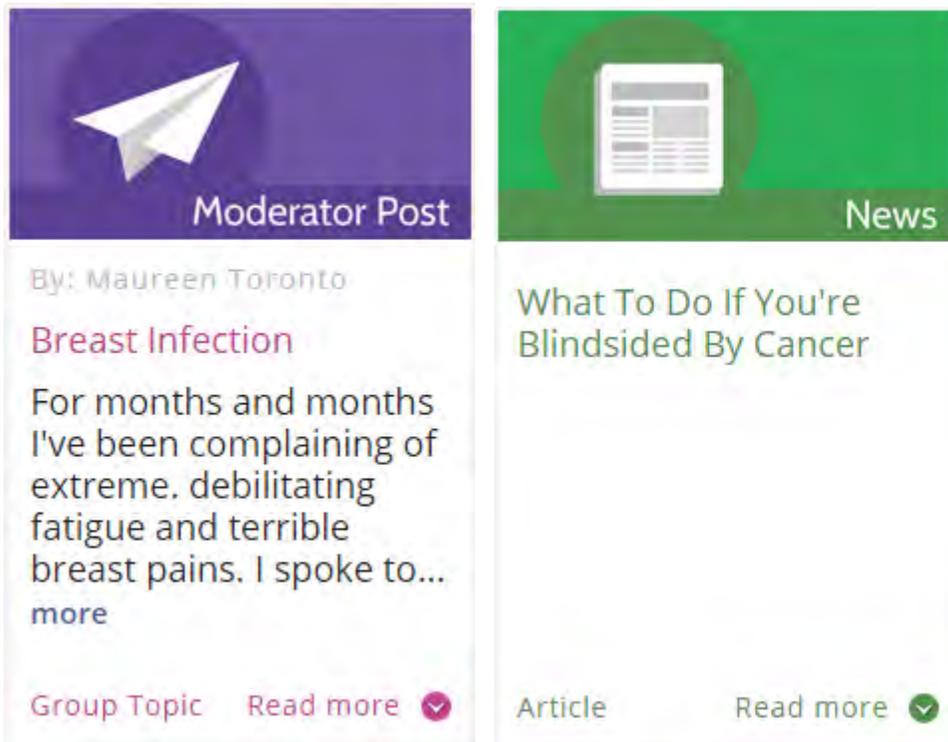
For example, headlines are clickable on news cards but non-clickable on posts, **Article** and **Read more** look similar but differ on their clickability.

GR040 Show date and time of a post.

GR050 Show the number of comments to a post.

GR060 Provide some indication of a new comment added to a post. Also provide a sorting option to view posts with most recent comments.

GR070 It is not clear why a user should *join* a group. Explain him that joining a group will allow him to start topics.

GR080 A mechanism for pooling knowledge/resources is not clear.

Post

PT010 Show post headline.

PT020 Log in and **register** do not look like clickable objects, they should.

PT030 Allow a user to edit his recent post within a reasonable slot of time, e. g. 15 minutes.

PT040 Allow a user to delete his posts.

PT050 Allow a user to close further commenting on his post.

PT060 Allow a user to subscribe to new comments to a post (e. g. **Send me an email for each new comment** checkbox).

PT070 Allow to send private (visible to the post author only) comments to a post.

PT080 Provide some mechanism of blocking users with problem behavior.
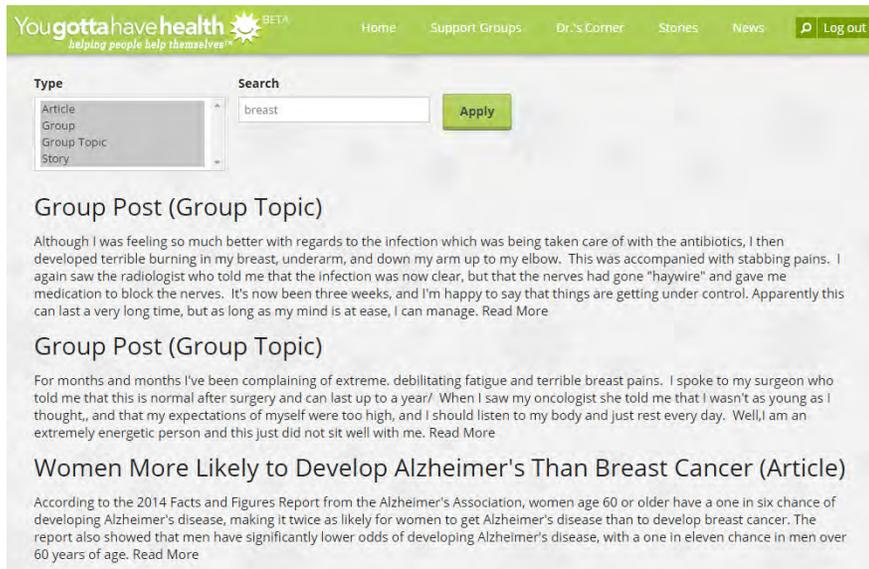
Search

SE010 See **MH040**.

SE020 It is not clear why search is not visible to non-logged in users.

SE030 It is not clear what filters are on and which are off:
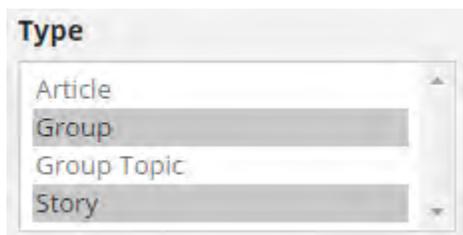
It also may not be clear to a user how to select multiple filters (CTRL+click). Recommendation is to use checkboxes instead of this list.

SE040 Search results show the beginnings of posts and they often do not contain search keywords. Users expect a Google-like output with fragments of text containing highlighted keywords.

SE050 The principle of sorting search results is not clear.

SE060 Show the dates of posts.

SE070 Allow sorting search results by relevance or recency.

SE080 Make **Read more** links clearly visible.

**SE090** Make search error-tolerant because lay users often misspell medical terminology[17].

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[17] P. 14 in: Nicholas D., Huntington P., Jamali H. (2007) *Digital Health Information for the Consumer: Evidence and Policy Implications*, Aldershot: Ashgate.

# Privacy Everywhere usability evaluation

Version 2 | 30.10.2014

Installation

IN010 Custom installation screen looks somewhat strange because start menu and desktop shortcuts are not what users mean by "components":

This is what users expect to see when selecting custom installation:
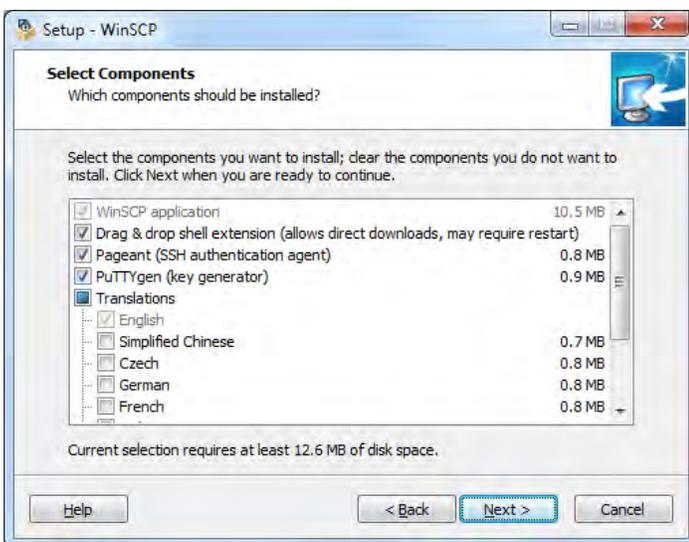
For shortcuts, use a standard form:

So I recommend to skip **Choose installation type** step:
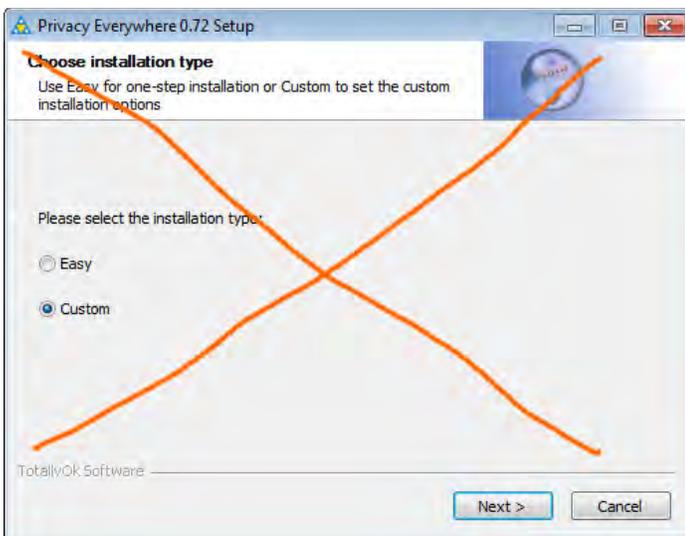
IN020 In my perception, installation takes that long for such a small program. To entertain users and decrease the *perceived* duration of the process, add **Show details** button:
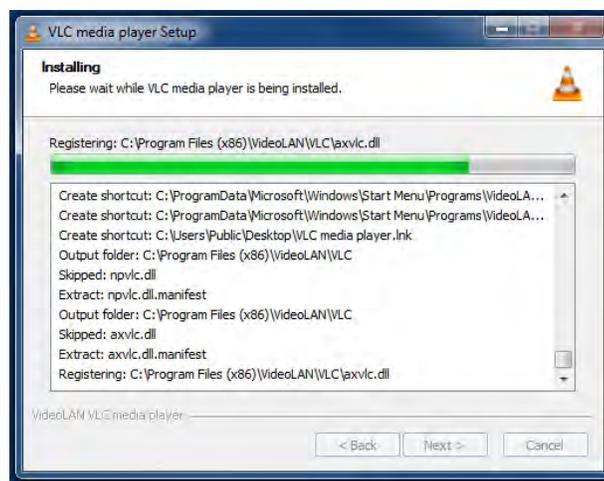
IN030 Don't make users to search for the program shortcut on their often very cluttered desktops:
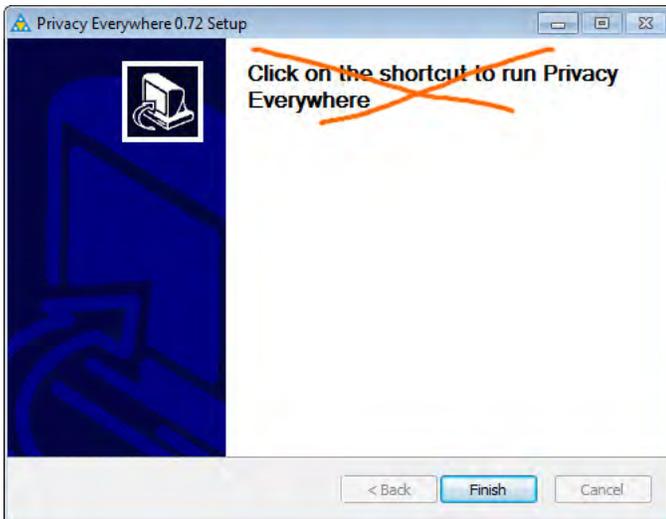
At this moment, they even don't know how the application icon looks like.

Add **Launch** or **Run** checkbox to the last screen of the installer wizard and *preselect* this checkbox:

Application

General

GE010 Follow basic rules of column label alignment in tables. Labels for text data should be left justified (labels for numbers should be right justified):

Email	Name	Lock
ivan@interux.com	Ivan Burmistrov	Ivan Burmistrov ED
dedushka.pihto@mail.ru	Dedushka Pihto	Dedushka Pihto 67
galina@interux.com	Galina Panova	-

GE020 Replace *single* option menu buttons with more appropriate controls:

First launch of the program

FL010 Buttons don't look like buttons.

FL020 Search drives for key(s)/lock(s) command is unclear. In what cases a user would need this functionality?

