IMPROVE THE UX DESIGN OF YOUR E-COMMERCE WEBSITE

Focusing on the UX Design of your e-commerce website is key to attracting consumers and gaining their loyalty. They need to feel that your website has been designed especially for them!

60% of purchase decisions are based on buyers' perceptions of and confidence in a brand.

UX best practices for building a "customer-centric" e-commerce website:

1 SEARCHES IN THE WEB BROWSER

62% of buyers use search engines when thinking of making a purchase.
[source : Hubspot]

Areas requiring attention:

The general tree structure | The words used (semantics) | The relationship between pages

TIP The titles of your pages must match the key words entered by Internet users (for example "women's fashion trainers 2018" for your latest collection of sports footwear for women).

2 THE LANDING PAGE

The majority of Internet users stay for less than 5 seconds on a website's homepage.
[source : Hubspot]

Consider the seasonality of your products and your consumers' purchasing habits.

TIP On the home page, highlight Internet users' star products rather than current marketing initiatives.

3 THE PRODUCT CATEGORIES

25% of buyers scroll through and view the home page on a website to get a comprehensive overview of products.
[source : Baymard Institute]

TIP Use the key words that your Internet users use in search engines. They must be able to find the product they want very easily.

4 THE PRODUCT SHEET

88% of consumers feel that a product sheet's detailed content is very important.
[source : E Fundamentals]

Information to be displayed on the product sheet:

Security of the transaction | Delivery and returns | Telephone contact details

TIP Give as much detail as possible about the product being viewed. Clearly display any reassuring information.

5 THE CUSTOMER'S SHOPPING BASKET

70% of online shopping baskets are abandoned.
[source : E-Commerce Mag]

Show your consumer the benefits of opening a customer account (order tracking, collecting loyalty points, etc.)

TIP Do not make it compulsory to create a customer account to finalise a purchase.

6 THE ORDER FORMS

Reduce the number of steps in the form and ensure it can be viewed at a glance.

TIP Only collect the information you need to validate the order and explain how it will be used.

7 THE MOBILE VERSION

47% of visitors made a purchase using their mobile on Cyber Monday.

Offer a personalised experience to your customers: highlight the products according to the context (geolocation, weather, etc.) and the mobile user's profile.

TIP Simplify making a purchase on a mobile. Include the "order" button and price of the product in a sticky header.

Do you have any questions?
Send an email to our experts:
info@osudio.com

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