

Hello, let's talk UX and eCommerce



**Hi, I'm
@mrjoe but
you can call
me Joe**

1/3

Research

1/3

Strategy

1/3

Design

Five Simple Steps

A Pocket Guide

Psychology for designers

by Joe Leech

@mrjoe



DAVID KADAVY IS AUTHOR OF THE #18 AMAZON BEST-SELLER, *DESIGN FOR HACKERS*, & HOST OF *LOVE YOUR WORK*

 Follow @kadavy

19.4K followers

A/A Testing: How I increased conversions 300% by doing absolutely nothing

FEBRUARY 12 2015 - 07:45AM

There are few things wantrepreneurs (all due respect, I'm a recovering wantrepreneur myself) love to talk about more than running A/B tests.

The belief seems to be that if they just keep testing, they will find the answer, and build the business of their dreams.

Most of them are wrong. Many of their businesses would be better off if

#1 Make the Pictures Bigger

Well, obviously...



1 Miramontes Point Road
Half Moon Bay, California 94019 United States
1 (650) 712-7000

THE RITZ-CARLTON

HALF MOON BAY

RESERVE NOW

HOTEL OVERVIEW

ROOMS & SUITES

DINING

SPA

AREA & ACTIVITIES

MEETINGS

WEDDINGS

OFFERS

 HOTEL (4 / 34)



MAKE A RESERVATION

Half Moon Bay, CA - The Ritz-Carlton, 

Jul 26, 2016 - Jul 27, 2016



CHECK AVAILABILITY

1 Room

2 Guests

MY DATES ARE FLEXIBLE

[VIEW EXISTING RESERVATIONS](#)



WOMEN

GAPFIT

MATERNITY

Online Exclusive

MEN

GIRLS

BOYS

TODDLER

1-5 Yrs

BABY

0-24 Mos

#GAPLOVE



Linen-cotton everyday shorts (10")

£34.95

★★★★★

4.5 | (4)

Color: **ACORN**



Size:



Fit & Sizing

- Inseam: 10"/25 cm.
- Model is wearing a regular Gap size 32.

[SIZE GUIDE](#)

Quantity:

ADD TO BAG

Like 0

Pin it



Best price guarantee

We beat or match all other retailers



Free delivery on all products

Choose a day that suits you



Joint number one online shop

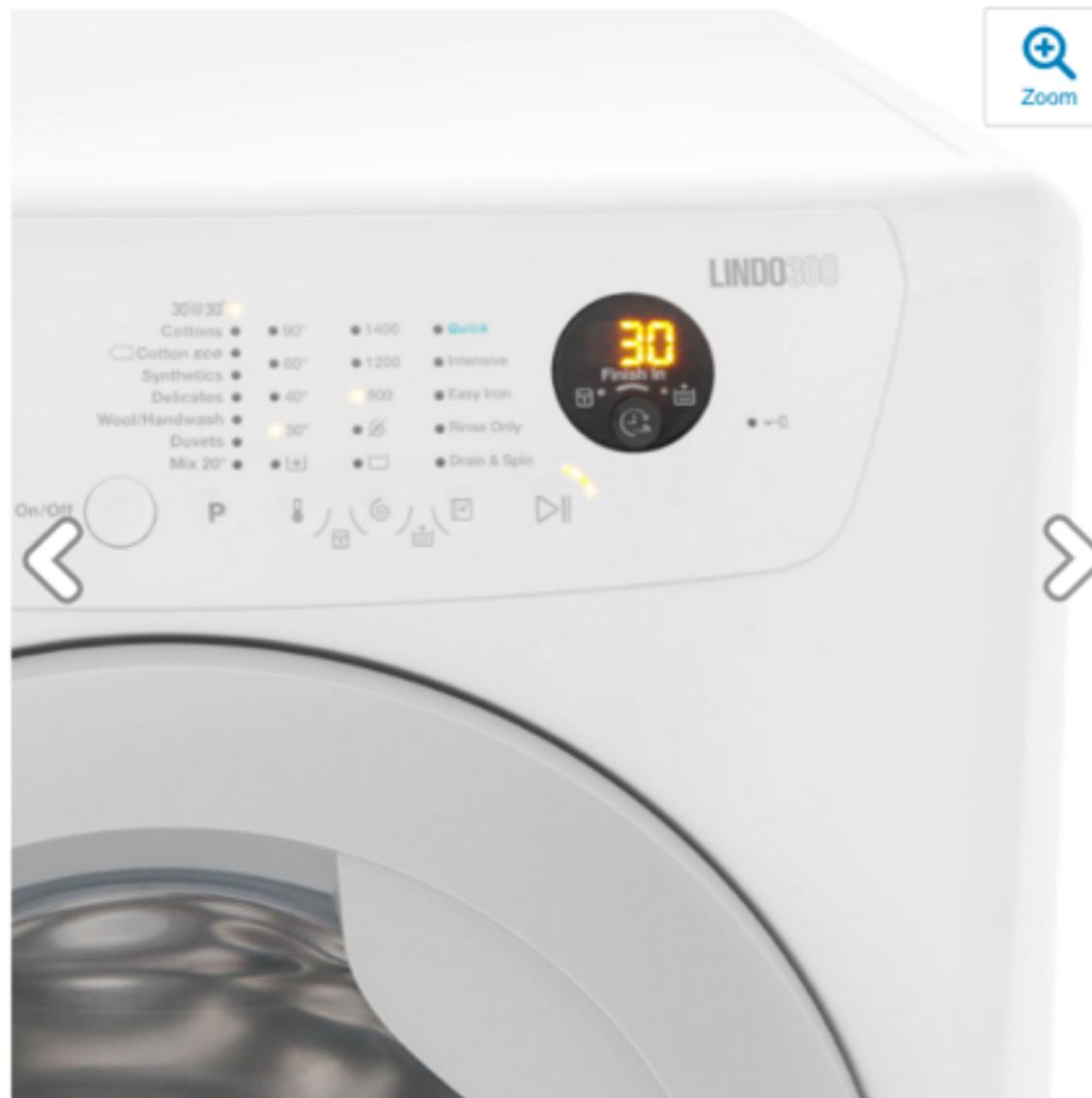
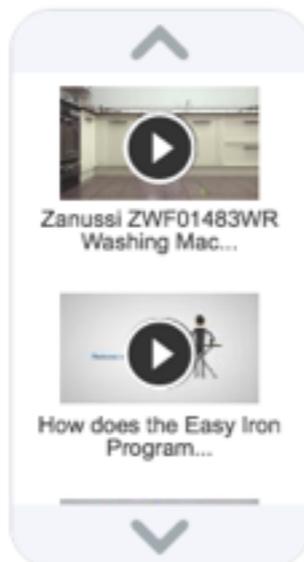
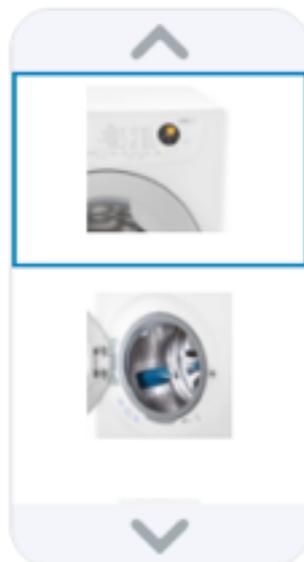
Which? Annual survey July 2015