FL030 The length of entry fields is enormously large:
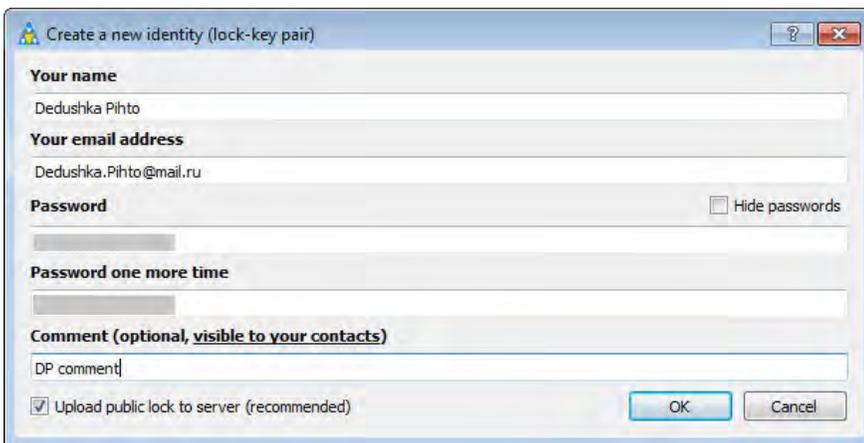
FL035 Do not use bold font for labels. Labels must be followed by colons. Generally, follow Windows 7 UI guidelines.

FL040 Comment field is unclear. Consider removing it.

FL050 Explain to what server the public lock will be uploaded:

☑ Upload public lock to Privacy Everywhere secure server (recommended)

FL060 It is not necessary to show this dialog in "always on top" mode:
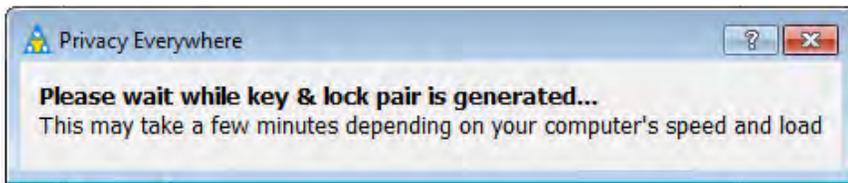
FL070 If possible, add progress bar to this dialog.

FL080 Again, explain that the lock was uploaded to Privacy Everywhere secure server:

Login

LG010 Add label **Password** above the password entry field.

LG020 Password field and **Sign in** button are unnecessarily too wide.

LG030 The purpose of **Automatically sign out for inactivity** functionality is not explained and may be unclear at this point. Consider introducing this function later, for example, you can include it into **Settings** dialog.

LG040 In addition to time intervals there must be **Never** option.

Inactivity notification

IN010 Inactivity notification is too intrusive:
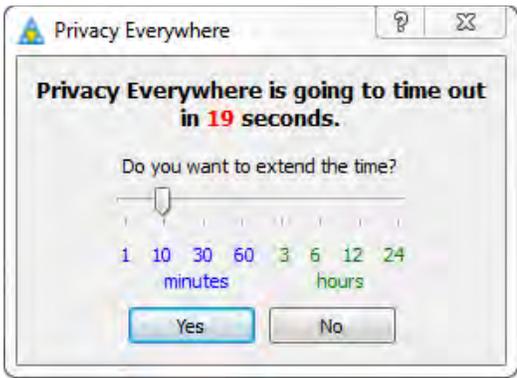
When it pop-ups it interrupts current user's task, captures focus and because of this user's keyboard entry may get lost.

It is recommended to replace it with a more gentle notification rising above the application icon in the system tray, something like this:
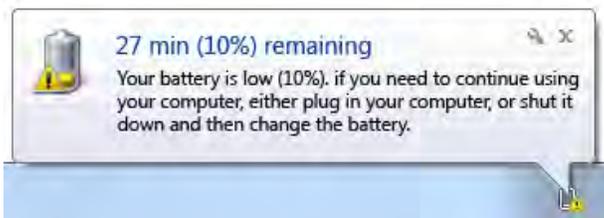
IN020 Consider resetting time left counter every time a user works with the application (so the countdown will tick down only if the application is in the background).

IN030 Another nasty property of this notification is that it automatically closes popup dialogs opened in the application and this may lead to a loss of data entered in those dialogs.

Home
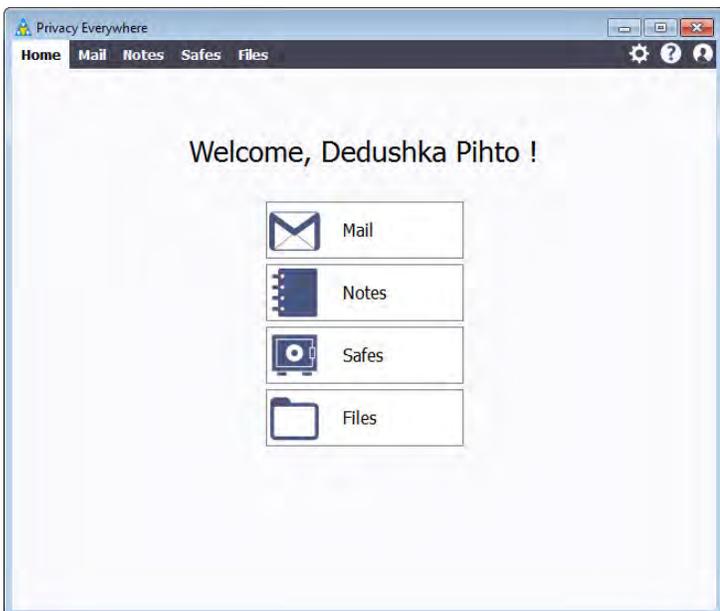
HM010 Consider removing this screen. It needlessly duplicates the primary navigation (main menu).

HM020 After logging in, it is nice to open the application with the tab the user left it off. In this case he will never need the **Home** tab.

Mail
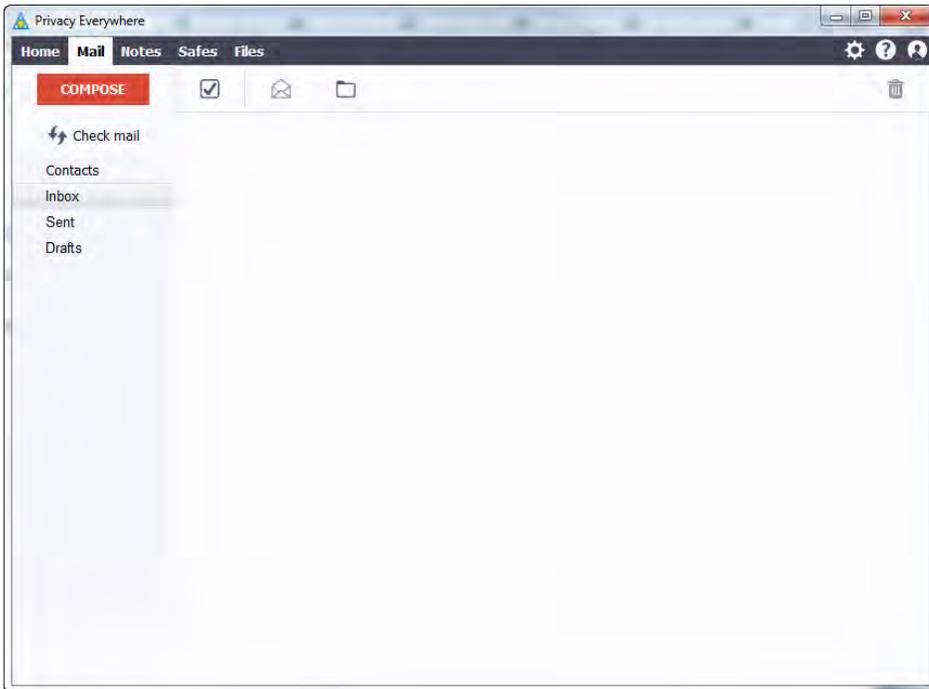
ML010 I appreciate your idea of mimicking Gmail interface very much. Also consider showing one or more welcome/introductory emails in the inbox as Gmail and other email softwares do:
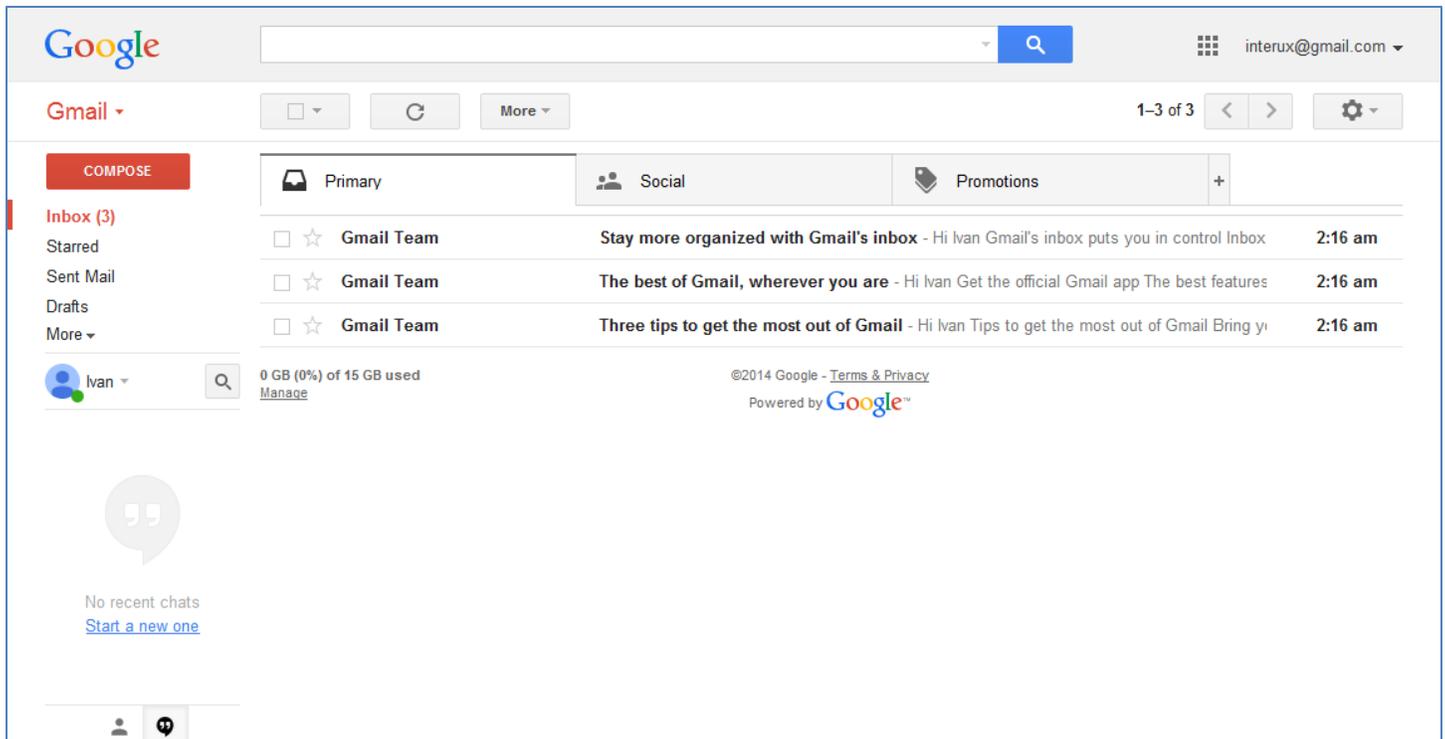
These emails should contain useful information about how to get started with the application.

