

Mobile eCommerce Best Practices for UX

Heed the Need for Speed

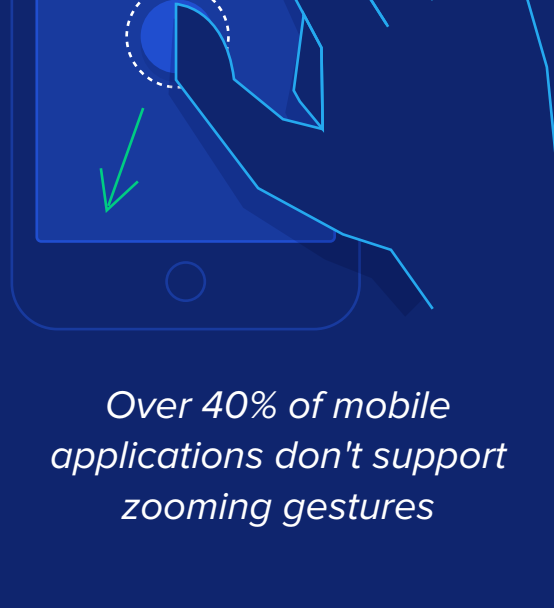
More than half of mobile site visits will be abandoned if a mobile site takes more than three seconds to load. Additionally, people who have a negative experience on mobile are 62% less likely to purchase from that brand in the future.



53% of mobile visitor will leave if page load time is longer than 3 seconds

Support Image-Zooming by Pinching and Double-Tap Gestures

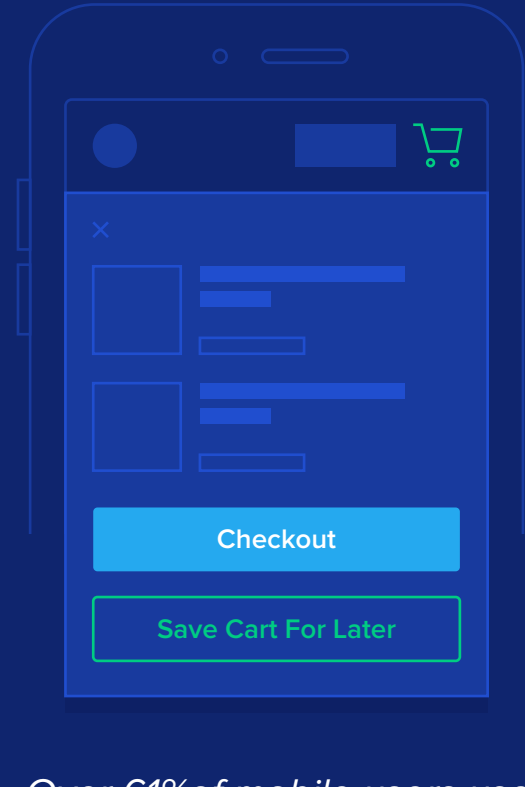
People are familiar with gestures like double-tapping and pinching to zoom into images on mobile, and a recent mobile eCommerce usability study confirmed that shoppers want to be able to zoom into product images to see finer details.



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

Provide a "Save" Feature for the Shopping Cart

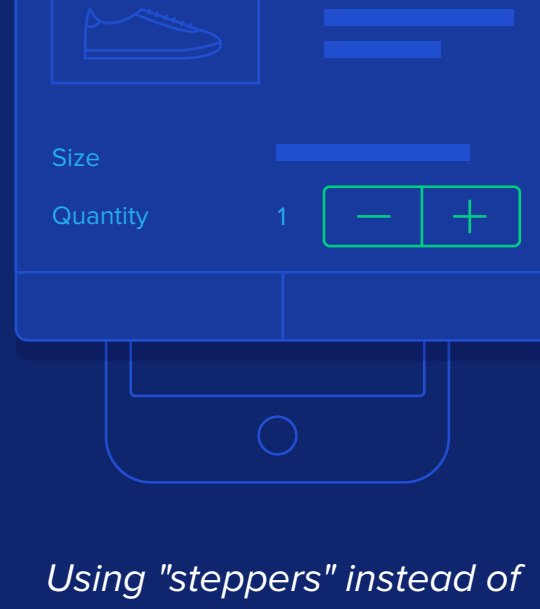
A "save shopping cart" feature reduces the number of cart abandonments. Persistent shopping carts allow customers to continue their shopping without the need to search for the desired product on their return, a feature that 55% of shoppers would make use of.



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

Use Descriptive, Well-Labeled Forms

It's especially important on mobile for people to complete eCommerce transactions as quickly as possible. "Steppers," for example, are much more touch-friendly than dropdowns.



