



MEDIA LOUNGE

12 Tips  
to Improve Store  
Usability and  
Conversion Rate

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Knowing your audience and making your store work for them is pivotal to achieving your eCommerce conversion goals. But all too often we see eCommerce stores making some fairly fundamental errors, seemingly valuing the design of the store over its functionality.

With that in mind, Media Lounge wanted to share some UX best practices to help improve the usability of your online platforms.

## 1. Have a strong and visible value proposition

Your value proposition is a simple statement that articulates why a customer should choose to buy from you, as opposed to your competitors. Its aim is to provide a solution to their problem, to summarise what your company offers quickly and succinctly, whilst you have their full attention. Yours must be visible, clear and convincing if you want to keep users on your store.

Unbounce provide a great example of a strong and visible value proposition:

unbounce Product - Solutions - Pricing Learn - Contact

Log In Start My Free Trial

# Convert More Sales

Create custom landing pages with Unbounce—no coding required.

Get the highest-converting campaigns possible with Unbounce Conversion Intelligence™, and our latest AI feature, Smart Traffic.

Start My Free Trial

12%↑ CONVERSIONS

Ride on Air

Hi! Welcome to Unbounce. Need a little help turning your traffic into conversions?

The #1 Landing Page Platform for 15,000+ Brands

## 2. Utilise auto-suggestions on search

People love a shortcut. In fact, people tend to love anything that reduces their cognitive demand.

Auto-suggestion functionality can definitely facilitate this. It helps users in a multitude of ways. Search suggestions and auto-complete make it easier to express an informational need, and in turn, aid their journey to find useful and relevant results.

It's also a really helpful tool for the small screen on mobiles, where typing can sometimes be tricky. And bearing in mind how much web traffic is mobile these days, you need to get that right.

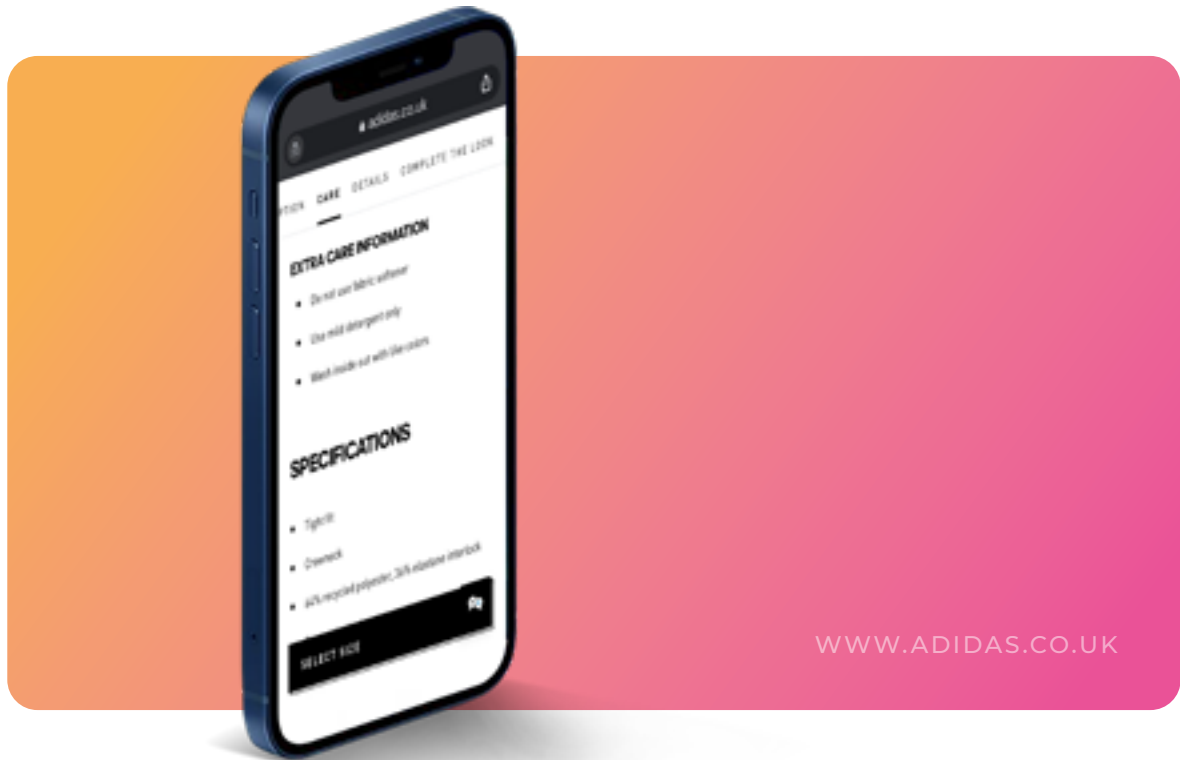
“  
People love  
a short cut”

## 3. Implement sticky navigation/CTA's

Sticky navigation allows users to constantly access the store's core functions regardless of where they are on the page. It makes for a fast, effective and intuitive journey through a store.

