Dirty Tricks From The Dark Corners of eCommerce
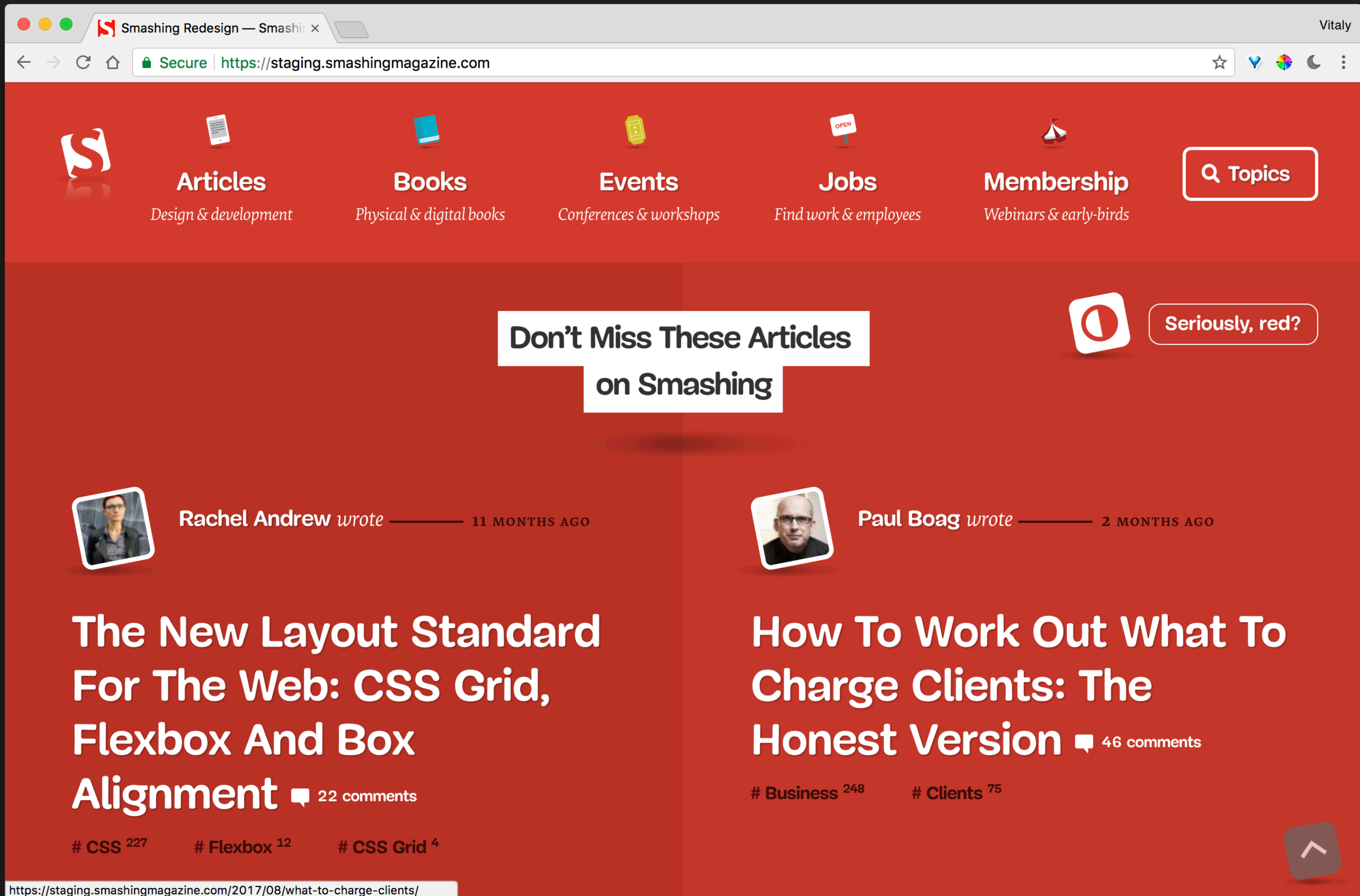
Vitaly Friedman @ HolyJS
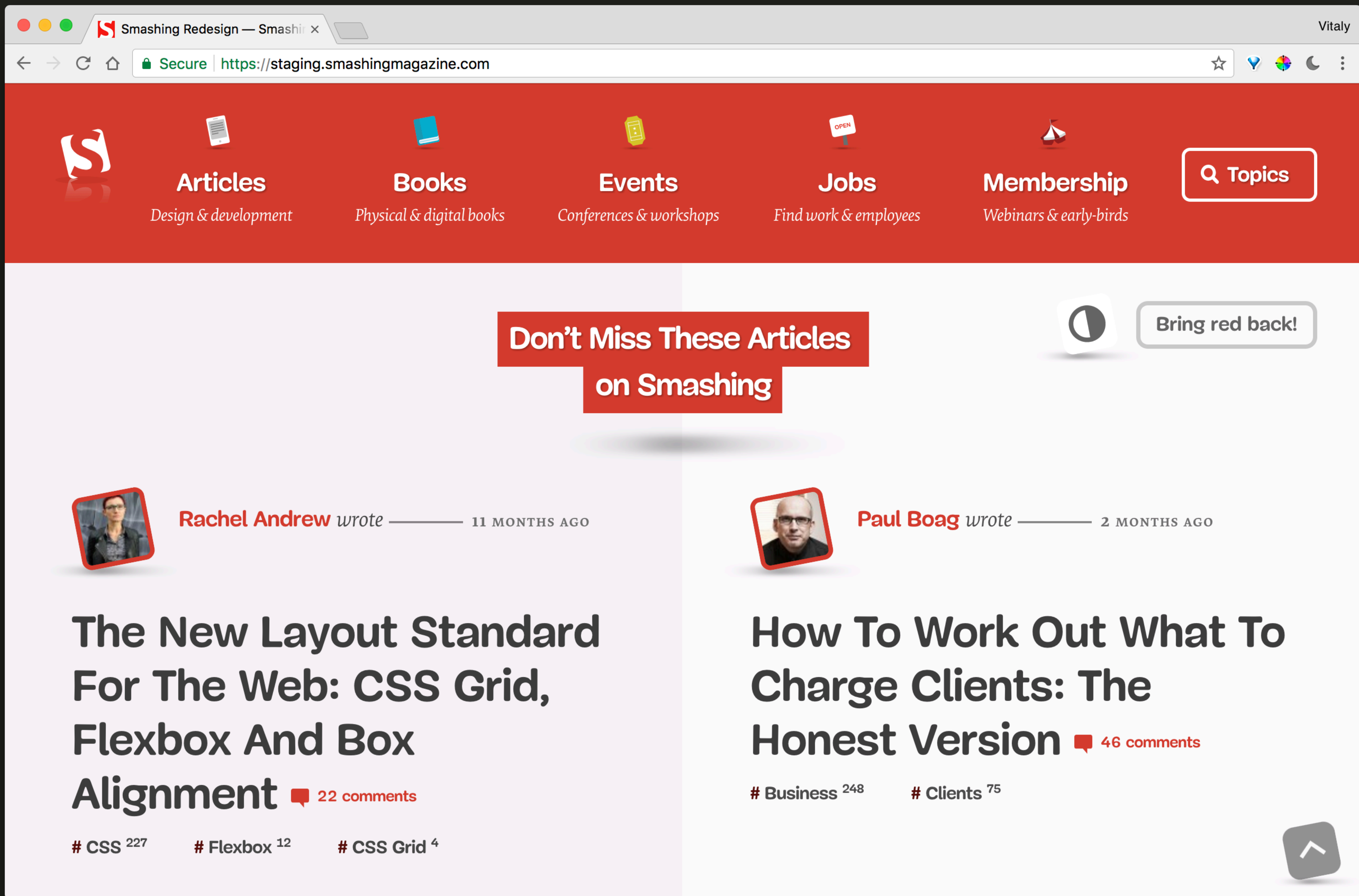
May 20, 2018

Vitaly Friedman, ex-editor-in-chief and co-founder of SmashingMag

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Photoshop

Fireworks

Wallpapers

BREAKING OUT OF THE BOX

Colorful Inspiration For Gray Days: Illustration And Photography At Their Best

By Veerle Pieters

🕐 February 3rd, 2017   🔖 Illustrations, Inspiration

💬 0 Comments   Edit

If it's still snowy where you live, then you're probably tired of the cold weather by now. Winter may be in full swing but that shouldn't stop us from hunting for inspiration. While the gray days always seem to find a way to make us more and more **anxious for springtime to finally arrive**, it's also a time we can use to reflect on our work and perhaps better decide what it is that we hope to improve or change in the next months.

Vitaly

Secure | https://staging.smashingmagazine.com

Articles
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Don't Miss These Articles on Smashing

Seriously, red?

Rachel Andrew *wrote* ——— 11 MONTHS AGO

Paul Boag *wrote* ——— 2 MONTHS AGO

The New Layout Standard For The Web: CSS Grid, Flexbox And Box Alignment

22 comments

CSS ²²⁷   # Flexbox ¹²   # CSS Grid ⁴

How To Work Out What To Charge Clients: The Honest Version

46 comments

Business ²⁴⁸   # Clients ⁷⁵

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22 comments

How To Work Out What To Charge Clients: The Honest Version
46 comments

Business 248   # Clients 75

CSS 227   # Flexbox 12   # CSS Grid 4

Behavior

Patterns

Trends

Summary

1
Behavior

eCommerce Touchpoints

1. Add an item to cart
2. Adjust the number of items
3. Update the cart
4. Check shipping availability
5. Check shipping options/costs
6. Check tax costs
7. Check price in local currency
8. Check delivery times
9. Check the refund policy
10. Check "best price" guarantee
11. Check if tax-refundable
12. Check coupon codes
13. Check payment options

14. Review technical concerns
15. Choose guest checkout
16. Choose fast checkout / PayPal
17. Type in email and verify it
18. Recover/set up password, sign in
19. Type in shipping address
20. Sigh at the country selector
21. Set billing to shipping address
22. Select a shipping option
23. Get confused about new price
24. Review order, edit input
25. Opt-out of email subscription
26. Complete the payment

1. Add an item to cart
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20. Sigh at the country selector
21. Set billing to shipping address
22. Select a shipping option
23. Get confused about new price
24. Review order, edit input
25. Opt-out of email subscription
26. Complete the payment

27. Sigh at an authorization failure
28. Try other payment methods
29. Abandon the shopping cart
30. Receive a cart recovery email
31. Return; try to purchase again

32. Delight at the "success" page
33. Receive a confirmation email
34. Wonder about the invoice PDF
35. Log in to download the invoice
36. Cross fingers and hope for the best

69,23%

an average documented online shopping cart *abandonment rate* in eCommerce retailers.

Baymard Institute, "Cart Abandonment Rate Statistics", 2017. http://baymard.com/lists/cart-abandonment-rate

Extra Cost (shipping, tax, fees) — 33%

Forced Account Creation — 23%

Credit Card Trust — 18%
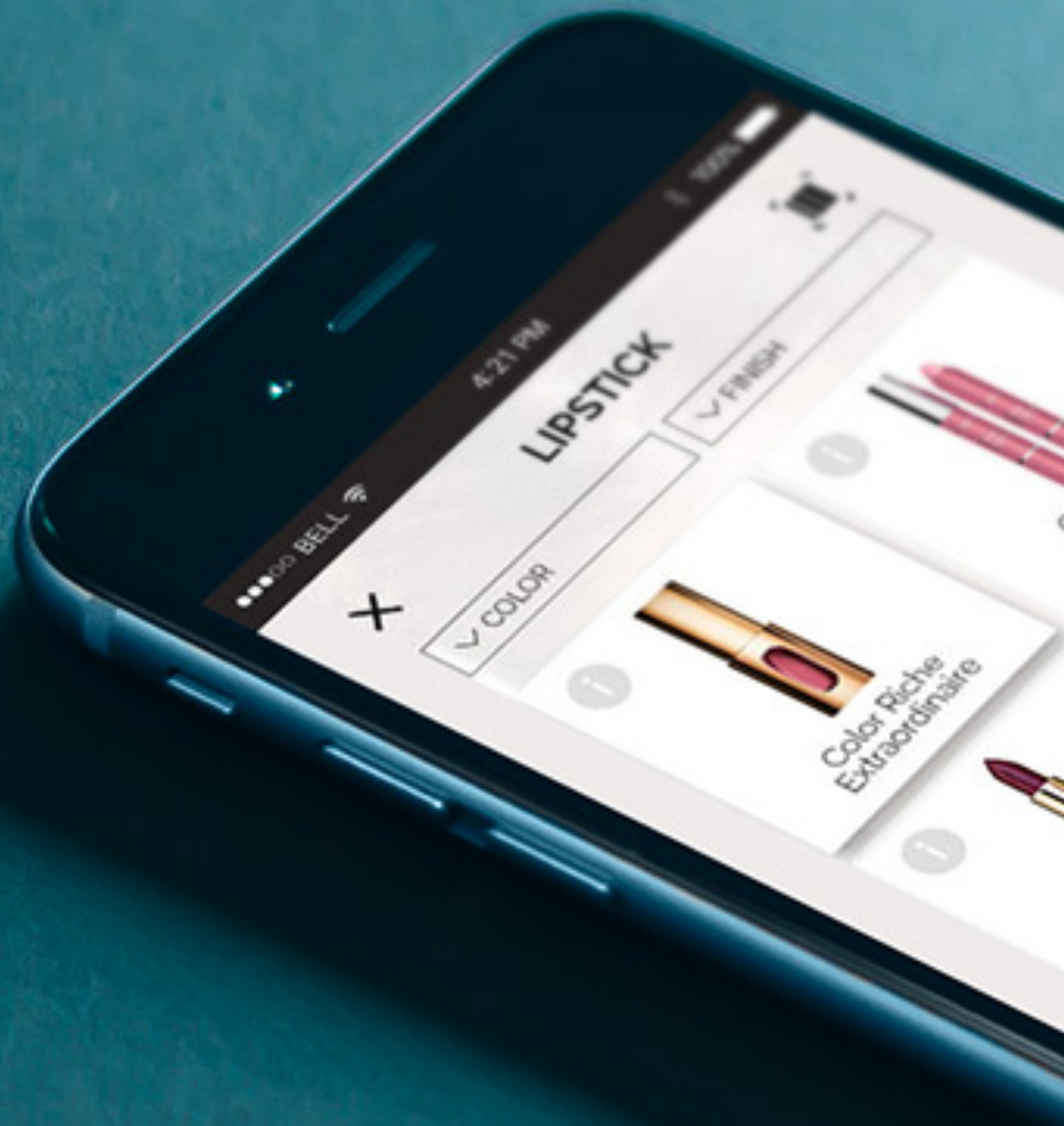
Complicated Checkout Process — 18%

Payment Methods — 7%
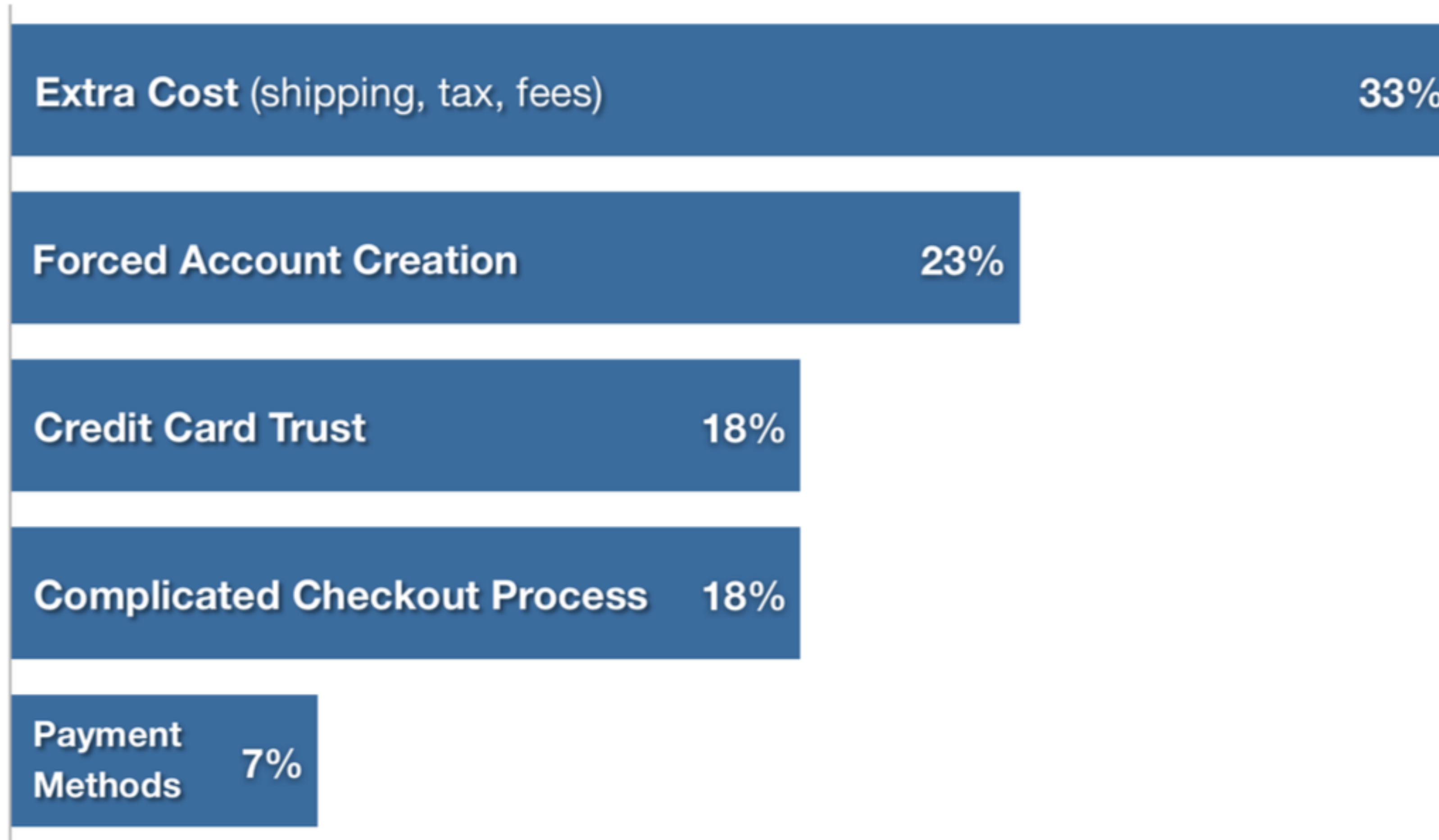
Baymard survey: June 2013 · 1,505 respondents · US internet users age 18+

Reason	Share of respondents
Presented with unexpected costs	56%
I was just browsing	37%
Found a better price elsewhere	36%
Overall price too expensive	32%
Decided against buying	26%
Website navigation too complicated	25%
Website crashed	24%
Process was taking too long	21%
Excessive payment security checks	18%
Concerns about payment security	17%
Delivery options were unsuitable	16%
Website time out	15%
Price presented in a foreign currency	13%
My payment was declined	11%

Share of respondents

Reasons for abandonments during checkout

1,799 responses · US adults · 2017 · © baymard.com/checkout-usability

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"
Answers normalized without the *'I was just browsing'* option

Reason	%
Extra costs too high (shipping, tax, fees)	60%
The site wanted me to create an account	37%
Too long / complicated checkout process	28%
I couldn't see / calculate total order cost up-front	23%
Website had errors / crashed	20%
I didn't trust the site with my credit card information	19%
Delivery was too slow	18%
Returns policy wasn't satisfactory	11%
There weren't enough payment methods	8%
The credit card was declined	4%

The dots are color-coded in accordance with their usability performance, with red dots indicating "poor" usability, yellow representing "acceptable", and green "good". The site average is denoted with a back circle. (Tip: You can browse an interactive version of this scatterplot in your Baymard Pro 🔗 account.)

GoodUI Ideas & Their Median Effect

		-40%	0%	+40%

58 Set Collections **160%**

5 Repetition **84%**

14 Exposing Options **50.8%**

56 Attention Grabs **29.7%**

22 Gradual Engagement **26%**

49 Curiosity **21%**

7 Recommending **14%**

47 Icon Labels **13%**

37 Recognition **10%**

44 Smaller Commitments **9.4%**

41 Anchoring **8.8%**

26 Opt-Out **8.1%**

13 Fewer Form Fields **7.6%**

65 Authenticity	**6%**	
16 Keeping Focus	**5.6%**	
24 Selling Benefits	**4.3%**	
68 Explaining	**3.9%**	
48 Natural Language	**3.3%**	
4 Social Proof	**3%**	
28 Smart Defaults	**1.1%**	
69 Concise Copy	**0.9%**	
52 Thanking	**0%**	

69,23%

- *Main reasons* for shopping cart abandonment:

  - Hidden costs (33%) incl. shipping, tax, fees, data,

  - Forced account creation (23%),

  - Credit card trust (18%),

  - Complicated checkout process (18%),

  - Payment methods (7%).

Baymard Institute, "Cart Abandonment Rate Statistics", May 2015. *http://baymard.com/lists/cart-abandonment-rate*

We Do Window Shopping Online

Online shopping is like offline shopping. People come to a website, browse around and then leave, and then come back again, and then maybe buy.

We Do Window Shopping Online

Shopping cart is often used as a temporary comparison tool. We add items and interest without an intention to buy them all. Then review and potentially buy.

‹ Shows   **Archived Shows**

24
Ended

Boys Over Flowers (KR)
Ended

Dexter
Ended

Lost
Ended

Secret Garden
Ended

True Blood
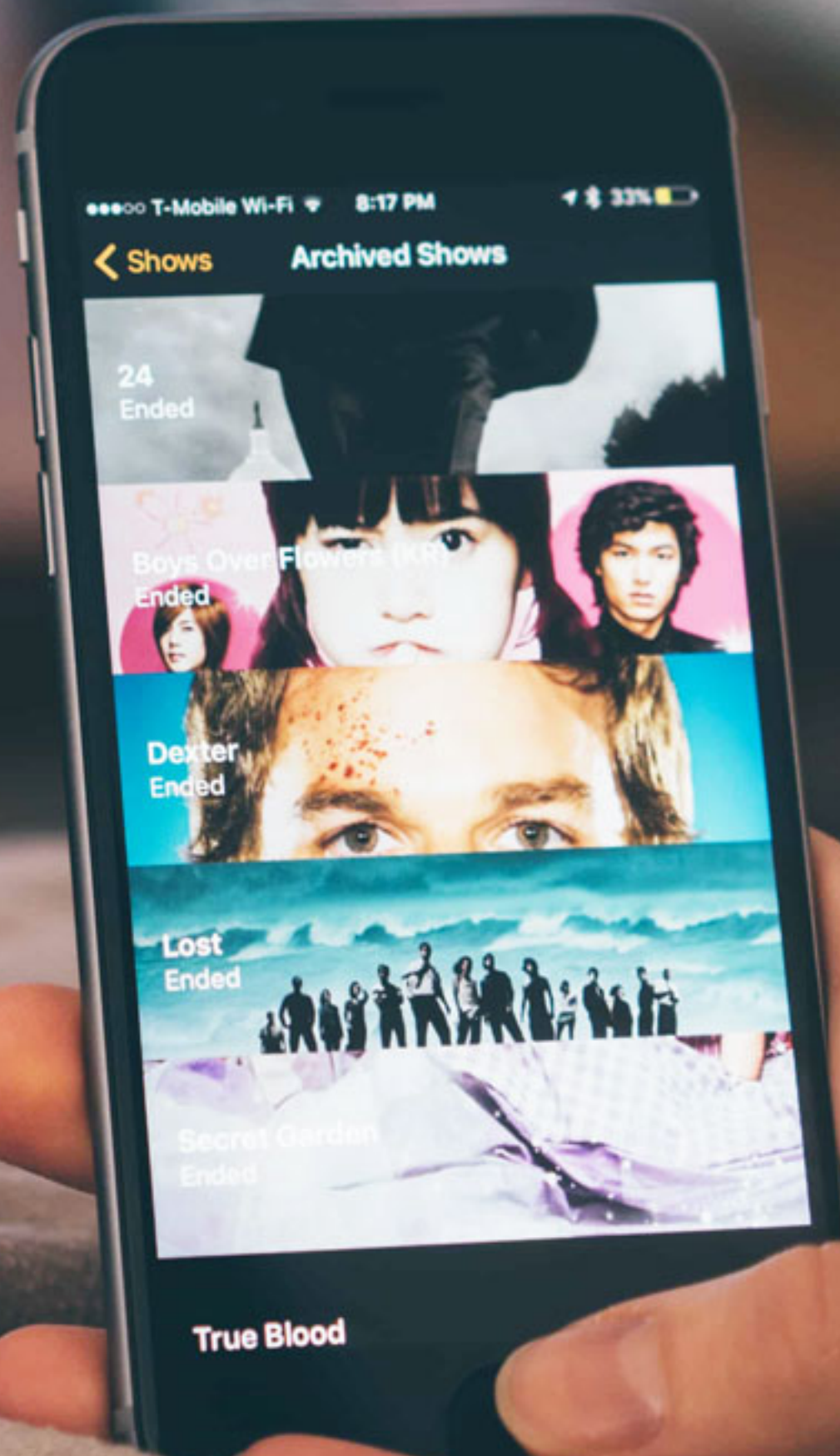
Customers Are Often Distracted

Often **in-between,** tired, stressed, busy, hungry—wishing for instant gratification. Abandonment rates depend on time of the day/week, motivation and cognitive effort.
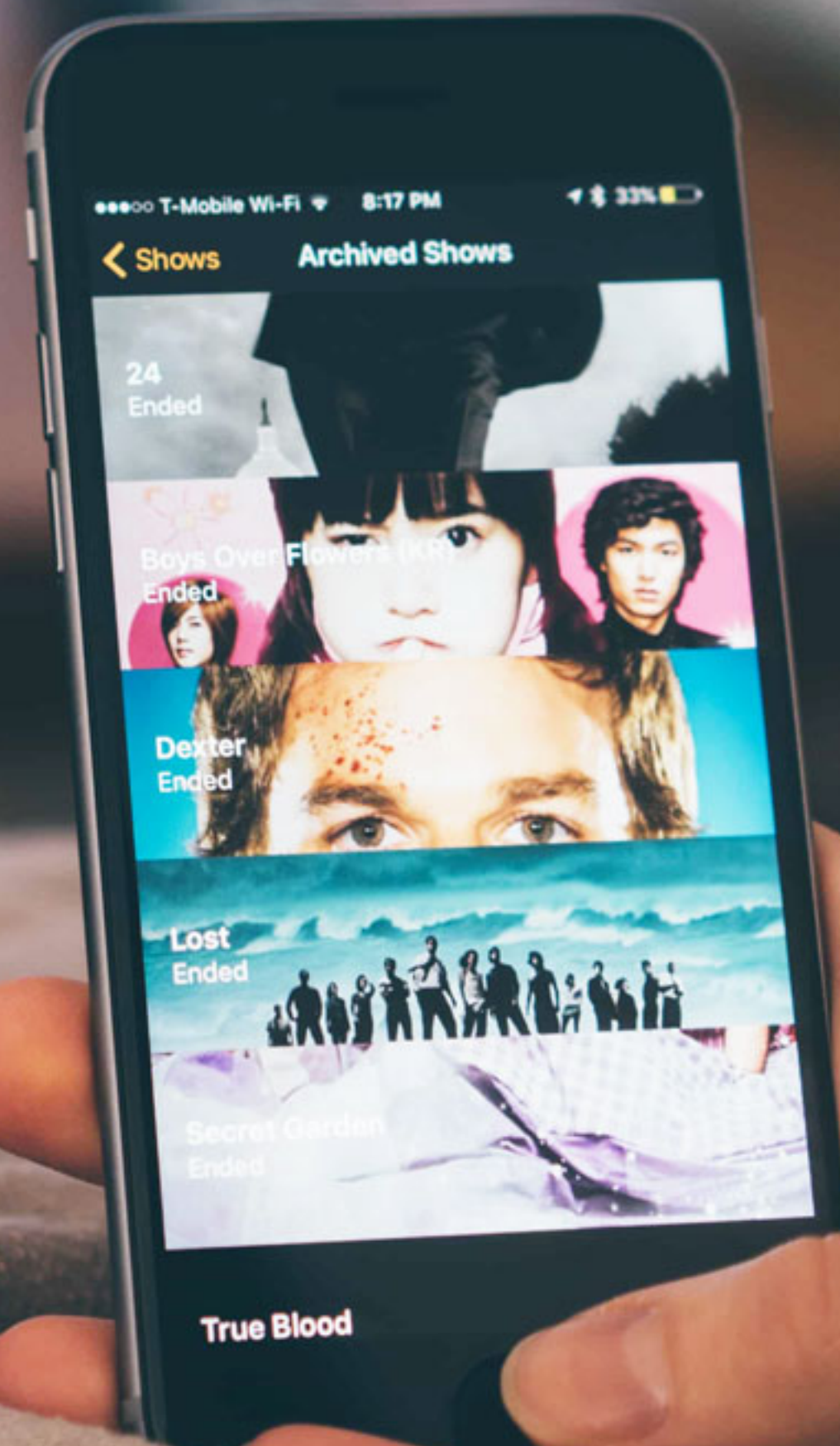
Customers Are Often Distracted

Humans are using our stuff while they are doing **something else.** More often than not, that *else* is way more exciting or interesting.
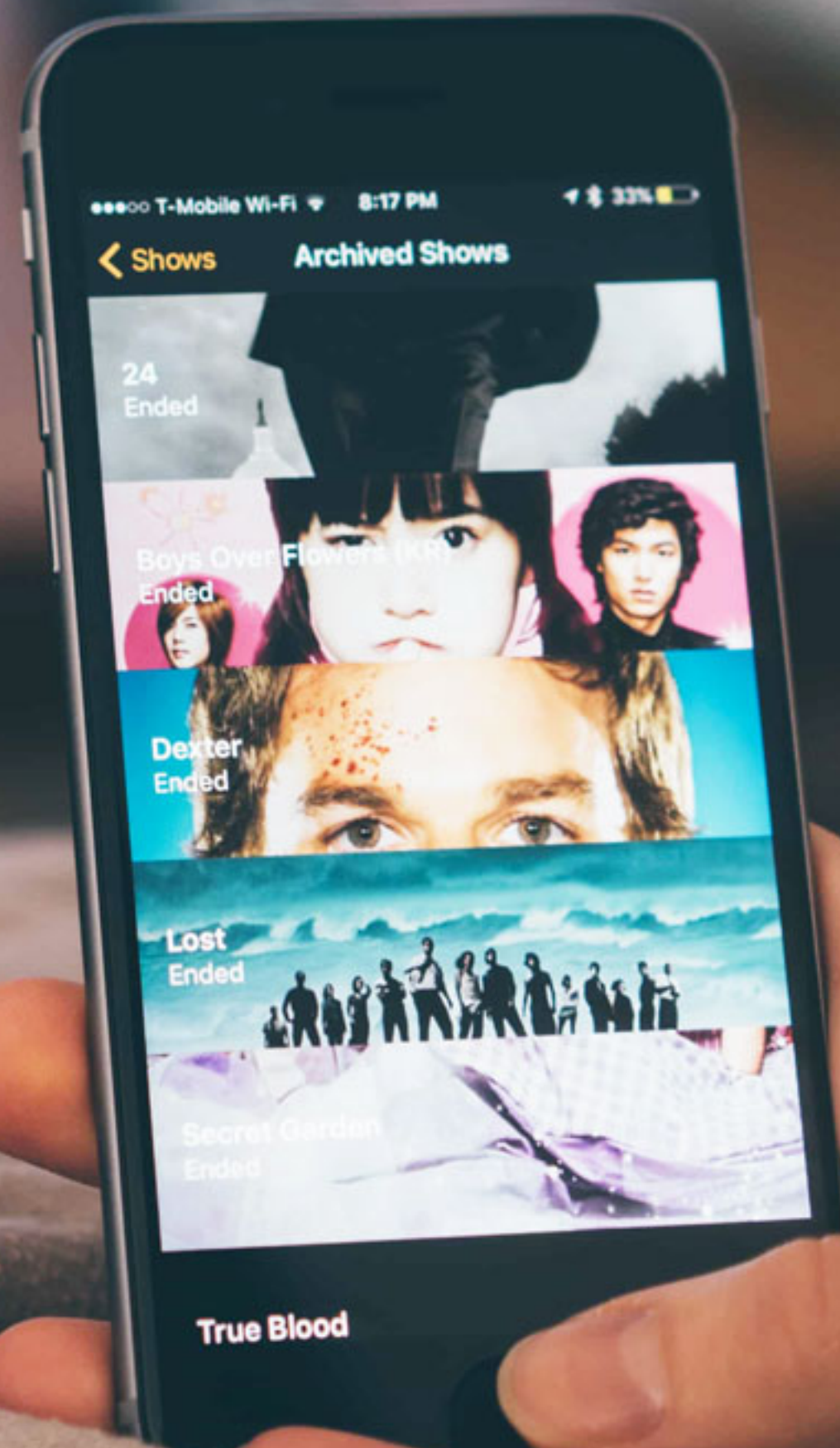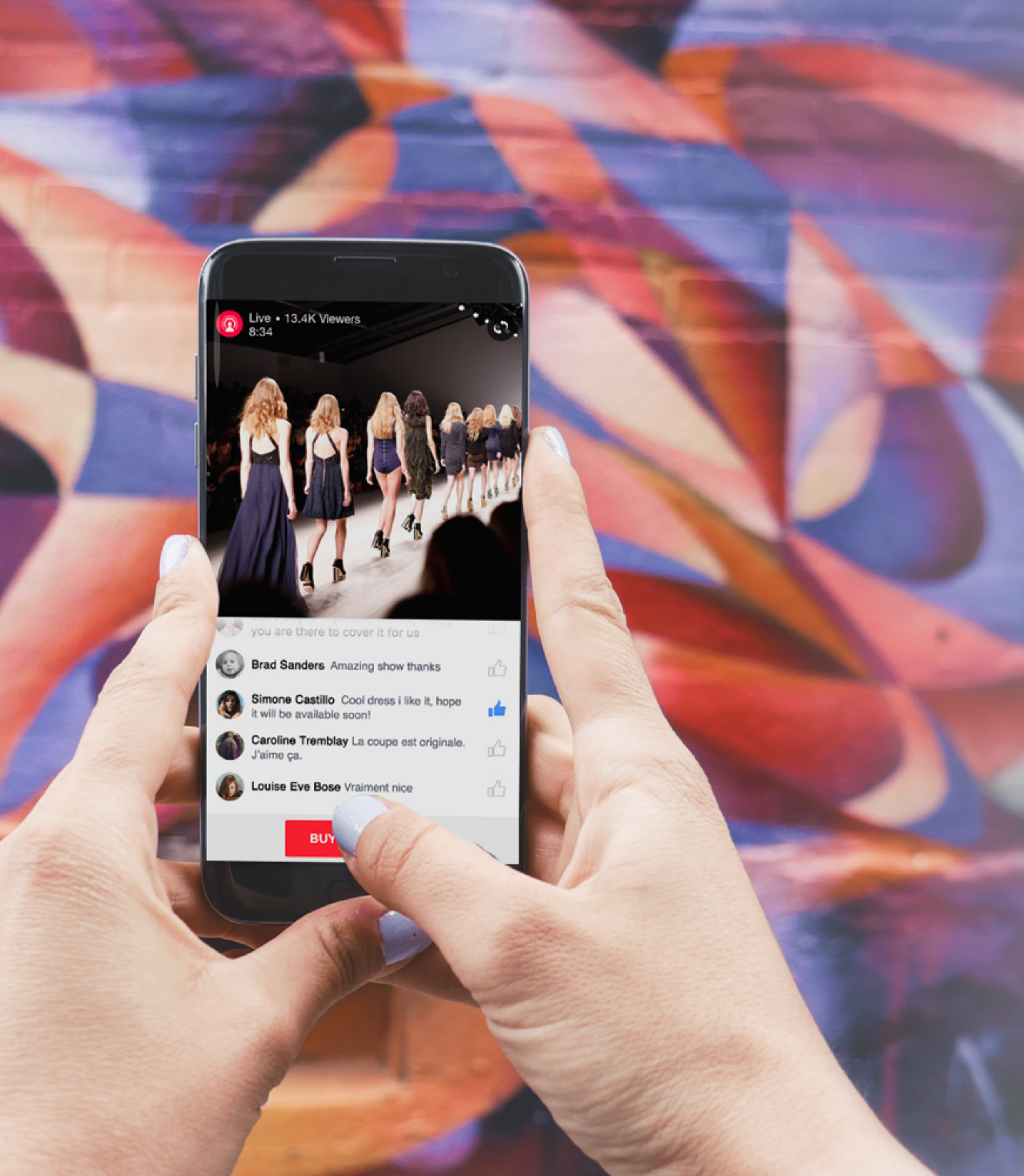
Live • 13.4K Viewers
8:34

you are there to cover it for us

Brad Sanders Amazing show thanks

Simone Castillo Cool dress i like it, hope it will be available soon!