Home > Washing Machines > Zanussi ZWF01483WR

Zanussi Lindo300 ZWF01483WR 10Kg Washing Machine with 1400 rpm - White

All eyes are on this! 28 shoppers have viewed it in the last two hours.

This is a great choice! It was last bought just 52 minutes ago.



Zoom

ZANUSSI

£349 Was £399 *
SAVE £50

Finance from £10.30 a month
(APR 19.9%)

Add to basket >

Cashback £20 cashback
when you buy this product



Home delivery from 27th July **

- ✓ We can take your old washing machine away
- ✓ Installation available
- ✓ Free delivery available

Customer reviews



4.7 / 5 (187 reviews) [Read more](#)

Key product information

- [10kg drum capacity](#) - great for large households
- [Adds more water](#) to the wash for cleaner results
- Quieter, longer lasting [motor](#)
- Wash your clothes in a speedy 30 minutes
- Dimensions (cm) - H85 x W60 x D60



Compare



Email/share

A+++



Best price guarantee
We beat or match all other retailers

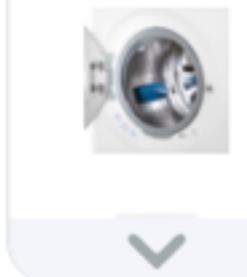
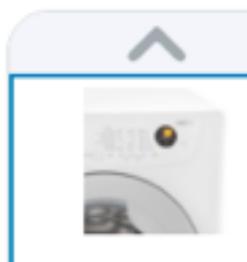
Free delivery on all products
Choose a day that suits you



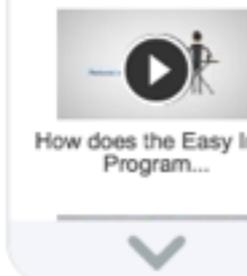
Joint number one online shop
Which? Annual survey July 2015

Home > Washing

Zanussi Li 1400 rpm



Zanussi ZWF01483V
Washing Mac...



How does the Easy Ir
Program...



X
Close

Was £399 *
SAVE £50

10 a month

Get >

cashback
you buy this product



from 27th July **

for old washing

available

available

customer reviews



(views) [Read more](#)

Key information

[capacity](#) - great for 10kg

[water](#) to the wash for 10kg

lasting [motor](#)

Compare

Email/share

A+++

• Wash your clothes in a speedy 30 minutes

• Dimensions (cm) - H85 x W60 x D60



take GBP 15 off your order of GBP 70 or more

use code UKSHIP

*GBP 70 is based on merchandise subtotal and does not include shipping, duties, or taxes

We want your feedback!

[Back to US Site](#)

[shop all categories](#)

all



[your cart](#)



Target > electronics > cameras & camcorders > memory cards

SanDisk Ultra High Speed 32GB microSD Memory Card with Adapter - Gray/Red (SDSDQUI-032G-T46)

GBP 10.98 LIST: GBP 16.15 (SAVE 32%)



4.5 (21)

quantity:

[add to cart](#)

notes

- Prices, promotions, styles and availability may vary by store and online.
- This item must be returned within 90 days of the ship date. See return policy for details.