From our experience of building eCommerce sites, having sticky CTA's (call to actions) on the product pages is particularly important and if done right can have a considerable influence on consumer behaviour. Having a “Buy Now” or “Add to Cart” button in permanent view makes the buying process so much easier, and arguably more tempting for the user.

Adidas do this well on mobile. They keep the 'Select size' CTA in constant view so the user can easily select their item and add it to the cart no matter how far they scroll on the page.



WWW.ADIDAS.CO.UK

#### 4. Make the content scannable

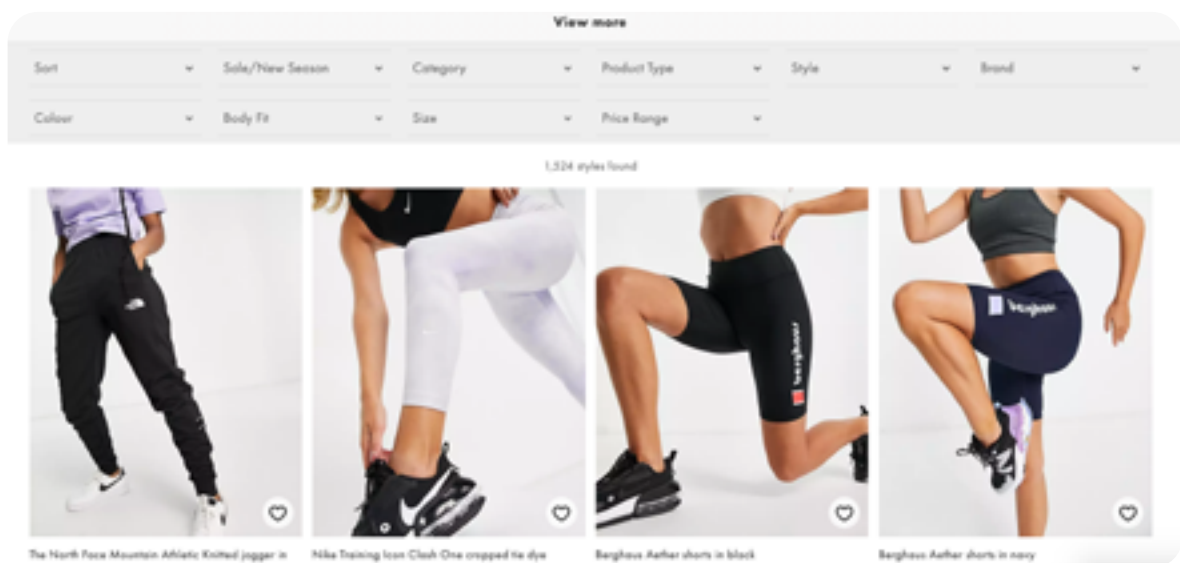
Research shows that users don't tend to read an eCommerce website word for word - rather more they scan the copy looking for an overview. This is why it's so key to ensure that your content is broken up - keep paragraphs short and concise. Bulleted copy and regular CTA's are a great way to achieve this, and ensure that your content is not only memorable, but ultimately drives sales.

## 5. Simplify category pages

Do not underestimate the importance of an intuitive and easy to navigate category page on your store. Clear and descriptive product listings combined with high quality images will facilitate your stores' usability, and improve the likelihood of conversion.

A good presentation of the breadth of products available and the ability to easily filter to narrow down choices goes a very long way in aiding the purchase journey.

ASOS provides a strong example of this. Their filters are prominent, and their product listings clear, which ensures that there is minimum expense of time or effort on the users behalf.



