

A WEEKLY
POWER
SERIES

OVERDOSE. PEAK SEASON POWER SERIES



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CRO/ UX Specialist



PREPARING
BUSINESSES
FOR PEAK
SEASON

EPISODE #04 : Quick CRO Wins

UX & CONVERSION STRATEGIES

Turning peak traffic into peak performance

Prepare your site for peak season with strategies that enhance customer experience and improve conversion rates.

This session covers key UX best practices & A/B testing opportunities to optimise your website performance.

UX BEST PRACTICES.

NEW EPISODE



NEW EPISODE NEW EPISODE

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NEW EPISODE

3

PEAK SEASON
POWER SERIES

Colour Contrast

What it is:

Low contrast between text and background colours on banners, buttons, and product badges makes key content hard to read, especially on mobile or for users with vision impairments. This can lead to users overlooking important messages or calls to action, ultimately hurting engagement and conversion.

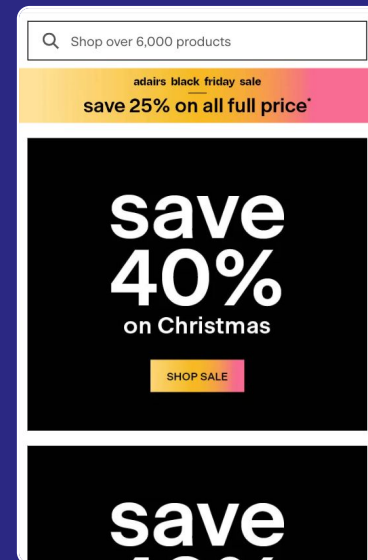
Why it works:

Ensure all critical UI elements meet accessibility standards for colour contrast. This improves visibility, helps users notice key messages and actions, and ensures a more inclusive experience that reduces missed opportunities across the site.

• LOW CONTRAST ❌



• HIGH CONTRAST ✅



Optimise Your Filters

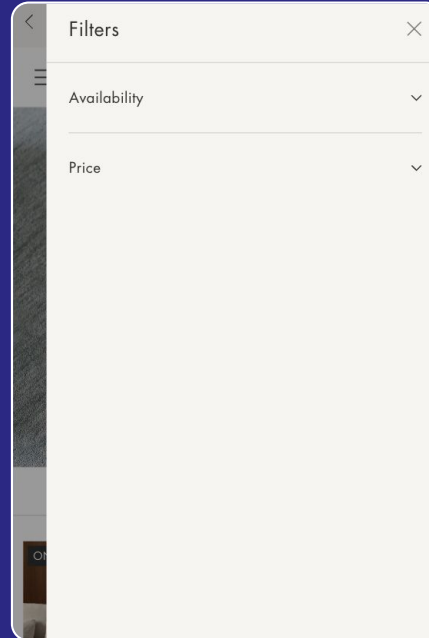
What it is:

Insufficient filters make it difficult for users to narrow down options based on their preferences, leading to longer browsing times, frustration, and higher abandonment rates. Without effective filters, users struggle to find relevant products efficiently, especially in large categories.

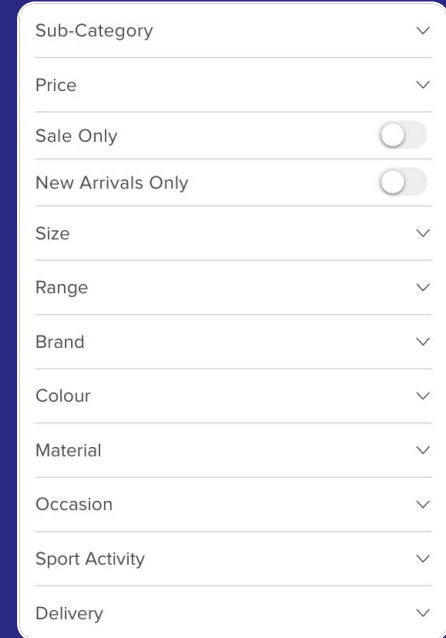
Why it works:

Offering comprehensive filters, including product attributes (like size, colour, brand, material), price, ratings, sale status, stock availability, and subcategories helps users find relevant products faster, reducing effort and increasing the chance of purchase.