Caroline Tremblay La coupe est originale. J'aime ça.

Louise Eve Bose Vraiment nice

BUY

Customers Don't Trust eCommerce

eCommerce often seen as **"fragile".** Customers are afraid of re-typing, especially on mobile. All interruptions in checkout are immediately dismissed. Keeping input persistent is crucial.

Customers Don't Trust eCommerce

eCommerce often seen as **"hostile".** Customers are reluctant to share private data or save credit cards, and they don't trust price labels nor any sign of human kindness.
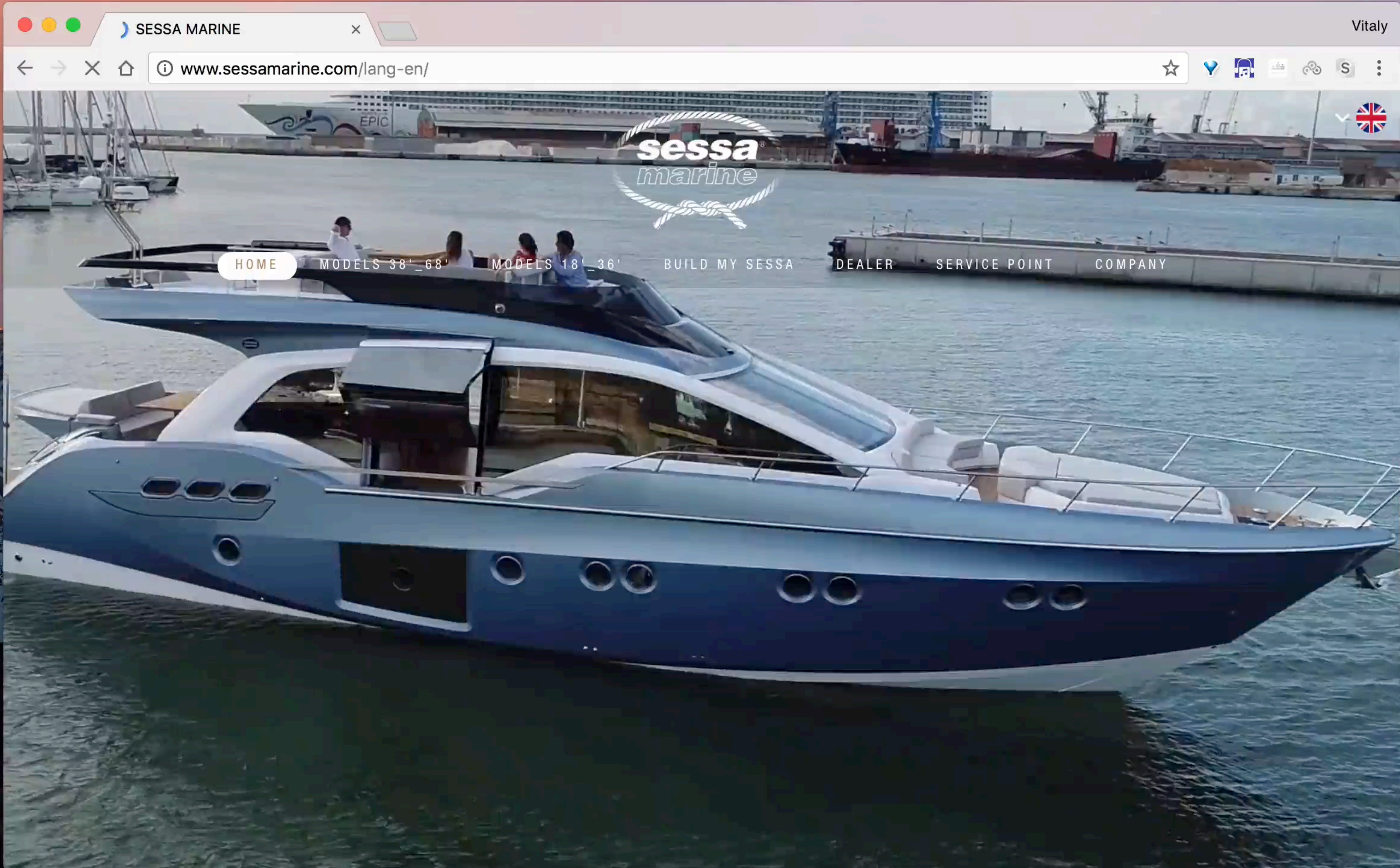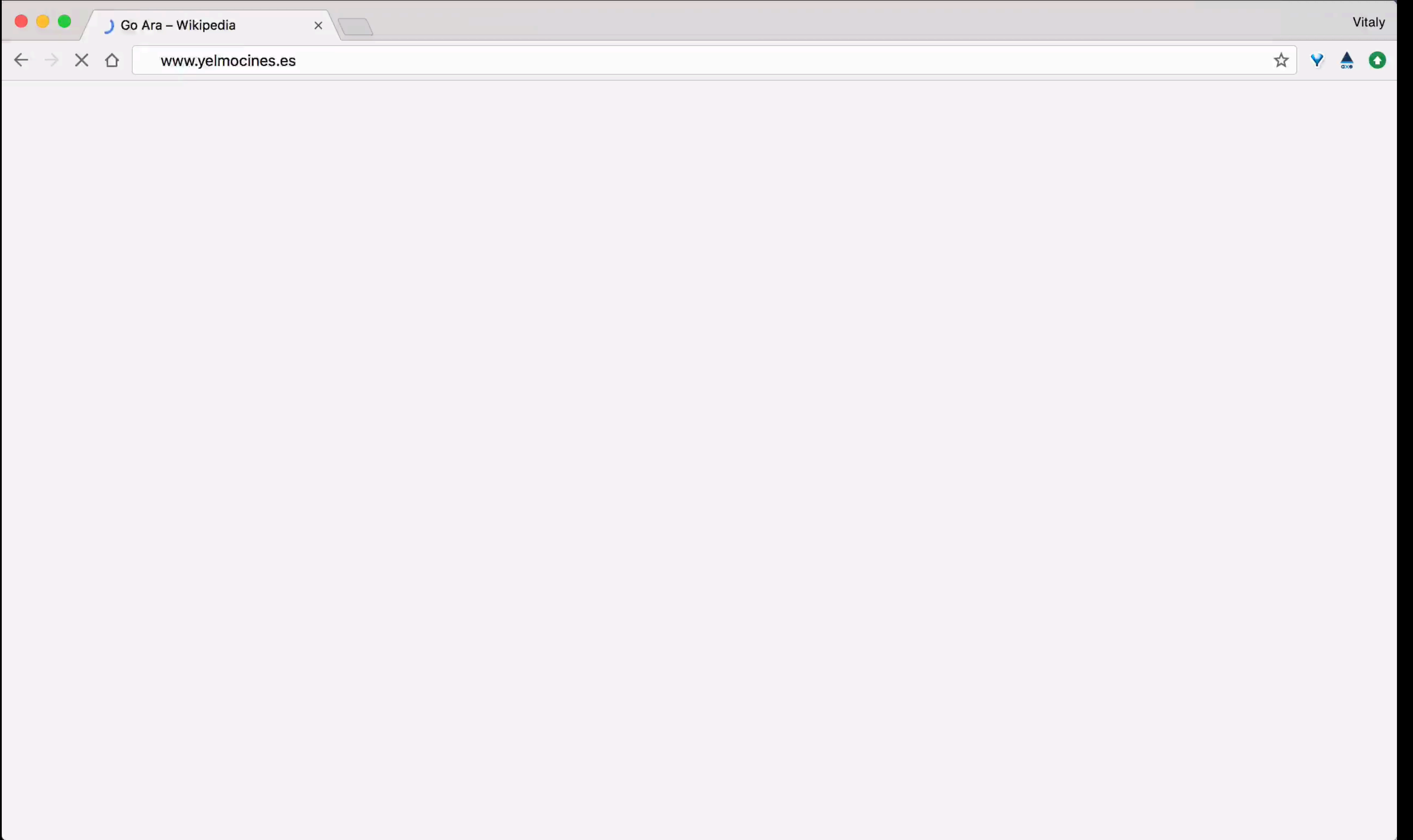
Remember that you have minutes to complete your purchase. 0 9 : 3 4

① SELECT SCHEDULE	② CHOOSE YOUR PLACE	③ MAKE YOUR PAYMENT	④ CONFIRM YOUR PURCHASE

Select your payment method

Please, check the film, date, session and that the information shown above is the one you have selected for your movie tickets since you will not be able to make changes or refunds once the purchase is finished.

Remember that you must present your credit card and official ID when collecting your tickets at the box office of your selected Yelmo Cinemas.

Please enter the corresponding information to carry out the payment of the tickets.

Double check that this information is correct and click on the CONFIRM YOUR PURCHASE button below to process your transaction.

The limit to collect the tickets is the end of the chosen session.

VISA MasterCard

CREDIT DEBIT
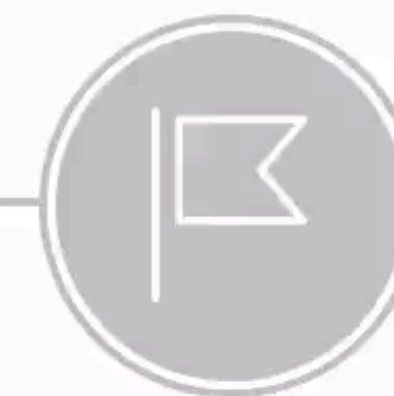
Ihre persönlichen Daten für Ihren FörderCheck ?

Sind Sie verheiratet?   Ja ⬤ Nein

Wann ist Ihr Geburtsdatum? ? | 1 ∨ | 1 ∨ | 1984 ∨ |

Haben Sie Kinder? ?   ●————————— 0 ✎

Was machen Sie beruflich? ?   Arbeitnehmer ⬤ Selbstständiger

Ihr jährliches Bruttoeinkommen? ?   ●————————— 0 ✎

Weiter →   → Zwischenergebnis speichern

RYANAIR

🇩🇪 Deutschland (Deutsch)

Suche

| FLÜGE | MIET-WAGEN | HOTELS | REISEVER-SICHERUNG | HOSTELS B&BS | PREPAID KARTE | FLUGHAFEN-TRANSFER | REISE PLANER⌄ | UNSERE STRECKEN | BUCHUNG BEARBEITEN⌄ | TOUREN & AUSFLÜGE |

12.99€

BUCHEN BIS DIENSTAG, REISEN IM JULI, EINFACHER FLUG, ES GELTEN DIE AGB
PREISE EXKLUSIVE OPTIONALER GEBÜHREN KLICKEN SIE HIER

Flüge   **Hotel**   **Hertz**

● Rückflug   ○ Einfacher Flug   Flexible Termine ☑

| Frankfurt-Hahn | � | 22/06/2012 📅 |
| London Stansted | ⌄ | 26/07/2012 📅 |

☐ Ryanair's Nutzungsbedingungen gelesen & akzeptiert

| Erwachsene | Kinder <16 | Säuglinge <2 | **Buchen** |
| 1 ⇕ | 0 ⇕ | 0 ⇕ | |

Online Check-in

Mietwagen ⌄

Hertz
Großer Europa Sale
Bis zu 15% Rabatt

Hotels ⌄

Bis zu **80%** Rabatt

RYANAIRHOTELS.COM
Fly Cheaper • Sleep Cheaper

EM 2012 TipSpiel ◄

Hostels und B&Bs ◄

Haustausch ◄

Ferienhäuser ◄

London Trains ◄

Gratis Poker ◄

888 Sport ◄

Touren und Ausflüge ◄

Aktuelles   6-14 Aug – Bremen Schließung

ES KÖNNEN VERWALTUNGSGEBÜHREN ANFALLEN; BEI AUFGABE VON GEPÄCK ENSTEHEN GEBÜHREN

Billigflüge	Flugziele	Urlaub in der Sonne	Sonderangebote

Billigflüge   Andere Urlaubsziele »

Bremen ⌄	€	Memmingen München West ⌄	€
Haugesund	12,99	Alghero	12,99
London Stansted	12,99	Brüssel Charleroi	12,99
Mailand Bergamo	12,99	Budapest T2	12,99

GROUPON
bis zu -70%*
HIER

Travel Insurance

	INSURANCE	**INSURANCE PLUS**
Medical Expenses up to £2,500,000 (excess of £75, double excess for aged 65+)	✔	✔
Personal Belongings up to £1,500 (excess of £75)*	✔	✔
Cancellation for unexpected circumstance up to £3,000 (excess of £15, double excess for aged 65+)*	✔	✔
Ticket Refund in case of Ryanair's failure		✔

VIEW POLICY

Residence

Passenger 1

Already insured

✔ Please select a country of residence
─────
United Kingdom
Ireland
Germany
Spain
France
Italy
Sweden
─────
Austria
Belgium
Czech Republic
Denmark
Don't Insure Me
Finland
Hungary
Latvia

down box.

Check-In Bags

✔ Buy now,
✔ Buy up

onymous 01/29/18(Mon)17:22:02 No.100

Amazon.com Yesterday >

More skills to try with Alexa

Top Alexa Skills "Alexa, give me a meal idea."
"Alexa, sound like a cat." "Alexa, what should we t...

Alphalete Yesterday >

Shop New Arrivals

MENS
WOMENS...

Old Navy Yesterday >

🔵 TWO DAYS ONLY! 50% OFF all activewear!

Clearance is still going strong with up to 75% OFF!
View in web browser. NEW ARRIVALS / WOMEN /...

Booking.com B.V. [NL]   https://secure.booking.com/book.en-gb.html?sid...

Booking.com

Recently seen   ♥ My lists   ✉ 4

Vitaly Friedman
.genius

1. Choose your room	2. Enter your details	3. Confirm your reservation	4. Reserved!

Your secure booking starts here - it only takes 2 minutes!

Room	€ 113.07
10 % VAT	€ 11.31
3.20 % City tax	€ 3.62
Today you'll pay	**€ 0**
You'll pay at stay	**€ 128**

Your booking includes:
- Breakfast
- Free WiFi
- FREE cancellation

Price   ~~€ 218~~ **€ 128**
(for 2 guests)

More about your booking

✓ **Best Price Guaranteed**

⚙ **Manage your bookings online**
You're in control of your booking. No registration is required.

✓ **Your booking is secure**
When you book with us your details are

Fabulous 8.7/10
Score from 2253 reviews

25hours Hotel beim MuseumsQuartier
★★★★ 👍

This property has an excellent location. Guests have rated it 9.4!

📍 Lerchenfelder Straße 1-3, 07. Neubau, 1070 Vienna, Austria

Check-in:
Sunday **6 December** 2015 from 15:00

Check-out:
Monday **7 December** 2015 until 12:00   **Change dates**

1-night stay

FREE cancellation before 5 December 2015 ℹ

● **No payment needed today.** You'll pay during your stay.

Please sign in, Vitaly Friedman   Not Vitaly?

[f   **Sign in with Facebook**]

Or

Enter your password to book with your saved details

[●●●●●●●●●]   Sign in

Vitaly

pand.co/cart

P&Co

£16.99

TILL DEATH DO US RIDE A5 NOTES

FREE GIFT / BLACK   REMOVE

▲

1

▼

£0.00

LEATHER IPHONE 6 SLEEVE GLD

IPHONE 6 / BLACK / GOLD   REMOVE

▲

1

▼

£16.99

ER £50

UPDATE CART

Hourly Conversion Rate

Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday

Hourly Sessions

Legend:
- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

X-axis: 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Hourly Sessions

x-axis: 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Legend:
- Monday
- Tuesday
- Thursday
- Friday
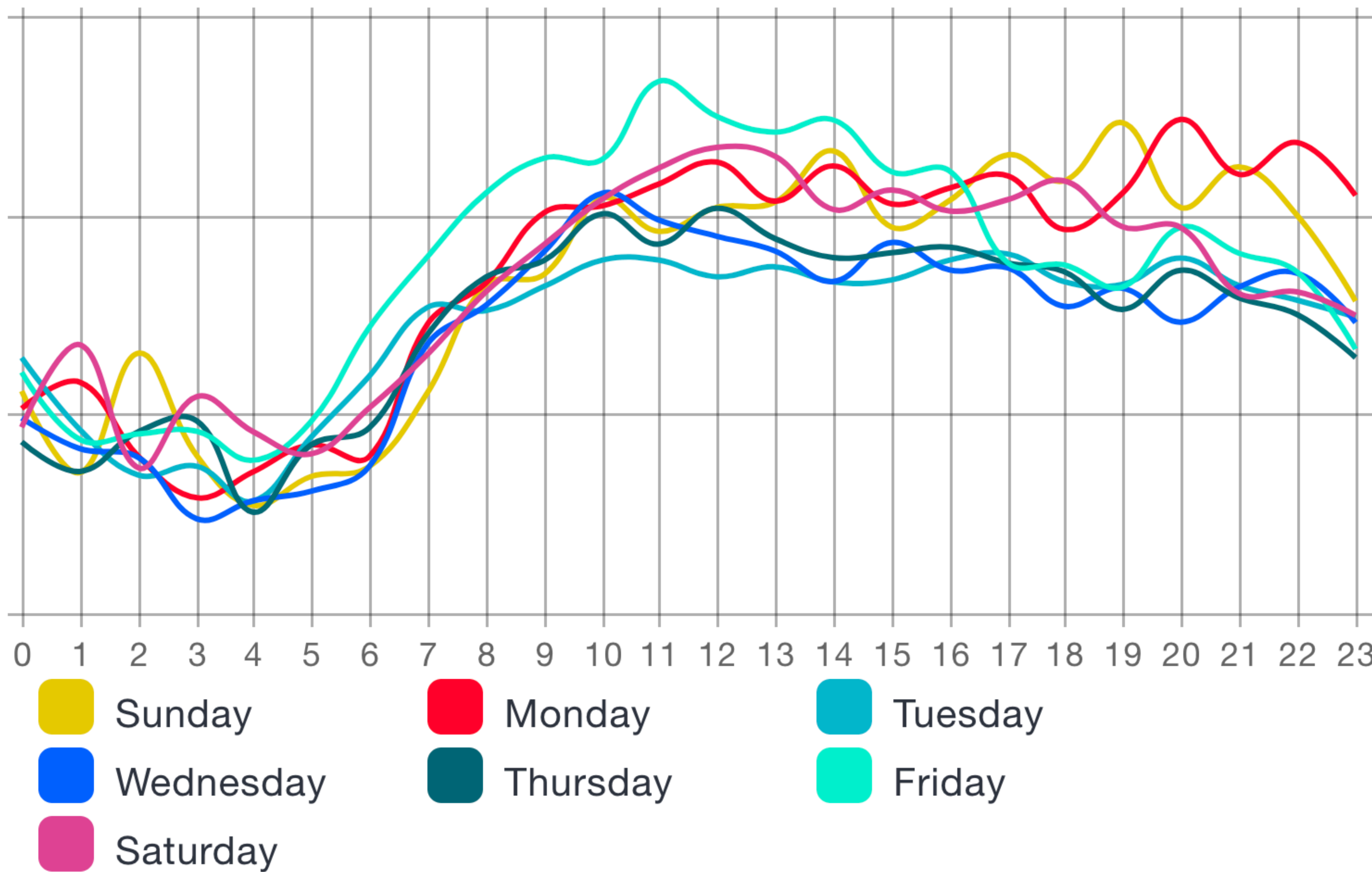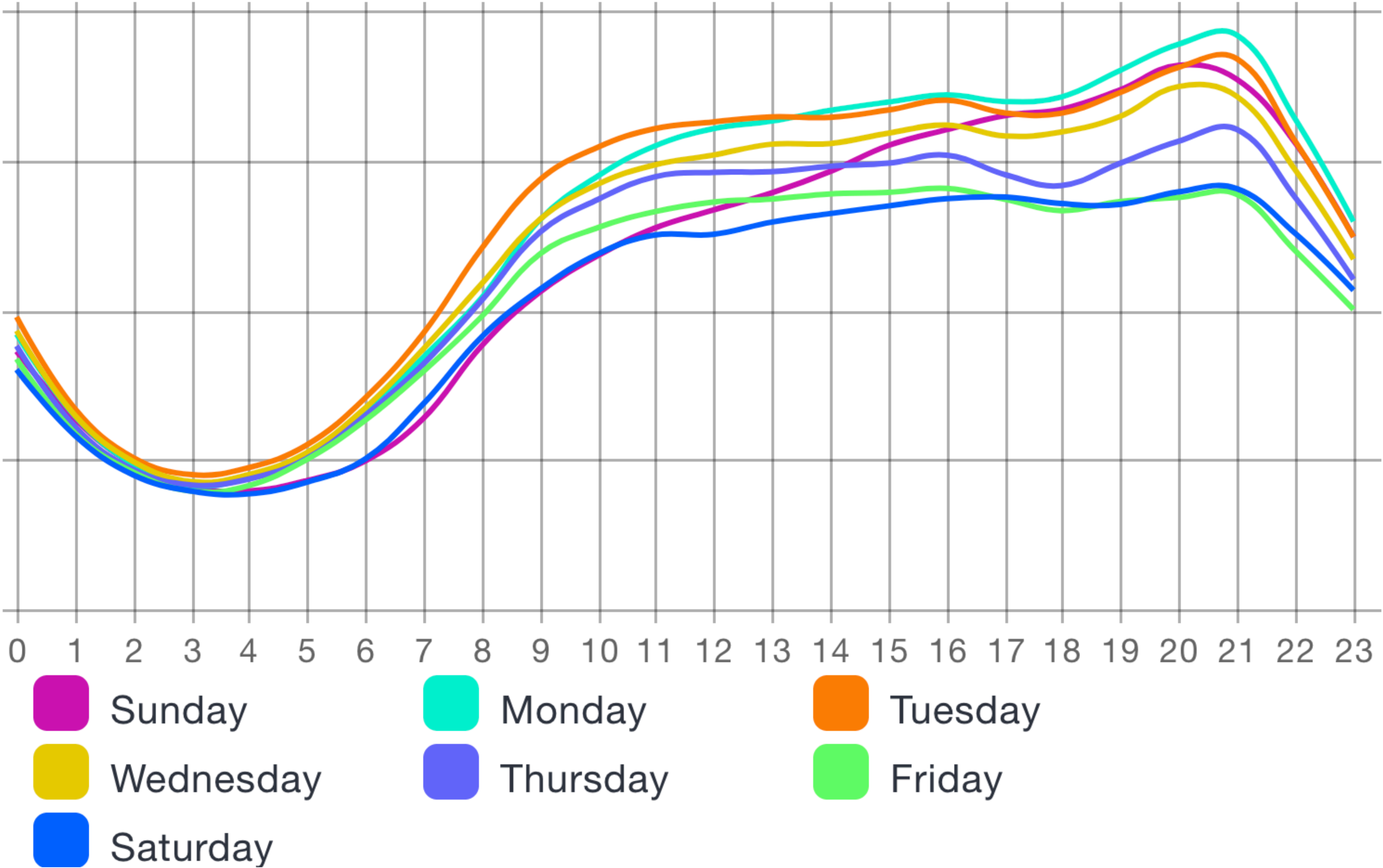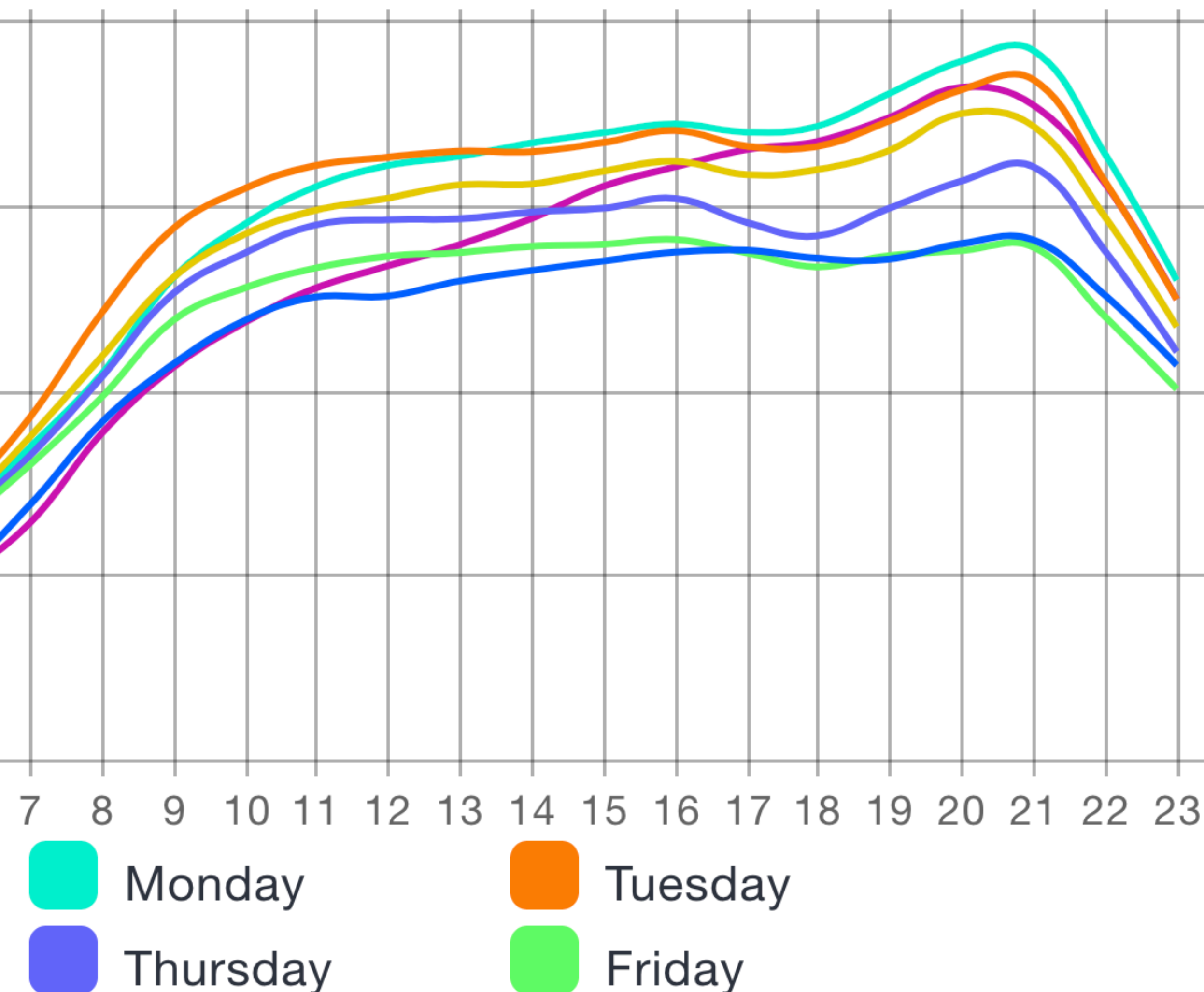
Every Industry Is Different

Conversion peaks at noon and at 8PM (except Fridays). Traffic increases around 8PM–9PM. It varies depending on the industry.

Workarea, "Trends: When Do People Shop Online?", Aug 1, 2017.

Hourly Sessions

7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

- Monday
- Tuesday
- Thursday
- Friday
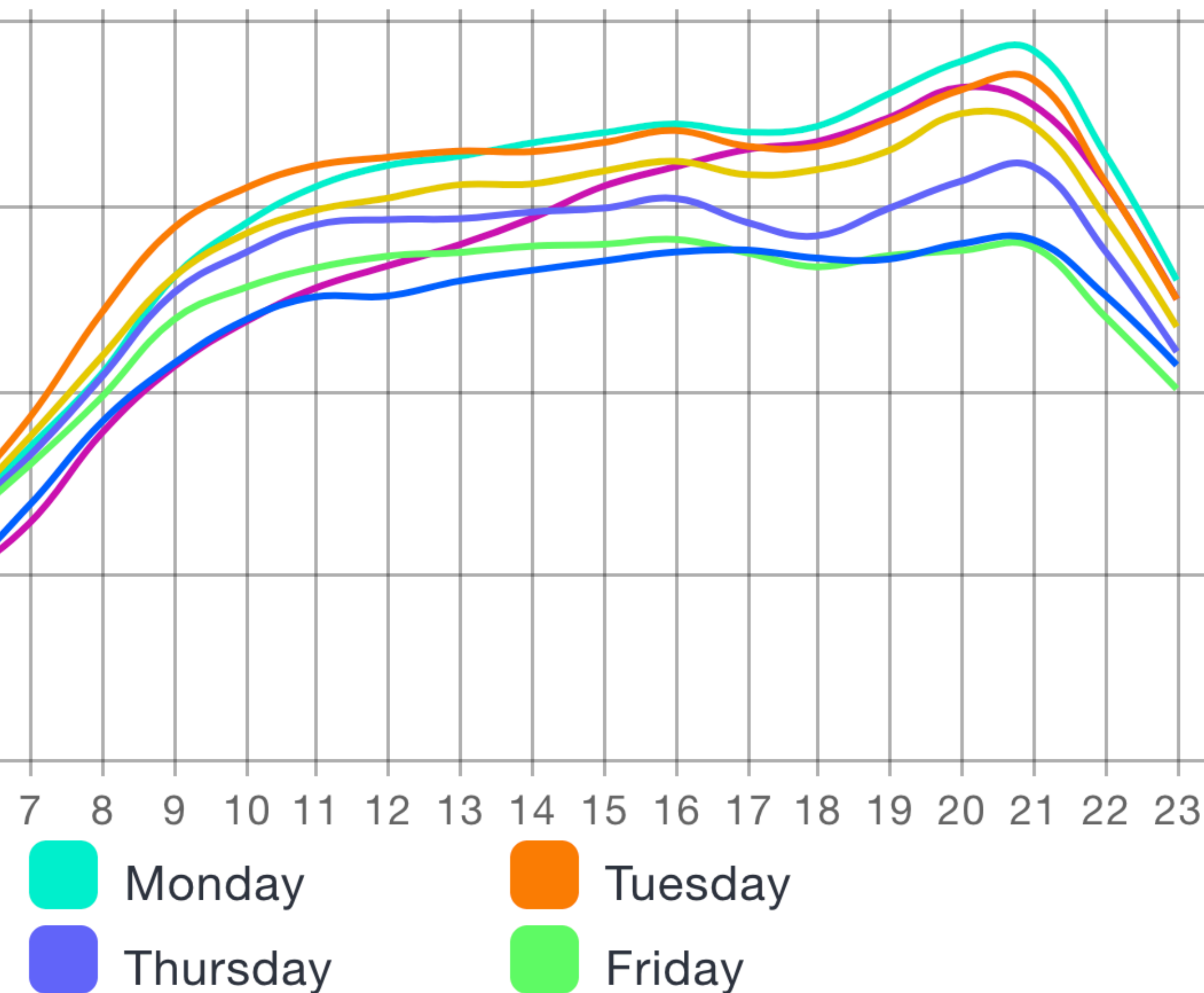
Every Industry Is Different

Every industry has different levels of distraction, motivation, impatience and tiredness. There is no bulletproof eCommerce UX.

Considered vs. Non-Considered

eCommerce UI heavily depends on the kind of products we are selling. Some items need more time, other items rely on impulse.