Contacts

CO010 It is not clear which lock to select in what cases: from server or from lock-box:
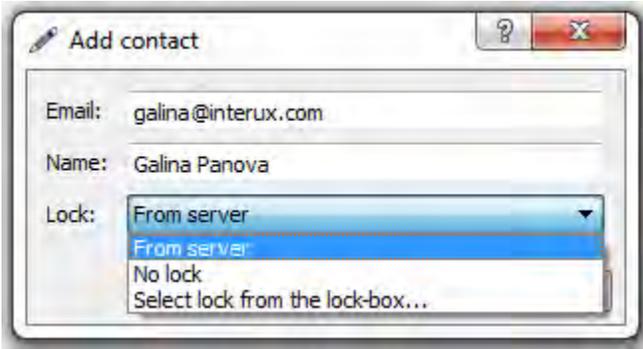
CO020 I am not sure if **Name** should be a required field: isn't it possible to acquire it from the server?
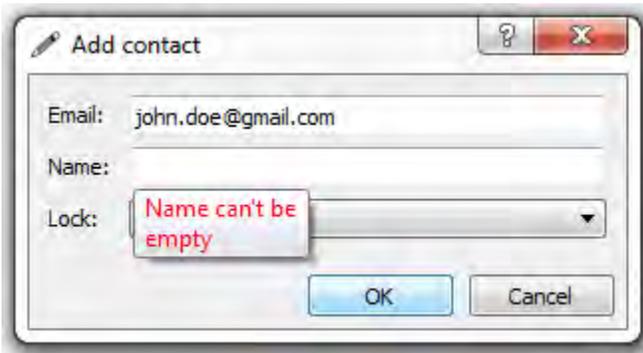
CO030 Make it possible to send messages to recipients from the **Contacts** list:

- user selects one or more recipients in the **Contacts** list;
- user presses **Compose** button or invokes a context menu;
- **Compose message** dialog appears with **To** field filled with addresses of selected recipients.

CO040 In what cases it may be useful to put a lock into clipboard?
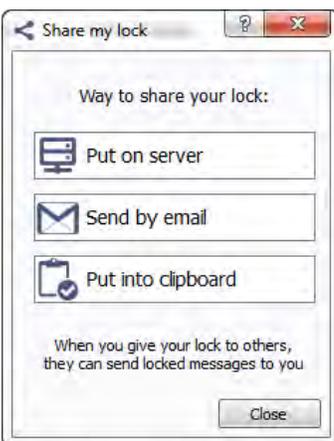
CO050 If a user selects a recipient in the contact list and tries to send her a lock, the system asks him for recipient's email:

This may confuse a user: "should I use an email address different from that in the contact list?".

CO060 There is no indication in the contact list what recipients had I already sent my lock.

Compose message
CM010 It's not clear why people from the contact list aren't shown in the **Recipients** dialog after clicking <u>To:</u> label:
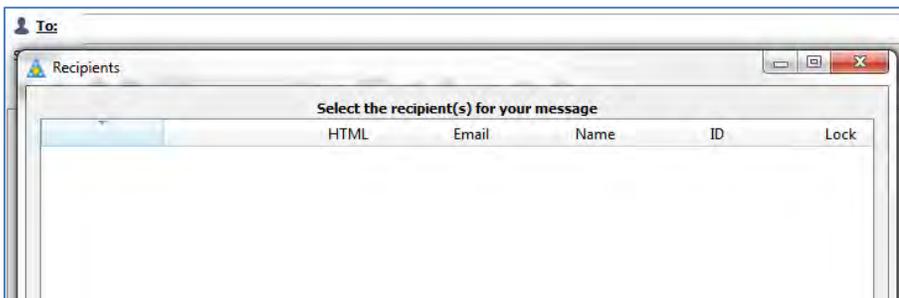
Sending a message
SM010 Check subject line *before* displaying the **Message preview** dialog:
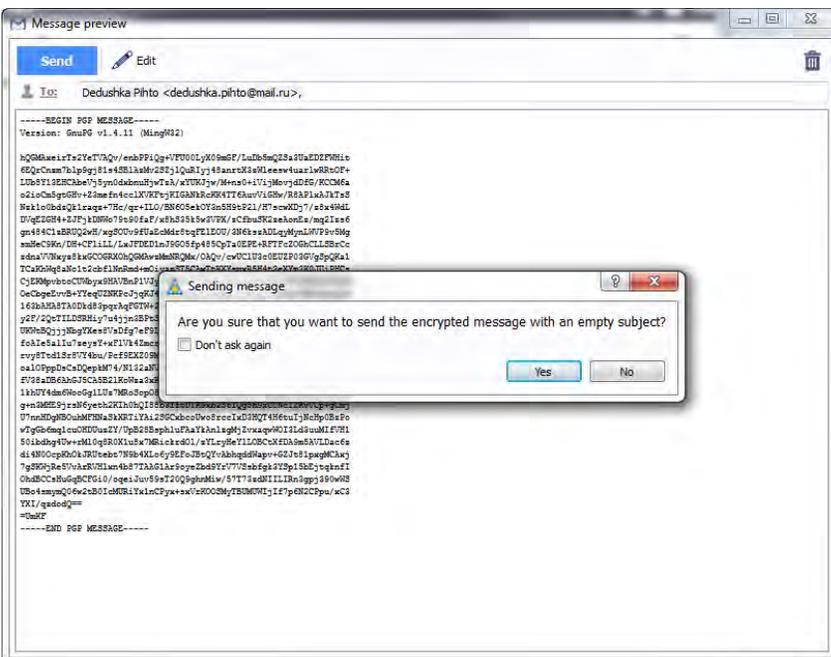
Checking mail

CM010 Preselect email provider depending on the email address a user uses for login to the application:

CM030 Prefill **Email address** field with the email address a user uses for login to Privacy Everywhere:
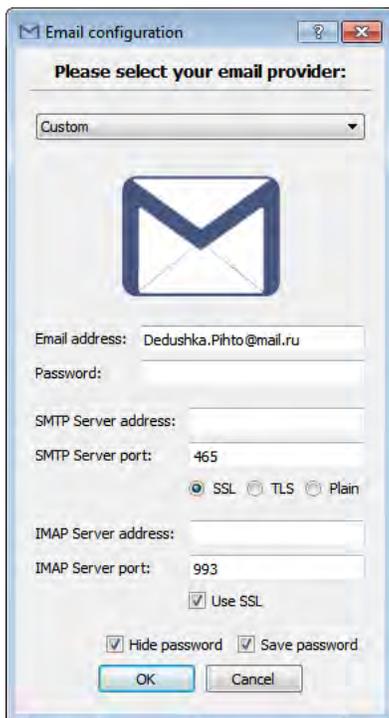
CM033 For known email providers, also prefill server settings with their actual parameters. Don't make users to search this info on the email provider's website.

CM035 Consider replacing label **Plain** with **No encryption**.

CM040 It is not clear why there are no fields for a POP3 server.

CM050 After clicking **Check mail** button I receive the **Can't fetch the messages** message. This is why I was unable to review mail delivery functionality. (Testing of SMTP and IMAP servers was successful.)

CMO60 It is not clear how to change mail server settings after they were set at the previous step.

Receiving a message

RM010 Mail from smtp@privacyanywhere.com is often (not always) delivered to spam folder. (I use Outlook 2010 with the level of junk email protection set to "High".)

RM020 It is not clear what to do with a lock a recipient has received. There must be some instruction for a recipient of a lock.

RM030 Show sender's name in the subject line:

Public lock from ivan@interux.com

smtp@privacyanywhere.net

People may not remember emails of their friends but they remember their names.

UX review of Binary.com

Version 1 | 06.02.2015

General

GE010 Replace ALL CAPS texts in menus and on buttons with Sentence case throughout the whole website.

It is known since 1914 that texts printed with ALL CAPS are less readable and less comprehensible than Sentence case texts.

GE020 Replace flat buttons with embossed 3D-looking buttons. People click 3D buttons 1.5 times more readily than they click flat ones.

GE030 Don't open links in new tabs[1].

GE040 Use consistent link colors[2]:

GE050 **Try it now** doesn't look like a link:
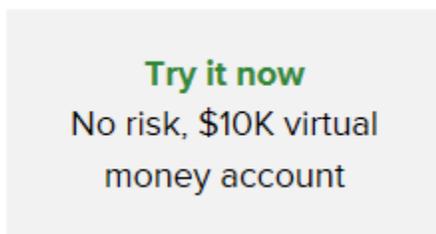
Replace it with a CTA button.

GE060 Analysis of users' clicks within supplementary navigation suggests that some items could be duplicated in the main menu:

---

[1] *Should Links Open In New Windows?*

[2] See item #3 in: *Would your Site Pass a Usability Assessment?*

In particular, it can be recommended that **Payment methods**, **About us** and perhaps also **Chart app** items might appear on the main navigation. An enormous popularity of **Rise/fall table** is visible also on "clicks" and "clicks precise" charts:

Perhaps a link to this page can be somehow included into the body of the homepage (not sure).

Registration, login, account opening

RL010 Registration and login forms look very similarly but registration form asks for **Email address** while login form asks for **Login ID**:

This will definitely confuse users (in particular, some people will not read Binary.com welcome email, others will open it but will not understand that they should use login ID instead of email for logging in). Recommendation is to allow users always use their email as a username.

RL020 "Login ID not given" is a poor error message:

If a user entered an email address (i. e. xxx@yyy.zz), explain him that he should use login ID, not email.

RL030 Account opening form looks too long:

The fewer fields you ask to fill in, the better the odds are of people completing your form[3,4]. Are all these fields absolutely necessary? Is it possible to ask for some information later?

RL050 Users expect to see first and family name written on a single line[5]:

---

[3] *"The fewer questions, the better"*: p. 31 in: Jarrett C., Gaffney G. (2008) *Forms that Work: Designing Web Forms for Usability*, Burlington: Morgan Kaufmann.

[4] *Case Study: Fewer Input Fields Increases Conversions*.

[5] *Web form design guidelines: an eyetracking study*.

RL060 Family name is actually the first name in many cultures[6]. Consider combining these two fields into a single **Full name** field as W3C suggests[7]:

Full name

RL070 Date of birth, street address, city, state and telephone number fields are well-known conversion killers[8]:

Asking for age reduces conversion rate by 3%.

Asking for a telephone number (or implying user would be called) causes a 5% dip.

Asking for city and state reduces rate by 2%.

Asking for street address reduces rate by 4%.

I understand that these fields may be dictated by legal issues, but try to replace the date of birth with "I confirm I am aged 18 years or older" (or something similar) and consider postponing asking about the address and the telephone number to some later moment.

RL080 Distinguish between mandatory and optional fields[9]. It is also recommended to mark both the required *and* optional fields explicitly[10].

RL090 Poor error message:

Telephone   +44 (0) 20 3239 2211
             Invalid telephone number.

It is not clear what's wrong with this number: it was copied from your own **Contact us** page. Recommendation is to accept phone numbers in any format. (If you use phone numbers for some automatic services like sending SMS, then provide format for entering correct phone numbers.)

---

[6] P. 246 in: Nielsen J. (1993) *Usability Engineering*, San Francisco: Morgan Kaufmann.

[7] See section "Implications for field design" in: *Personal names around the world*.

[8] *How To Optimize Contact Forms For Conversions [Infographic]*.

[9] *Distinguish Required and Optional Date Entry Fields*.

[10] *E-Commerce Checkouts Need to Mark Both Required and Optional Fields Explicitly (Only 9% Do So)*.

RL100 If a user is logged in with his virtual money account and he wants to upgrade to real money account, he is asked to enter a password anyway:

Password [   ]
5 - 25 characters and alphanumeric only.

It is not clear if he should enter his existing password or create a new one. (Approx. 40% of users say they would rather undertake household chores like cleaning the toilet than have to create another password[11].) Recommendation is to prefill **Password** field with user's existing password and provide a functionality to view it ("view password" icon).

RL110 Users often do not notice terms of service checkboxes:

☐I have read and agree to the terms and conditions of the site.

It is recommended to replace this checkbox with a combination of terms of service agreement and primary action button[12]:

By clicking "Register" you agree to eBay Express's privacy policy and terms of use. You also agree to be contacted for marketing purposes, but you can change your notification preferences in your account.

[**Register**]

By clicking on the button below, I agree with the Terms of Service.

[**Agree & Place Order**]   Cancel Order

FIGURES 6.15 & 6.16
Two approaches for combining terms of service agreement and form completion into a single action.

