Usablenet

Will Your Sites & Apps be Ready?

With mobile being more critical to consumers than ever, it's vital for brands to ensure that all sites and apps are ready for the influx of traffic many companies experience during their peak season.

Top things brands should focus on:

Usability

Quality of UX is the difference between a user actually purchasing a product or exiting the site.

According to Forrester, the financial performance of brands that focus on Customer Experience outperformed the S&P by **30%.**[1]

UX increases key performance indicators by **83%.**[2]

1 Add tools and functionality that improve **search**

30% of e-commerce visitors rely on on-site search[3].

2 Focus on ensuring **ease of use** and reducing the number of screens within key journeys

3 Add features that leverage **geolocation**

94% of smartphone users look for local information or product availability on their smartphone[4].

4 Provide alternative payment options that make **checkout faster**

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Accessibility

Brands must implement the following site elements to provide access to a growing market made up of people with disabilities, including aging baby boomers.

In the UK, baby boomers account for **40%** of total consumer demand[5].

In the US, more than **51%** of baby boomers (over 65) are living with a disability and are demanding products and services that adapt to their needs[6].

1 **Labels on images and links** enable successful navigation using reader technologies
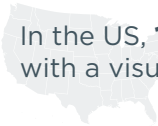
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In the UK, **75%** of disabled users exit before making a purchase because they are unable to do so[7].

2 **High color contrast** makes it easier for visually impaired users to recognize important site elements (e.g. call to action buttons)

CLICK HERE

In the US, **1 in 4** users live with a visual impairment[8].

3 **Large buttons and fast system feedback** enable task completion

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Testing

While the peak holiday season is a major opportunity it could also be a significant mobile challenge. It's essential for brands to be fully prepared to deliver seamless multi-channel experiences by effectively testing the performance of all their digital channels.

Over **68%** of potential sales are lost to shopping cart abandonment alone, which in 2015 accounted for **$18 billion**

1 **Test every promotion fully** (regression testing)

2 **Test the performance of all key pages** on a large selection of devices and browsers

40% of consumers abandon a website that takes more than **3 seconds to load**[10].

3 **Test every stage of your checkout process**

4 **Don't rely heavily on automatic testing and device emulators**

For more on peak readiness, watch our Google Hangout **here**.

If you'd like to be absolutely confident that your sites will be ready for peak season in areas like Usability, Web Accessibility or Functional testing, contact us at **ask@usablenet.com.**

Sources:
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