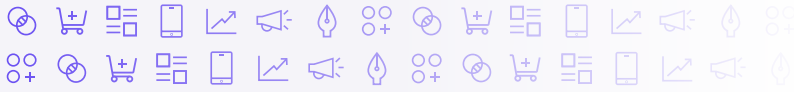


100 UX/UI Tips to Increase Conversion of eCommerce Project

Practical Guide to Increase Online Store Revenue






Who This Guide Is For

For online store owners (Co-Founder, Founder, and CEO, Business owner, Head of eCommerce), CDO Directors, Project Managers, Directors of Marketing and Public Relations, Digital Marketing Strategists, Chief Digital Officers, Senior Business Analytics, and UX/UI designers.

What This Guide Is About

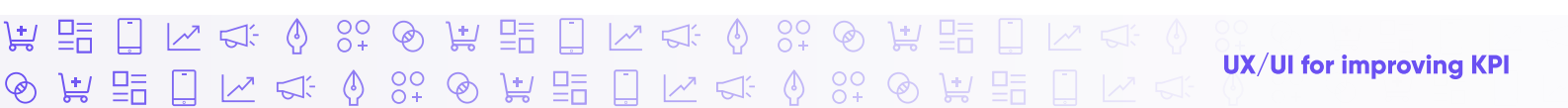
This is a collection of practical tips on how to improve the UX/UI of your online store. With this guide, you can identify the most common usability mistakes and growth points on key pages of your website to increase your conversion rate.

Why We Decided to Write This Guide

 Turum-burum, a UX/UI and CRO company that has been developing and designing interfaces for 13 years now. What do we actually do? We influence key website metrics to increase clients' revenue with the help of design.

12 out of Top 30 Ukrainian eCommerce projects have been designed and launched by our team. Our portfolio includes over 300 design projects for the markets of Ukraine, the USA, the UK, Belarus, Kazakhstan, Azerbaijan.

Also we are Google UX Partners and take part in Retail Development Programs from Google in Ukraine. We do know how to increase the revenue of online stores with the help of UX/UI solutions, and we have those insights to share with you.





Contents

Chapter 1. How Usability Flaws Affect Website Conversion Rate.....	4
Chapter 2. Practical Recommendations for E-Shop Key Pages.....	7
2.1. Homepage.....	8
2.2. E-commerce website search.....	19
2.3. Filters.....	25
2.4. Product card.....	34
2.5. Cross-sale и upsell.....	40
2.6. Shopping Cart.....	47
2.7. Checkout.....	56
2.8. Personal account.....	66
Charter 3. How to Continuously Develop Your Online Store and Increase Conversion Rate.....	74
Charter 4. UX-Audit — Plan for Increased Revenue.....	77



The left side of the page features a solid green circle at the bottom left. Above it, four thin, vertical yellow lines extend from the top to the bottom of the page, creating a grid-like structure.

Chapter 1

How Usability Flaws Affect Website Conversion Rate

What metrics can be influenced by usability improvements?

Here's a list of only a few metrics that you can dramatically alter by the UX changes:

- Bounce rate
- Session duration
- Average time on page
- Micro/macro conversion rate
- User return rate
- Traffic
- Average bill
- Average browse depth
- Desktop/mobile/tablet traffic ratio, etc.

For example, a high bounce rate can be a reason for poor navigation, slow page loading speeds, and an unappealing home page. While the implementation of upselling and cross-sell tools allows for increasing the average bill.

However, one of the key metrics was and always will be the **conversion rate**.

The conversion rate definition is the percentage of site visitors performing the desired action the site owner intends.

$$\text{Conversion rate} = \frac{\text{Number of visits per conversion}}{\text{Total number of visits to the website}} \times$$

For example:

The total number of site visitors is 100 people per day, and the number of subscribers to the newsletter is 15. The conversion rate for the day is 15%.



The best conversion rate for an online store is always the one that exceeds the current one.

According to [Forrester's research](#), each dollar invested in usability generates \$100 in return. In addition, Google keeps improving its search engine and already ranks user-friendly sites higher in search results, says [Fast Company](#).

Consequently, the first thing to do when you have a low conversion rate is to check your site's usability. In this guide, we have gathered the most critical usability issues for conversion that we most frequently identified on our clients' sites.



Four thin vertical yellow lines are positioned on the left side of the page. Below them, two large green semi-circles are partially visible, overlapping the bottom edge of the page.

Chapter 2

Practical Recommendations for E-Shop Key Pages



2.1. Homepage

The homepage of an e-commerce website is the face of the company, its “shop window” and entry point. This is the place where potential customers get acquainted with the store and the products it offers. Remember the **3-second rule**? This is exactly how much time a user would normally spend on deciding whether to stay on the site or leave. The main thing here is not to mess things up and properly place accents, arrange blocks and slides.

Define the purpose of your homepage

The main purpose of the e-commerce website homepage is to distribute traffic by sections and offer as many entry points as possible. Thus, the user is sure to move on and take a deeper look at the products faster. Remember: the less time the visitor spends on the homepage of your online store, the better. According to Denis Studennikov, our UX/UI department head, only around 2% of visitors scroll down to the very bottom of the page.

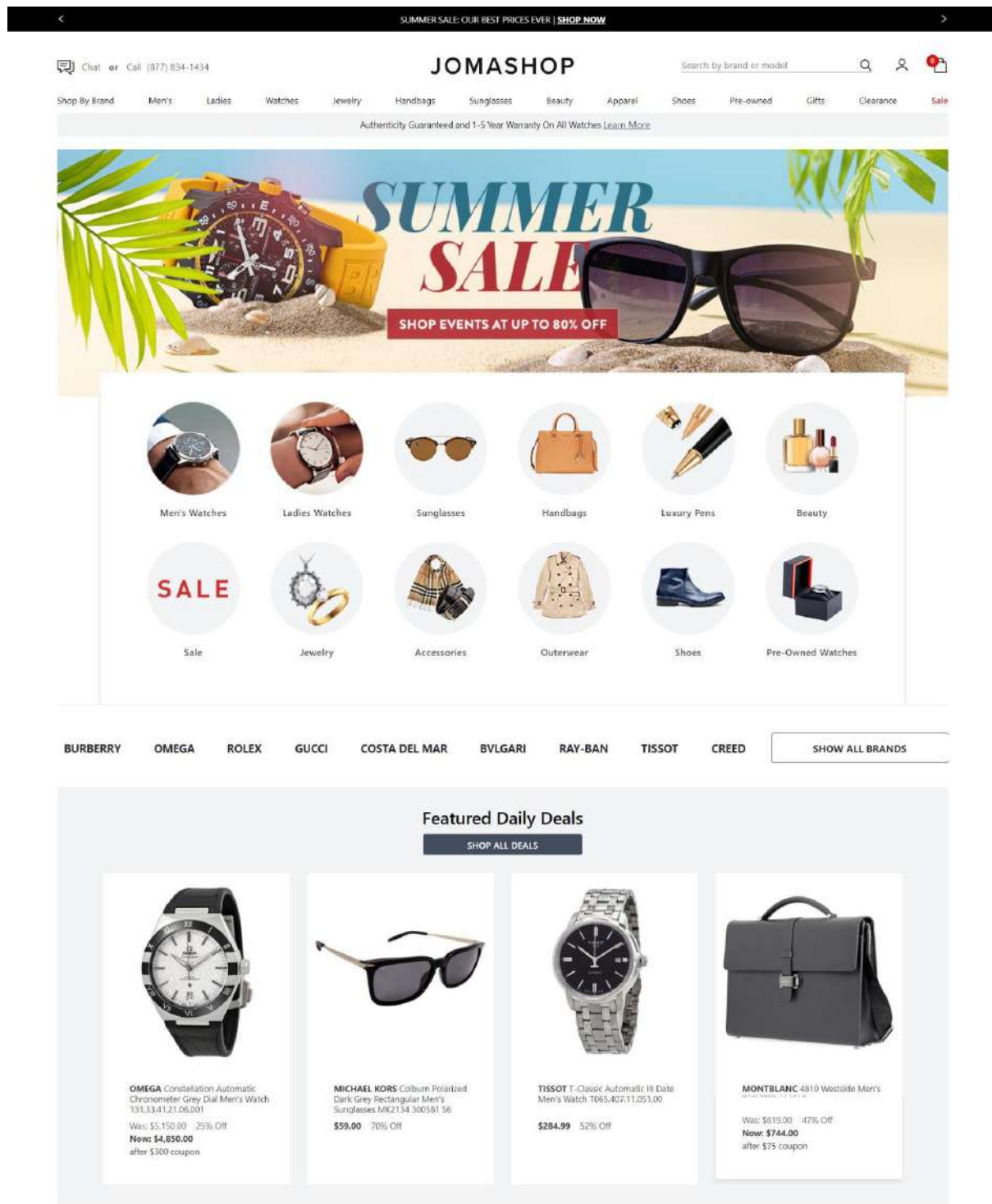
Once on the homepage, the user either goes to the catalog for further product search and selection or scrolls down. In the latter case, it is essential to arrange and prioritize the blocks properly.

Depending on the marketing goals of the online store, there are 2 main tasks that its homepage should pursue:

➤ **Maximum concentration of entry points**

If it is a big online store of household and electric appliances, the main task would be to show the widest possible range of products on the homepage. Under the main banner you can place a block with hot offers, promotions, discounts, popular products and other items in the low- or middle-price segment that attract the visitor's attention.

If the homepage is not the main entry point, then its role is not that significant, and the main task would be to guide the user by categories and facilitate the search.



Homepage of the JomaShop website

➤ Image component

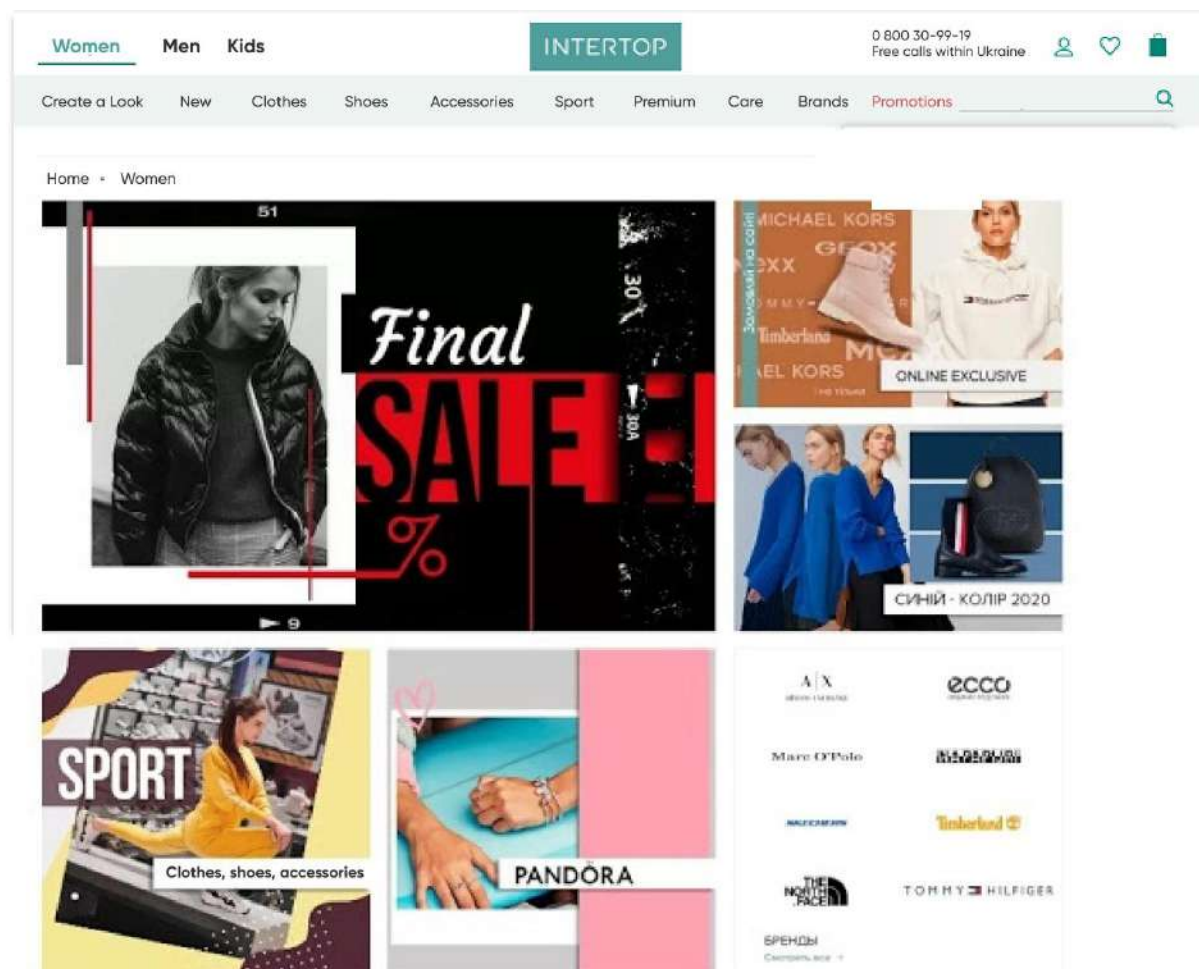
If the goal of your online store is to build a brand, the homepage primarily plays a representational role and only then addresses the issue of sales.

For example, the Intertop homepage is one of the most visited pages of the site. It is a famous brand, so people use a navigational query to get to the store.



Homepage is the most visited page in the Intertop online store

In this case, it is important to show the image component of the online store and tell regular users about new arrivals.



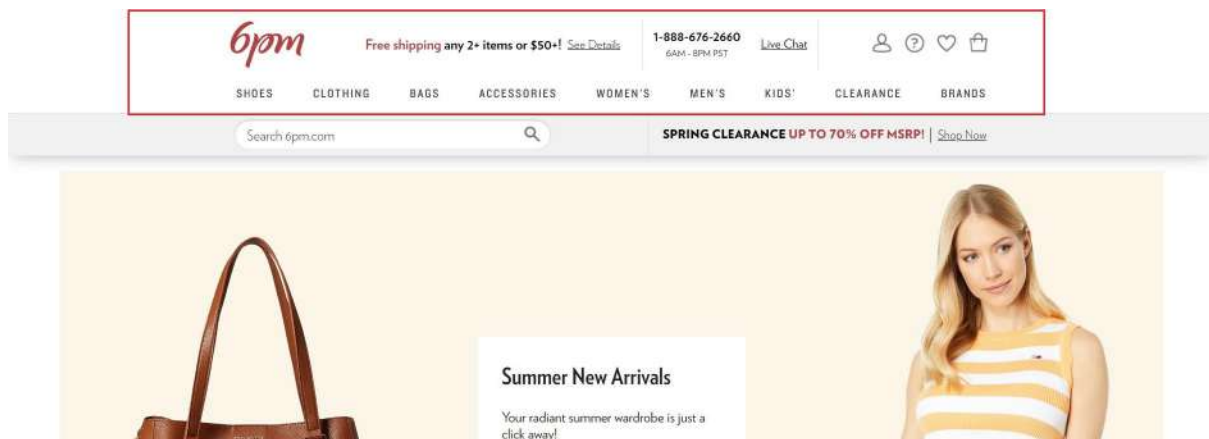
Visitors of the Intertop online store always expect to see something new

That is why we used a multi-banner concept in this project — to let the business owner have as many opportunities to present new products and promotions as possible.

Use the crucial elements of the homepage

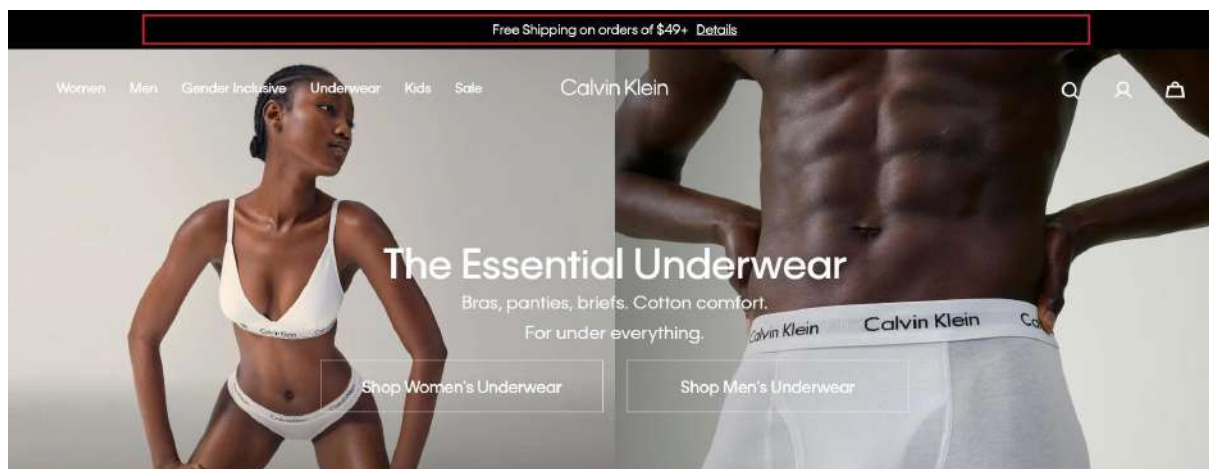
There are generally accepted rules for the homepage design, as well as key elements that need to be taken into account when designing an online store:

- **Header with a logo** is a mandatory part of the website design that should contain important information about the store (name, contacts, menu).



Header with a logo on the 6 pm website

Above the header, a top banner can be placed for promotions and news, as it is done in the Calvin Klein online store.



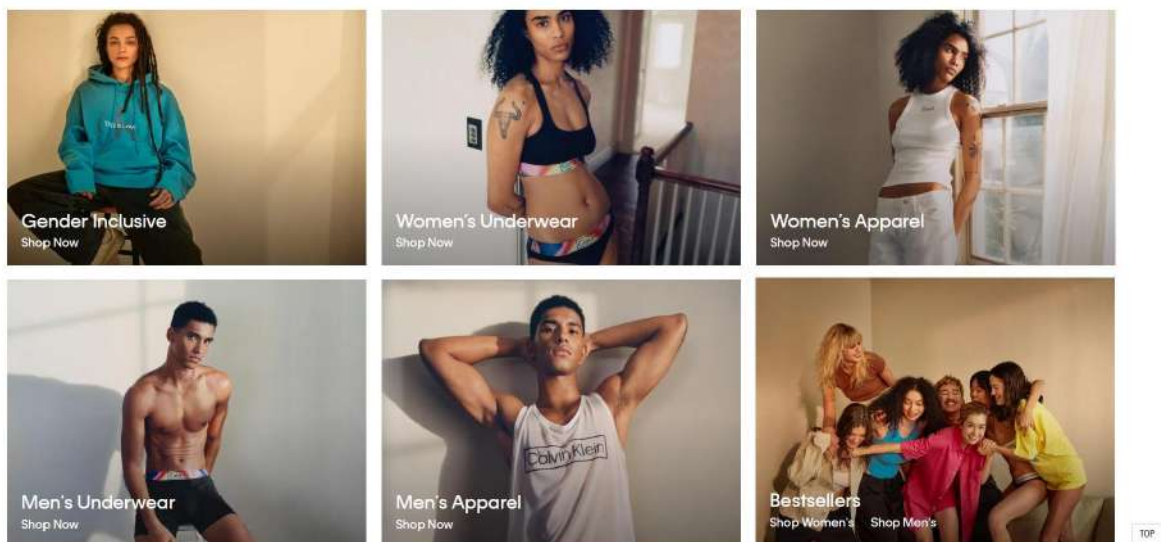
Top banner in the Calvin Klein online store

- **The main banner** is a quick way to show what the store is selling in general, as well as present the current promotions, hot deals, new products and sales.



Main banner in the Carter's online store

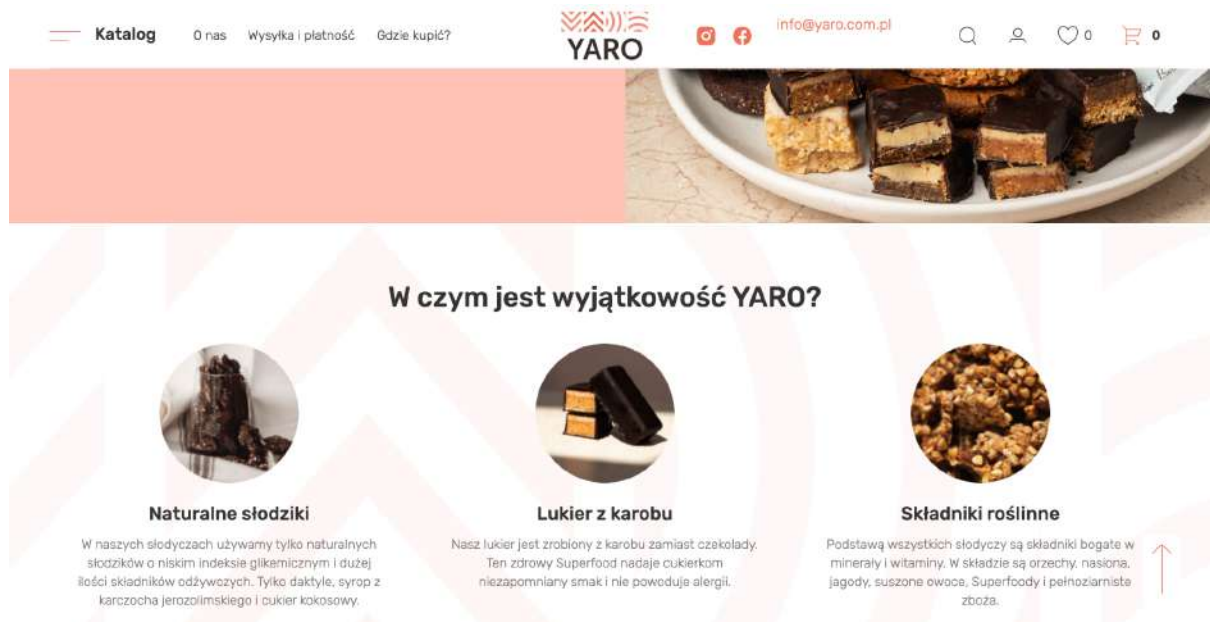
- **Product block thumbnails or slides** are entry points providing quick access to top deals, new arrivals or promotional products.



Example of product blocks on the Calvin Klein website

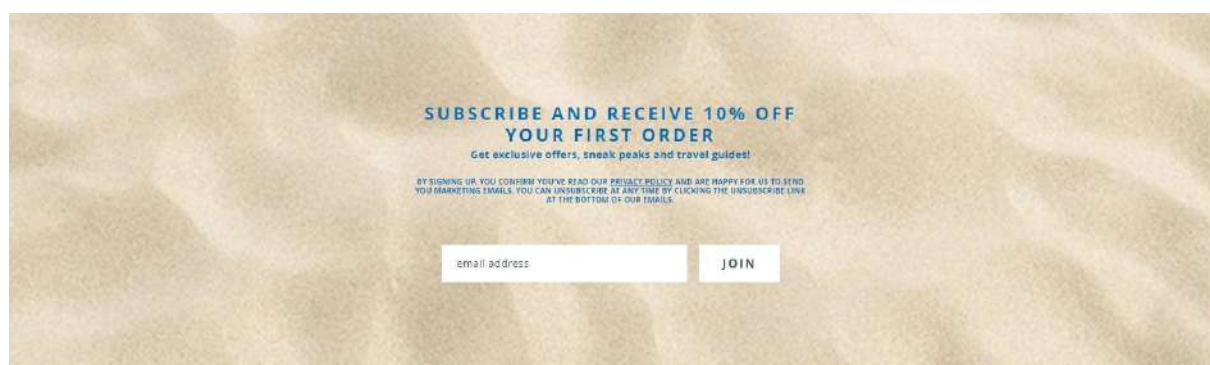
Don't choose just one way of presenting information, diversity is important. For example, you can display new arrivals in blocks, and special promotions — in slides, to avoid the “tunnel effect”, when the interface blocks look so much alike that the user's eye is focused on just one thing, and the other elements stay overlooked.

- **Unique Selling Proposition.** Homepage is the place where you can communicate with your potential customer. Make it clear for the user what your advantages are, what makes you different from your competitors in the market, explain what your unique selling proposition is. Avoid trivial things (fast delivery etc.), make an accent on what really makes you stand out.



Unique selling proposition in the Yaro online store

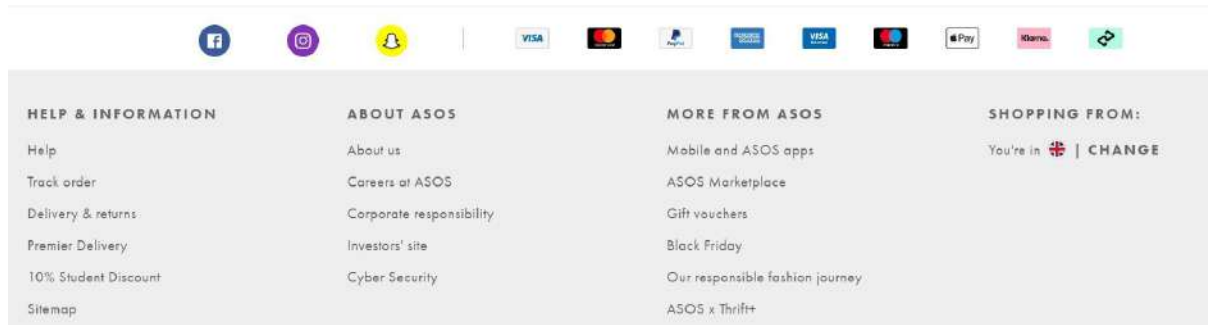
- **Marketing blocks.** It is a good idea to place a contact request on the homepage in the form of a subscription, a loyalty program or a special offer. To make it work, add some value for the user: a discount on the first order, an individual offer or access to closed sales.