Homepage

HP010 Registration form is still visible to *logged-in* users:
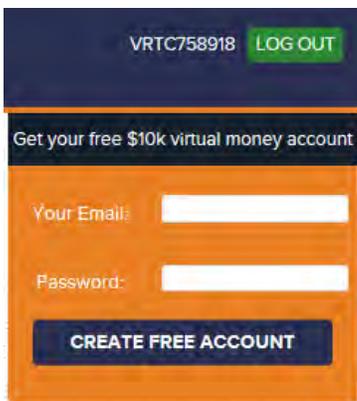
VRTC758918 LOG OUT

Get your free $10k virtual money account

Your Email: [   ]

Password: [   ]

CREATE FREE ACCOUNT

It shouldn't.

---

[11] *Online Americans Fatigued by Password Overload Janrain Study Finds*.

[12] P. 101 in: Wroblewski L. (2008) *Web Form Design: Filling in the Blanks*, Brooklyn: Rosenfeld Media.

HP040 There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful[13].

Remove the carousel completely or replace it with a couple of static banners[14].

HP080 In this context, an emblem to the left looks like a fake award:

This doesn't add visitors' trust to your website.

HP090 Ticker tape is probably an unnecessary and useless attention distractor:

HP100 This is barely a good explanation of the trading process for novices:

HP110 Try it now receives much smaller number of clicks if compared to **Create free account**:

---
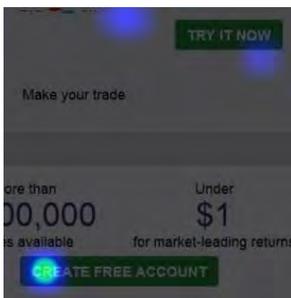
[13] See e. g. *Kill conversion killing carousels now*, *Don't use automatic image sliders or carousels, ignore the fad*, *Rotating banners? Just say No!*, *Rotating offers – the scourge of home page design*, *That big sliding banner? Yeah, it's rubbish*.

[14] *"A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content"*: page 6 in RedEye (2014) *10 Usability Issues We've Seen and You Should Be Avoiding*.

Consider removing **Try it now** or rephrasing the CTA.

Payment methods

PM010 Explain at the beginning of the page that you do not charge fees for payouts or deposits.

PM020 It is not good to start with slowest payment methods (and how many clients actually use these methods?). Start with credit cards.

PM030 Looks like a discrepancy:

About us

Group Information

AU020 Carelessness: cropped logo:

Group History

AU030 Discrepancy:

About Us

The Binary.com service (formerly known as BetOnMarkets.com) is owned and operated by the Binary Ltd. Fully licensed and regulated, Binary.com has been providing financial trading to a worldwide audience of over 300,000 clients since 1999.

https://www.binary.com/about-us?l=EN

Binary.com reaches $2 billion turnover since starting in 1999

Binary.com has over 800,000 clients in its database and reaches the US$2 billion milestone in our 15th year, making us one of the leading binary options providers.

https://www.binary.com/group-history?l=EN

FAQ

FA010 Bug: Mouse click doesn't work in this field in IE and Safari:

Works ok in Chrome.

Deposit and withdrawal

DW010 It is not clear what these buttons do here:

DW030 Right mouse click brings up a strange popup menu:

Naturally, users will copy and paste their credit card numbers and they expect a normal browser's menu with **Paste** command.

DW040 Combining month and year in a single field is unusual and is probably not a good idea because the resulting list is too long:

DW050 Bug: Reload Cashier link doesn't work:

DW060 Request payout form doesn't remember card expiration date:

Trading

TR010 This menu suffers from a serious diagonal problem[15]:

---

[15] See section "Speed" in *Mega Menus Work Well for Site Navigation*.

Add a delay or better make the submenu vertical.

TR020 In general, the trading interface looks cluttered and ugly. Too many popups, too many clicks, and too slow:

My general impression is that all this can be and should be redesigned with an interface without any popups and with dramatically reduced number of clicks.

TR030 Information density is very low (causing too much eye movements) and font size is too small:

USD **20.00** payout if AUD/JPY is strictly **higher** than **entry spot** at 5 minutes after contract start time.

Table	Chart	Explanation

Start Time	Now	End Time
2015-02-06 00:13:13	2015-02-06 00:14:41	2015-02-06 00:18:13
	1 minute 27 seconds	3 minutes 32 seconds

Entry Spot	Current Spot	Exit Spot
91.641	91.652	
barrier: entry spot	barrier: current spot minus 0.011	

Purchase Price	Indicative Price	Final Price
USD 9.94	USD 11.71	
	17.77%	

Resale of this contract is not offered with less than 15 minutes remaining.

USD **20.00** payout if AUD/JPY is strictly **lower** than **entry spot** at 5 minutes after contract start time.

Table	Chart	Explanation

Start Time	End Time
2015-02-06 00:57:05	2015-02-06 01:02:05

Entry Spot	Exit Spot
92.011	91.972
barrier: entry spot	barrier: exit spot plus 0.039

Purchase Price	Final Price
USD 11.95	USD 20.00
	67.36%

This contract has expired.

Profit table, Statement

2015-02-06 01:15:26	5067434581	Sell	USD **20.00** payout if AUD/JPY is strictly **higher** than **entry spot** at 5 minutes after contract start time. VIEW	20.00	30.36
2015-02-06 01:15:26	5067434521	Sell	USD **20.00** payout if AUD/JPY is strictly **lower** than **entry spot** at 5 minutes after contract start time. VIEW	0.00	10.36
2015-02-06 01:09:48	5067401421	Buy	USD **20.00** payout if AUD/JPY is strictly **higher** than **entry spot** at 5 minutes after contract start time. VIEW	-10.06	10.36

PS010 These tables use large font size and because of this are too long and not comprehensible. By the way, pictograms of these tables demonstrate more appropriate font size and information density:

1.64	3.00	1.36
25.00	49.25	24.25
1.52	3.00	1.48
5.40	10.00	4.60
1.68	0.00	-1.68
1.66	0.00	-1.66
2.69	0.00	-2.69

Recommendation is to present **Profit table** and **Statement** in a grid-like manner. Buttons **View** are probably unnecessary because it is possible to use links to view details:

5067660321   2015-02-06 01:47:34   USD 20.00 ▪ AUD/JPY ▪ higher ▪ 30 sec   7.74   2015-02-06 01:48:28   15.00   7.56

Usability and conversion review of Seawings.ae

Version 1 | 02.08.2015

General

GE010 Replace ALL CAPS texts in menus and buttons with Sentence case throughout the whole website.

It is known since 1914 that texts printed with ALL CAPS are less readable and less comprehensible than Sentence case texts[1].

GE020 Don't use blue color for non-links because it is used for links:

GE025 Use 3D-looking embossed buttons:

They convert better than flat buttons.

GE030 It's unnecessary to place image carousels on *all* pages.

GE040 Make all emails clickable (underlined):

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[1] P. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press.

CONTACT US FOR RESERVATIONS

☎ +971 4 8070708

✉ reservations@seawings.ae

GE050 Don't open links (or menu items) in new browser tabs[2].

GE060 Avoid stealth duplicate links[3]:

GE070 Enlarge CTA buttons, make them 1.5–2 times larger:

GE080 Footer menu looks exactly as the main menu but it is non-clickable:

SCENIC TOURS   CHARTER   MICE & EVENTS   GALLERY   PARTNERS   INFO   CONTACT US

A possible solution is to use black color for these headings so they will not look clickable.

---

[2] *Should Links Open In New Windows?*

[3] *"Stealth duplicates look different but go to the same place. The primary problem of stealth duplicate links is that they imply the existence of additional pages or options that don't exist. Users can waste time exploring them, only to discover that their destinations are the same."*, p. 93 in: Johnson J. (2003) *Web Bloopers: 60 Common Web Design Mistakes and How to Avoid Them*, Amsterdam: Morgan Kaufmann.

Masthead and main menu

MH010 Add phone and clickable (underlined) email (info@seawings.ae).

MH020 Slogan typeface is unreadable, use more readable font.

MH030 Consider replacing inspirational slogan **Seaplane Tours: The Experience of a Lifetime!** with a more direct one, e. g. **Scenic aerial tours in Dubai and Abu Dhabi** or **Scenic aerial tours and charters in Dubai and Abu Dhabi**.

MH040 Consider placing logo at the left to increase the chances that users would click it to load the homepage. Centrally located logo may be not perceived as a link to homepage.

MH050 Increase visibility of main menu. Users expect main menu to look as a dark colored bar.

MH060 Consider placing **Dubai tours** and **Abu Dhabi tours** menu items immediately on the main menu instead of a submenu.

MH070 Consider adding **About us** to the main menu:

MH080 Is **Partners** menu item absolutely necessary on the main navigation?

MH090 Consider increasing font size of textual descriptions.

## Homepage

HP010 Don't place important things on the right sidebar because users often perceive this area as a place for ads and rarely look there:


HP020 {For A/B-testing} Remove image carousel. Two main problems with the carousel are that it occupies too much most valuable screen real estate and it is not clear what concrete tours these images illustrate. Test this homepage layout:

Seawings

Scenic aerial tours in Dubai and Abu Dhabi

+971 4 8070708
info@seavings.ae

Home | Dubai tours | Abu Dhabi tours | Charters | Events | Gallery | Partners | About us | Contact

Dubai scenic tours

Abu Dhabi scenic tours

Dubai World Islands Journey

A journey of sensory overload onboard a Seawings seaplane, delve into Dubai's historic past, its present-day modern metropolis and the future developments of that are yet to come. The most complete experience that Seawings offers, a journey not to be missed and never to be forgotten.

Flight duration: **40 min**   Boat duration: **25 min**

Price per person: **AED 1,895** = approx. **USD 516**

View details

Dubai Creek Silver

A tour specially designed for you to discover the charm of Old Dubai, Dubai Creek Silver lets you step back in time with aerial views of a vibrant neighbourhood that's still full of abras, dhows, and spice souks.

Flight duration: **40 min**

Price per person: **AED 1,595** = approx. **USD 434**

View details

Dubai Jebel Ali Silver

Experience an unforgettable aerial excursion across the architectural wonders of ultra-modern Dubai with Dubai Jebel Ali Silver, a scenic tour designed to showcase the growth and development of Dubai.

Flight duration: **40 min**

Price per person: **AED 1,495** = approx. **USD 407**

View details

Dubai Creek Gold

Dubai Creek Gold is an exclusive charter flight taking off and landing at the historic Dubai Creek with flight route carefully planned for you to explore the history and heritage of Dubai.

Flight duration: **40 min**

Price per charter: **AED 12,900** = approx. **USD 3,512**

View details

Abu Dhabi scenic tours

Dubai scenic tours

Abu Dhabi Snapshot

The perfect seaplane tour that offers a snapshot of the UAE capital's cityscape and its beautiful natural surroundings from a unique perspective.

Flight duration: **25 min**

Price per person: **AED 895** = approx. **USD 243**

View details

http://hxa8e0.axshare.com/home.html

Usability and conversion review of Seawings.ae
Version 1 | 02.08.2015

4

HP030 Use explicit CTAs (**View tours**, **View details** buttons) instead of arrows:

HP040 These links look like concrete tours but actually they are links to category pages with multiple tours:

Pluralazing will fix this: **Dubai scenic tour_s_**, **Abu Dhabi scenic tour_s_**.

HP050 This text is probably useless for visitors, consider removing it:

THE ULTIMATE LUXURY TOUR OF DUBAI

Dubai is a city with luxury at it's core. Let Seawings Seaplane Tours take you on a magical journey across the ever changing skyline. Gently take off from the pristine waters of Dubai and effortlessly ascending to the skies. Spectacular views, spacious cabin, luxury leather seats and five star service on every flight.

Observe unique perspectives of Dubai's iconic Burj Khalifa, Burj Al Arab, The World and Palm Jumeirah. Seawings delivers a once-in-a-lifetime luxury aerial experiences that you will want to relive every time you are in the UAE.

Seawings is "The number one thing to do in Dubai" - New York Times

HP060 Add three testimonials at the bottom of the homepage.

Category page

CP010 Consider removing image carousel from category pages.

CP020 Visually differentiate prices per person and per charter.