Considered purchase
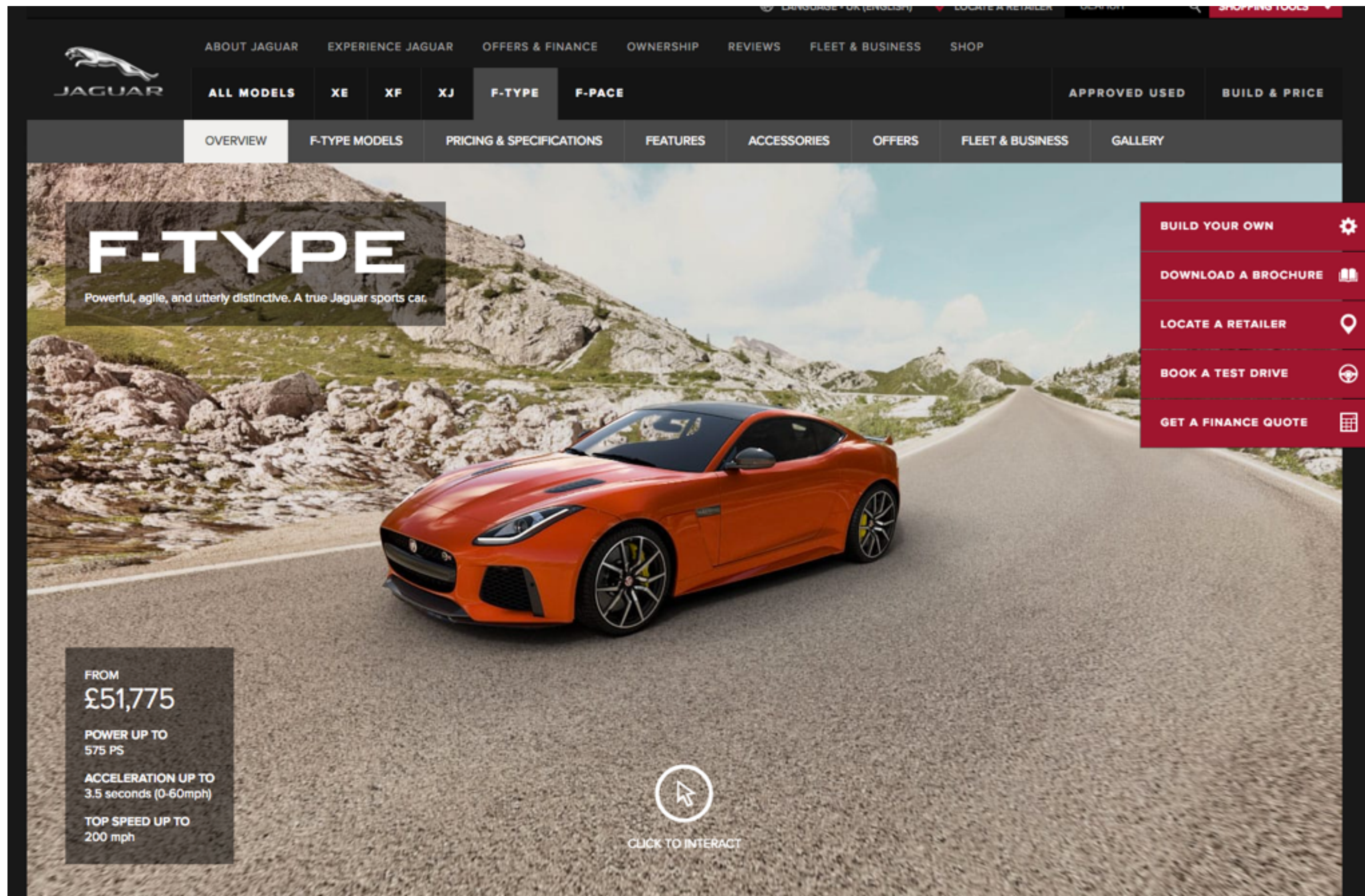
Vacation

Washing machine

Car

Shoes

Wine & spirits

Mortgage

Bicycle

Anything made by Apple

House

Anything Vintage

TV

House Rental

Anything Artisan

Watch

Flowers

Anything Hand crafted

Clothing

Refrigerator

Beer

SD Card

Stationary

Books

Branded Toys

Car Insurance

Dryer

A weekend city break hotel

Groceries

DVDs

Batteries

CDs

Small electronics

Twix

Food

Socks

MP3s

Digital Downloads

Dishwasher

Considered

Non-Considered

@mrjoe

2.1 | 1

Visits to purchase

Considered | **Non-Considered**

@mrjoe

Multi channel

High Mobile

Considered

Non-Considered

@mrjoe
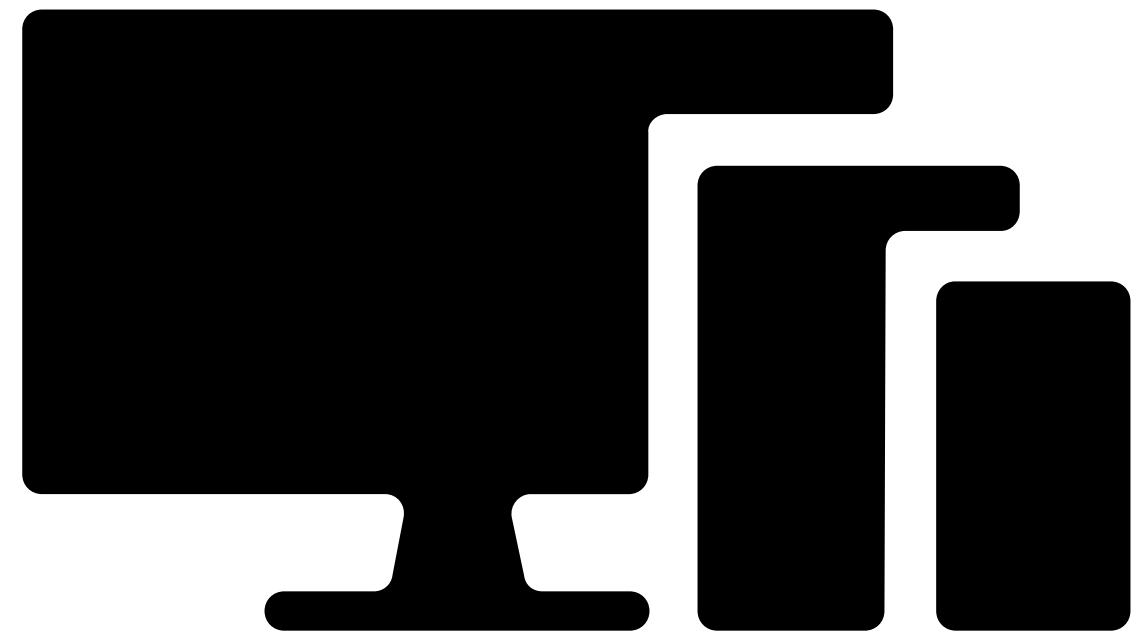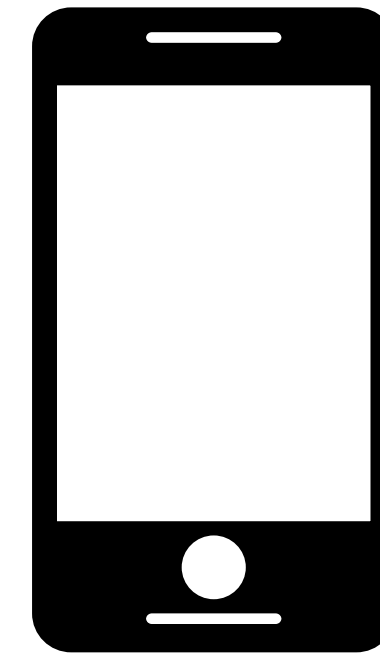
Behaviours

- 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**

Considered

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

**Shop by
PRICE and SHIPPING SPEED**

**Non-
Considered**

@mrjoe

THE RITZ-CARLTON

HALF MOON BAY

HOTEL   (4 / 34)
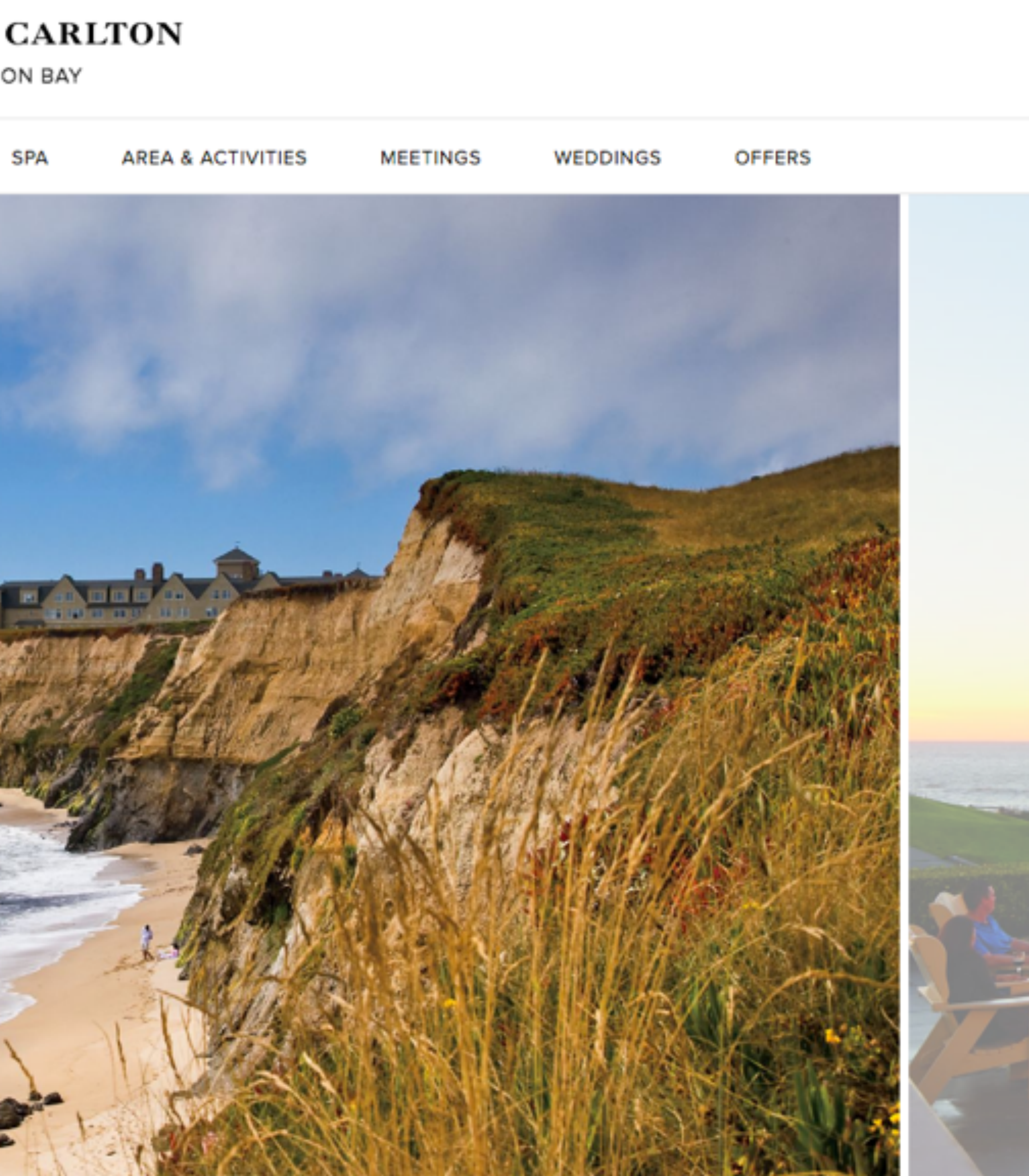
Customers Focus On Visuals

Images are the most important element in the eCommerce UI. In general, the larger the images, the better the experience.
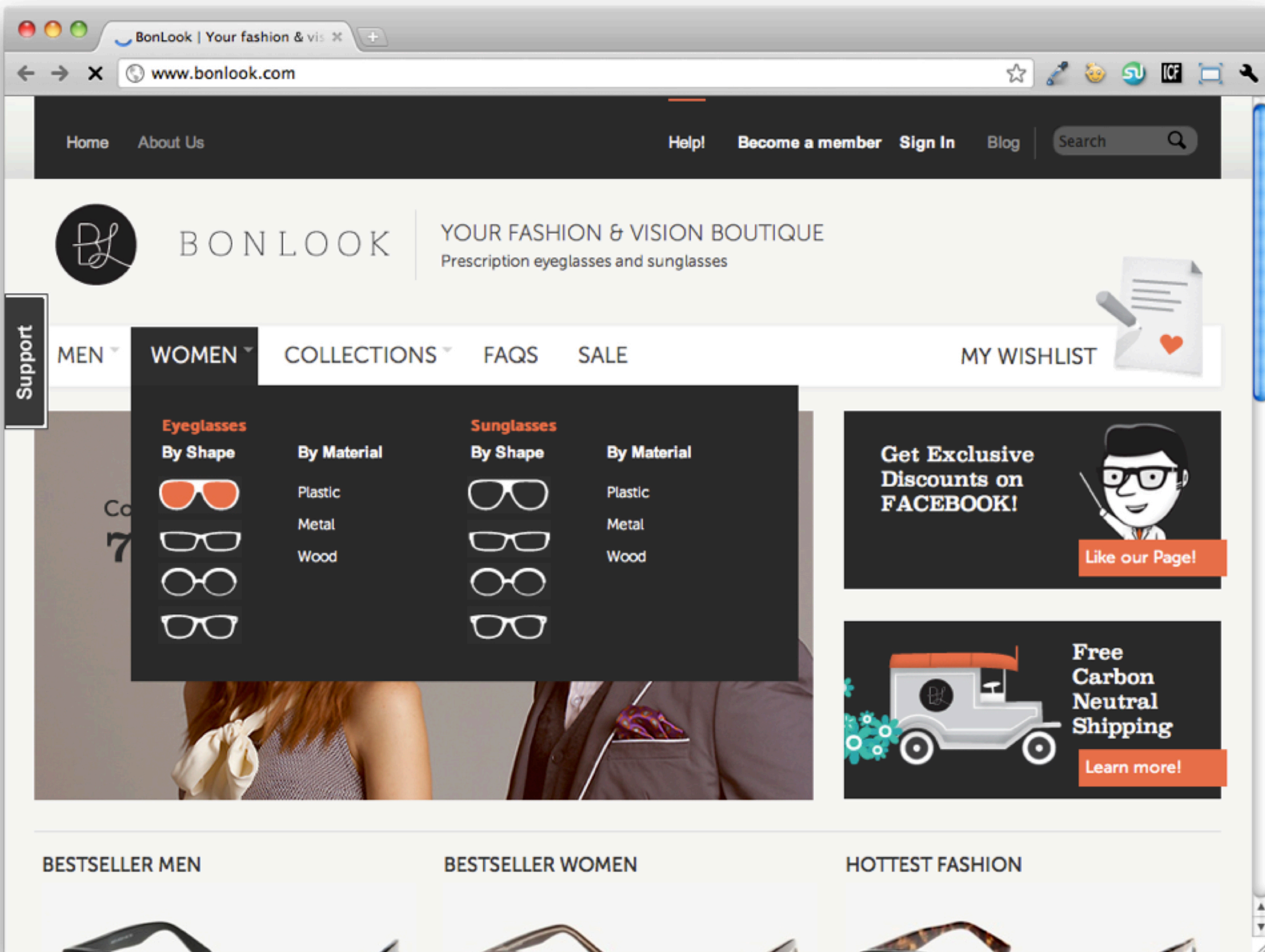
heppo.se/damskor/

Heppo.se

VARUKORGEN INNEHÅLLER:
0 VAROR FÖR TOTALT 0 SEK

	DAMSKOR	HERRSKOR	BARNSKOR	SKOTILLBEHÖR	SKOMÄRKEN		SÖK

Sportskor   **Sneakers**   Fritidsskor   **Finskor**   Seglarskor   Loafers   Träskor   Tofflor   Sandaler

Stövlar / kängor   **Desert Boots**   Chelsea Boots   Gummistövlar   Outdoor-skor   Arbetstofflor   Tex-membran   Komfortskor   Rea

VÄLJ SKOFÄRG

POPULÄRAST NU   CONVERSE   ADIDAS ORIGINALS   CLARKS   NIKE   LACOSTE   ED HARDY

VÄLJ STORLEK HÄR: 33   34   35   36   37   38   39   40   41   42   43   44   45   46   47   48   49   50   51   52

NY!   NY!   NY!   NY!

ao.com

TRACK YOUR ORDER

Search for products, brands or advice

MY ACCOUNT
Register | Sign in

BASKET ›

Washing Machines & Dryers | **Dishwashers** | **Fridges & Freezers** | **Cooking** | **Built-in** | **Small Appliances** | **Floorcare** | **Sound & Vision** | **Help & Advice** | **Deals**

Best price guarantee
We beat or match all other retailers

Free delivery on all products
Choose a day that suits you

Joint number one online shop
Which? Annual survey July 2015

Home › Washing Machines › Zanussi ZWF01483WR

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.

Zoom

LINDO300

30
Finish in

Cottons   90°   1400   Quick
Cotton eco 60°   1200   Intensive
Synthetics 40°   800   Easy Iron
Delicates
Wool/Handwash 30°   Rinse Only
Duvets
Mix 20°   Drain & Spin

On/Off   P

Zanussi ZWF01483WR
Washing Mac...

How does the Easy Iron
Program...

Compare   Email/share   A+++
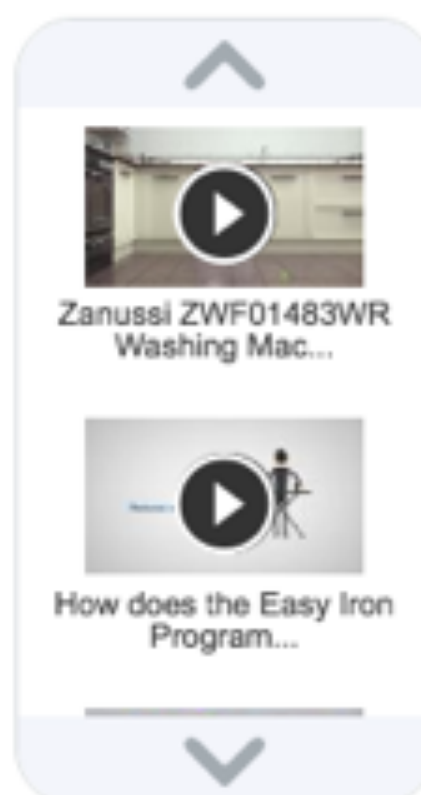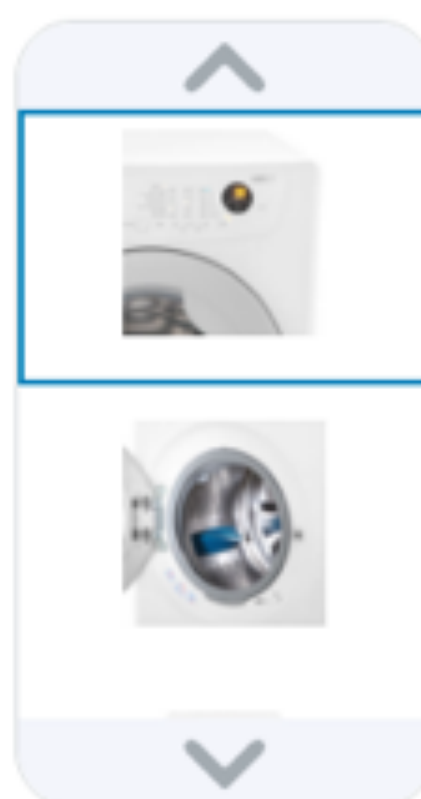
ZANUSSI

£349 Was £399 *
SAVE £50
Finance from £10.30 a month
(APR 19.9%)

Add to basket ›

Cashback £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

ao.com

TRACK YOUR ORDER

Search for products, brands or advice

MY ACCOUNT
Register | Sign in

BASKET ›

Washing Machines & Dryers | Dishwashers | Fridges & Freezers | Cooking | Built-in | Small Appliances | Floorcare | Sound & Vision | Help & Advice | Deals

Best price guarantee
We beat or match all other retailers

Free delivery on all products
Choose a day that suits you

Which?

Joint number one online shop
Which? Annual survey July 2015

Home » Washing

Zanussi Li
1400 rpm
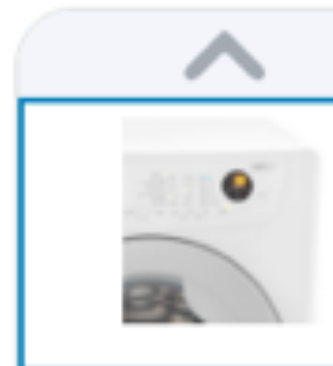
Zanussi ZWF01483V
Washing Mac...

How does the Easy I
Program...

× Close

1400

1200

800

Quick

Intensive

Easy Iron

Rinse Only

Drain & Spin

90°

60°

40°

30°

30
Finish In

Was £399 *
SAVE £50

0 a month

cashback
you buy this product

from 27th July **
ur old washing

able

ailable

er reviews

★★★

ews) Read more

formation

capacity - great for
s

water to the wash for

lasting ⊙ motor

Compare

Email/share

A+++

• Wash your clothes in a speedy 30 minutes

• Dimensions (cm) - H85 x W60 x D60

take GBP 15 off your order of GBP 70 or more
use code UKSHIP
*GBP 70 is based on merchandise subtotal and does not include shipping, duties, or taxes

We want your feedback!
Back to US Site

☰ shop all categories   all ▾   search   🔍   🛒 your cart   ⟩

Target ⟩ electronics ⟩ cameras & camcorders ⟩ memory cards

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

GBP 10.98 LIST: GBP 16.15 (SAVE 32%)

★★★★½   4.5 (21)

quantity:

[−] [1] [+]

add to cart

- Prices, promotions, styles and availability may vary by store and online.

notes
- This item must be returned within 30 days of the ship date. See return policy for details.

[share]

3840×2160

Native resolution of Ultra HDTV, or 4K (2160p).

4K screens can serve **8-megapixel** images.

7x more pixels than HD

5120×2880

Native resolution of Retina 5K iMac (2880p).
Apple's default resolution setting is 2560×1440.
5K screens can serve **14.7-megapixel** images.

7680×4320

8K screens can serve **33-megapixel** images (4320p).
A heavily compressed desktop wallpaper is 11.7 MB.
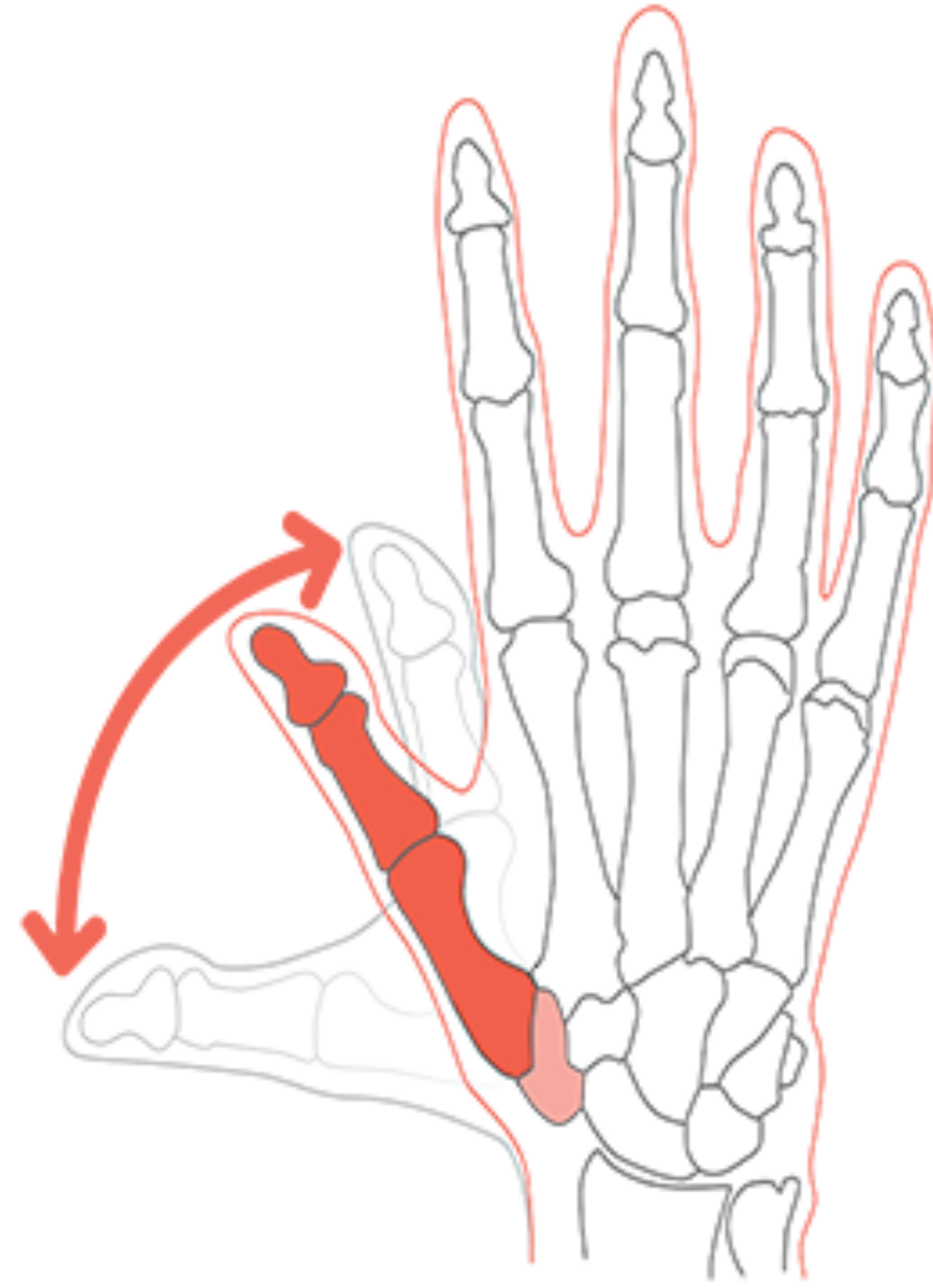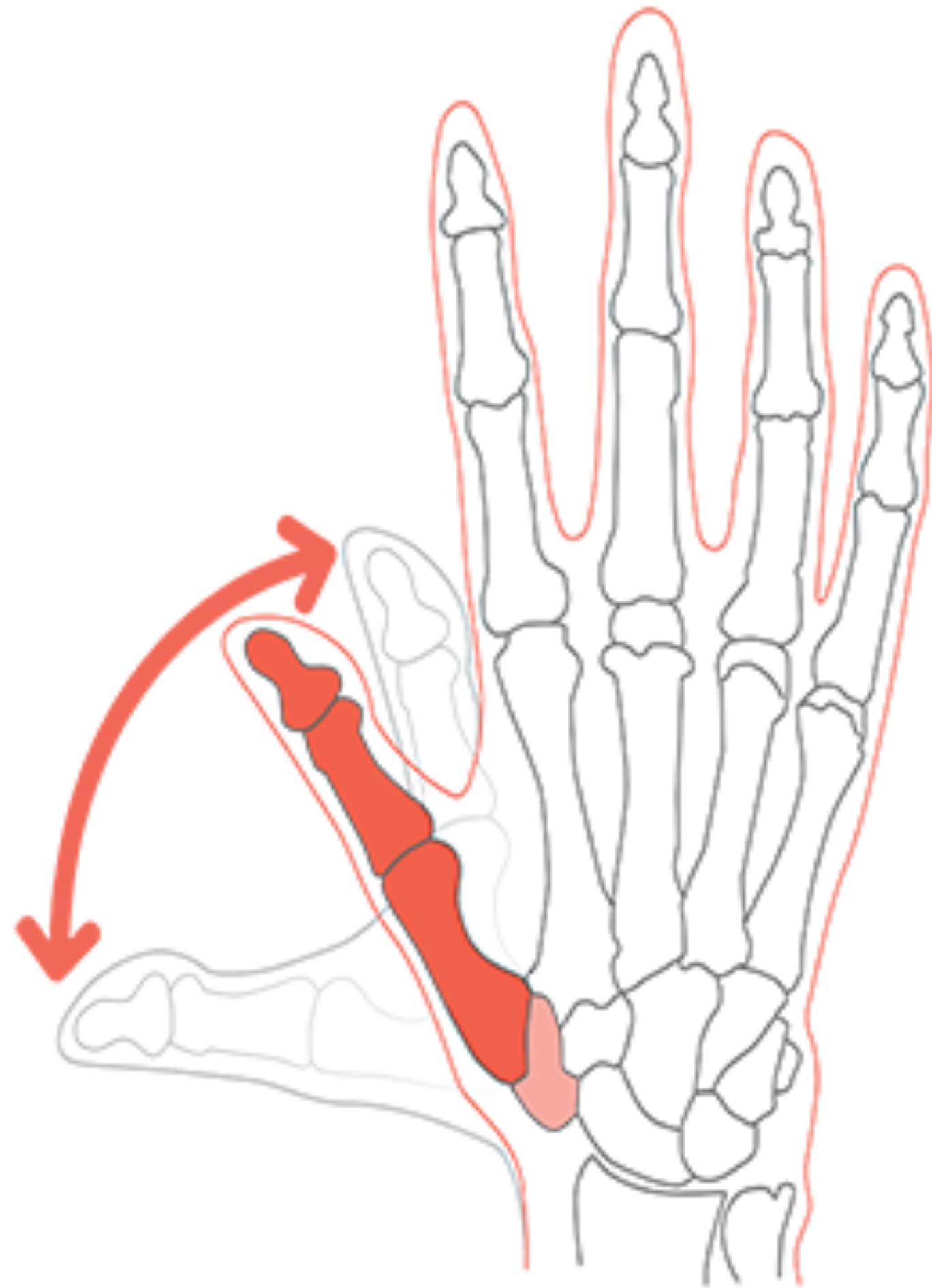
Thumb-Driven Design

Thumbs drive most interactions on mobile screens. 75% of users touch the screen with one thumb. We use hands interchangeably.

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.
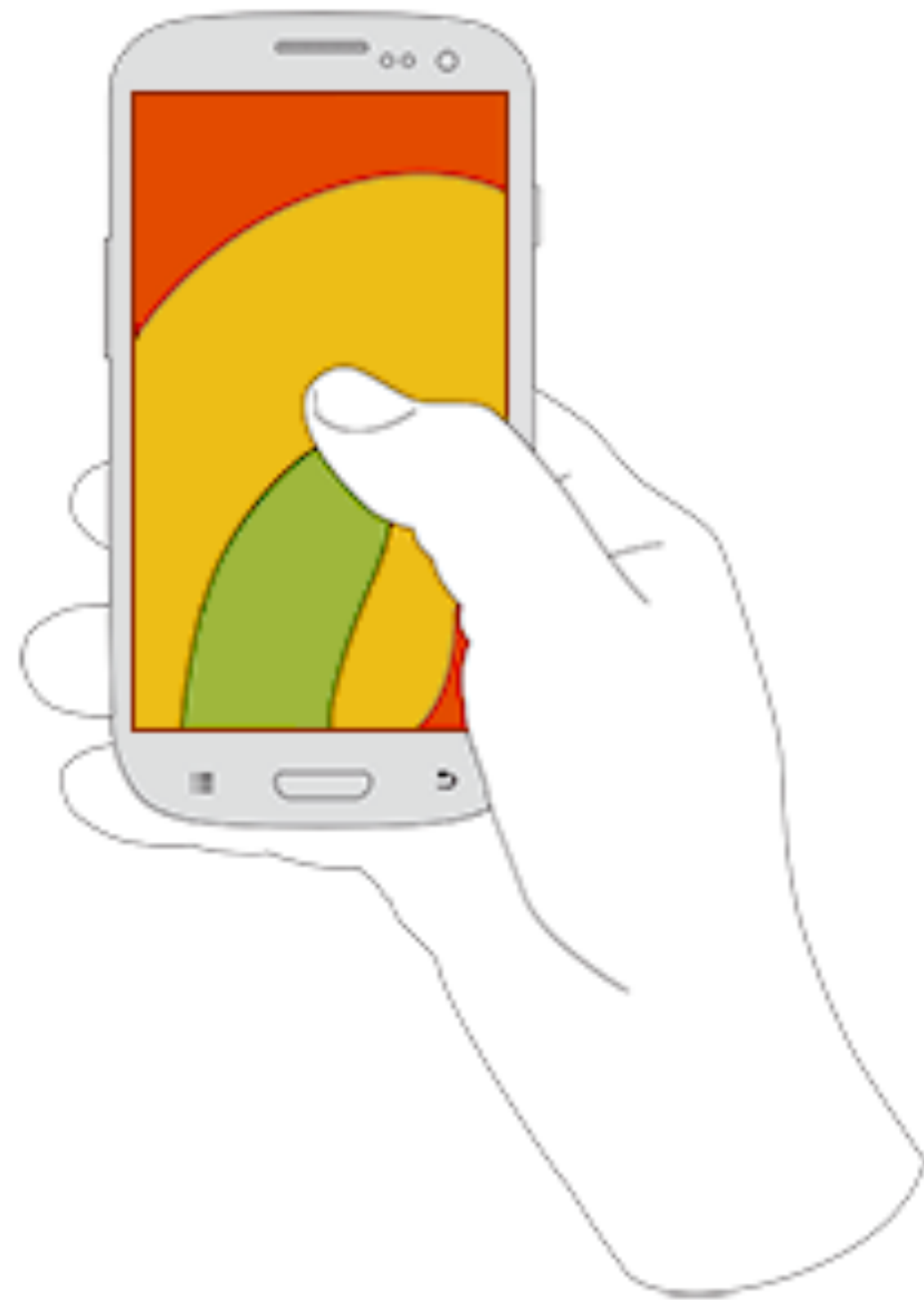
Thumb-Driven Design

Thumb sweep area is limited, but we are good at shifting our grip across the back of the phone. It also depends on **contact patch.**

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.

Thumb-Driven Design

Thumb sweep area is limited, but we are good at shifting our grip across the back of the phone. It also depends on **posture.**

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.
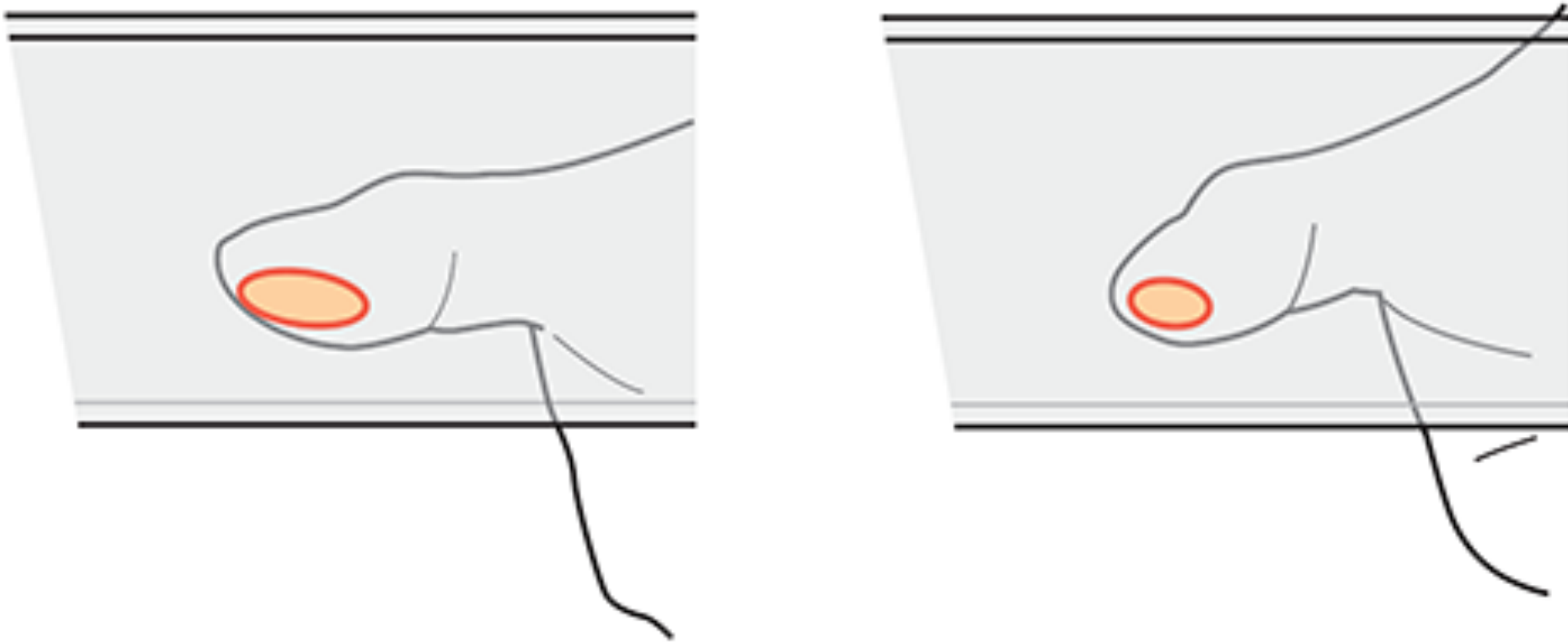
Cradled

Hold and Touch

Two Hands – Landscape

One Hand – First Order

One Hand – Second Order

Two Hands – Portrait

	100%				
	Tap Link	Check Box	Type	Short Scroll	Long Scroll

0%

Cradle

Hold & Tap

1 Hand & Thumb

2 Fingers or Thumbs
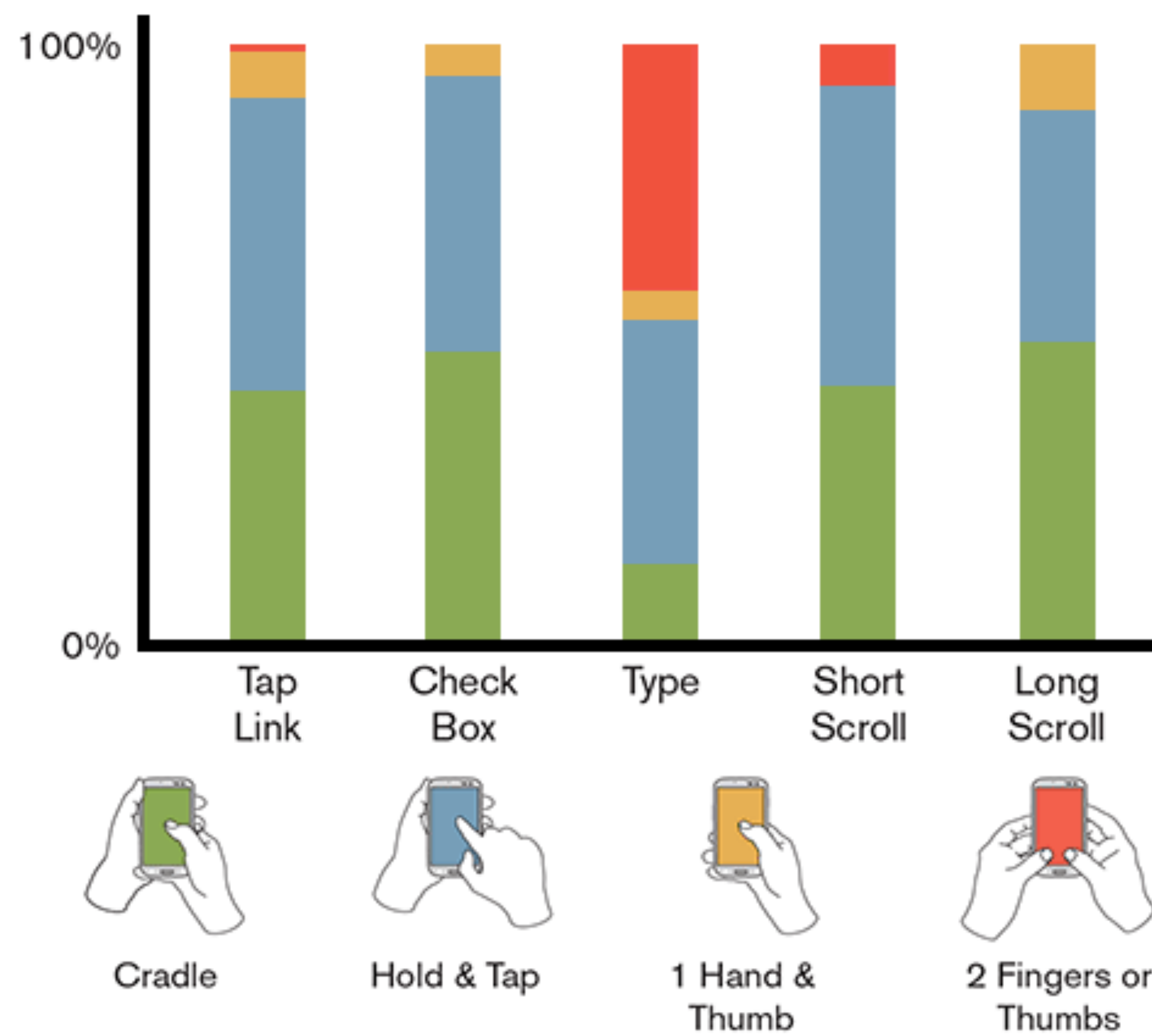
Grip Changes When Needed

People frequently **shift** their grip, for specific types of interactions, depending on their task/context. 36% cradle their device, using a second hand for reach or stability.

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.