WWW.ASOS.COM

“  
Minimum expense of  
time or effort on the  
users behalf”

## 6. Embrace progressive disclosure

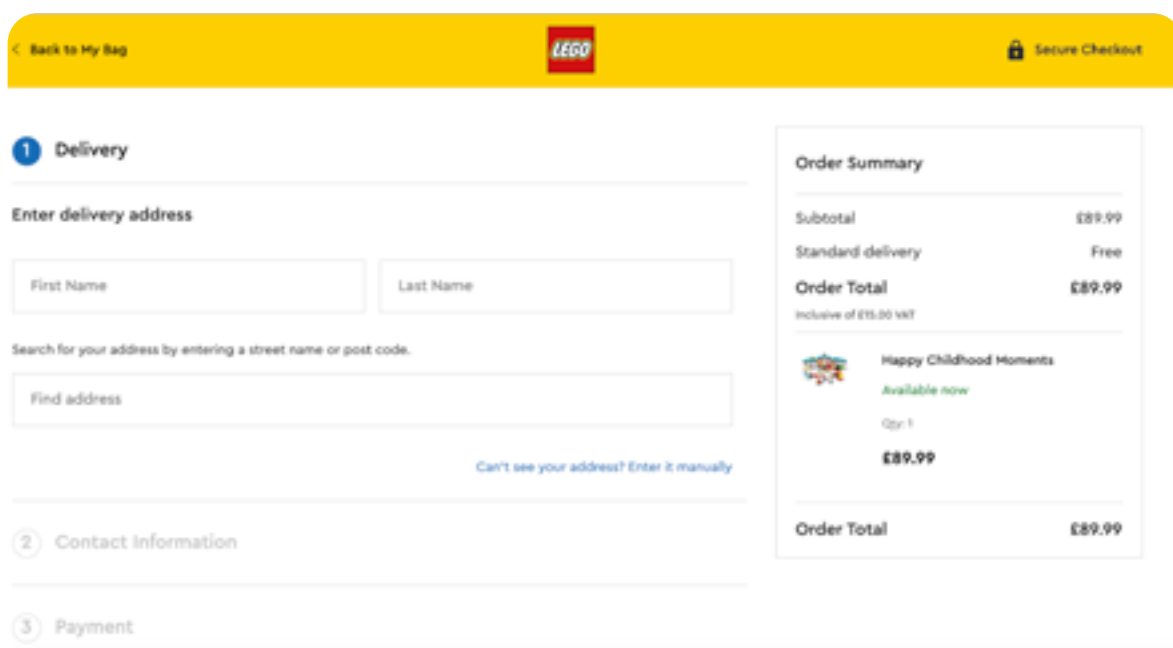
The aim of progressive disclosure is to simplify user interactions by initially focusing their attention on the most important details. And then revealing additional information as and when needed.

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Which is a big UX  
thumbs up”

We do this to prevent users from feeling overwhelmed by too much information (think of a really long checkout page and the dread it can fill you with!) Research by NNG Group suggests that when you prioritise content in this way it allows users to spend more time digesting the most important information, and so they form a better understanding of your product or service.

It also promotes a cleaner, less cluttered interface, which is a big UX thumbs up. So win-win really.

Lego provide a great example of a store with effective progressive disclosure:



The screenshot shows the LEGO checkout page. At the top, there is a yellow header with a back arrow, the LEGO logo, and a secure checkout icon. Below the header, the page is divided into three main sections: Delivery, Contact Information, and Payment. The Delivery section is currently active and shows a form for entering the delivery address. The form includes fields for First Name and Last Name, a search bar for the address, and a link to manually enter the address. To the right of the delivery form is an Order Summary box. The Order Summary shows the Subtotal (£89.99), Standard delivery (Free), and Order Total (£89.99). Below the Order Summary, there is a promotional offer for 'Happy Childhood Moments' available now for £89.99. The bottom of the page shows the next steps in the checkout process: Contact Information and Payment.

< Back to My Bag

LEGO

Secure Checkout

1 Delivery

Enter delivery address

First Name

Last Name

Search for your address by entering a street name or post code.

Find address

Can't see your address? Enter it manually


2 Contact Information

3 Payment

Order Summary

Subtotal	£89.99
Standard delivery	Free
<b>Order Total</b>	<b>£89.99</b>

Inclusive of £15.00 VAT

 Happy Childhood Moments  
Available now  
Qty: 1  
**£89.99**

**Order Total** £89.99

## 7. Use address auto-complete

Ensuring your checkout is user friendly is such an important part of a purchase journey. Auto-complete allows you to address glitches head-on and ensure that your customers can complete the checkout process with speed and ease.

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Customer trust is such  
a crucial part of a  
conversion journey”

Fetchify offer intuitive address validation which is such an integral part of UX for so many reasons:

**It ensures accuracy:** People make mistakes. But Fetchify has created a clever way for you to achieve accurate address results, so you know when you send your products they are going to the right place!

**It speeds up checkout:** Reducing how long it takes for a customer to buy a product is always a good plan of action. People are generally pretty time-poor, you keep them waiting, they are likely to abandon their basket. With address verification, some of this difficulty goes away instantly.

