

Improve Mobile Conversions with these UX do's and don'ts

#1: Get the Basics of Buttons right

XUX Error

CTA Button color is not distinctive

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VX Fix

CTA Large, standout colour; above the fold



#2: Reduce Unnecessary Page Loads

XUX Error

Each action loads a new page!



🗸 UX Fix

Overlays for feedback and to confirm user action



#3: Optimize PLP to shorten Purchase Path

XUX Error

PLP cluttered; no "buy" option





Speed up browse and purchase by adding "add to cart" to PLP



#4: Provide users with reassurance and sense of security while shopping

XUX Error

No reassurance of secure transaction

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VX Fix

Add security logos, symbols or language ("secure checkout")



#5: Reduce Shipping-related friction

XUX Error

All costs should be known before check-out



VX Fix

Free shipping promotes purchase; clear in-cart promotion / information



#6: Shorten forms and reduce information required, particularly during checkout

XUX Error

9 screens with form fields!

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VX Fix

Simplify; if needed, add explanation; to essential fields

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#7: Not including User Generated Reviews on the PLP

XUX Error

Social influence absent from PLP

#8: Make Site Search A Feature

XUX Error

Hard to find "search" function



#9: Provide Clear User Feedback

UX Fix

Make it easy for users to understand what to do. Give clear indication of where users are in the checkout process

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UX Fix

UX Fix

UGC builds confidence and speeds up purchase decision

Easy to find; predictive or visual search

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#10: Remove Forced Registration and Sign-ups

XUX Error

Forced account registration or email sign-up prior to purchase

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VX Fix

Offer guest checkout and option to sign up post purchase



#11: Implement Cart Abandonment Strategies

XUX Error

No acknowledgment after 3 days in cart



VX Fix

Email reminders, notifications or offering purchase incentives



Key Questions To Ask

- Do we know what users are experiencing?
- 2 Have we eliminated barriers to purchase on mobile?
- Have we designed with ease and speed in mind?

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