

Best in class UX to streamline task completion and improve speed

Our research shows that sites which display a compelling, visual navigation, upfront options to search and navigate, a persistent global header accessible from any point in the site, and most importantly reduced number of lengthy page loads, result in a satisfying user experience because they meet the mobile needs of the user and helps them get to their required goal in a fast, efficient and streamlined manner.

Advanced social share functionality

In focus groups conducted by Usablenet we found that users prefer integrated experiences when connecting with brands through social networks. So, 'liking' or 'following' a brand can and should be done within the brand's mobile site offering in a fast manner. This is much more user friendly than being navigated away from the site. Further, Pinterest is a desired social network to share items pre-purchase, and sharing a product or item via email is a very likely and useful task that users would do. Post-purchase, users are more likely to share items they have purchased on Facebook or Twitter.

Personalization on mobile

Personalized offers, promotions and product suggestions based on customers browsing behaviors and previous shopping is always well received as a concept by users. (Amazon does this really well). The concept of personalization is positively received because customers want to see content relevant to them. Consumers are becoming more accepting of the need to log into their account to access personalized offers. However, strategies like push messaging and the ability to save items to their phone are simple actions that resonate with consumers and create context within the mobile experience.

Activate the power of local

Mobile users love seeing content relevant to them, especially if it relates to their physical location or the goal they are trying to achieve. "Local" is an effective way to increase customer engagement, build brand loyalty and drive sales on mobile. Mobile users enjoy user experiences with geo-location enabled features like store finder or "available near me" functionality. In addition to leveraging location services on smartphones, customers also respond well to mobile experiences that have been customized based on location, context and device. Local is further enhanced with features like mobile "love lists", mobile coupons (e.g., Passbook) and even mobile-only content experiences that are location-triggered.

Optimized check-out with mobile payments

Mobile checkout is one of the most critical stages of any user journey and extensive research is available on the benefits of optimizing this experience. Mobile payments streamline this journey even further. User research confirms that mobile payments meet user needs in the ability to complete tasks quickly and efficiently, eliminating unnecessary steps. Research confirms that many consumers still have security and safety concerns around purchasing while mobile. The call to action for mobile payment options should stand out well, and make it possible for users to complete their purchase in as few steps as possible.

Ten Questions to Assess the Effectiveness of Your Mobile Site

The homepage is likely to be the first landing page your mobile customer will see. The first 30 seconds of the experience are crucial, therefore you must ensure that your mobile site will help your customers achieve their goal on your mobile site. Here are some questions you should ask:

- ◆ Does your mobile homepage maintain brand consistency with your desktop site?
- ◆ Is the overall look and feel of a high, professional quality?
- ◆ Can the content on the homepage (with scrolling) be digested in five seconds?
- ◆ Are main product categories prominent, allowing users to easily begin navigating to products, or does your homepage make product navigation difficult?
- ◆ Are all calls to action mobile friendly?
- ◆ Does the search function include auto-suggest?
- ◆ If there are physical stores, is there a prominent store locator feature?
- ◆ Does the store locator use GPS capabilities, and display nearest stores to the user as well as offer conventional search?
- ◆ Upon navigation, will customers get to their desired product quickly and efficiently without many page loads?
- ◆ Does the product listing page allow customers to refine seamlessly without the customer experiencing loss of control?
- ◆ Can products be saved to a wishlist?

Best Practices for Registration and Checkout on Mobile Web

■ Include only vital fields for checkout. Remove unnecessary fields.

■ Allow a guest checkout option for customers.

■ Leverage mobile interaction design to make journey easier.

■ Provide visual security cues throughout the journey, especially for payment pages.

■ Provide instructions/guidance within field so that chance of error is reduced.

■ Remove distracting links that take the user away from purchase journey. e.g., menu, search.

■ Display a click to call contact number throughout checkout, should customers need to call for help.

■ Ensure pages are not built clunky and customers can speed through checkout without lengthy page loads.

■ Ensure checkout provides accessible information to the order summary, shipping costs, delivery and returns policy.

■ A clear progress indicator is recommended throughout checkout, allowing the user to maintain a sense of control during purchase.

■ Enable faster checkout for registered users. Delivery and payment details should be saved and provided as options for customers to select.

■ Zip-code finder is a crucial functionality, especially on mobile. Ensure shortcuts like zip-code finder are provided.

■ Error handling and validation needs to be included in checkout and in context. Customers should:

- Understand an error has been made in-situ.
- Understand how to rectify their error.
- Correct their error and move on to the next field/step.

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