Did you know?

Over 40% of mobile applications don't support zooming gestures.

1. Support Image Zooming by Pinching and Double-tap Gestures

People are familiar with gestures like double tapping and pinching in order to zoom into images on mobile. During a mobile e-commerce usability study the Baymard Institute found that, quite naturally, shoppers want to be able to inspect the product thoroughly, and are concerned about the small details.

Did you know?

Over 61% of mobile users use their desktop to finalize their purchases.

2. Provide a "Save" Feature for the Shopping Cart

A 'save shopping cart' feature reduces the number of cart abandonments and enables shoppers to save items for a later purchase. Persistent shopping carts allow customers to continue their shopping without the need to search for the desired product on their return—a feature that 55% of shoppers would make use of.

Did you know?

Using "steppers" instead of dropdowns reduces shopper effort & stress.

3. Use Descriptive, Well-Labeled Forms

It's especially important on mobile that the UX design of an e-commerce app or site, while eliminating any confusion, allows users to complete forms as quickly as possible. Using "steppers" instead of dropdowns to select product quantity for example is much more touch-friendly.

Did you know?

Microinteractions convey a better sense of trust, reduce shopper anxiety and prevent errors.

4. Use Microinteractions to Improve Mobile Shopping UX

Microinteractions are details in a product's interface meant to accomplish a single task while improving the natural product flow. Liking and rating a product, picking a color and size, and swiping down to refresh data are all examples of microinteractions. Use microinteractions to make interactions feel more natural and smooth.

Did you know?

Understanding the most common ways shoppers hold their mobile devices improves mobile usability.

5. Provide Easy, Thumb-oriented Interaction

Adapting interfaces to how people naturally use mobile phones will increase user comfort and reduce shopper anxiety. Mobile devices and screen sizes vary, yet the "thumb zone," a critical aspect of the design and user experience, remains the same.

Did you know?

Using trust badges by security services like Norton or McAfee helps users perceive a website positively.

6. Convey a Feeling of Security to Shoppers

Security is one of the biggest concerns for users while shopping on mobile devices. Communicating that their transactions are secure adds a lot of value to the positive perception shoppers have towards a store.

Did you know?

Well-designed search takes on critical importance for a mobile e-commerce application.

7. Prioritize Search and Keep it Above the Fold

Shoppers use a mobile e-commerce site or app to explore products, or to purchase a particular product, consequently a well-designed search takes on critical importance for a mobile e-commerce application.

Did you know?

Over 60% of shoppers have difficulty finding the guest checkout option on mobile apps.

8. Provide Smooth, Easy, and Speedy Checkout

The Baymard Institute reports a rate of 35% for cart abandonment because of the requirement to create an account before purchasing. In order to decrease cart abandonment rates, it's important to design an easy, fast checkout process that doesn't ask shoppers to register first.

Did you know?

Automation of data-processes improves UX and positively affects conversion rates.

9. Provide Intelligent Lookup, Auto-suggestion, and Errors

The main purpose behind auto-suggestion is to make it easier and faster for users to fill out forms. Auto-suggestion predicts common search queries, and helps shoppers find products more easily. Mobile usability can be further improved by using credit card type auto-detection.