**It reassures users:** Customer trust is such a crucial part of a conversion journey. Without it, people won't buy from you. A fully functional store and a checkout offering address lookup offers reassurance to consumers when making online purchases.

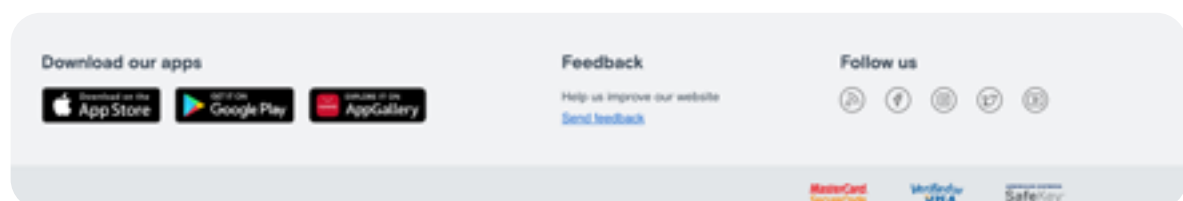


## 8. Include trust badges

Shopping cart abandonment is a serious issue for many eCommerce websites. And often one of the fundamental reasons for this is a lack of trust. To overcome this, more and more companies are adding trust badges not just to store checkouts, but to every page of their store. This trend is gaining traction as these badges help to legitimise your eCommerce site and make users feel more secure when purchasing.

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secure when purchasing”

A small addition, but one that can make a huge difference to conversion rate. Just Eat includes two trusted bank logos in their footer: Visa and Mastercard. They also highlight logos of app stores where you can use the service. This helps to reinforce trust and promote familiarity. It also demonstrates that we should be using trust badges at every touch point.

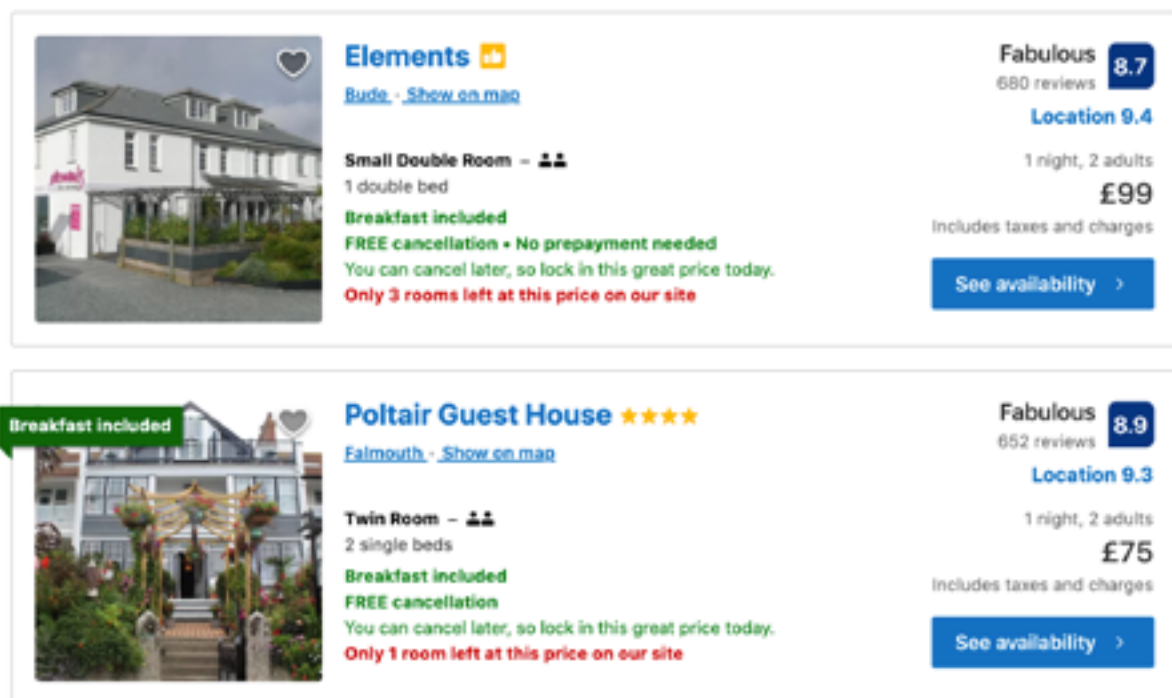


## 9. Provide social proof

Customers feel at ease if they know their friends/influencers/celebrities etc have purchased a product or service from your store. It stems from normative social influence which essentially is the inherent need to conform and be like or demonstrate similar behaviours to others. Rightly or wrongly, people tend to place a lot of importance on what other people do/buy/sell.

