

User Experience (UX) in Ecommerce Sites



User Experience Design:

- Pays attention to conventions in interface design and information architecture
- Follows best practices in web design, such as accessibility
- **Empathizes with the user, focusing on what his/her needs are**

This UX designer acknowledged that, since snack box ordering is a unique process, users don't come to the site already knowing how it works. The designer put a quick overview on the home page to help. This is an example of empathizing with the user's needs.

The screenshot shows the Graze website home page. At the top, there's a navigation bar with the Graze logo, links for 'snacks', 'breakfast', and 'kids', and a 'UK -' indicator with 'get started' and 'login' buttons. The main visual is a large, vibrant image of various snacks like pretzels, popcorn, nuts, and brownies, with a central 'get started now' button and a '1st Box Half Price' offer. Below this is the text 'inspired snacks brought to you by graze' and a 'scroll down to learn more' link. The 'how it works' section follows, consisting of three steps: 1. 'tell us the snacks you fancy' with an icon of a basket and a heart, and the text 'over 100 to choose from'; 2. 'we hand-pick a box for you' with an icon of a Graze box and the text '4 inspired snacks in a box'; 3. 'and send it to your home or work' with an icon of a box and the text 'to help you make good swaps'. At the bottom, there are logos for 'over 100 DECIDES' and 'honeycomb flapjack'.

This lecture explains UX considerations for sites that are primarily ecommerce. Your site is primarily for an event, but it will have an ecommerce section within it (merch). Therefore, you will end up making a pared down version of some of the examples in this lecture, but it will be helpful to go into your career knowing the broader picture.

Avoid Confusing Navigation

RSVP

KINDLY RESPOND BEFORE
July first two thousand seventeen

M _____

WILL ATTEND WILL NOT ATTEND

PLEASE INDICATE EACH GUEST'S ENTRÉE SELECTION:

 _____ CHICKEN  _____ BEEF  _____ KIDS

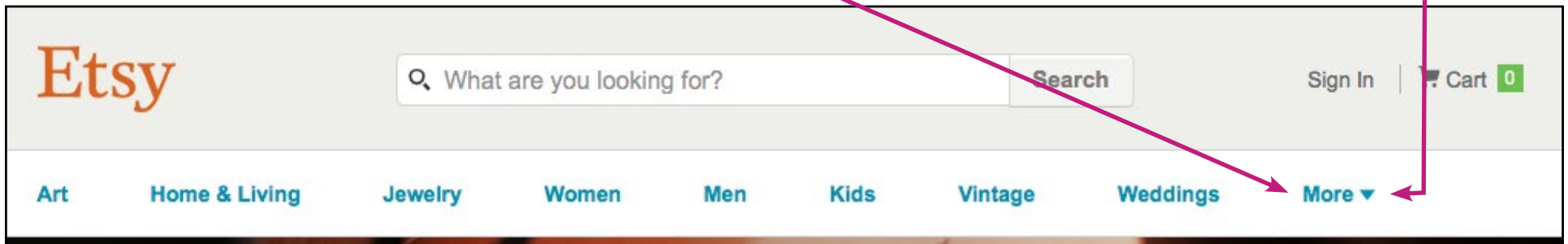
Do you see what looks misleading in this RSVP card?

How to Organize Your Navigation and Avoid Confusion

- Groups of 5-8 links are generally the most we are able to perceive at once. If more than 8, break it down. There are generally 2 ways:

