

 Online User eXperience Institute *Introduction to Web and eCommerce User eXperience Design*

# Introduction to Web and eCommerce User eXperience Design


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1 *Mayhew*

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## ► What is “User eXperience”?

- The overall quality of the experience of a website visitor
- The sum of the visitor’s perception of:
  - The utility or usefulness of the information, products or services offered on the site
  - The functional integrity of the site
  - The usability of the site
  - The persuasiveness of the site
  - The aesthetics, appeal and impressions created by the visual design of the site






What is “User Experience”? 2 *Mayhew*


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## ► What makes a great User eXperience?







- A great web site User eXperience:
  - Provides something (product, service, information) of value to the visitor (utility - Marketing)
  - Works without bugs or crashes, and with acceptable response times, on most platforms (functional integrity - Development)
  - Is easy for all visitors to learn, use and accomplish goals (usability – Usability Engineering)
  - Supports and motivates decision making and action (persuasiveness – Persuasive Psychology)
  - Is appealing and attractive (visual design – Graphic Design)





What makes a great User Experience? 3 Mayhew

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## ► Show me

- Let's sample some eCommerce User eXperiences
  - Usability
    - » A hotel: <http://www.harbor-view.com> 
    - » A movie rental service: <http://www.netflix.com> 
  - Persuasiveness
    - » A home products vendor: <http://www.brylanehome.com> 
    - » A publishing company: <http://www.dorrancepublishing.com> 
  - Graphic Design
    - » A coffee company: <http://www.starbucks.com> 
    - » A coffee company: <http://www.newenglandcoffee.com> 



Show me 4 Mayhew



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## ► Why is the User eXperience important?


- The quality of your eCommerce web site User eXperience will directly impact your bottom line
  - Dell applied usability principles to e-commerce web site
    - » Sales increased from \$1 million to \$34 million per day within 6 months
  - Skechers moved its product selection closer to the home page
    - » Sales increased by more than 400%
  - IBM spent millions to redesign a web site
    - » Within 1 week:
      - › Use of Help button decreased by 84%
      - › Sales increased 400%



Cost-Justifying Usability: An Update for the Internet Age


Cited in Rohn, "Cost-Justifying Usability in Vendor Companies, in Bias and Mayhew, 2005, *Cost-Justifying Usability: An Update for the Internet Age*, Morgan Kaufmann Publishers, San Francisco, CA

Why is the User Experience important? 5 Mayhew




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## ► Why is the User eXperience important?

- You can quantify the impact of a better User eXperience on your bottom line
  - If current:
    - » Monthly visitors: 1,500
    - » "Conversion" rate: 5%
    - » Average sales per order: \$30
    - » Annual sales =  $.05 \times 1,500 \times \$30 \times 12 = \$27,000$
  - If increase *conversion rate* by 1%, to 6%
    - » 1% conversion increase on 1,500 visitors is 15 more orders
    - » 15 more orders at \$30 is \$450 in additional sales per month, or
    - » \$5,400 in additional sales per year




Why is the User Experience important? 6 Mayhew




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## ► Why is the User eXperience important?

- A better User eXperience can also draw more traffic by word of mouth
  - If current:
    - » Monthly visitors: 1,500
    - » "Conversion" rate: 5%
    - » Average revenue per sale: \$30
    - » Annual revenue =  $.05 \times 1,500 \times \$30 \times 12 = \$27,000$
  - If increase visitors from 1,500 to 2,000 monthly
    - » 500 more visitors per month
    - » 5% conversions of 500 = 25 more orders per month
    - »  $25 \times \$30 = \$750$  in additional revenue per month
    - »  $\$750 \times 12 = \$9,000$  in additional revenue per year



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## ► There is a great deal of room for improvement

- The average eCommerce conversion rate as of December 4, 2013: 5%
  - That is, around 95% of visitors leave without buying
- The average eCommerce shopping cart abandonment rate as of December 4, 2013 : 65%
  - That is, roughly 65% of visitors leave even after putting items in their shopping cart



Source: <http://index.fireclick.com/>

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**UX** Online User eXperience Institute *Introduction to Web and eCommerce User eXperience Design*

► Web sites typically evolve the quality of their User eXperience over releases

Web sites typically evolve the quality of their UX

9

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**UX** Online User eXperience Institute *Introduction to Web and eCommerce User eXperience Design*

► There is a natural order to the design of a web site's User eXperience

Utility

Usability

Persuasiveness

Graphic Design

Functional Integrity

There is a natural order to the design of a web site's UX

10

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# Online User eXperience Institute Introduction to Web and eCommerce User eXperience Design

**There is a natural order to the design of a web site's User eXperience**

**But once a site has launched, any aspect can be improved in a redesign**

There is a natural order to the design of a web site's UX 11 Mayhew

**The Online User eXperience Institute (OUI)**

➤ Courses to grow your User eXperience skillset

➤ <http://ouxinstitute.com>

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<http://ouxinstitute.com/Curriculum/CourseList/index.php>

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12 Mayhew