• LACK OF FILTERS ❌



• ROBUST FILTERS ✅



Optimise Your Product Discovery

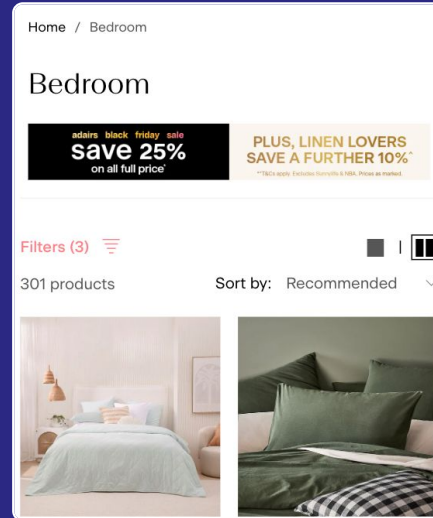
What it is:

When category pages display too many products without easy ways to narrow results, users can quickly become overwhelmed, leading to browsing fatigue and increased abandonment.

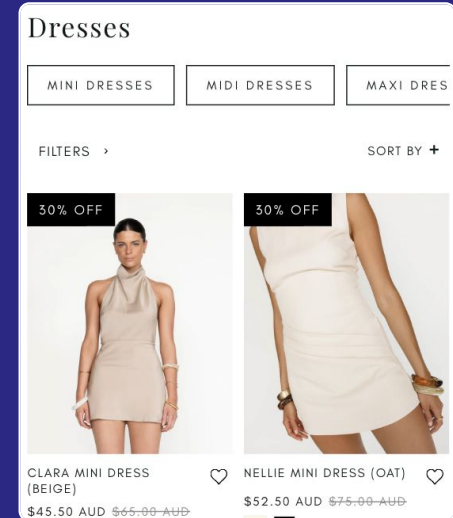
Why it works:

Adding quick links helps users narrow down options faster, improving product relevance and keeping them engaged longer. This reduces browsing fatigue and increases the likelihood of finding and purchasing the right product.

• NO QUICK LINKS ❌



• QUICK LINKS ✅



Prioritise In Stock Products

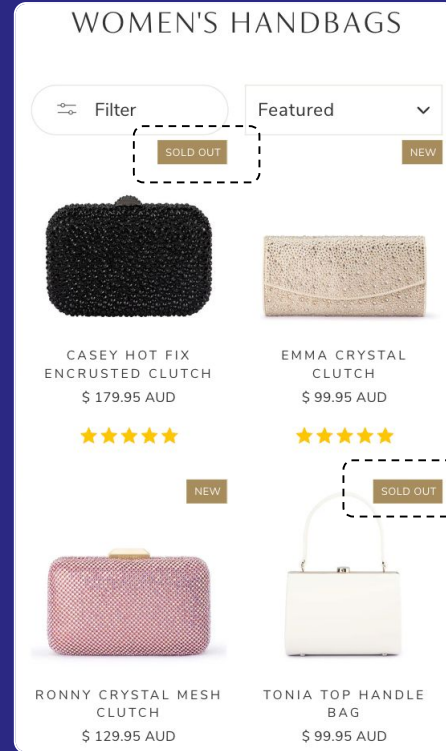
What it is:

Displaying out of stock products prominently on category pages frustrates users, as they encounter items they cannot buy. This can lead to increased abandonment and reduced purchase likelihood.

Why it works:

By prioritising in stock products at the top of category lists, users can focus on available items, creating a smoother browsing experience and increasing the chances of purchase.

• OUT OF STOCK PRODUCTS
PRIORITISED **X**



Optimise Your Sale Pricing

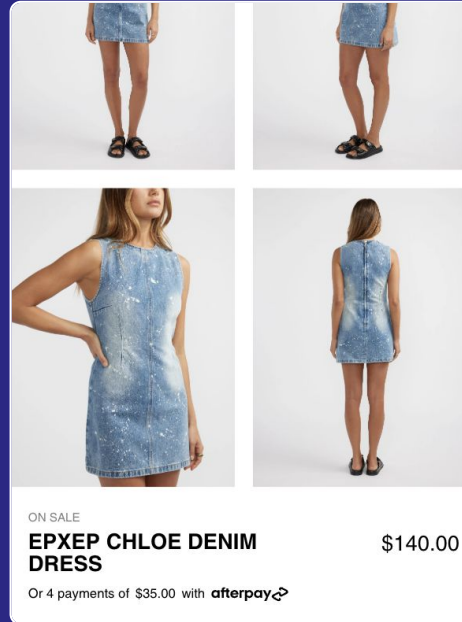
What it is:

When sale prices aren't clearly distinguishable, such as lacking contrasting colours, original price info, and savings details, users may overlook discounts, reducing the perceived value and motivation to purchase.