CP030 Consider placing badges on photos:
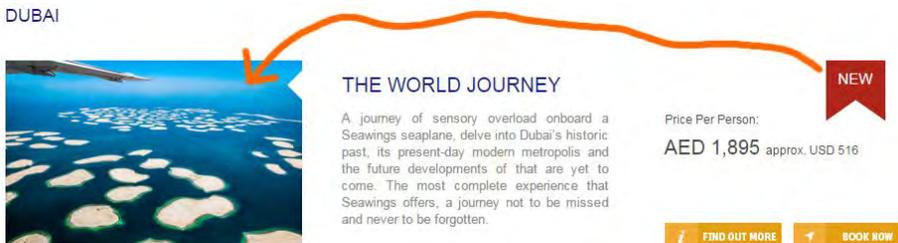
Currently they look isolated.

CP040 It's difficult to expect that customers will book a tour directly from a category page so consider removing **Book now** button. If you decide not to remove it use different colors for **Find out more** and **Book now** buttons (blue and orange correspondingly).

CP050 Add three testimonials at the bottom of the category page.

Product page

PP010 Don't advertize a page which visitor is already viewing (avoid stealth duplicates):

(Use **Most popular tours** instead of **Top 3 seaplane tours**.)

PP020 Add image gallery illustrating a *concrete* tour (about 10 images):

Start with the most interesting photos (not a photo of a plane, of course).

PP025 Include cabin photo showing the seats.

PP030 Visually emphasize price:

Duration: 40 minutes (dock-to-dock)

Departure: From Dubai Creek Golf & Yacht Club

Arrival: To Dubai Creek Golf & Yacht Club

Price: AED 12,900 approx. USD 3,512 per charter

Price is more important than duration, departure and arrival.

PP032 Provide more detailed info about departure/arrival points and how to get there.

PP035 Add calendar showing tour availability. Don't make customers to reveal fully booked flights at the booking stage:

> These flights match your search:
> Sorry there are no matching flights available.

Not many customers are patient enough to struggle fully booked tours for a long time.

PP038 Provide schedule of flights or at least operating hours.

PP040 Place landmark images on a map, currently maps look like flights over the sea and an empty desert:

Example:

PP050 Personalize testimonials, add happy customers' names:

WHAT OTHERS ARE SAYING...

"We flew over Dubai this morning. It was awesome, breathtaking and mind-blowing. Do it before you die!!"

"...we thank Seawings for making our trip the most memorable one! EVERYONE who visits Dubai should try this!"

PP060 Remove this image gallery because it doesn't illustrate a particular tour and therefore is misleading:

IMAGE GALLERY

PP070 Most probably these tags are useless, remove them:

TAGS

PP080 Allow selection of add-ons on the product page. Currently they are positioned in a wrong place and booked separately from the tour:

RECOMMENDED ADD-ONS

PP090 These buttons actually are not shares:

SOCIAL SHARES

Change the heading.

PP100 Add (many) testimonials at the bottom of the product page.

PP110 Provide info about your return policy in case of tour cancellation by operator and by travelers. Also provide info about date changes.

PP120 Explain how to cancel (rebook to another name) one seat in a group tour.

PP130 Provide info if passengers with special requirements (wheelchair, heart stimulator, pregnancy) can attend the tour.

PP140 Provide aircraft details (model, age, technical data).

PP150 Advise what a tourist should take with him on board, and what is prohibited (selfie sticks, glasses, drinks, meals, camera, shoes etc.).

PP160 Consider adding info about pilot name and qualification, also cabin crew and guide names and qualification.

Booking

BK010 Don't open booking pages in new windows/tabs.

BK020 Check presentation of booking pages on different mobiles[4]:
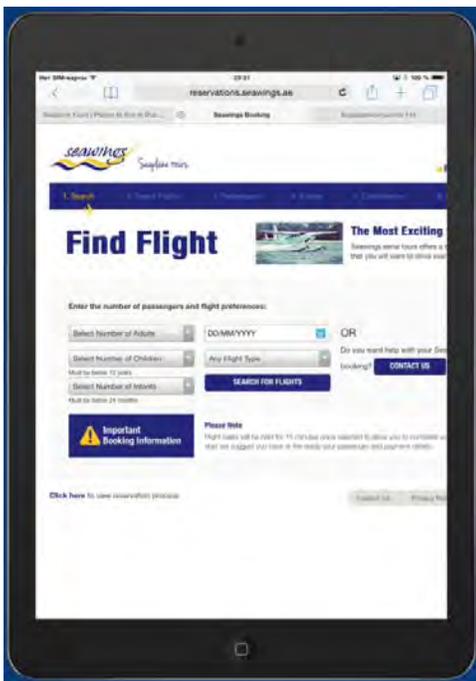
*Page cropped on iPad 2 in portrait orientation (768*1024)*

---

[4] Other mobiles I tested the website on displayed the mobile version of the website.

BK025 Increase text to background contrast of the progress bar:

BK030 Replace **Find flights** header with **Book your flight** or **Book your tour**. A customer has already selected his tour and expects it to be available.

BK040 Don't show tour name in a dropbox:

Show it in a plain text instead. (Mobile version does this correctly.)

BK045 Don't put dropboxes' labels into dropboxes:

This makes users to perform unnecessary selections (when number of children and infants is 0). Use this approach (preset appropriate defaults; also note that radiobuttons require one click instead of two clicks in case of dropboxes):

BK048 Allow keyboard input of date:

DD/MM/YYYY format is misleading here.

BK049 Actually dates are presented in a different format (**Month/Day/YYYY**):

Use **DD/MM/YYYY** format with leading zeros.

BK050 Avoid multiple-column form layouts[5]:

BK050 Differentiate the CTA button from other visually competing objects:

BK060 Consider increasing session length (or making it proportional to the number of passengers):


Entering details for 9 passengers may well take more than 15 minutes because some passenger data may not be at hand.

BK070 Users don't like filling-in web forms. Provide the telephone number and clickable email instead:

BK080 Are any flights available? I clicked **Next day** from August 9th to 25th…

---

[5] "You should avoid multi-column layouts for form fields" (http://baymard.com/blog/avoid-multi-column-forms); "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" (http://uxdesign.smashingmagazine.com/2011/11/08/extensive-guide-web-form-usability).

Flights available on Tuesday, August 25, 2015

Date: **Tuesday, August 25, 2015**
Number of Adults: **2**
Number of Children: **None**
Number of Infants: **None**

Unfortunately no flights are currently available on the selected date. This could mean all flights are full, or we are not yet taking reservations for the selected date. Please try another day or contact us at reservations@seawings.ae for assistance.

◀ **Previous Day**   **All Flights For This Day**   **Next Day** ▶

◀ **Back to Flight Search**

Contact

CN010 = **BK070**

CN020 Provide photos of your ticketing/boarding offices and their locations on the map.

CN030 Remove photo carousel, it's unnecessary here.

CupoNation coupon shop recommendations

Version 1 | 21.08.2015

1. CTA button label should begin with a verb: **Get coupon code**, **See sale**, **Get deal**, **Show coupon code** etc:
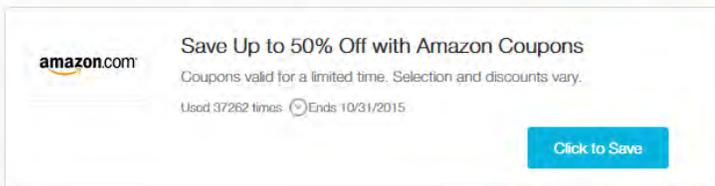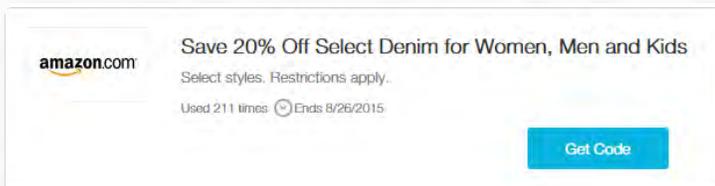
2. Use embossed 3D-looking CTA buttons: people click them more readily than they click flat buttons:

(A button must have 'normal', 'hover' and 'pressed' states. Hover color must be more intense than normal color.)

3. Duplicate CTAs don't increase CTR, they only confuse users:
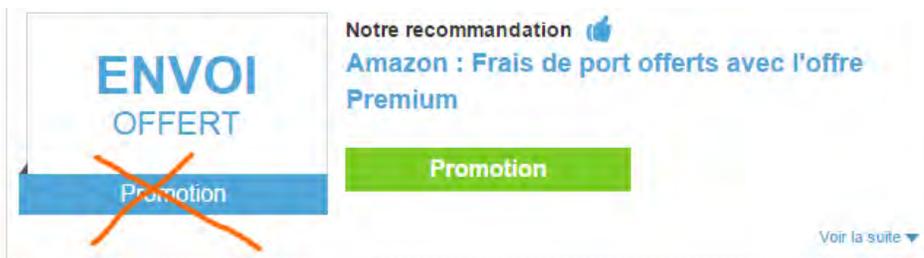
4. Show details of the coupon without the necessity for a user to expand them:

5. Show coupon usage stats (social proof):

However, don't show the stats if usage numbers are small. Make a decision depending on a concrete coupon shop.

6. Provide sense of urgency:

7. Separate coupons clearly, use borders around them:
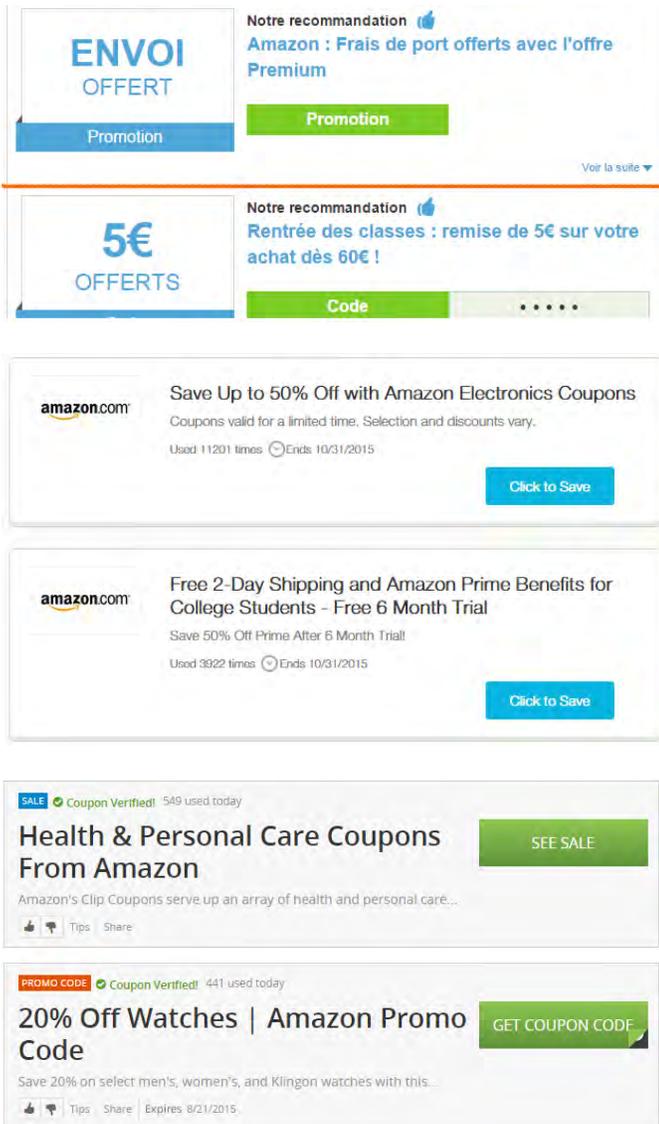
8. {For A/B-testing} Replace blue coupon headers with black ones.

9. {For A/B-testing} Place vendor logo on each coupon.

10. Consider adding saving and dark (email, sms) sharing functionality:

http://www.retailmenot.com/view/amazon.com

UX review of StoryPlanner.com

Version 1 | 04.10.2015

General comments

GE010 Add a slogan explaining the website purpose to the right of the logo: this will motivate new visitors to research the website more attentively; for example:

(This slogan is simply from the top of my head. You know your target audience much better and, of course, would be able to figure out the perfect wording for them.)