Subscription form in the Sunuva online store

➤ **Footer.** The importance of this website element is often underestimated.

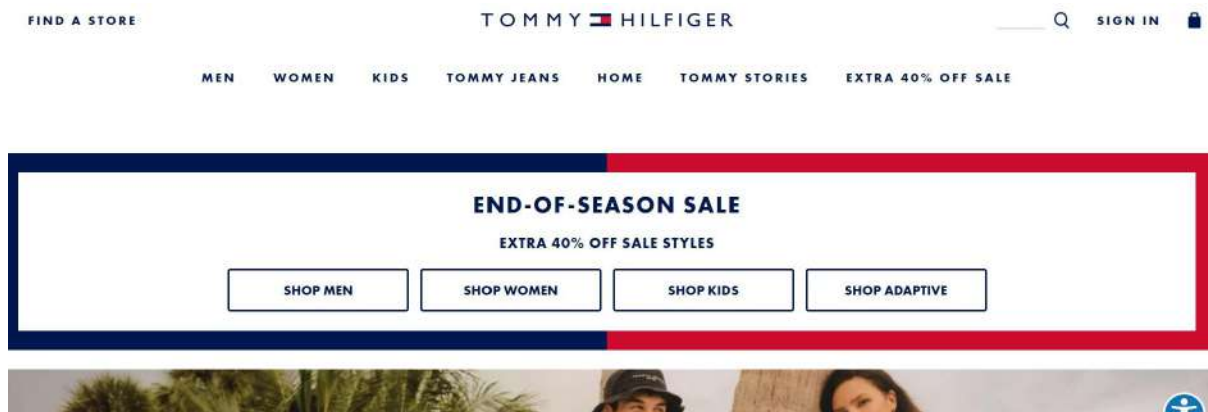
However, there is a certain pattern of user behavior, when they scroll down to the footer because they are used to seeing useful links there. So place the elements familiar to the visitors in the footer — for example, links to social networks, blogs, news channels, contacts.



Footer in the Asos online store

Segment the audience

Creating several homepages is no longer a new trend in e-commerce. It has been quite effective, in particular, in the fashion niche (Yoox, LaModa, Pratik). In this case, during the first visit to the homepage, the user can be asked to make a selection by key parameters: for example, Women/Men/Kids. In this way, the homepage can be personalized and offer the most relevant products to each target audience.

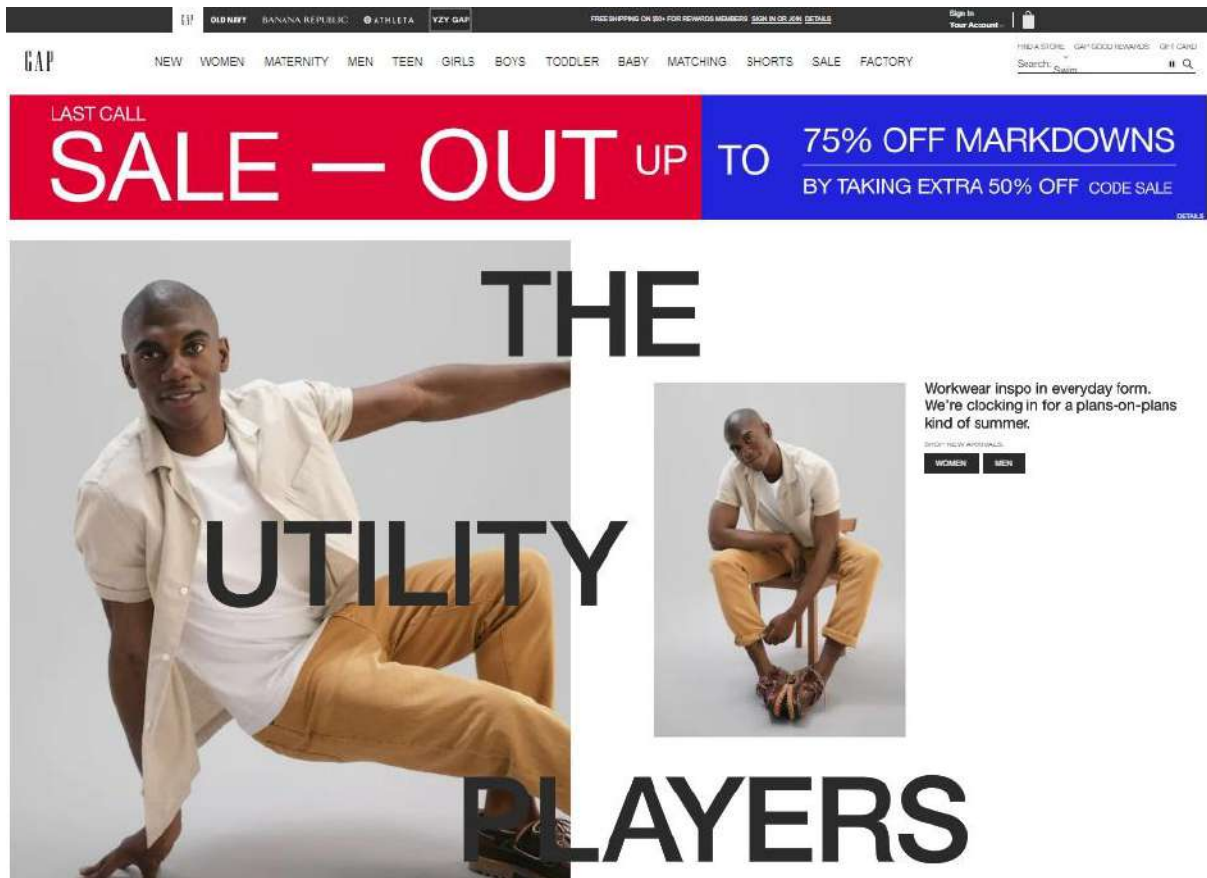


Example of the homepage optimization in the Tommy Hilfiger online store

Take into account specific features of mobile interaction

A mobile version of your online store is no longer a recommendation, it's a requirement. Not only should the website elements be reduced and rearranged for it, but some

blocks and features of the store should also be replaced. For example, in mobile the main banner and other images should be redesigned for portrait viewing.



Example of the main banner in the desktop version

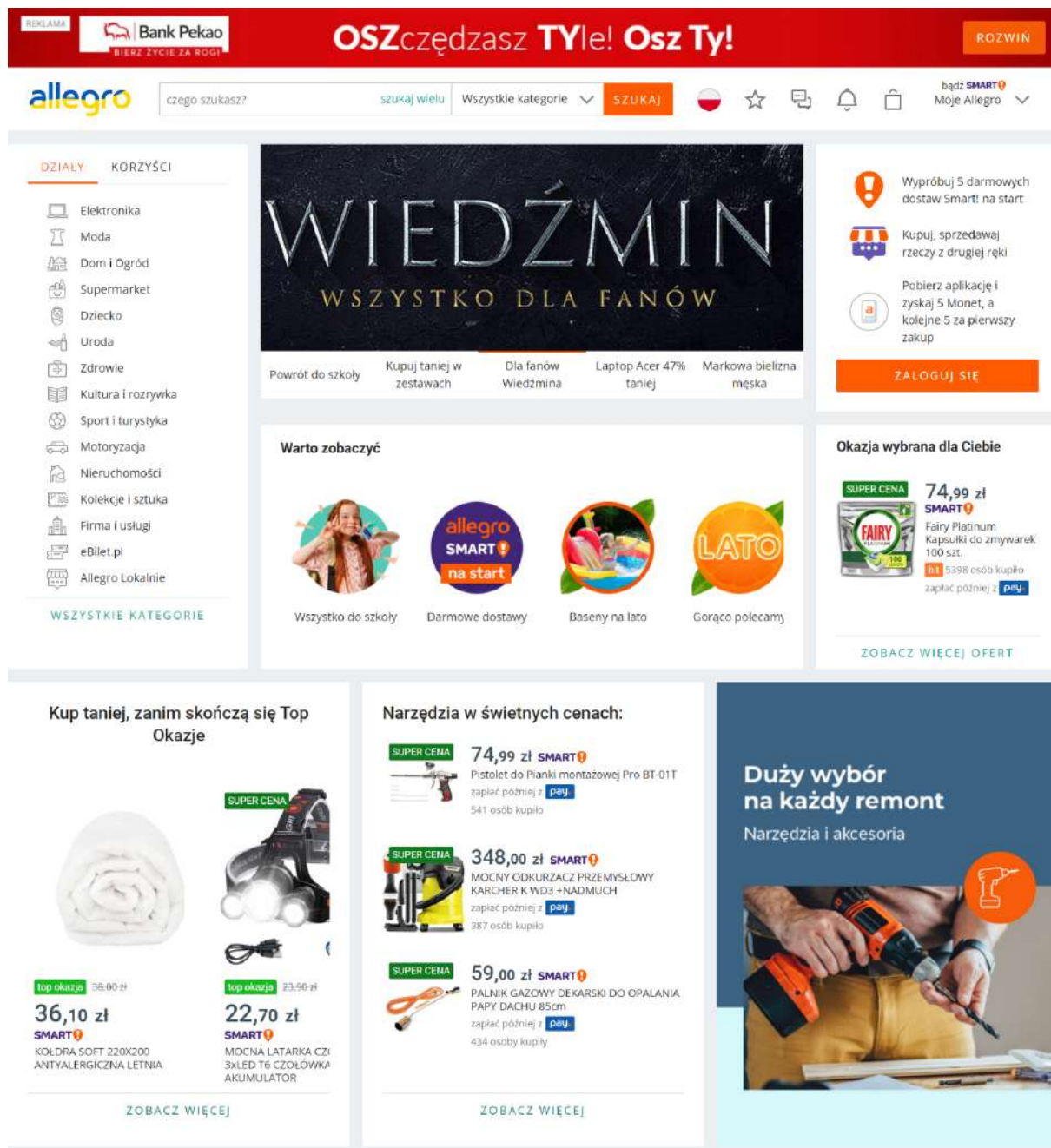


Example of the main banner redesign for the mobile version of the website

Avoid common mistakes

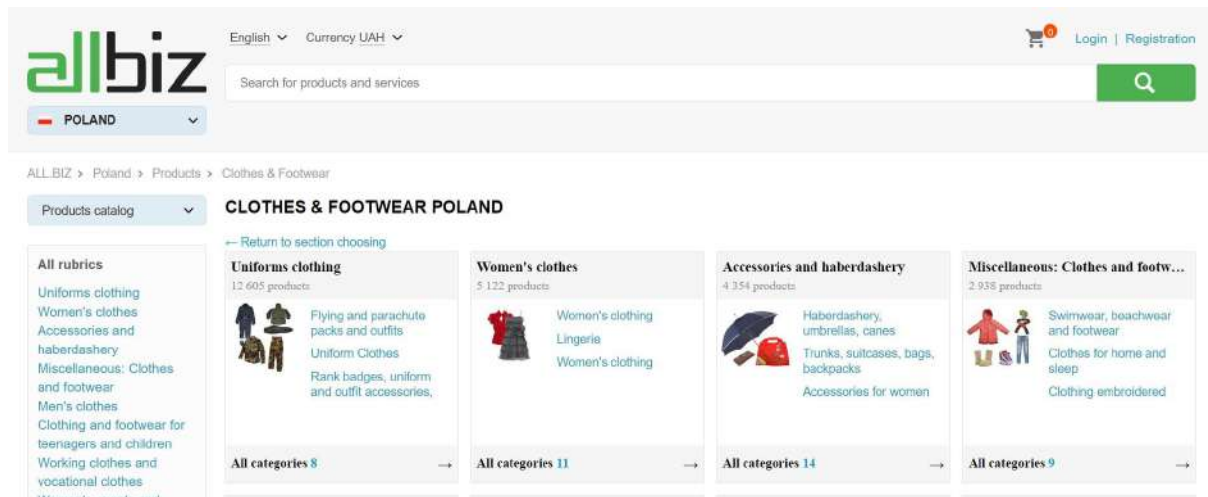
Even if you choose the approach, strategy and arrangement of elements correctly, there are still things you can do wrong that will prevent you from reaching your goals. Here are some common mistakes you should beware of when designing the homepage of your online store:

- **Too many slides** cause the "tunnel effect" with the user, produce sameness and information overload;



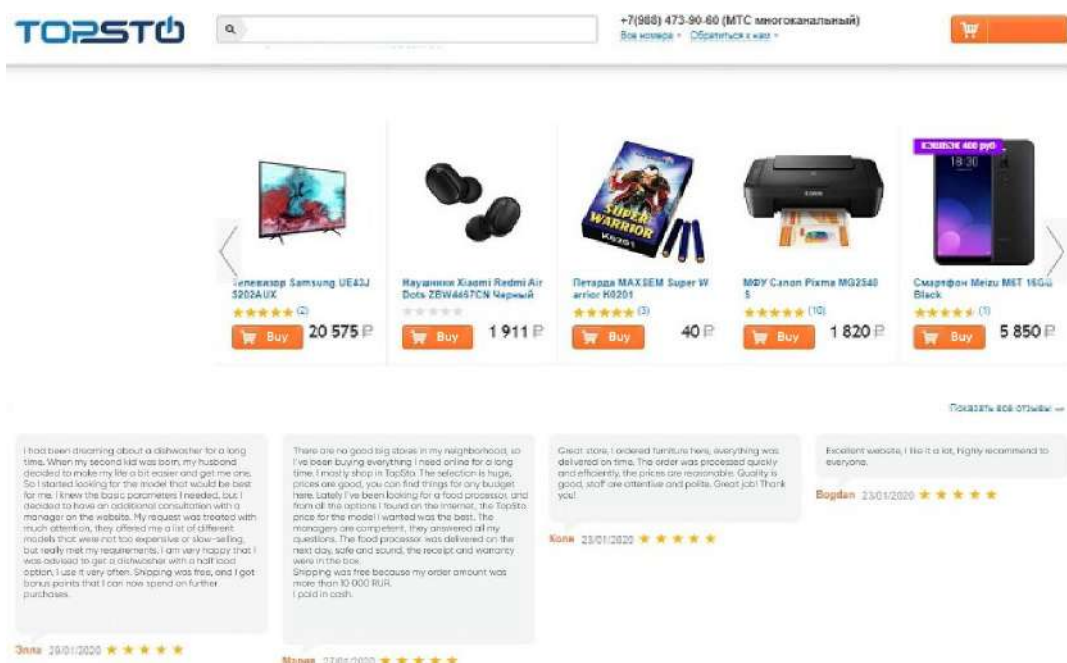
Too many product photos on the website homepage

- **No description of the company, and/or the logo is not obvious;**



Anti-example of the header design on the Allbiz website

- **Irrelevant main banner** that provides no understanding of what the store is selling, or even misleads the user;
- **The website structure is defective.** For example, right below the main block the Instagram block is placed, which takes the customer away from the official site. If you want to present Instagram content on the homepage, it would be a good solution to display a pop-up with a picture from the social network and a photo of this product on the site when a product image is clicked upon. And then take the user to the next stage of the funnel — the product card.
- **Customer reviews about the products or the store are unnecessary on the homepage,** they can be annoying and even decrease the customer loyalty.



The user doesn't need a dishwasher review if he/she has come to buy a TV. In such a situation reviews cause mistrust.



As a result of such mistakes, some customers leave the website within the first seconds. Now you know what you should do to avoid it.

Things to remember about homepage

When designing the homepage of your online store, do all you can to quickly take the users to the necessary section. Save their time on finding the relevant product card. If the majority of visitors scroll down to the middle of the page and then go to other sections of the site, it means you have managed to arrange your entry points properly. Use the homepage to segment your audience, raise brand awareness and maintain your company's online image, building on the core business goals.

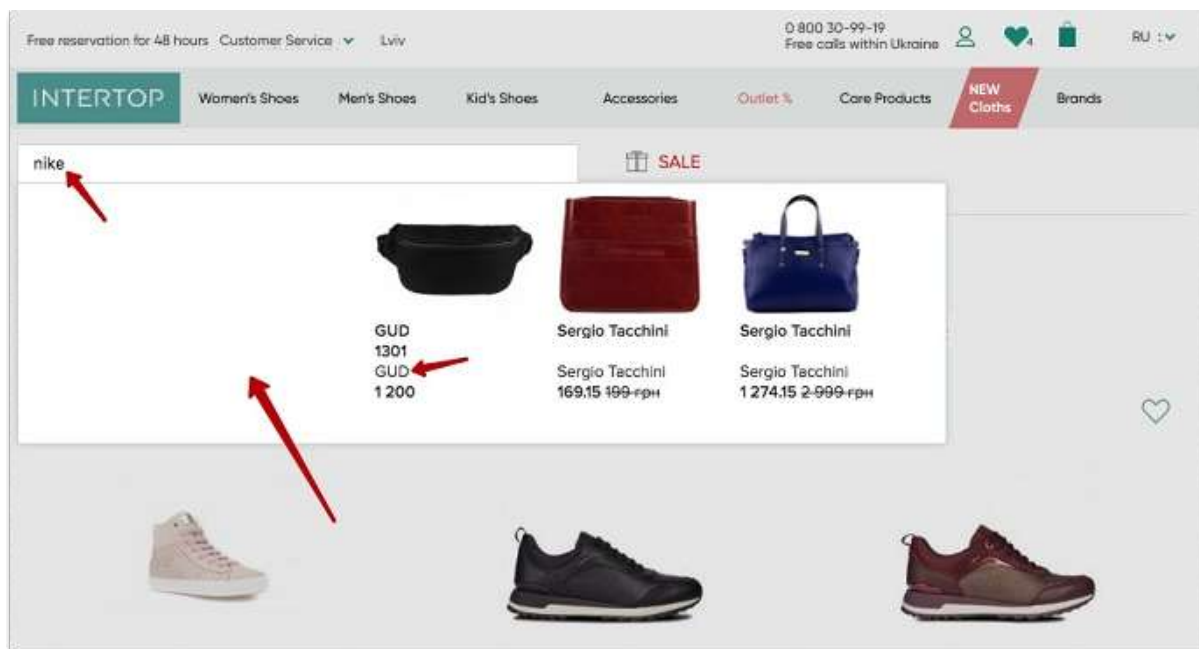
2.2. E-commerce website search

Do not underestimate search in your online store, because this feature is normally used by the users who have almost made their choice or regular customers. If, on average, only 5-10% of all the visitors of fashion websites use the search bar, for pharmacies, appliance or book stores, this figure can reach up to 50%.

In general, regardless of the business niche, the website visitors who use search convert much more often than others. When search is properly set up, conversion rates increase by 20-100%. Today 30% of all the site searches end in failure, which makes this feature a growth area and should be paid special attention to.

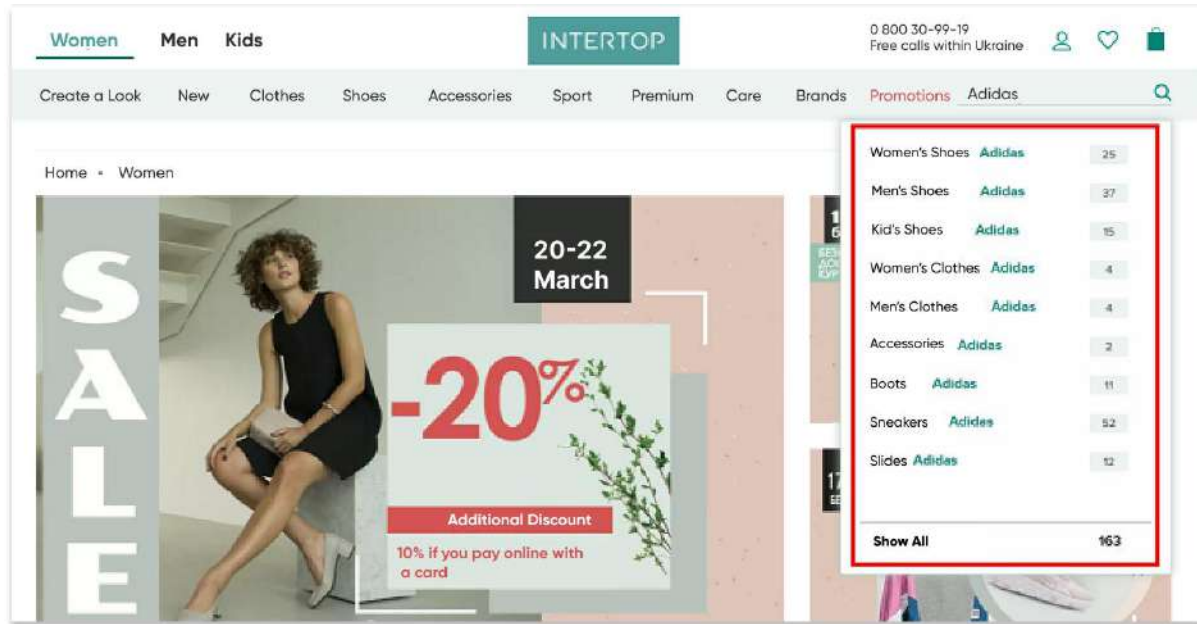
Example of how we optimized search:

While working on the Intertop project, we discovered that almost 3% of the users, which is about 60 000 visitors per month, used search in the online store. However, it worked incorrectly, which caused a high bounce rate.



Search in the Intertop online store before redesign

Using the ESR approach, we went through the search algorithm and corrected the errors. As a result of the changes introduced, the rate of transactions from search increased by 74.64%.



Search in the Intertop online store after redesign performed by the Turum-burum team

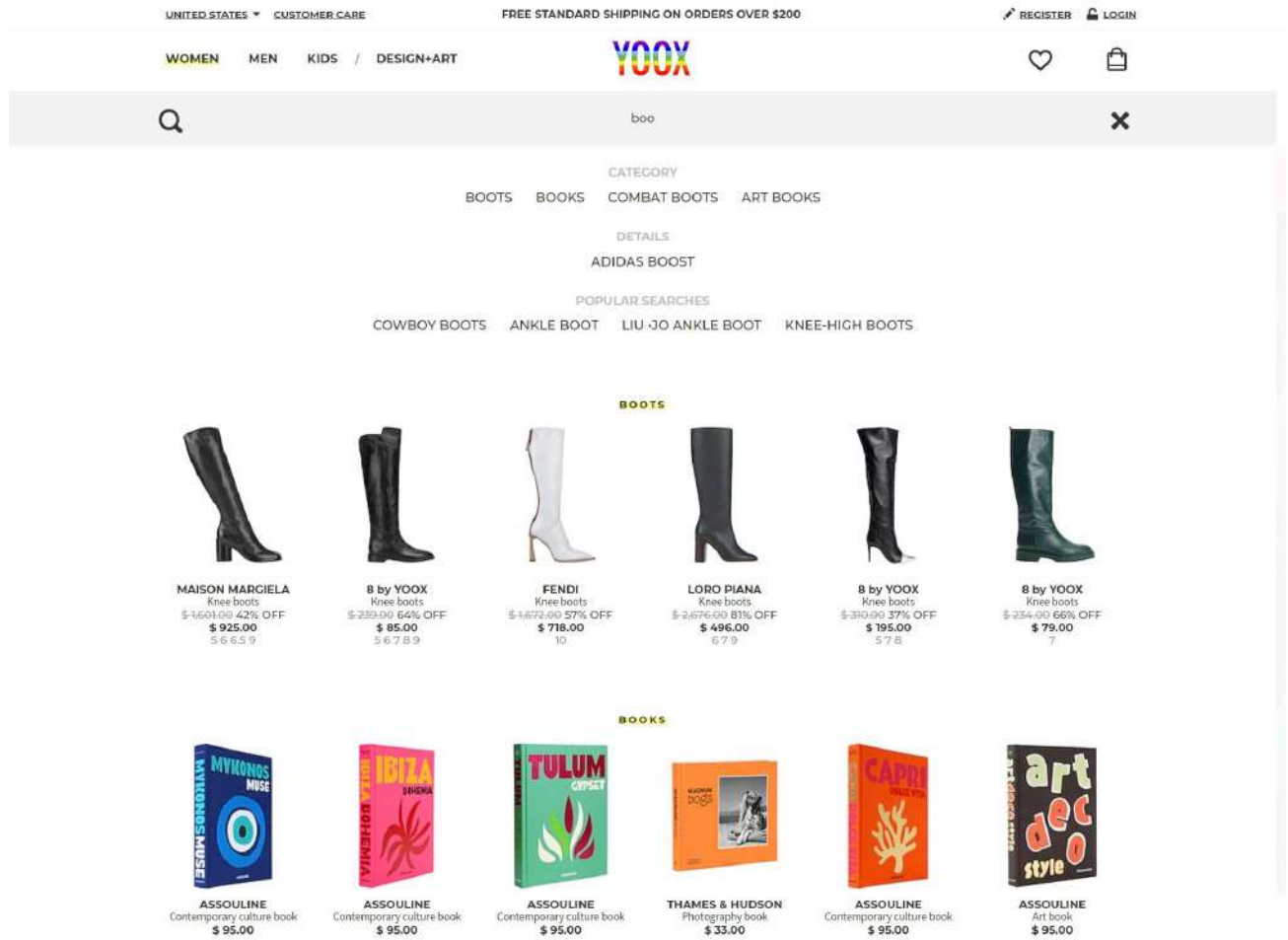
Steps to optimize search in your online store

Below are 5 steps that will help you optimize the website search and thus increase the effectiveness of your e-commerce website and improve its KPIs.

