eCommerce UX
An Overview of Best Practices

Mobile-Friendly

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

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)

Information

Display the right amount of information in product listings (only **54%** get it right)

Pinch

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

Checkout

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

Auto-Format Fields

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

Input Masks

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

Thumbnails

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

Inline Validation

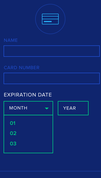
Do live inline form validation for transactions (only **80%** get it right and **40%** don't have it)

Required / Optional

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

Expiration Date

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



Ratings Summary

Provide a ratings distribution summary for products. **43%** of the world's 60 top-grossing eCommerce sites don't (and only **35%** get it right)

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Source: Baymard Institute (baymard.com)