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

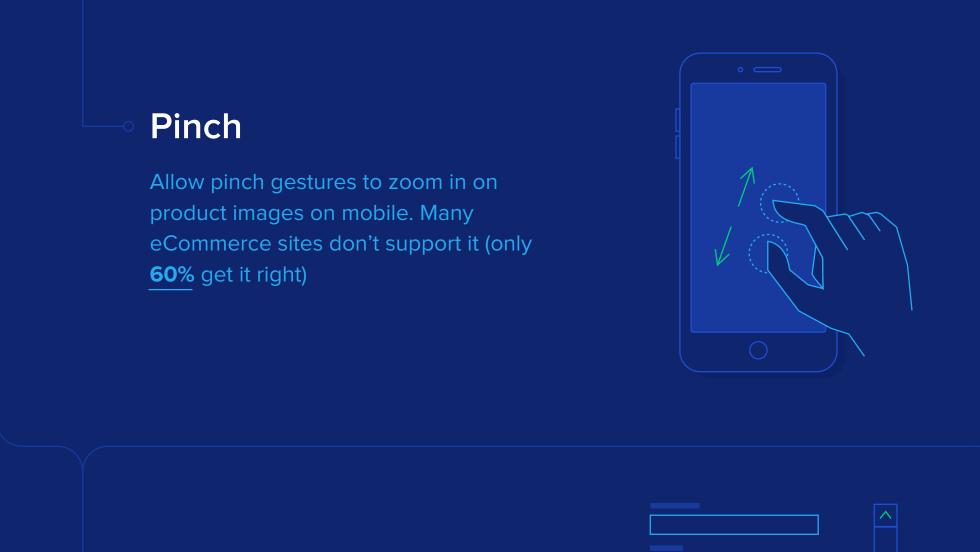


In Scale

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)







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)

CARD NUMBER	
1234_5678_	9000
EXP. DATE	CVV

Input Masks

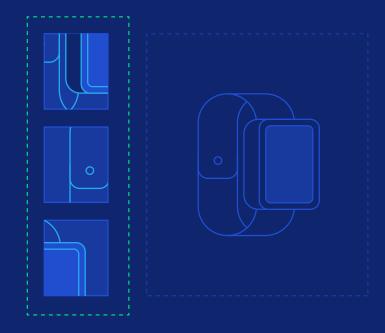
Use localized input masks and other restricted inputs, especially on mobile (only **36%** get it right)

PHONE NUMBER





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 <u>80%</u> get it right and **40%** don't have it)

Required / Optional

Mark both required and optional fields explicitly for speedy checkouts (only <u>9%</u> get it right)

*	
(OPTIONAL)	
*	

Expiration Date

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

EXPIRATION	I DATE		
MONTH	-	YEAR	
01			
02			