1. dropdowns/submenus

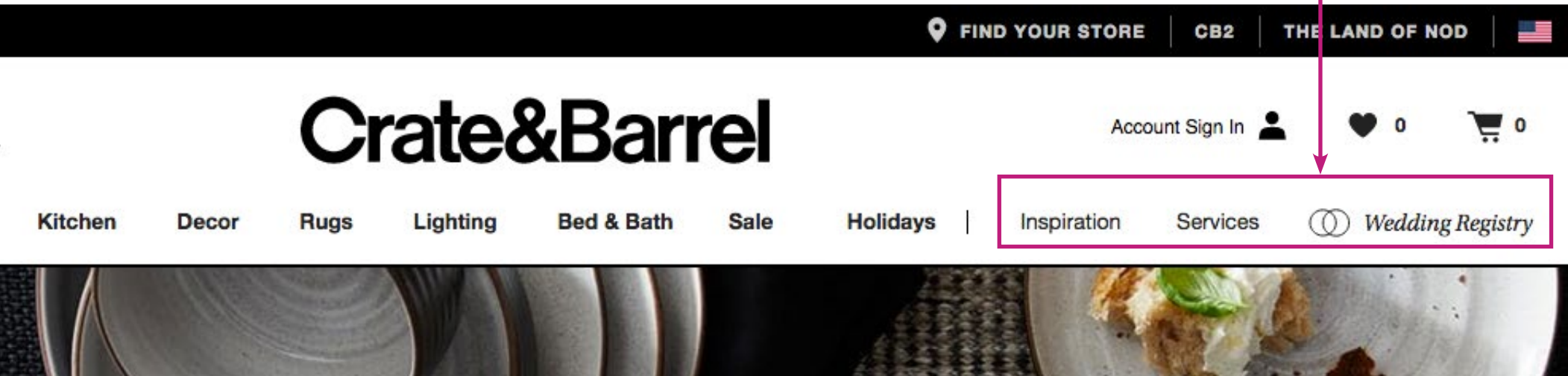
ALSO NOTE: If there is sub/dropdown content, always use an > or ▶



2. Secondary navs (smaller & separate)



- Links that are different from the other links should be set apart in some way



In what way are the links on the right different than the ones on the left, in terms of subject-matter?

Notice that these links are non-bold and are separated by a little dividing line on the left.

- Create different appearances for the different link states (hover, etc.)

FREE Standard Shipping On Orders \$49.00+ & FREE Returns

Under Armour | [NEW ARRIVALS](#) | [MEN](#) | **[WOMEN](#)** | [KIDS](#) | [SHOES](#) | [ACCESSORIES](#) | [SPORTS](#) | [OUTLET](#) |

Spotlight
[New Arrivals](#)
[Best Sellers](#)
[Favorites Collection](#)
[ColdGear](#)
[I WILL WHAT I WANT™](#)

Shirts & Tops
[Sports Bras & Bras](#)
[Hoodies & Sweatshirts](#)
[Long Sleeves](#)
[Short Sleeves](#)
[Sleeveless & Tanks](#)
[Graphic T's & Tanks](#)
[Outerwear](#)

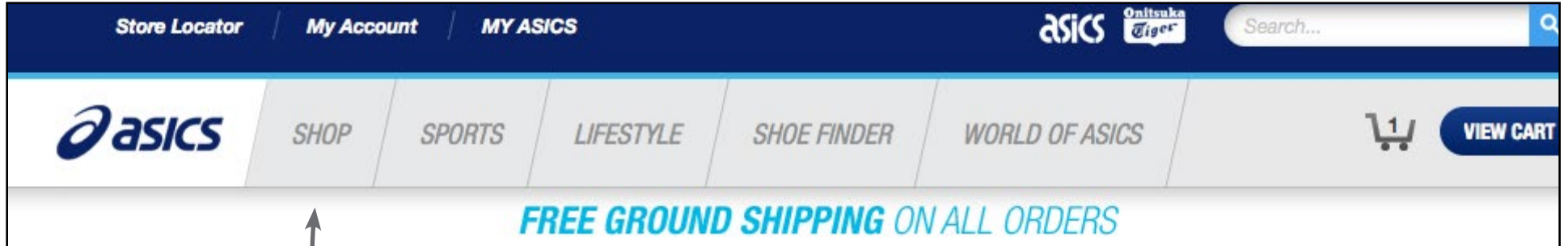
Bottoms
[Pants](#)
[Leggings & Tights](#)
[Capris & Crops](#)
[Shorts](#)
[Underwear](#)

Shoes
[Running](#)
[Training](#)
[Hiking & Tr](#)
[Cleats](#)
[Boots](#)
[Slides & Sa](#)

All Acces
Shop All

What Are You Into?

