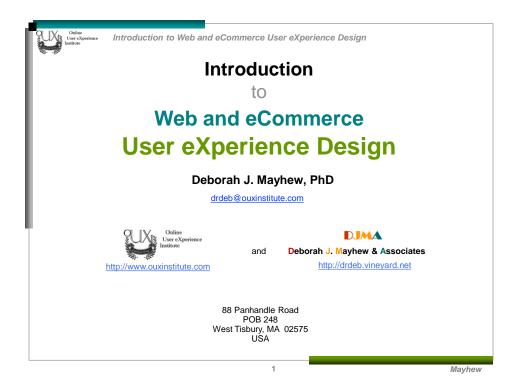
Online User eXperience Institute

Introduction to Web and eCommerce User eXperience Design





Introduction to Web and eCommerce User eXperience Design



► 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

Online User eXperience Institute

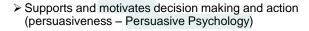
Introduction to Web and eCommerce User eXperience Design

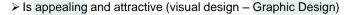


Introduction to Web and eCommerce User eXperience Design

► 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)







What makes a great User Experience?

3

Mayhew



Introduction to Web and eCommerce User eXperience Design



▶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 venfdor: 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

Introduction to Web and eCommerce User eXperience Design



Introduction to Web and eCommerce User eXperience Design



► 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%

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?

Ę

Mayhew



Introduction to Web and eCommerce User eXperience Design



► 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 X 1,500 X \$30 X 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?

(

Online User eXperience Institute

Introduction to Web and eCommerce User eXperience Design



Introduction to Web and eCommerce User eXperience Design



► 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 X 1,500 X \$30 X 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 X \$30 = \$750 in additional revenue per month

» \$750 X 12 = \$9,000 in additional revenue per year

Why is the User Experience important?

-

Mayhew



Introduction to Web and eCommerce User eXperience Design

▶There is a great deal of room for improvement

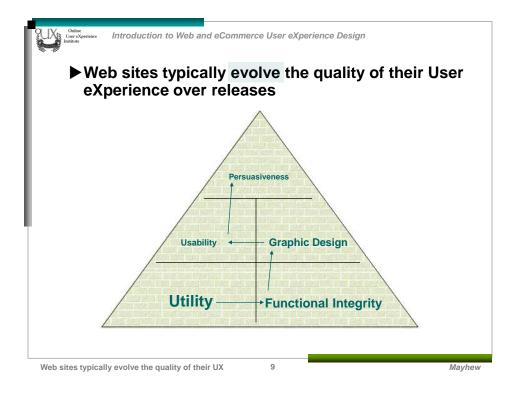
- ➤ The average eCommerce conversion rate as of December 4, 2013: 5%
 - > That is, around 95% of visitors leave without buying
- ➤ The average eCommerce shopping cart abandonment rate as of December 4, 2013: 65%
 - ➤ That is, roughly 65% of visitors leave even after putting items in their shopping cart

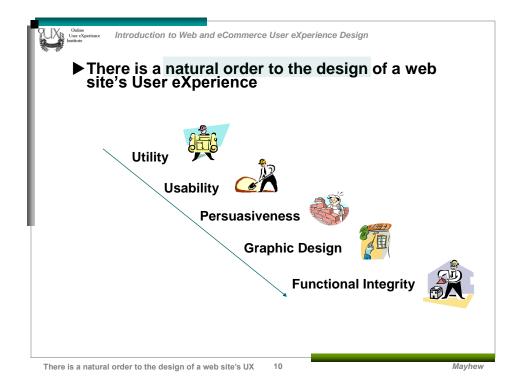


Source: http://index.fireclick.com/

There is a great deal of room for improvement

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





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