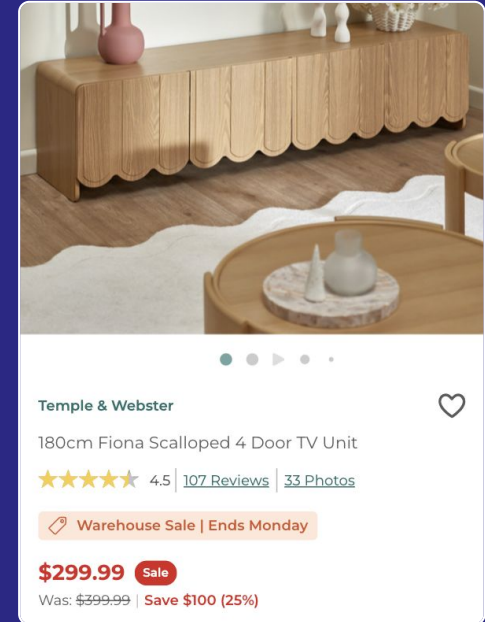
Why it works:

Using a prominent, contrasting colour for sale prices, along with clear "was/is" pricing and visible savings (percentage or amount), helps users quickly recognise discounts without extra effort, improving clarity and driving purchase motivation.

• UNCLEAR SALE PRICING ❌



• PROMINENT SALE PRICING ✅



Free Shipping Progress Bar

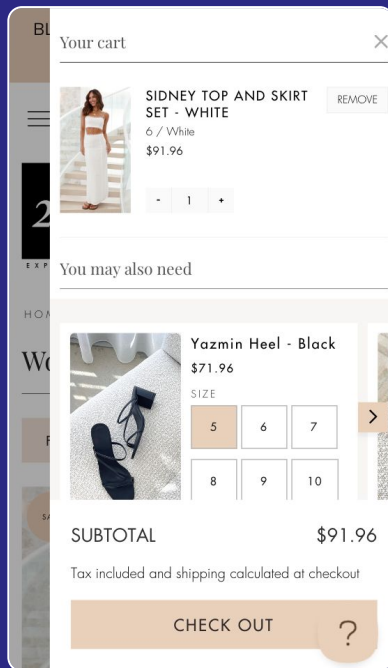
What it is:

Lack of clear, real time feedback on how close users are to qualifying for free shipping creates uncertainty and missed opportunities. This can lead to cart abandonment or lower spend, as shoppers may not realise adding one more item could unlock free shipping.

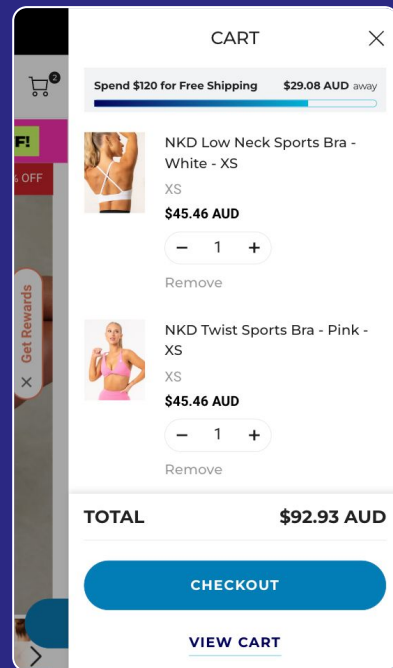
Why it works:

Providing a clear, real time free shipping progress bar in the cart reduces user uncertainty and motivates shoppers to add more items. By offering immediate visual feedback on how close they are to qualifying, it increases average order value and creates a smoother, more satisfying checkout experience.