[share](#)



**#2 There are two types of
purchase.
Considered and non-considered.
Design for both.**

Considered purchase



Foxtons

[BUY](#) [SELL](#) [RENT](#) [LANDLORDS](#) [DISCOVER](#) [INVESTMENTS](#) [VALUATION](#) [ABOUT](#) [CONTACT](#)

[MY FOXTONS](#)

[Home](#) [Buy](#) [Results](#) [Property](#) [Overview](#)

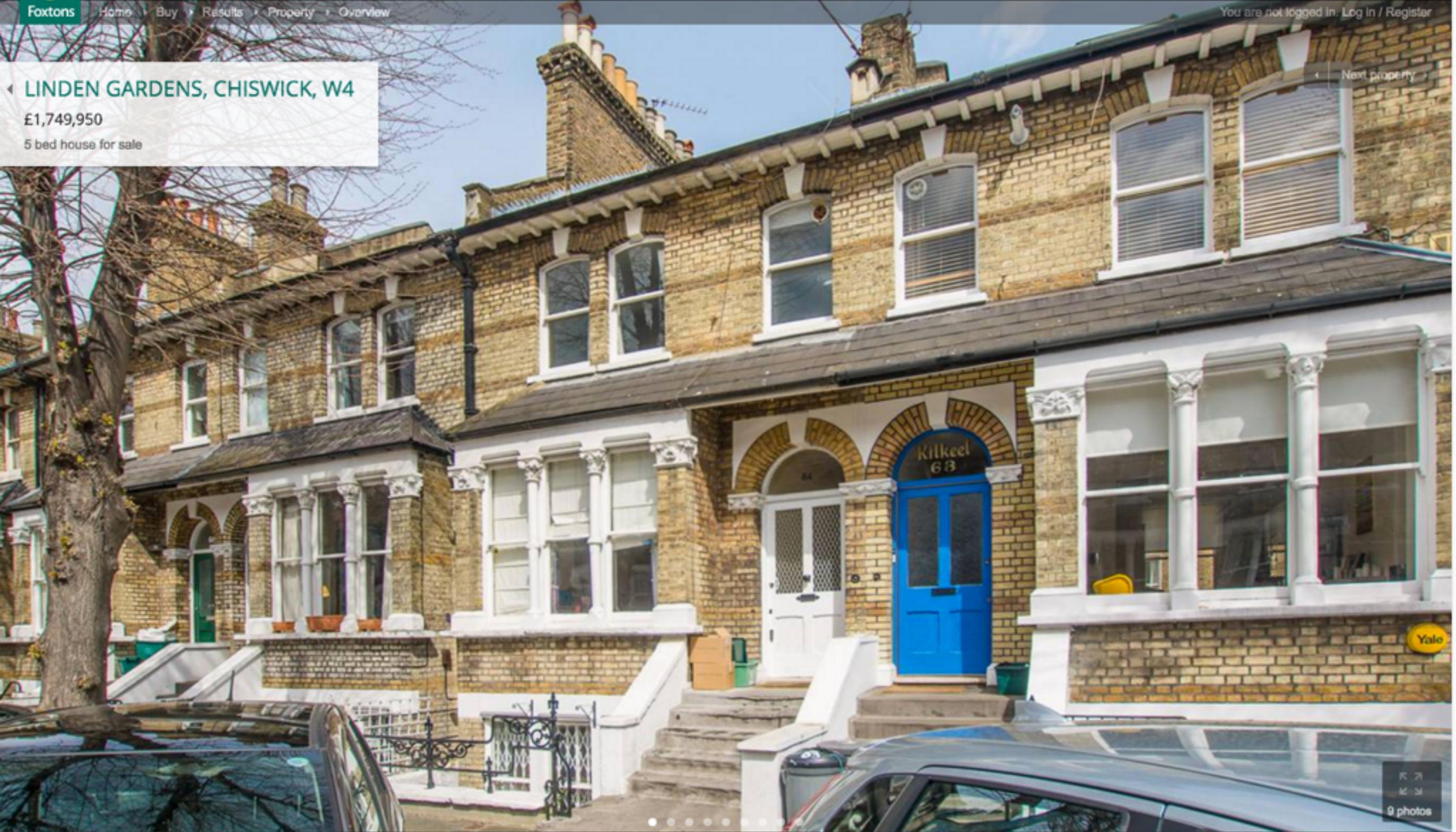
You are not logged in. [Log In](#) / [Register](#)

LINDEN GARDENS, CHISWICK, W4

£1,749,950

5 bed house for sale

Next property



Yale

9 photos

[PHOTOS](#)

[360 TOUR](#)

[FLOORPLAN](#)

[MAPS](#)

[TRANSPORT](#)

[SCHOOLS](#)

[PDF BROCHURE](#)

[EMAIL-A-FRIEND](#)

[SHARE ON FACEBOOK](#)