~30 cm

100%

Arm's reach

Sitting or reclining

Standing or walking

0
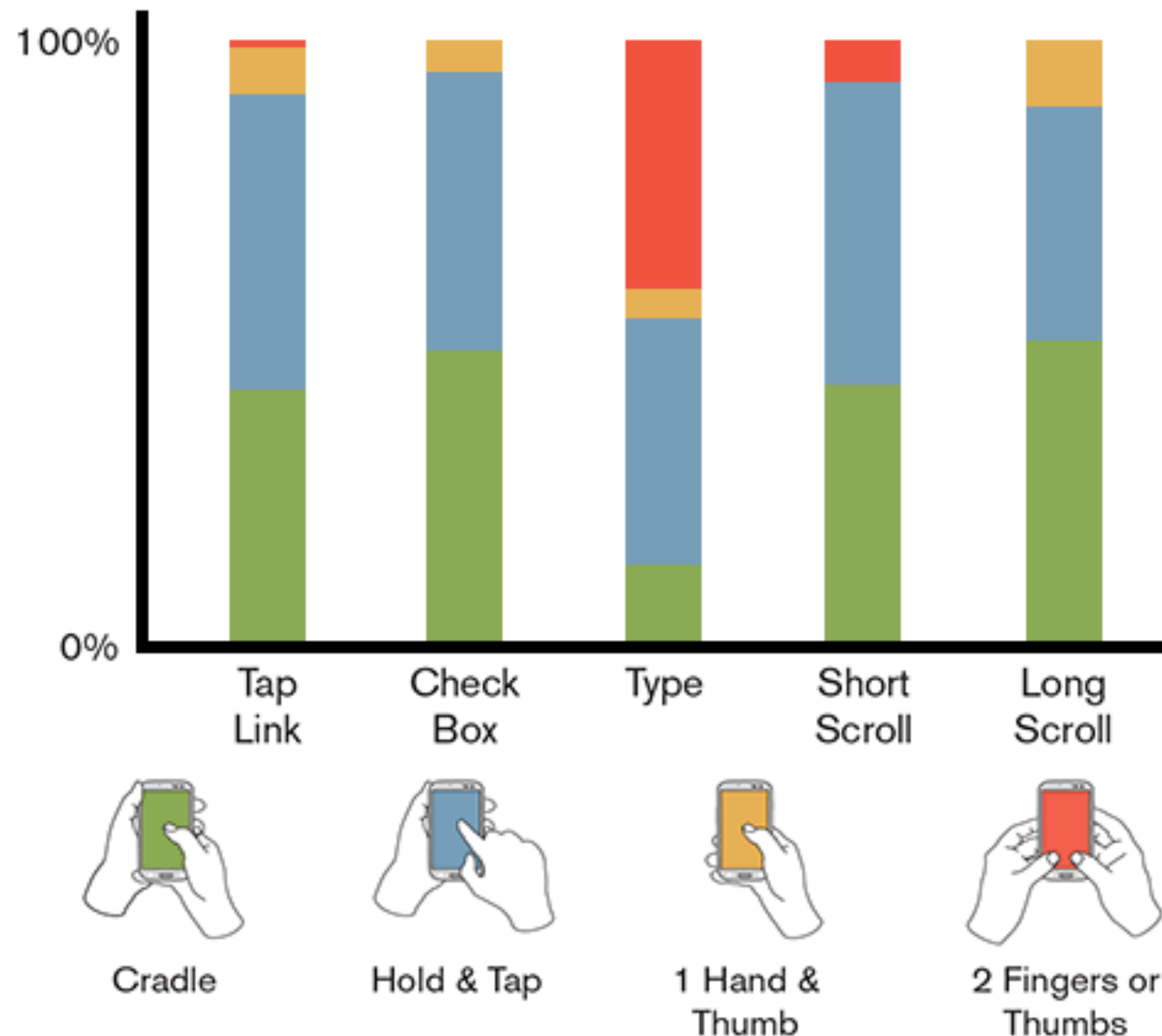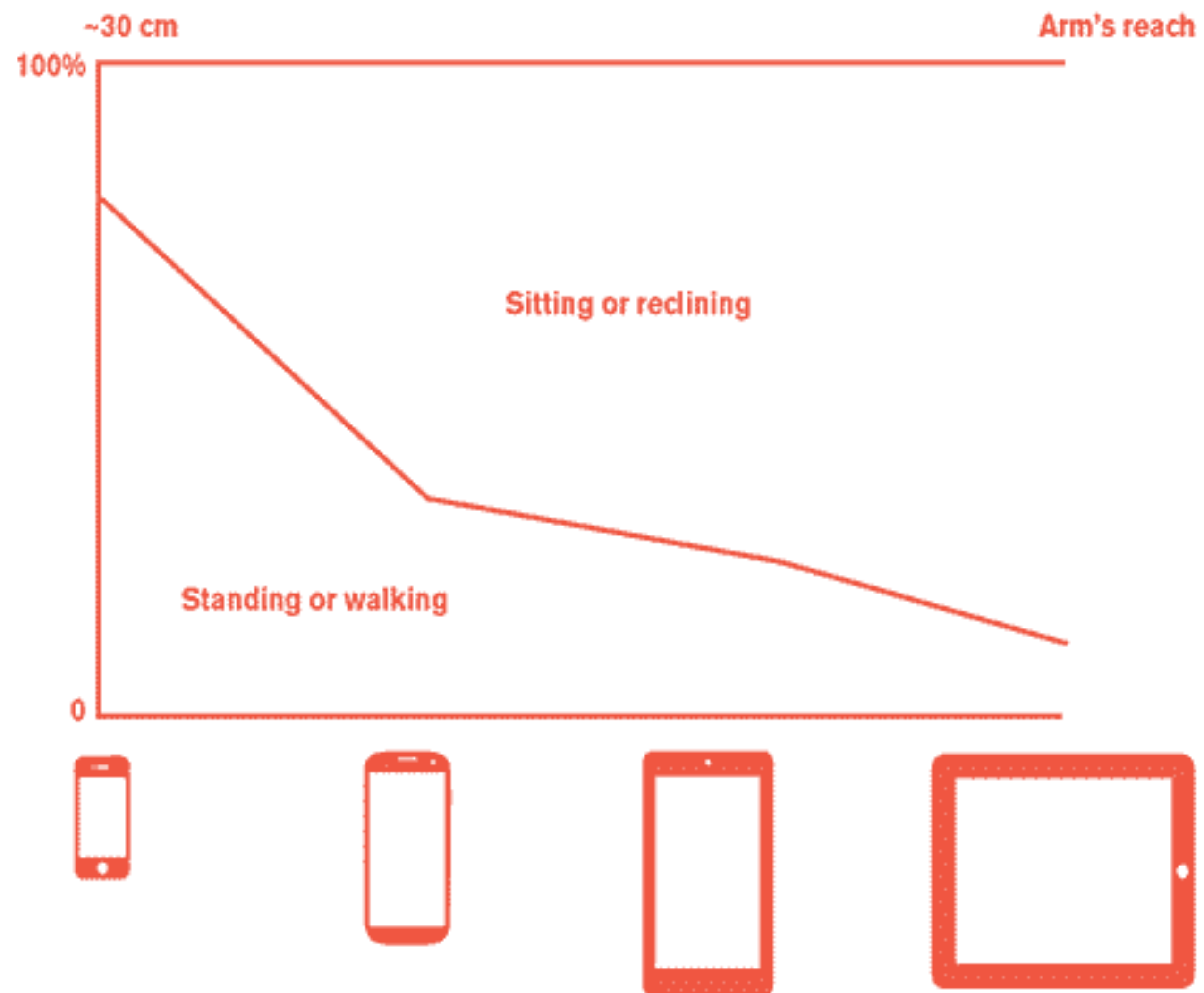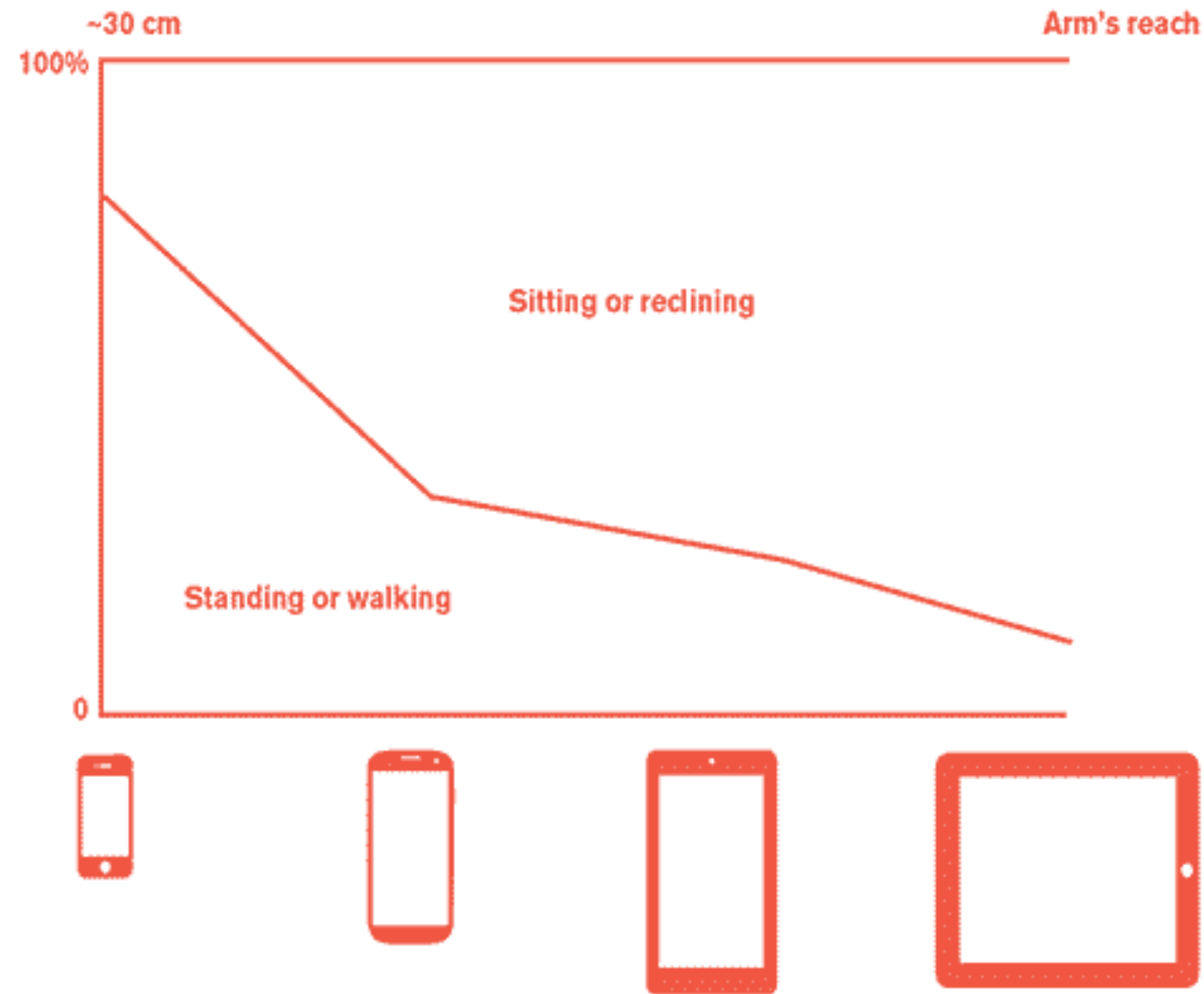
Distance From Eyes Varies

The **larger** a device is, the further people hold them away from the eyes. We use larger devices when sitting down more than phones.

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.

100%

In a stand

On a surface

In the hand

0
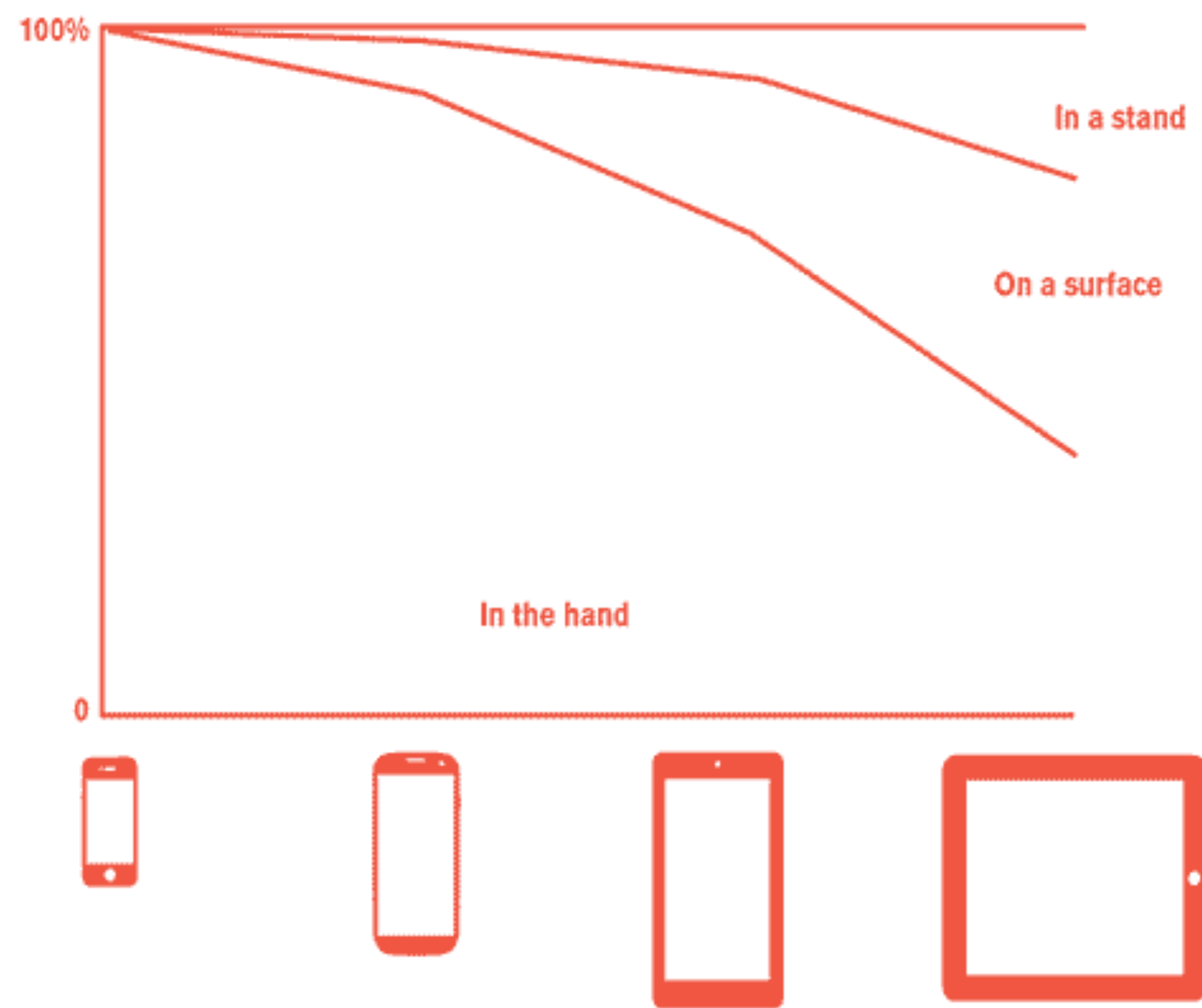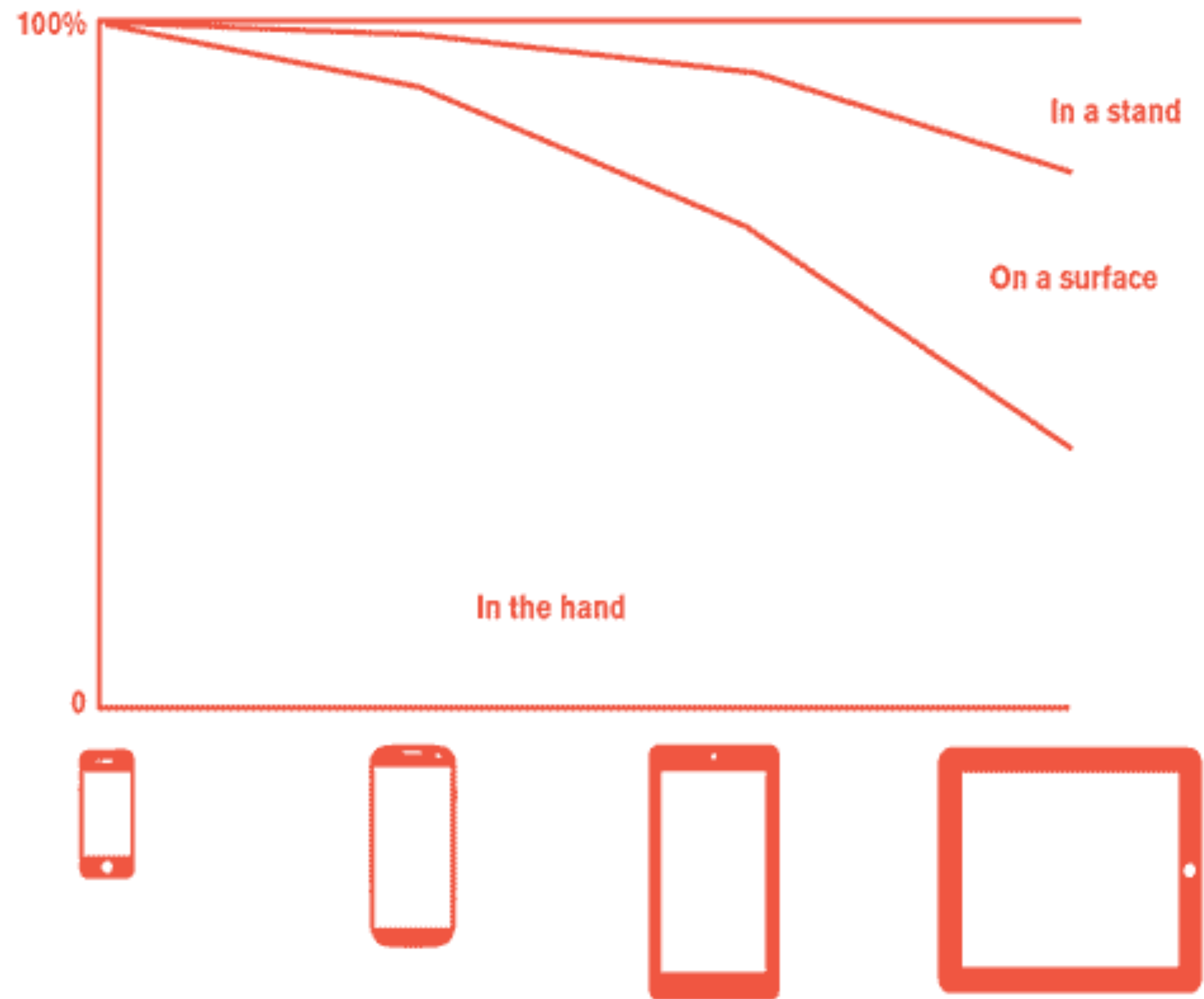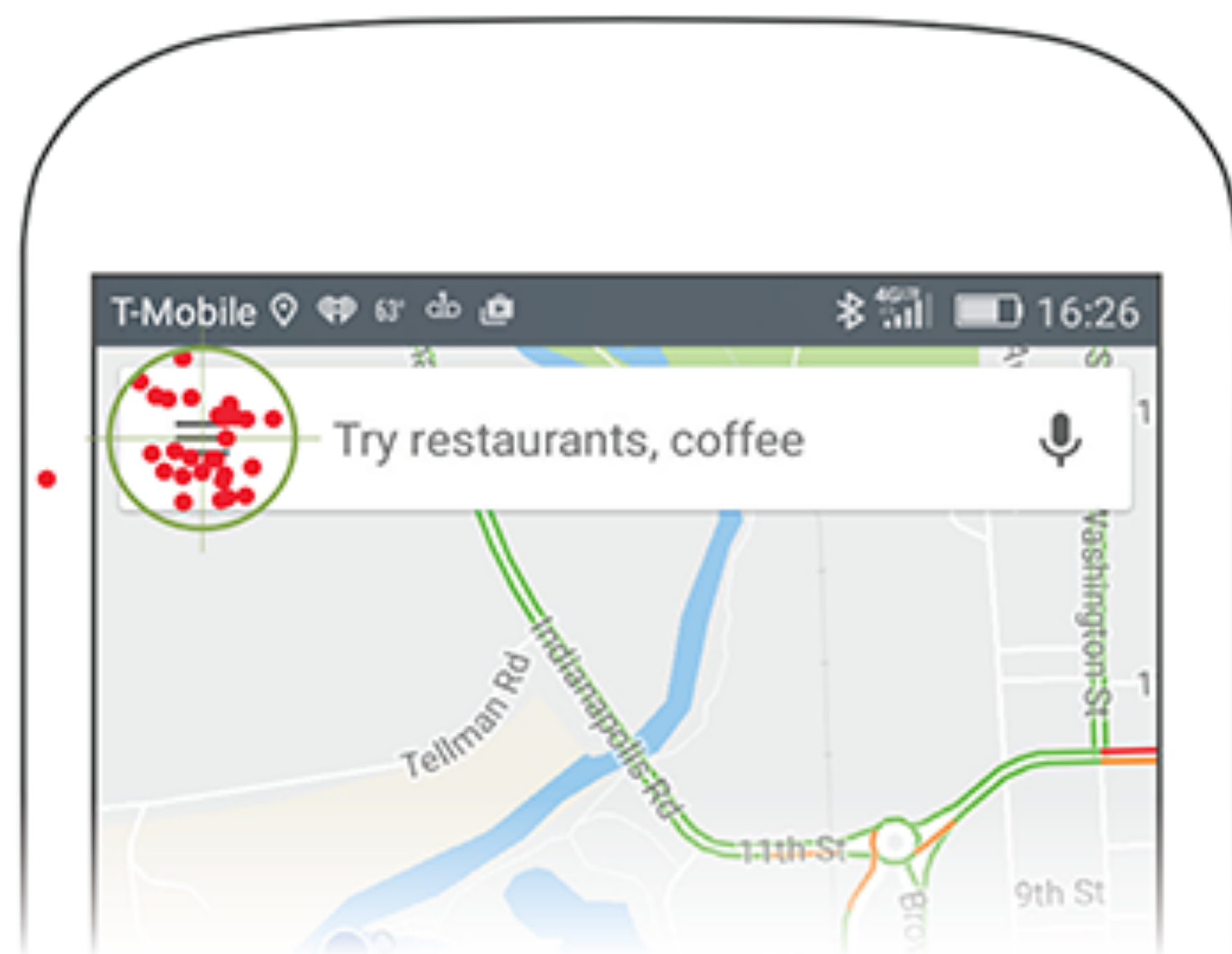
Small Devices Used On The Move

The **smaller** a device is, the more people use it on the move. Larger devices are usually residing on the desk or on a stand.

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.

Input Is Always Imprecise

Humans rarely **hit tap targets** on mobile, so our designs should accommodate for misses with generous padding.

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.
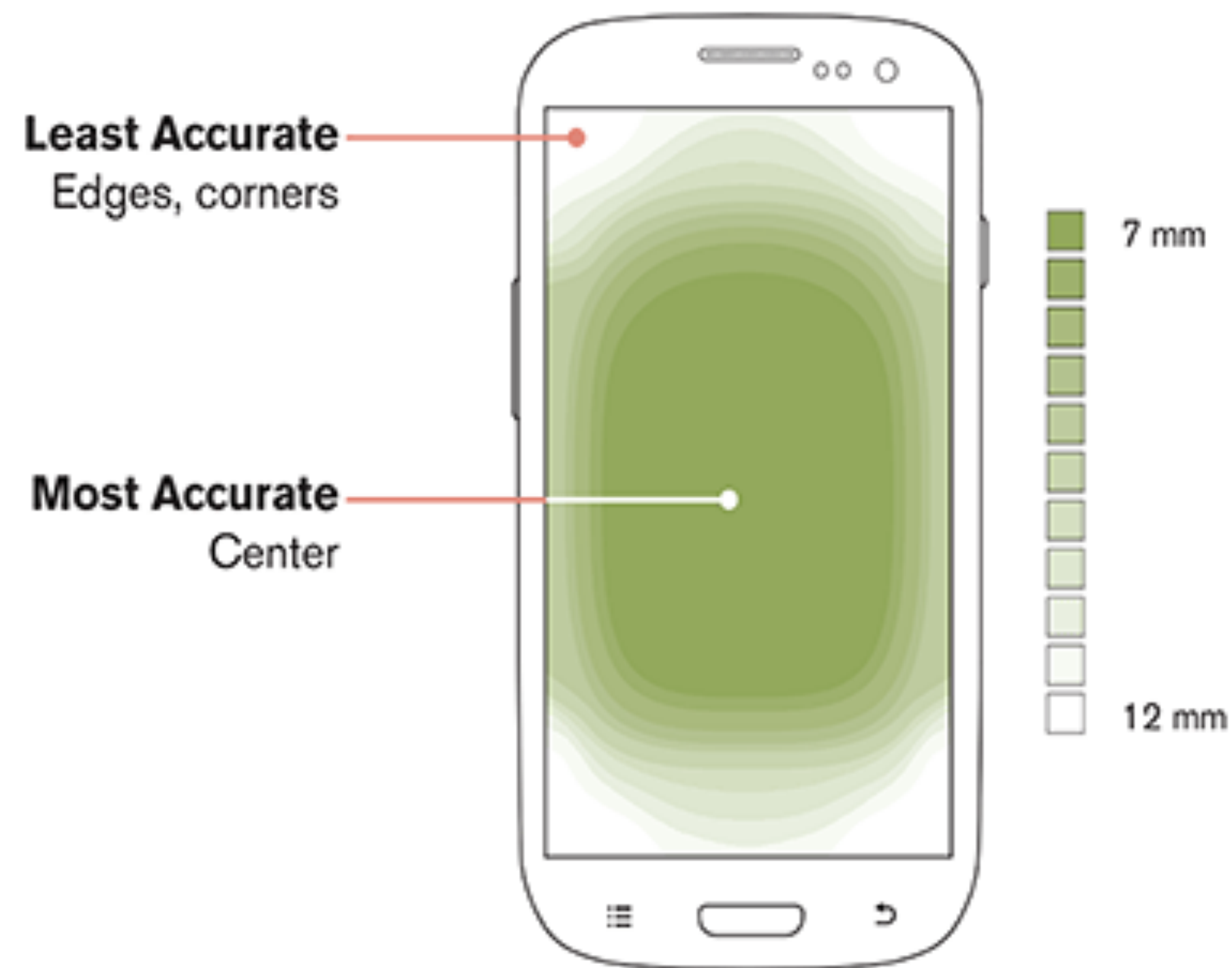
Least Accurate
Edges, corners

Most Accurate
Center

7 mm

12 mm

Central Area Matters Most

The **further away** hit targets are from the center, the larger the padding should be (7–12mm). We prefer to **tap** around the center.

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.

Central Area Matters Most

The **further away** hit targets are from the center, the larger the padding should be (7–12mm). We prefer to tap around the center.

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.

Central Area Matters Most

The **further away** hit targets are from the center, the larger the padding should be (7–12mm). We prefer to **scroll** around the center.

Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.

Tertiary
More functions are behind menus

Primary
Content and functionality in the center

Secondary
Actions and tabs along the edges

Tertiary
More functions are
behind menus

Primary
Content and
functionality in
the center

Secondary
Actions and tabs
along the edges
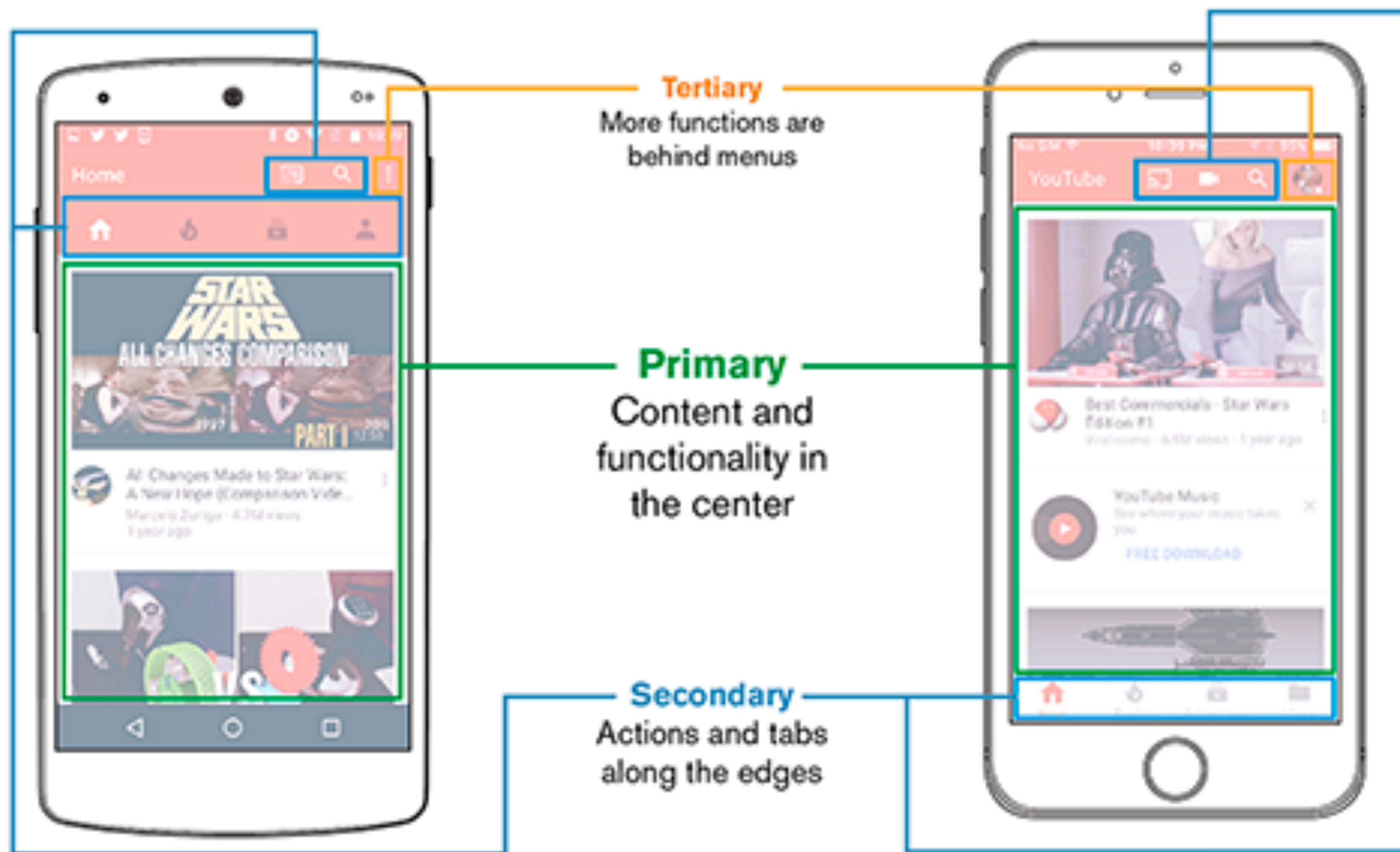
Design Around Priorities

Primary content at the center.
Secondary actions along the top and bottom edges (e.g. as tabs).
Tertiary functions behind menus, in one of the corners.
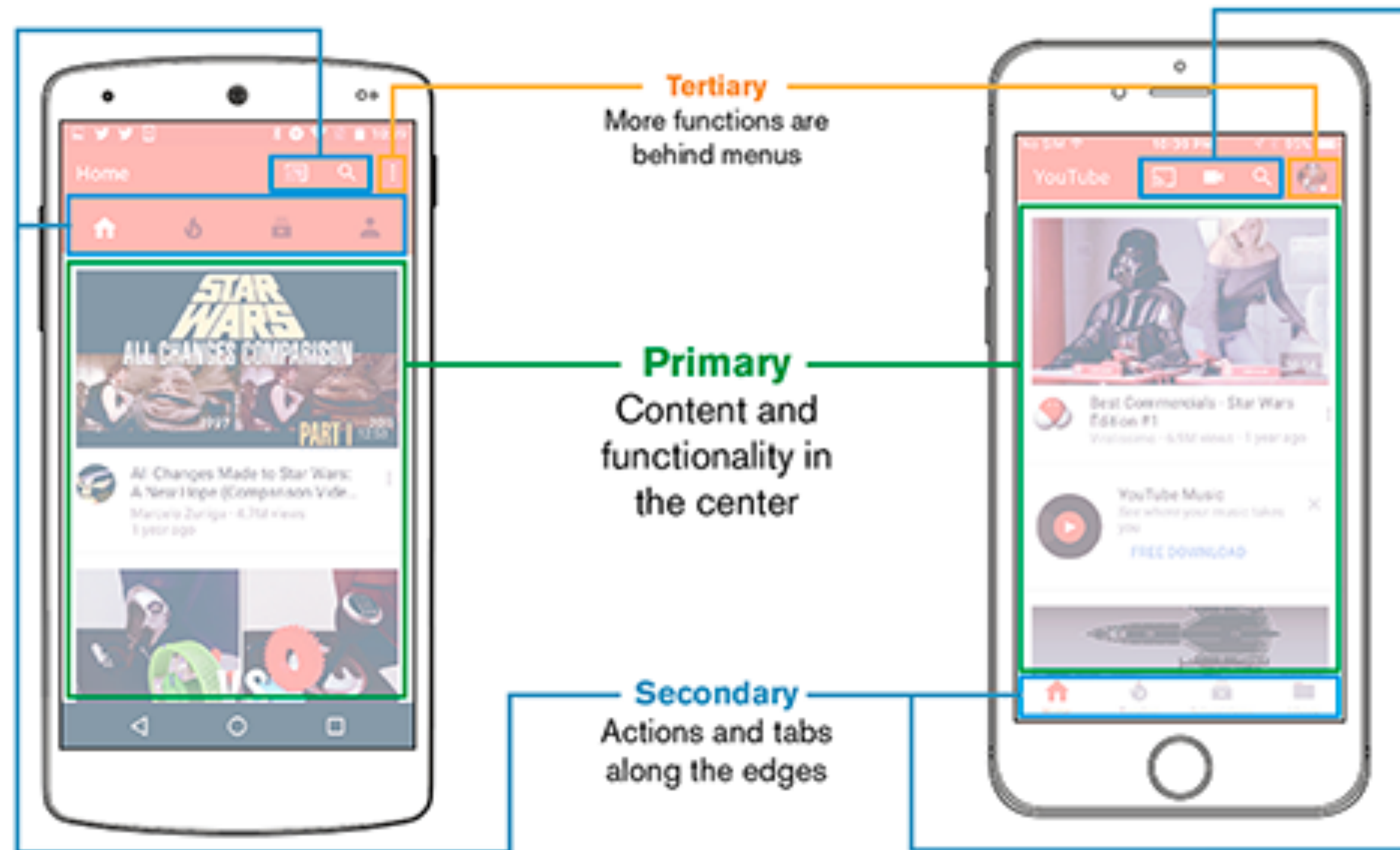
Steven Hoober, "Design for Fingers, Touch, and People", March, 2017.