Using "steppers" instead of dropdowns reduces shopper effort

Use Microinteractions to Improve Mobile Shopping UX

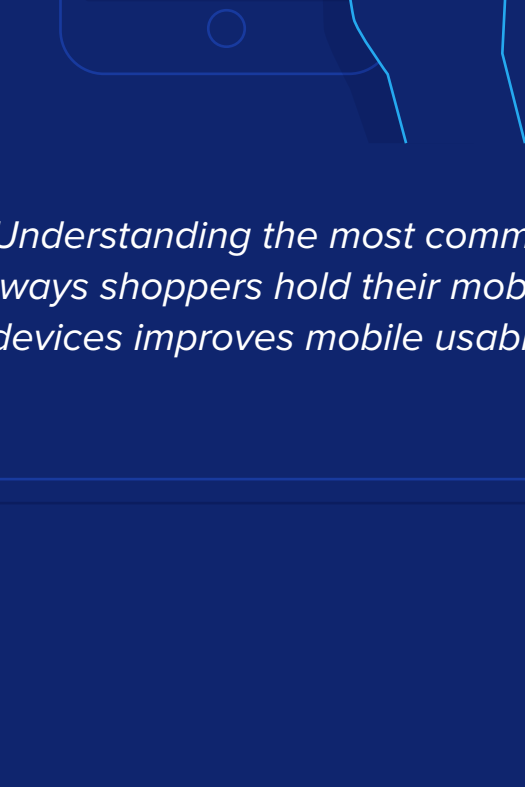
Microinteractions are details in a product's UI meant to accomplish a single task. Liking and rating a product, picking a color and size, and swiping down to refresh data are all microinteractions. Use them to make interactions feel smooth and more natural.



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

Provide Easy, Thumb-Oriented Interaction

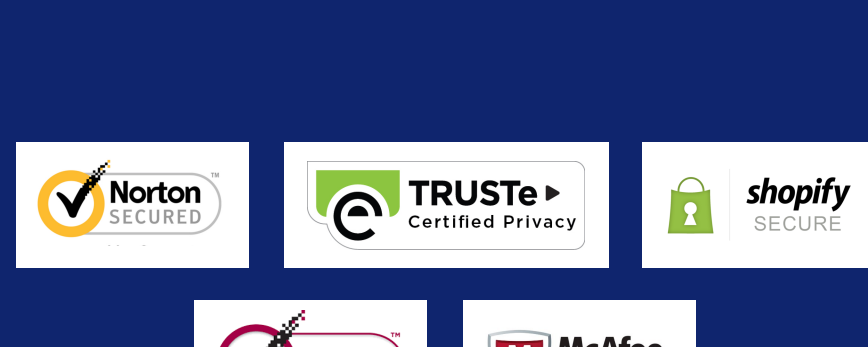
Adapting UIs to how people naturally use mobile phones will increase comfort and reduce shopper anxiety. Mobile devices and screen sizes vary, yet the "thumb zone," a critical aspect of the design and user experience, remains the same.



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

Convey a Feeling of Security to Shoppers

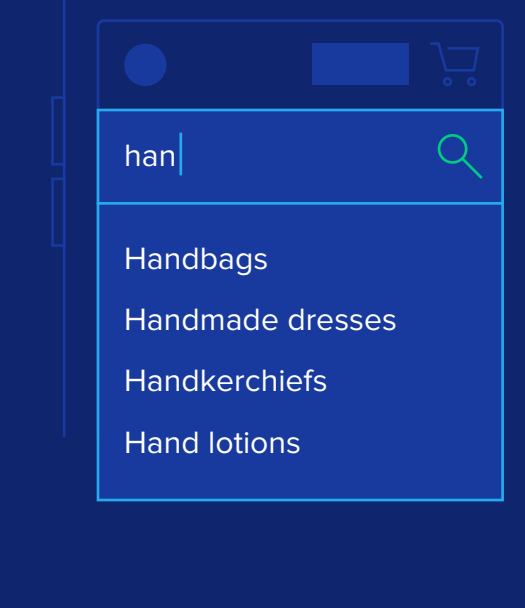
Security is one of the biggest concerns for users while shopping on their devices. Communicating that their transactions are secure adds a lot of value to the positive perception shoppers have towards a store.



Using trust badges by security services helps users perceive an eCommerce site positively

Prioritize Search and Keep it Above the Fold

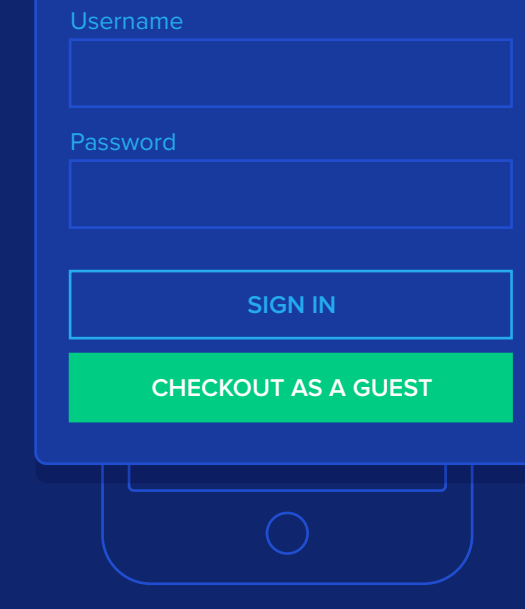
Shoppers often use their mobile devices to discover or purchase a product. Prominent and well-designed search takes on critical importance for any mobile eCommerce app or site.