Step 1. Customize your search algorithm

First you need to understand what parameters are important for users and what your potential customers might look for. To do this, add Google Analytics tracking to your website to analyze the queries that users enter into the search bar and understand what types they are divided into: brand name, product type, item ID, specific model, product parameters, etc.

After compiling the list of queries, you need to segment it. This will make the basis of the proper performance of search in your online store.



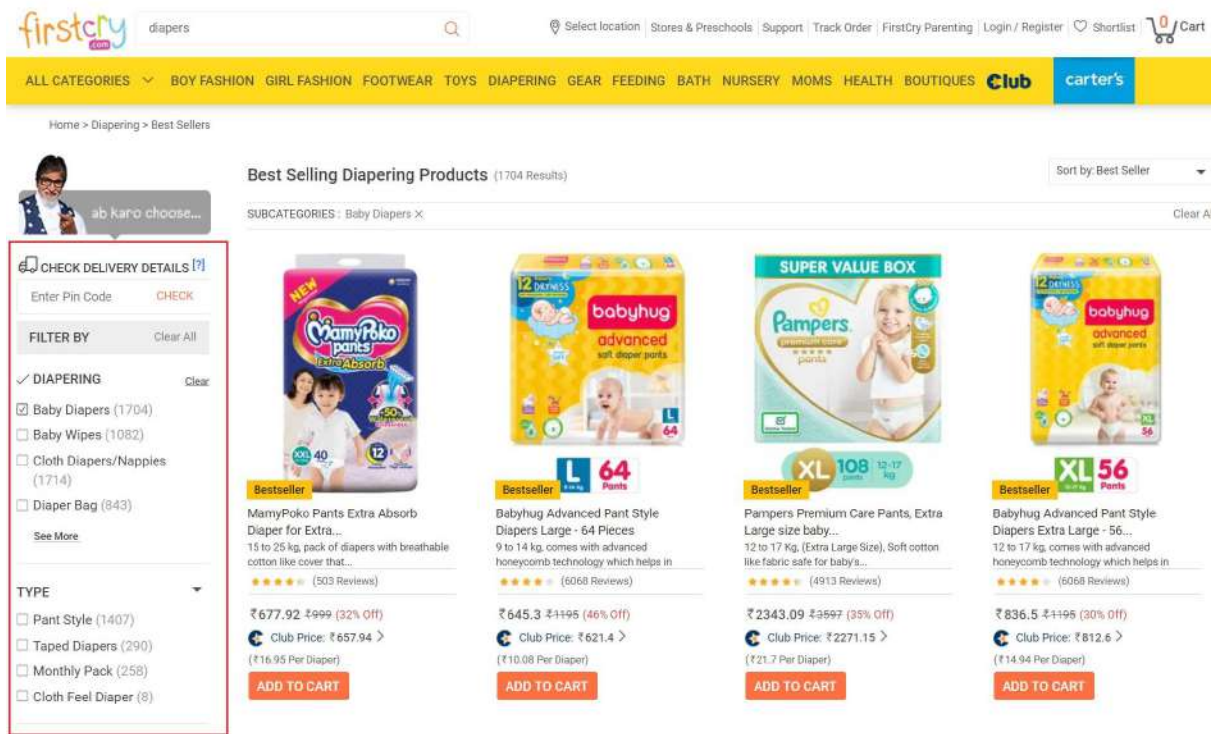
Search in the Yoox online store

Step 2. Provide your users with an option of product filtering

After entering a query, the user can get a search results list of dozens or even hundreds of items, which is not very convenient to view. That's why provide your users with an option to filter and sort products by the parameters that are important for them.

Previously, online stores often used advanced or category search. But this approach works better for big retailers like Amazon, with a huge number of goods. Very often people don't know how to use such search or have difficulty working with it.

If we talk about trends in e-commerce, faceted search is gaining popularity. Its main advantage is that users can narrow down the selection already after they have received search results for their query, and not before — this facilitates the search for the desired product.

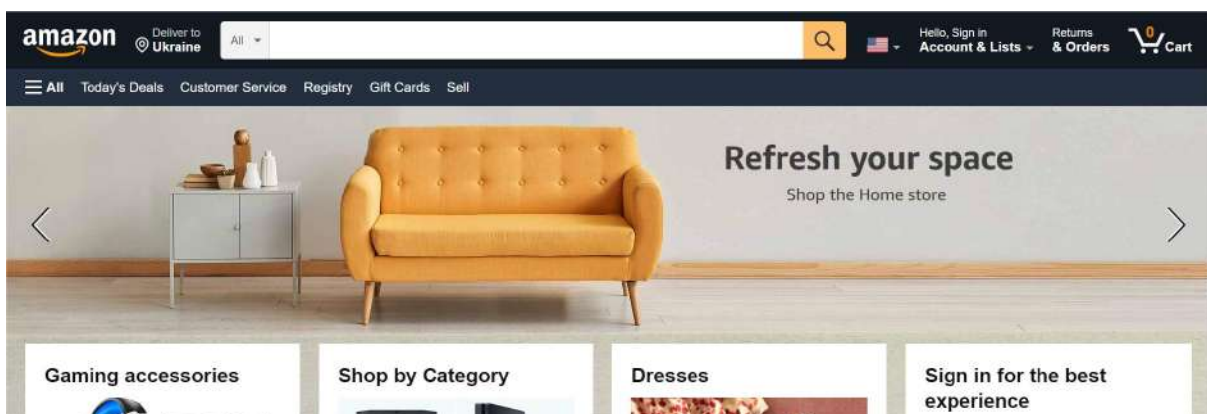


Search results page with faceted search results on the Firstcry website

Step 3. Give some thought to the search bar design

The design of the search bar should be chosen depending on the size and focus of your online store:

- If it's a big retailer, search is a key navigation feature on the site and should be accentuated. No matter how well your menu is structured and navigation thought out, finding the right product is not always easy. Search solves this problem.

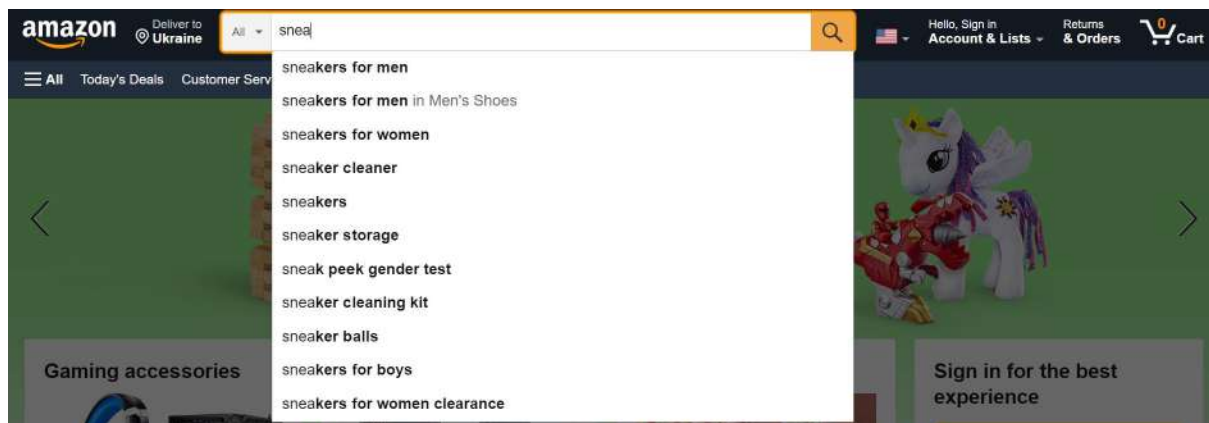


Search bar on the Amazon website contrasts the header, is easily seen and attracts the user's attention.

- For smaller stores, you can make the search bar more compact, display it when it's pressed upon or presents it in a separate pop-up, that is, have it expanded when clicked upon.

Step 4. Use prompts and autocomplete

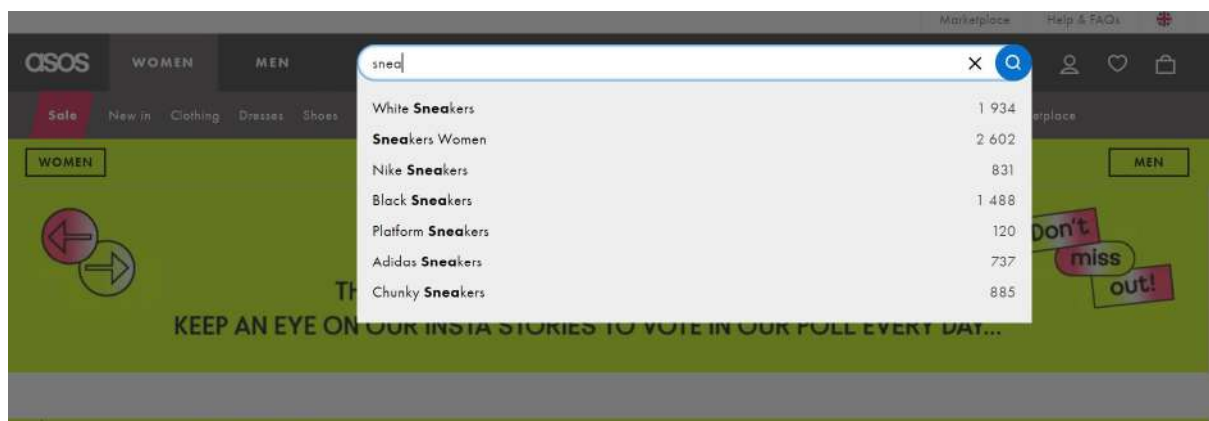
Give textual prompts and auto-filling. They serve as tips that help users engage on the site, move on to the product list or product card, and may affect the decision to buy.



Autocomplete and high-frequency queries in the Amazon search

There are two ways to influence the user with prompts:

1. **Direct influence.** You get the user to move on to the product card (or micro-convert) faster.
2. **Indirect influence.** This is promotion of a certain product by displaying it in prompts. This list should be regularly updated to stay as relevant as possible. For example, if the user enters a query for sneakers, offer him/her the top 3 sneaker brands first.



Example of search in the Asos online store

The format of the prompts and auto-fill you use in your online store search is also very important. For fashion websites and online stores with diverse products it makes more sense to display 3-5 matches and not just text, but also a product photo, item ID, full name, full/discount price, etc.

When it comes to spare parts or some tools, where appearance is not that important, it is better to show as many product parameters and characteristics as possible. This will help the user find the right item faster.

Step 5. Add search by item ID

Offer an option to search by item ID. In this case, the user knows for sure what he/she is looking for, and the purchase probability is very high. Chances for conversion will be even higher if you add product photos and characteristics to search prompts.

Things to remember about search

Here are the main tips to optimize search in your online store from Denis Studennikov, Turum-burum UX/UI department head:

1. Display truly important information and selection parameters, such as product photo, full name, price, category, item ID.
2. Analyze search queries to suggest appropriate prompts. Keep them up to date in order to anticipate your customers' queries.
3. Search is a good tool for promoting products and categories. Make good use of this opportunity to give additional value to both the business and the customers.
4. Take into account false queries and typing errors. According to statistics, 20% of the queries are entered in a free form, and 40% — in the Latin alphabet and figures. Think through the key errors and process such queries correctly.
5. Don't get your users to make an extra click. When the search icon is pressed upon, especially in the mobile version, have the cursor placed in the input field automatically.

Optimization of e-commerce website search is more essential today than ever before. Users are more and more often looking for a specific product, and if your search works incorrectly, they will simply go to your competitors.

2.3. Filters

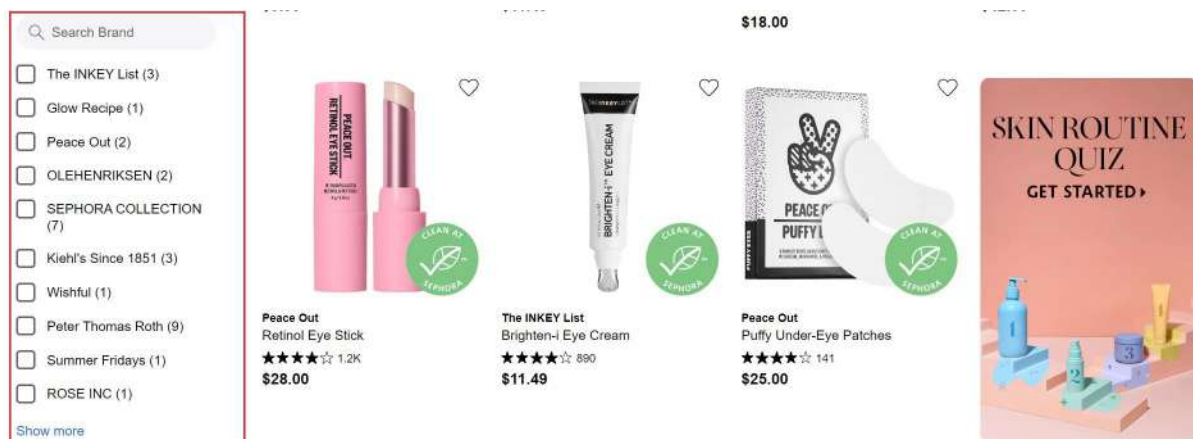
Filters are a tool that simplifies your online store navigation, helps the user find the necessary product, improves behavioral characteristics, and can make your site more visible to search engines. A properly designed and customized filter shortens the user path, improves the LTV, can increase the average order value and other project KPIs that affect the profits of your business in general.

Design of your website filters — which one to choose?

Here are two most common approaches to designing your filter menu:

- in the left sidebar;
- horizontally under the website header.

You can combine these approaches to simplify and speed up search for the necessary product.



Vertical filter in the Sephora online store

If we are talking about a big online store with a wide range of products, there will be many search parameters involved, so it is better to use a side menu. This option works well for online electronics stores, as well as for retailers selling children's products, fabrics, and so on.

Product filter

Price
5 € - 209 €

☒ New products (1)

☒ Immediately available (85)

☒ Immediately collectible (7)

Manufacturer ☐

Anbindung ☐

Power supply ☐

USB Typ C ports ☐

USB 3.1 Gen2 ports (USB 3.1 Typ A) ☐

In stock and immediately available

Available at short notice


In stock and immediately available

In stock and immediately available

D-Link DUB-M610 6-In-1 USB-C Hub mit HDMI/Kartenleser/USB-C Ladeanschluss

★★★★★ (7)

- externer Hub
- Anschluss über USB 3.1 (Typ C)
- Netzteil not required
- Schnittstellen: 2x USB 3.0
- Kartenleser



D-Link

Old price ~~41,90 €~~

41,89 €

incl. VAT plus shipping costs

In stock and immediately available

Delivery time 1-2 business days

Into cart

Add to Wish List

Compare products

Another example of the vertical design of the filtering block in the Computer Universe online electronics store

For fashion e-commerce websites, it is better to use a top filter menu, as there will be much fewer search parameters involved. Such a menu takes up less space and lets you add more thumbnails to the product list, which plays an important role in decision-making.

George.


Account 3 £0.00

Holiday Shop Women Men Kids Baby School Toys & Character Home Outdoor & Garden Life & Style **Sale & Offers**

Filter by:

Sort by: New In


566 items found



£18


Marvel Graphic Print T-Shirts 5 Pack

☆☆☆☆☆ (0)




From £16

Blue Wedding Shirt Waistcoat Trousers and Bow Tie 4 Piece Set



From £8

Assorted Dinosaur Print Leggings 3 Pack



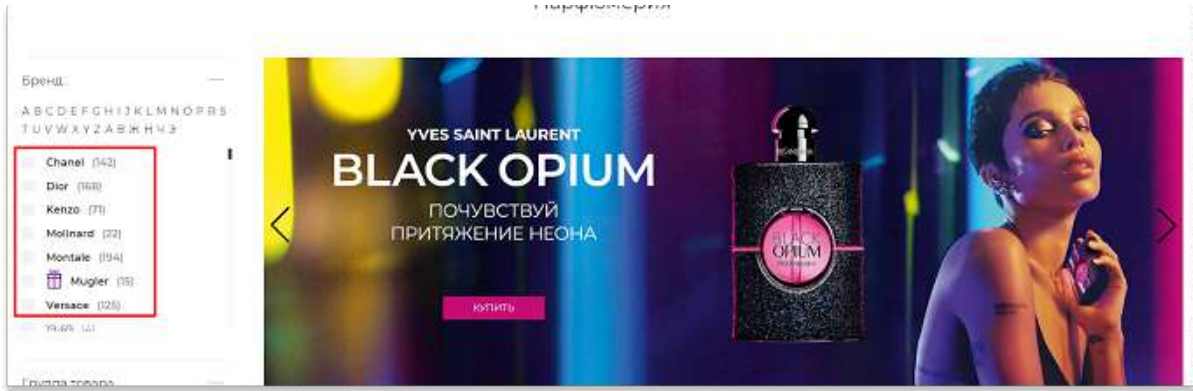
From £16

Pokémon Pikachu Graphic Print Sweatshirt and Joggers Outfit

Horizontal filter on the George website

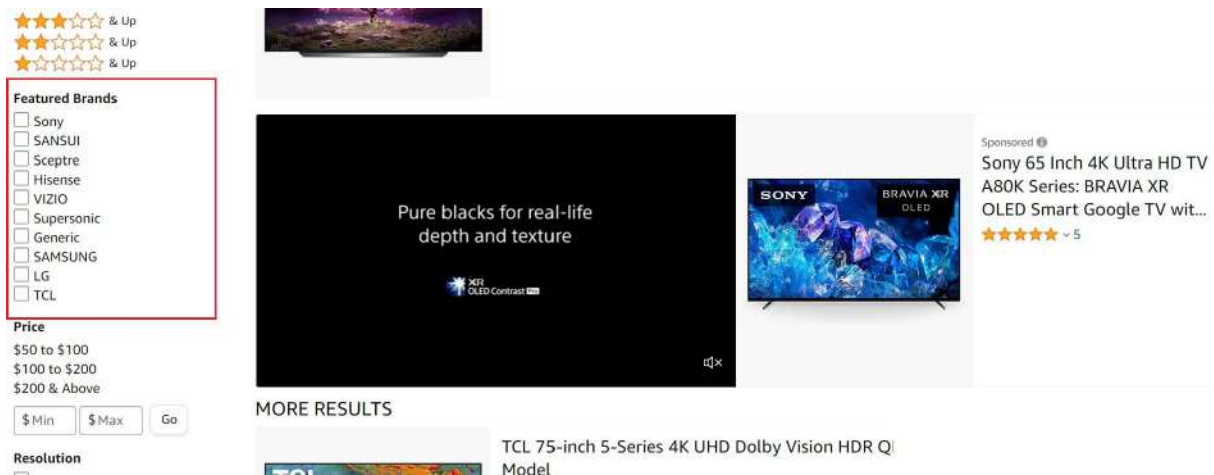
Filter parameters should be prioritized in accordance with their popularity: for the side filter from top to bottom, for the horizontal one — from left to right.

If there is a filter by brand, show 5 most popular brands first, and only then display the list in alphabetical order.



Prioritization of the filter by brand in the MakeUp online store

Add search by brand — it will speed up and simplify the task for the user, as he/she will not have to scroll the whole list to find the brand he/she needs.



Example of search by brand in the Amazon filter

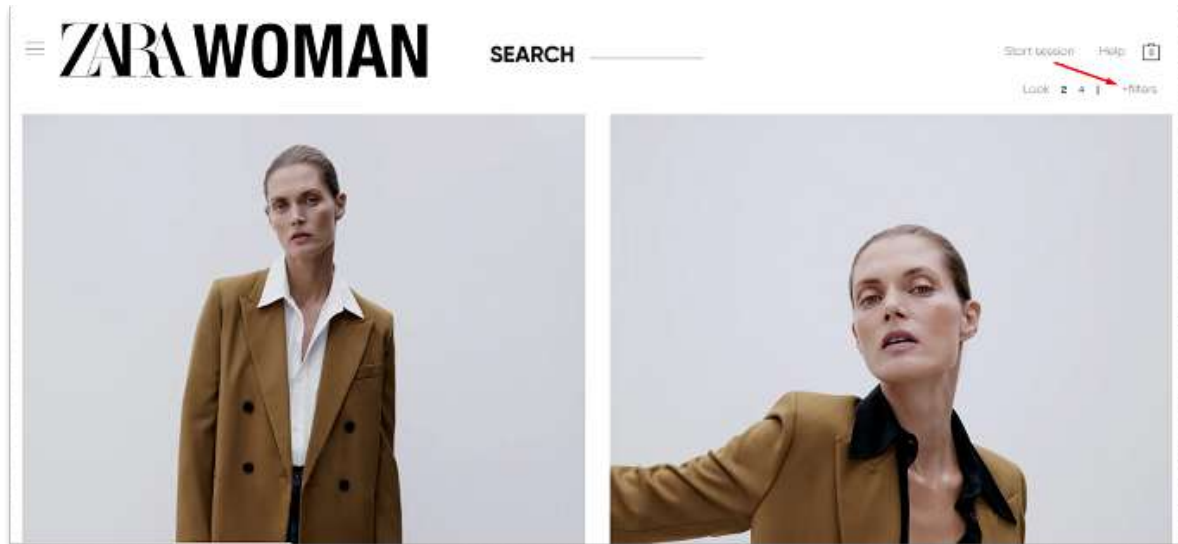
Check-list of filter design and settings

➤ Correct filter performance

It is important that search results correspond to the specified filter parameters. Test the performance of all the parameters to avoid the display of irrelevant items and “Zero Search Results” message on the search results page.

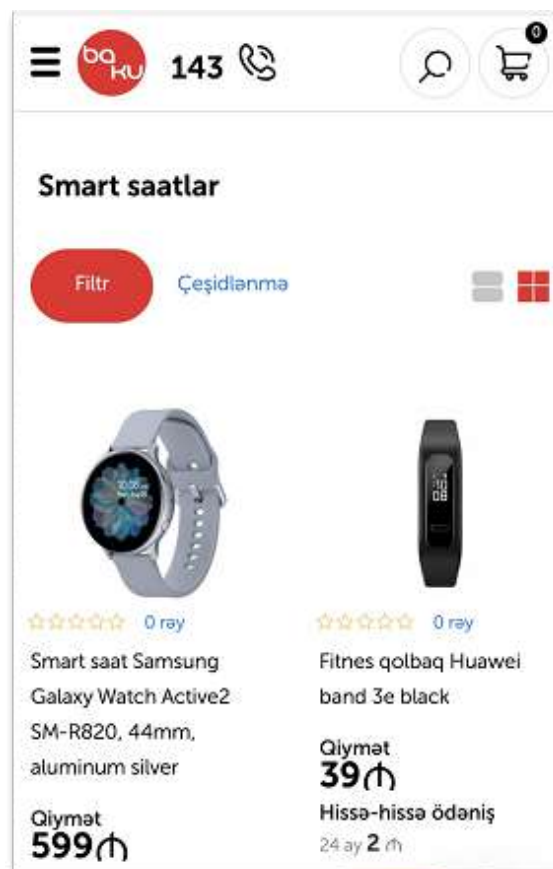
➤ Accent on the filters

Make your filters noticeable, so that the user doesn’t have to look for them. For example, on the Zara website, one might not immediately see the filter button in the upper right-hand corner.



Anti-example of the filter button on the Zara website

In the mobile version of your online store also make filters more accentuated and visible to create more chances for the user to use them. In this way, you will narrow the product list down to the most relevant items and make the user path to purchase shorter.