Considered purchase



Buy Rent Sell Mortgages Agent finder Advice Home design More

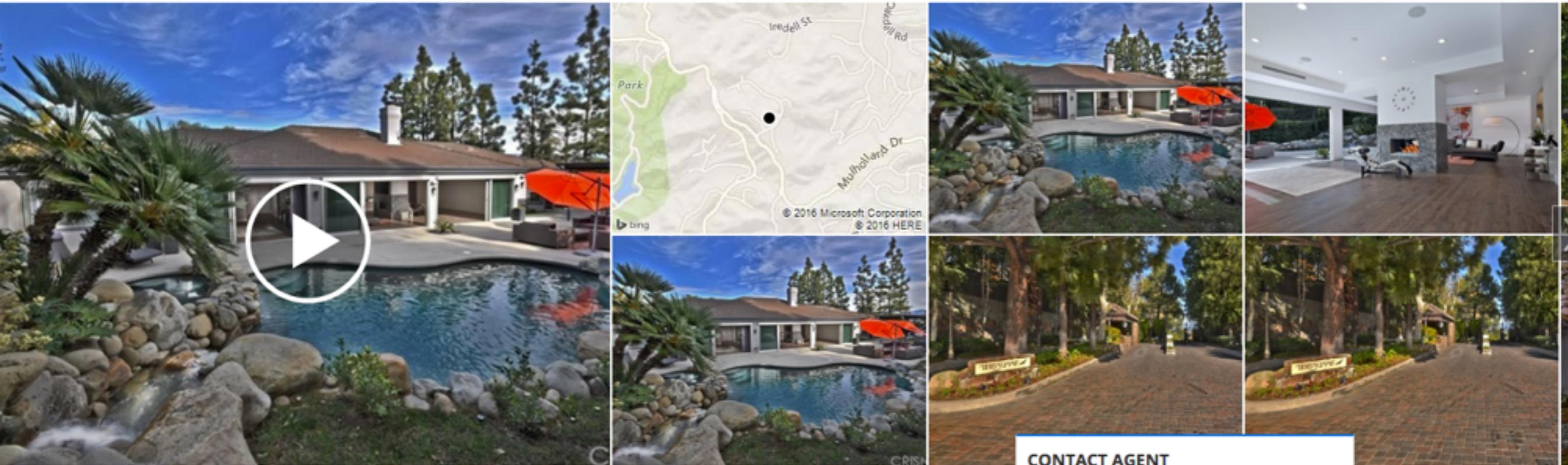
Advertise Sign in or Join

CONTACT AGENT SAVE GET UPDATES SHARE MORE

City, State, or Zip

Public Owner **NEW**

California · Los Angeles · 90210 · Studio City · 12020 Talus Pl



12020 Talus Pl,
Beverly Hills, CA 90210

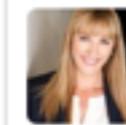
4 beds · 5 baths · 4,060 sqft

See the 360 Degree Virtual tour at www.12020Talus360.com
This exquisitely remodeled single-story Contemporary home is located within "The Summit" the exclusive 24-hour guard gated community off of Mulholland Drive above Beverly Hills. Tucked away on a quiet cul-de-sac, this spacious and light-filled home features the very finest materials and craftsmanship and a state-of-the-art Control4 home automation system. In addition to the 4 bedrooms and 4.5

● FOR SALE
\$4,495,000
Price cut: -\$393,888 (6/13)
Zestimate®: \$4,782,116

EST. MORTGAGE
\$15,692/mo
[Get pre-approved](#)

CONTACT AGENT



Susanna Nagy
★★★★★ (47)
34 Recent sales
Keller Williams - Studio City
(818) 481-1602

PREMIER AGENT

Your Name

Phone

Email

I am interested in 12020 Talus Pl, Beverly Hills, CA 90210.



Premier Lender
Marty Yeghishian
(818) 769-6300 | NMLS 336003

2

Considered purchase

Destinations > Caribbean > Jamaica > Montego Bay > Riu Montego Bay

SHARE CLOSE X



1 of 29



★★★★★
OFFICIAL RATING

7
BUILDINGS

4
FLOORS

681
ROOMS

FREE WI-FI

ALL INCLUSIVE - Here's what you get



Considered purchase



ABOUT JAGUAR

EXPERIENCE JAGUAR

OFFERS & FINANCE

OWNERSHIP

REVIEWS

FLEET & BUSINESS

SHOP

ALL MODELS

XE

XF

XJ

F-TYPE

F-PACE

APPROVED USED

BUILD & PRICE

OVERVIEW

F-TYPE MODELS

PRICING & SPECIFICATIONS

FEATURES

ACCESSORIES

OFFERS

FLEET & BUSINESS

GALLERY

F-TYPE

Powerful, agile, and utterly distinctive. A true Jaguar sports car.



FROM
£51,775

POWER UP TO
575 PS

ACCELERATION UP TO
3.5 seconds (0-60mph)

TOP SPEED UP TO
200 mph



CLICK TO INTERACT

BUILD YOUR OWN



DOWNLOAD A BROCHURE



LOCATE A RETAILER



BOOK A TEST DRIVE



GET A FINANCE QUOTE



Vacation

Car

**Anything
made by
Apple**

TV

Watch

Clothing

Refrigerator

Considered

**Washing
machine**

Shoes

**Wine
& spirits**

Bicycle

**Anything
Vintage**

**Anything
Artisan**

**Anything
Hand crafted**

Beer

SD Card

Stationary

Books

**Branded
Toys**

**Car
Insurance**

Dryer

**A weekend
city break hotel**

Groceries

DVDs

Batteries

CDs

**Small
electronics**

Twix

Food

Socks

MP3s

Digital

Downloads

Dishwasher

Non-

Considered

@mrjoe

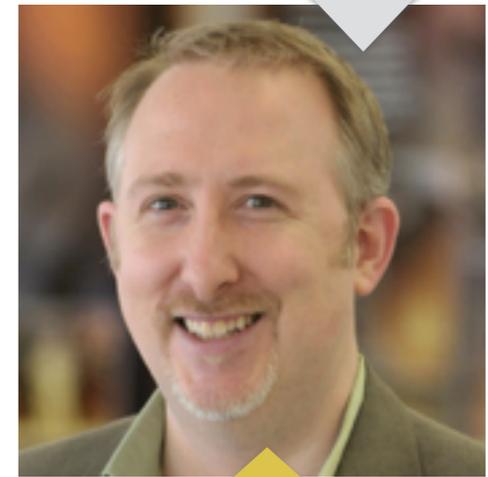
**I'm enjoying this.
Shopping for a fridge is
fun!**



