

E-COMMERCE HOMEPAGE UX DESIGN TIPS

THESE TIPS WILL HELP YOU CREATE A USABLE
E-COMMERCE WEBSITE AND TURN YOUR HOMEPAGE
INTO A CONVERSION MAGNET

Just imagine ...

You've finished your work day and just completed the yearly report. It's Christmas time already and you have several hours left to buy presents before the family dinner starts. As you leave the office, you decide to pop round to the nearest gift shop. You have never enjoyed the process of buying presents, but this day you have to.

The shop you enter is filled with decorations: the windows are covered with snow, the whole shop shines with holiday illumination and there's a small, but sweetly decorated New Year Tree standing just next to the checkout. The "Jingle Bells" song reminds that this is your favourite time of the year.

And so you're filled with childish joy and walk home carrying presents looking forward to having awesome holidays.

What's up with this story?

Well, the only thing we want to say is that when you purchase offline, numerous triggers come into play to influence your decision: a particular song, images, product display and even smells in stores.

Oppositely, online shopping fails to offer such atmosphere. BUT: there is a number of factors and triggers to consider in order to deliver an outstanding online shopping experience.

Let's get it all straight out!

This checklist is based on **Zfort's experience with 53 e-commerce projects** and ongoing research on trends and best practices in building e-commerce websites.

Why website is so important?

E-commerce is a highly competitive field with a number of online shops just one click away from yours. That's why your store should be polished head-to-toe. Your customers expect a usable, friendly and fast website to purchase from. And that's your job to deliver a smooth buying experience by making their convenience your top priority.

The major part of your website's traffic usually lands on the homepage. That means a single page is responsible for gaining trust, boosting sales and converting traffic into loyal customers.

The same time, building a UX-friendly e-commerce homepage is a challenge. If there are thousands of goods organized in multiple categories, you should do your best to design a homepage that will display product categories in a clear and effective way without getting your visitors overwhelmed.



for example, while buying offline, you can check how well the dress fits you and feel the texture of the material

HOMEPAGE UX DESIGN

#navigation

#search

#product categories

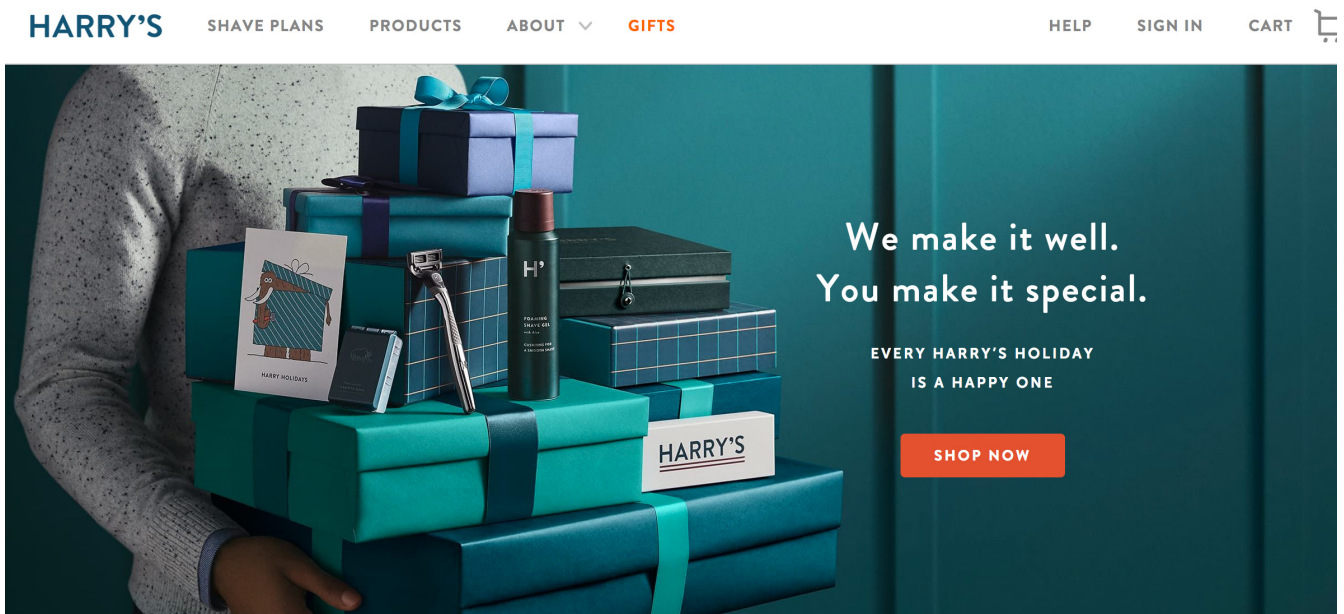
What to start with?