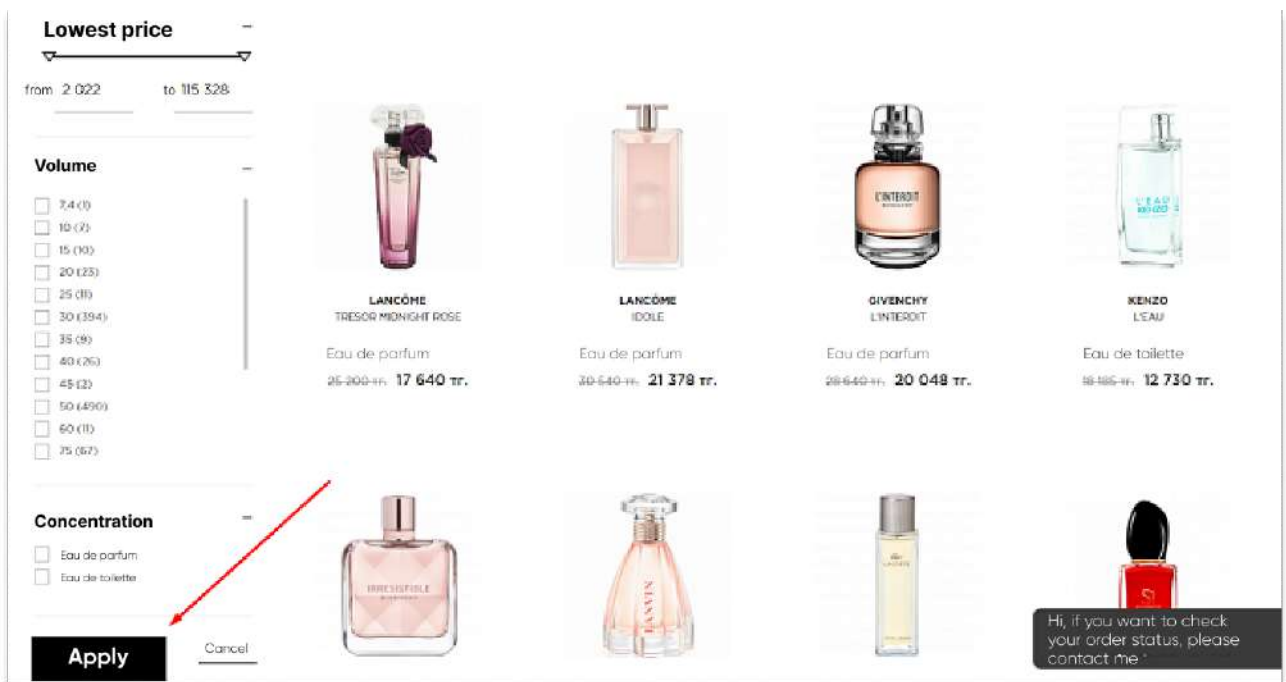
Filter button in the Baku Electronics online store

➤ Adding new filter parameters

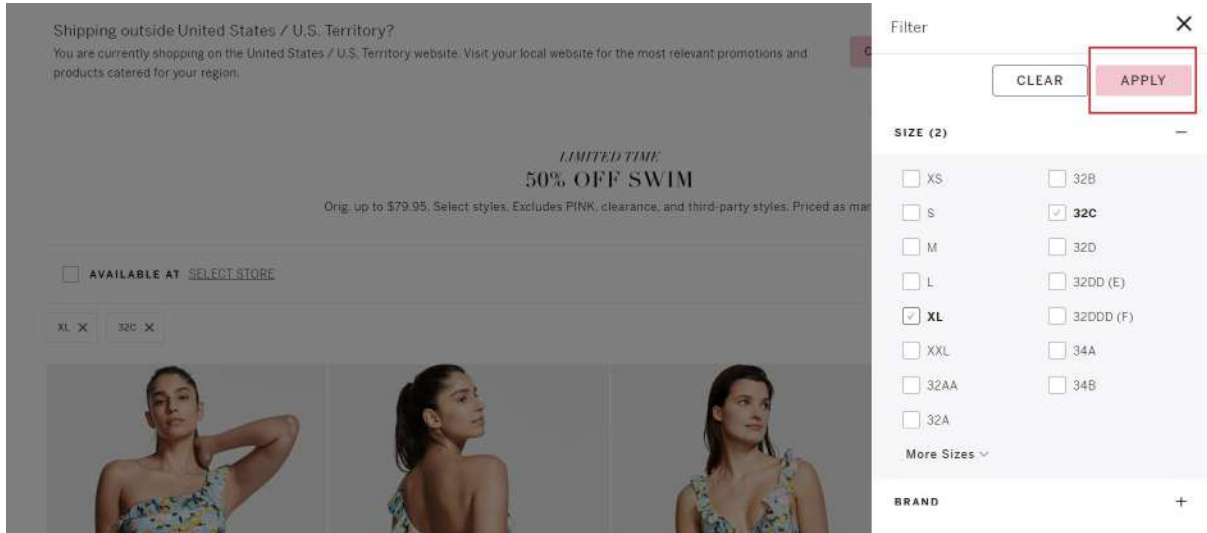
When new parameters are added, the filter results page should not be reloaded, with the previously applied filters staying in place. It is important that the user's focus remains in the same place, and he/she doesn't have to search for the necessary parameters again.

There are 2 ways to implement it:

- Ajax content upload — the page content is automatically uploaded from the database, without visible reloading of the entire page. This approach lets the user access the necessary product faster without having to click on pagination links.
- Add a "Show" or "Apply" button to be pressed after a certain filter parameter is selected for an informed decision to apply a filter or a combination of filter.



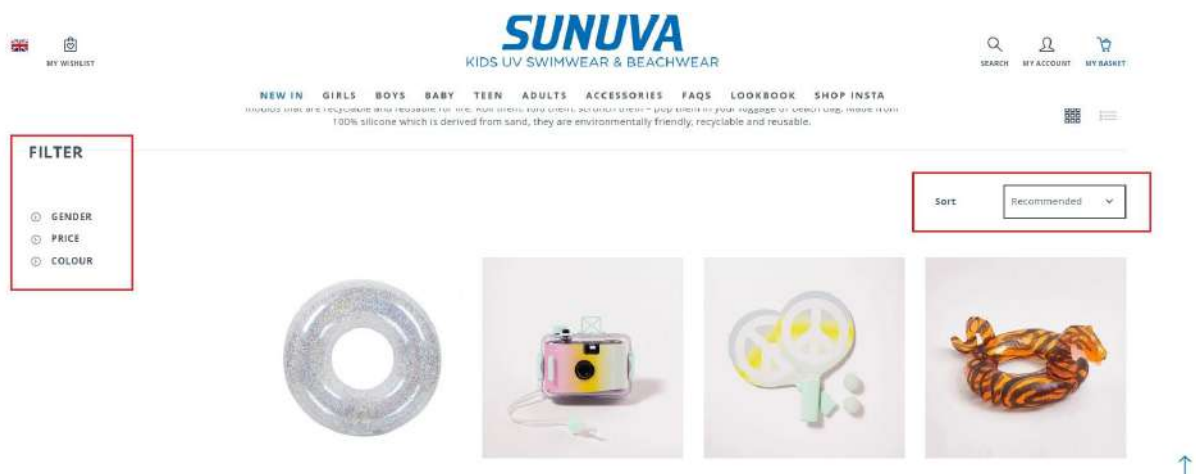
In the Mon Amie online store of beauty products you can select all the necessary filter parameters and only then click "Apply".



On the Victoria's Secret site the filter will not be applied unless you click the "Apply" button.

➤ Filtering vs sorting

Don't mix up product sorting and filtering. These are completely different features. The purpose of filters is to narrow down the product list by a specific parameter, whereas sorting simply changes the order of items on the product list by a certain criterion (price, name, promotion, new to old, etc.). Make a distinction between these tools so as not to confuse your users.

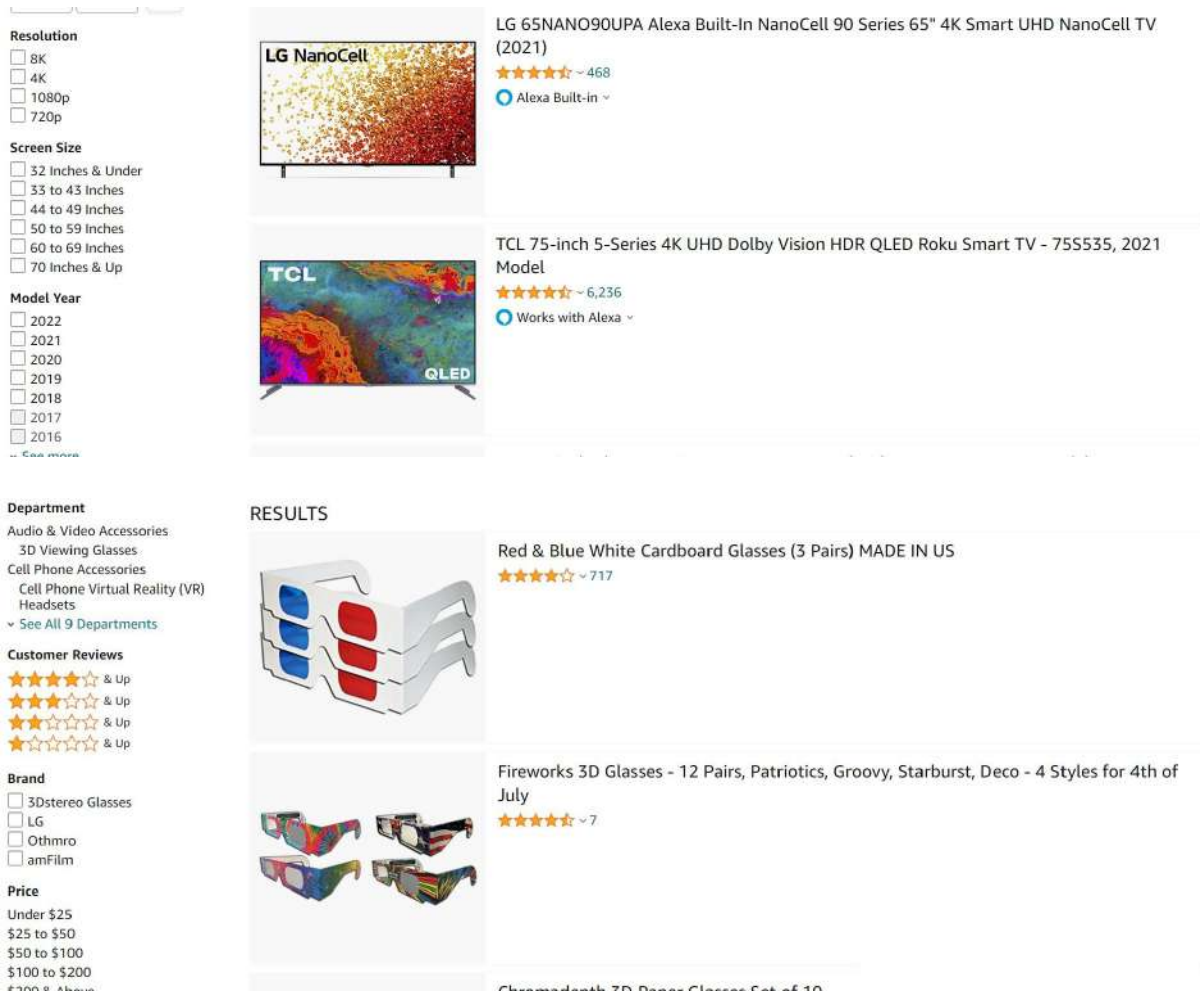


Filtering and sorting in the Sunuva online store

➤ Parameters of filters for different categories

Filter parameters and their prioritization should correspond to the product category and vary depending on the selected one.

For example, if a user has entered the “TVs” category on the Amazon website, a list of filter parameters, relevant for choosing a TV, is displayed. When moving to another section, for example, “3D glasses”, the set of parameters will change according to the specific features of this product group. In this way, the website filters are as useful for the customer as they can be, speeding up and simplifying the search and improving the website KPIs.



Parameters of filters for different categories on the Amazon

➤ Quick filters panel

Add a panel with the most popular and frequently used filtering parameters for a specific product category so that the user could quickly go to the filter results he/she needs. Being an additional source of quality targeted traffic, such filtering pages contribute to your online store SEO.

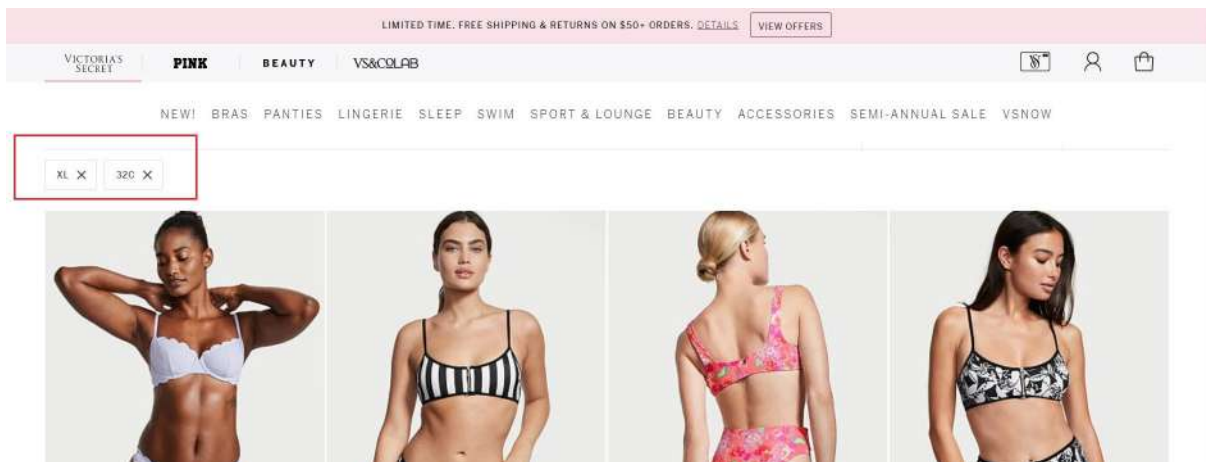
➤ Collapse and expand filter options

If we are talking about a big online retailer with a wide range of products and many different filters, add an option of filter collapsing and expanding. Thus, your filters will not look endless and frightening.

Even though there are many nuances to consider when designing and adjusting your product filtering, if everything is done properly, filters can make your service more customer-oriented and increase the conversion rate of your online store.

➤ Displaying the applied filter parameters

Show the user which filter parameters have already been applied. Offer an option of resetting all parameters at once or changing individual ones.

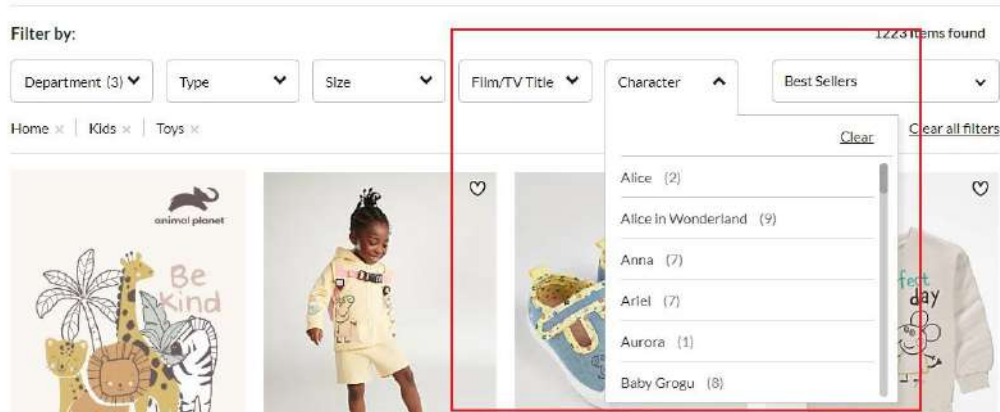


Example of displaying the applied filter parameters on the Victoria's Secret website

Don't dwell on the standard techniques. For example, the Zlato.ua online jewelry store provided users with the opportunity not only to view and reset the filter settings, but also edit individual parameters without deleting and re-adding them. In this way, we took care of the customer, making the service even more customer-oriented.

➤ Thematic filters

Do not limit yourself to basic filters, you can also add thematic ones. The main thing here is not to overdo it and not make filter names too complicated. Remember, the main task is to facilitate the search for the necessary product and narrow it down, and not confuse the user.



Thematic filters on the George website

Analyze your visitors' search queries. For example, if a user wants to buy a microphone, you can add such filters as "iPhone microphones", "microphones for singing", "microphones for conferences", "microphones for video camera", etc. This will speed up the process of selecting products for your users.

2.4. Product card

Now let's have a closer look at the product card. Here are some basic tips that will help design this key page so that to increase the probability of the add-to-cart action.

➤ Use high-quality product photos and video reviews

One of the best ways to win customer trust and improve KPIs on the product page is to place large, clear product photos and interactive videos there. If possible, add a 3D review of the product to give your user a feeling of shopping offline.

With a limited budget, many new online stores neglect this aspect. However, despite the costs involved, there is nothing that persuades the visitors to press the "Buy Now" button better than high-quality product photos and videos made from different angles.

➤ Add social proof

You can spend all your marketing budget on ads on Google, Facebook and other platforms, but they will never be as powerful as recommendations of real customers.

- 93% of customers read online reviews before buying a product.
- Positive reviews remain a key way for companies to sell their product, with customers willing to spend 31% more on a business with excellent reviews.
- 72% of customers don't take any actions until they read product reviews.
- 84% of people trust the reviews they read on the Internet as much as personal recommendations.

Posting reviews of real customers in the product card helps build trust and gives potential customers the emotional information they need for making a decision.

Thus, for example, a review block is an absolute must-have for children's products online stores. It is crucial for new parents to understand the experience of other users and learn from it. By providing an opportunity to post or read a product review you enhance trust in the product and brand.



Example of social proof in the Crocs online store

➤ Increase your website loading speed

A [Google research](#) showed that 90% of mobile users leave websites whose loading takes more than three seconds. And according to a [MachMetrics report](#), the loading time for most of the sites is 8-11 seconds, which means they are losing potential customers. Pay attention to the loading speed of the product card when the user navigates there from the product list page, as well as at the speed with which the adding to the cart is displayed.

To make your product page and website in general load faster:

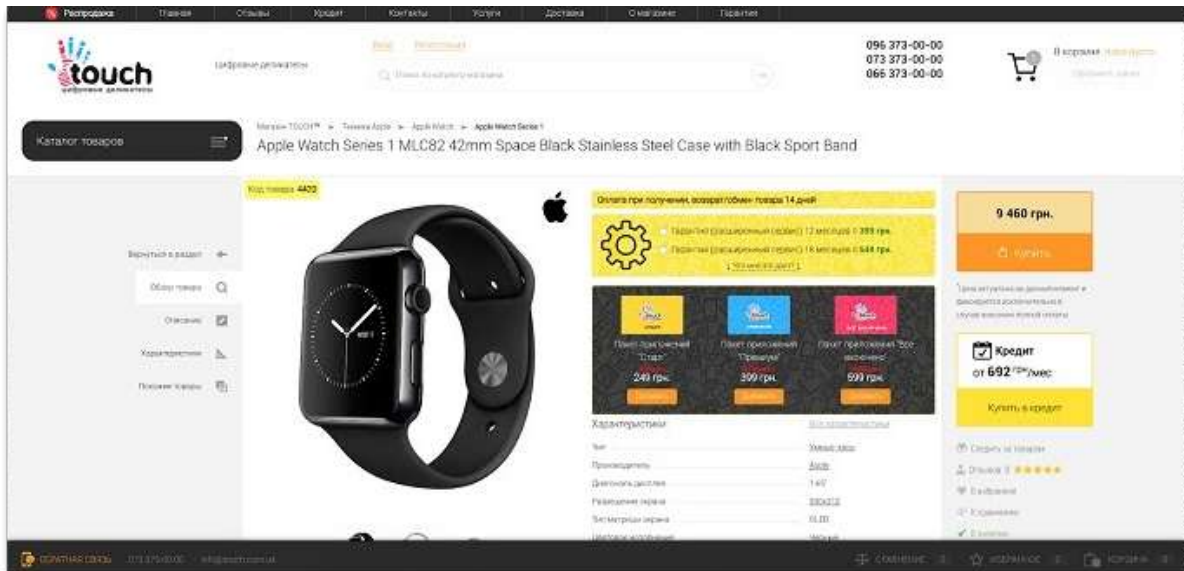
- Reduce HTTP requests on your site.
- Compress files and website images.
- Fix broken links.
- Make sure that the site is optimized for mobile devices. This can be done with the help of [Mobile Friendly Test](#).
- Check the website speed using [Google PageSpeed Insights](#), and then identify and eliminate any additional reasons for slow loading.

➤ Think through the hierarchy of the elements in the product card

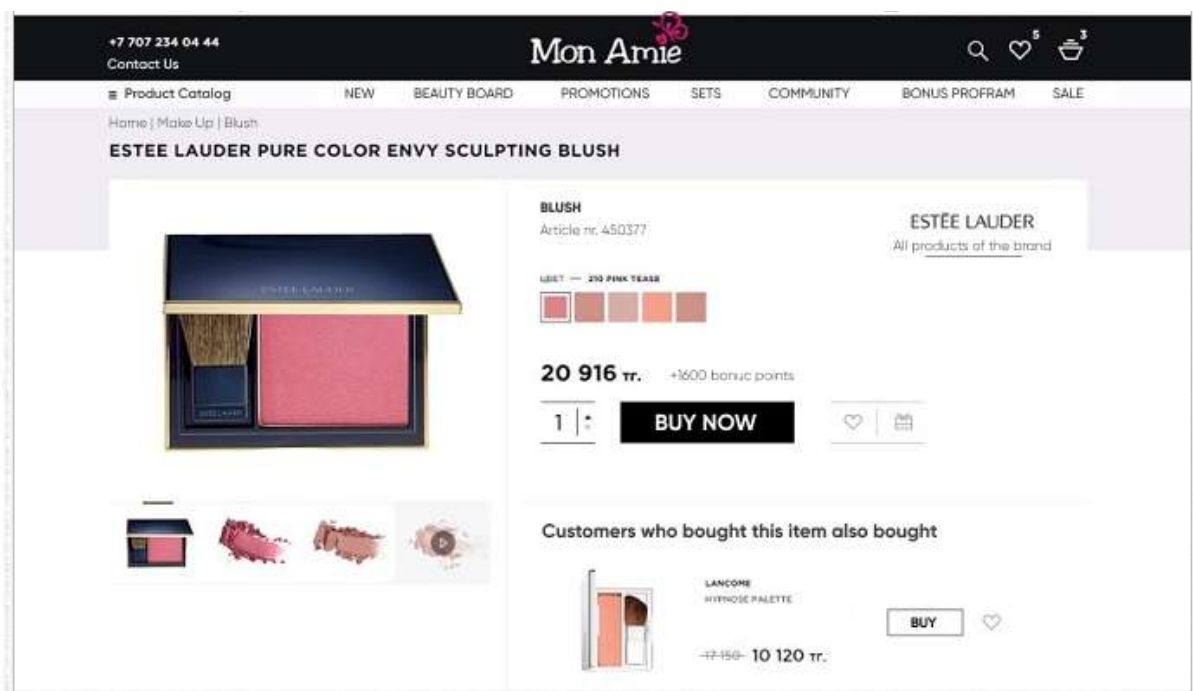
Thanks to such giant brands as Apple, Nike, Beats and many others, customers began to appreciate and even expect minimalistic designs in online shopping.

In order to avoid basic mistakes in the product card design:

- Leave only the most relevant and important information about the product;
- Use the space rationally, so that the blocks could be easily distinguished;
- Prioritize the target actions. Have one CTA button that stands out with a high-contrast color and make it available when the page is scrolled.



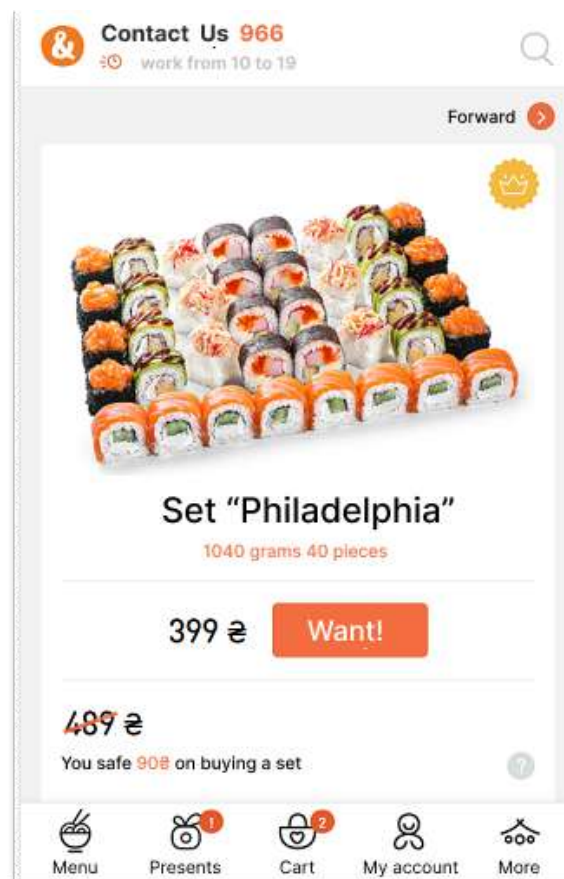
Anti-example of the product card. There are so many distracting elements on this product page that the CTA button is not obvious — the user can't really see it, which might result in a low add-to-cart rate.



Here is a good example of the product card design in the Mon Amie online store. Nothing distracts the user from the product. The main accents are a big product image, the price and the only CTA button.

➤ Make mobile conversions a priority

According to Statista, 72.9% of the whole e-commerce market is expected to be generated through m-commerce in 2021. Therefore, if you want to increase the conversion rate, firstly it is necessary to optimize the product card for mobile devices. If the page is loading too long or displayed incorrectly on a mobile device, the user will simply leave. Make sure that you can not only view the product, but also buy it from mobile devices.



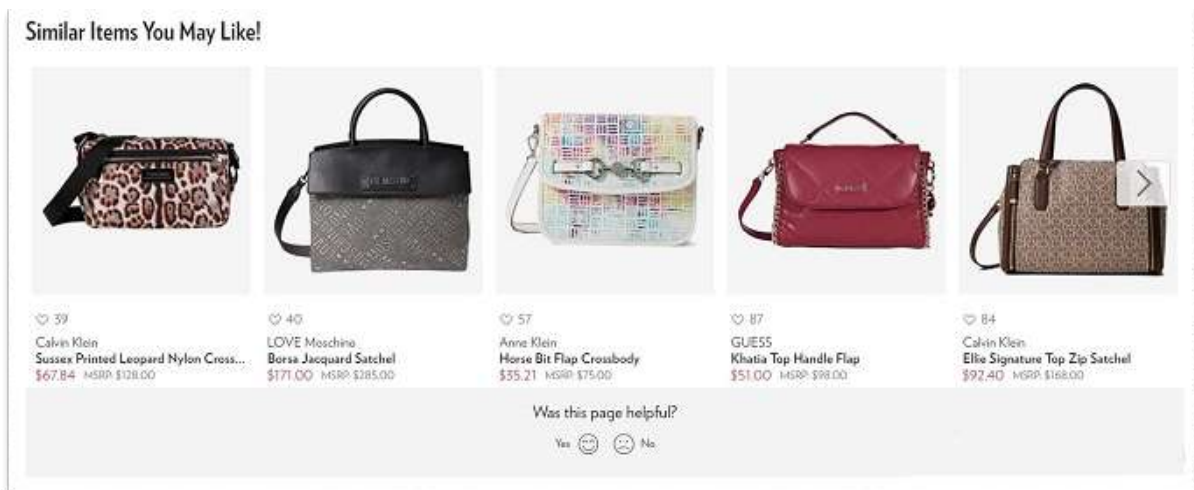
Example of the product card on the 966.ua website, redesigned in accordance with the mobile-first principle

Thus, when designing your website, use the mobile-first principle and follow the patterns of mobile applications. That is, the interaction with the website should be similar to that with a mobile app.