**This is expensive, I need to
be sure.**

Considered

**I've had a hard day at work
the last thing I want to do is
sort out car insurance.**



**I just want to get on with
it, no fuss and I'm done.**

**Non-
Considered**

@mrjoe

2.1

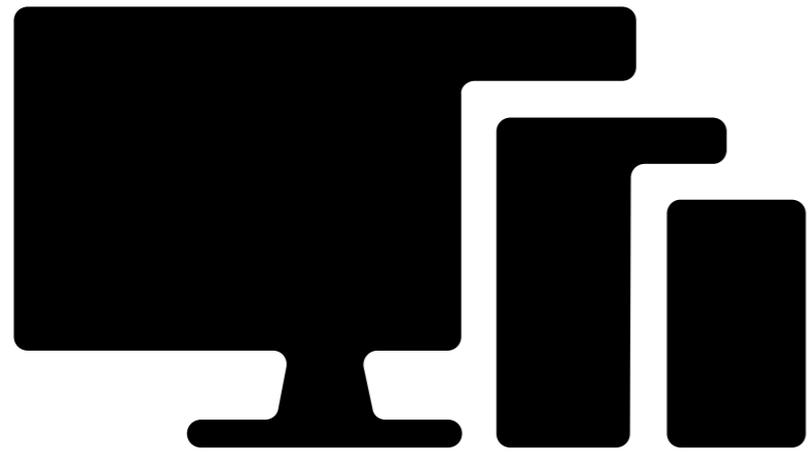
1

Visits to purchase

Considered

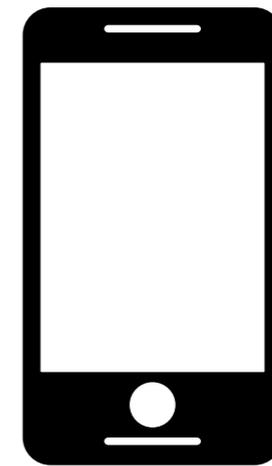
**Non-
Considered**





Multi channel

Considered



High Mobile

**Non-
Considered**



Behaviours

- Fun
 - Ask a friend
- Think about it & come back later
 - Multi-channel
 - Shop around
 - Read around
- Read **product** reviews
 - Look at pictures

**Shop by
QUALITY and SERVICE**

Considered

- A chore
 - Just them doing it
 - Get it done
 - Mono-channel
 - Shop around
- Read **vendor** reviews

**Shop by
PRICE and SHIPPING SPEED**

**Non-
Considered**



Do this

1. Big pictures
2. Bespoke pictures
3. Email this
4. Save for later
5. Run an email drip reminder campaign (+4hr, +24hr +3 day)
6. Reviews of product
7. Third party product reviews
8. Show previously viewed items
9. About emotion not features
10. Make it FUN

Considered

1. Be cheap
2. Reviews of the brand
3. Clear shipping times, shipping partner + costs
4. About trusting the brand, I know I want the product
5. Easy to re-order previously purchased items
6. Get out of the way: No pop-ups, delays, sidetracking, rat holes or distraction
7. Make it QUICK & EASY