Behavior

Patterns

Trends

Summary

2

Patterns

69,23%
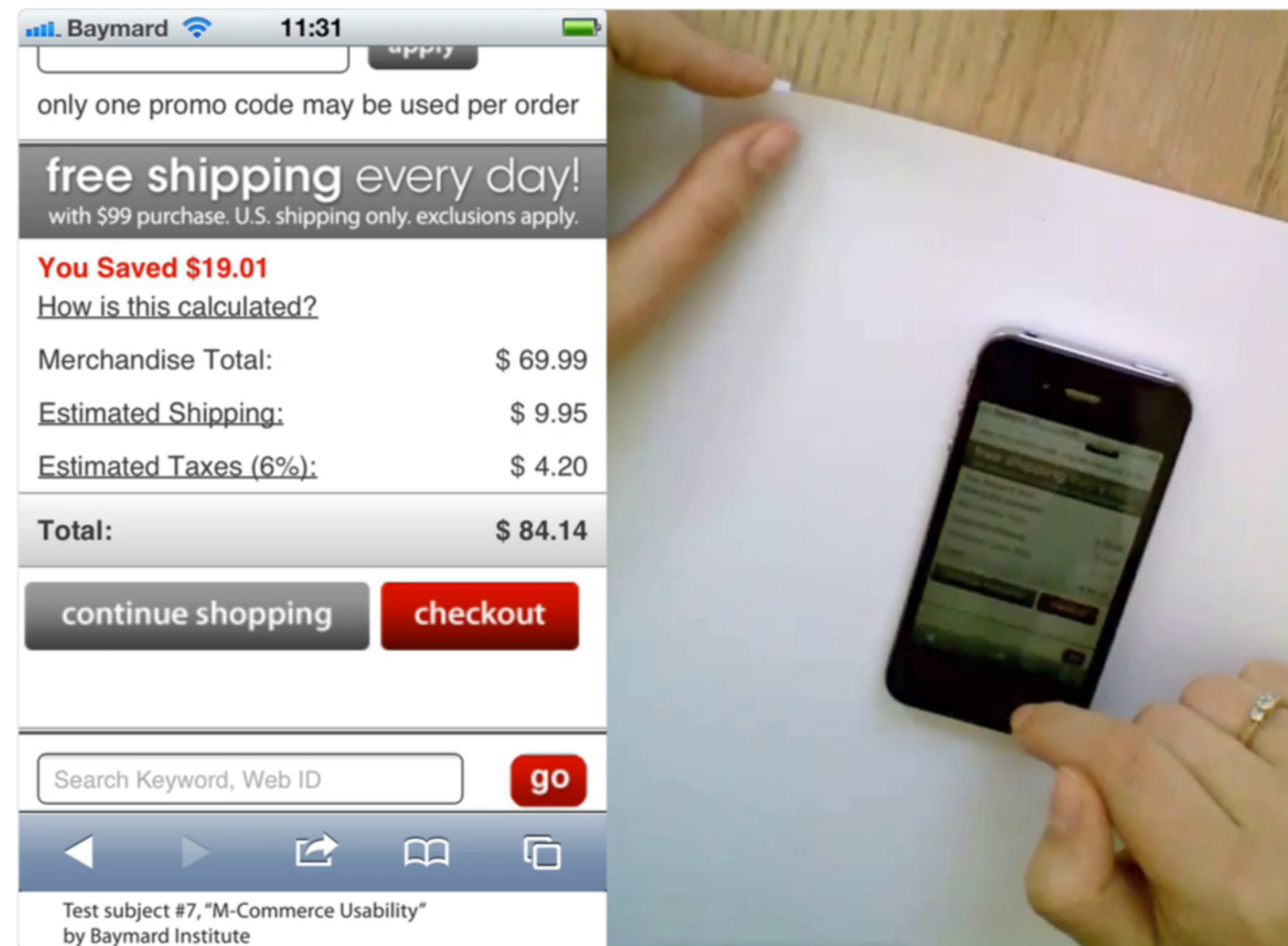
- *Main reasons* for shopping cart abandonment:

  - Hidden costs (33%) incl. shipping, tax, fees, data,

  - Forced account creation (23%),

  - Credit card trust (18%),

  - Complicated checkout process (18%),

  - Payment methods (7%).

Baymard Institute, "Cart Abandonment Rate Statistics", May 2015. http://baymard.com/lists/cart-abandonment-rate
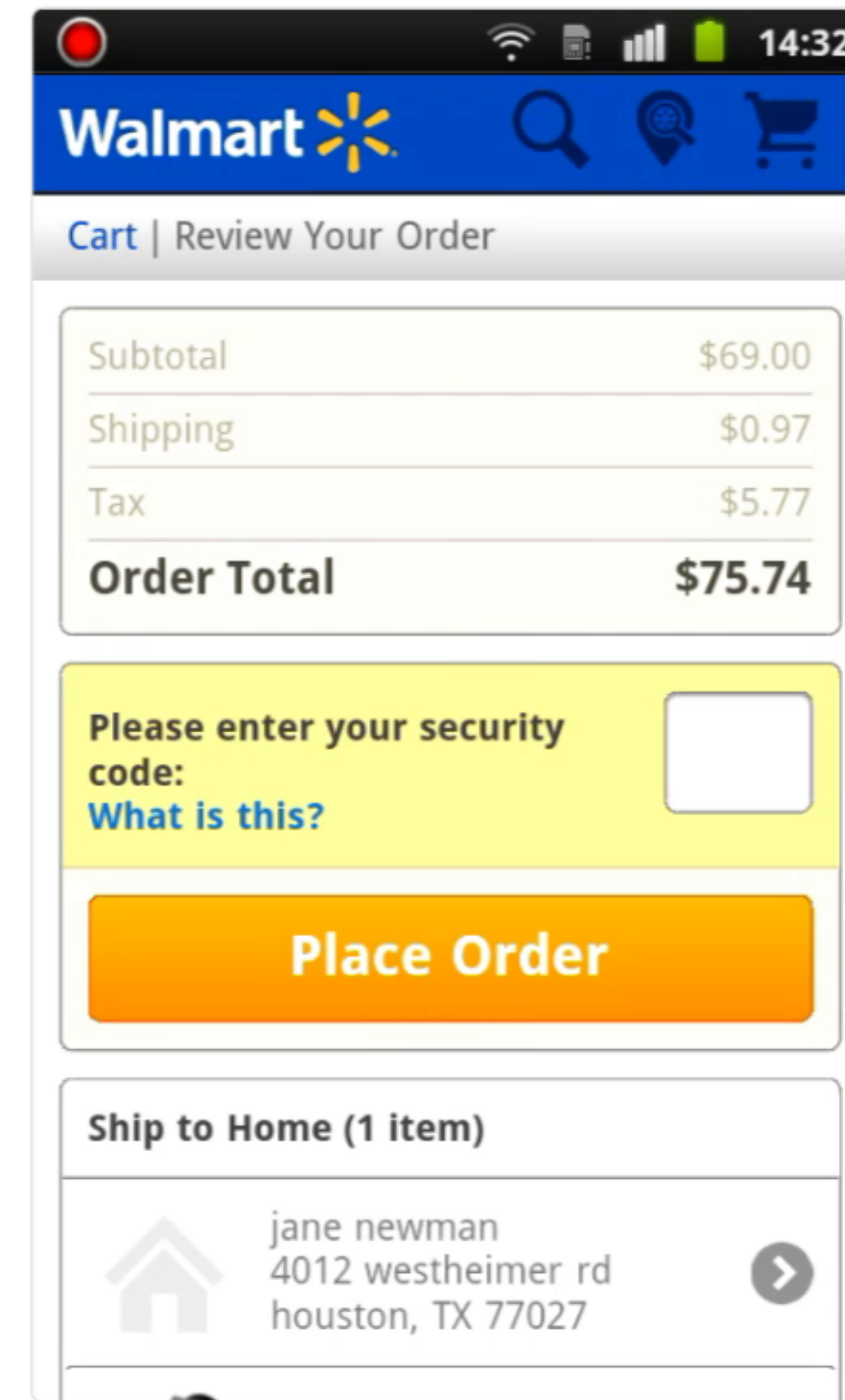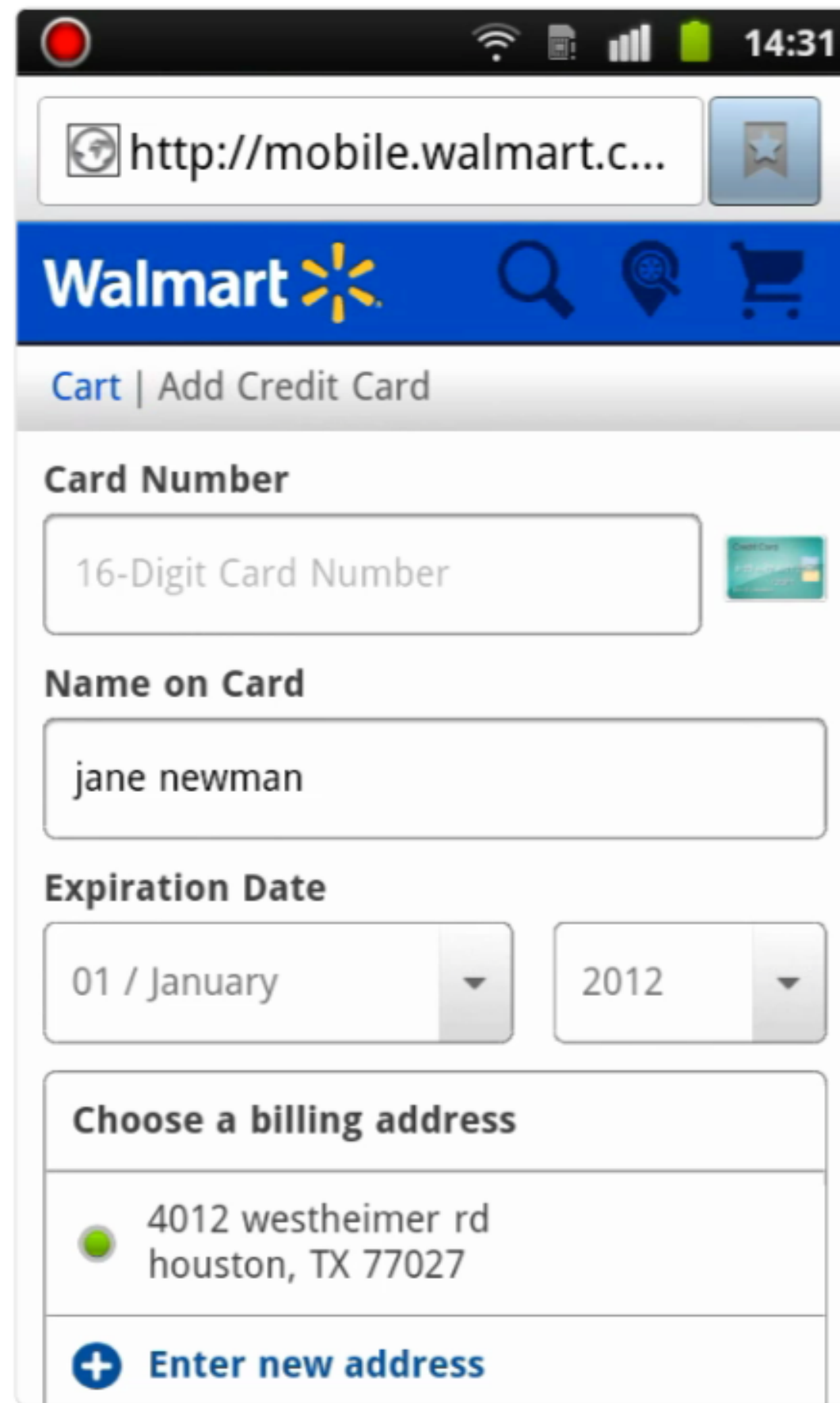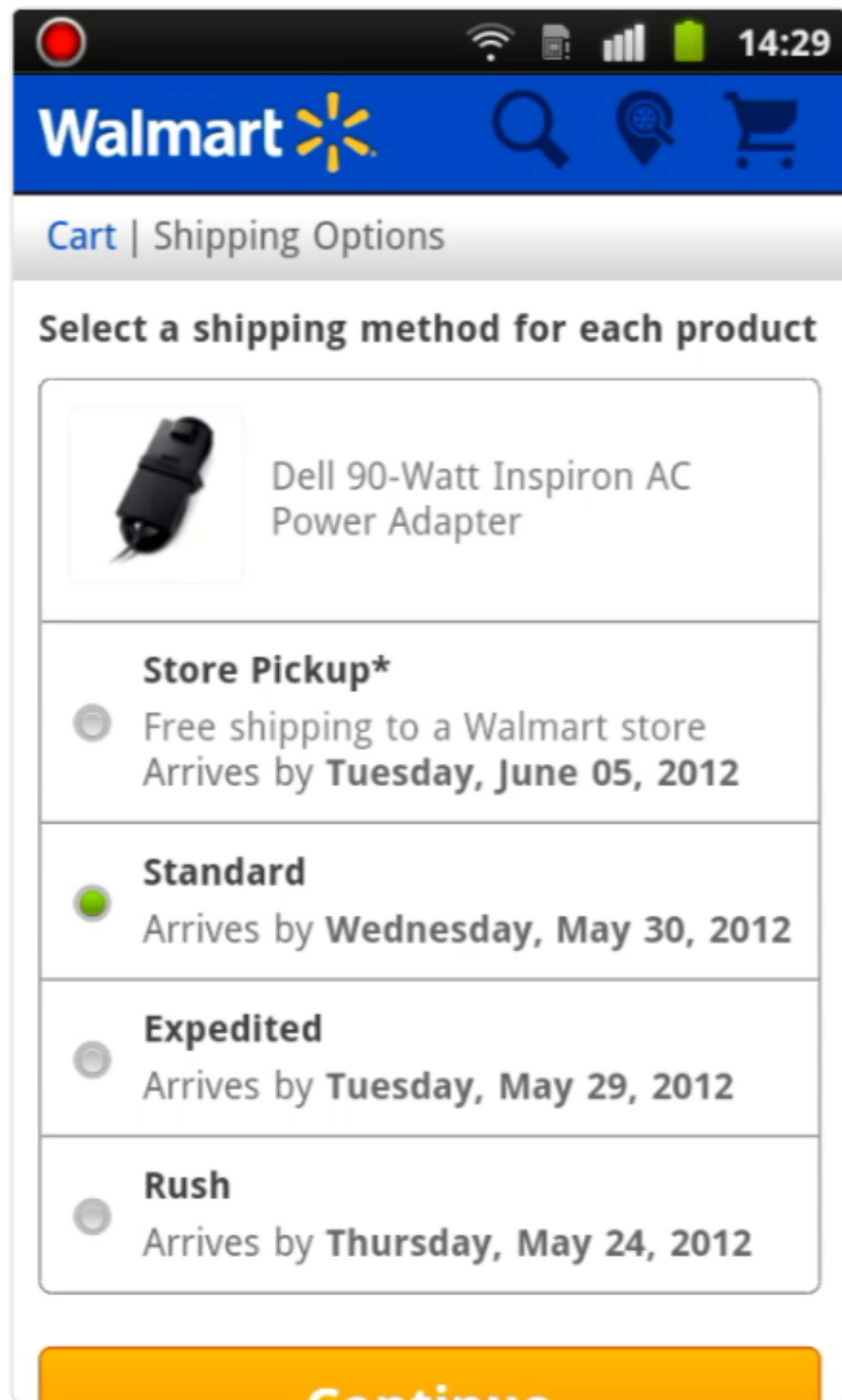
⊗ Notice how the subject has to endure five checkout steps, including typing all his credit card details, before he is told what he will actually have to pay for his order.
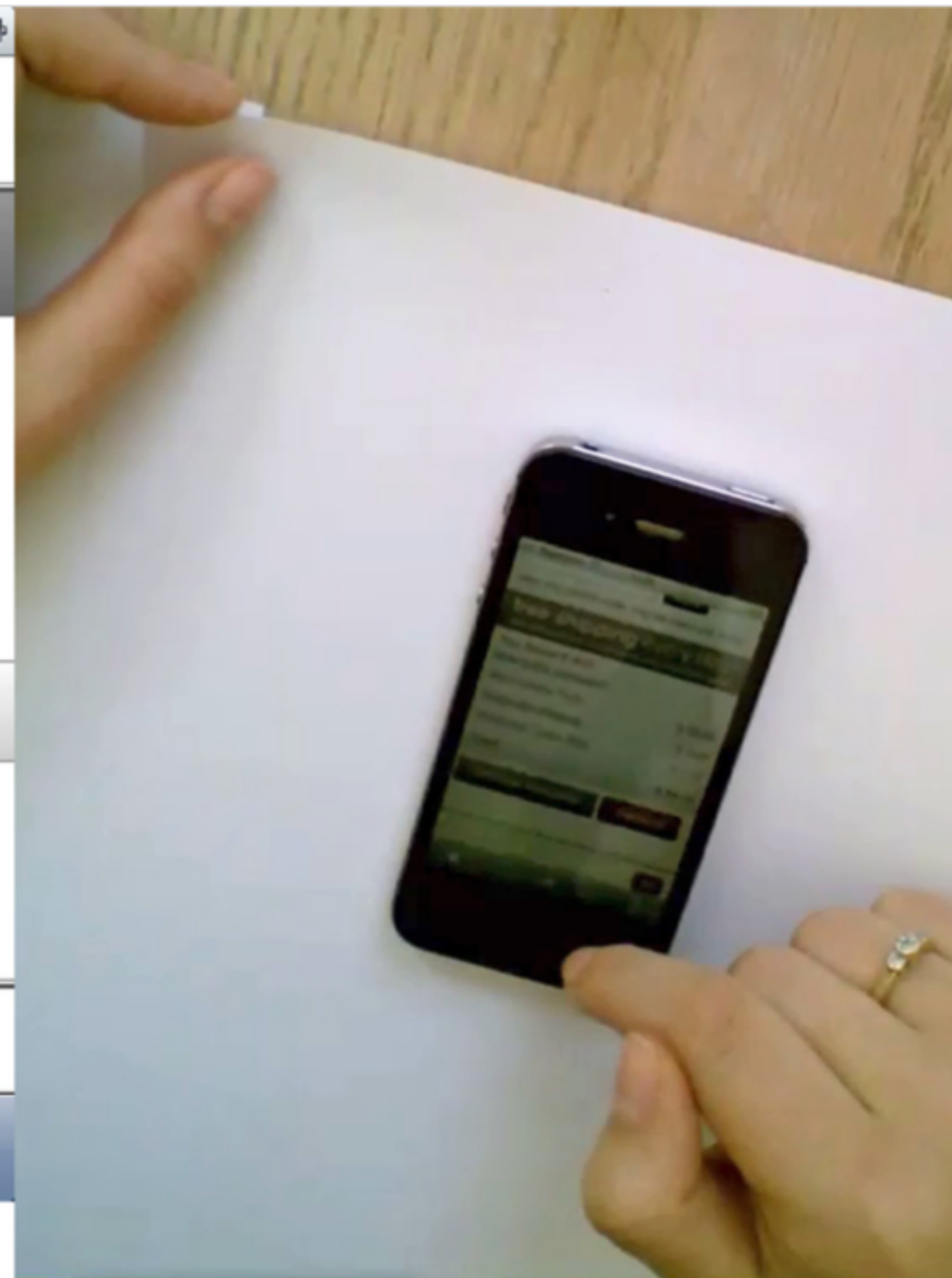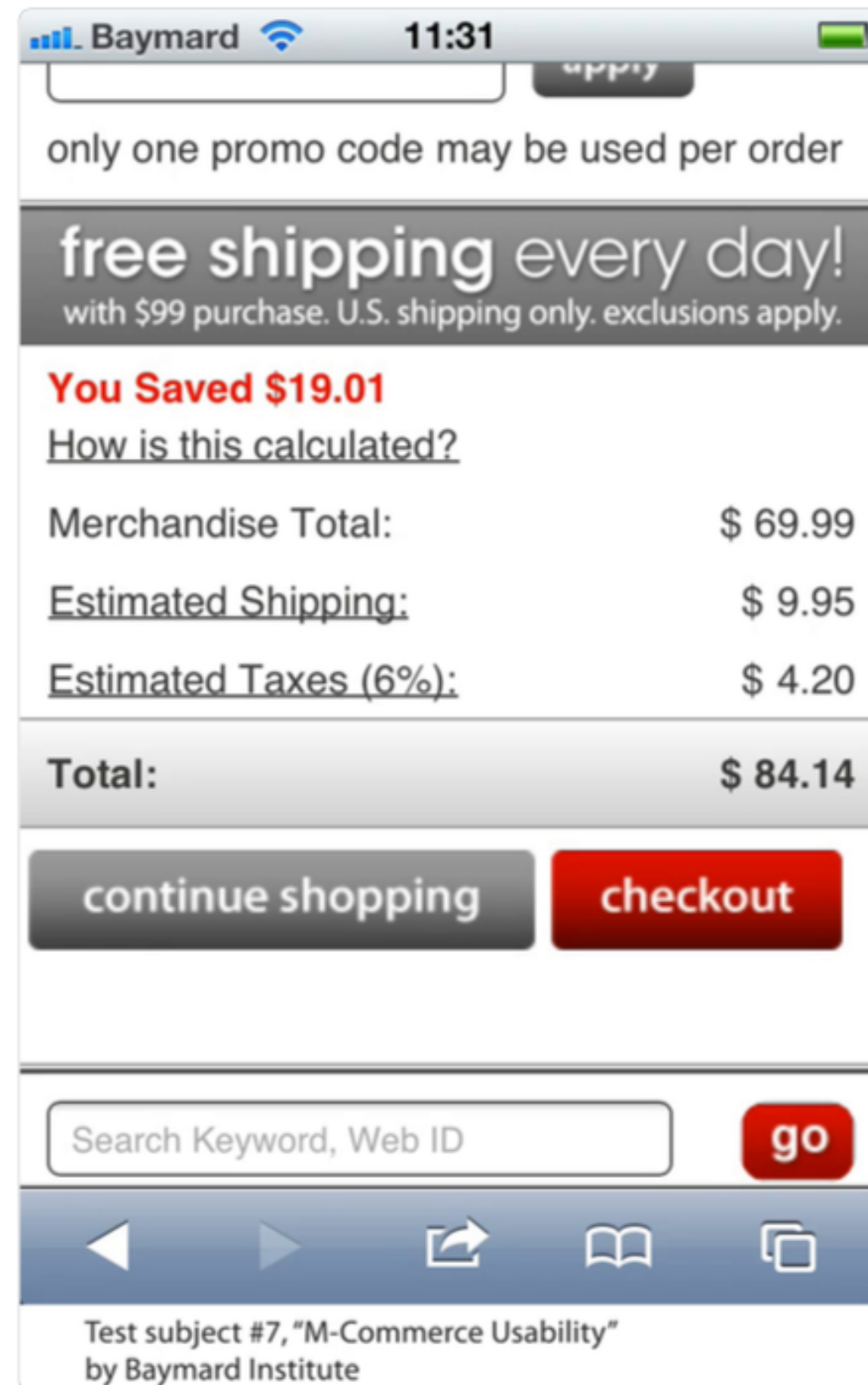
An estimated total price is provided right in the shopping cart by simply estimating shipping and taxes. This at least gives the user a general idea of the total cost.

An estimated total price is provided right in the shopping cart by simply estimating shipping and taxes. This at least gives the user a general idea of the total cost.

- **Avoid Hidden Costs: Pricing**

  Display full or *estimated* price early on, e.g. in the cart — *way* before entering card data.

An estimated total price is provided right in the shopping cart by simply estimating shipping and taxes. This at least gives the user a general idea of the total cost.

- **Avoid Hidden Costs: Price Breakdown**

  Show full *cost granularity* and cost descriptions, including a detailed shipping breakdown.

Nikka Yoichi 10 Year Old :

Specialit...

THE WHISKY EXCHANGE
WORLD OF FINE SPIRITS

You have 1 item in your basket

Nikka Yoichi 10 Year Old
70cl / 45%

1   £76.95

Basket Total   **£76.95**
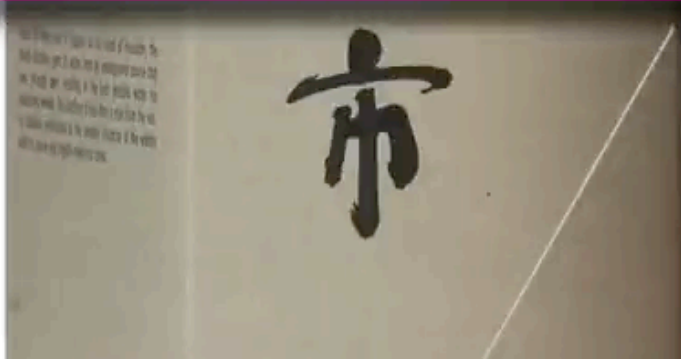
🔒 CONTINUE TO SECURE CHECKOUT

Currency & Country of Delivery

GBP (£)

United Kingdom

UPDATE

"YOICHI"

HARDCOVER

$ **24**.00 $ **39**.00

Added to the cart ✓

Gorgeous, printed book. eBook is included.
Now available.

EBOOK

$ **19**.00

Get the eBook

PDF, ePUB, Amazon Kindle.

localhost:3000/printed-books/smashing-book-5/#

Responsive design is a default these days, but we are all still figuring out just the right process and techniques to better craft responsive websites. That's why we created a new book — to gather practical techniques and strategies from people who have learned how to get things done right, in actual projects with actual real-world challenges.

——— HARDCOVER ———   ——— EBOOK ———

$ 24.⁰⁰ $ 39.⁰⁰ $ 19.⁰⁰

Added to the cart ✓   **Get the eBook**

Gorgeous, printed book. eBoo...
Now available.

SHOPPING CART (CLEAR)

Smashing Book #5: Real-Life Res...
Book

1 ×$24.00   - 1 +

Shipping to USA 🇺🇸 ▼

Checkout ($24.00) →   ✕

> Lorem ipsum dolor sit amet. Something really nice that has been said about the book goes here. The testimonial helps sell the book quite well.

Jen Simmons
Executive producer and host of The Web Ahead

Neatly packed in a gorge... end techniques and patte... developers. The book isn... workarounds — it shoul... on actual techniques use... you could apply to your websites today, too.
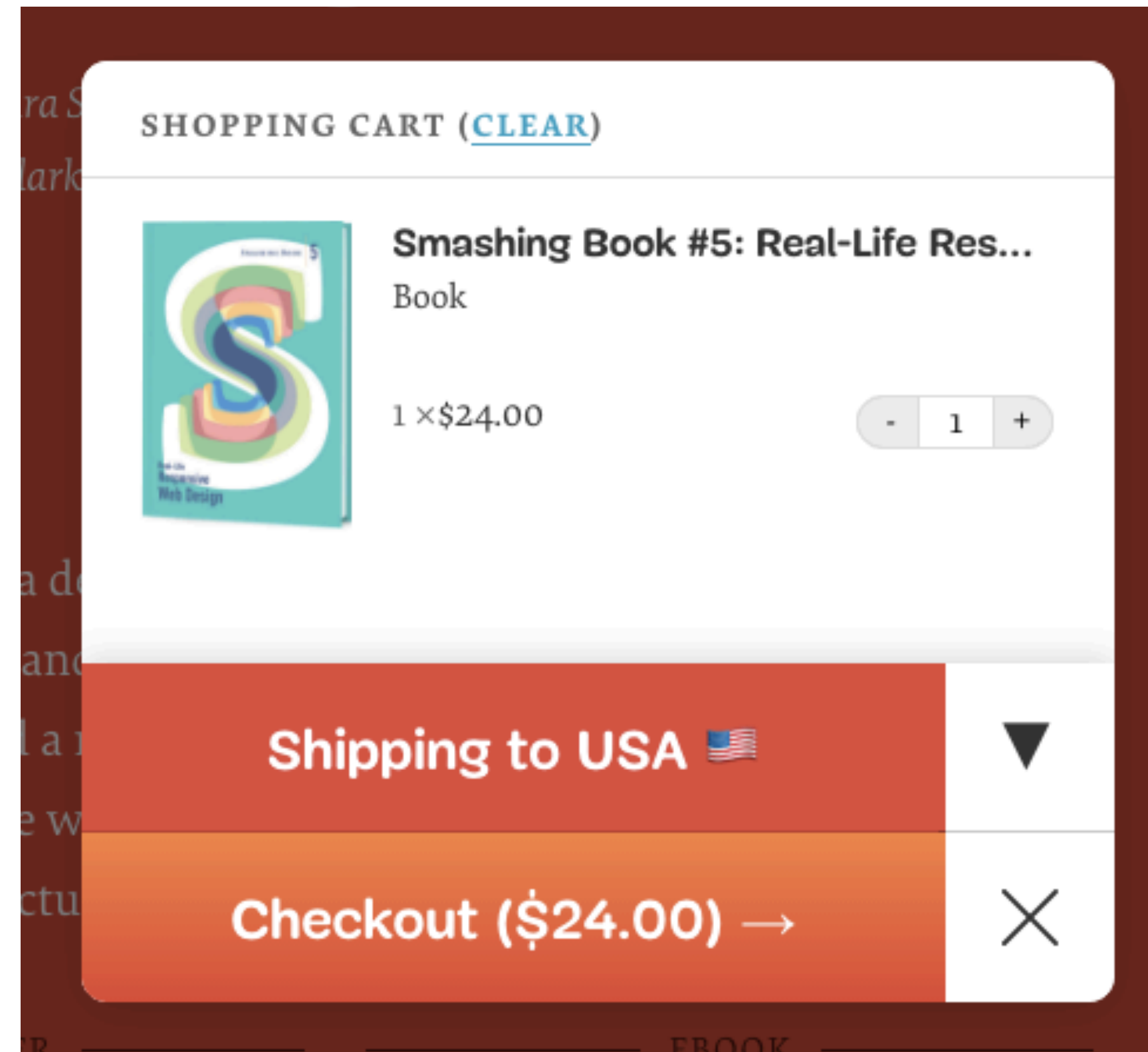
- **Determine The Delivery Country Early On**

  Helps avoid confusion and simplifies comparing;
  value user's account settings over IP detection.
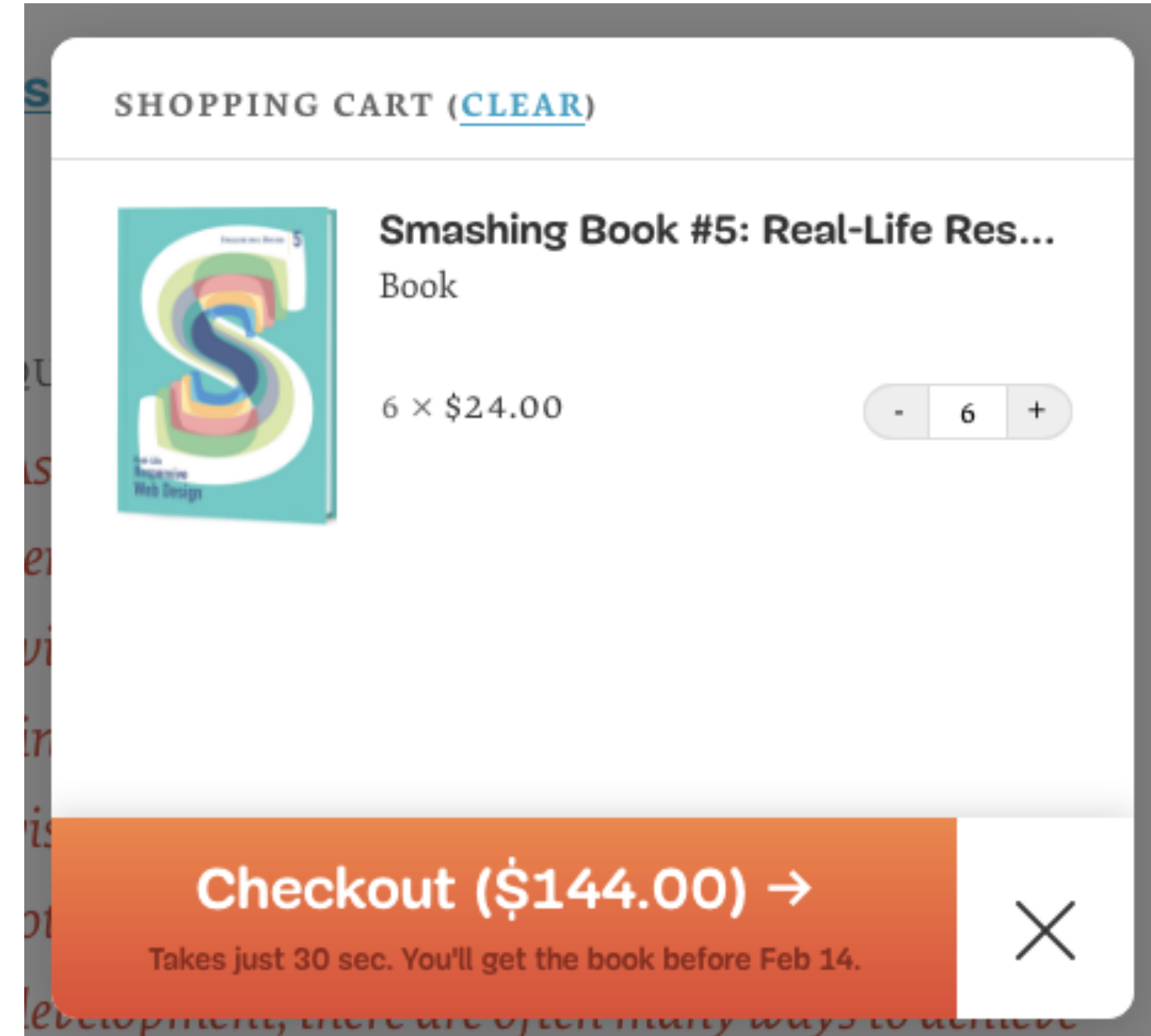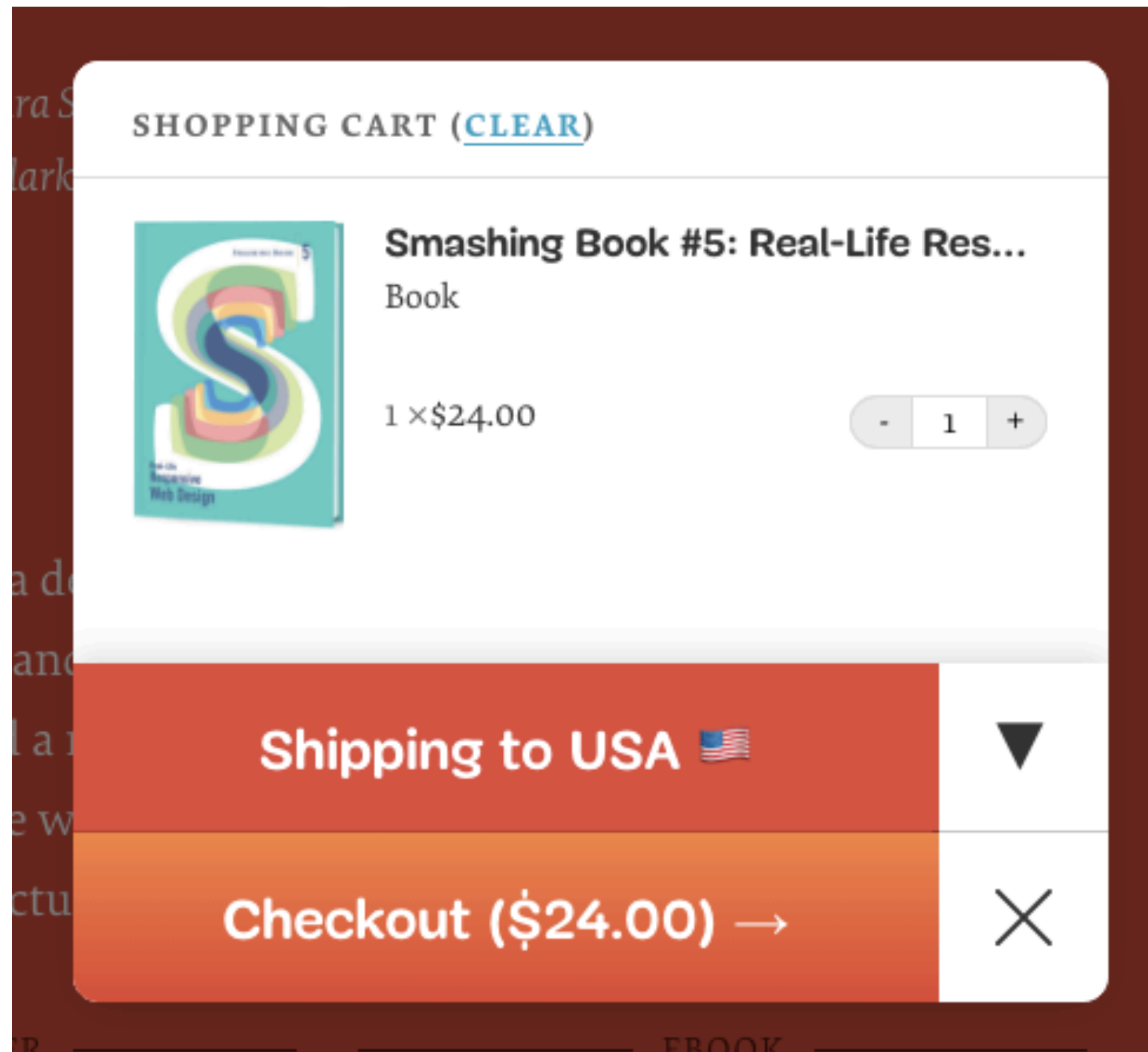
- **Determine The Delivery Country Early On**
  Allow users to select a country before they land in the checkout to display final price right away.

Choose what you want.

Even minor support matters. Choose the option that works best for you.
You can cancel *any* time. No buts or ifs. Ah, and the first month is on us! 🍺

	Supporter $3 / mo.	Member $5 / mo.	Smashing $9 / mo.
Supporter $3 / mo.			
Member $5 / mo.			
Smashing $9 / mo.			

	Supporter $3 / mo.	Member $5 / mo.	Smashing $9 / mo.
Fast, ad-free experience	✓	✓	✓
One monthly webinar	✓	✓	✓
Curated workshops slides (2500+ slides)	✓	✓	✓
Invite to the SmashingConf party	✓	✓	✓

Smashing Book #5: Real-Life Res...

Book

1 × $24.00

- 1 +

Checkout ($24.00) →

Takes just 30 sec. You'll get the book before Feb 14.