- Use swipes.
- Use fixed CTA buttons, so that the user could add the product to the cart at any moment.
- Dropdown windows and pop-ups should look like a separate screen, and not like a modal window. Thus, the user can focus on the action the screen calls for without being distracted by the background of the page.

➤ Use cross-sell and upsell tools

It is in the product card that cross-sell and upsell tools are most effective. Add a block “Frequently bought together”, “Similar items you may like”, “Customers who bought this item also bought”, etc.



Example of the upsell block on the 6 pm website

➤ Use nudge-marketing techniques

Users can be encouraged to make a purchase when they are informed that the amount of the goods in stock is limited or the product is in high demand. Add such messages as “100+ people bought this product this week”, “Only ... left in stock”, “This product is viewed by ... people now”, etc. These are examples of nudge marketing encouraging users to make fast purchasing decisions.

However, it is really important not to overdo it, so as not to drive the customer away with excessive triggers.



Example of nudge marketing

Why is it important to optimize micro conversions in the product card?

As our UX designer Max says, “It’s better to eat your pie piece by piece”, which means that it is much easier to understand and optimize user tasks at each particular step, rather than try and change the entire funnel at once. Thus, it makes more sense to analyze user experience and the arising problems “along the way” in order to be able to address each of them in the interface later on.

Optimize your product card design taking into account micro actions, and you will increase user conversion and, consequently, improve the KPIs of your online store.

2.5. Cross-selling n upselling

Cross-selling and upselling are two different marketing approaches with different principles.

The idea of upselling is to increase the average order value by demonstrating the benefits and savings on a purchase. The customer is encouraged to buy a bigger quantity/volume or a more expensive/upgraded/premium version of the chosen item to make a better deal.

firstcry.com Search for a Category, Brand or Product

Stores & Preschools | Support | Track Order | FirstCry Parenting | Login / Register | Shortlist | Cart

ALL CATEGORIES BOY FASHION GIRL FASHION FOOTWEAR TOYS DIAPERING GEAR FEEDING BATH NURSERY MOMS HEALTH BOUTIQUES Club carter's

Home / Diapering / Baby Diapers / Pampers Active Baby Taped Diapers, Extra Large size diapers, (XL) 56 count, taped style custom fit

4.4 ★★★★★ 47791 ratings 3660 reviews Write a Review Share

Pampers Active Baby Taped Diapers, Extra Large size diapers, (XL) 56 count, taped style custom fit

12 kg +, 5 star skin protection, Keeps your baby dry, even under pressure to let them play uninterrupted
Product ID: 136820 - See Details

₹1244.69 MRP: ₹1699.00 (27% OFF) (₹22.23 per diaper)
MRP incl. all taxes, Add'l charges may apply on discounted price

Club Price: ₹1210.71 Add'l Club Savings: ₹33.98 Join Club >

SIZE NEW BORN SMALL (S) MEDIUM (M) LARGE (L) XL

PACK OF PACK OF 32 PACK OF 56

BEST OFFERS

Use Code: BUYNOW T&C Apply

SITEWIDE - Club - Flat 35% Off*
SITEWIDE - All Users - Flat 30...







01 ADD TO CART SHORTLIST

Example of upselling in the Firstcry online store: by displaying the price per diaper in a smaller and a larger pack the benefit from buying a larger one is shown.

Cross-selling is a sales tactic encouraging the user to buy an additional, complementary and/or related product in addition to a requested item. It is used when the user has already decided on the main order.

Do not be afraid to offer your customers additional products at the moment of purchase. Cross-selling can accompany the user at all stages of the product selection,

even at the point of the shopping cart review. If you do it carefully and properly, you will be able to increase not only the average order value, but also the ARPU.

Compare Similar Products		Back to Top				
						
	Charlotte Tilbury Mini Airbrush Flawless Finish Setting Powder	Charlotte Tilbury Mini Pillow Talk Lipstick & Liner Set	Natasha Denona Mini Retro Eyeshadow Palette	Natasha Denona Mini Love Eyeshadow Palette	ilish b. Mini Aglow™ Priming Oil Serum	Charlotte Tilbury Mini Airbrush Flawless Setting Spray
	See Details	See Details	See Details	See Details	See Details	See Details
Price	\$25.00	\$25.00	\$27.00	\$27.00	\$25.00	\$20.00
Full Size	3.4g / 0.11 oz			5 x 0.028 oz/ 0.8g	0.33 oz/ 10 mL	1.1 oz/ 34 ml
Rating	★★★★☆ 291	★★★★☆ 641	★★★★☆ 211	★★★★☆ 95	★★★★☆ 34	★★★★☆ 329
Ingredient Highlights		Matte Finish, Long- wearing, Without	Matte Finish, Metallic Finish		Vegan, Without Silicones, Good for:	Long-wearing, Alcohol Free, Oil Free, Without

Why use these tools?

Upselling and cross-selling are used to increase the revenue of an online store, but there is actually more to them. Here are 3 main benefits of upselling and cross-selling:

- They improve KPIs (average order value and ARPU)
- They increase customer engagement and page depth;
- They increase customer satisfaction rate through meeting customers' needs and showing care about them.

How to upsell and cross-sell effectively?

The effectiveness of upsell and cross-sell tools depends on how thoroughly and competently their operational algorithm was defined, taking into account the product characteristics, understanding of the target audience and the online store niche.

➤ Upsell offers in the product card

As we have already mentioned, upselling in the product card proves effective if presented in accordance with a certain algorithm. Thus, there is no sense in offering women's slippers next to men's boots. It's reasonable to offer products from the same or related category and the same price segment (or 5-10% more expensive). Show the

user that by spending more, he/she will actually make a good deal; this will make the product more valuable for him/her. As the customers go from one relevant product to another, they can mentally agree to buy a more expensive one.

Such an approach works quite well for fashion online stores, whereas for electronics shops things are a bit more complicated. In this sector the difference in the price of items is often too big, sometimes reaching 25%. Still, upselling can be applied here, too — for example, the price difference can be bridged by the information about available credits and installment payments.

➤ **Cross-selling in the product card and shopping cart**

Cross-selling works well in the product card and the shopping cart. Its effectiveness depends on the proper placement of blocks on the online store pages.

Product card

For the product card on the fashion website the following arrangement of blocks should be applied:

- Product photo
- Product characteristics that affect the choice
- Upsell block ("Related products", "You might also like", etc.)
- Cross-sell tools ("Complete your look", "Frequently bought together", "Package deal", etc.)

As a result, with the help of the upsell block we offer customers a choice and show care about them, and then we motivate them for additional purchases using cross-selling tools.

Thus, in the Pratik Ukrainian online shoe store, they offer a matching bag to the selected pair of shoes. On 6 pm they offered similar items.

Customers Who Viewed This Item Also Viewed

- Item 278: Esch Brooklyn, \$35.42, 49% OFF
- Item 4: Madeline-Gal, \$52.50, 49% OFF
- Item 183: Charles by Charles David, \$55.44, 49% OFF

Customers Who Bought This Item Also Bought

- Item 341: Dolce Vita, \$41.52, 49% OFF
- Item 172: Madden Girl, \$20.50, 49% OFF
- Item 99: Charles by Charles David, \$72.15, 49% OFF
- Item 304: Madden Girl, \$31.27, 49% OFF
- Item 130: Indigo Rd, \$44.85, 49% OFF

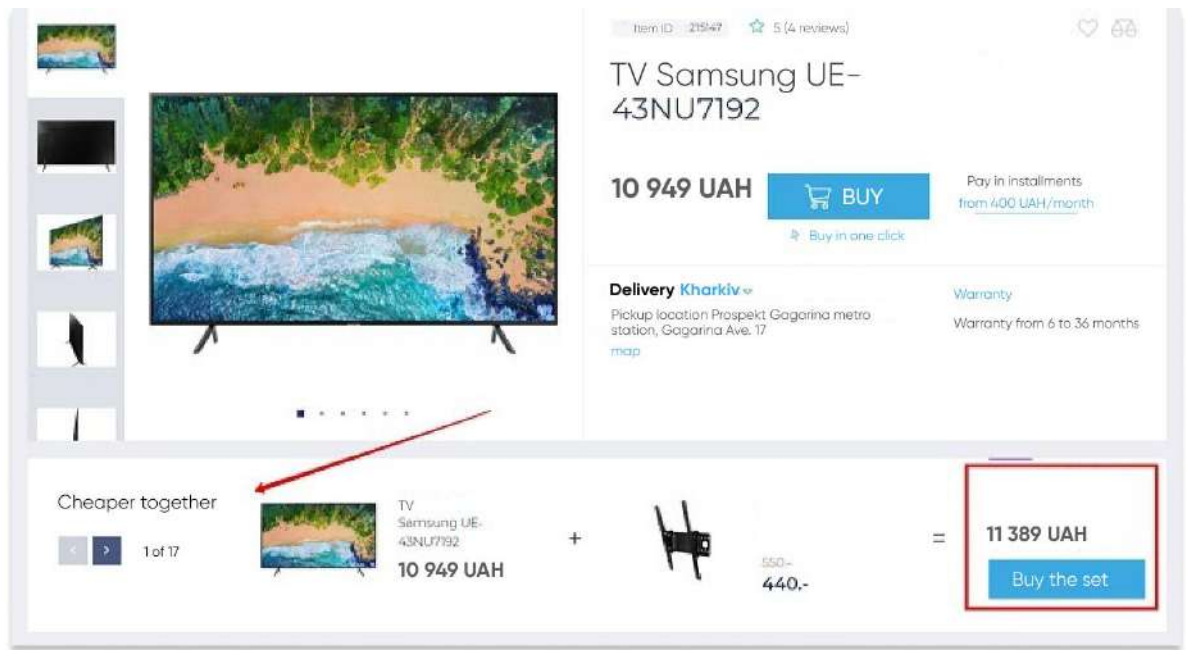
You May Also Like

- Item 15: 8 Other Reasons, \$17.00, 49% OFF
- Item 68: Charles by Charles David, \$24.42, 49% OFF
- Item 95: Charles by Charles David, \$24.42, 49% OFF
- Item 85: Kenneth Cole Reaction, \$24.42, 49% OFF
- Item 171: Anne Klein, \$25.53, 49% OFF

Example of upsell and cross-sell blocks arrangement in the 6 pm online store

If it goes about the electronics store, a different approach should be applied: in this case it makes more sense to place a cross-sell block right below the product photo and description, and only then — upsell items. For example, when buying a mobile phone,

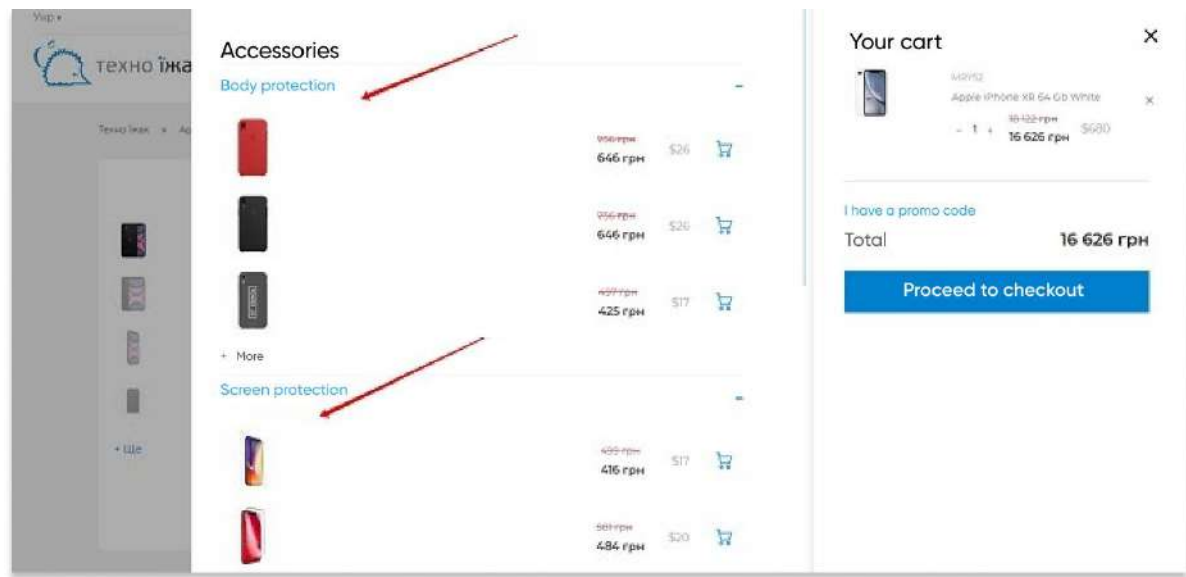
one gets 15% off on a cable to it. The user understands the value and benefit of the offer right at the beginning of the page, and the online store sells two items instead of one.



Example of the cross-sell block in the Denika online store

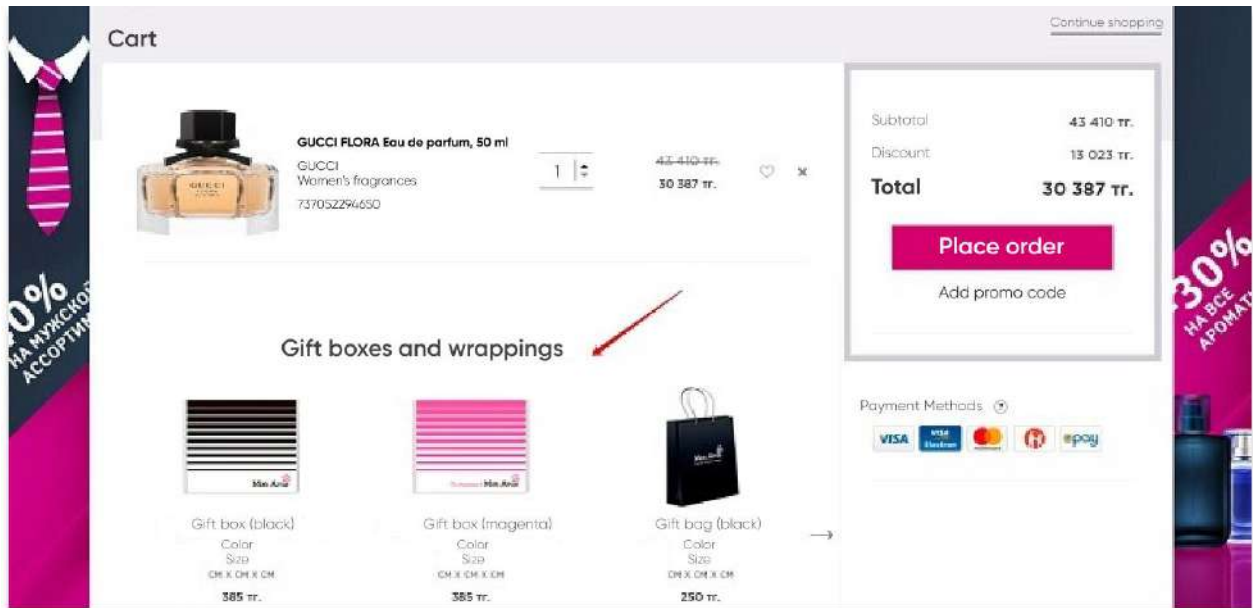
Shopping cart

When the customer has already made a choice and put the product in the cart, additional service, warranty or related items can be offered.



Cross-sell block in the mini cart of the Tehno Ezh online store. When buying a mobile phone, the customer is offered a case and a protective glass for the selected device that can be added to the cart with one click.

Once the customers get to the cart, they can be offered to add gift wrap or a related product to the items they are buying.

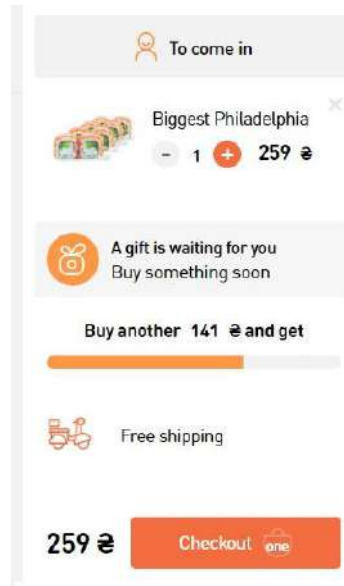


On the cart page of the [Mon Amie](#) online store we used cross-selling techniques for additional sale of gift wrap.

For example, while working on the Mon Amie project, we noticed that around 40% of the customers were men making presents for women. Thus, not only did we solve the business task to increase the average order value, but also addressed the customers' needs.

In the cart multi-level cross-selling can also be applied: when the customer adds one related product, the cart is updated and a list of the products from the next relevant category is suggested.

One of the most popular cross-selling tools increasing the average order value is gamification. Involve the customer into a game by offering to buy additional products in order to get a gift or free delivery. For example, for 966.ua food delivery service, we developed a slider that demonstrates benefit from buying an additional product.



Example of gamification on 966.ua

6 common upselling and cross-selling mistakes and how to avoid them

1. Absence of cross-sell or upsell blocks on your website. In this case, you don't make use of the latent potential of the page, thus missing profit and depriving the customer of sufficient service.
2. Cheaper products in the upsell block than the item picked by the customer.
3. Complicated and incomprehensible offer. The usefulness and benefit of the upsell and cross-sell offers should be explicit and crystal clear to the customer.
4. The list of alternative products is too long. Instead of offering half of the assortment to the customer as an alternative, limit the choice to 5-10 options. Otherwise, the customer might stop searching at all.
5. Irrelevant products in upsell and cross-sell blocks. It's useless and might annoy the customer.
6. Using upsell tools at the checkout. The customer might leave the cart page and never come back.

Don't be afraid to experiment! Apply both upsell and cross-sell tools, use them on different website pages or combine on one. If you set up the operational algorithm and arrange blocks properly, you are sure to increase conversion and average order value. For example, we managed to increase the average order value for the Mon Amie online store by 1.7 times.

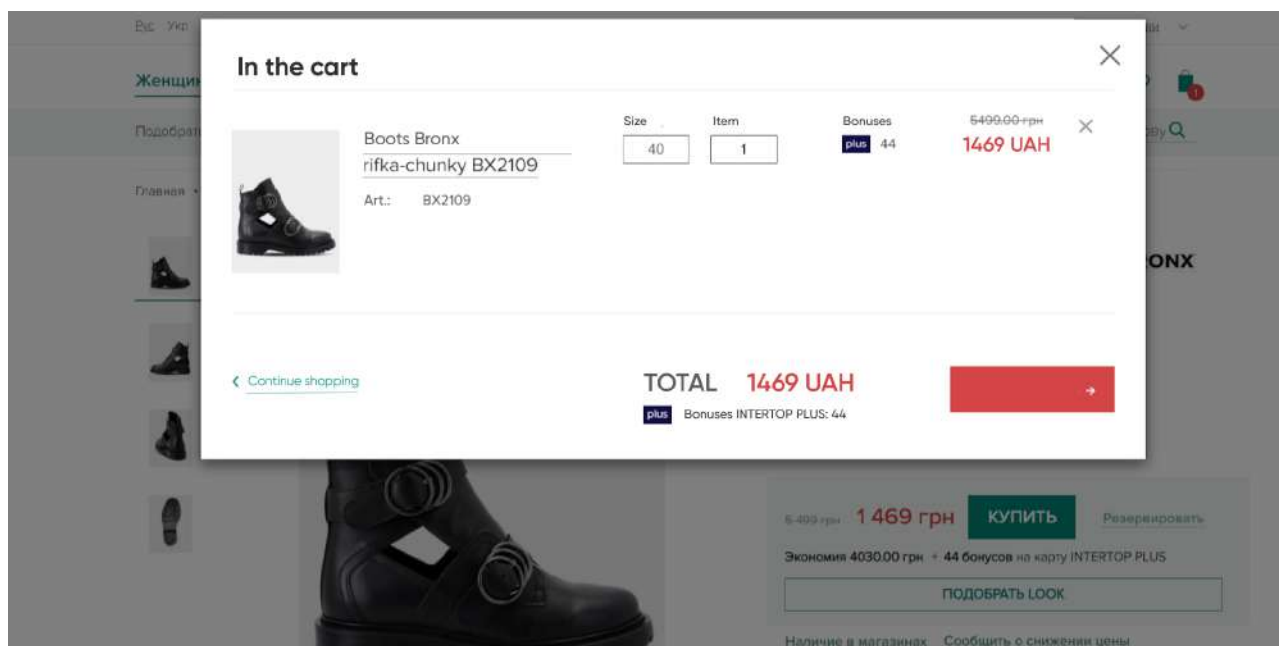
2.6. Shopping Cart

Below you will find **5 steps to optimize the cart** with illustrative examples and mistakes to avoid.

Step 1. Choose the shopping cart design: a pop-up or a separate page

There are two basic approaches to the shopping cart design: a separate page and a pop-up.

A shopping cart pop-up has already become a trend, because in this case the number of steps to checkout is reduced. Such a cart type mainly serves as a confirmation of the customer's actions. This option works well for fashion e-commerce websites, as well as for online stores with a little number of products.

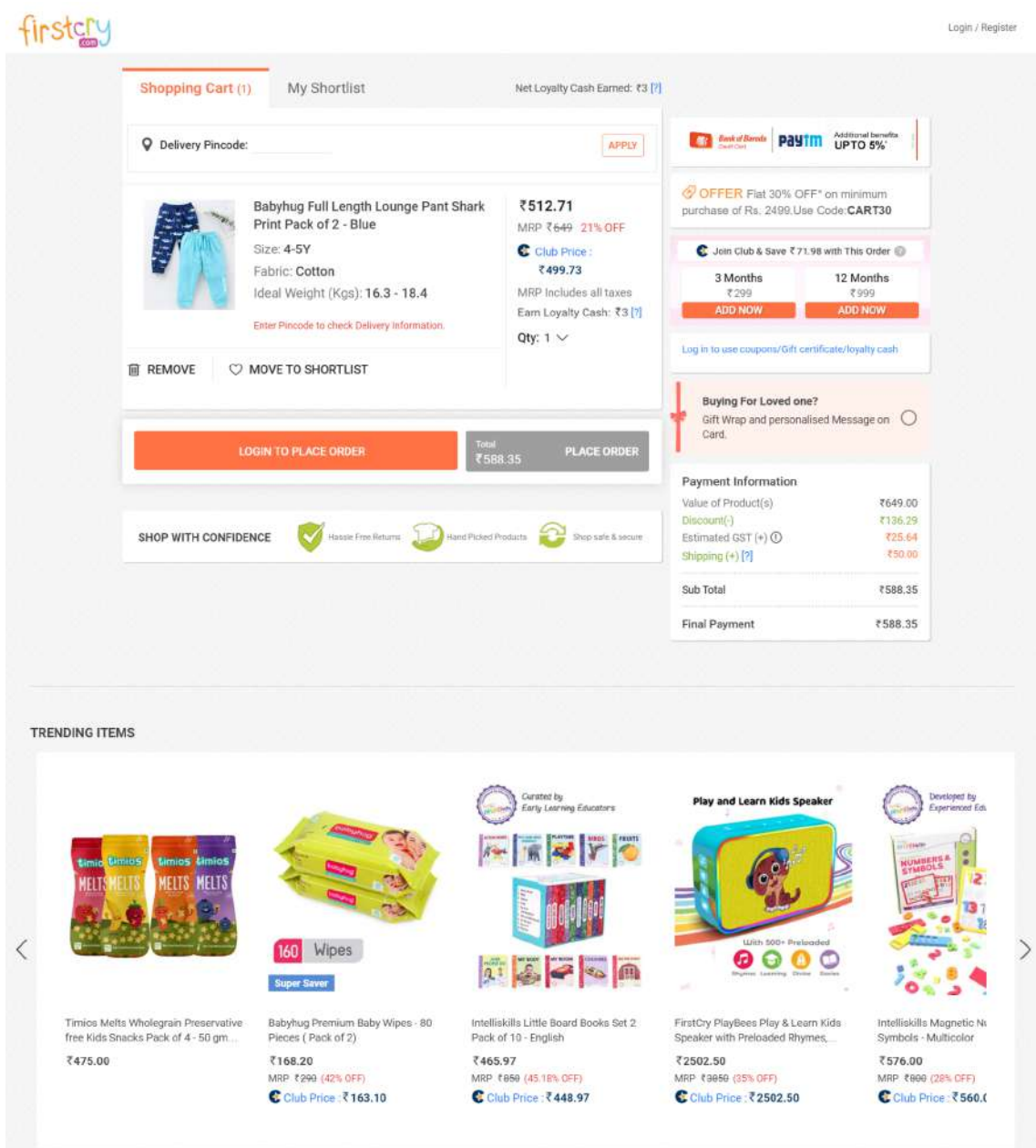


Shopping cart pop-up in the Intertop online store

The downside of such a cart design is that it doesn't always let you effectively present your cross-sell and upsell offers. However, these tools are often implemented in the product card and work quite well there.

It is reasonable to create a separate page for the cart:

- When it's a big store with a large assortment of products. In this case, users often purchase several goods at once, so they should have a chance to double-check the order before placing it.
- When the goods are expensive. These are usually not one-click purchases, so the shopping cart page should contain as much information about the product as possible, in order for the user not to return to the previous step before completing the order.
- When you want to implement full-featured cross-sell and upsell blocks with categories, if there are related products.



