Hello, let’s talk UX and eCommerce
Hi, I’m @mrjoe but you can call me Joe
Research

Strategy

Design
A Pocket Guide

Psychology for designers

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

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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 they stopped testing.
#1 Make the Pictures Bigger

Well, obviously...
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.

Finance from £10.30 a month (APR 19.9%)

Add to basket

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

GBP 10.98 LIST: GBP 16.15 (SAVE 32%)

quantity:

add to cart

notes

Prices, promotions, styles and availability may vary by store and online.
This item must be returned within 30 days of the ship date. See return policy for details.
#2 There are two types of purchase. Considered and non-considered. Design for both.
Considered purchase
Considered purchase

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
Considered purchase
Considered purchase

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

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

This is expensive, I need to be sure.

I just want to get on with it, no fuss and I’m done.
Visits to purchase

Considered: 2.1
Non-Considered: 1
Behaviours

Considered

- 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

Non-Considered

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

Shop by
PRICE and SHIPPING SPEED
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

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

Considered

Non-
Considered
How to Do a UX Review

Joe Leech

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

James

‘I just want to buy what I need and get out’

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

Where users come from (sources)

Social Networks
- 10% Facebook
- 5% Twitter

Search (70%)
- ‘pink shoes’
- ‘pink shoes Bristol’

Direct (5%)
- to www.bobs.com

Where they go first (landing pages)

Shoe Page
65% bounce rate

Where they go next (behaviour flow)

Contact Us
12% drop out

Thank you
12% drop out

Homepage
30% bounce rate

Photo source http://upload.wikimedia.org/
The Top UX Elements to Optimize Your Clients’ Product Page Design

Super Shoe Company

New Balance W980v2 Super Comfy Ladies Running Shoes

- 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 take you and give you an hourly delivery slot and our friendly driver will call when close.

Reviews ***** 4.3/5

4/5 The Super Shoe company got these to me the next day and tested me to say they were on their way. Jennifer 4 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 9 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 3 April 2015

See 12 more reviews See all 4/5 star reviews See all 3/5 star reviews

About the shoes

- Waterproof
- Machine washable
- Shaped heel
- Cushioned ankle collar
- Arch-midsole shield
- Hot-Melt stretch overlays
- D3D Stitched Lasting
- DWR-crash pad
- Cushioned ribliner
- Midfoot guidance linner
- Synthetic/textile upper, textile lining, Synthetic outsole

@mrjoe

http://mrjoe.co/uxproddpage
#3 The Twix.
Twix

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:

5 Psychological Concepts Web Designers Should Use to Maximize Conversions

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

Partner Session with: Joe Leech
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**
  STUDY ON MOBILE E-COMMERCE DESIGN AND USABILITY
DO THIS

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