

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

#1: Get the Basics of Buttons right

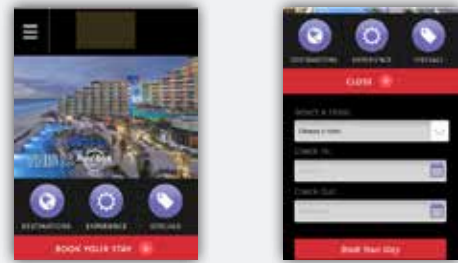
✗ UX Error

CTA Button color is not distinctive



✓ UX Fix

CTA Large, standout colour; above the fold



#2: Reduce Unnecessary Page Loads

✗ UX Error

Each action loads a new page!



✓ UX Fix

Overlays for feedback and to confirm user action



#3: Optimize PLP to shorten Purchase Path

✗ UX Error

PLP cluttered; no "buy" option



✓ UX Fix

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



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

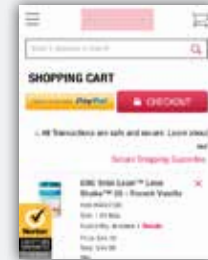
✗ UX Error

No reassurance of secure transaction



✓ UX Fix

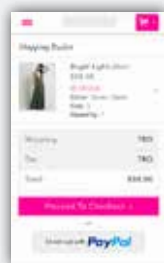
Add security logos, symbols or language ("secure checkout")



#5: Reduce Shipping-related friction

✗ UX Error

All costs should be known before check-out



✓ UX Fix

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



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

✗ UX Error

9 screens with form fields!



✓ UX Fix

Simplify; if needed, add explanation; to essential fields



#7: Not including User Generated Reviews on the PLP

✗ UX Error

Social influence absent from PLP



✓ UX Fix

UGC builds confidence and speeds up purchase decision



#8: Make Site Search A Feature

✗ UX Error

Hard to find "search" function



✓ UX Fix

Easy to find; predictive or visual search



#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



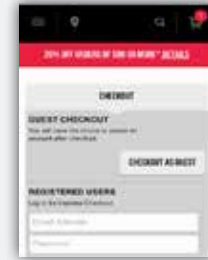
#10: Remove Forced Registration and Sign-ups

✗ UX Error

Forced account registration or email sign-up prior to purchase

✓ UX Fix

Offer guest checkout and option to sign up post purchase



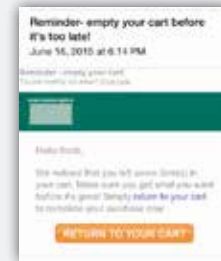
#11: Implement Cart Abandonment Strategies

✗ UX Error

No acknowledgment after 3 days in cart

✓ UX Fix

Email reminders, notifications or offering purchase incentives



Key Questions To Ask

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