On the Firstcry project you'll see a separate page for the shopping cart and present cross-sell offers there

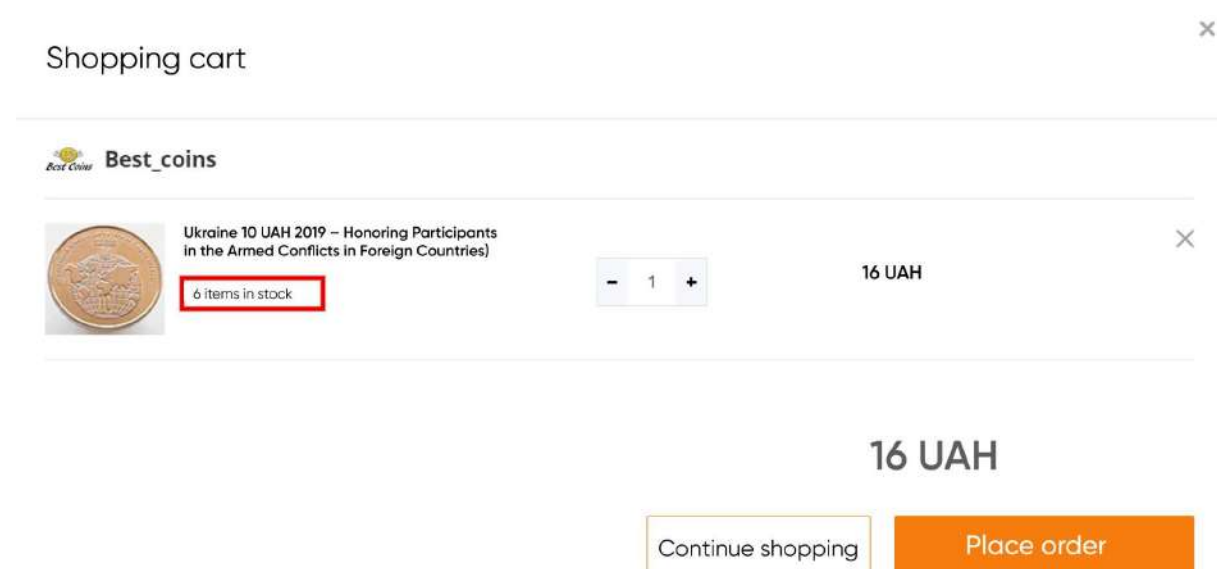
Step 2. Define the essential elements of the shopping cart

Please mind these 6 elements and make sure to use them correctly when designing the shopping cart for your online store.

- **Product information**

Information that should be provided in the shopping cart:

- ☐ Product photo. The product image should be the same as in the catalog.
- ☐ There should be an option of navigating to the product card from the cart.
- ☐ Size, color and item ID. Ideally, there should be an option of making changes right in the cart.
- ☐ Tell the user about limitations and specify the available quantity of goods in stock. Always display up-to-date information to avoid situations where, for example, your customer orders 3 packs of razor blades, and there are only 2 in stock. You don't want him/her to hear it from the manager, especially if the order has already been paid.

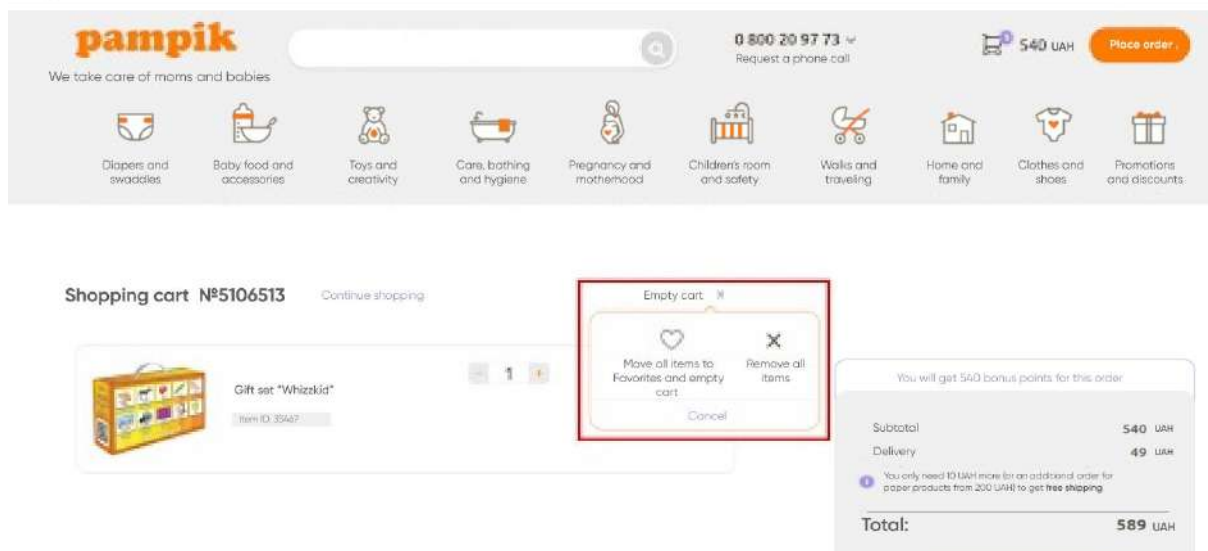


Example of showing the quantity of goods in stock

- **Deleting/retrieving the products and Favorites**

Provide users with an option of retrieving the deleted items in case the product was removed by mistake. Give them a chance to get it back quickly without having to look for it in the catalog again (for example, the product is not removed immediately and there is a button to return it back to the cart).

When the user removes a product from the cart, offer an option of adding it to "Favorites". Maybe the customer decided not to buy this item right now, but will want to get back to it in the future.

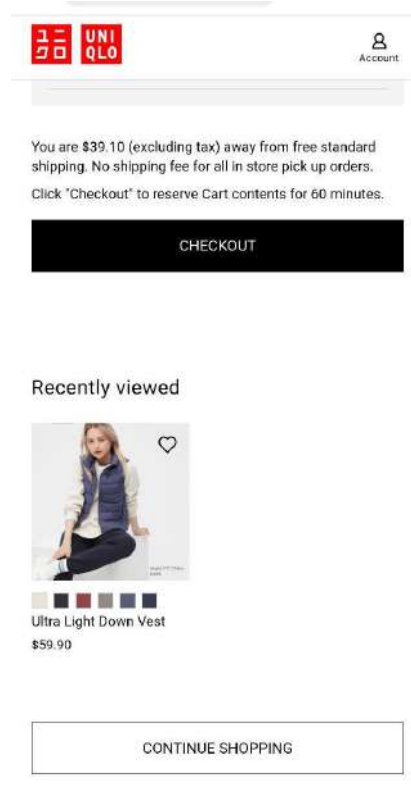


Design of this feature in the Pampik online store

- **Easy-to-understand buttons**

Make sure to have the "Continue shopping" button in the shopping cart. Maybe the customer would like to add something to the order.

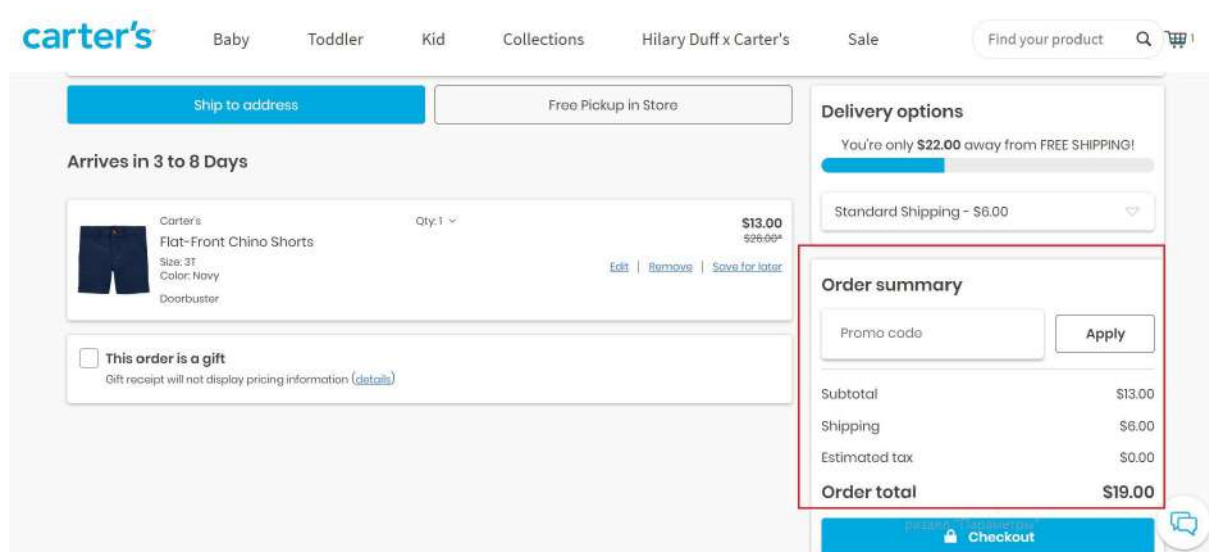
It is also a good idea to apply the principle of the expected result, i.e. instead of the usual "Next" button better use the "Place Order" one, etc. Thus, the customer will know exactly what awaits him/her at the next stage.



Uniqlo shopping cart: there is an option to continue shopping and an easy-to-understand button taking the user to checkout

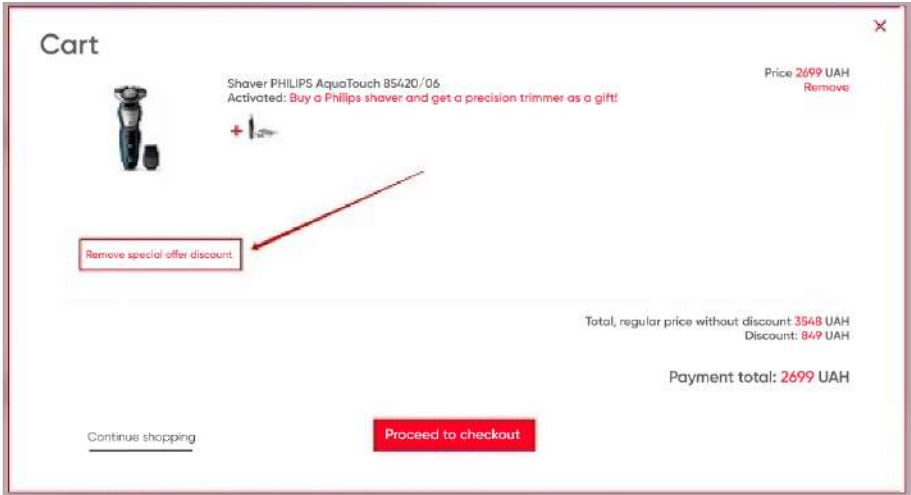
Bonuses, promotions and promo codes

If the product is purchased at a discount price, or bonus points/promo codes are applied, provide detailed information about how the final order amount is calculated. Specify where exactly the discount is applied and what is included in the set.



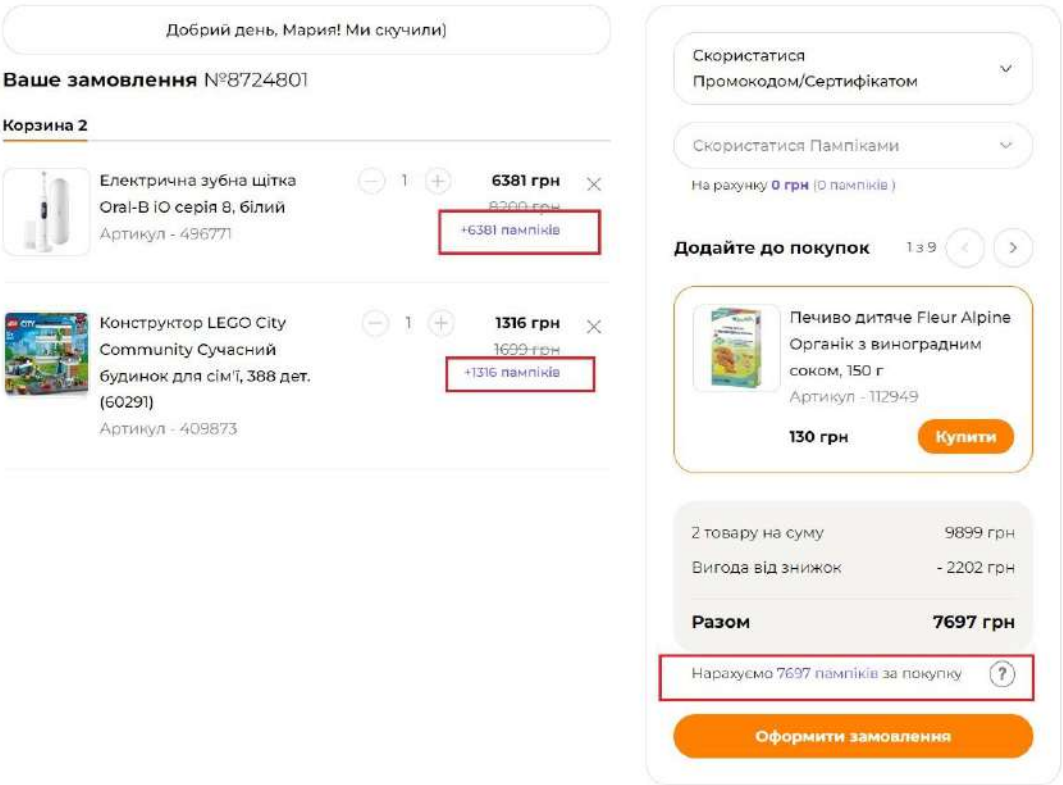
Example of a promo code field on the Carter's website

Give your customer an opportunity to choose not to use bonus points or promo codes, so that he/she could select the best deal in case there are several special offers involving the same product, or he/she has a promo code with a bigger discount.



Example of the option not to use the special offer

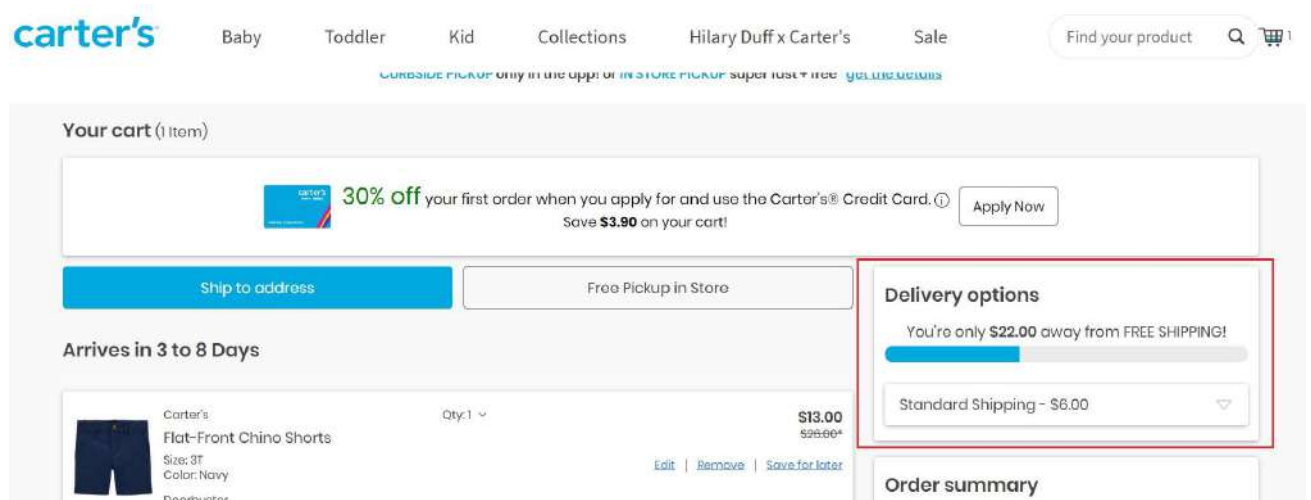
Specify how many bonus points the user will get for the purchase while he/she is still in the cart.



Information about bonus points in the cart on the Pampik website

- **Information about additional costs**

Never hide additional costs (for example, for the delivery of goods). If shipping is free for orders from a certain amount, provide this information to the customer.



Information about delivery terms on the Carter's website

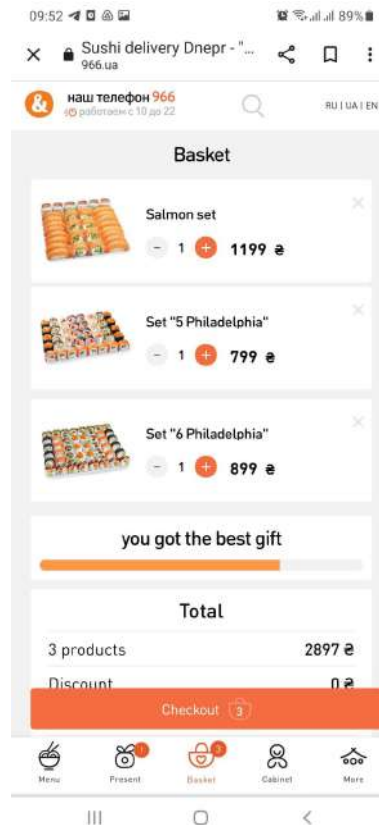
- **Cross-selling and upselling**

You can and should use the cross-sell and upsell tools in the cart. Provide your customers with an opportunity to add related products, additional services or consumables without leaving the shopping cart. For more information, please see the section **Cross-selling and Upselling**.

Step 3. Adapt the cart to mobile

The design principles and basic elements of the cart remain the same, but how to fit it all into a small screen resolution?

The products take up the entire first screen and if there are more than two or three of them in the cart, one would need to scroll down to the end of the screen to see the order amount. Besides, with this format there might be some difficulties with cross-sell and upsell tools. One way to solve this issue is to place a sticky menu at the bottom of the screen.



In the mobile version of the 966.ua cart there is a possibility to view your gifts in the sticky menu at the bottom of the screen

Step 4. Avoid common mistakes

To reduce your cart abandonment rate, try to avoid common mistakes that are often made still during the design process:

1. The product takes up the whole page, the customer can't see the price and/or the total order amount and has no idea what to do next.
2. To get information about the total order amount the user has to scroll down to the bottom of the page.
3. The checkout button is not on the first screen.
4. The quantity of goods is not displayed and/or there is no option of editing the quantity.
5. There is no price per unit, only the total amount.
6. No discount displayed.
7. The cart is not automatically updated.



If your cart abandonment rate is high, this issue should be tackled. One way to get your customer back is to remind him/her that he/she still has products in the shopping cart via remarketing or email. Another way is to prevent him/her from leaving the page by eliminating usability errors.

Step 5. Experiment!

There are many types of pop-ups and shopping cart designs that will help you engage the customer.

- **Visible add-to-cart actions**

Add the animation of moving the product to the cart when the "Buy" button is pressed to visually confirm the action and guide the customer to the next step.

- **Creative animation**

Unusual location or non-standard appearance of elements can attract attention and speed up the checkout.

However, when experimenting, don't forget about usability. No matter how creative, the shopping cart design should be in line with the style of the main site, clear and easy-to-use for the customer.

So what is better — a pop-up or a separate page?

There is no definite answer to this question. If you opt out of a separate page for your shopping cart, the user path to checkout is significantly reduced. If you look at the Intertop case, you will see that this approach helped increase conversion by 55%. On the other hand, by creating a full-featured cart page, you can increase the average order value. In the case of Mon Amie, cross-sell and upsell tools presented on the cart page increased the average order value by 1.7 times.

Both options actually work. Project analytics data and business goals will help you choose the one that suits your website better. But regardless of the approach chosen (separate page or pop-up), it all comes down to one idea: the cart should be so simple and clear that the customers can get what they need as soon as possible.

2.7. Checkout

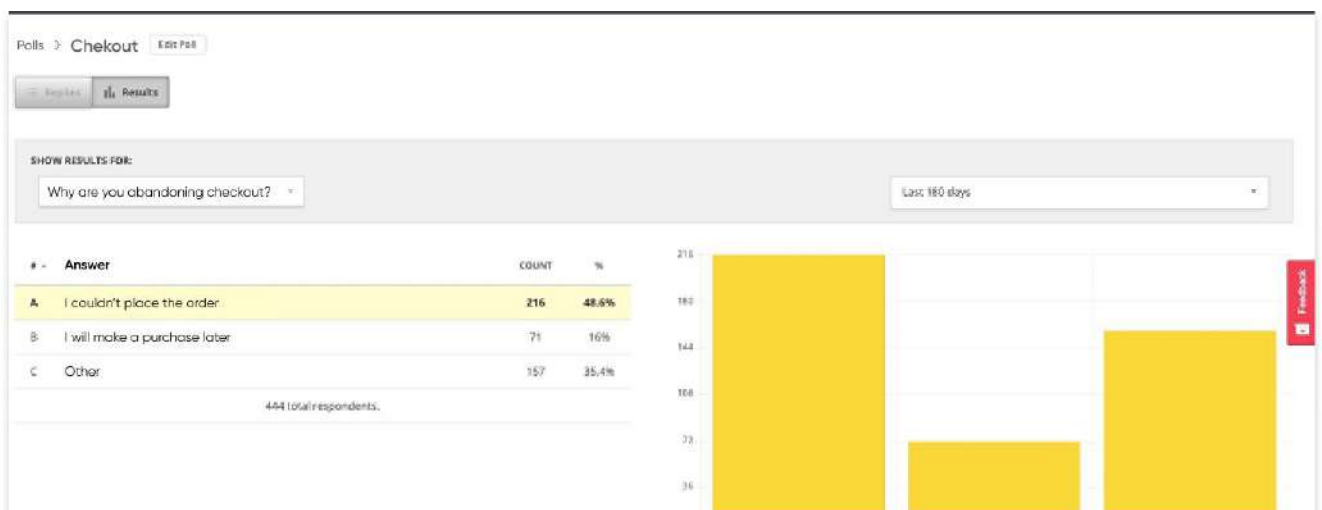
According to our experience, the average cart abandonment rate is 69.57%.

We have distinguished 15 steps to optimize checkout that will help reduce the cart abandonment rate and increase conversion of your online store.

Step 1. Analyze each stage of the sales funnel

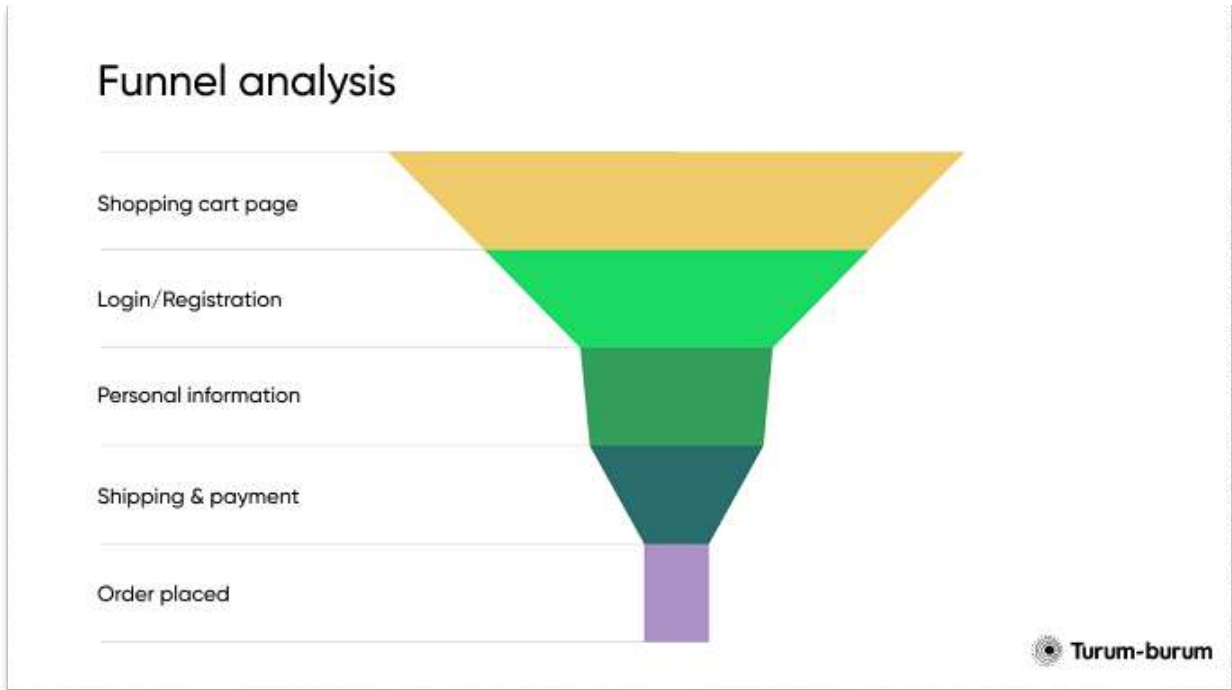
Sales funnel analysis is a good way to identify bottlenecks and stages of the order placement process where users leave most often. And checkout is the best place to start, because if people leave at this point, your online store loses the most interested customers. Thus, it is worth finding out what exactly prevented them from completing the purchase.

This can be done with analytics tools and questionnaires. For example, when working on the Intertop project, we did a survey and found that 48.6% of visitors left the checkout form simply because they were unable to complete their order.



