

Article 3: UX for E-commerce

Using UX to Improve your Ecommerce Sales

While the objective of any good marketing initiative is to produce high conversion rates, for businesses selling their products online, the difference between good and bad UX on their interface can make or break the success of the brand. According to Awwwards.com, in recent years, the e-commerce industry has recorded an average of 68.63% “cart abandonment” by users, meaning consumers who had been intending to buy a product on a website “bounced” before fulfilling their purchase [1].

Whether the navigation process is too convoluted or the checkout page is too slow, users are quick to look for the product elsewhere if they aren’t enjoying their experience on a website or application. However, by paying close attention to your consumer demographic and the “sales funnel” that your interface presents, you can ensure that the overall User Experience on your site is a good one, and see higher sales numbers and profits as a result.

Know your shopper, strengthen your brand.

Whether you are selling designer shoes or construction tools, your brand should be clearly advertised the moment the user accesses your site. Consumers want to know exactly what they’re buying, and why they should be buying from *your* business rather than your competitors. Your USP, or “Unique Selling Points” should be obvious through visible and verbal elements on your homepage, with a logical correlation between the design and the purpose of your brand. The available interactions that a user can choose from should also speak to the psychology of your main customers, with navigable options that anticipate your users’ desires. In order to execute this step successfully, your marketing team needs to be intimately familiar with the demographic of users who make purchases on your site the most.

Pay attention to security.

A few areas that can always be enhanced are the availability of your contact information, the presence of testimonials, and the strength of your page’s security certification. Many businesses make their contact information--including all telephone numbers, email addresses, and physical locations--difficult to find online, which will affect their ranking on Google Analytics and their customers’ trust in the brand. Furthermore, customers want to know that they’re making a purchase on a credible website that is reliable and encrypted. Demonstrate that you’ve provided great services in the past by publicizing testimonials and ratings from previous shoppers near the product in question. Finally, show customers that you’ve taken the necessary precautions for online safety by displaying your private policies and security certifications.

Make their lives (and yours) more convenient.

Using UX questionnaires or live user iterations, test your checkout page to ensure that it is as convenient and organized as possible. When the option applies, allow customers to prefill the form with the same shipping and billing addresses, then accurately calculate their shipping costs before including the total in the order summary. You can also “up-sell” or “cross-sell” on the checkout page, by recommending personalized products or suggesting add-ons for their cart. Create urgency by showing the specific number of a product that is still available, and allow shoppers to save items for later. In general, call your customers to action, and then make it easy for them to fulfill that action with methodical transitions from the homepage to the checkout page.

What the Checkealos Usability Test can do for you.

If you're hoping to improve your user experience on your ecommerce site, take a look at our [Checkealos Usability Test](#) to help you adequately analyze and upgrade your application or platform. First, you tell us what you want for your business and your users, then we do the rest, beginning with an assessment by a panel of users and ending with a completed report on the results. Using recorded commentary and screen navigation, we review the strengths and weaknesses of your site's usability, narrowing in on the specific shortcomings your interface may have and how those affect the user. Whether you want to attract more customers or strengthen your shopper loyalty, UX enhancements are key to helping your brand reach its full potential.

Sources: [1] <https://www.awwwards.com/the-most-important-parts-of-ux-for-ecommerce.html>

[2] <https://tubikstudio.com/ux-design-for-e-commerce-principles-and-strategies/>

[2] <http://ecommerceuxdesign.com/collection/checkout-types/?id=checkout-types-3>

[3] <http://ecommerceuxdesign.com/collection/cart-addons/?id=cart-addons-7>

[4] <http://ecommerceuxdesign.com/collection/cart-elements/?id=cart-elements-6>

[5] <https://www.awwwards.com/the-most-important-parts-of-ux-for-ecommerce.html>