**Non-
Considered**

@mrjoe

<http://mrjoe.co/reviewUX>

24 WAYS *to impress your friends*



How to Do a UX Review

Joe Leech

3 December 2015

Published in **UX**

4 comments

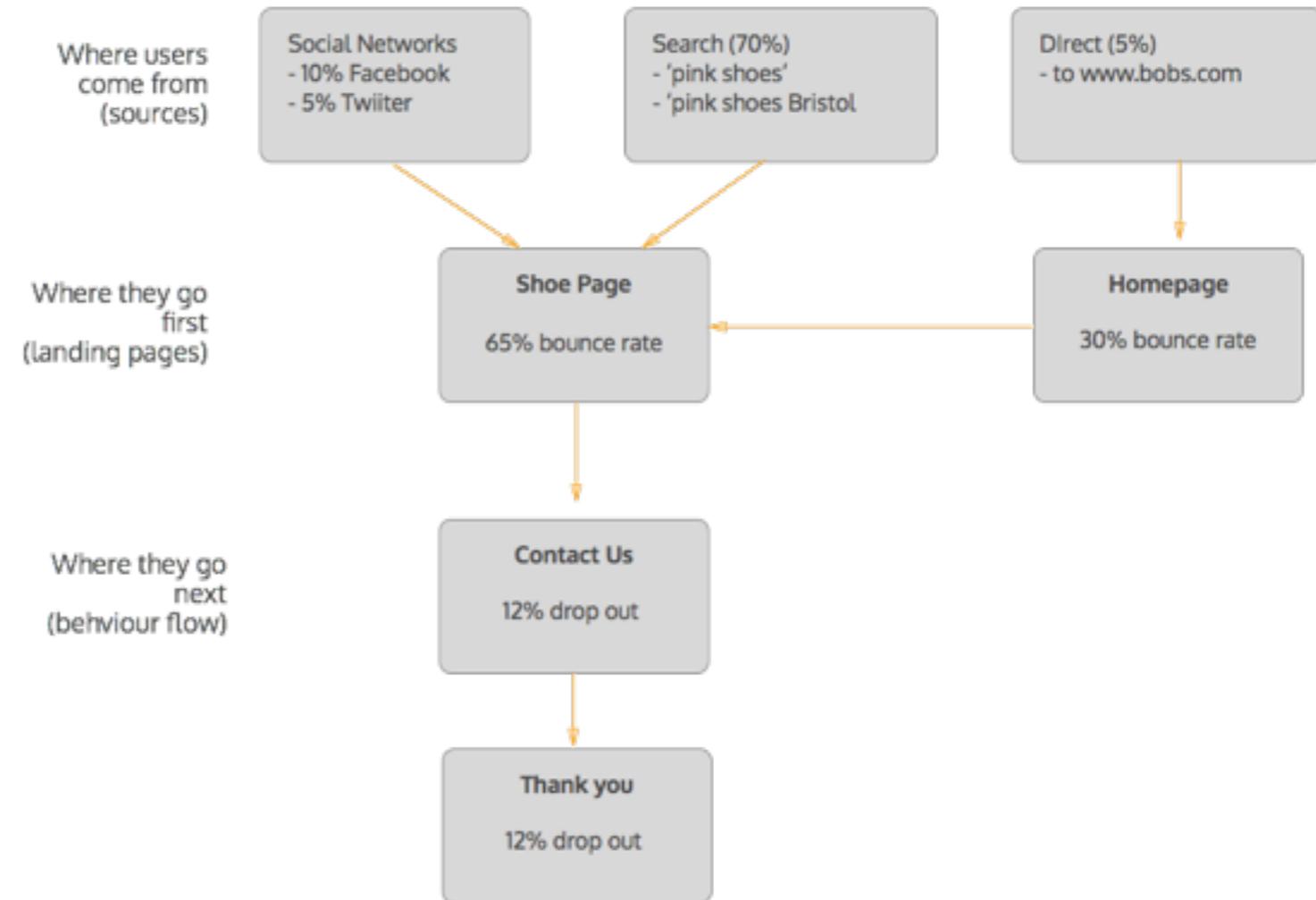
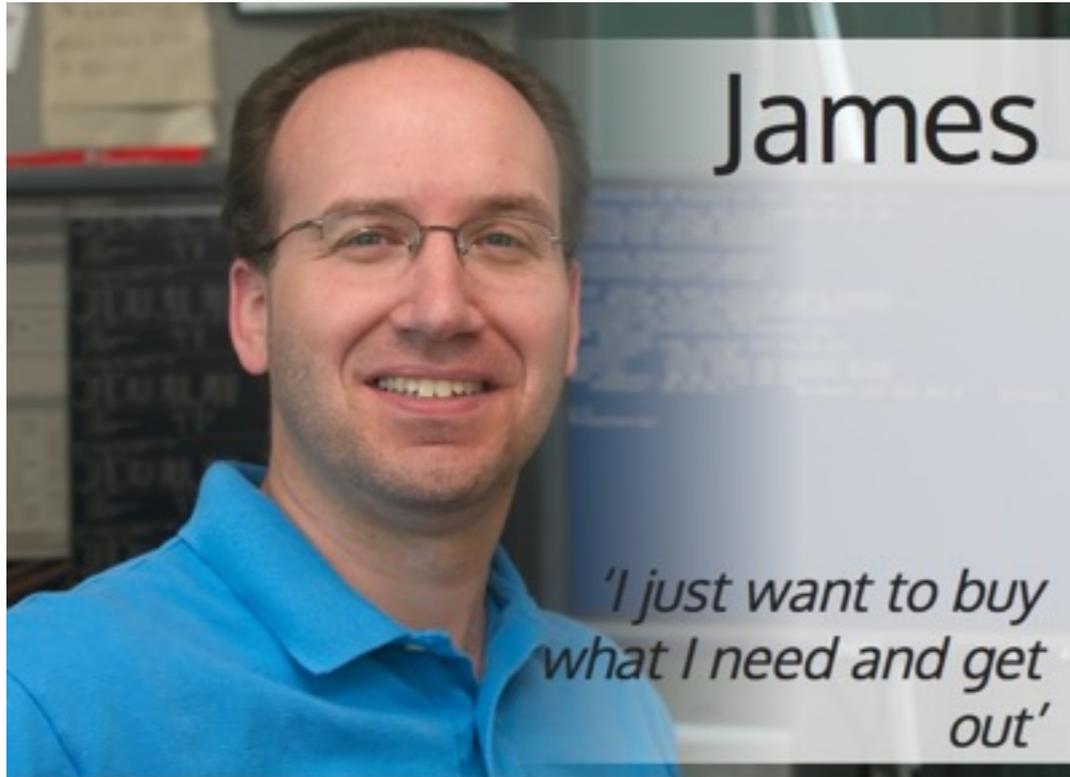
A UX review is where an expert goes through a website looking for usability and experience problems and makes recommendations on how to fix them.

I've completed a number of UX reviews over my twelve years working as a user experience consultant and I thought I'd share my approach.

I'll be talking about reviewing websites here; you can adapt the approach for web apps, or mobile or desktop apps.