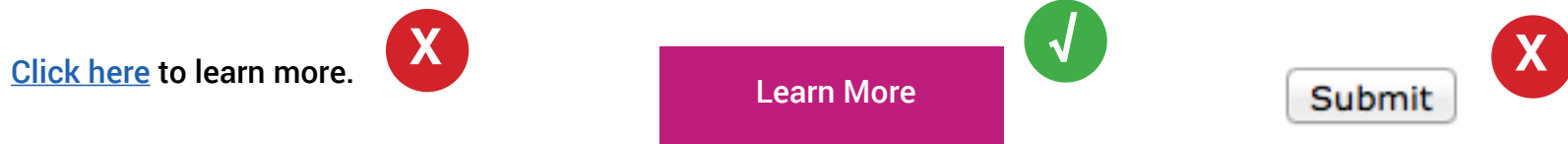
- If the main purpose of your site is for users to shop, don't create a “Shop” link in your navigation. This just makes your users have to click more times than necessary.



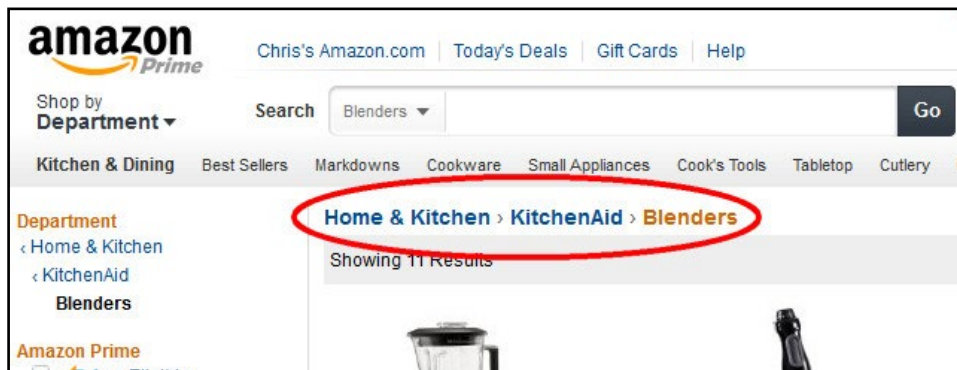
However, your event site's primary purpose is NOT ecommerce, so for this project, it is fine to have a “Shop” or “Merch” link.

Links and Call-To-Action Buttons

- Search engines place a high value on the words used in the links. Use specific, action words that you want your site to be noticed for, rather than the words “click here.” Also, avoid the word “Submit” as it is not specific.
- Don't tell me to “click here;” show me by making it appear clickable.