GE020 Increase text to background contrast for important messages. These texts are important but barely legible:

Many writers have non-perfect vision.

GE030 Avoid this annoying popup (it appears on right mouse click or CTRL-C):
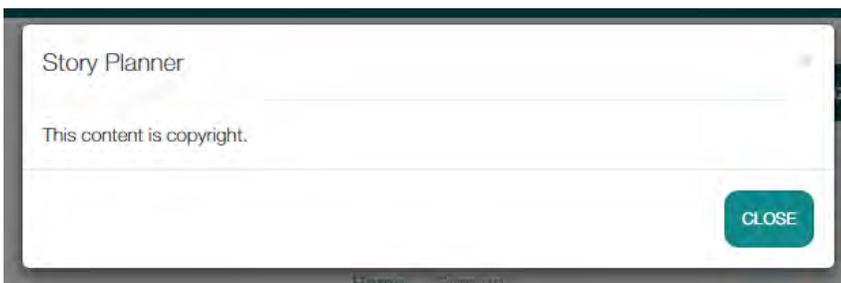
It is absolutely expectable and natural that users will copy and paste pieces of text on your website because this is an intrinsic component of the writer's work.

Main menu

MM010 Replace **ALL CAPS** with **Sentence case**. It is known that **ALL CAPS** texts are less readable and less understandable than **Sentence case** texts.

MM020 Increase font size:

Small font menu items are difficult to read and select, especially on touchscreens.

Homepage

HP010 Texts printed over photos may be difficult to read especially when background image is light.
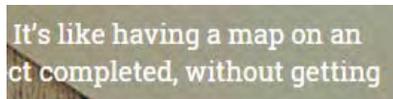
Consider adding a shadow rectangle below the text or increasing the font size.

HP020 Consider replacing **FIND OUT HOW** button with **Browse the story plans** or **Try story planner now**. It is better to show a product immediately than encouraging a customer to read a tutorial.

HP030 This pattern looks like a four-step progress indicator with first step selected and two control buttons below:
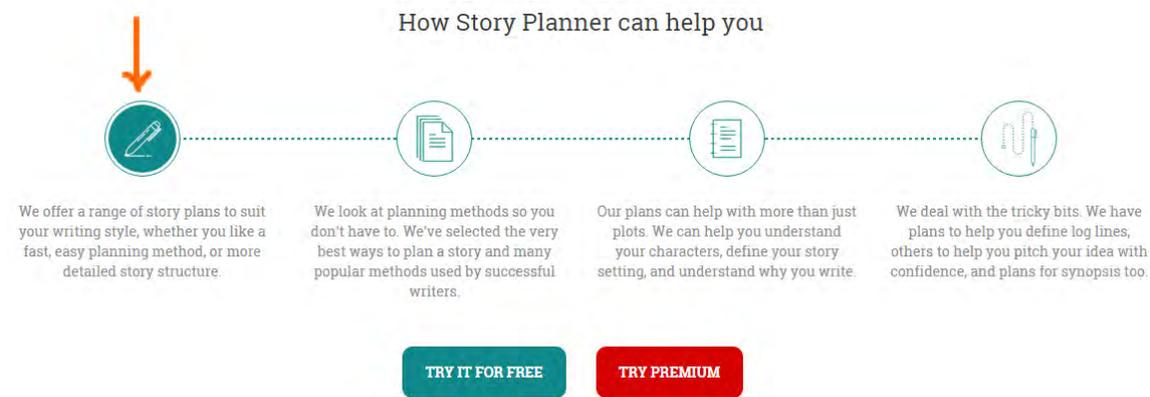

Users will click steps 2-4 to see what happens. But they are non-clickable. Avoid highlighting the first step and remove dotted lines connecting them because this is not a sequence of steps but a list of product features.

HP040 Consider removing these two carousels:
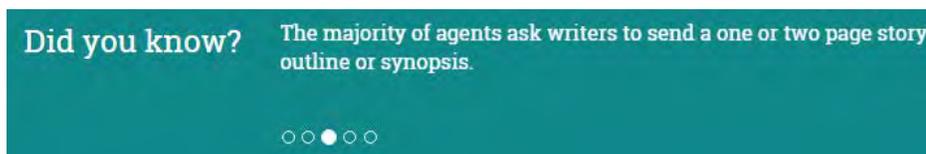
Animated objects will definitely attract user's attention but these carousels don't have any critically important information and rotate too quickly to be read. You may also replace second automatically progressing carousel with manual scrolling:

Show author's photo first, then citation. Otherwise users will think that you show them customer testimonials.

Registration

RE010 Mandatory registration before showing the products is a powerful barrier to conversion and should be avoided. Instead, use gradual engagement principle[1]: first show customers what is available and allow them to start working on the free plans immediately; ask for registration only when users attempt to *save* their work (i. e. when they click **Save** button below the story plan). At that moment, registration will be perceived as a natural and logical step in the workflow and users will register much more readily.

(Do not forget to remove step 1 from Step-by-step guide.)

RE020 Current *de facto* registration standard assumes that registration form includes only two fields: **Email** and **Password** (entered only once):

Full name is in fact useless and unnecessary[2] (yes, I understand that it will be shown in an exported file). Also remove **Terms and conditions** checkbox.

Log in

LG010 Place **Keep me logged in** checkbox above the **Log in** button, otherwise a user may not notice it.

LG020 Also preselect this checkbox.

---

[1] See *Sign Up Forms Must Die*: in this article Luke Wroblewski gives several examples of websites that are highly relevant to StoryPlanner.

[2] More info about registration and login best practices can be found here: *5 UX Tips for Designing More Usable Registration Forms*. In particular, keep users signed in when they register and do not require them to sign in immediately after registration.

LG030 After logging in, proceed to **My story plans** page, not to **My account details**.

My story plans

SP010 If **My story plans** list is empty, show **Add story plan** button.

Story structure

SS010 Place social buttons at the bottom of the page: (a) they distract user's attention, (2) nobody will use them, (3) there are already Twitter and Facebook buttons at the top right and bottom left of every page.

SS020 Plans should open on a single click.

SS030 Start with more elaborated and interesting plans like "Take off your pants", "The hero's journey" or "Save the cat!", show simple plans below. A visitor must quickly understand that you offer a valuable product.

SS040 For a user to differentiate and remember plans better consider colorizing frame borders or adding icons to them.

Story plan

PL010 It is difficult to expect that many users will save and edit their large opuses directly on the website. Most probably they will want to have them as Word (or sometimes plain text) documents. Nobody will export their texts as PDF documents. The recommendation is to rename **Export** button with **Save as Word** and **Send by email** buttons (two different buttons). The file (or email subject) name should be project name.

PL020 Include the section names and section hints into the exported documents. Writers will need them for future work on the exported documents. They will be able to easily remove them later.

PL030 Hint buttons are too small on mobiles and it may be difficult to tap them with a finger:


They should be probably enlarged.

PL040 Consider replacing popup hints with an expand/collapse buttons. Also consider adding expand/collapse functionality to chapters because in case of a large opuses they will require too much scrolling.

Premium plans

PR010 Make the advantages of premium plans more clear by better structuring their descriptions:

A customer shouldn't re-read the same sentences to understand the main difference between basic and premium – unlimited use of multiple story plans. Also highlight the price for three months.

PR020 In the general case, remove discount code section because a customer will search for a promo code on Google and therefore leave your website[3]:
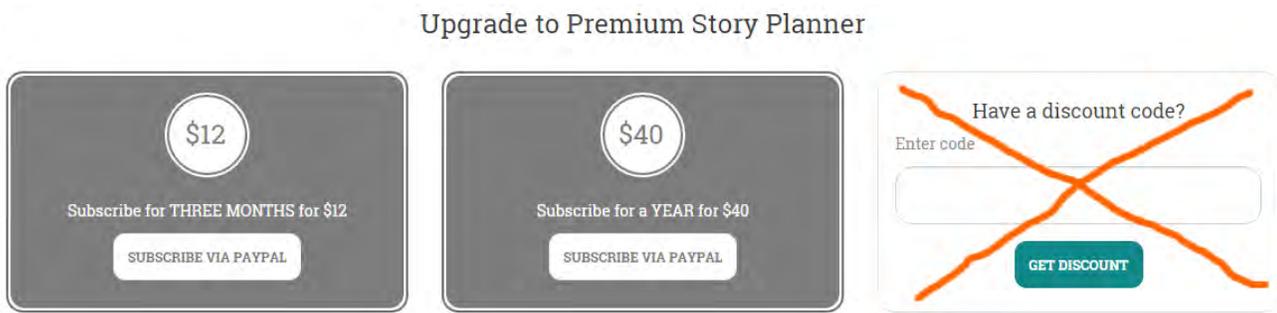
However, you can send a special link to a page with discount code section to an existing user.

PR030 Consider using more pleasant colors instead of gray. Also use an orange PayPal button (see https://www.paypal.com/webapps/mpp/logos-buttons).

PR040 Show credit card logos so a customer without a PayPal account could understand that he would be able to pay with a credit card.

---

[3] See *Stop "Promo Code Search" Leaks Once and For All to Increase Conversions* and *Do Coupon Codes INCREASE Checkout Abandonment?*.

Recommendations on Gatherin.com.au redesign

Version 2 | 31.12.2013

Homepage

HP010 The design of your homepage is trendy, but it makes people scroll, scroll and scroll. Although I am unaware of scientific evidence that people are bored with scrolling modern homepages, this is very probable.

Recommendations:

- Consider making your homepage more compact. In particular, try to place more key info above the page fold[1].
- At least do the following:

HP020 You mention "nice crowd, free of shady characters". However, images on your website depict exactly these shady characters ☺:


---

[1] *"Web users spend 80% of their time looking at information above the page fold. Although users do scroll, they allocate only 20% of their attention below the fold"*: http://www.nngroup.com/articles/scrolling-and-attention/.

Recommendation:

- Replace grey with a different color in the website palette. In particular, consider using blue and pink for male and female personages because this is a *de facto* standard on dating websites. Currently your website is not looking as a dating one. It probably must. Most dating websites use blue and pink as their main palette colors[2]. Your graphic designer may believe that blue and pink are extremely banal, but this may work well.

HP030 Never use grey for clickable objects because grey means "disabled", "non-clickable":
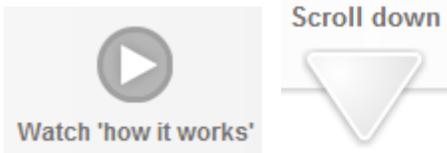
HP040 Place login to a position where a user expects it to be, i. e. upper left corner:
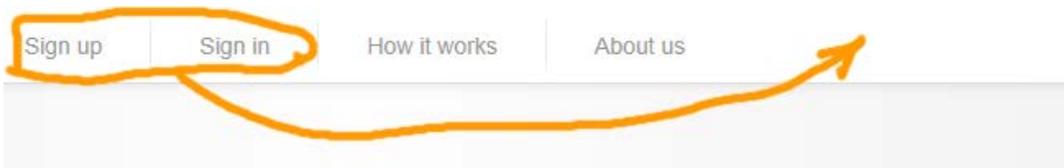
HP050 Printing grey text on grey background means low readability of your content.

Recommendation:

- Add more contrast to your copy.

Sign Up

SU010 *People hate to sign up*. Avoid this barrier and use gradual engagement approach described in Luke Wroblewski's article "Sign Up Forms Must Die"[3].

Recommendation:

- In your case, this may mean that you should first allow creating a starter, then ask to fill in a profile, and only after that ask for personal details necessary to authorize in the system (login/password).

---

[2] See results of a Google search for "dating website template":
https://www.google.com/search?site=imghp&tbm=isch&q=dating+website+template
[3] http://alistapart.com/article/signupforms; see also Luke's presentation: http://www.lukew.com/presos/preso.asp?25.

Sign up form

SF010 Sign up form is heavy.

Recommendations:

- Do not ask for password confirmation.
- Use **First name** + **Last name** as a default **Screen-name**.
- Preselect **I am a woman** radiobutton. (Women will be pleased, men will forgive you.)