WHY CONDUCT A REVIEW

Users + Flow



Goals

- Wants to learn about pink shoes
- Avoid spending time browsing (short visit duration, visits just one product page)
- Drops out at contact page as there is no buy it now option

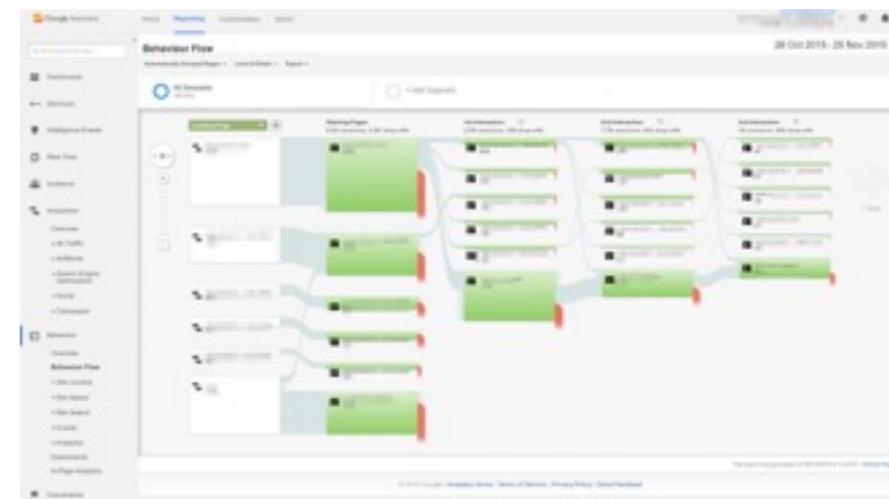
✓ We must

- Clearly show key features of each product
- Provide easy comparison between products
- Allow him to buy online

✗ We must not

- Don't delay him by contacting him the day after he wants to buy
- Don't focus on fluffy descriptions of products
- Don't overwhelm him with choice

Photo source <http://upload.wikimedia.org/>



User Experience

The Top UX Elements to Optimize Your Clients' Product Page Design

Super Shoe Company Basket Empty

New Balance W980v2 Super Comfy Ladies Running Shoes



Hover to zoom

- An advanced shoe with features designed for the modern urban runner
- Padded insoles and ankle collar as well as super chunky soles for extra comfort
- Flat laces that are easy to tie getting you out there quicker

[Buy Now](#) **£34.99**

Free postage or £6.99 next day.
We'll text you and give you an hourly delivery slot and our friendly driver will call when close.

Sole Other Side Back Ankle Collar Inside Laces 12 more



Reviews ★★★★ 4.3 / 5

4/5 The Super Shoe company got these to me the next day and texted me to say they were on their way. **Jennie K** May 2015

3/5 I got a bigger size as they seem to be a small fit. Overall a very comfy running shoe. No problems at all with mine. **Lisa S** May 2015 3/5

5/5 I went up half a size, but these are the most comfortable trainers I've ever worn. On this basis I've bought pairs for husband and daughter (obviously not the ones with neon laces for husband). I am purchasing again for a work pair. **Catherine J** April 2015

[See 12 more reviews](#) [See all 4/5 star reviews](#) [See all 1/2 star reviews](#)