Search is a primary function for eCommerce and should be designed very carefully

Provide an Easy, Smooth, and Speedy Checkout

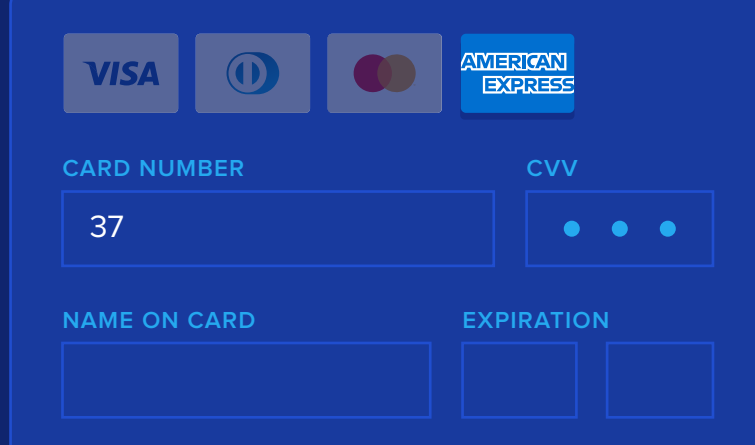
35% of shopping carts are abandoned because of the requirement to register before checking out. To decrease cart abandonment rates, offer people a fast and easy guest checkout option.



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

Provide Intelligent Lookup, Auto-Suggestion, and Errors

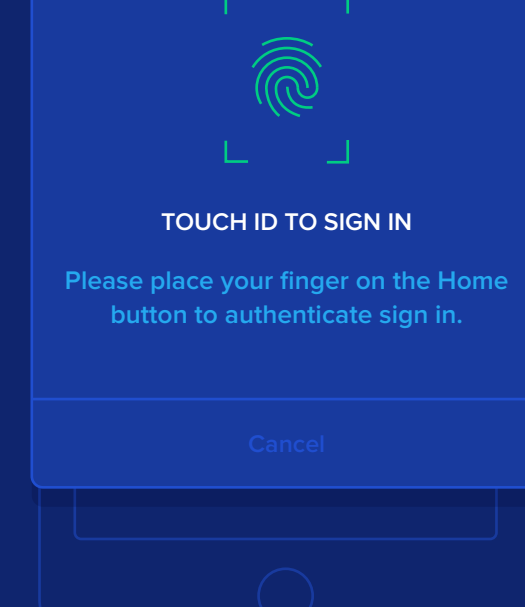
Auto-suggestion makes it easier and faster to fill out forms. It can also predict common search queries and helps shoppers find products more easily. Smart lookups can improve UX by using credit card type auto-detection.



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

Use Fingerprint Authentication to Sign in to an eCommerce App

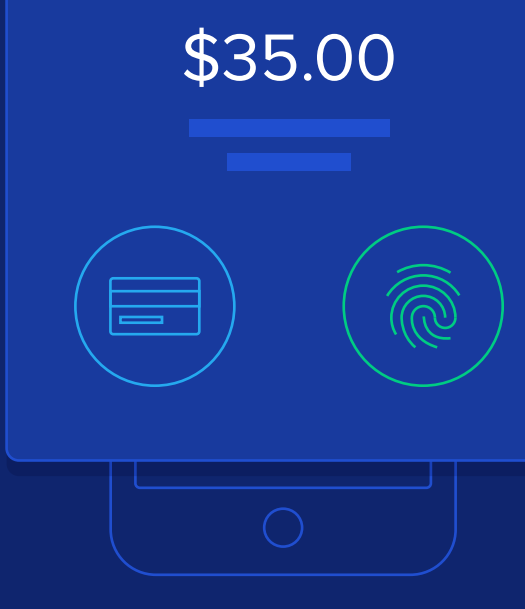
Fingerprint authentication speeds up sign-ins as it eliminates the need to sign in with a username and password.



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

Use Apple Pay and Google Pay for a Fast and Easy Checkout

Enable fast, easy, and secure payments with fingerprint authentication. The easier and faster it is to make purchases the less risk of lost sales.



Easy, fast, and secure payments on mobile using fingerprint authentication boosts UX