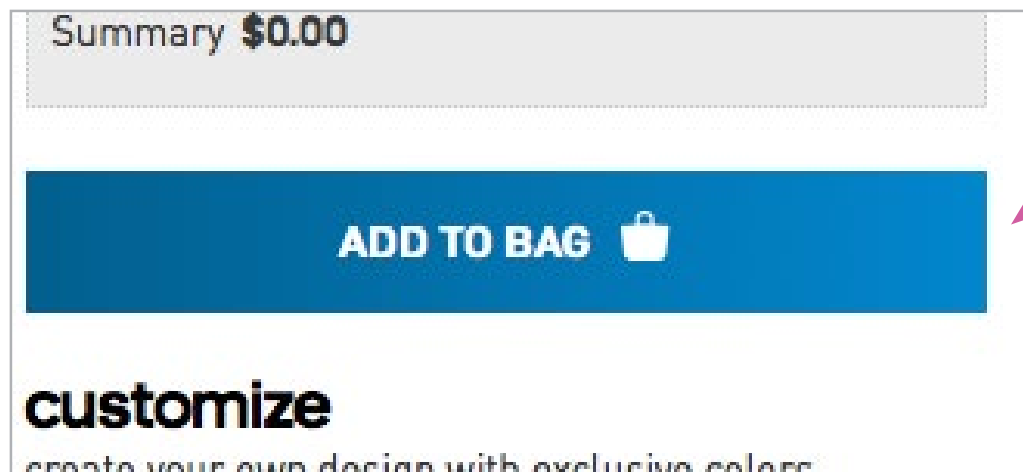
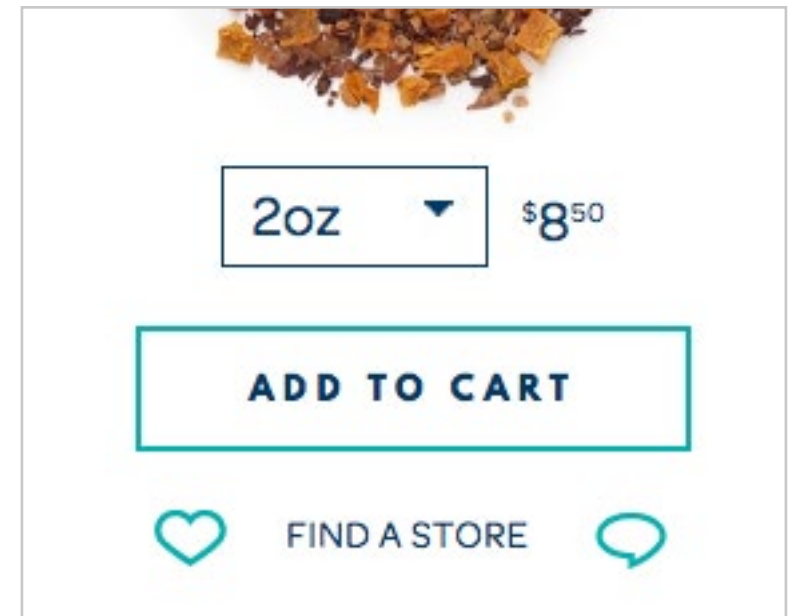
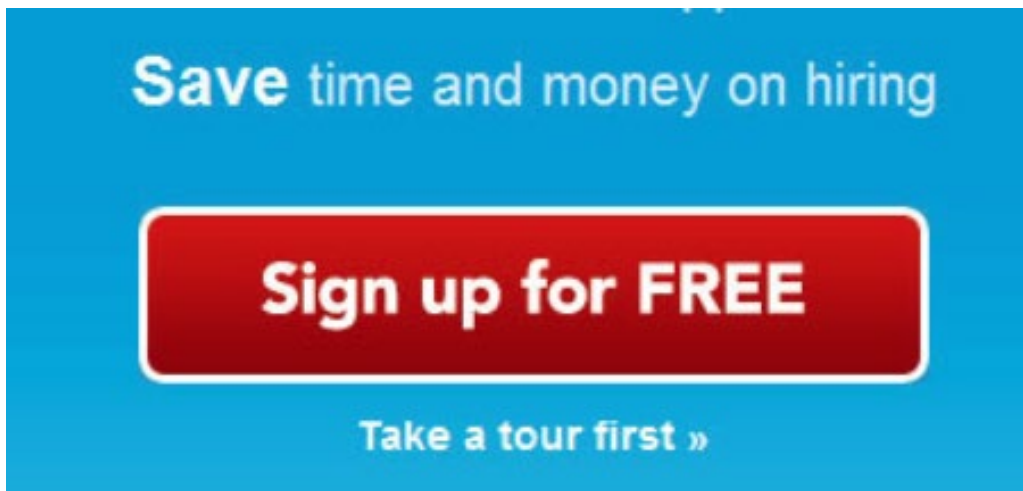


- In a larger ecommerce site, breadcrumbs can be helpful showing the path taken through the site to get to the current page.



- **Call-to-action buttons, particularly where you have “Add To Cart,” should be the biggest and most prominent link on the page.**

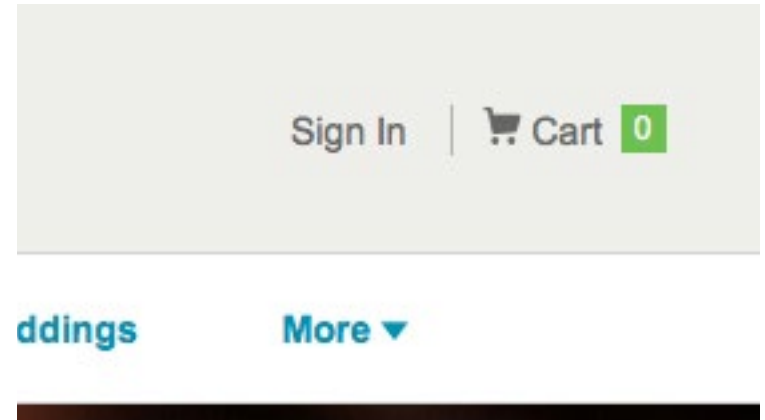
Sometimes you will have buttons for “Add to Wish List” or something similar. Just make sure that button carries less visual weight than the “Add to Cart.”



