

# Introduction to Web and eCommerce User eXperience Design

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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 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)





## ► 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>



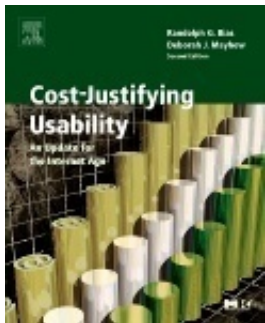
» A coffee company: <http://www.newenglandcoffee.com>





## ► 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?

► 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?

► 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



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

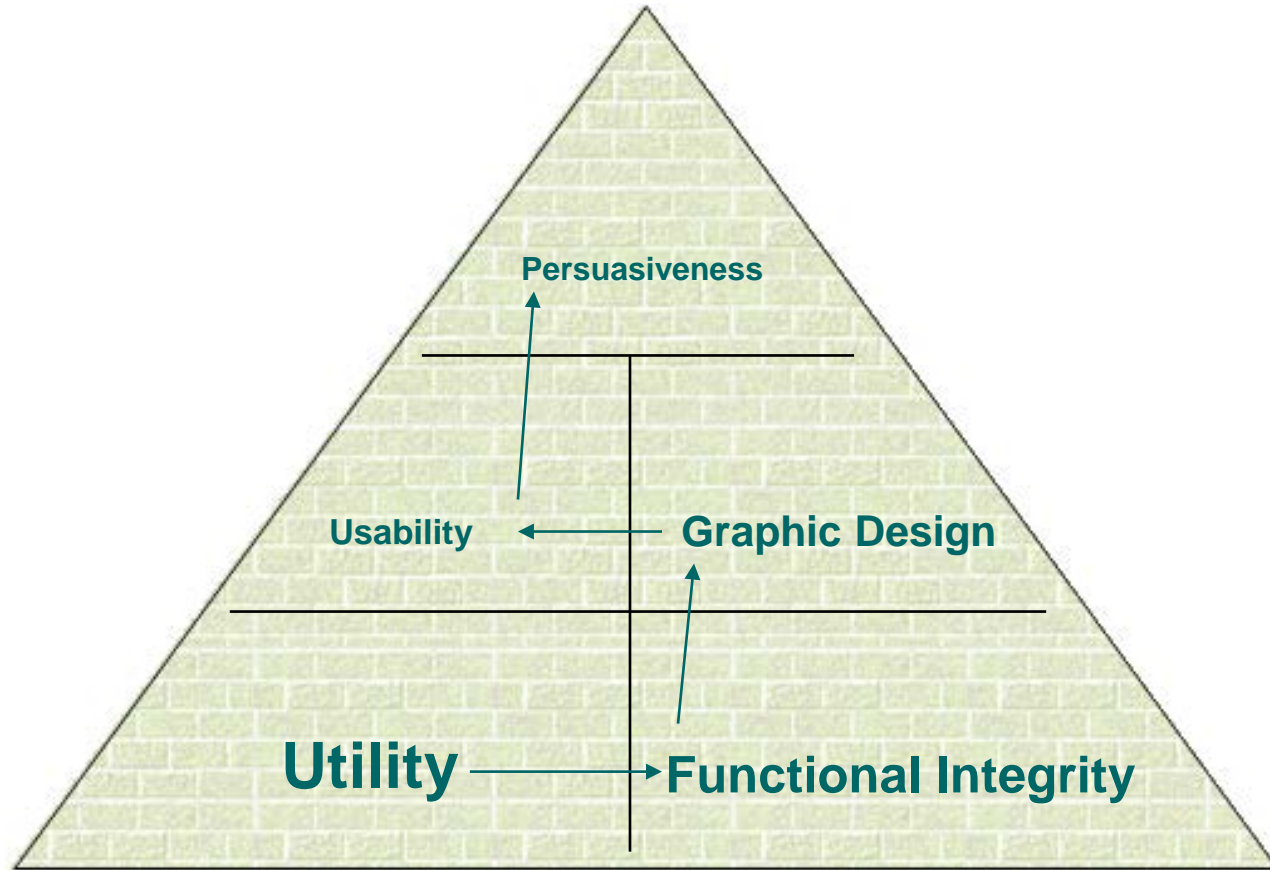
- The average eCommerce conversion rate as of December 4, 2013: 5%
  - That is, around 95% of visitors leave without buying
- The average eCommerce shopping cart abandonment rate as of December 4, 2013 : 65%
  - That is, roughly 65% of visitors leave even after putting items in their shopping cart