• SHIPPING THRESHOLD NOT COMMUNICATED ❌



• SHIPPING PROGRESS BAR ✔️



A/B TESTING STRATEGIES.

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NEW EPISODE

Promo Banner Placement

The Problem:

Many users never land on the homepage, meaning they often miss key promotions and banners. This reduces exposure to current offers, limits engagement, and risks lost sales opportunities.

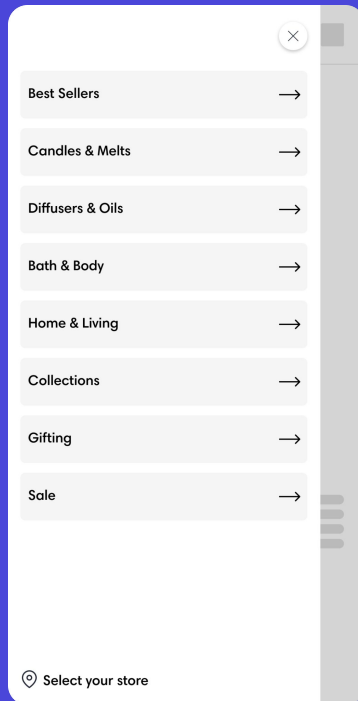
The Solution:

Introducing a slim banner in the mobile hamburger menu ensures these users still see your promotions. By increasing visibility in a high traffic area, you can capture attention, guide users toward offers, and drive more exploration and conversions.

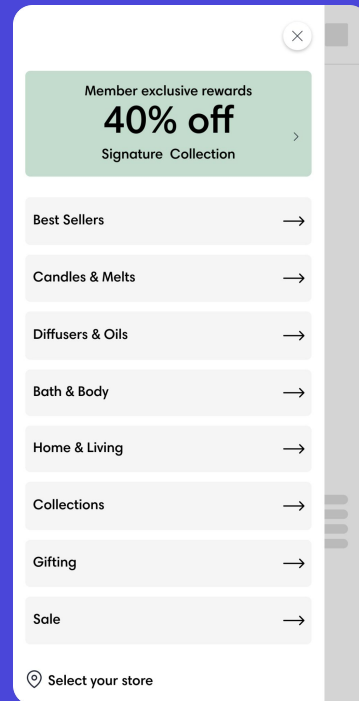
The Importance of Testing:

A/B testing ensures the new mobile hamburger menu banner effectively exposes users to promotions and guides them to explore offers without disrupting their navigation.

CONTROL



VARIATION



Popular Gift Badges

The Problem:

Shoppers often feel overwhelmed by choice and unsure which products make good gifts.

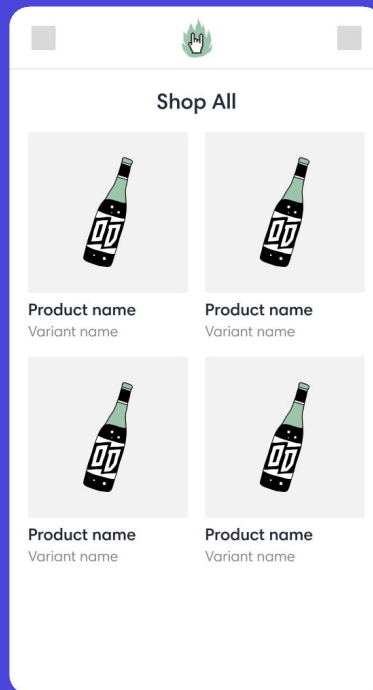
The Solution:

Add “Popular Gift” badges to product cards to provide social proof and highlight crowd favourites, helping users quickly spot desirable gift options.