Whether you choose to say “Cart” or “Bag,” just be consistent throughout the site.

Shopping Cart

- Should be visible on every page
- Can show number of items in the cart
- Can drop down to show the items
- Needs to lead to the page where the user can checkout



Product Grid Page

- On bigger ecommerce sites, should show options for sorting or narrowing the results. (Not always necessary on your event site)
- Should have a **clear hierarchy** of important info, including name of product, brief description, and in most cases, the price. Any other relevant important info should be included too.



8 Colors

Men's UA ColdGear® Infrared Performance Fleece Zip Hoodie
\$99.99



6 Colors

Men's UA Rival Fleece Printed Hoodie
\$54.99



5 Colors

Men's UA Storm Armour® Fleece Zip Hoodie
\$64.99



3 Colors

Men's UA Rival Fleece Graphic Hoodie
\$59.99



6 Colors

Men's UA Rival Fleece Crew
\$49.99



3 Colors

Men's UA SC30 ¼ Zip Hoodie
\$69.99



12 Colors

Men's UA Storm Armour® Fleece Big Logo Hoodie
\$54.99



11 Colors

Men's UA Storm Armour® Fleece Big Logo Printed Hoodie
\$59.99

Great example (note the hierarchy of the caption text here and in the next example).

Another great example (filter on left side might not be necessary on your event site).

En \$ USD Find a store Account 0 0

DAVIDsTEA

TEAS COLLECTIONS ACCESSORIES GIFTS SALE ABOUT Q

Showing 37 results

CLEAR ALL FILTERS X

Filter your results:

TEA TYPES

GREEN X

FEATURED INGREDIENTS

CERTIFICATION

CAFFEINE LEVEL

BEVERAGE TYPE

ORIGIN

COLLECTIONS


ACCESSORIES

GIFTS

SUMMER SALE

FALL COLLECTION

green teas




kashmiri chai

KOSHER, ORGANIC

A light, delicate chai with green tea and exotic spices.


\$9⁸⁰



pumpkin pie matcha

Stone-ground matcha with pure cane sugar and pumpkin pie spice.


\$9⁵⁰



honeycrisp apple

Bring a taste of the orchard home with this juicy, fruit-packed green tea.


\$9⁵⁰



blueberry matcha

An all-natural blend of stone-ground matcha, pure cane sugar and a fruity hint of blueberries. Try it in your next smoothie, shake or latte!

\$9⁵⁰




butterfly jasmine

KOSHER

Delicately jasmine-scented green tea, hand shaped into the form of butterflies.


\$19⁵⁰



ceremonial matcha

Calling all matcha lovers! This is our creamiest, sweetest, most delicate matcha yet.

\$27⁵⁰




cold zing

KOSHER, ORGANIC

At the first sign of a cold, reach for this tasty, super-comforting blend of soothing ingredients.

\$9⁵⁰



countess of seville

KOSHER, ORGANIC

An orange-scented green tea with orange peel and bergamot oil.

\$8⁰⁰

Product Description Page

- Should show all necessary info and purchasing options
- Further info can be in tabs below the image
- Use large images and show multiple views (with thumbnails)
- Should have a clear hierarchy of info, with the Add To Cart button as the largest and clearest



The image shows a product page for a 'Guide Shirt HS1728'. On the left, there is a large main image of a man wearing a blue and white plaid short-sleeved shirt. Below this image are several smaller thumbnail images showing different views of the shirt: a front view, a close-up of the chest area, a back view, and another front view. A 'Zoom In' button is located below the main image.

On the right side of the page, the product name 'Guide Shirt HS1728' is displayed in a bold font, followed by a green 'In Stock' label. Below the name, there is a link to 'Write review'. A descriptive sentence reads: 'New Autumn Winter 09/10 season Guide London short sleeve check shirt.' The price is shown as '£39.99' in a large, bold font. To the right of the price is a teal 'Add to Basket' button. Below the price is a 'Select Size' dropdown menu and a link to 'Size guide'. A shipping information box contains two paragraphs: 'No Hurry: Spend over £40 and the goods will be with you in 2-5 days with the postage on us! (£2.50 under £40)' and 'Need it fast: Place order by 3.45pm (in the next 20 hours and 16 minutes) via 'Guaranteed Next Day' option, pay £4.50 and the goods will be with you tomorrow! Saturday service £7.50.' Below this box is a link to 'See Shipping details'. A table lists product details: Brand: Guide, Code: HS1728, Colour: Blue. Another teal 'Add to Basket' button is located below the table. At the bottom of the page, there are four icons with labels: 'Ask a Question', 'Email to Friend', 'Add to Wishlist', and 'Print Page'. At the very bottom, there is a 'FIDO THIS' button with social media icons.