Smashing Book #5: Real-Life Responsive Web Design

1 × $24.00

| - | 1 | + |

Coupon code | **Apply**

SUBTOTAL	$22.18
TAXES	$1.82
SHIPPING	FREE
EXP. DELIVERY 🇩🇪	JAN 17

TOTAL USD | **$24.00**

Smashing Book #5: Real-Life Responsive Web Design

1 × $24.00   [-] [1] [+]

| Coupon code | Apply |

SUBTOTAL	$22.18
TAXES	$1.82
SHIPPING	FREE
PAY BY CARD OR PAYPAL	FREE
EXP. DELIVERY 🇩🇪	JAN 17

TOTAL USD   **$24.00**

Smashing Book #5: Real-Life Responsive Web Design

1 × $24.00   [-] [1] [+]

| Coupon code | Apply |

SUBTOTAL	$22.18
TAXES	$1.82
SHIPPING	FREE
EXP. DELIVERY 🇩🇪	JAN 17

Pay by

(●) **Debit card**
Free

(○) **Credit card**
Free

(○) **PayPal**
Free

TOTAL USD   **$24.00**

- **Eliminate All Concerns At Once**
  Communicate subtotal, taxes, shipping costs, delivery time, fees, charger and total price early.

global.llbean.com/s/llbeanintl/shop/Deluxe-Bookpack-Collection/514236

CUSTOMER SERVICE   1.207.552.3051

ACCOUNT ⌄   SHIP TO

L.L.Bean®

Want to ship to the US, Canada or Japan?

Japan **www.llbean.co.jp**   US & Canada **www.llbean.com**

1. Where will you be shipping to?*

Lithuania ⌄

2. Select your preferred currency

Euro ⌄

UPDATE COUNTRY AND CURRENCY

*At the moment we only ship to countries listed above. You can also shop our US site **www.llbean.com**

Messenger Bags

Outerwear
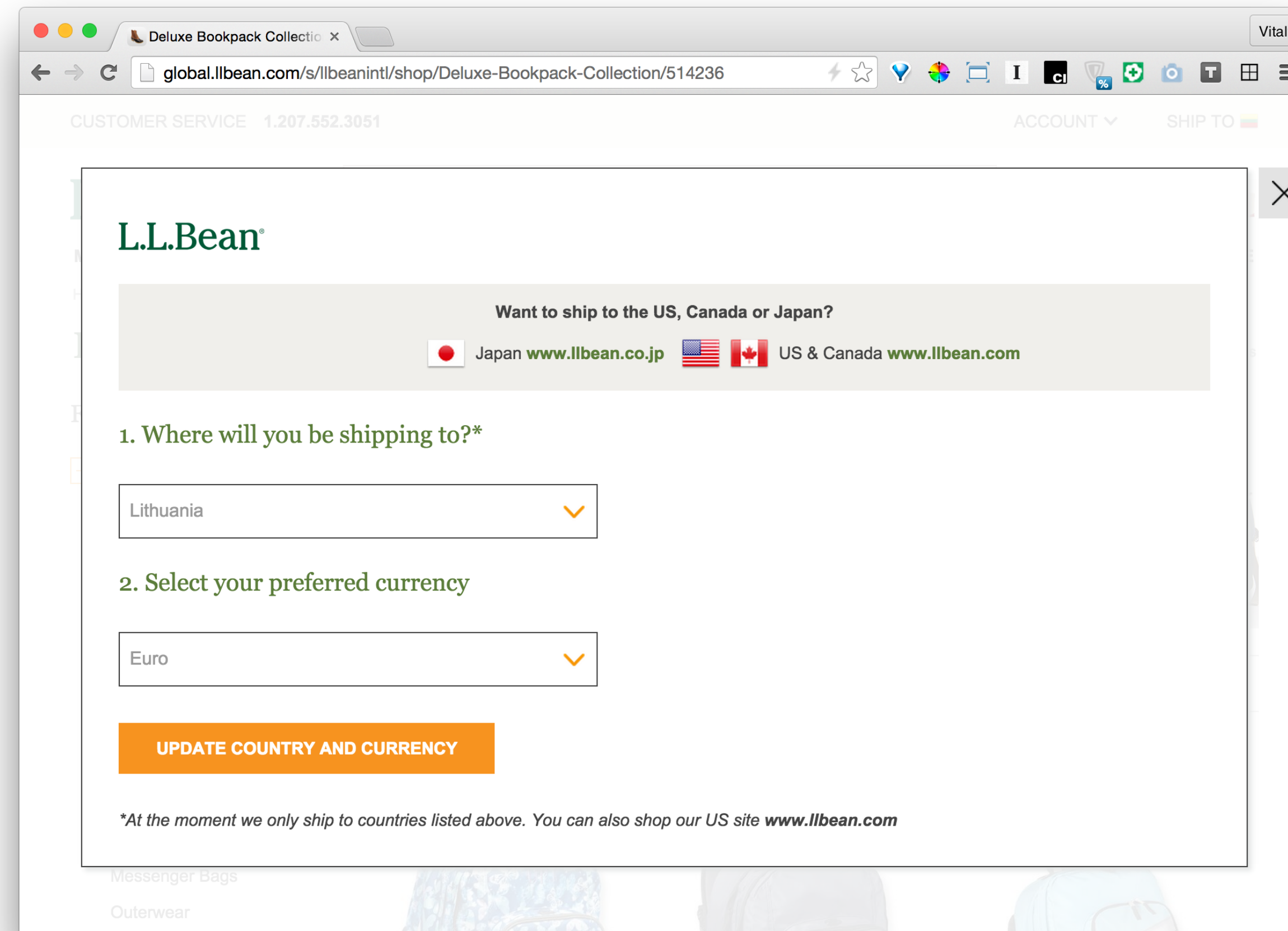
- **Show Price in Shopper's Local Currency**

Helps avoid confusion and simplifies comparing;
value user's account settings over IP detection.

Shopify, "Why Online Retails Lose Sales", http://www.shopify.com/blog/8484093-why-online-retailers-are-losing

Your Order

Your Order Contains 1 Item

Item	Price	Quantity	Total
BOSS Black 'Jam/Sharp' Trim Fit Grey Virgin Wool Suit Size: 36S Short Color: DARK GREY Available	CAD 539.51	1	CAD 539.51

- **Show Price in Shopper's Local Currency**

  Helps avoid confusion and simplifies comparing;
  value user's account settings over IP detection.

Shopify, "Why Online Retails Lose Sales", *http://www.shopify.com/blog/8484093-why-online-retailers-are-losing*
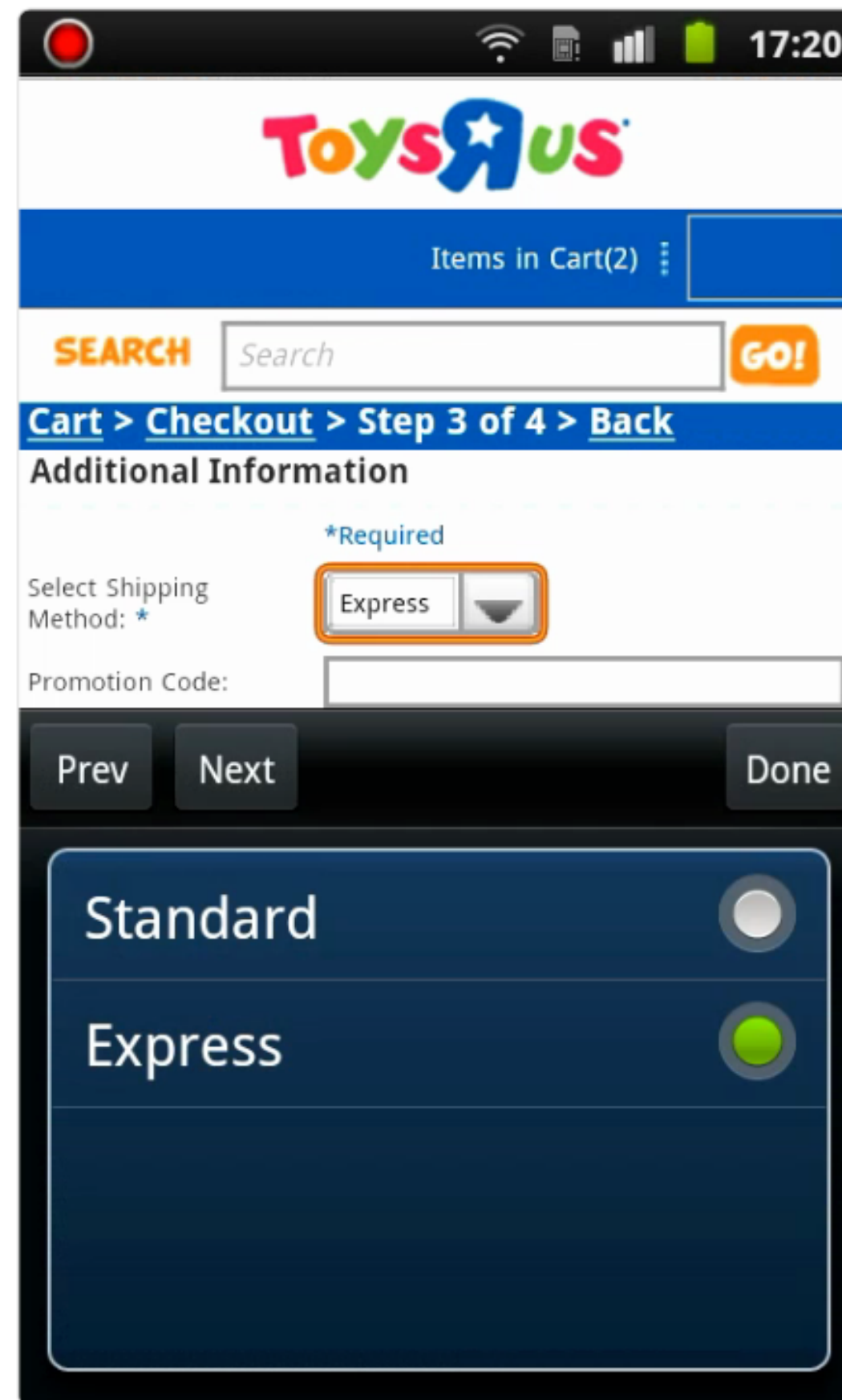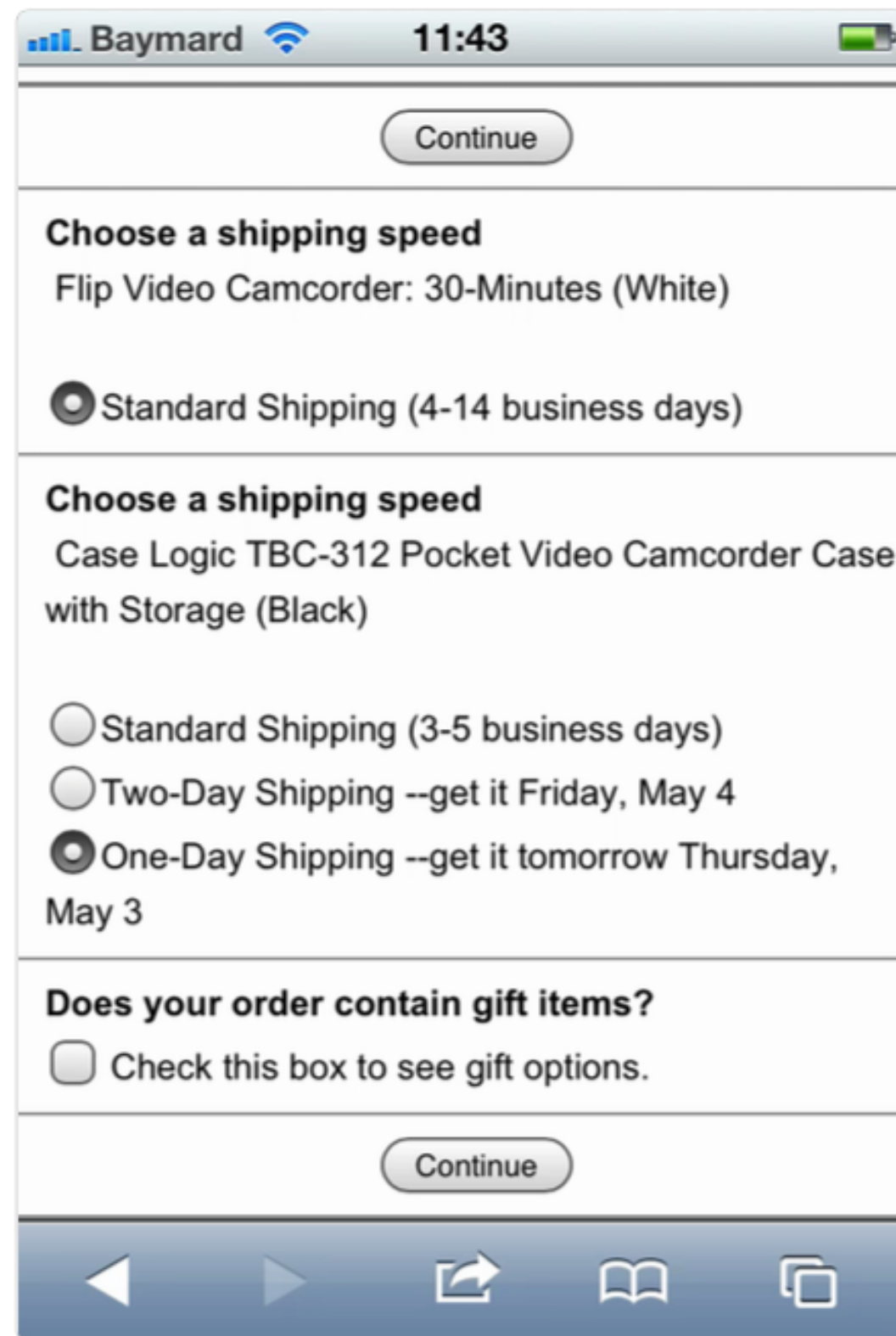
⊗ Amazon, Toys'R'Us, and Walmart do not provide shipping costs as part of the shipping selection (notice how Toys'R'Us does not provide speed either).

❌ While being able to see shipping speed and change shipping method at the order review step is good the options still lack a crucial piece of inline information: cost.
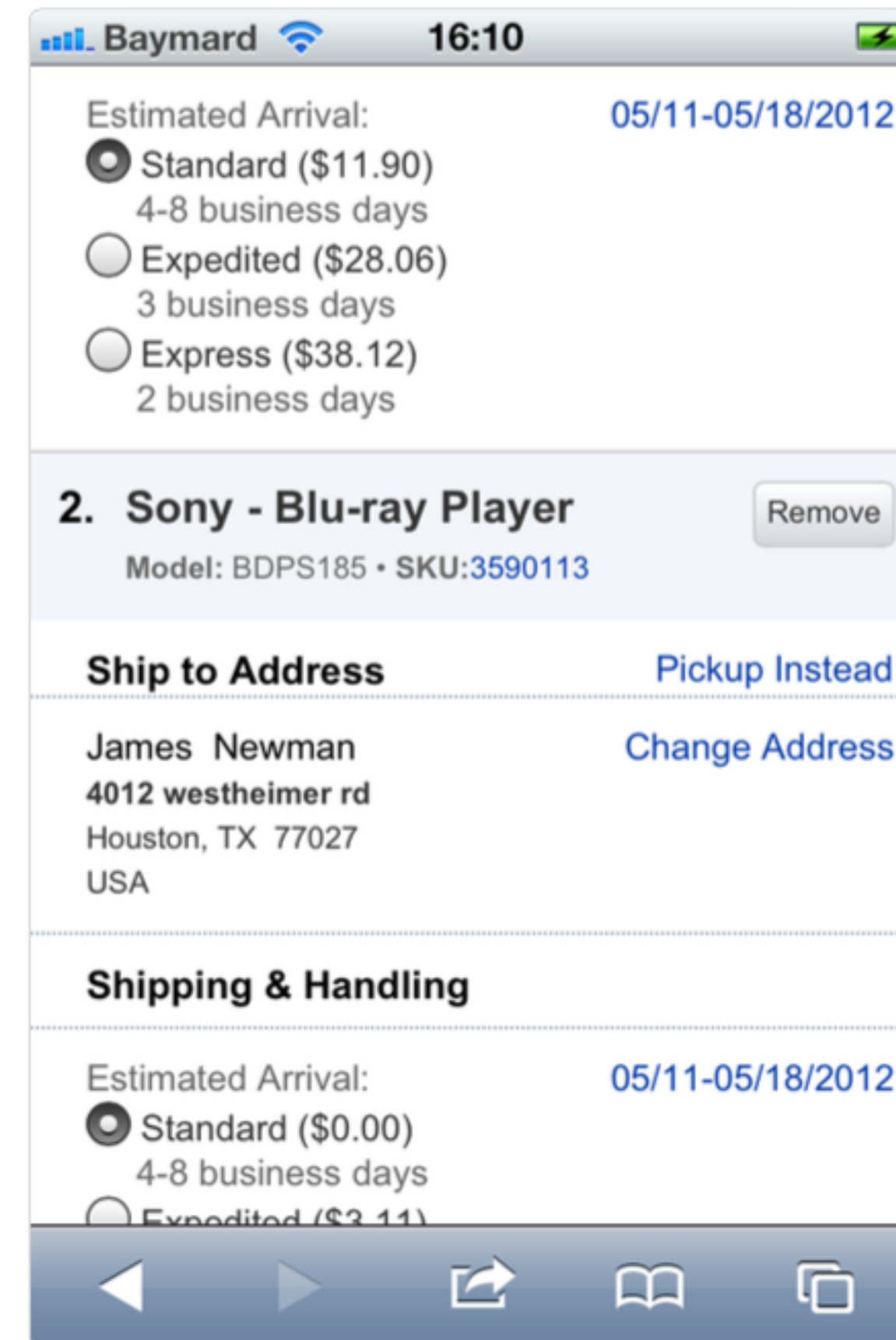
✅ Best Buy gives us an example of the proper way to display shipping options. The options are displayed with both cost and shipping speed within the shipping selection interface itself.

Screen 1

Items: (Change)

Shipped By: ComputerStore

New 60W AC Power Adapter Charger For Apple MagSafe MacBook Pro A1172, A1181
* Marketplace Item -- Shipped by: ComputerStore

Usually ships in 1 to 2 business days.
$17.50 - Quantity: 1

Estimated Delivery Time Following Shipment:
◉ Standard: 4 to 14 business days
○ Expedited: 3 to 6 business days
○ Next Day: 1 business day

Payment

Payment Method:
(Change)

Billing Address:
(Change)

Visa

***-1607

Exp: 5/2014

James Newman
4012 westheimer rd
Houston, TX 77027

◄   ►   ⬆   📖   ⧉

Screen 2

Estimated Arrival: 05/11-05/18/2012
◉ Standard ($11.90)
4-8 business days
○ Expedited ($28.06)
3 business days
○ Express ($38.12)
2 business days

2. Sony - Blu-ray Player   [Remove]
Model: BDPS185 • SKU:3590113

Ship to Address   Pickup Instead

James Newman   Change Address
4012 westheimer rd
Houston, TX 77027
USA

Shipping & Handling

Estimated Arrival: 05/11-05/18/2012
◉ Standard ($0.00)
4-8 business days
○ Expedited ($3.11)

◄   ►   ⬆   📖   ⧉
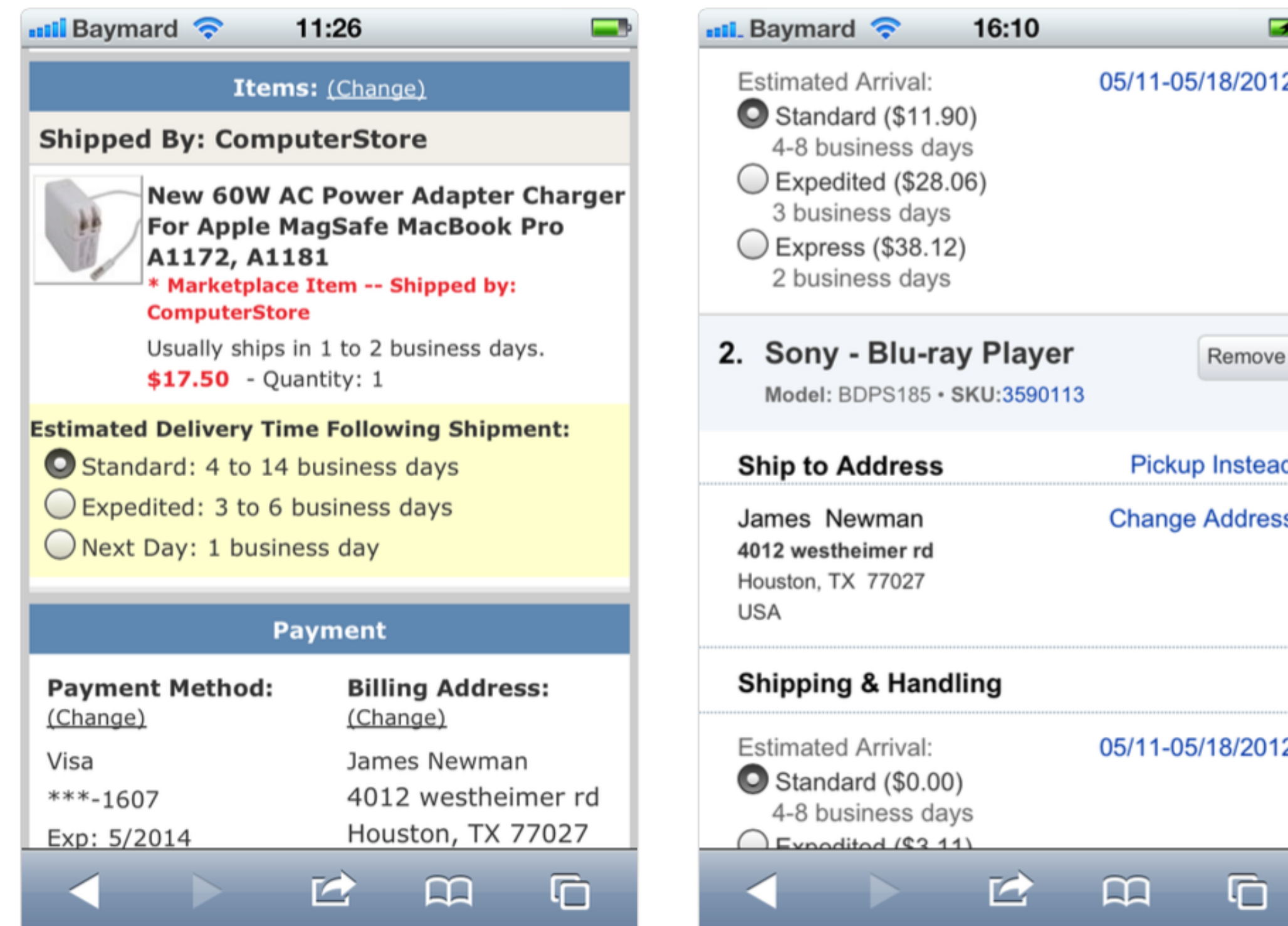
- **Avoid Hidden Costs: Choice Parallysis**

Users cannot make an informed decision if either *speed* or *cost* is missing from the shipping options.

- **Avoid Hidden Costs: Stock Availability**

Also, always display "Stock Availability" alongside shipping methods to *reinforce* user's decision.
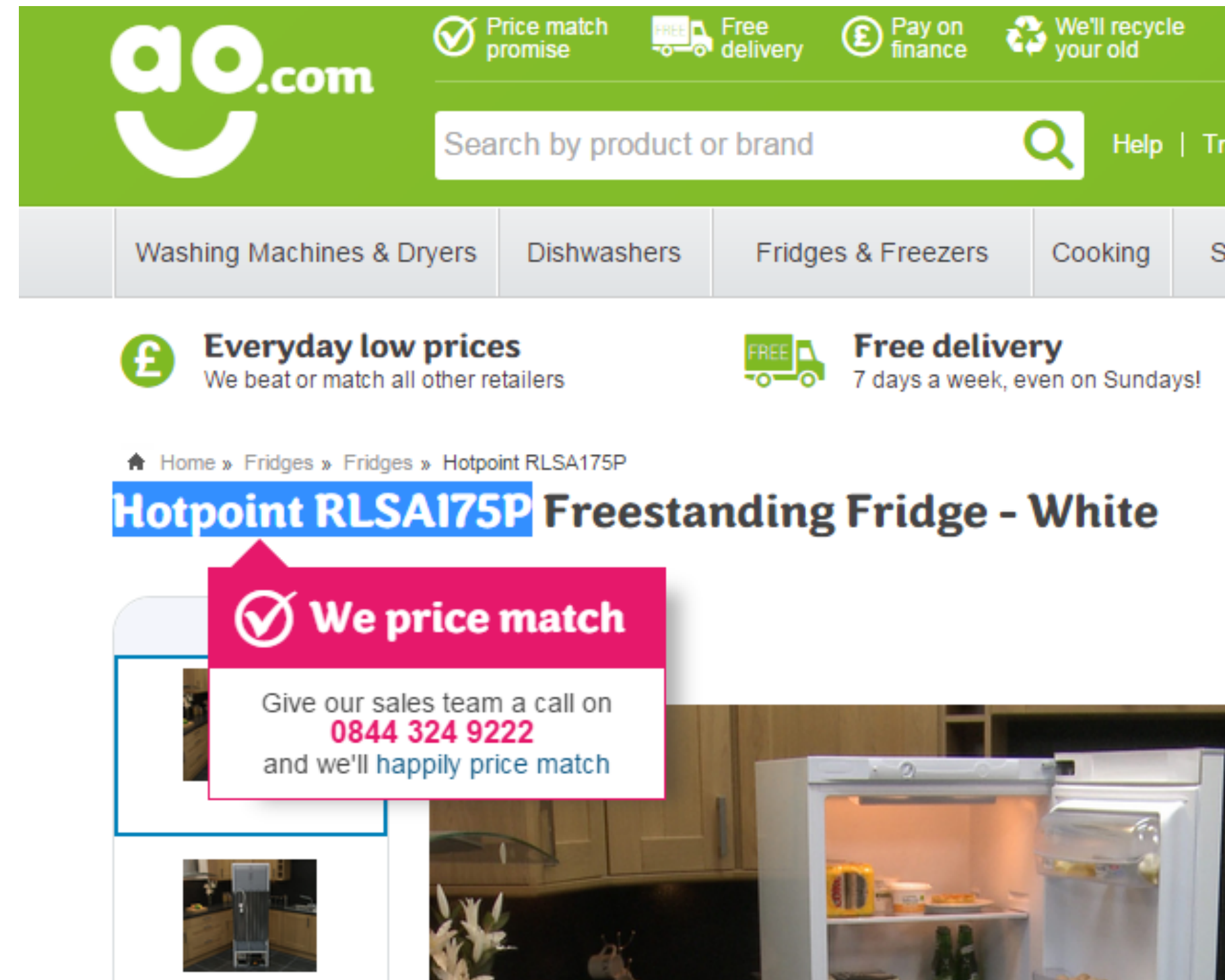
- **Catch Doubts/Concerns Before They Happen**

  Display a *price match tool tip* when users start highlighting an appliance model to copy/paste.

URBAN OUTFITTERS

HELP   URBAN ON   SIGN-IN

WOMEN'S   MEN'S   APARTMENT   GIFTS   SALE   BRANDS   BLOG

SWEATERS + CARDIGANS

Refine By

STYLE
- Cardigan
- Pullover

SIZE
- XS
- S
- M
- L
- XL

COLOR

BRAND
- adidas x Opening Ceremony
- Alternative
- Ash Rain + Oak
- BB Dakota

Sort products by...

Show 18 per page   1 of 4

BDG Twist-Back Shaker Cardigan
$69.00

BDG Twist-Back Shaker Cardigan
$69.00

BDG Twist-Back Shaker Cardigan
$69.00
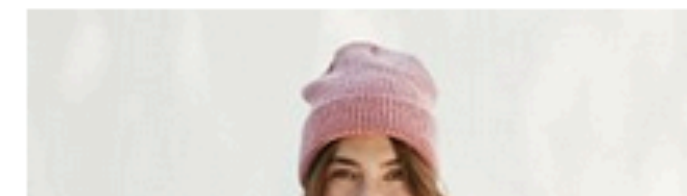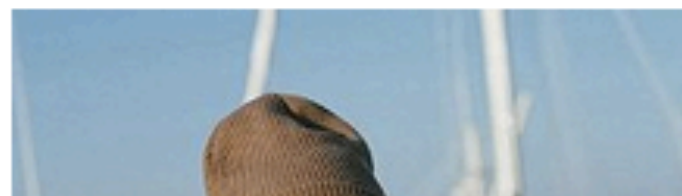
THE PILLOWTALK TANK PAJAMA

$49.50

10 Colors

3 Lengths

THE SLEEPOVER COTTON PAJAMA

$49.50

10 Colors

3 Lengths

ONE SIZE SEXY TANK & SHORT

$20 each or Special 2/$35

4 Colors

Showing Items 1-179 of 252

LOAD MORE

THE PILLOWTALK TANK PAJAMA
$49.50
10 Colors
3 Lengths

THE SLEEPOVER COTTON PAJAMA
$49.50
10 Colors
3 Lengths

ONE SIZE SEXY TANK & SHORT
$20 each or Special 2/$35
4 Colors

Showing Items 1-179 of 252

LOAD MORE

- **Prefer "Load more"+ Infinite Scrolling pattern**
  "Traditional" pagination is perceived as *slow*; yet endless scrolling is often a usability nightmare.

THE PILLOWTALK TANK PAJAMA
$49.50
10 Colors
3 Lengths

THE SLEEPOVER COTTON PAJAMA
$49.50
10 Colors
3 Lengths

ONE SIZE SEXY TANK & SHORT
$20 each or Special 2/$35
4 Colors

Showing Items 1-179 of 252

LOAD MORE

- **Prefer "Load more"+ Infinite Scrolling pattern**
  Display 10–30 products on *initial* page load, use endless scrolling to load *next* 10–30 products.

THE PILLOWTALK TANK PAJAMA
$49.50
10 Colors
3 Lengths

THE SLEEPOVER COTTON
PAJAMA
$49.50
10 Colors
3 Lengths

ONE SIZE SEXY TANK & SHORT
$20 each or Special 2/$35
4 Colors

Showing Items 1-179 of 252

LOAD MORE

- **Prefer "Load more" + Infinite Scrolling pattern**

  When reaching 50–100 products, switch to the *"Load more"* pattern to actively prompt user to act.

Only At Walmart

Video

iRobot

iRobot Roomba 801 Robot Vacuum w/Manufacturer's Warranty

★★★★☆ 22

$399.00 ~~$439.00~~ Save $40.00

2-DAY SHIPPING

Sold & shipped by **Walmart** | **Return policy**

Avoid unexpected repair costs with a $0 deductible **Care Plan** ?

+ Add **3-Year** Protection **$39.00**

+ Add **4-Year** Protection **$53.00**

Qty [1 ▾]   **Add To Cart**

Add to List | Add to Registry

🚚 **FREE 2-DAY SHIPPING**
Arrives by Wednesday, Mar 28
Ship to **10117** **See shipping options**

🏬 **FREE PICKUP TODAY** or available now at
North Bergen, 2100 88th St

See more stores

Images are getting a disproportionate amount of attention. Customers pinch, zoom, and click through *carousels*. Often, all images are reviewed in detail.

Common problem is *lack of confidence* due to *missing details*. Users look for usual suspects — price, shipping options, reviews — but also complementary items.

Common problem is *lack of confidence* due to *missing details*. Users look for usual suspects — price, shipping options, reviews — but also complementary items.

...and *so much more:*

— *material for a kid's toy*

— *spec on region coding for Blu-Ray player*

— *internal measure for a camera case*

— *fabric on a jacket*

— *Wi-Fi / Spotify support of a Hi-Fi system*

- Product page breadcrumbs
- Product name
- Product byline
- Images
- Image zoom overlay
- Final price
- Return policy
- Shipping options (arrival times)
- Shipping estimator
- Countdown for overnight shipping
- Note on fees and taxes
- Best-price guarantee
- Reviews

- Sorting options for reviews
- Stock availability
- Quantity selector
- "Add to cart" / "Buy now" button
- Technical specs
- Compatibility
- FAQ section
- Secondary details
- Product variations
- Supported payment methods
- "Frequently bought with…"
- "Alternatively, customers buy…"
- "Your recently viewed items"

- Product page breadcrumbs
- Product name
- Product byline
- Images
- Image zoom overlay
- Final price
- Return policy
- Shipping options (arrival times)
- Shipping estimator
- Countdown for overnight shipping
- Note on fees and taxes
- Best-price guarantee
- Reviews

- Sorting options for reviews
- Stock availability
- Quantity selector
- "Add to cart" / "Buy now" button
- Technical specs
- Compatibility
- FAQ section
- Secondary details
- Product variations
- Supported payment methods
- "Frequently bought with…"
- "Alternatively, customers buy…"
- "Your recently viewed items"

Only At Walmart

Video

iRobot

iRobot Roomba 801 Robot Vacuum w/Manufacturer's Warranty

★★★★☆ 22

$399.00 ~~$439.00~~ Save $40.00

2-DAY SHIPPING

Sold & shipped by **Walmart** | **Return policy**

Avoid unexpected repair costs with a $0 deductible **Care Plan** ?

＋ Add **3-Year** Protection **$39.00**

＋ Add **4-Year** Protection **$53.00**

Qty 1 ▾   **Add To Cart**

Add to List | Add to Registry

FREE 2-DAY SHIPPING
Arrives by Wednesday, Mar 28
Ship to **10117**   **See shipping options**

FREE PICKUP TODAY or available now at
North Bergen, 2100 88th St

See more stores

Customers also viewed these products

$299.00
iRobot Roomba 680 Robot Vacuum with…

$299.00
Shark ION ROBOT ™ 700 Vacuum with Easy…

$299.00
iRobot Roomba 690 Robotic Vacuum

$699.00
iRobot Roomba 960 Wi-Fi Connected Robot Vacuum…

$279.00
bObsweep PetHair Robotic Vacuum Cleaner and Mop,…

$179.99
iRobot Braava jet 245 Mopping Robot with…

$699.99
iRobot Roomba 860 Se Charging Navigation Tan

Customers also bought these products

$59.00
Beats urBeats Earphones

$14.98
Onn Tilting TV Wall Mount Kit for 24" to 84" TVs with…

$39.98
ONN Full-Motion Articulating, Tilt/Swivel, Universal Wall…

$94.00
The Pioneer Woman 30pc Cookware Set - Red

$259.99
Dyson Light Ball Multifloor Bagless Upright Vacuum

From **$29.96**
Hamilton Beach Toastation 2-in-1 2 Slice Toaster &…

$35.00
Google Chromecast

Feedback

Customer Reviews
iRobot Roomba 801 Robot Vacuum w/Manufacturer's Warranty

4.3 out of 5

★★★★☆ 22

5 Stars	▬▬▬▬▬	16
4 Stars	▬	3
3 Stars		0
2 Stars		0
1 Stars	▬	3
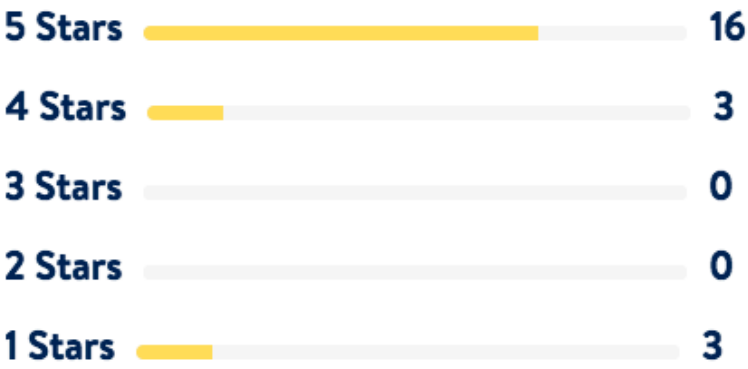
See all 22 reviews

Write A Review

Feedback

Sort By: **Most relevant**

Most helpful

Newest to oldest

Oldest to newest

High to low rating

★★★★★

Awesome vacuum!

by AllTheGoodNamesTaken - 6/27/2017

Only At Walmart

iRobot

iRobot Roomba 801 Robot Vacuum w/Manufacturer's Warranty

★★★★★ 22

$399.00 ~~$439.00~~ Save $40.00

2-DAY SHIPPING

Sold & shipped by **Walmart** | Return policy

Avoid unexpected repair costs with a $0 deductible **Care Plan** ?