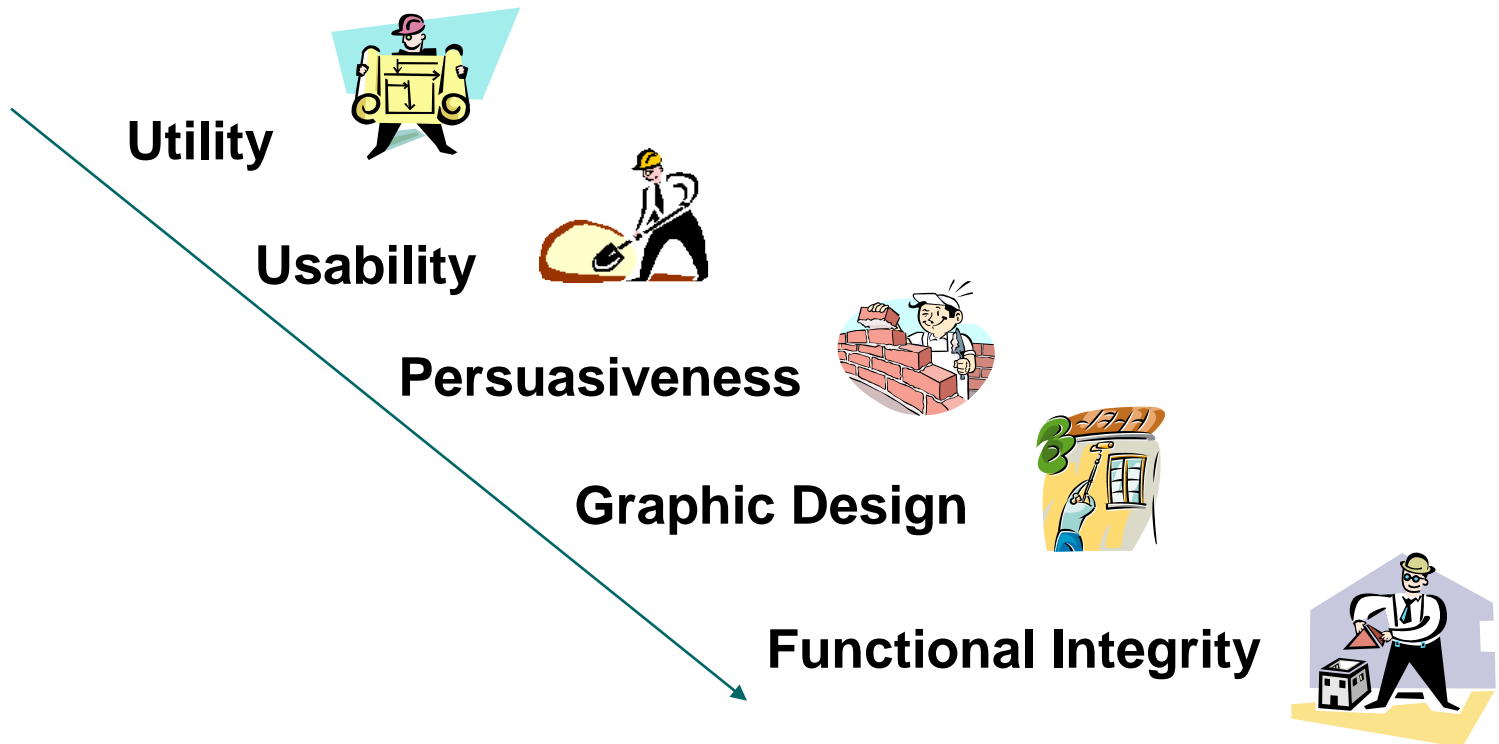
Source: <http://index.fireclick.com/>



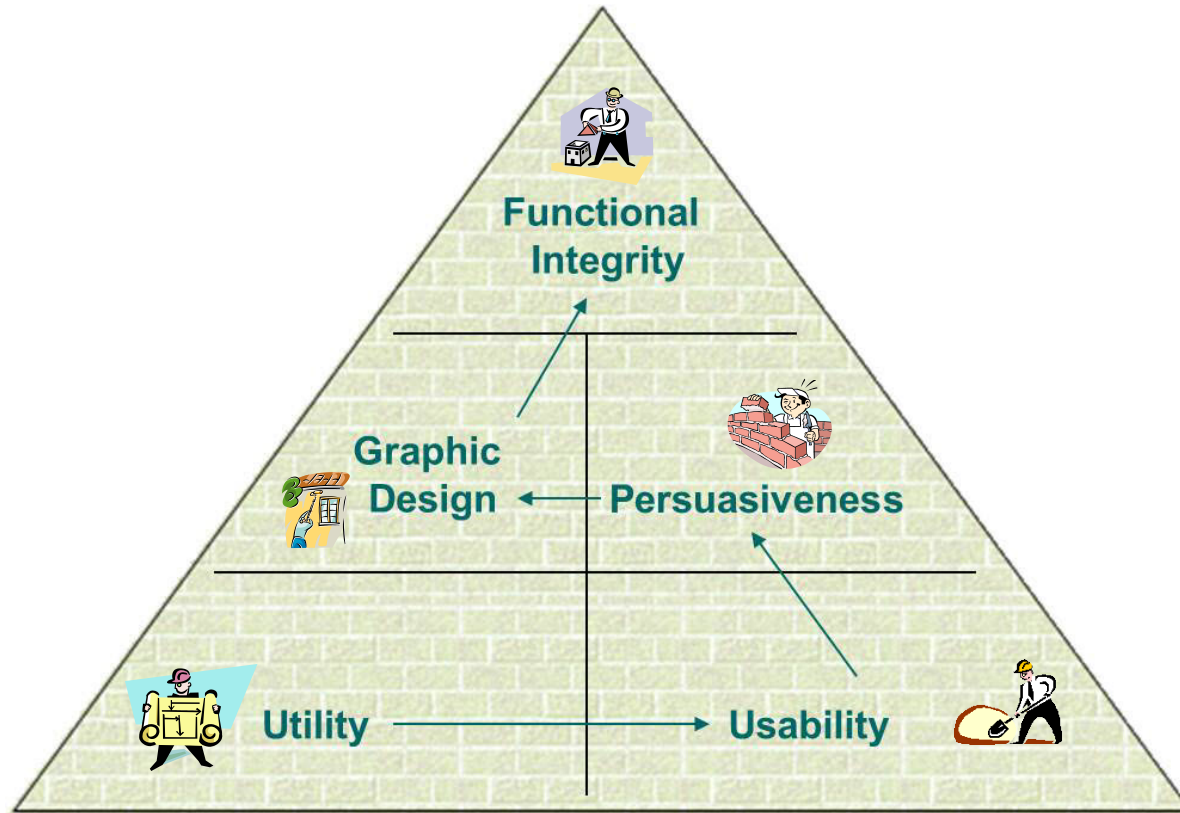
## ► Web sites typically evolve the quality of their User eXperience over releases



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



- 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

## ► The Online User eXperience Institute (OUXI)

► Courses to grow your User eXperience skillset

► <http://ouxinstitute.com>

### Course List

Complete Course List

To vote for courses not yet open for registration and see current votes, please [take our quick anonymous Course Interest Survey](#)

To browse the developing OUXI curriculum and faculty and access other OUXI resources, use this web site

To register for and attend an open course, click the Register/Attend button for the course in the Status column in the tables below

Open Overview Requirements Design Prototyping Evaluation Managing Special Miscellaneous

Group: Open Now

Course #	Title	Level	Faculty	Length	Fee	Status	Ratings
O 1	Introduction to Web and eCommerce User eXperience Design	Fundamental	Mayhew	1/2 Hour	FREE	<a href="#">Register/Attend</a>	★★★★ (99)

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

### Training Tracks

Training Tracks

To register for and attend an open course, click the Register/Attend button for the course in the Status column in the tables below

Web Business Owner Developer Graphic Designer Usability Engineer Persuasion Engineer Technical Communicator SEO Engineer

Track: Small Web Business Owner

Course #	Title	Level	Faculty	Length	Fee	Status	Ratings
O 1	Introduction to Web and eCommerce User eXperience Design	Fundamental	Mayhew	1/2 Hour	FREE	<a href="#">Register/Attend</a>	★★★★ (99)
D 80	Web Search Engine Optimization and Web Traffic Analytics Made Simple	Fundamental					★★★★ (0)
D 15	Web Usability Made Simple	Fundamental	Mayhew	4 1/2 Hours	USD \$199	<a href="#">Register/Attend</a>	★★★★ (6)

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