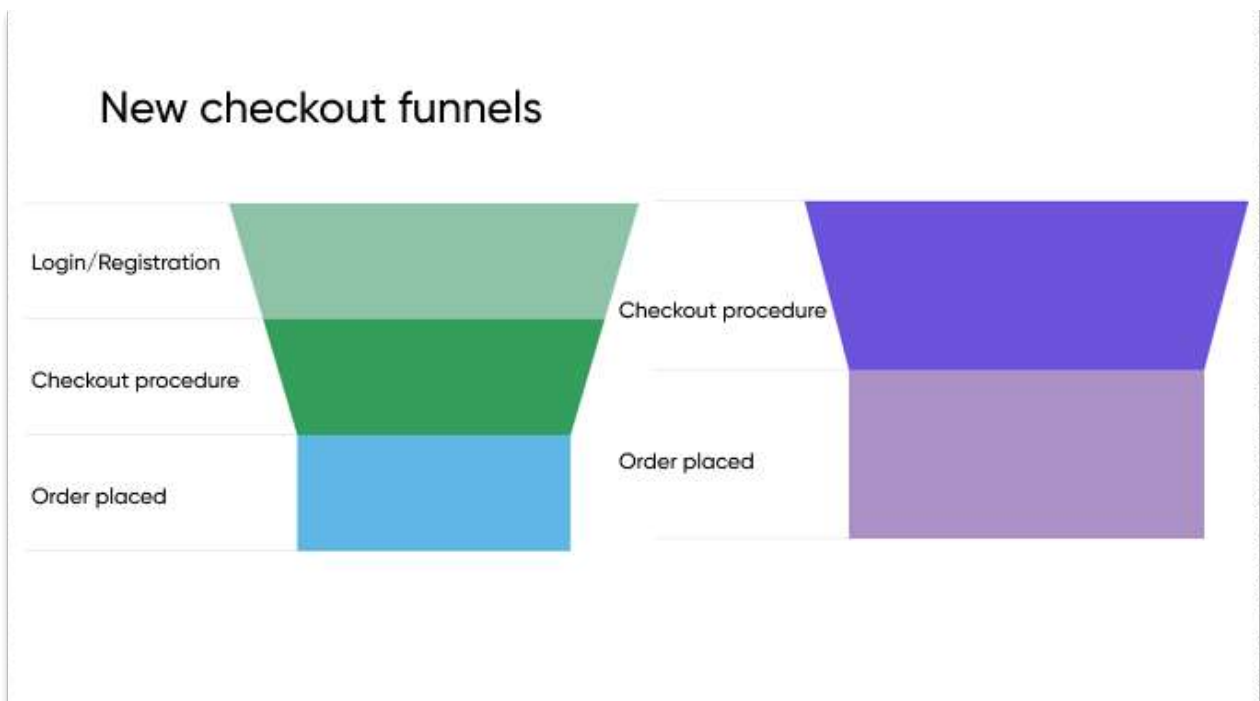
Results of the Intertop visitor survey

To identify the bottlenecks, we analyzed the 5-stage funnel.



5-stage funnel on the Intertop website before redesign

After detailed work on each stage of the funnel, we reduced it to three steps for new users and to two steps for registered ones, which helped us **increase the conversion rate by 55%**.



Optimized checkout funnels on the Intertop website

Step 2: Break the order placement process into several simple steps

Follow the user path yourself to understand how easy the process of order placement is. For example, while working on the [Dobovo.com](#) project, we discovered that the booking procedure was so complicated and time-consuming that by the moment the users were reaching the final step they were forgetting the key points.

By splitting the process into three consecutive steps and adding reminders of all the key parameters, we managed to decrease the bounce rate by 11.73% with mobile users and increase the micro conversion rate by 35%.

You can also add a progress bar to let the user know where he/she is at the moment, and how many steps there are left. Provide your customers with an opportunity to edit the order at any point, with all the entered data being saved.

Step 3: Add a one-click “Buy” button

Not all visitors want to go through the checkout process, filling in all the necessary forms. Take care of those customers and give them an opportunity to place an order in one click.

Sceptre 24" Professional Thin 75Hz 1080p LED Monitor 2x HDMI VGA Build-in Speakers, Machine Black (E248W-19203R Series)

Visit the Sceptre Store
 ★★★★★ 19,555 ratings | 680 answered questions
 Amazon's Choice in Computer Monitors by Sceptre

-10% **\$116⁹⁸**
 List Price: \$129.97

Style: 24" 75Hz

24" 75Hz **\$116.98** | 24" 75Hz Blue Light Shift \$139.98

Specific Uses For Product: Multimedia, Personal, Business
 Refresh Rate: 60 Hz
 Brand: Sceptre

\$116⁹⁸

Your selected delivery location is beyond seller's shipping coverage for this item. Please choose a different delivery location or purchase from another seller.

Deliver to Ukraine

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from: Genesis Official Store
 Sold by: Genesis Official Store

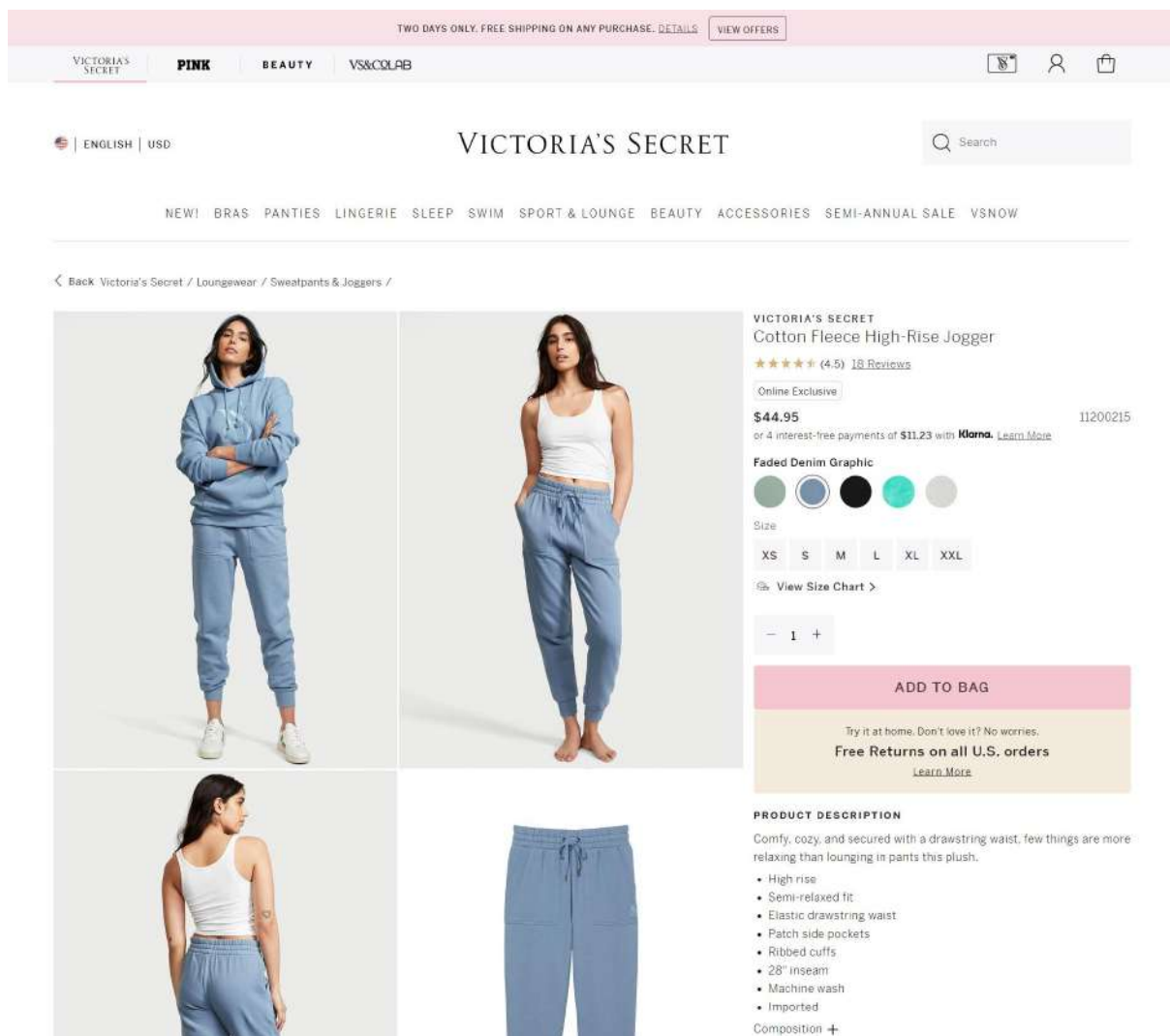
Example of one-click “Buy” button on Amazon

The speed of order placement is a definite plus of this approach, but it can have drawbacks as well — for example, if in this case it is impossible to pay for the order online.

Market changes and new trends should be taken into account — e.g. online or web acquiring (increase in digital payments during the COVID-19 pandemic). Thus, you can let the customer pay for the order online and complete all the other stages of the order placement with the operator. This way you will take care of the user and make the service more customer-oriented. As an alternative, see the method specified in Step 14.

Step 4: Make an accent on the main CTA

There can be several buttons and links on the checkout page, for example, "Back", "Edit", etc. Accentuate only one main CTA in order not to confuse the user.



Checkout on the Victoria's secret website

Step 5: Motivate your customers instead of limiting them

If you have a minimum order value, be sure to inform the user about it and show the benefit of buying products for a bigger amount. Just motivate the customer using cross-sell and upsell tools, offer to order additional items to get free shipping or a gift, give a discount when a purchase for a certain amount is made, and so on.

Step 6: Make it impossible to order products that are not in stock

Show the quantity of goods in stock in the product card, in the cart and on the checkout page. Make it impossible to add and buy products if they are not in stock. If the customer added the goods to the cart, left, came back to complete the order later, and during that time the products had already been purchased, make sure to inform the customer about it and specify which item is no longer available.

Step 7: Don't require registration before order placement

Do not make the user register to place an order. Give options: Guest Checkout or Sign In/Register & Checkout.

My Bag (1)



Leia Organa FX Elite LIGHTSABER - Star Wars: The Black Series

Quantity: 1 at \$264.99

[Edit](#) [Save For Later](#) [Remove](#)

ID: 461063172439

\$264.99

Order Summary

Subtotal	\$264.99
Est. Shipping and Handling	\$40.95
Est. Sales Tax	*TBD
Total	\$305.94

* Tax estimated at checkout

[Sign In & Checkout](#)

[Guest Checkout](#)

Example of Guest Checkout on the ShopDisney website

If the user opted for Registration before checkout, follow these recommendations:

- Try to simplify and speed up the checkout process as much as possible. For example, generate a password automatically and send it to the email previously provided by the user.
- Do not focus on the fields to fill in and minimize their number.
- Use placeholders and various prompts to make the user understand what information should be provided and, ideally, why it is needed. Auto-fill would also be a good idea, as it makes the user path to checkout shorter.

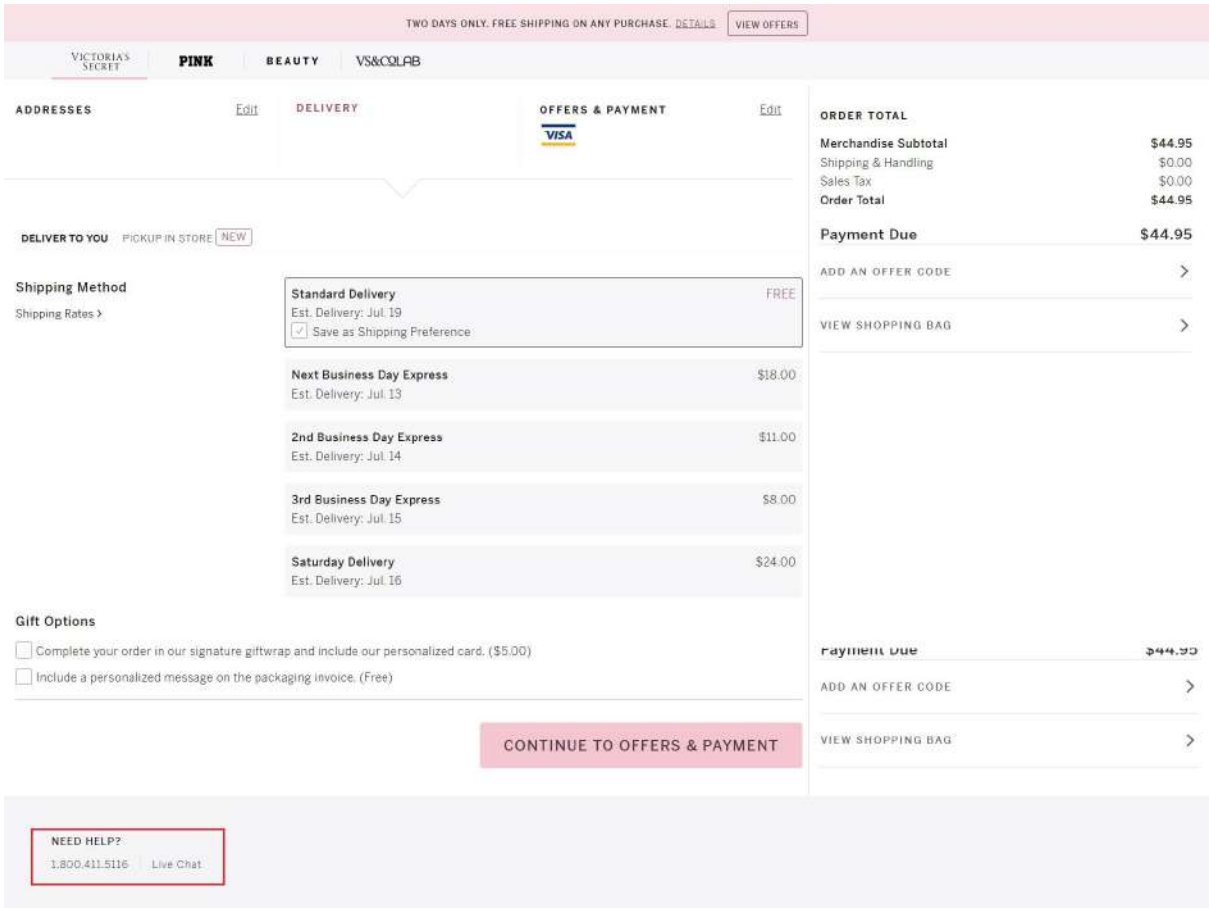
Example of placeholders

- Visually highlight the required fields, and if the user has not filled them in or entered incorrect data, report an error. Add explanations to the form fields using an icon with the question mark to make it more clear for the user what information should be entered and what it is needed for.

Example of error notification and prompts in the ShopDisney store

Step 8: Offer help or consultation to the user

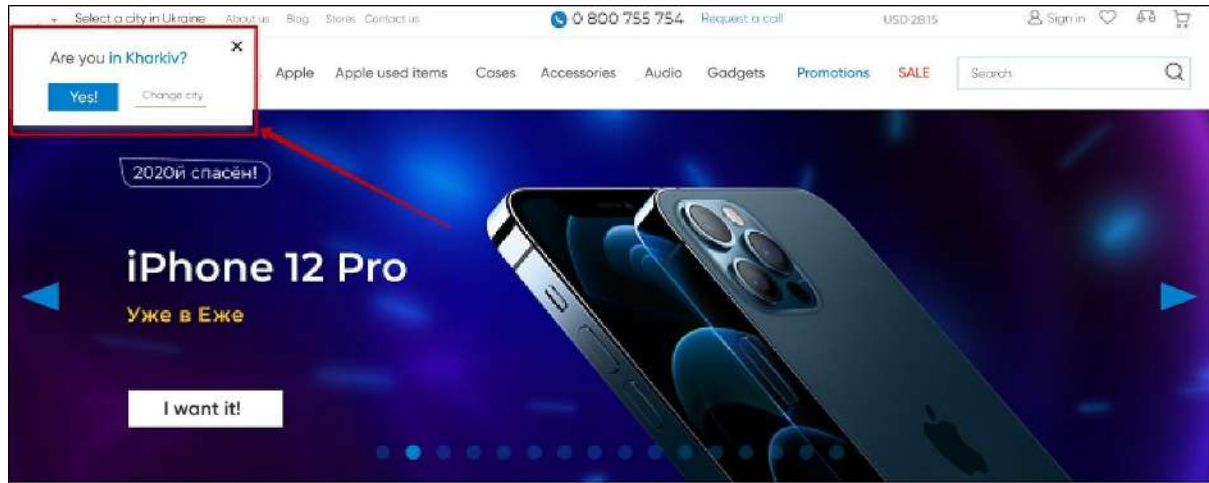
Add an online chat button or customer service contact details on the checkout page so that the user can get professional help or advice from the store employee at any time.



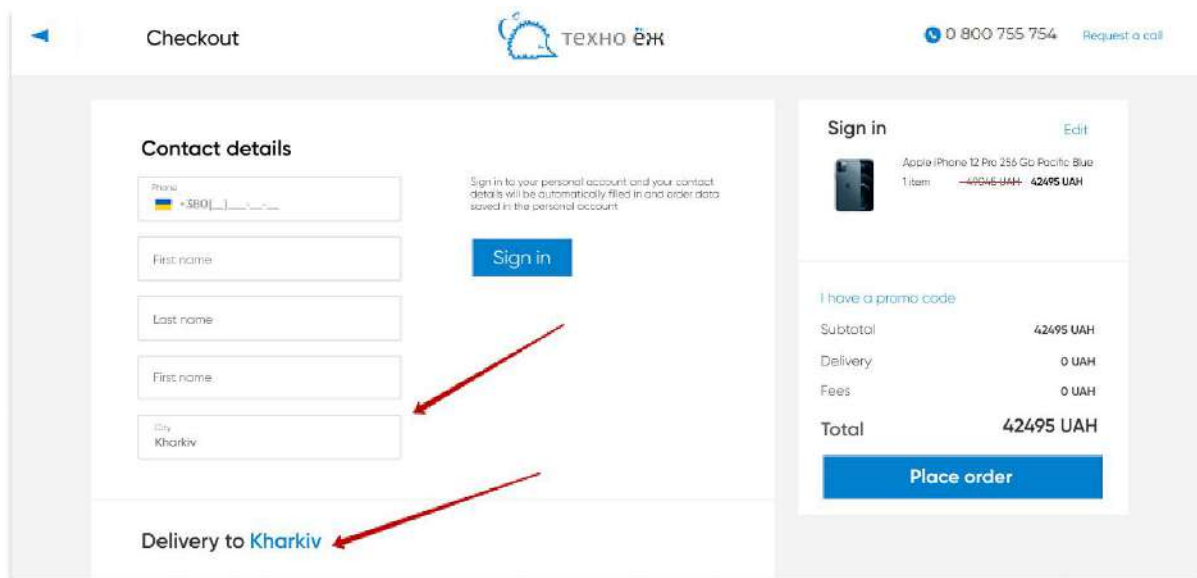
Victoria's Secret checkout page

Step 9: Set up geolocation

If the visitor has already indicated his/her city, do not ask him/her to do it again on the checkout page. At the same time give the opportunity to change the city, in case the customer wants to make delivery to a different location.



During your first visit to the Tehno Ezh website your geolocation is determined automatically. The user can choose another place if the city was determined incorrectly.



If the user specified the city, the information about the customer's location is automatically taken to the checkout.

Besides, show the list of the available shipping options for the city selected by the user.

Step 10: Offer the most popular shipping and payment options

Make life easier for your users: analyze all the possible payment and delivery options and offer the most popular ones (sort them by showing the most popular ones first). Inform the customer about his/her options depending on the selected payment method. For example, in the case of click & collect, the customer can pay for the order both online and in cash on the spot.

Depending on the selected option, ask for more information. For example, if the



customer chooses delivery by DHL, ask for the recipient's name — thus the user will understand the value and feasibility of providing such information.

Step 11: Inform the customer about further actions at each checkout stage and after it

It is a good idea to inform the customer about what will happen after this or that button is pressed, option is selected, or stage is completed. Thus, instead of the "Next" button, better use "Choose the delivery method", "Go to payment", etc. If you use third-party services for payment, for example PayPal, you should inform the user that after selecting the option "Pay by card" he/she will be redirected to another site to complete the purchase.

Also, after the order completion, not only inform the user that the order has been successfully placed, but also provide a clear action plan. For example, if it is a food delivery, instead of "Thank you for your order!" or "Order successfully placed!", display one of the following messages: "Thank you for your order! Our operator will contact you shortly for details" or "Thank you for your order! Our courier will deliver it to you within two hours".

Step 12: Find out why the user interrupted the payment process

There can be several reasons why the user interrupted payment:

- Payment failed — not enough money on the user account;
- The payment form stopped responding during filling in;
- Incorrect data entered (the user made a mistake);
- Internet connection dropped;
- The user didn't receive the confirmation code, etc.

Set up the checkout in such a way that after the form is filled in, the order is automatically formed. If technical errors occur during payment,

- Provide an option of changing the payment method;
- Send such contacts to the manager so that he/she could call the customers back and clarify the reasons;

- You can also send an email or sms to the user asking to try and pay once more.

Step 13: Work with uncompleted orders

Track uncompleted orders and abandoned carts and work with them. The user may have simply been distracted and forgot to complete the order. By reminding him/her about the abandoned products, you can get the customer back and thus increase the conversion of your online store. In case a new user closes the window or browser tab, use a lead capture form.



Example of dealing with abandoned carts on the Calvin Klein website

Step 14: Take care of mobile users

Today placing an order from any device should be as convenient as possible. Track and analyze how comfortable it is for visitors to interact with the site on various mobile devices and optimize the pages your customers usually leave. Provide a quick pay option. Add Apple Pay, GPay, etc. buttons to checkout. This is becoming a new trend and a modern alternative to the "Buy in 1 click" feature.

In the event that all the necessary data is entered in the phone, when the customer selects one of the payment methods, he/she sees the payment process in the interface of the operating system. In this way you increase the brand credibility and the chance of online payment.

Step 15: Take care of security issues

When placing an order, the user shares personal information, so it is essential to ensure the security of all the data and transactions. Not just use SSL and other security protocols, but also tell your customers about it. Post information and logos of the companies, services, tools you use to protect user data. In this way you increase loyalty and trust to the brand.

As practice shows, errors in the checkout page design can lead to loss of customers and profit. Using this guide, you can make the order placement process clear and easy for the user and thus increase the conversion of your online store and retain customers.

2.8. Personal account

If you are the owner of a large online store, a personal account is a must-have for your users. This tool facilitates and automates the process of interaction between the store and regular customers who represent the most loyal target audience.

Main components of personal account

- **Registration**

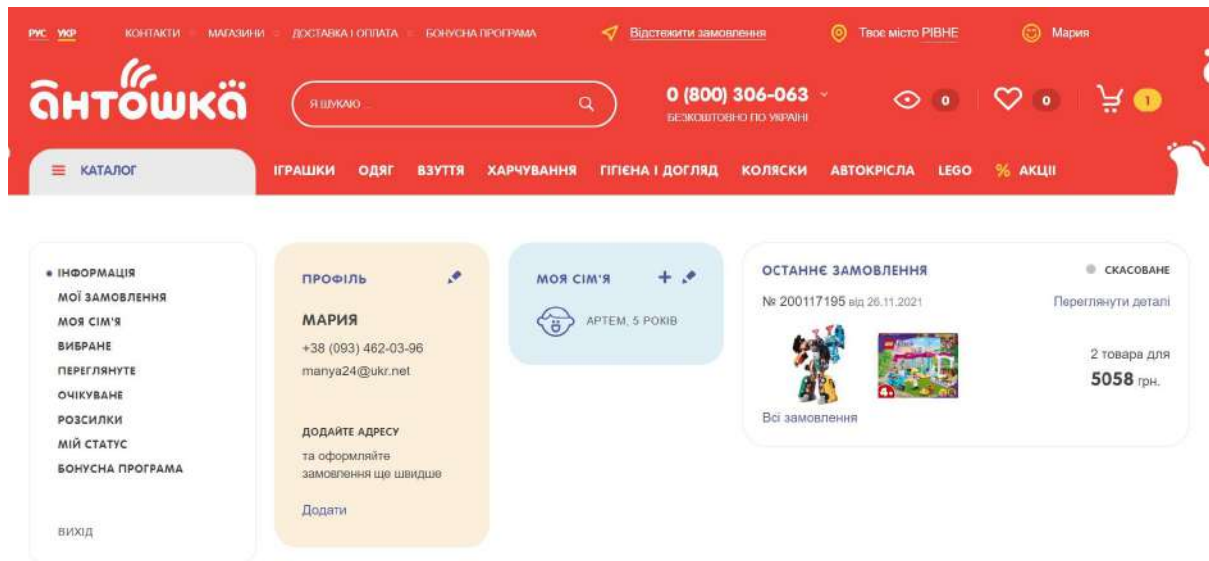
It is important for the online store that users register on the site and provide as much information about themselves as possible. In this case you have much better chances to get the customer back and make him/her a regular. However, for the user, the registration process is often an unnecessary obstacle to the purchase.

Here are several rules that will help make the registration process effective:

- ☐ It is a common pattern to use the upper right-hand corner for the sign-in/registration button. You will not be too original if you follow it, but if you do, the user is sure to discover this important element.
- ☐ The registration form should be as short as possible to minimize the user's objections. You can encourage the user to fill in additional information later by offering gifts and special offers.
- ☐ It is important to specify the benefits that the customer will receive as a result of registration: fast purchase process, special discounts, promotions and offers only for the registered users, etc.

- **Personal account homepage**

Personal account homepage can be presented as a dashboard. Even though it is not the easiest thing to implement, it is very convenient when the user sees all the necessary information immediately: details and status of the latest order, bonus points, promo codes, shipping address, etc.



Dashboard in the Antoshka online store

• Order tracking

A separate tab is usually created for order tracking and management (for example, "My orders"). On this page the following CTA buttons are usually placed: next to the completed order — "Repeat Order", if your products are on the way — "Track Order". You can also offer "Postpone Delivery" or "Call the Courier" options for the situations when the exact time of the courier arrival is indicated, and the customer realizes that he/she will not be at home at that time.