Displaying social proof on your store will improve your checkout conversion rate. Reviews, likes, number of products that have been brought, these are all subtle ways to tell your customer that people like you.

Booking.com provides a great example of this.



The image shows two hotel listings from Booking.com. The first listing is for 'Elements' in Bude, featuring a 'Small Double Room' for £99. It has a 'Fabulous' rating of 8.7 from 680 reviews and a location score of 9.4. A red banner indicates 'Only 3 rooms left at this price on our site'. The second listing is for 'Poltair Guest House' in Falmouth, featuring a 'Twin Room' for £75. It has a 'Fabulous' rating of 8.9 from 652 reviews and a location score of 9.3. A red banner indicates 'Only 1 room left at this price on our site'. Both listings include a 'See availability' button and a 'Breakfast included' badge.

Property Name	Room Type	Price	Rating	Reviews	Location Score	Urgency Message
Elements	Small Double Room	£99	8.7	680	9.4	Only 3 rooms left at this price on our site
Poltair Guest House	Twin Room	£75	8.9	652	9.3	Only 1 room left at this price on our site

WWW.BOOKING.COM

As users scroll through the listings, the red narrative shows how many people have already booked a room recently, playing on their fear of missing out. It makes users feel like they are competing to secure the room and therefore successfully promotes an urgency to book.

## 10. Make sure your store is accessible

It's so important to design and create eCommerce websites that enable users of all abilities to understand, interact with, navigate through and enjoy. It shows a desire to empathise with your user, and shows a dedication to avoid producing stores that are difficult, frustrating or inaccessible.

We recommend always trying to craft stores with accessibility at the forefront of your mind. Research suggests that accessible eCommerce websites reach a larger audience, have far better search results and have higher usability rating in terms of UX. So the case for accessible eCommerce site design is strongly business-focused, as well as moral.

Consider following advice from the Web Content Accessibility Guidelines in order to design in this way. The core values are as follows:

- ✓ **Perceivable:** Aim to provide alternatives for any non-text content so that it can be changed into other forms to suit all our users' needs. Larger print and symbols would be a good example of this.
- ✓ **Robust:** eCommerce stores must be easily interpreted by a variety of users (for example screen readers and assisted technologies).
- ✓ **Operable:** Ensure users can interact without the need for a mouse or other complex interactions. We always ask ourselves these questions to ensure that our eCommerce sites are navigable and inclusive.
- ✓ **Understandable:** Make sure that users understand the information contained on the store and the operation of all interfaces is clear

## 11. Ensure your checkout is simple

In order to secure that sale, you need to make sure that your checkout process is clean, simple and intuitive. A concise form, clear field labels and progress indicators are one way to achieve this. Providing users with the option of checking out as a guest is also key. This will eliminate the hassle of creating an account for the time poor customer.

Getting this right could be the make or break of your sale. And if you get it wrong, you could undermine all of the hard work you have done previously on the store!

“  
Getting this right could be the  
make or break of your sale”

## 12. Test, test, test!

We cannot stress the importance of testing your eCommerce website enough!

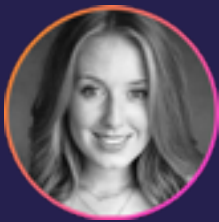
User testing allows you to gain honest and unbiased insight into the needs of your customers whilst on the store, and learn exactly what they expect/require from their purchase journey. Armed with this valuable knowledge, you can then look to produce conversion based solutions to any pain points your customers identify.

Split testing is another fantastic way to improve your eCommerce site, enabling data-driven decisions which will successfully ensure positive impact. Without doing so, you run the risk of pushing a change live which has a negative impact on conversion; the complete opposite of what you're aiming to achieve.

Whatever option you decide on, just make sure you adopt a testing mentality as part of your business culture.

Many of these tips are common sense. But all too often can be overlooked or forgotten. We hope that by implementing some/all of our ideas you will see a positive effect on your conversion rates and also a much happier user!

“  
User testing allows you to gain  
honest and unbiased insight”



Grace Adams

OPTIMISATION  
ANALYST



Lauren Wright

RESEARCH & TESTING  
PRACTITIONER

If you'd like to find out a little bit more about how we can help to improve your store conversion rate using UX and CRO theory, user testing and industry best practises, then please get in touch via [hello@medialounge.co.uk](mailto:hello@medialounge.co.uk), we'd love to hear from you!

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