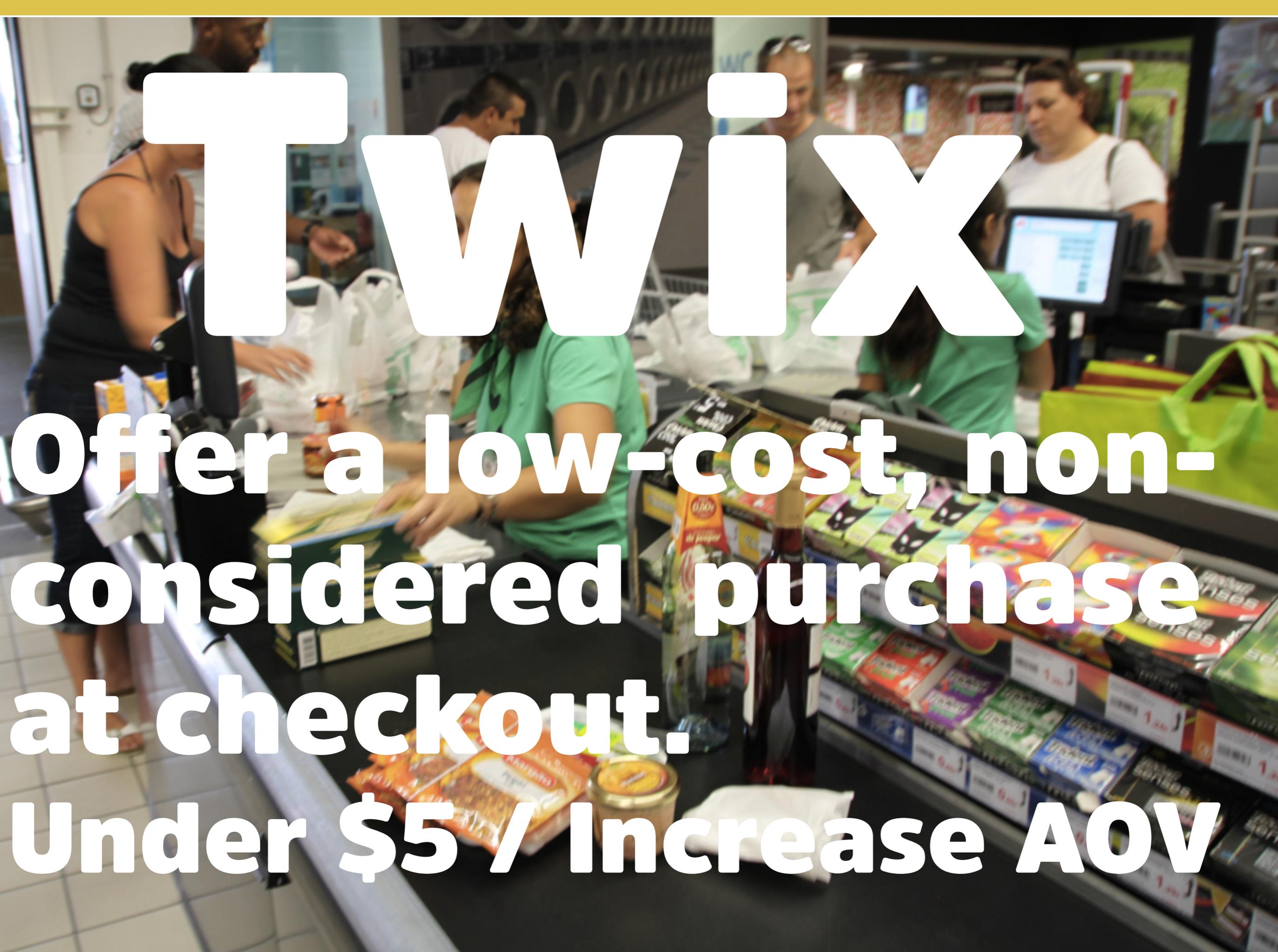
About the shoes

- Waterproof
- Machine washable
- Shaped heel
- Cushioned ankle collar
- Aegis microbe shield
- Hot Melt seamless overlays
- D30 Strobel Lasting
- EVA crash pad
- Cushioned midliner
- Midfoot guidance liner
- Synthetic/textile upper, textile lining, Synthetic outsole



#3 The Twix.





TWiix

Offer a low-cost, non-considered purchase at checkout.
Under \$5 / Increase AOV



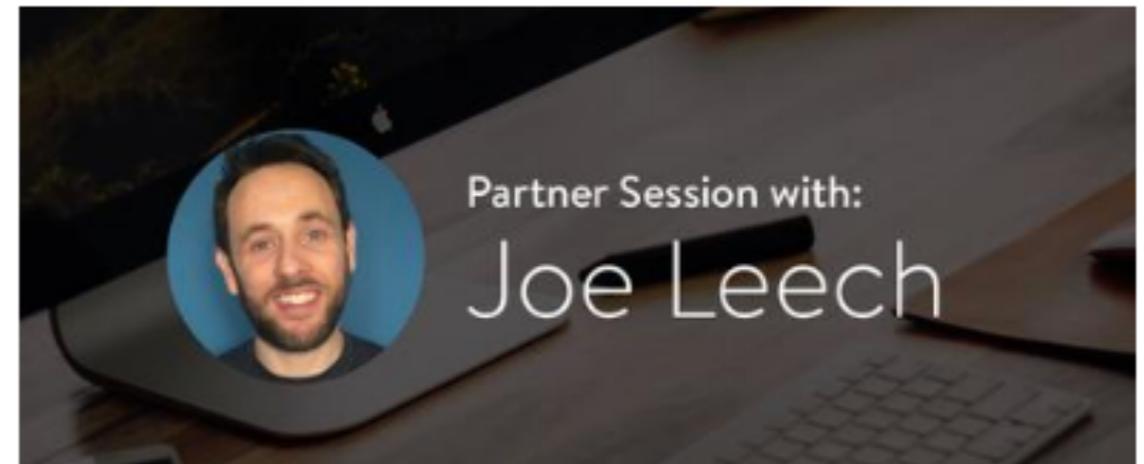
User Experience

The Shopify Web Design and Development Blog features several articles about user experience design. By covering key trends in the realm of user experience and exploring the definition of UX, our blog will get you thinking about how users interact with the sites you build. Here are some of our most recent pieces:



User Experience

5 Psychological Concepts Web Designers Should Use to Maximize Conversions



User Experience

[Free Webinar] User Experience and Ecommerce: Designing a Site That Converts



E-Commerce Usability Research

Baymard conducts original large-scale research studies on e-commerce usability.

The research is published in articles, reports, and benchmark databases. Topics include e-commerce search, homepage and navigation design, the checkout process, and mobile sites.

› [Explore the Research Catalog](#)

5 Benchmark Databases

300 site reviews, 1,883 web pages, and 12,784 'best practice' examples, across 5 different usability themes:

E-Commerce Checkout

STUDY ON CHECKOUT PROCESS DESIGN AND USABILITY

Homepage & Category

STUDY ON OPTIMAL HOMEPAGE DESIGN AND SITE HIERARCHY

E-Commerce Search

STUDY ON E-COMMERCE SEARCH LOGIC AND DESIGN

E-Commerce Product Lists

STUDY ON E-COMMERCE FILTERING AND SORTING USABILITY

Mobile E-Commerce

DO THIS

- 1. Make the Pictures Bigger**
- 2. Design for considered and non-considered.**
- 3. The Twix.**

Read more

UX Product Page + Sketch Template

<http://mrjoe.co/uxprodpage>

How to do a UX Review

<http://mrjoe.co/reviewUX>

Shopify partners blog

<https://www.shopify.com/partners/blog>

Baymard institute

<http://baymard.com/>

@mrjoe

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<https://mrjoe.uk>
Joe Leech