An Overview of Best Practices

Make it mobile-compatible: 84% of Americans are shopping for something at any given time and 25% of shoppers turn to their smartphone first.

Mobile-Friendly

In Scale

Product page UX: a product needs at least one "in scale" image so people can get a sense of its size (only 72% get it right).

In Scale

Information

Enable the information of itemization (enabled before filling it up or a new cart).

Information

Pinch

Allow pinch gestures to zoom in on product images on mobile. Many eCommerce sites don't support it (only 60% get it right).

Pinch

Checkout

Make checkouts short. The average checkout flow has 15 form fields (twice as many as necessary).

Checkout

Auto-Format Fields

Auto-format credit card number fields should allow spaces (only 20% get it right).

Auto-Format Fields

Input Masks

Use localized input masks and other restricted inputs, especially on mobile (only 36% get it right).

Input Masks

thumbnails

Show all product image thumbnails. Truncating additional images causes 50-80% of users to overlook them (only 70% get it right).

thumbnails

Inline Validation

Do live inline form validation for transactions (only 80% get it right and 40% don't have it).

Inline Validation

Required / Optional

Mark both required and optional fields explicitly for speedy checkouts (only 9% get it right).

Required / Optional

Expiration Date

Make the expiration date inputs exactly the same format as the credit card (only 60% get it right).

Expiration Date

Ratings Summary

Provide a ratings distribution summary for products. 43% of the world's top-grossing eCommerce sites don't (and only 35% get it right).

Ratings Summary