SF020 It is very good that you place field labels above the fields, but repeating labels inside the fields is absolutely unnecessary (see also "Don't Put Labels Inside Text Boxes" article[4]).

E-mail confirmation

EM010 I understand this is a dummy message. Anyway, if you want a user to keep your email then include the following: (1) link to your website, (2) login, (3) password.

---

[4] http://www.uxmatters.com/mt/archives/2013/02/dont-put-labels-inside-text-boxes-unless-youre-luke-w.php

Profile pages

PR010 Don't show this notice, it's unnecessary and only side-tracks user's attention:
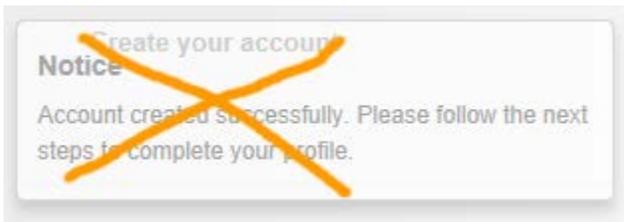
PR020 Don't mention purchasing anything during profile creation:

PR030 Is *Sydney* a good default for **Location** in your case? (I don't know.)

PR040 If my height is 184, what should I select from this list?

Recommendations:

- Replace this dropdown with an entry field. Don't make people to pause not knowing what to do.
- Think about removing this field or making it optional.

PR050 Don't ask unnecessary questions:

PR060 If this is not for profile, explain why do you ask about interests:

PR070 After registration and profile creation, make **Start a gathering** the main point because this is probably why a user has just registered and created his profile:

Also consider loading **Start a new gathering** wizard instead of showing the **Summary** page.

Start a new gathering

SG010 Close calendar after selecting a date:

SG020 Browser's **Back** button works incorrectly on these pages:
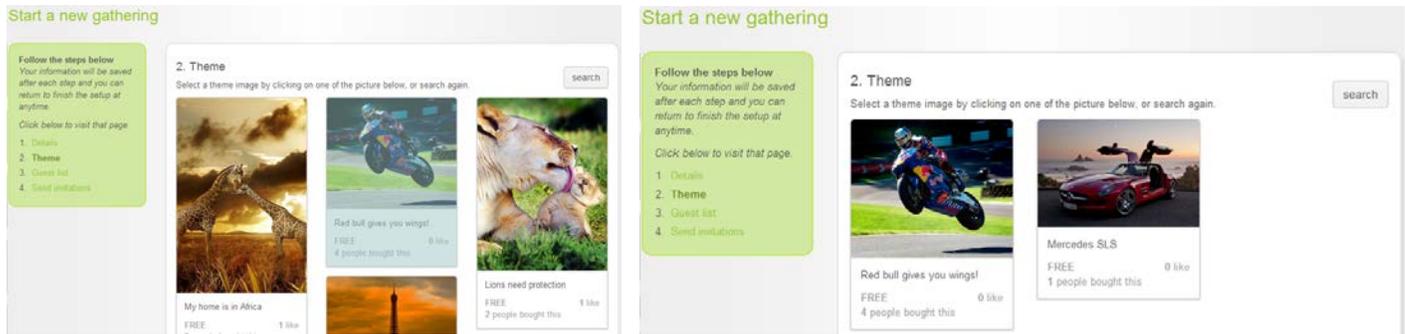
SG030 There must be options to load a file from user's computer and enter image URL:

SG035 Allow adding comments to a starter image: *"Let's discuss bla bla bla…"*.

SG040 This dialog is incomprehensible and must be redesigned:

SG050 In particular, avoid scrolling here:

SG060 Insufficient space for a message:

Invitation message

IN010 Include inviter's message into invitation email:

IN020 After clicking on Gatherin link an invitee arrives to **Sign in** page. Instead of this, forward her to **Create your free account** form. Prefill **Email address**, **First name**, **Last name** and **Gender** because you *already have* this info:

Use **First name** + **Last name** as a default **Screen-name** (**SF010**).

IN030 The order of fields in registration forms for invitees and those who register independently can be made different.

Conversation
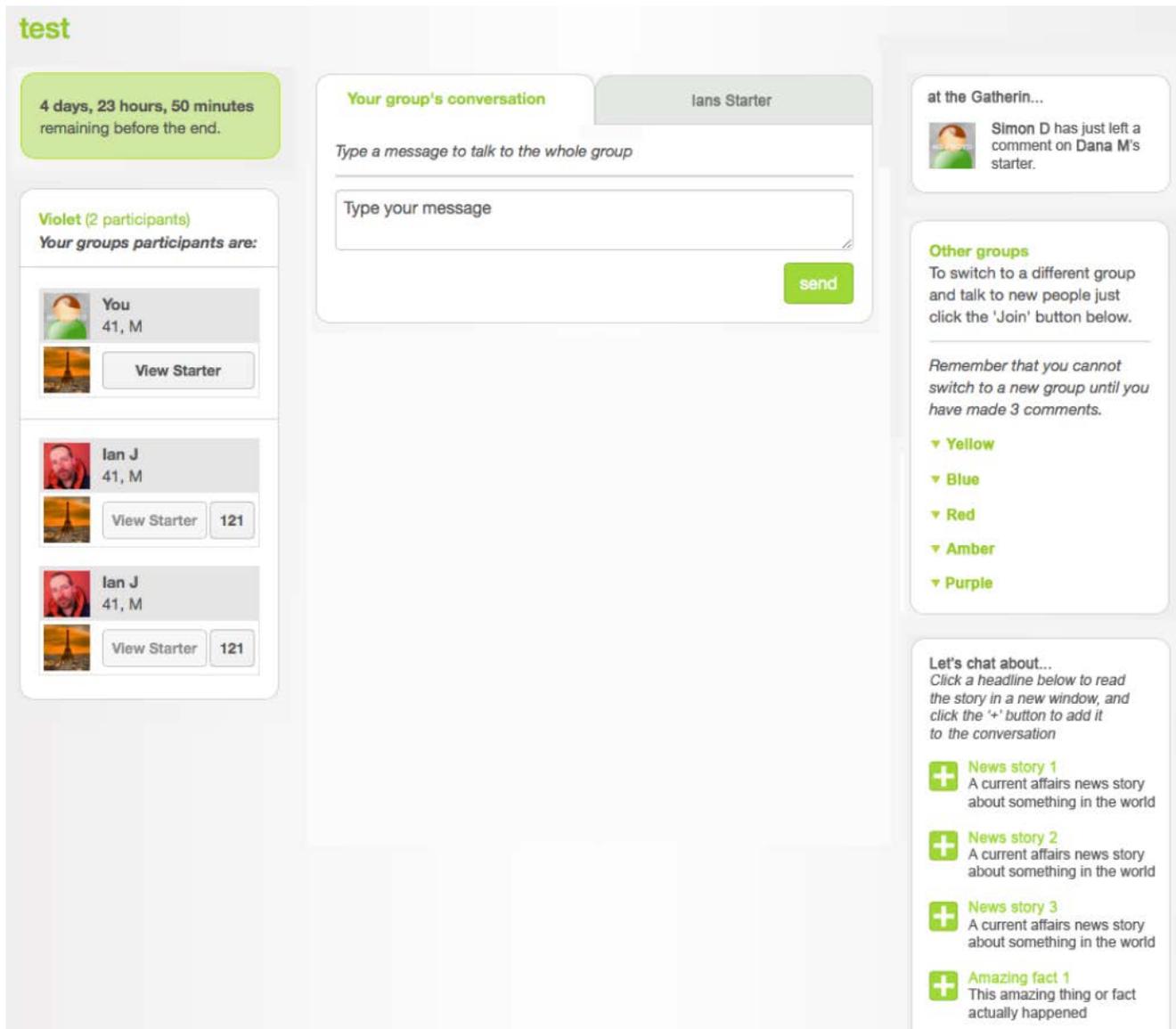
CO005 Your main goal is probably to avoid this scenario:

[1] Mary gets an invitation to attend a gathering

[2] Mary spends considerable time on registration and profile creation

[3] Mary comes in the conversation room

[4] It appears to be an "empty" space

[5] Mary leaves for evermore

CO010 First of all, conversation page must look as an "active" place. Show messages with timestamps, show who is online, show more notifications about last comments. This "activity monitor" is not enough:

at the Gatherin…

Simon D has just left a comment on Dana M's starter.

CO020 Consider adding a "lobby" space in addition to "rooms" (groups).

CO030 Think about adding a schedule of "circle times" and informing visitors about the next meeting time.

CO040 Allow sending messages to participants who are offline.

CO070 One of probable problems with initial arrangement of participants into groups. For example, John invited Mary but the system placed them into different groups. When Mary attends the room she expects to see John but he is absent. Mary counted on John that he might introduce her to the strangers and now she is peeved with John. But John is no ways to blame!

On the other hand, John and Mary are old friends and they are not interested in dating with each other, so placing them into the same small group is prospectless.

Recommendations:

- You need not to place an inviter and his invitees into the same group but it is desirable to inform invitees that an inviter is present now and to show them in which group he is located at the moment.
- It is also desirable to show an inviter who from his invitees followed his invitation to attend the gathering.

CO075 Generally, a key piece of any online community is that you can see who is there, right now. BBS's and IRC channels had this, back in the day, and today's equivalent is the presence information in instant messengers. Facebook shows who is online as well. And you know that dating websites usually have that indication.

Recommendations:

- Provide clear indication of *how many* participants are online (in total and in each group).
- Provide clear indication of each participant online status and also show the time when he last visited the gathering.

CO090 Consider adding "Tip a friend about NNN" functionality allowing to inform a friend about a candidate NNN who might interest him.

CO095 Consider adding "Who viewed my profile" functionality.

CO100 Asynchrony of current communication. I think your real goal is live chat. I suspect that people are not very interested in "another Facebook" for dating. Two main measures to transform communication into synchronous mode are introducing the schedule of meetings (**CO030**) and a lobby as the primary meeting place (**CO020**, **CO080**).

(In fact, I make all recommendations on the premise that communication must be synchronous.)

Thoughts about TravelCostCutter.com

Version 1 | 29.12.2015

1. I do not think a pure affiliate model can succeed in such industry as online travel. Some *added value* is absolutely necessary.

2. Current TravelCostCutter's prices are not competitive.

These are prices for three randomly selected hotels in Tallinn:

Competitors' prices are always better (5-10%). So, price is not a market differentiator for TravelCostCutter.

3. People will not book hotels on a website without reviews. And they will not post their reviews on a website without reviews.

No Reviews Available,
Write a review now

4. Five most recent TripAdvisor reviews cannot save the situation because people need 6-12 reviews to get an overall sense of hotel visitors' opinions[1].

5. Some research showed that travelers prefer summarized review content over full text reviews[2]. It is possible to incorporate TrustYou's *Meta-Reviews™* into the existing website or to develop a new parser and review aggregation algorithms for automated producing of summarized reviews.

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[1] Independent Study of more than 12,000 global respondents reveals online travel review trends.

6. Another option may be inquiring Oyster, GAYOT, or Frommer's about the possibilities of including their *professional* reviews of hotels (or at least their proprietary hotel rating scales). It is clear that leading hotel booking websites do not have professional reviews so presenting them may become a competitive advantage.

7. Similarly, adding *video* reviews by co-operating with Hotel Confidential or TVtrip may also become a differentiator.

8. Current website does not implement different persuasive techniques[3] (besides scarcity principle) to encourage more bookings. Many competitors use these techniques extensively.

