

BOXCRUSH®

THE DO'S AND DON'TS OF ECOMMERCE UX

Nothing derails eCommerce faster than a poor user experience. User experience (UX) is critical when you want a visitor to become a customer (and repeat customer). So how do you keep them coming back for more?

DO

DON'T



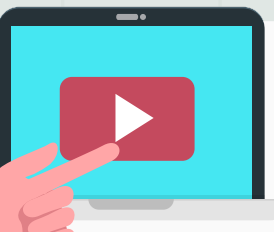
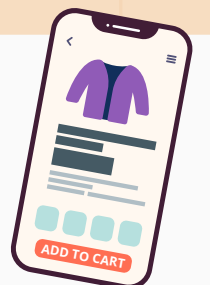
Allow a user to add and subtract filters

Skip product filters or include incorrect filters



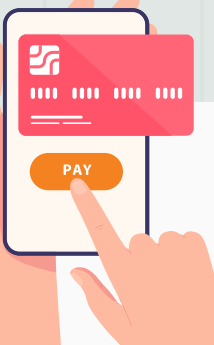
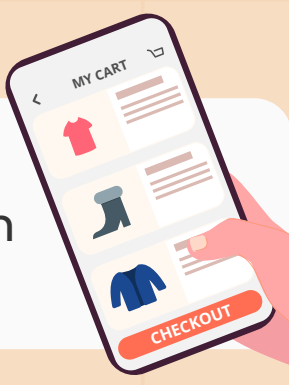
Offer clear category selections, including an option to view all products

Forget to add a default image that features the main product



Show a detailed video of a product in action

Make a digital cart that disappears when you open and close new tabs



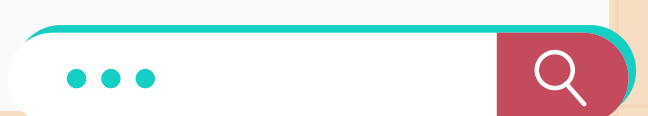
Smooth, integrated payment options

Write misleading or unclear product names



Create coupons and promo codes that can be automatically applied

Ignore the need for strong search functionality



Write clear product descriptions

Omit resources for customers with questions or concerns



Include clear product dimensions and quantities

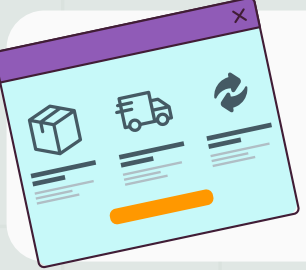
Neglect social proof through testimonials or reviews



Home > Men > Clothing > Tops & Shirts

Display a clickable breadcrumb to go back to related products/categories

Settle for insecure payment options or ignore user privacy



Add links to resources, including the return and exchange policy

Wait too long to respond to customer queries



Bonus Tip!

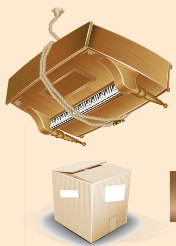
Make it easy to get in touch **AND STAY IN TOUCH!**

Offer a simple form, email, and phone number for customers to use to contact you. If they opt-in to receive ongoing communications, then you have valuable contact information to remarket and craft personalized offers to encourage future purchases.

Follow these simple guidelines to start building your brand and your customer loyalty through quality eCommerce UX. Make it obvious (and easy) to choose your products and services again and again.

Have your customers been abandoning their carts? BoxCrush has a team of professional UX designers and eCommerce developers who can create a seamless, secure buying experience for your customers. Let BoxCrush get your eCommerce rolling again!

CONTACT US



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