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 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

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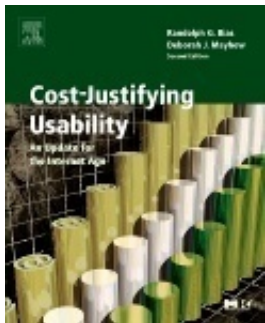
Cited in Rohn, "Cost-Justifying Usability in Vendor Companies, in Bias and Mayhew, 2005, <u>Cost-Justifying Usability: An Update for the Internet Age</u>, Morgan Kaufmann Publishers, San Francisco, CA

►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 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?**

➢ 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

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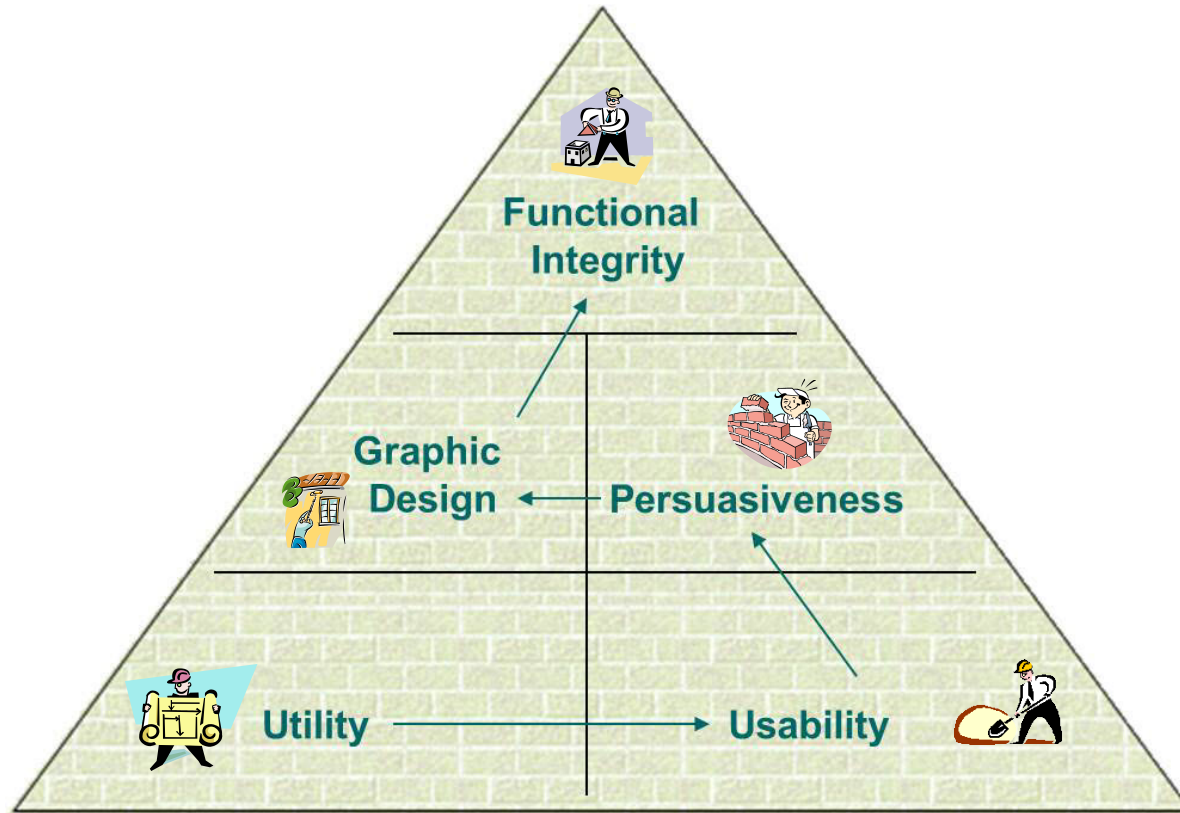
Source: http://index.fireclick.com/

