

Usability tips for higher conversion

This checklist helps you quickly and easily assess how usable your online shop is. That way, you can identify areas where you can improve user-friendliness - and **boost your conversion rate**.

1. General usability

- Clear design
- Intuitive usability
- Efficient navigation
(reaching the goal in just a few clicks)

2. Path to the product

- Logical categories and subcategories
- Various filters
- Option to create a wish list
- Wish list option works even without a customer account
- Easily recognisable 'Add to cart' button

3. Product search

- Search function is in a clearly visible location
- All products can be found through the search tool
- Auto-suggest possible matches as the customer enters search terms
- Allow for typos/errors in search terms
- List search results in a logical default order (for example, lowest price first)
- Allow users to adjust the order in which results are displayed
- Provide filters for search results
- Offer plenty of product information along with search results

4. Product presentation

- Clear, visually appealing design
- All important information at a glance (such as price, size, material, colour)
- Availability information (for both online and in-store shopping)
- Delivery times
- List of key product benefits to entice the customer to buy
- Pictures with zoom function, various perspectives, etc.
- Product descriptions in both short, bullet-point form and in longer, more detailed form
- Product reviews
- Cross-selling and similar products at the bottom of the page

5. Shopping cart

- Easy to find at the top of every page
- Symbol changes appearance when products are added (showing number of items and/or price)
- Mouseover quick view of the shopping cart
- A notification appears when the user adds an item to the shopping cart
- Shipping costs are clearly displayed
- Option to change or remove items from the cart
- Button to start the checkout process
- Button to continue shopping

6. Checkout

- Quick, easy-to-understand checkout process
- Option to leave the checkout process and continue shopping
- Option to complete checkout without creating a customer account
- Forms with auto-fill and/or inline validation
- Easy-to-understand error messages when incorrect data is entered