+ Add **3-Year** Protection **$39.00**

+ Add **4-Year** Protection **$53.00**

Qty [1 ▾]   **Add To Cart**

Add to List | Add to Registry

🚚 **FREE 2-DAY SHIPPING**
Arrives by Wednesday, Mar 28
Ship to **10117**   See shipping options

🏬 **FREE PICKUP TODAY** or available now at
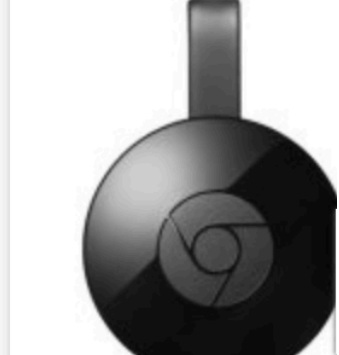North Bergen, 2100 88th St

See more stores

Video

• **Eliminate all concerns at once**

Show product name, byline, price, images, *delivery options,* reviews, stock availability, return policy, technical specs, compatibility, secondary details.

Customers also viewed these products

$299.00 — Robot Roomba 680 Robot Vacuum with...

$299.00 — Shark ION ROBOT ™ 700 Vacuum with Easy...

$299.00 — iRobot Roomba 690 Robotic Vacuum

$699.00 — iRobot Roomba 960 Wi-Fi Connected Robot Vacuum...

$279.00 — bObsweep PetHair Robotic Vacuum Cleaner and Mop,...

$179.99 — iRobot Braava jet 245 Mopping Robot with...

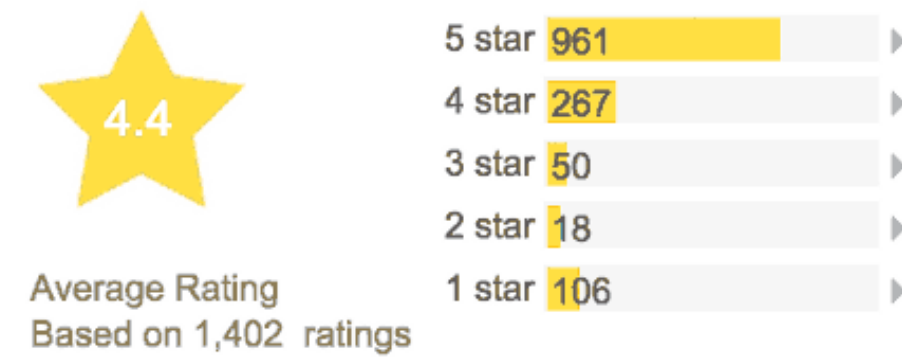$699.99 — iRobot Roomba 860 S Charging Navigation Tan...

Customers also bought these products

$59.00 — Beats urBeats Earphones

$14.98 — Onn Tilting TV Wall Mount Kit for 24" to 84" TVs with...

$39.98 — ONN Full-Motion Articulating, Tilt/Swivel, Universal Wall...

$94.00 — The Pioneer Woman 30pc Cookware Set - Red

$259.99 — Dyson Light Ball Multifloor Bagless Upright Vacuum

From $29.96 — Hamilton Beach Toastation 2-in-1 2 Slice Toaster &...

$35.00 — Google Chromecast

- **Eliminate all concerns at once**

Display available variations and "estimate shipping" and explain which payment methods you support.
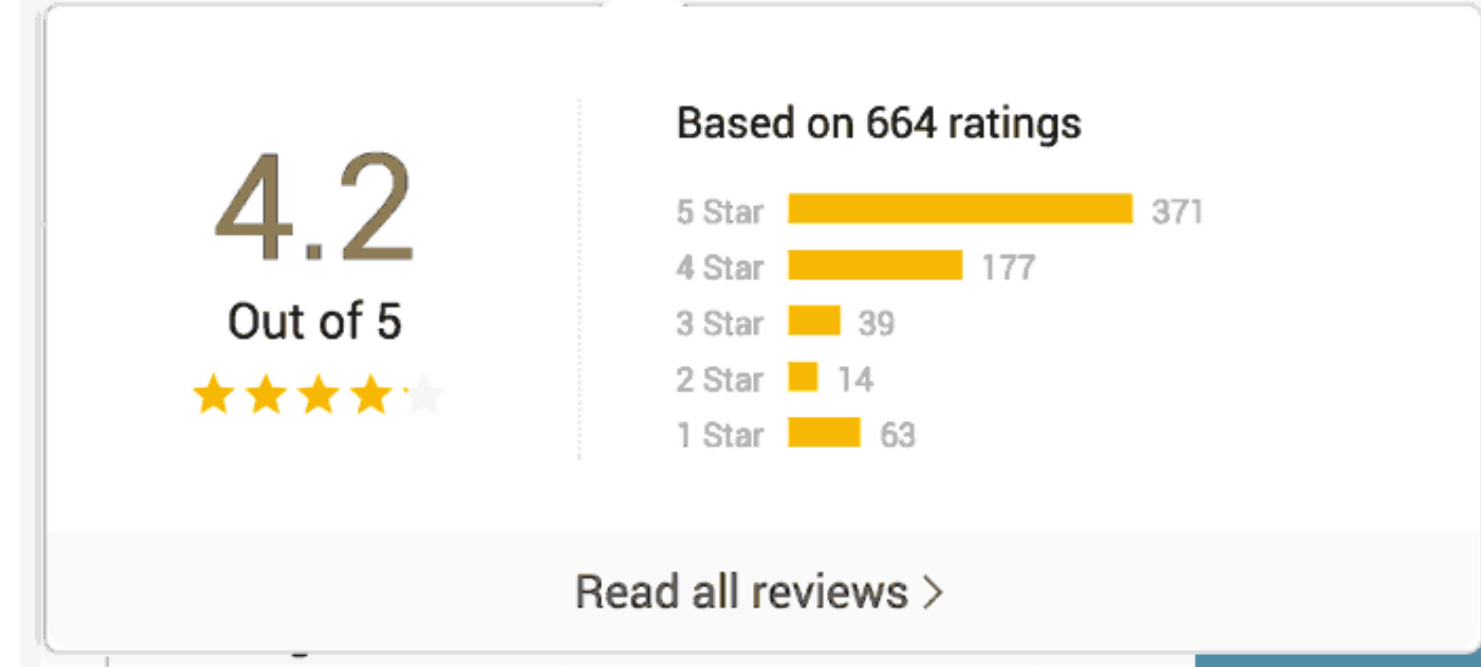
Reviews of Apple 16GB iPad Mini with Wi

4.4

5 star	961
4 star	267
3 star	50
2 star	18
1 star	106

Average Rating
Based on 1,402 ratings

Apple iPhone 6 (Gol

by Apple

★★★★⯨ ▼   1,259 custo

4.3 out of 5 stars

5 star	862
4 star	197
3 star	52
2 star	27
1 star	121

See all 1,259 reviews ›

36 offers from ₹ 45,887.00

Samsung Note 3 Neo 16GB Black

★★★★☆   664 Ratings ⌄ | 159 Reviews | Q&A

4.2

Out of 5

★★★★☆

Based on 664 ratings

5 Star	371
4 Star	177
3 Star	39
2 Star	14
1 Star	63

Read all reviews ›

Reviews of Moto G (2nd Generation) (Bla

4.2

5 star	19,055
4 star	10,929
3 star	2,663
2 star	1,080
1 star	2,855

Average Rating
Based on 36,582 ratings

Kindle - 6" Glare-Fre

by Amazon

★★★★☆ ▼   1,102 custo

4.1 out of 5 stars

5 star	610
4 star	255
3 star	107
2 star	46
1 star	84
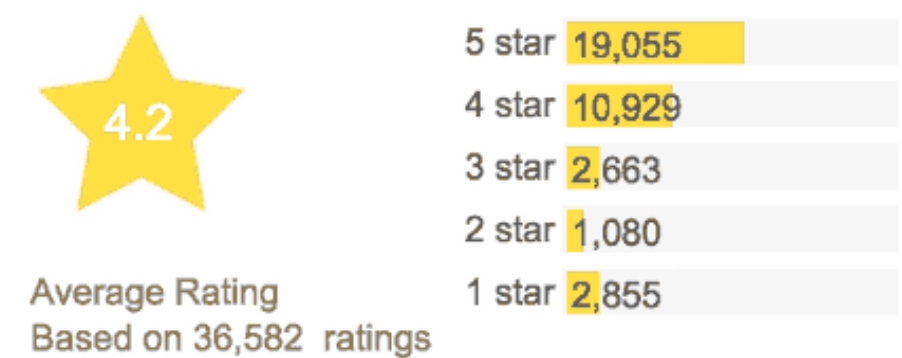
See all 1,102 reviews ›

iPhone 5S 32 GB Gold

★★★★☆   3301 Ratings ⌄ | 737 Reviews | Q&A

4.3

Out of 5

★★★★⯨

Based on 3301 ratings

5 Star	2188
4 Star	620
3 Star	142
2 Star	67
1 Star	284

Read all reviews ›

Reviews of THE ALCHEMIST (English)

4.5

5 star 1,408
4 star 441
3 star 103
2 star 53
1 star 49

Average Rating
Based on 2,054 ratings
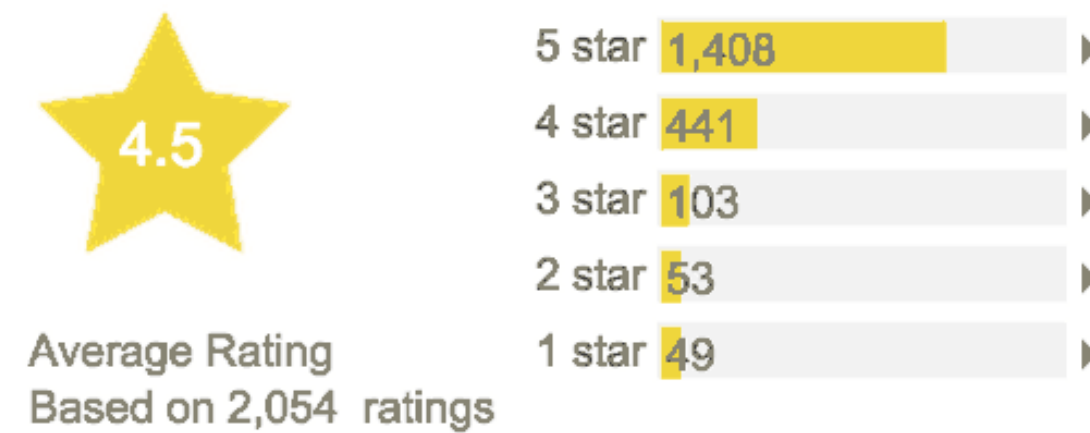
Reviews of Inferno (English) (Paperback)

4.3

5 star 1,617
4 star 927
3 star 341
2 star 99
1 star 64

Average Rating
Based on 3,048 ratings
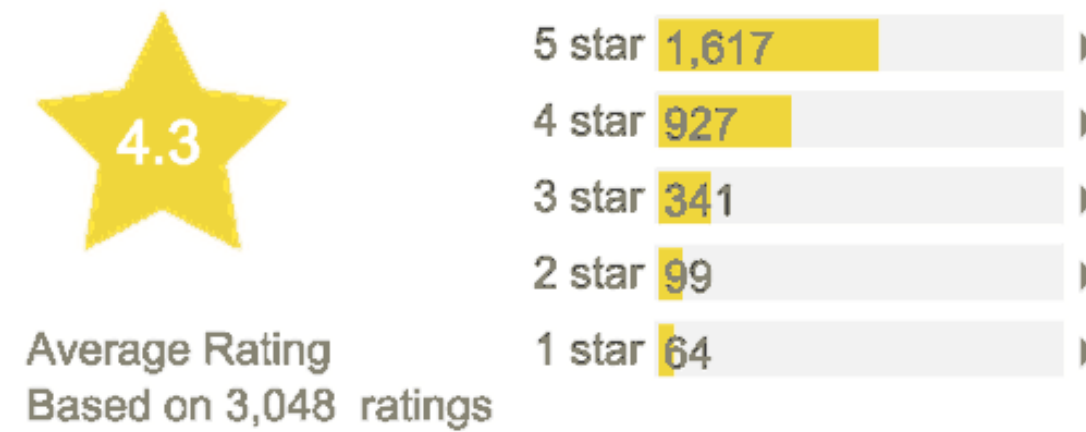
Reviews of Angels And Demons (Engli

4.7

5 star 384
4 star 101
3 star 17
2 star 5
1 star 1

Average Rating
Based on 508 ratings
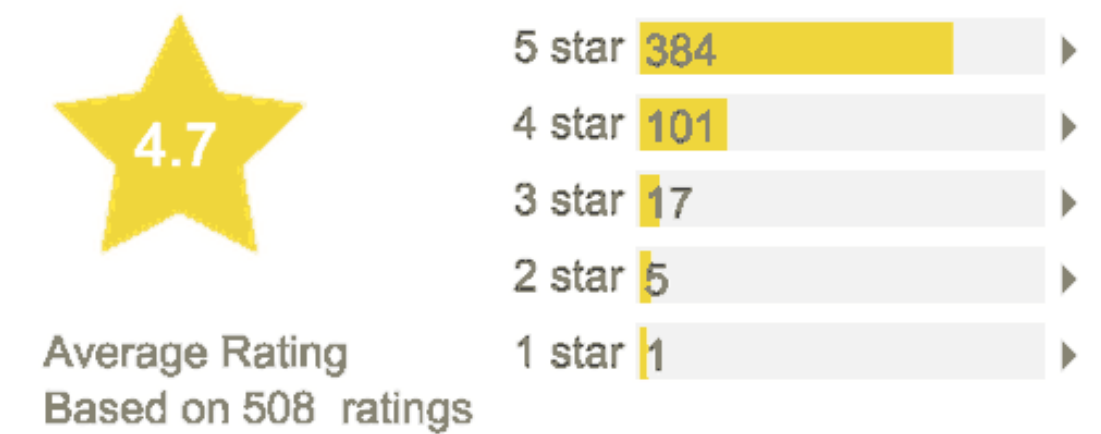
Reviews of The Da Vinci Code (English

4.8

5 star 447
4 star 74
3 star 8
2 star 2
1 star 5

Average Rating
Based on 536 ratings
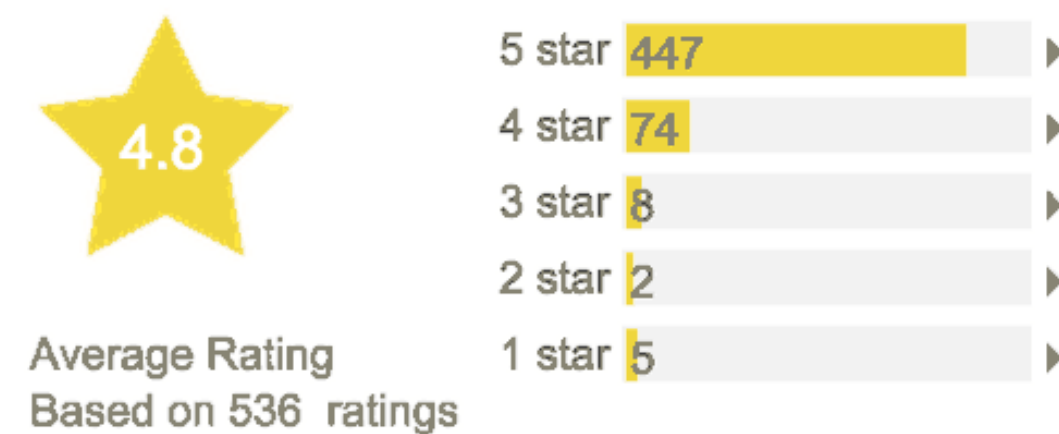
Reviews of Half Girlfriend (English) (Paperba

4

5 star 4,522
4 star 2,450
3 star 1,172
2 star 515
1 star 757

Average Rating
Based on 9,416 ratings

Reviews of Atlas Shrugged (English) (Pa

4.4

5 star 113
4 star 22
3 star 5
2 star 6
1 star 11

Average Rating
Based on 157 ratings
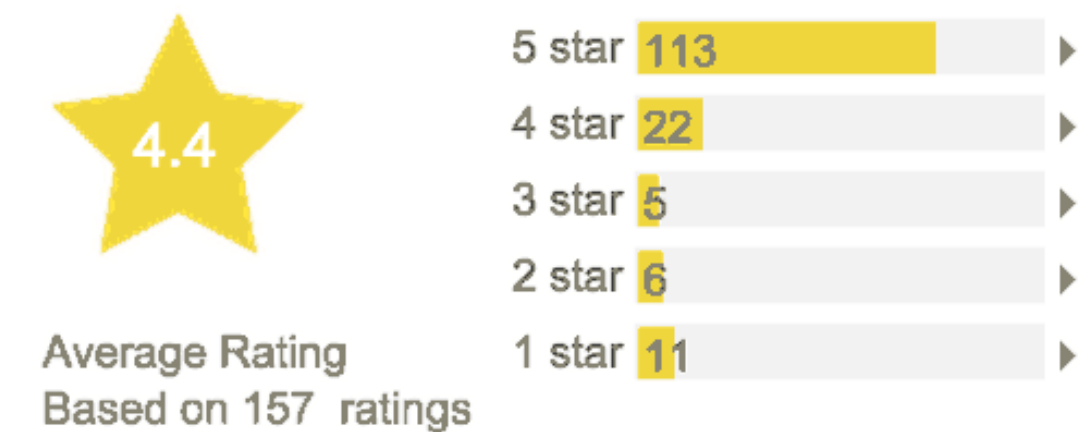
Based on their ratings which of these two products would you purchase?

2,250 respondents. Randomized answer sequence. February 6-17, 2015. US adult population. Copyright Baymard Institute.
baymard.com/blog/user-perception-of-product-ratings

Hunter 51010 Breeze 42-inch
Fan with Five White Blades...
$89.00 $114.00
★★★★⯪ ▾ 12

4.5-star avg., 12 ratings **62.0%** (+4.2 / -4.4)

Hunter 50211 Breeze 42-inch
Fan with Five White Blades...
$89.00 $114.00
★★★★★ ▾ 2

5.0-star avg., 2 ratings **38.0%** (+4.4 / -4.2)

Hunter 51010 Breeze 42-inch
Fan with Five White Blades...
$89.00 $114.00
★★★★⯪ ▾ 57

4.5-star avg., 57 ratings **61.0%** (+4.3 / -4.5)

Hunter 50211 Breeze 42-inch
Fan with Five White Blades...
$89.00 $114.00
★★★★★ ▾ 4

5.0-star avg., 4 ratings **39.0%** (+4.5 / -4.3)

Hunter 51010 Breeze 42-inch
Fan with Five White Blades...
$89.00 $114.00
★★★★⯪ ▾ 57

4.5-star avg., 57 ratings **53.9%** (+4.0 / -4.1)

Hunter 50211 Breeze 42-inch
Fan with Five White Blades...
$89.00 $114.00
★★★★★ ▾ 5

5.0-star avg., 5 ratings **46.1%** (+4.1 / -4.0)

Battery Life	👍	95%	👎	5%
Performance	👍	85%	👎	15%
Camera	👍	58%	👎	42%

Rating & Reviews 91

⭐
4.0
OUT OF 5

👍
93%
RECOMMEND

☆☆☆☆☆
RATE IT!

Based on 365 ratings

5 Star	▬▬▬▬▬▬	173
4 Star	▬▬▬▬	107
3 Star	▬	39
2 Star	▪	11
1 Star	▪	35

Based on 77 recommendations.

Would you recommend this item?

YES   NO

Have you purchased this item?

WRITE A REVIEW

Displaying Reviews 1-10 of 91   Sort by: **Most Helpful**   Most Recent   Filter by: All Stars ⌄

Pros: ✅ Battery Life (34)   Cons: ☐ Poor Display (40)

☐ Performance (28)   ✅ Heating (15)

☐ Value for Money (23)

M

madan
4 Reviews

★★★★☆   Dec 04, 2014

micromax canvas xl2 mobile phone

i purcahse the micromax xl2 phone good phone big screen 5.5 inch thatas nice and resloution is qhd and ips screen and processor is good ram is good colour is avi whhite and black now most important battery backup battery is 2500mh and good life camera also good i am use this phone.micromax cnavas series is good. enjoy for movies and video and gaming. enjoy for heavy games nice phone.

Micromax Canvas Xl2 A109
Black

★★★★☆

MRP Rs ~~11,999~~

Rs 7,599

BUY NOW

★★★★★ **5** / 5

28 July 2015

Jane

From: Lancashire
Age: 45 to 54
Gender: Female

Hot point fridge freezer.

Great item, delivery was super fast and delivery men did an excellent job!! It's good and super fast to set up. No problems as yet many thanks

Temperature Efficiency
▮▮▮▮▮ **5** / 5

Capacity
▮▮▮▮▮ **5** / 5

Build Quality
▮▮▮▮▮ **5** / 5

Design
▮▮▮▮▮ **5** / 5

✔ Yes, I recommend this product.

Need Help?
Chat Now

Helpful? 👍 0   👎 0

---

1   **2**   **NEXT >**

Questions & Answers   (6 Questions | 6 Answers)

Sort by

🗨 Does this machine come with a hose to attach to the water supply.   1 answer +

🗨 Does this machine come with the Blue cold water hose to attach to the water supply.   1 answer +

🗨 Freezer: drawers or shelves   1 answer +

Bolivien
Bonaire, Saint Eustatius und Saba
Bosnien und Herzegowina
Botswana
Bouvetinsel
Brasilien
Britisches Territorium im Indischen Ozean
Brunei Darussalam
Bulgarien
Burkina Faso
Burundi
Chile
China
Cook-Inseln
Costa Rica
Curaçao
Dänemark
✓ Deutschland
Dominica
Dominikanische Republik
Dschibuti
Ecuador
El Salvador
Elfenbeinküste
Eritrea
Estland
Falkland-Inseln (Malwinen)
Färöer-Inseln
Fidschi
Finnland
Frankreich
Französisch-Guayana
Französisch-Polynesien
Französische Südgebiete
Gabun
Gambia
Georgien
Ghana
Gibraltar
Grenada
Griechenland
Grönland
Guadeloupe

Redesign Country Selector

Various issues: unclear sorting, scrolling issues, multiple names/spellings for the same country and breaks the tabbing blow. Breaks flow on mobile.

Over 60% of customers tend to use the keyboard "Tab" key to navigate through checkout input fields. It's *way faster* than using the mouse (three times faster).

They *stop tabbing* when they have to revert to their mouse, e.g. when using a drop-down or "remote" buttons. Any non-standard input is *expensive*.

1 international addresses vary in format

Format	Examples
town, province postalcode	China, India
town province postalcode	USA, Canada, Australia
postalcode town-province	Brazil
postalcode town, province	México
postalcode town (provincia)	Italy
postalcode town	Most other European countries
town postalcode	New Zealand, Thailand, Japan
town, county	Ireland (except Dublin)

France Address Structure

Prénom   Nom

Adresse

powered by Google

Code postal   Ville

Région

Choisissez votre région

Italy Address Structure

Nome   Cognome

Indirizzo

CPA   Città   Provincia

2 you can make specific UI for each variant...

3 ...or a single UI that covers all variants

Full Name:

Address Line1:
Street address, P.O. box, company name, c/o

Address Line2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP/Postal Code:

Country: United States

powered by Google

especially when it is just one input field

Guest Checkout

Umair Ahmed

712 2nd

⌖ **712 2nd** Avenue Seattle, WA, United States
⌖ **712 2nd** Avenue North Seattle, WA, United States
⌖ **712 2nd** Avenue Southeast Issaquah, WA, United States
⌖ **712 2nd** Ave W Seattle, WA, United States
⌖ **712 2nd** Avenue Northeast Seattle, WA, United States

powered by Google

Product Total $382.00
Shipping   FREE
Estimated Tax $0.00
Total Amount Due $382.00

< >   Done

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123   space   return

LUKEW
IDEATION + DESIGN

Ho

DEMO

Netherlands

Honduras

Hong Kong

China

Holy See (Vatican City State)

Japan

Lesotho

U...   ...tandard
dr...   ...eans the
dr...   ...better
ex...   ...le
sp...

Yo...   ...bility
as...   ...ng the
Country Selector.

baymard.com/labs/country–selector

Redesigning the Country Selector

Turning standard drop-downs into advanced auto-complete fields

During our recent checkout study we found several usability issues when using a drop-down for your country selector: a lack of overview, unclear sorting, scrolling issues, inconsistent UIs, a lack of context on mobile devices, and finally, they break the user's tab-flow.

So we took it upon ourselves to redesign the country selector.

Type your country	DEMO

Using principles of progressive enhancement we turn a standard drop-down into an advanced auto-complete field. This means the drop-down remains accessible, while providing a much better experience in modern browsers – handling typos, multiple spelling sequences, synonyms and prioritization.

You can read the more about the design process and usability aspects in our article on Smashing Magazine: Redesigning the Country Selector.

To be notified about future improvements, follow the project on GitHub.
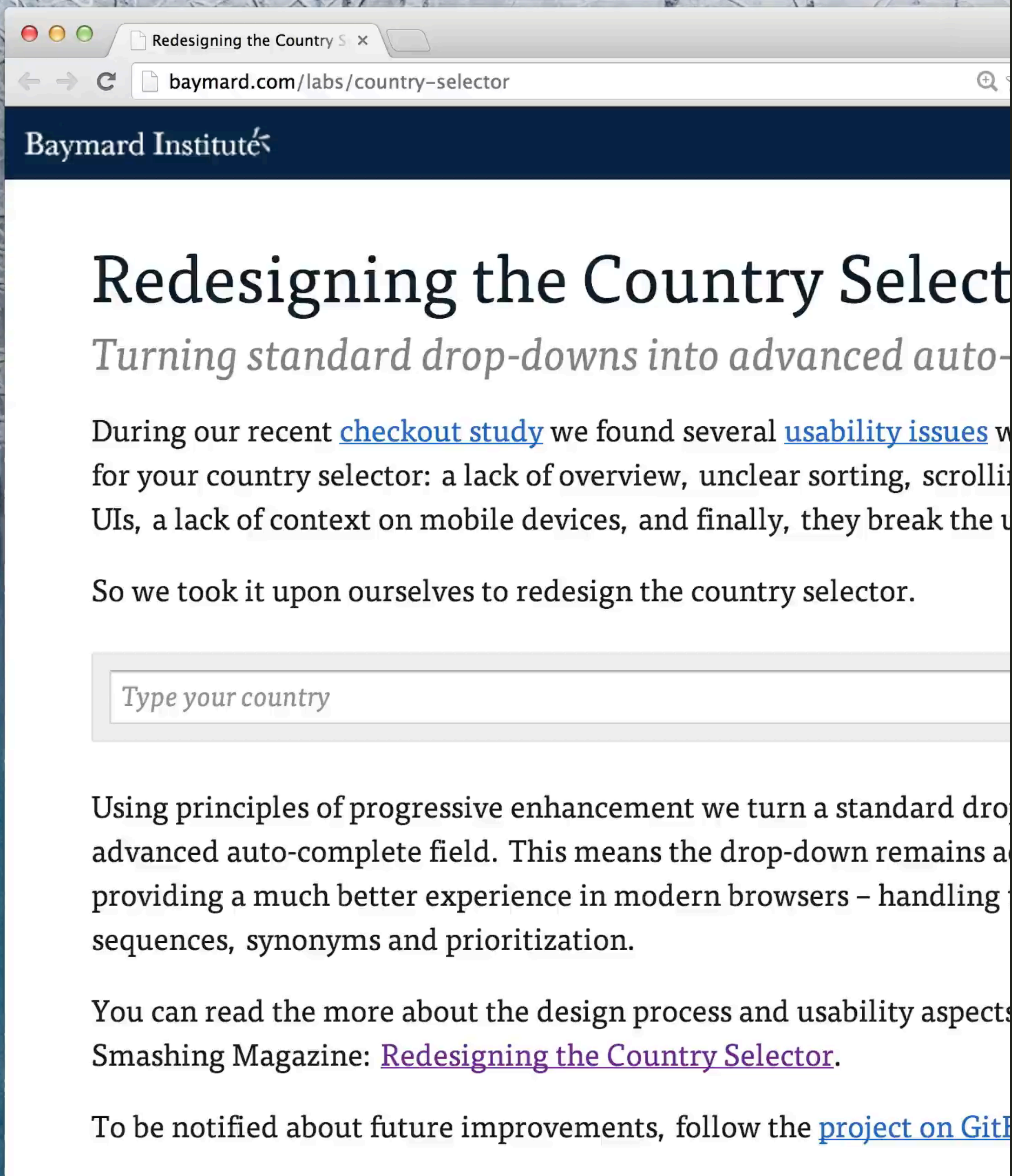
Redesign Country Selector

Auto-complete country selector

must support typos, synonyms, local spellings, country codes, smart prioritization. Can be used for other geographical areas.

Start typing your street address

Buc

Keep typing your address to refine the search results

Bu's, 15 Pagett Close, Hucknall, Nottingham, NG15...

B U, 154-155, Charlotte Way, St. Johns Precinct, Liverpool, L1...

B B U S, PO BOX 5064, Derby, DE21...

Ken Bu Kan Ltd, 1 Bethesda Street, Swansea, SA1...

B U Vehicle Repair Centre, 274 Manchester Road, Huddersfield, HD4...

Flat Bu Belmont Tower, University of Dundee, Mount Pleasant, Dundee, DD1...

Oriental Bu Trading Ltd, Mail Boxes Etc, 266 Banbury Road, Oxford, OX2...

Vitaly

🔒 https://www.graze.com/uk/registration/address

graze

UK ▾   login

tell us about you…

🔒 **graze.com** is secure

your order summary

You've chosen to receive a **variety** box as your first box **– change box type >**

You'll get **your first box half price** and your other boxes will cost £3.99 each

graze is a regular service but **you can change or stop your orders at any time.** You'll pay per box so you're never tied into ongoing deliveries.

🏷 have a promotion or gift code?
enter it here >

not Vitaly (editor@smashingmagazine.com)?
start again >

2 of 3 - your delivery address

thanks Vitaly, now we just need to find your address…

ⓘ most people who work in an office get their boxes delivered directly there

Start typing your street address

Can't find your address? **Enter it manually**

🔒 **graze.com** is secure and your personal information is protected

UK Customer Experience Awards 2014 Winner

CXA 014 WINNER

© 2015 nature delivered ltd   terms   privacy   about   jobs

how it works   faqs   health   gifts   wholesale   in shops   get in touch

Return   One way

Express Booking ⓘ

From:

V|

To:
Destination Airport

Continue

1

Pick a country

All countries	France	Paraguay
Argentina	Germany	Peru
Austria	Greece	Poland
Belgium	Honduras	Portugal
Bolivia	Hungary	Puerto Rico
Brazil	Ireland	Romania
Bulgaria	Israel	Serbia
Colombia	Italy	Slovakia
Croatia	Latvia	Spain
Cuba	Lithuania	Sweden
Cyprus	Luxembourg	Switzerland
Czech Republic	Malta	Ukraine
Denmark	Mexico	United Kingdom
Dominican Republic	Montenegro	United States
Equador	Morocco	Uruguay
Estonia	Netherlands	Venezuela
Finland	Norway	

Pick an airport

Caracas

Castellon (**V**alencia)

Paris **V**atry

Stockholm **V**ästerås

Tours Loire **V**alley

Valencia

Valladolid

Varna

Venice M.Polo

Venice Treviso

Flights

Ryanair Rooms

Car hire

Ryanair Holidays

○ Return   ○ One way

Express Booking ⓘ   ✕

From:
Vilnius

To:
Barcelona

Continue

Pick a country

Argentina	Germany	Peru
Austria	Greece	Poland
Belgium	Honduras	Portugal
Bolivia	Hungary	Puerto Rico
Brazil	Ireland	Romania
Bulgaria	Israel	Serbia
Colombia	Italy	Slovakia
Croatia	Latvia	**Spain**
Cuba	Lithuania	Sweden
Cyprus	Luxembourg	Switzerland
Czech Republic	Malta	Ukraine
Denmark	Mexico	United Kingdom
Dominican Republic	Montenegro	United States
Equador	Morocco	Uruguay
Estonia	Netherlands	Venezuela
Finland	Norway	
France	Paraguay	

Pick an airport

Barcelona

BBB ACCREDITED BUSINESS

Trustwave Trusted Commerce Click to Validate

Norton SECURED powered by VeriSign

e TRUSTe CERTIFIED PRIVACY

Secured by thawte 2013-01-09

McAfee SECURE TESTED 09-JAN

VERIFIED BY **GeoTrust** GeoTrust, Inc. CLICK 09.01.13 09:37 UTC

C.O.M.O.D.O EV SSL SITE AUTHENTIC & SECURE

DON'T KNOW OR NO PREFERENCE

'Which badge gives you the best sense of **trust** when paying online?'

2,020 responses · US adults · 2017 · © baymard.com/research/checkout-usability
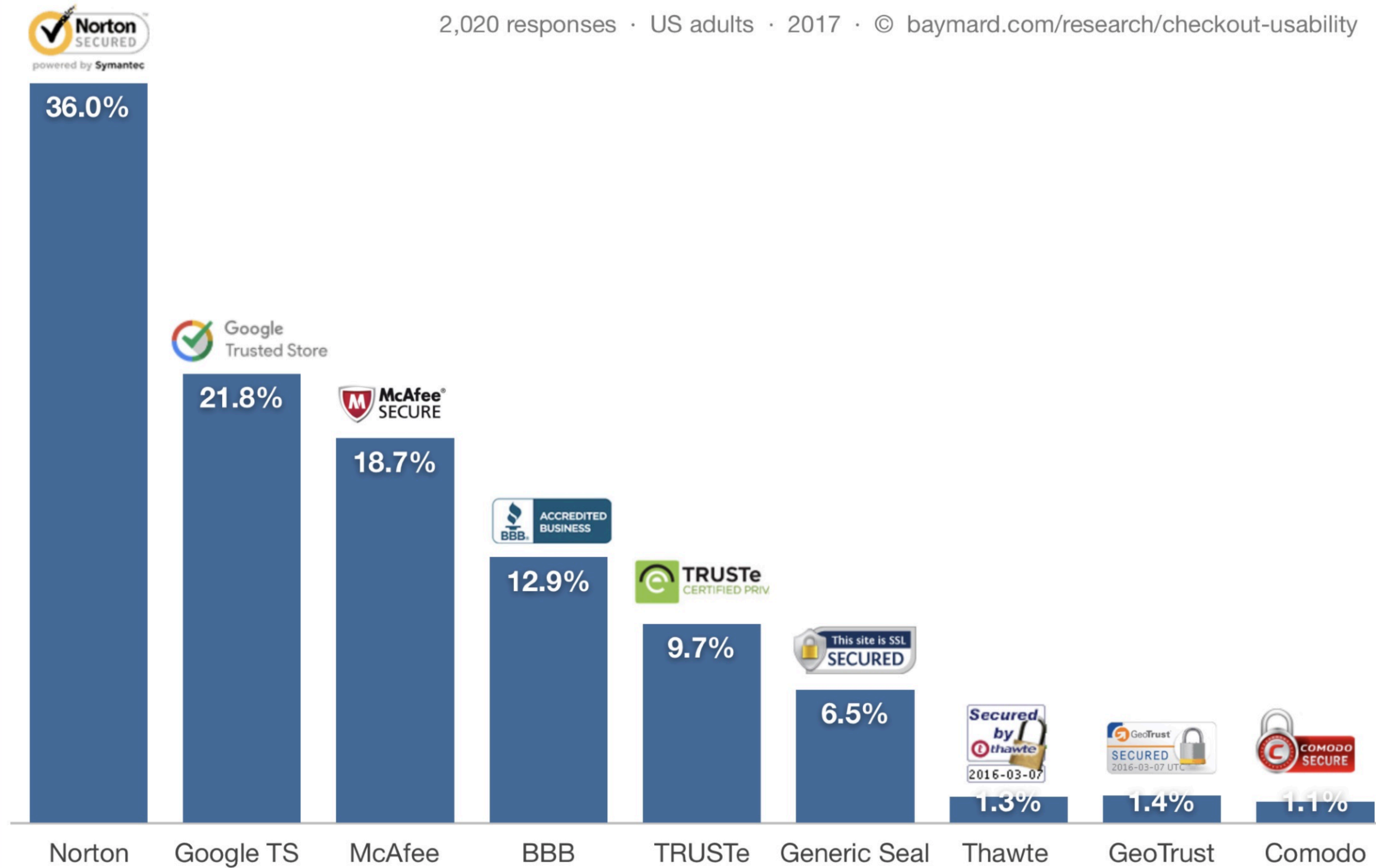
Norton	Google TS	McAfee	BBB	TRUSTe	Generic Seal	Thawte	GeoTrust	Comodo
36.0%	21.8%	18.7%	12.9%	9.7%	6.5%	1.3%	1.4%	1.1%

'Which badge gives you the best sense *of*

2,020 responses · US adults · 2017 · © bay

Norton — 36.0%
Google TS — 21.8%
McAfee — 18.7%
BBB — 12.9%
TRUSTe — 9.7%
Generic Seal — 6.5%
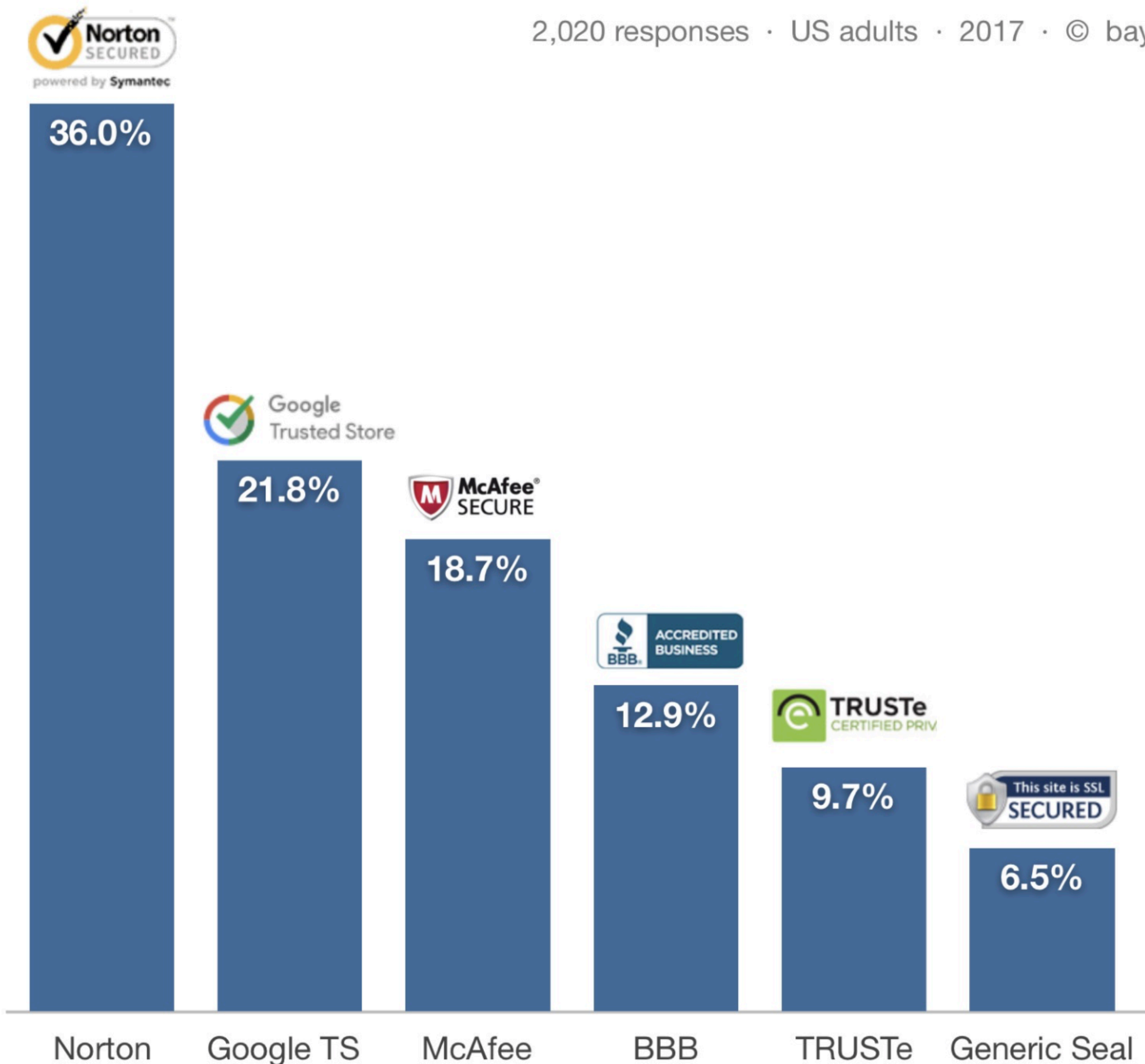
Security Hints (Often) Help

People trust *consumer-facing brands*.. Adding visual clues with *SSL/trust seals* provides a sense of visual robustness. Especially for smaller eCommerce sites.