Guide Shirt HS1728 In Stock
(Not rated) | [Write review](#)

New Autumn Winter 09/10 season Guide London short sleeve check shirt.

£39.99 [Add to Basket](#)

Select Size [Size guide](#)

No Hurry: Spend over £40 and the goods will be with you in 2-5 days with the postage on us! (£2.50 under £40)

Need it fast: Place order by 3.45pm (in the next 20 hours and 16 minutes) via 'Guaranteed Next Day' option, pay £4.50 and the goods will be with you tomorrow! Saturday service £7.50.

[See Shipping details](#)

Brand:	Guide
Code:	HS1728
Colour:	Blue

[Add to Basket](#)

[Ask a Question](#) [Email to Friend](#) [Add to Wishlist](#) [Print Page](#)


[FIDO THIS](#)

Great example, except it feels weird to have the selections and Add to Cart button on the left, right?

GREEN TEAS



kashmiri chai

KOSHER ORGANIC



2oz \$9⁸⁰

ADD TO CART


 FIND A STORE 

kashmiri millionaires


If you're looking for a lighter take on a traditional chai tea, this exotic green tea is for you. It's inspired by the spiced teas of India's Kashmir region, which often use a green tea base and lots of cardamom pods. Our version adds cinnamon, ginger and pretty marigold flowers to the mix, for a light and delicate chai you can sip on all day long. For an authentic touch, try brewing it with sugar and ground pistachios. Chai carumba!

Tags: [Our Teas](#), [Green](#), [What's New](#), [Chai](#)


Ingredients



Ginger






Cardamom






Cinnamon


Organic : Green tea, cinnamon, cardamom seeds, ginger, cardamom husk, clove buds, marigold flowers.

Steeping - Hot


 1.25 tsp  85°C / 185°F  3-4 min

Steeping - Cold


 2.50 tsp  85°C / 185°F  3-4 min




Certified organic



Caffeine Level:
Low



From India



Nutrition Facts



Back



Men's UA Rival Fleece Crew

★★★★★ 1 | Live Chat | Style #1259848

\$49.99

Color: FUEGO (826)



Please select a size [+ Size Chart](#)



Fit: Fuller out for complete comfort.

Compression Fitted **Loose**

Quantity: In Stock

1 **ADD TO CART**

FREE Returns. Every item. Every day. [Details](#)

Think old-school sweatshirt...only better. Crazy-comfortable, tough & you can wear it just about anywhere.

- Midweight, 280g durable cotton-blend fleece
- Soft, brushed inside traps warmth
- Contrast cover stitching
- 9.9 oz. Cotton/Polyester
- Imported









Share:

You Might Also Like Goes Great With



Cart Page

- Users need to be able to edit, delete, and continue shopping

PRINT THIS PAGE SHARE				
Item	Add more from wishlist	Qty	Price	Subtotal
 <p>New Balance 620 Trainers SIZE: 9.5 COLOR: Blue Gray Only 2 left in stock <input type="checkbox"/> Gift wrap this MOVE TO WISHLIST REMOVE</p>		<input type="text" value="1"/>	\$86.77 List Price: \$110.00 You Save: \$23.23 (21%)	\$86.77
 <p>Levi's Men's 511 Slim Fit Hybrid Trouser Pants SIZE: 32W x 32L COLOR: Gargoyle In stock <input type="checkbox"/> Gift wrap this MOVE TO WISHLIST REMOVE</p>		<input type="text" value="3"/>	\$49.99 List Price: \$58.00 You Save: \$8.01 (14%)	\$149.97
Gift Wrap Charges				-
Order Total				\$238.74
   		CONTINUE SHOPPING ▾		PAY SECURELY NOW
NET BANKING, CASH ON DELIVERY				