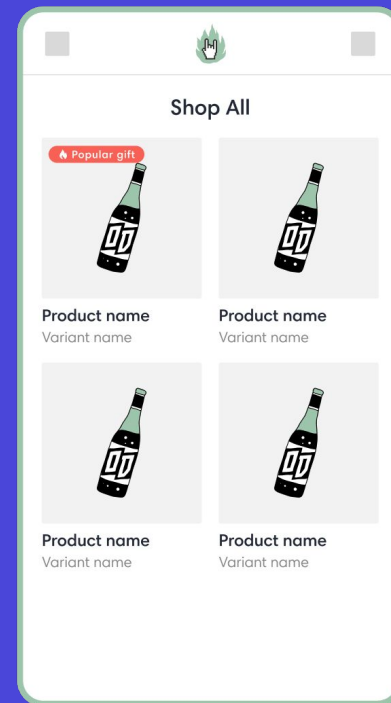
The Importance of Testing:

During key gifting seasons, popular gift badges can increase shopper confidence and encourage purchases. However, overusing badges or applying them to too many products can dilute their impact and overwhelm buyers. A/B testing helps find the right balance by highlighting the most popular and relevant gifts, ensuring badges resonate without causing fatigue or frustration.

CONTROL



VARIATION



Sale Price Countdown Timer

The Problem:

Sale offers often lose urgency when customers don't realise how much time is left to take advantage.

The Solution:

Add a countdown timer around the discount badge to create a clear, visible sense of limited time opportunity.

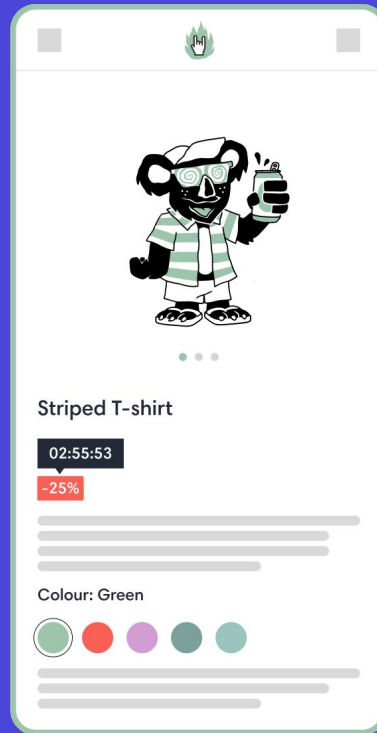
The Importance of Testing:

The impact of a countdown timer relies on precise timing and placement. Does showing it only when a sale ends within 24 hours create just the right urgency, or unnecessary pressure? Is the PDP the best location, or would it perform better on the category or cart page? A/B testing helps you fine tune these details to spark action without overwhelming the user.

CONTROL



VARIATION



Add Guaranteed Delivery

The Problem:

During the holidays, many users hesitate to purchase gifts online due to uncertainty around delivery timing. Without clear reassurance, they may delay or abandon their purchase altogether.

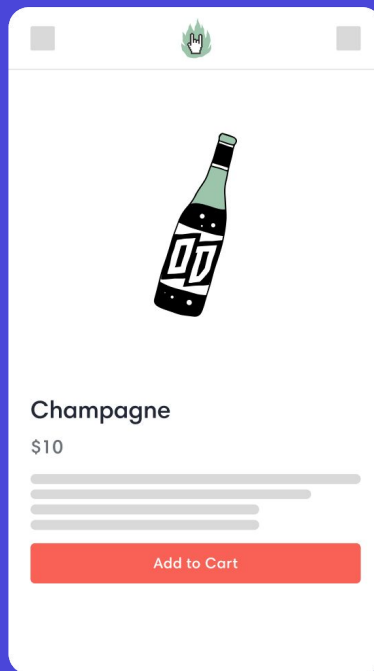
The Solution:

Show a guaranteed Christmas delivery message with a clear cut off date. This builds trust and urgency, encouraging users to place their orders early to avoid missing out.

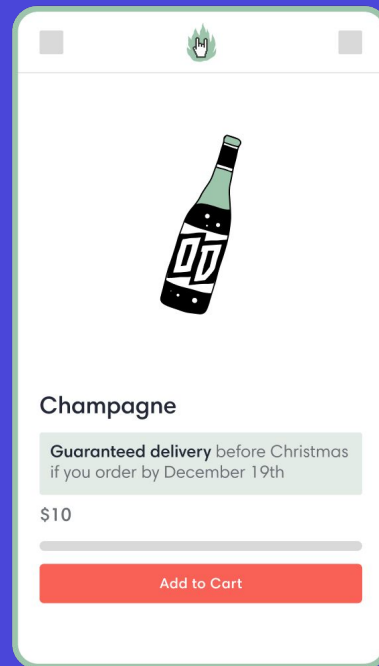
The Importance of Testing:

It's important to test when and where this message works best and whether urgency increases motivation or feels too pressuring. A/B testing helps determine the optimal placement, timing, and impact on completion rates without overwhelming users.