9. One of the main deficiencies of existing hotel booking websites is that they may provide a lot of info about hotels themselves but offer little or no info about hotel *surroundings*. In particular, a *hotel surroundings profile* can be constructed based on the existing geolocation data. Simply speaking, the idea is to centre one leg of the compasses on the hotel on the map and draw a 2 km radius circle[4]:
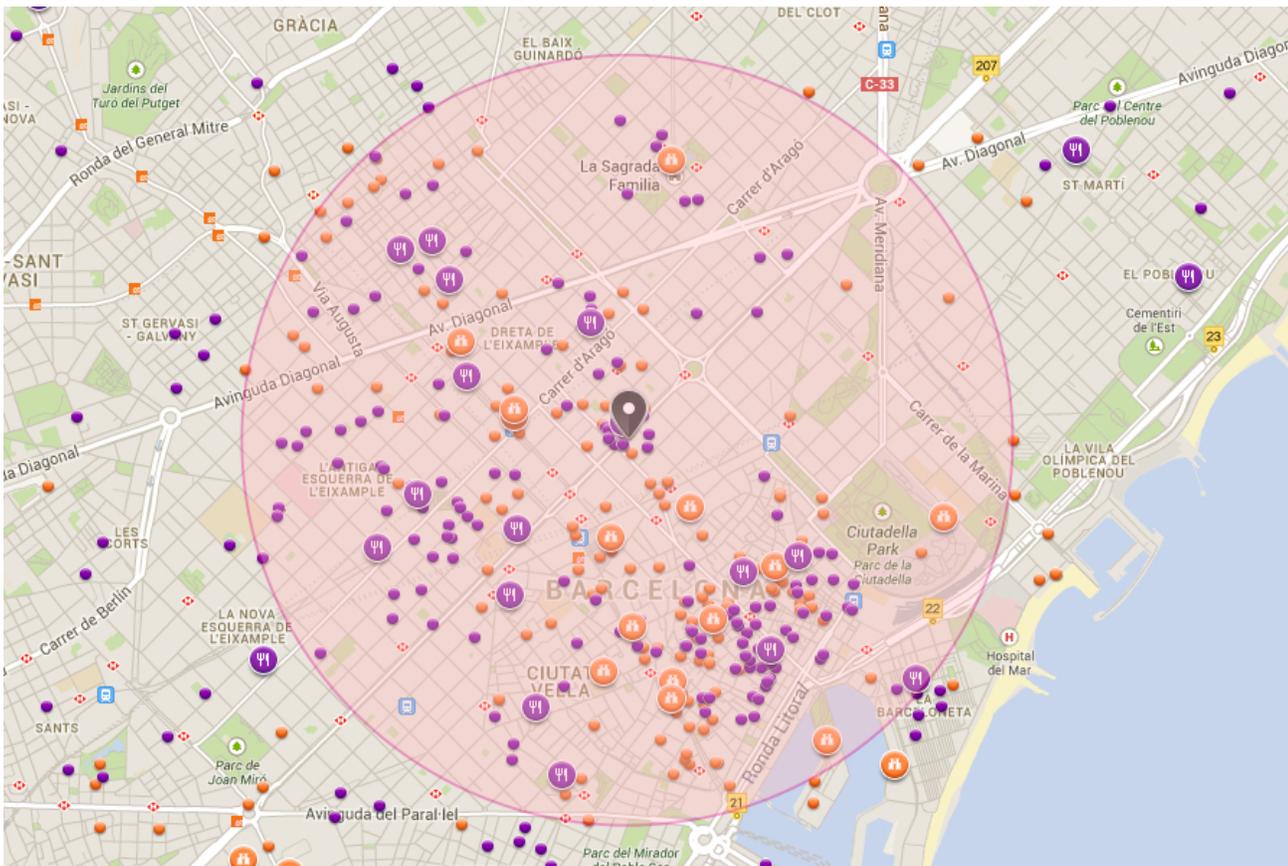
Then we count the numbers of occurrences of four top tourist priorities (cultural objects, shopping centers, restaurants and entertainment facilities) within a circle, normalize these numbers by maximum values for other hotels in a city and

---

[2] Ady M., Quadri-Felitti D. (2015) *Consumer Research Identifies How to Present Travel Review Content for More Bookings*, Munich: TrustYou, 8 p. (retrievable from: http://marketing.trustyou.com/acton/media/4951/how-to-present-review-content-for-more-conversions).

[3] See Booking.com: improving conversion with best practice persuasive design; Is Booking.com the most persuasive website in the world?; Case study Booking.com: 33 persuasion and optimization tricks.

[4] An average tourist walking speed is 4.2 km/h so the circle will approximately correspond to 30-45 minute walking distance from a hotel.

calculate a surroundings profile for a particular hotel. This profile can then be visualized on the hotel list (and hotel description pages) in a number of ways:
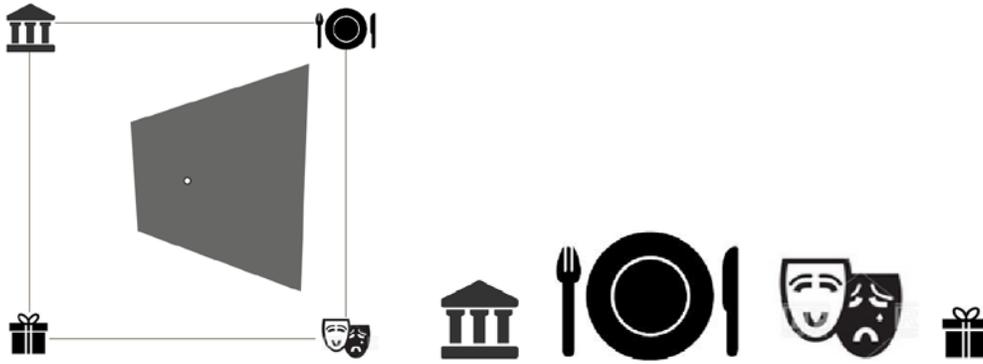
(this is an example of a hotel surrounded by larger numbers of restaurants and entertainment facilities but with smaller numbers of cultural objects and shopping centers).

It is expected that a website visitor will understand the desired pattern of a hotel quickly and then will perform hotel triage effectively based on that pattern. It is also possible to provide the lists of most important POIs of each type on a hotel description page:

Thoughts about Lanyards USA website

Version 1 | 23.06.2016

The following 13 competitor websites (lanyard suppliers) were analyzed:

Website	Price calculator	Online payment	Design configurator
IDCardGroup.com	+	+	+
4imprint USA	+	+	−
Lanyard Store	+	+	−
UMX	+	+	−
OTC Direct	+	+	−
CustomLanyard.Net	+	+	+
Everyday Lanyards	+	+	+
Hit Promotional Products	+	+	−
Quality Logo Products	+	±*	−
Staples Promotional Products	+	+	+
IDenticard	+	+	+
Vistaprint	+	+	+
ID&C**	+	+	+

* online order only, no online payment   ** UK company, included because of their interesting design configurator

All of them show product prices, have price calculators, and with one exception, accept online payments. Half of websites have design configurators for custom lanyards.

It is difficult to expect that Lanyards USA would be able to defy competition in a long run unless they offer functionality that has become standard for US websites.

Some recommendations are the same as for DynamicGift websites:

- use homepage primarily for category-level navigation (show the *full* range of products, provide direct links to subcategories);
- replace long texts with bulleted lists of advantages; examples:

Lowest Price Guaranteed
- Guaranteed lowest prices or get *110% back*.

100% On-Time Delivery
- We will NEVER miss your ship date/deadline.

Low Minimum Quantities
- Buy only what you need and nothing more.

FREE Digital or Paper Proofs
- See what it will look like BEFORE you buy.

3 Day and 1 Day Rush Service
- Rush service available on most products.

No Hidden Fees or Charges
- What you see is what you pay. No surprises.

WHY QLP?

- Risk Free Guarantee
- Lowest Price Guarantee
- 100% On Time Shipping
- Free Digital Proofs
- Quick & Easy Rush Service
- Personalized Service

Our **360°** Guarantee®
means you're covered from every angle.

- **On-time shipment** or your order is free.
- **Lowest prices** or double the difference.
- **Satisfaction** or we'll refund or rerun - your choice.

✔ Free samples ✔ Free design service ✔ Free setup/origination
✔ Free colour matching ✔ Free deluxe clips ✔ Express Delivery

Our Quick and Easy Order Process

✔ Let Us Know What You Want Printed on Your Lanyard
✔ We Send You A Graphic Proof to Approve
✔ We Send You A Picture of the Finished Lanyard to Approve
✔ We Send You The Finished Lanyards in 5-10 Days
✔ That's it - quick and easy!!!

SATISFACTION 110% GUARANTEE

EXPERT SERVICE WE'RE HERE TO HELP

LOWEST PRICE GUARANTEED

The Crestline Guarantee

Shopping for Custom Promotional Products has never been easier, thanks to the **Crestline Guarantee:**

Satisfaction Guarantee
Your custom imprinted product will be delivered exactly as you approved it, and your order will be free from material defect, or Crestline will refund your money.

On-Time Shipping
Your order of custom promotional products will ship in time to meet your agreed upon event date or your order is free!

Price Beat Guarantee
When you shop with Crestline, we make your promo item transaction SImple.Smooth.Solved. Our team tirelessly the competition's...Click here for more info.

- show prices for all products; offer online ordering and payment;
- consider offering promo kits depending on occasion (conference kit, press kit, exhibition kit, etc).

There are also recommendations specific to Lanyards USA website:

1. To make the main menu more noticeable, use inverted text/background scheme:

| Homepage | Donations | Graphics | About Us | FAQs | Sample Request | Order Status | Contact Us |

(note that standard place for **Contact us** is the rightmost menu item)

| Party Supplies | Occasions & Events | Toys & Games | Crafts | Teaching Supplies | Holidays | Sale |

BROWSE BY: PRODUCT ► INDUSTRY ► HOLIDAYS ► CAUSES ►

| ID CARD PRINTERS & SYSTEMS | PVC & PROX ID CARDS | RIBBONS & PRINTER SUPPLIES | BADGE HOLDERS, REELS & LANYARDS | CARD DESIGN SOFTWARE | VISITOR ID & DATA CAPTURE | PHOTO ID CAMERAS & HARDWARE | LUGGAGE TAGS & STRAPS |

2. Use phrase "No setup charges" because customers often see it on many competitor websites and they may be sensitive to it.

3. Shipping costs are not clear. It is also not clear if rush service cost is included in overnight delivery lanyards prices.

4. Match color of product image to user's selection:
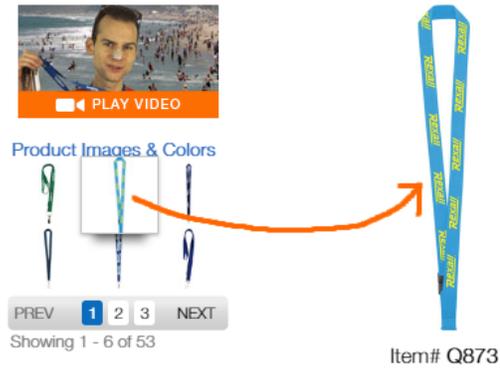
This should also work on *category* pages (on mouse click or mouse hover):

Customers shouldn't visit every product page to see available colors.

5. Don't overwhelm customers with excessive choice, because this paralyses them ("paradox of choice"[1]). A dozen color options is probably a perfect variety, but 28 attachment hooks are definitely an overkill:

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[1] *Cutting down on choice is the best way to make better decisions*; *Does offering more choices actually tank conversions?*.

STANDARD FITTINGS GUIDE

SPECIAL FITTINGS

On their design configurator, CustomLanyard.Net offers six attachment options (four free and two premium) and I think it's more than enough:

Attachment:

How many customers can understand the difference between "lobster" and "carabiner" hooks?..

6. Consider removing minimum order barrier (for example, VistaPrint avoided both minimum quantities and setup fees). Of course, you have the right to set a higher price for small orders.

Finally, several basic design considerations:

(a) Product images on category pages should be clickable:

(b) Avoid ALL CAPS texts throughout the whole website:

Use Sentence case instead[2].

(c) Don't use blue color for non-links[3]:

(d) Don't use the same color for links and non-links:

(e) Don't underline non-links:

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[2] It is known just since 1914 that texts printed with ALL CAPS are less legible and less comprehensible than Sentence case texts (p. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press). Modern designers don't know this. They mindlessly copy each other designs and it becomes a "design trend".

[3] *"Don't use blue for non-link text, even if you don't use blue as your link color. Blue is still the color with the strongest perceived affordance of clickability"* (*Guidelines for Visualizing Links*).