‘Which badge gives you the best sense o[f ...]

2,020 responses · US adults · 2017 · © bay[...]

Norton	36.0%
Google TS	21.8%
McAfee	18.7%
BBB	12.9%
TRUSTe	9.7%
Generic Seal	6.5%
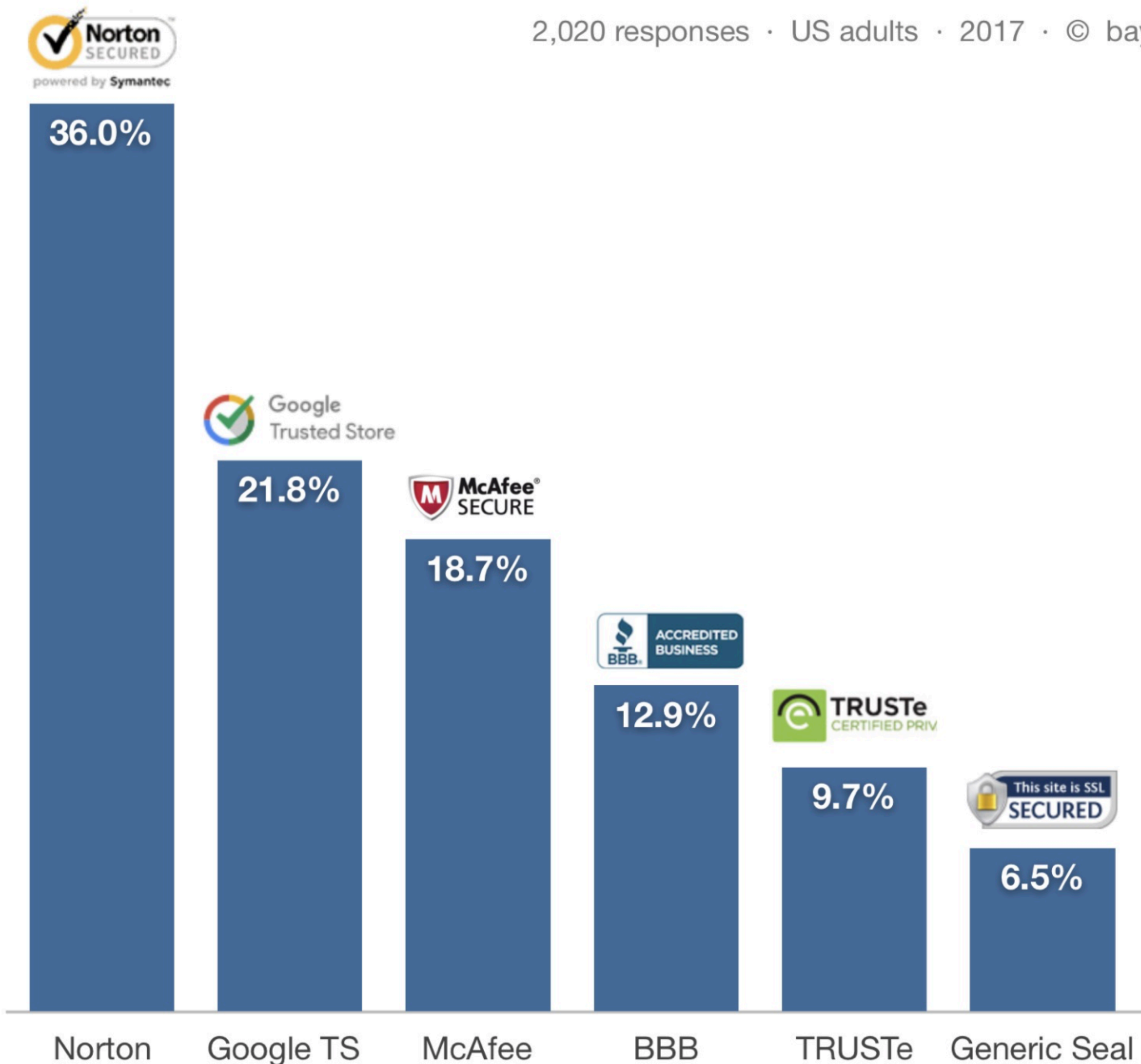
Security Hints (Often) Help

Also, add reassuring microcopy, a slightly different background, and visual grouping of payment items. *Home-made icons* and *padlock* icon might do the trick, too..

(A)

Checkout
step 1/2

* Your name
The software license will be made out in this name.

SECURED BY GeoTrust

* E-mail address
We'll send the receipt to this e-mail address.

Company name (optional)
If you want your company name on the invoice, just add it here.
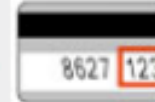
Secure credit card payment
This is a secure 128-bit SSL encrypted payment.

* Credit card number
The 16 digits on the front of your credit card.

VISA MasterCard AMEX DISCOVER

* Expiration date
The date your credit card expires. Find this on the front of your credit card.

01 / 11

* Security code (or "CVC" or "CVV")
The last 3 digits displayed on the back of your credit card.

8627 123

What happens now?
This is step 1 of 2. On the next page you can review your cart and product information. We will not bill you until you confirm the order on the next page.

Next step »

(B)

Checkout
step 1/2

* Your name
The software license will be made out in this name.

* E-mail address
We'll send the receipt to this e-mail address.

Company name (optional)
If you want your company name on the invoice, just add it here.

🔒 ## Secure credit card payment
This is a secure 128-bit SSL encrypted payment.

SECURED BY GeoTrust

* Credit card number
The 16 digits on the front of your credit card.

VISA MasterCard AMEX DISCOVER

* Expiration date
The date your credit card expires. Find this on the front of your credit card.

01 / 11

* Security code (or "CVC" or "CVV")
The last 3 digits displayed on the back of your credit card.

8627 123

What happens now?
This is step 1 of 2. On the next page you can review your cart and product information. We will not bill you until you confirm the order on the next page.

Next step »

Here's a quick mock-up we've made to illustrate how you can 'visually secure' your credit card form fields. Notice the background color, padlock image and placement of the GeoTrust site seal.

🍿 **Just one more thing...**

Your order confirmation will be sent to:

ylativ@gmail.com   **Edit**

🔒 **Finish Checkout →**
(You'll have 5 mins to edit or cancel for free.)

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Book

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Ship to: **Edit**

Vitaly Friedman
Smashing Media AG

🍿 **Just one more thing...**

Your order confirmation will be sent to:

ylativ@gmail.com   Edit

🔒 **Finish Checkout →**
(You'll have 5 mins to edit or cancel for free.)

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Smashing Media AG

Final Payment Button

Users slow down a lot when reviewing the order. Consider enabling customers to *edit* or *cancel* their order within a limited threshold after the purchase.

🍿 **Just one more thing...**

Your order confirmation will be sent to:

ylativ@gmail.com   Edit

🔒 **Finish Checkout →**
(You'll have 5 mins to edit or cancel for free.)

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Smashing Media AG

Final Payment Button

Users worry to hit "pay" button before reviewing all details. Always state explicitly what the next step is. *"Continue to review"* instead of "Pay now"/ "Continue".

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Ship to:

Okay.

First name
Vitaly ✓

Last name
Friedman ✓

Country
DE ✓

Postal code
79098 ✓

City
Freiburg ✓

Street address
Werthmannstrasse 15 ✓

App / Suite (optional)

Company (optional)
Smashing Media AG ✓

Inline Editing For Input Fields

Users don't understand why they are brought to the start of the order when editing their data. *Inline editing* works best, but might be tricky to implement.

Test subject #13, "M-Commerce Usability" by Baymard Institute
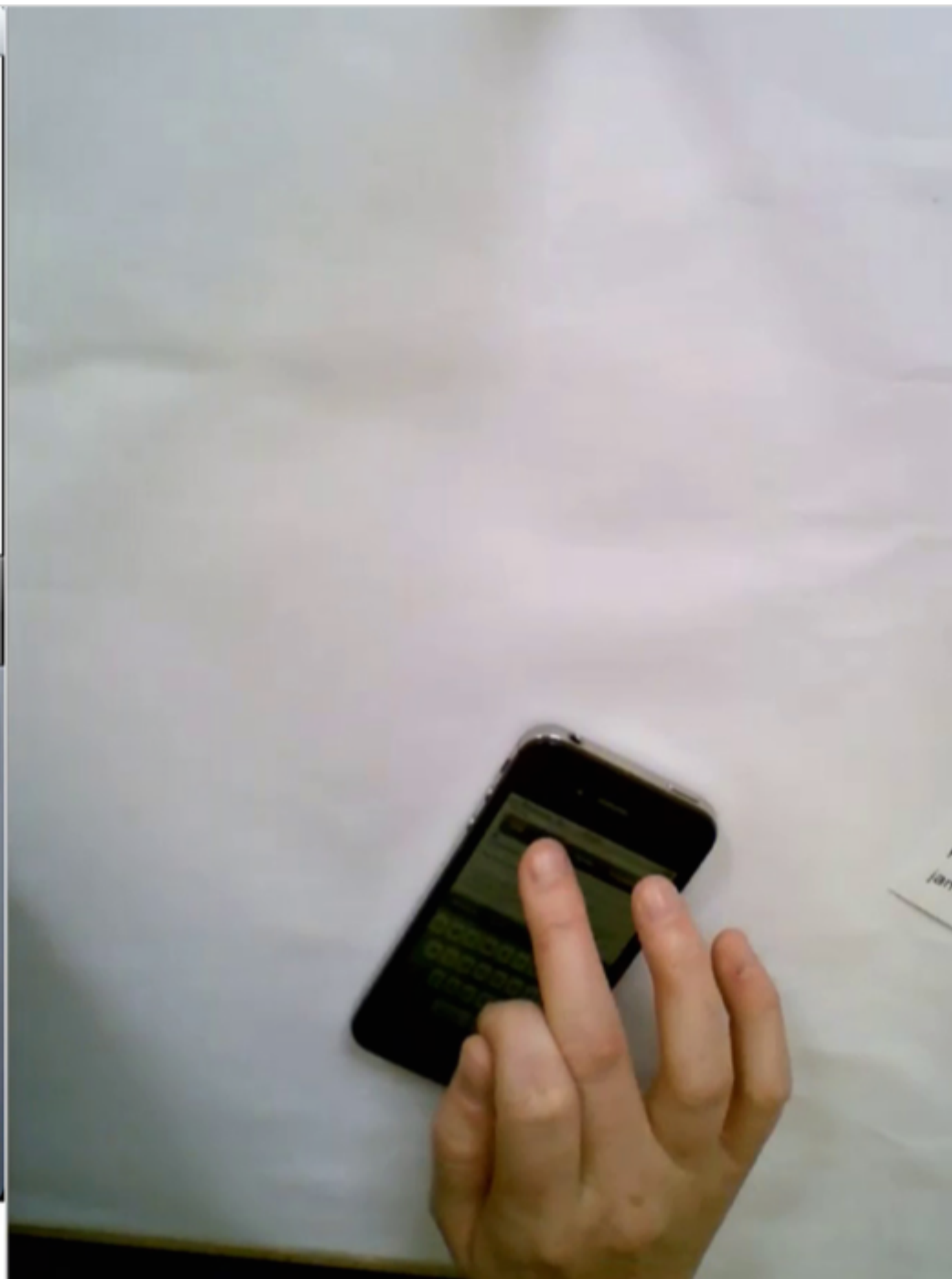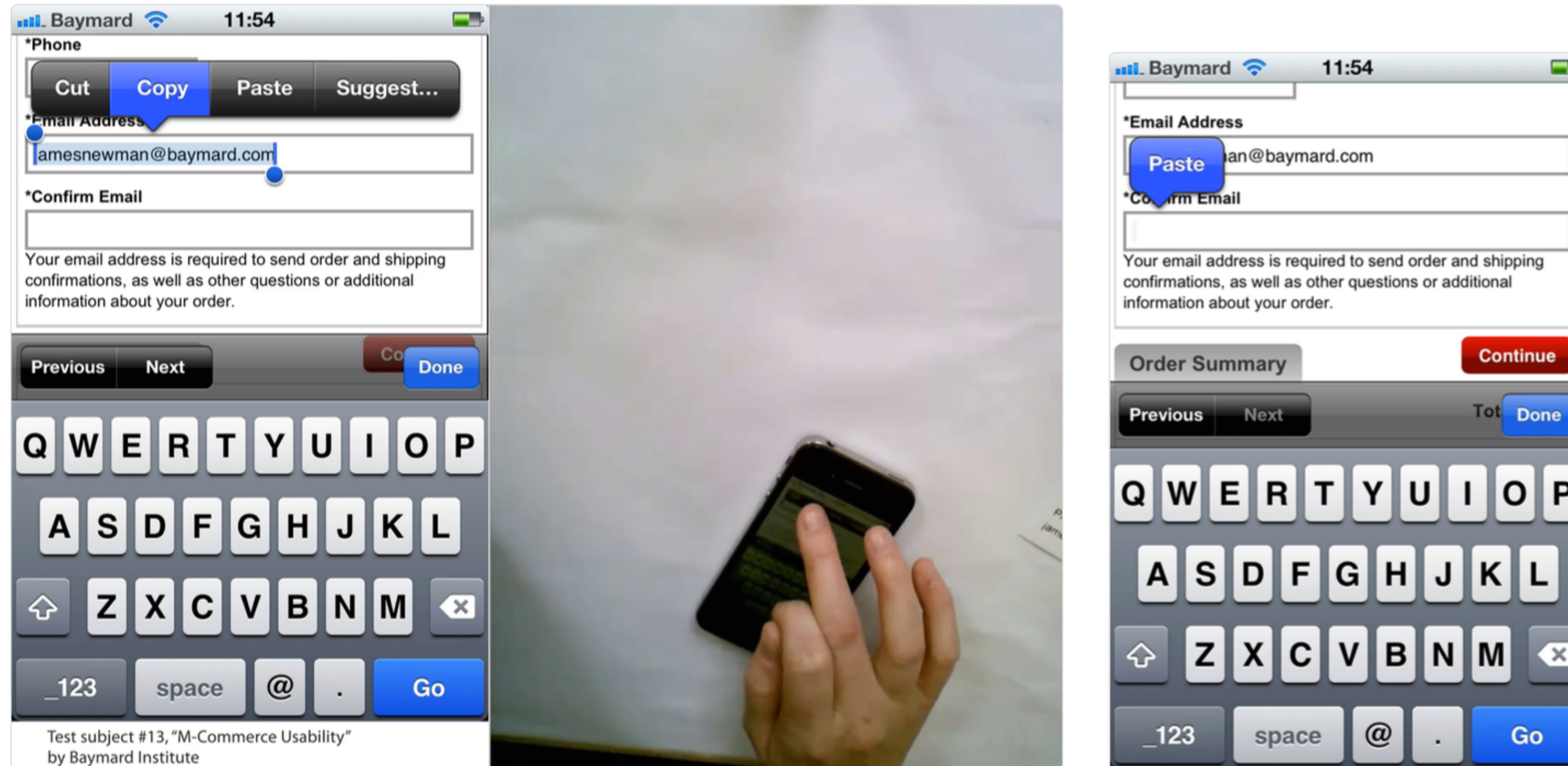
- **Email verification is unnecessary**

  60% of users consistently *copy/paste* their email

  when asked to verify it in the checkout.

🍿 Just one more thing...

Your order confirmation will be sent to:

editor@smashingmagazine.com   Edit

🔒 **Finish Checkout →**

Design Systems

Book

1 × $29.00

Ship to: Edit

Gast Gruppenbuchung beyond tellerrand V.Friedman

Maritim proArte Hotel

Friedrichstrasse 151

Berlin

Yay, it worked!

Your reference number is **#6a9ad5db**.

An order confirmation email has been sent to

smashingmag@gmail.com.

SEND CONFIRMATION TO ANOTHER EMAIL

- Set your password and get an extra **$15 discount** for next purchases,

- Check delivery times if you're wondering when your order will arrive.

- Get your eBooks (ePUB, Kindle, PDF) in your personal dashboard.

- Get 10% off next purchase with the coupon code `IAMSMASHING`.

That's it! Contact us at help@smashingmagazine.com any time if you have any questions! You are truly *smashing*, and you should know that.

Sign in to get started

Spectrum is a place where communities can share, discuss, and grow together. Sign in below to get in on the conversation.

Previously signed in with

Sign in with Twitter

Sign in with Facebook

Sign in with Google
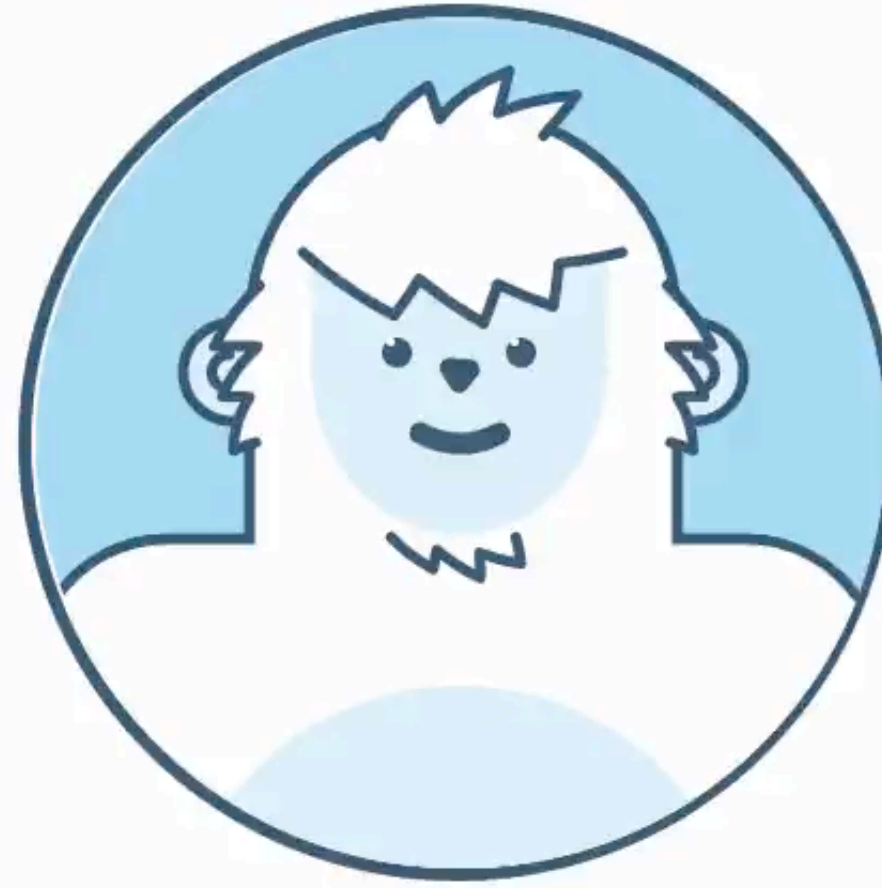
Email

email@domain.com

Password

Log in

"authentication (sign-in) is one of the biggest reason people don't return to Web sites"

54% quit checkout if they are asked to sign-up

92% give up if they don't remember a password or user name

◎ SIMPLE

Account info   Personal info   Identity   Review & submit

Well, hello there!

We're so glad you're ready to join Simple. This should only take about five minutes. Let's start by creating your account login.

Username

vitaly.friedman

Email address

vitaly@gmail.com

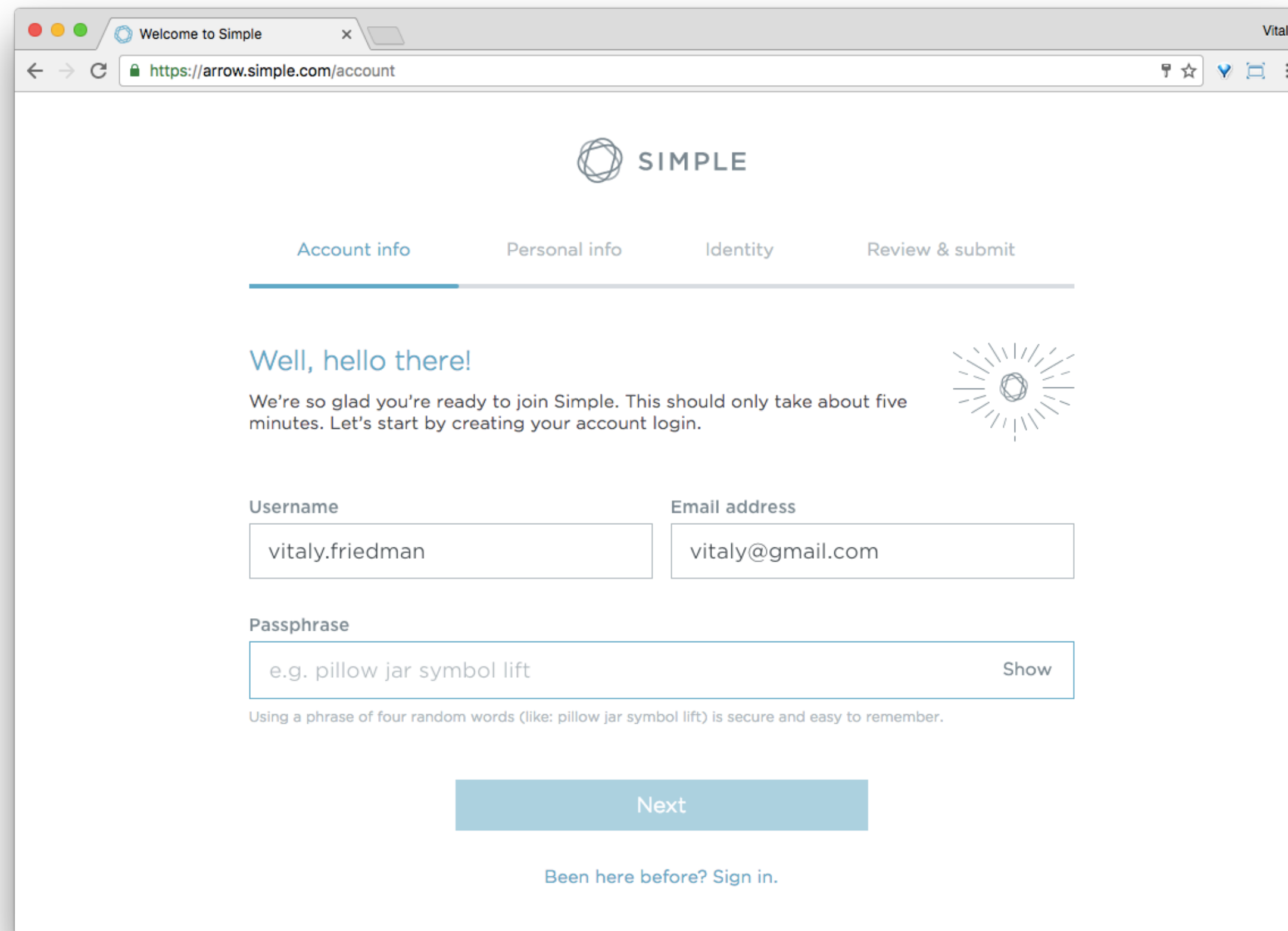**Passphrase**

e.g. pillow jar symbol lift   Show

Using a phrase of four random words (like: pillow jar symbol lift) is secure and easy to remember.

Next

Been here before? Sign in.

- **Limit or eliminate password rules**
  Users use two kinds of password: secure, and
  medium-secure for *everything.*

✔ Password updated

Your password has been updated successfully.

Get a magic link by email to automatically sign in on your mobile device.

Typing out a proper, secure password on your phone can be a pain (you're using a good strong password, right?). We can take away a little bit of that pain by sending you a magic link that will automatically sign you in to your iOS or Android device.

Open the email on your iPhone, iPad or Android device, click the button and you'll be all set with your new password.

✉ **Send me a magic sign in link for my mobile device**

Webmail Linker

Collection of Email Providers' Webmail Sites

About

Many websites require an email double opt-in during user registration. This project wants to fix the resulting break in user flow when users have to manually switch to their email providers' website to receive the confirmation email.

With Webmail Linker, you can offer a direct link to the user's webmail interface. In addition to the webmail URL, you'll get the name of the email provider and a favicon URL, so you can offer a button like "Check your email on [name and icon of the provider]".

The list contains 250+ email providers so far.

Languages

The core of this project, the list of email providers, is maintained in JSON. The provided wrapper classes to query the list are very simple – feel free to add libraries for other languages via pull requests.

- **Link directly to user's inbox**

  Instead of prompting the user to *check their email,* suggest going directly into their inbox.

Yay, it worked!

Your reference number is **#6a9ad5db**.

An order confirmation email has been sent to

smashingmag@gmail.com.

SEND CONFIRMATION TO ANOTHER EMAIL

- Set your password and get an extra **$15 discount** for next purchases,

- Check delivery times if you're wondering when your order will arrive.

- Get your eBooks (ePUB, Kindle, PDF) in your personal dashboard.

- Get 10% off next purchase with the coupon code `IAMSMASHING`.

That's it! Contact us at help@smashingmagazine.com any time if you have any questions! You are truly *smashing*, and you should know that.
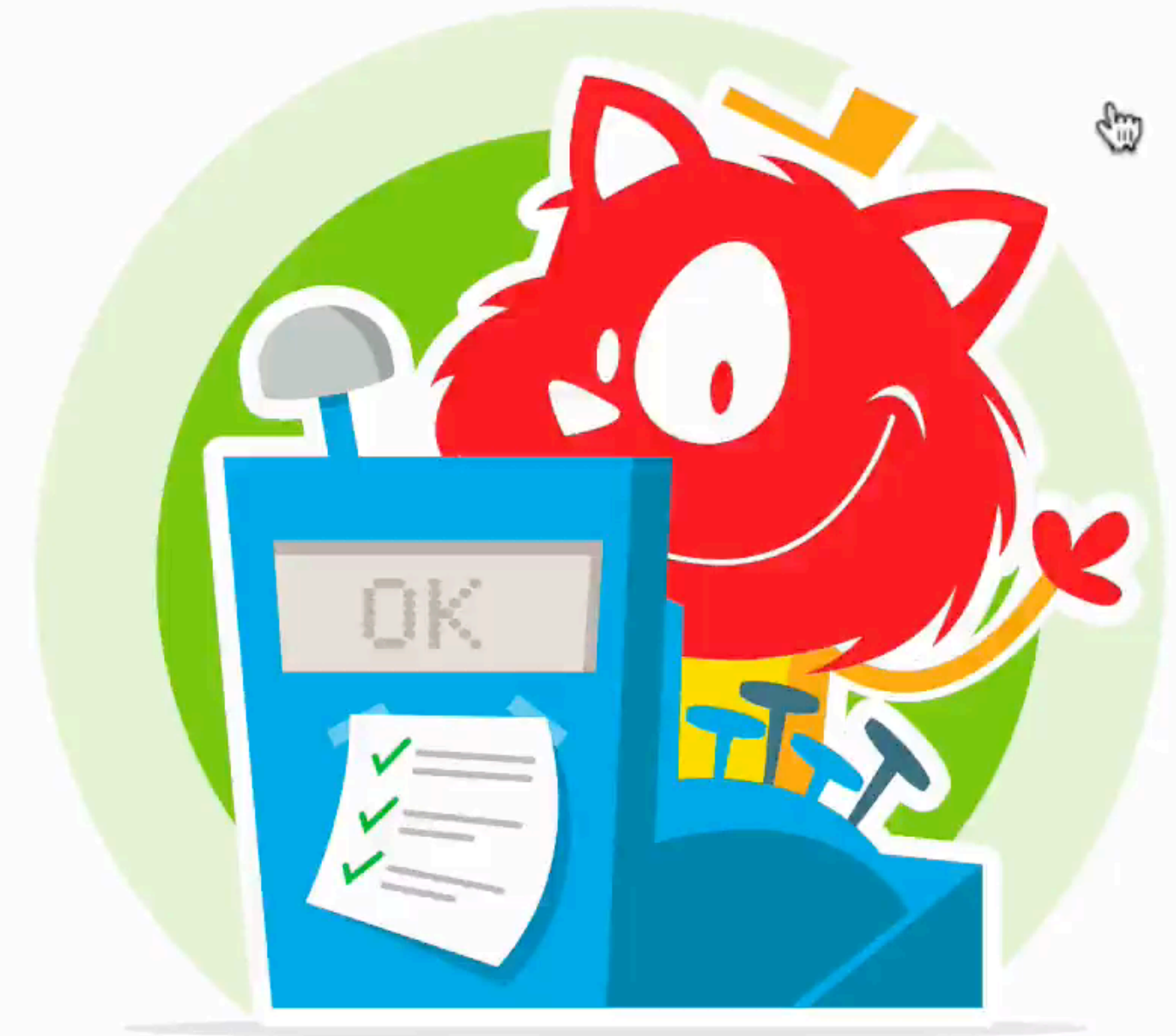
Set a memorable password

No limits on characters, no rules or requirements.
Just pick a password you can easily remember.

| Passphrase (e.g. honey-jar-carrot-cake) | SHOW |

Set password →

4

Summary

eCommerce UX Guidelines 2018

— show final price early on, incl. fees/taxes,
— large images matter and are viewed,
— considered vs. non-considered items,
— CTA-buttons at the bottom on mobile,
— lazy load + infinite scroll for category pages,
— product detail page is dense and detailed,
— 4.83 stars is the perfect rating to aim for,
— delay account creation till the end,
— validate email/pass before/after purchase,
— allow to edit/cancel order after purchase.

eCommerce Trends 2018

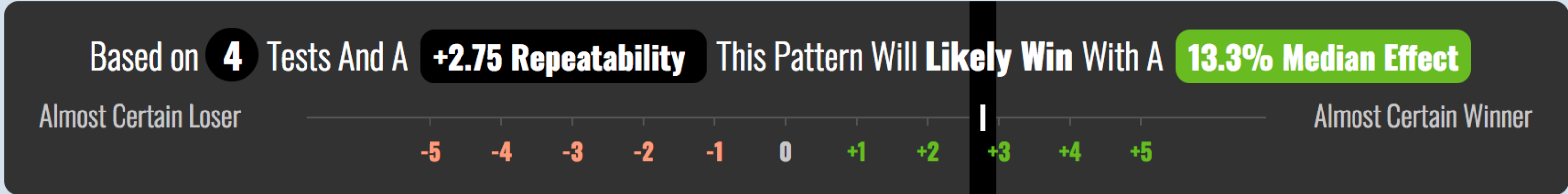— **storytelling matters,** requires art direction,

— **real-time customization** in mobile apps,

— **smart data aggregators** are getting traction,

— **chatbots** help in conversion/decisions,

— **platforms matter** and new ones arise,

— **mobile payments** with wearables,

— **simple verification** via fingerprint/selfie,

— **real-time eCommerce** via sensors,

— **unified, omni-channel** customer experience.

All 73 Patterns

FULL PREVIEW

Pattern #1: No Coupon Fields

By Jakub Linowski · Founder & Editor @ GoodUI.org

Based on **4** Tests And A **+2.75 Repeatability** This Pattern Will **Likely Win** With A **13.3% Median Effect**

Almost Certain Loser   Almost Certain Winner

-5   -4   -3   -2   -1   0   +1   +2   +3   +4   +5

Effort: **Minutes**   Screens: **Shopping Cart, Checkout**

A

Card Number

B

Card Number

Good UI, *www.goodui.org*
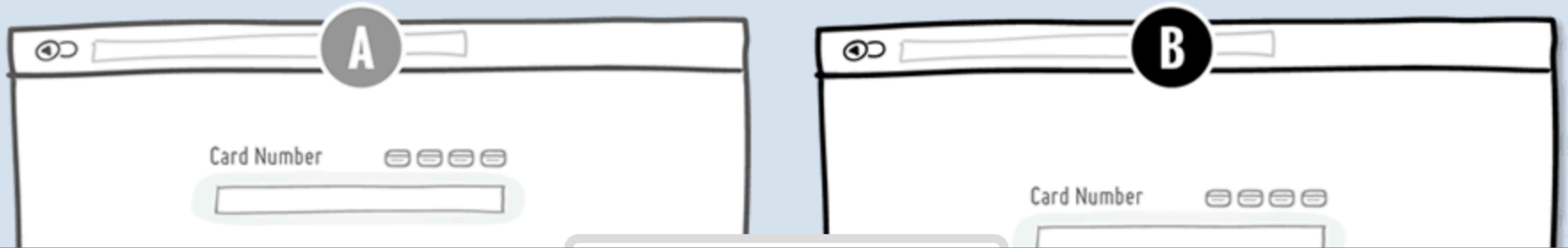
10 eCommerce
Trends for
2017

2016 FR

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Trends, *www.10ecommercetrends.com*

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93 guidelines on filtering and sorting

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PRODUCT PAGE

Product Page Usability

98 guidelines on product page design

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