CONTROL



VARIATION



Cart Scarcity Counter

The Problem:

Shoppers often abandon their carts before completing checkout, especially when there's no urgency or clear motivation to act quickly.

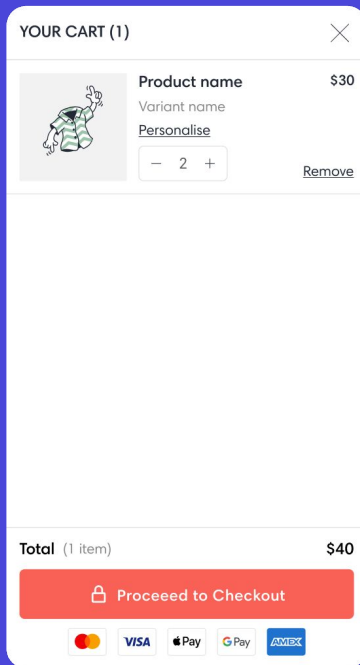
The Solution:

Add a scarcity message in the mini cart, to create urgency and encourage faster checkout decisions. This leverages social pressure FOMO to motivate users to complete their purchase.

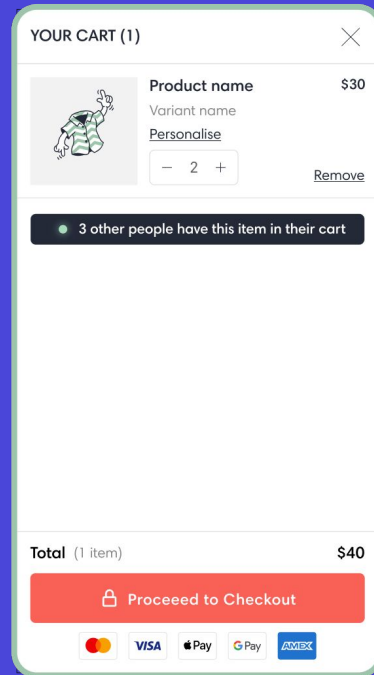
The Importance of Testing:

While the goal is to reduce cart abandonment by creating FOMO and leveraging social proof, assumptions can backfire if the message feels inauthentic or intrusive. Testing allows you to measure real impact on user behaviour and fine tune the message for trust and effectiveness.

CONTROL



VARIATION



Gift Wrap Upsell

The Problem:

Personal touches like gift wrapping make gifts feel special, yet many retailers don't offer easy, personalised options for direct shipments, forcing customers to wrap gifts themselves and adding hassle.

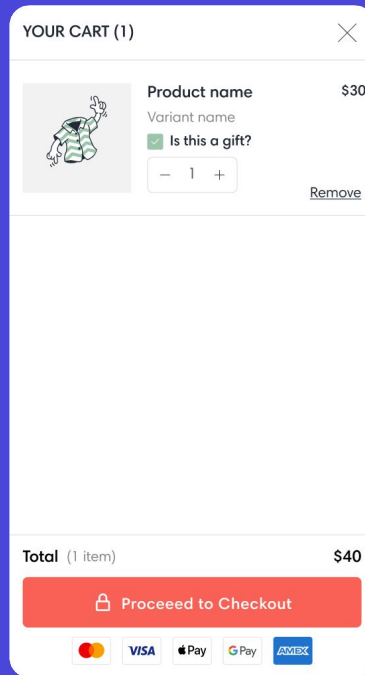
The Solution:

Introduce a gift wrap upsell. This gives users an option to add a personal touch when purchasing gifts. Framing it as a value added service rather than an upsell increases its perceived benefit.