►**Web sites typically evolve the quality of their User eXperience over releases**
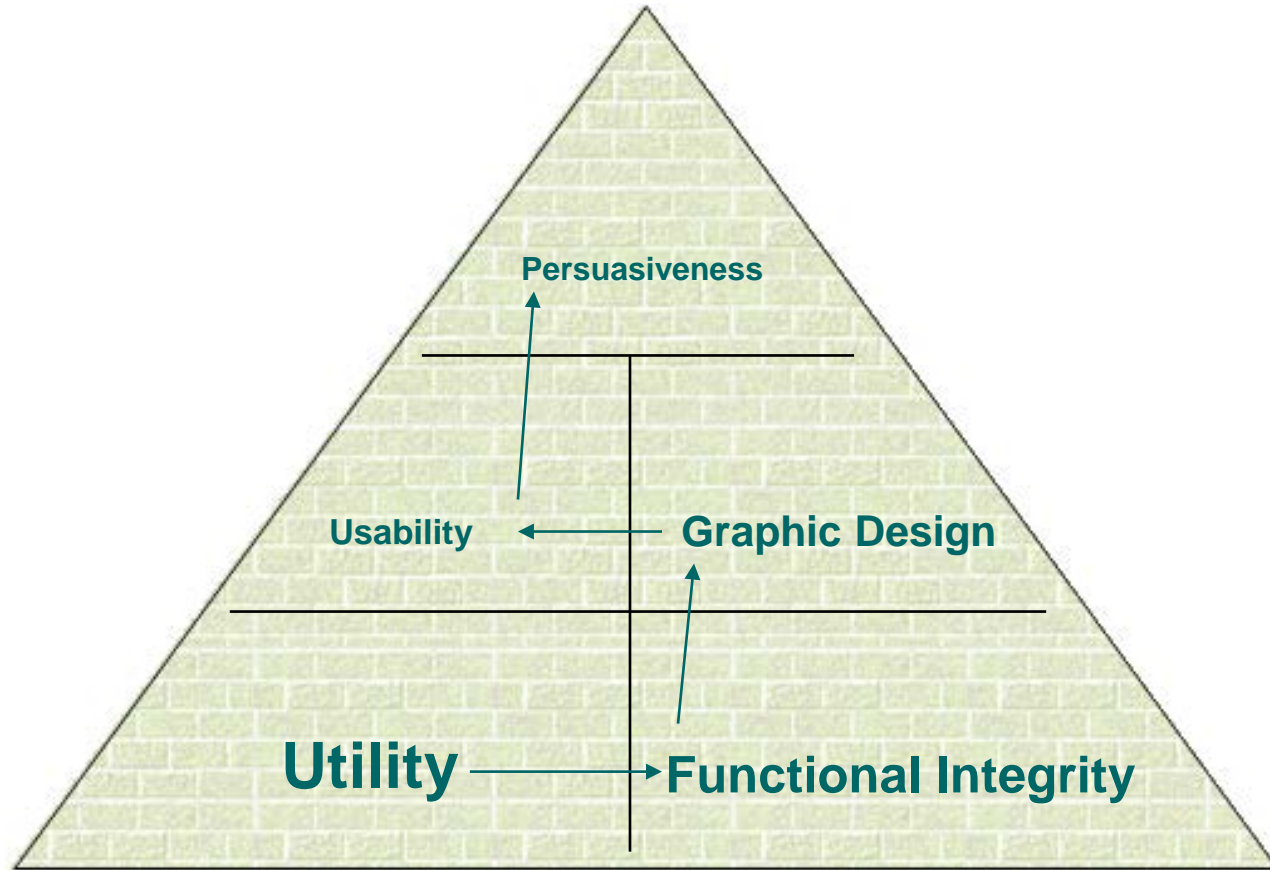
▶**There is a natural order to the design of a web site's User eXperience**

Utility

Usability

Persuasiveness

Graphic Design

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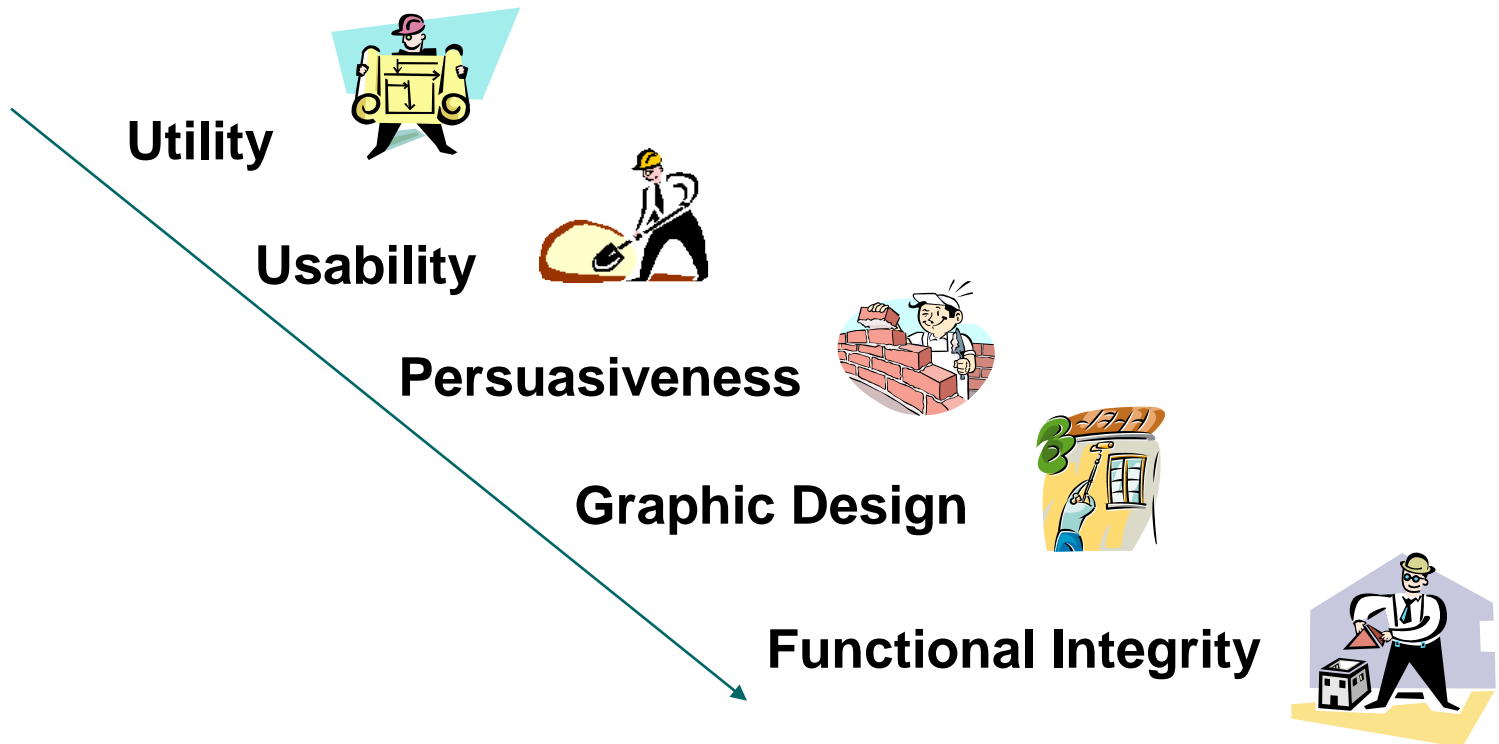
►**There is a natural order to the design of a web site's User eXperience**

►**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

Training Tracks

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

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

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