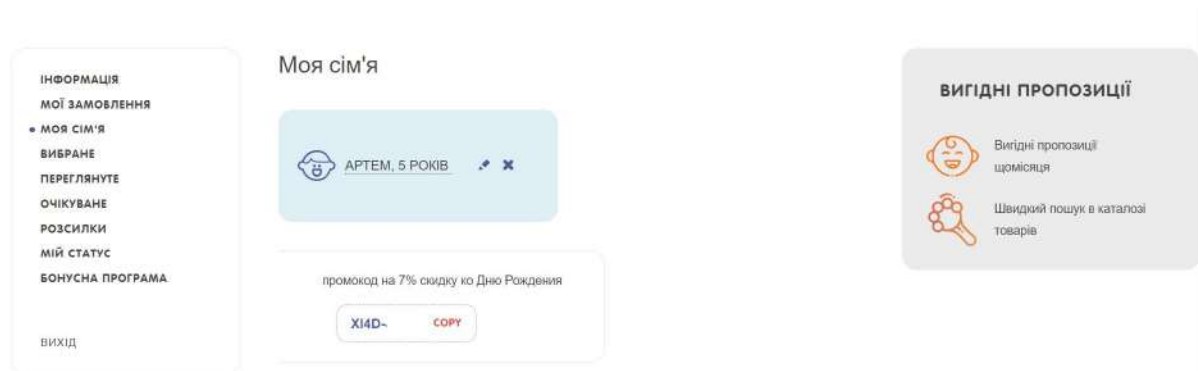
Not only will such solutions motivate the customer to repeat purchases, but also save time for both the customer and the courier.

The introduction of more sophisticated tools helps increase user loyalty. For example, you can offer a feature of locating the courier on the map. This makes it easier for the user to plan and control the delivery process.

• Personalization

"My Family" tab in the Antoshka online store is designed to fill in data about the customer's children. Once the user enters information there, he/she gets a chance to quickly get acquainted with the selection of the best current offers for the age of his/her

kids, as well as immediately see the items of the necessary size. For example, toys for 3-year-olds will be automatically filtered, or only boy shoes, size 27, shown. Simply put, a user receives a personalized, relevant product list.

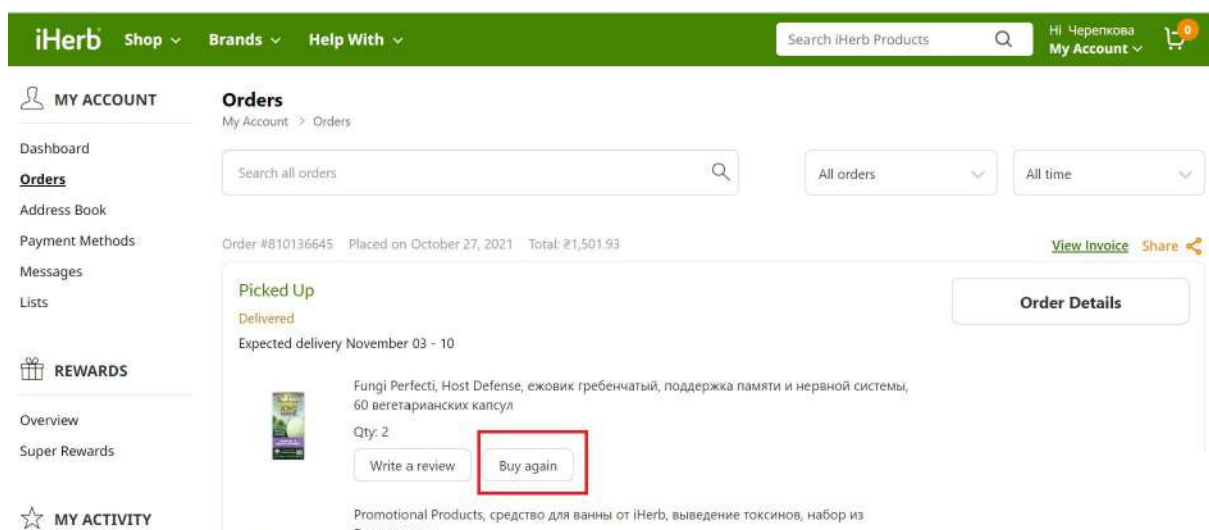


In the Antoshka online store, a user can monthly monitor good deals for the products that correspond to the age of his/her child, carry out a quick search in the catalog and receive a personal discount for the kid's birthday

Such details form the customer attitude to the brand and demonstrate care for the customers.

- **“Repeat Order” feature**

The user can repeat the previous purchase right from the homepage, without making such unnecessary steps as going to the tab with order history, etc. This feature is especially important for food delivery services.

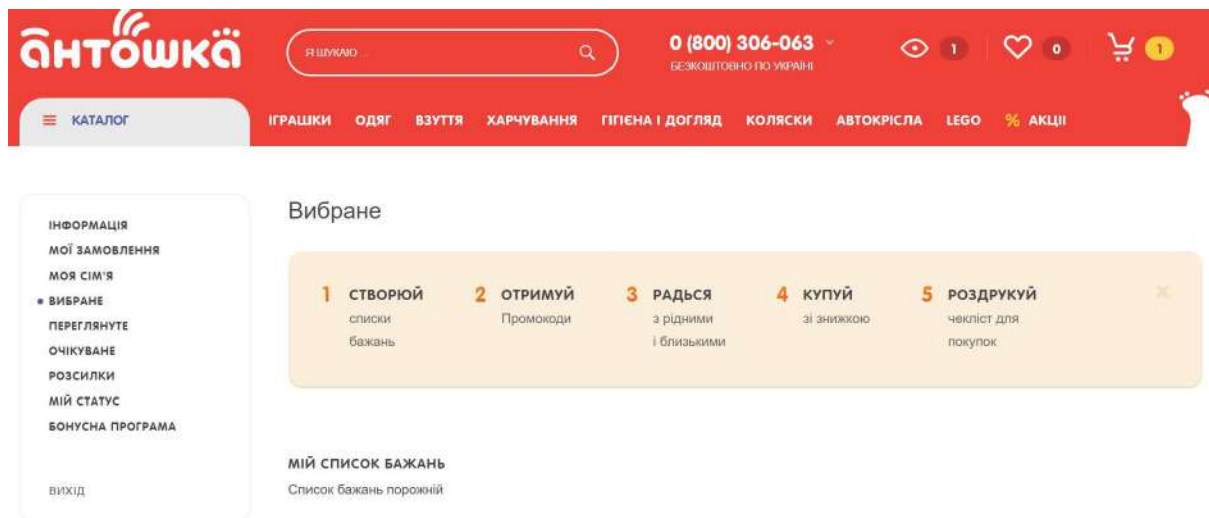


In the personal account of the iHerb website the user can repeat his/her order in one click or simple item

This personal account feature significantly speeds up the order placement process and makes the purchase more likely to happen.

- Favorites**

Provide the user with the option to put the product in "Favorites", "Viewed" or "Wish List", and you will save him/her the need to go through the search steps again if he/she has forgotten where he/she saw this or that product. This will significantly increase the probability of purchase for users with a long decision-making cycle.



In the Antoshka online store, you can create multiple wish lists, which can be shared with other users or printed out.

For example, you can show the message "XX goods in Favorites" in the website header, next to the shopping cart, to constantly remind the user about deferred purchases.

Even if the listed tools are present on the site itself, it is worth duplicating them in the personal account, so that the information does not disappear after the site update or re-opening.

The feature of adding items to the cart right from "Favorites" will serve as an additional entry point to the checkout.

The shopping cart is often included in your personal account as a separate tab, too. This is also a part of the user's personal space: he/she can put the goods in the cart and leave the site, all the goods being saved and available when the user signs in again.



You can prepare a list of gifts for the child's birthday and share it with the guests or consult with another parent about the purchase. With this feature, the user will return to the store more often.

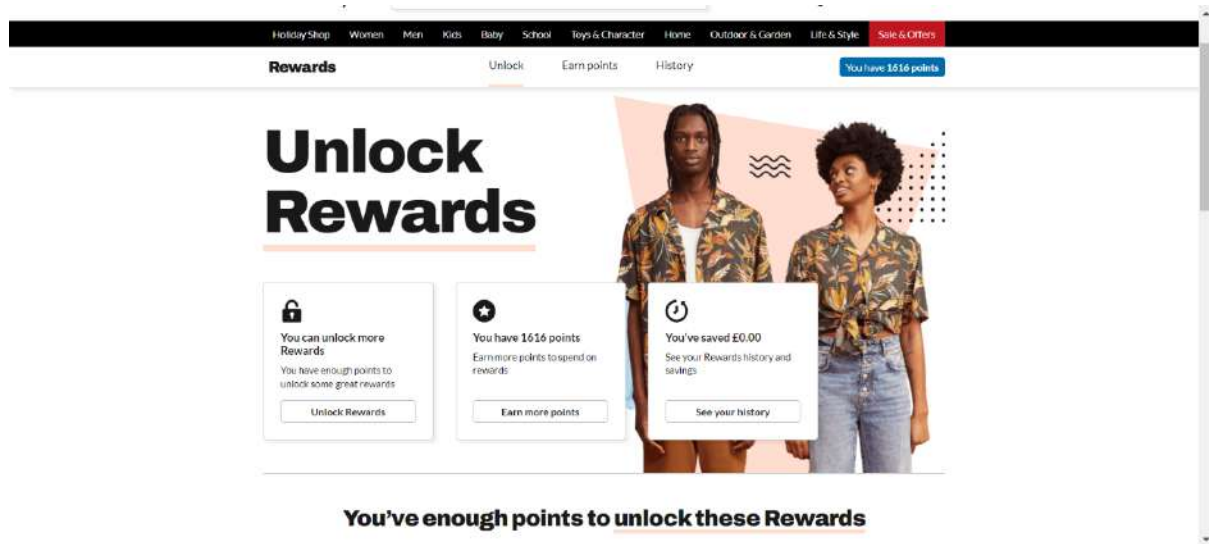
- **Discounts**

Discounts and bonuses are a key tool to motivate regular users to buy, so this information should be placed in a separate tab.

For example, in the personal account in the Antoshka online store we added the "My discounts" tab where the user can see detailed information about all the possible benefits he/she can use.

Online stores can use different loyalty programs and special offers:

- Cashback system — the user makes a purchase, after which a certain percentage is returned to his/her account.
- Accumulative system — the more the user buys, the bigger his/her discount gets. The amount of all the user's purchases is gradually summed up and after a certain amount is reached, he/she is given a next-level discount for further orders.
- Bonus program — every time a customer buys something, he/she receives bonus points, which can be used to pay for the next order, partially or in full. Bonus points can also be given on holidays: Birthday, New Year, International Women's Day, Children's Day, etc.
- One-time discount — for example, a discount on the first order.
- Seasonal discount — used to maintain demand in low seasons or to sell off-season products (a fur coat in summer or umbrellas in winter).
- Multi-channel loyalty program — a discount card for the offline store also works online in order to avoid issuing two different cards and maintain a unified database.

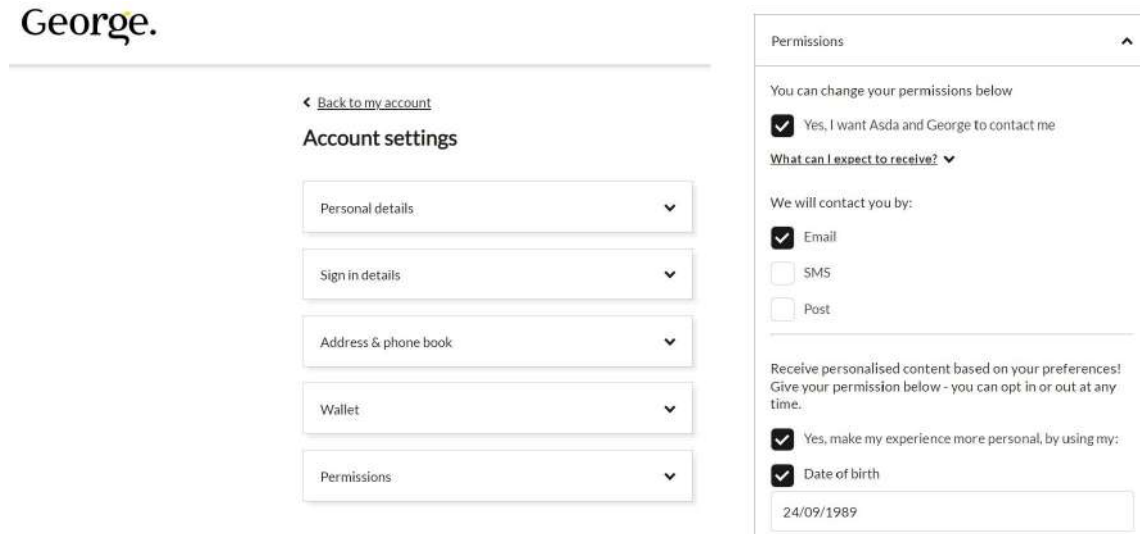


System of bonuses on the George website

- **Subscription management**

A tab for managing subscriptions for newsletters, certain products and other website elements is also important.

George.



George customers can activate or disable newsletter subscription from their account



What should a personal account design be like?

1. Access to the personal account should be easy and obvious, search for answers — optimized. Visualization is also important (e.g. delivery timeline with a running courier).
2. A purchase in the online store is often associated with risks, so the customer feels more comfortable when he/she knows the expected delivery date, where the goods are at every moment, who to contact if there is a delay.
3. User-friendly loyalty system should be provided. Through the personal account the online store offers personal discounts, bonuses and other promotions.
4. There should be options of customizing the newsletter subscription or unsubscribing from it.
5. Despite the abundance of information on the Internet, truly interesting content is a rarity. This is what newsletters offer. However, if the customer is not interested in receiving this information, he/she will want to unsubscribe, and this feature should be easy to find in the personal account.
6. There should be an option of returning to the selected product.
7. Blocks with the viewed items in the personal account save the user from the need to search again for the products he/she liked.
8. A personal account can serve as an additional means of communication with the online and offline store.
9. The customer can complain, make claims and communicate through the personal account. He/she can also be offered an option to interact with the supplier rather than the store.

What should the personal account be like for business?

Business processes are unique in every online store, so it would make more sense to speak not about a universal personal account, but about what it can't do without. This

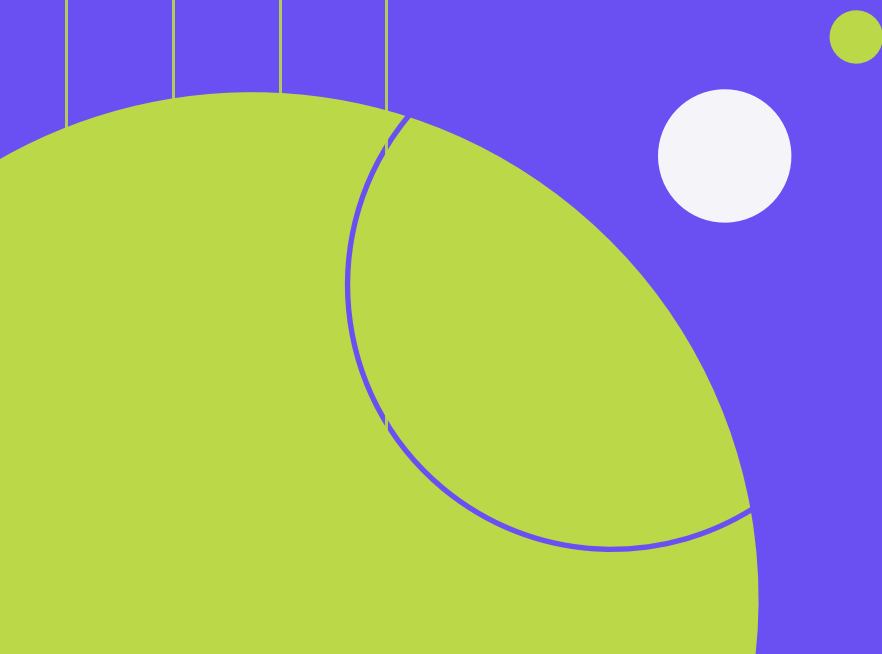
includes personal data, information about orders, subscriptions, viewed, favorite and expected products, loyalty programs, product and store reviews.

1. The more information about the customer you have, the easier and more cost-effective the work of your marketing specialists is. One of the sources of this information is registration forms and a section with personal information in the personal account.
2. In the personal account the customer can be offered to personalize upsell options — potentially interesting products at better prices.
3. A product or store review is unique content. You can motivate customers to write comments through their personal accounts — for example, as an element of the loyalty system.
4. In the personal account there is also space for interesting thematic content — articles, notes, explanations. This is an additional opportunity to increase customer loyalty.
5. Quality newsletters enhance sales and expand the customer base. The customer manages his/her subscriptions through the personal account, and the online store receives information about his/her preferences and interests.

Thus, a multifunctional and flexible personal account is a must for a big business. It helps establish business processes and build communication with customers.

Chapter 3

How to Continuously Develop Your Online Store and Increase Conversion Rate



The main problem in the worldwide market is that, usually, business owners see eCommerce projects as a point-in-time static solution. After they get a new website, they don't consider that they should work on its design anymore.

You should start to think about an online store as a product on a journey that evolves all the time. That perspective means you need a roadmap of how it will be developing. You should revise this roadmap as the market's preferences evolve, the behavior patterns of users change, and lots of other factors influence the project. That way, you could keep eCommerce aligned with new corporate strategies, identify risks and opportunities, and maximize the return on investment (ROI).

Here are a few questions to answer:

- Why don't you think about the interface?
- Why don't you keep analyzing your users' behavior and their needs, as well as the reasons why they leave your website without buying anything?
- Why don't you improve your website's design according to your user's behavior, so they can easily purchase your goods?

Meanwhile, all these factors influence the conversion rate and your revenue as a result. Ignoring these factors, you lose clients.

To make the website more user-friendly and achieve business objectives, it's crucial to choose the correct approach, that is based on figures and data.

Turum-burum uses the **ESR (Evolutionary Site Redesign) approach** — gradual improvements of the online store interface and elimination of critical mistakes using CRO tactics to increase site conversion.

We consider that the ESR approach combines UX/UI expertise and CRO tactics.

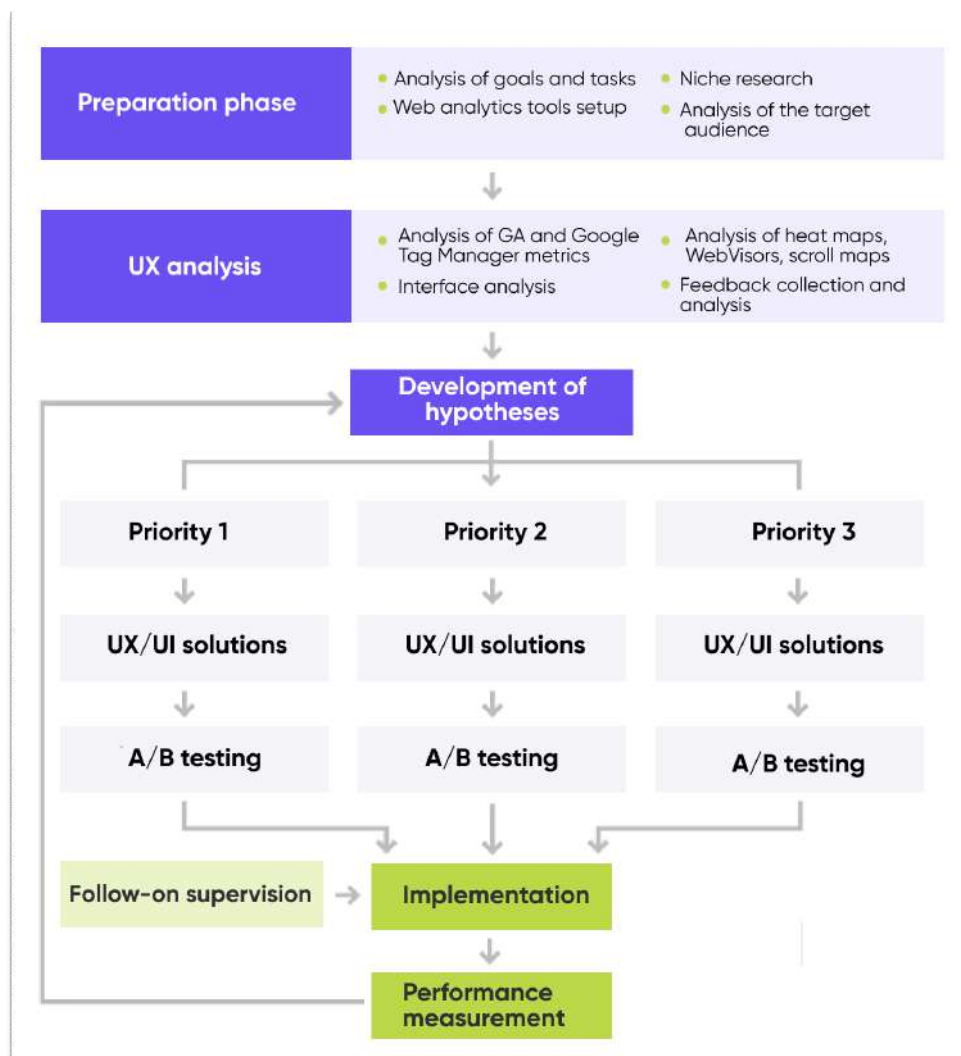
The advantage of this approach is that all the interface changes are based on the analytics data, and website metrics and are subject to A/B testing. Besides, all the changes take place gradually, without total redesign, so that the traffic could convert better and generate larger profits. This allows to minimize risks, since the changes are minimal, don't require significant investments, and pay off quickly. Thus, this approach enables you to constantly optimize the efficiency of your online store.

As a result of using the ESR approach over your site, you will get:

- Strategic optimization of your site, in line with current trends and patterns of user behavior;
- Improvement of customer service, making it easier and more enjoyable for users to shop on the site;
- Increasing the KPIs (key performance indicators) of the project.

Thus, all work is focused not just on increasing the conversion rate at a particular point in time but on improving the level of user experience and service standards, as it brings much better results in the long term.

All the ESR process looks like this:



For more details, look [here](#).

The main idea is that all hypotheses and solutions must be based on figures and analytics data. Therefore, the first step to the ESR is a [usability audit](#).

A decorative graphic on the left side of the page. It consists of four vertical yellow lines of varying heights. At the bottom, there is a large green semi-circular shape with a white triangular cutout at its base. A yellow curved line arches over the green shape.

Chapter 4

UX-Audit – Plan for Increased Revenue



How to start improving the user interface

Everything has its start. Thus, before changing anything, you need to know what to change. That's why the UX audit is the very first step on the way to improving the user interface. You can either conduct the audit by yourself or reach out to the professionals.

This is a comprehensive analysis of website usability conducted by our experts, during which they pinpoint less-than-perfect areas of your site that cause problems for users and give detailed recommendations for handling them. A UX audit is a rational solution for those who want to get a ready-made detailed plan for revenue growth.

The audit involves the integration of additional tools and a detailed investigation of web analytics in order to obtain objective measures of the site's performance. Then, it will be possible to compare the results "before" and "after" after implementing any changes to the interface.

What's the use of UX audit:

- There is no need for a complete site redesign;
- There are usability issues that cause the site not to bring the desired revenue;
- There are growth areas worth developing.

Usability audits help:

- Draw the right decisions based on analytics;
- Better manage online channels;
- Not only receive expert advice but adopt some of their expertise in e-commerce matters.

The goal of this approach is not the report or table as a result, but continuous product progress. Therefore, the audit fits only a well-established business looking for a reliable partner for online growth.





What can you get after the UX audit?

As a result of the UX audit, you should get a ready-made detailed plan for the revenue growth of your e-commerce project.

For example, our team usually prepares the results in a Google Sheets format. The report usually contains the following:

- A list of 30-50 hypotheses with screenshots of the mistakes. We assign a level of criticality to each mistake or growth point,
- Detailed recommendations for each mistake,
- The report could also include some analytics, screen recordings of users activities, heat maps, and survey results,
- Data Studio Dashboard for easy disclosure of analytics.

We create dynamic dashboards and collect all the key performance indicators in one place so that you can see the current data and track all changes.

These are seven simple steps that you can follow in order to conduct a UX audit on your own that will help you find and eliminate some interface mistakes:

Steps	
1. Follow the user's footsteps.	Make a purchase like you are the customer
2. Analyze micro and macro conversions.	Using GTM and GA
3. Conduct audience research.	What is your target audience portrait?
4. Conduct a technical audit.	Is everything working on your website?



5. Check heat maps and scroll maps.	Hotjar and Plerdy could be helpful.
6. Watch session recordings.	
7. Analyze feedback.	(Hotjar, Survio)

After these steps are taken, establish several hypotheses on how your website could be improved and prioritize them according to their impact on conversion. Following that, start checking these hypotheses with A/B testing or measuring the changes in analytics. This process can be endless.

Converting a user who has already visited your site can cost your business much less than attracting new ones with the help of marketing tools. That's why you should constantly improve the interface to meet new business goals, new market demand, and new user behavior patterns. If you can't do this on your own, [hire a team of UX/UI experts](#) regularly.




Stay up to date with e-commerce trends

 turumburum.com

 +38 068 653 84 46

 hello@turumburum.com

 [turumburumstudio](https://facebook.com/turumburumstudio)

 [turumburum_ux_ui](https://instagram.com/turumburum_ux_ui)

 [Turumburum](https://behance.com/Turumburum)