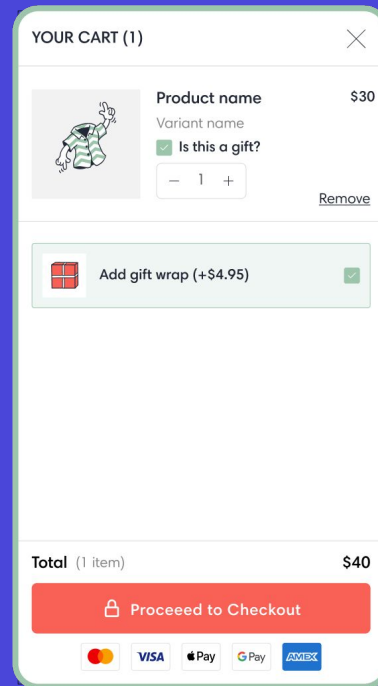
The Importance of Testing:

Testing timing, wording, placement, and price is key. What encourages the most users to accept? A/B testing helps you find the best combination that increases AOV without disrupting the experience.

CONTROL



VARIATION



Extended Returns

The Problem:

During the holidays, shoppers want to ensure that gift recipients have enough time to return or exchange items. But without an extended return policy, buyers may delay purchasing to give more return time, which risks missing Christmas delivery due to shipping delays or stock issues. This creates unnecessary stress and hesitation at a critical purchase moment.

The Solution:

Extend the returns period during the holiday season and communicate it clearly. This gives gift givers peace of mind to shop earlier, knowing recipients will still have time to return items if needed.

The Importance of Testing:

Test how the extended return policy is framed and where it's surfaced.

CONTROL

A mobile app mockup for the CONTROL variation. It features a status bar at the top with a green battery icon and a green signal icon. Below the status bar is a header with a green background and a white hand icon. The main content area has a white background and contains two radio buttons: "Delivery" (selected) and "Click & Collect". Below the radio buttons is a section titled "Delivery Details" with three input fields: "First Name", "Last Name", and "Contact Number*". At the bottom is a red button labeled "Pay now".

VARIATION

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Unlock Express Shipping

The Problem:

Most free shipping banners stop at a single threshold, missing the chance to further motivate users. Once customers hit that mark, there's no added incentive to keep adding to their cart.

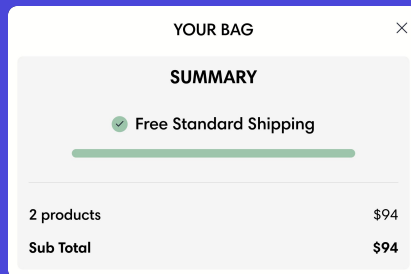
The Solution:

Introduce a second threshold. By offering a faster delivery option or free gifts for a higher spend, you create an additional goal that encourages users to continue shopping beyond the initial limit.

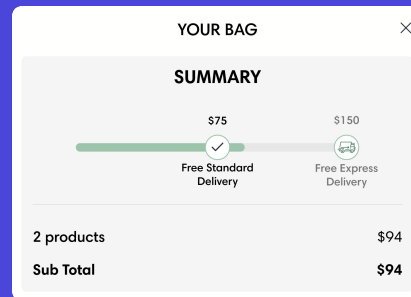
The Importance of Testing:

A second goal can motivate users with an extra reward, but if it's unclear or unachievable, it may distract from completing a purchase. A/B testing helps find the right balance to increase conversions without causing friction.

CONTROL



VARIATION



SUMMARY

What to focus on

PRODUCT DISCOVERY

- Test promo banners in the mobile hamburger menu.
- Ensure banners and key website interactions have high contrast.
- Optimise filters.
- Prioritise in stock products.
- Use product segmentation tiles on category pages.

GIFTING

- Offer gift wrapping as a valued service.
- Highlight popular gift products with badges.
- Allow users to add personalised messages with the gift.
- Offer bundling or gift sets to increase perceived value.

PURCHASE MOTIVATION

- Test multi tier thresholds to drive higher spend.
- Highlight sale prices and savings clearly.
- Use countdown timers to create urgency.
- Show item popularity on PDP or mini cart to increase urgency.

DELIVERY & RETURNS

- Clearly communicate delivery thresholds in cart.
- Extend return periods to reduce user anxiety.
- Communicate guaranteed christmas delivery dates.
- Show expected delivery times on PDP and checkout (e.g., 2–3 business days).

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THANK YOU.
DON'T BE A STRANGER.

PEAK SEASON POWER SERIES PEAK SEASON POWER SERIES PEAK SEASON POWER SERIES