Homepage is the place where your potential customers usually get from search engines to, so you have up to 7 seconds to get them excited.

But the key trick is to navigate visitors away from the homepage to let them explore product pages and make purchases.

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the homepage is often the highest traffic page on an e-commerce website



Welcome banner and a CTA by:

<http://www.harrys.com/>

Special offer banner

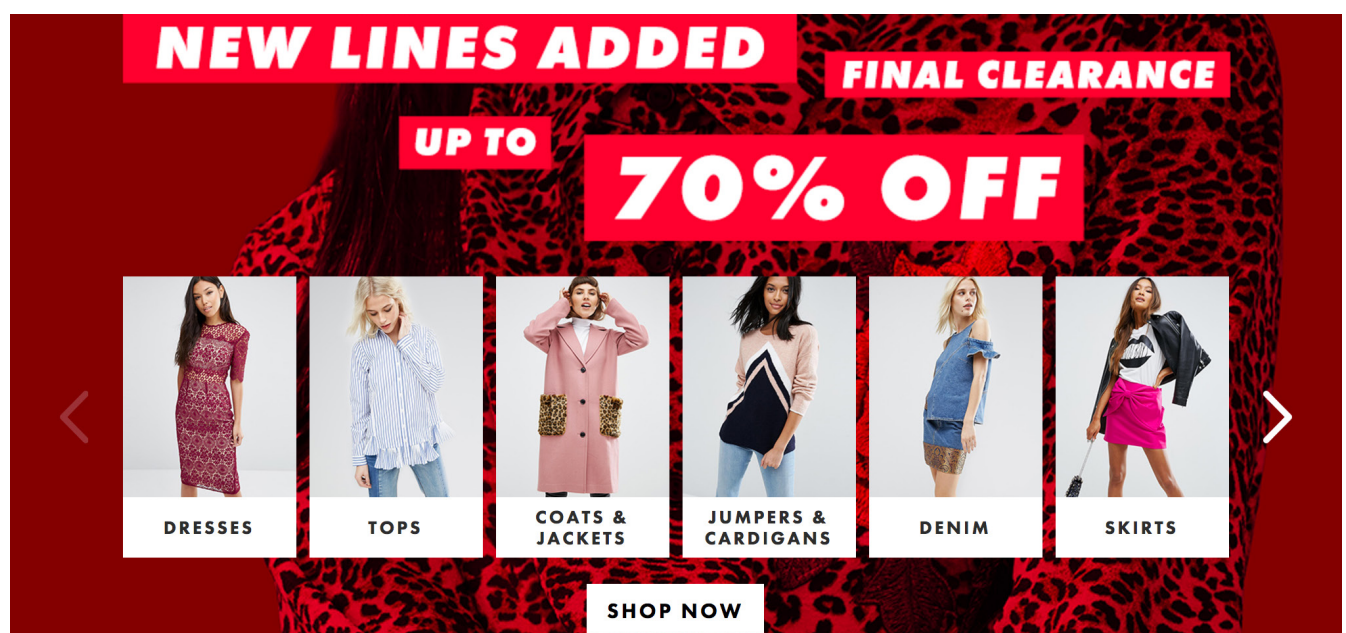
Make sure visitors will be intrigued enough by the welcome banner to go on with surfing the website. Hook them with something like: “50% OFF Before X Date”, “FREE Delivery on Items Marked With Red”, “Find a Matching Bag For Your Special Night Gown”, “Try Before You Buy” and many more.



Special offer banner by:

<http://www.next.co.uk/>

For registered visitors you can design highly-targeted banners with featured products at a special price offers:



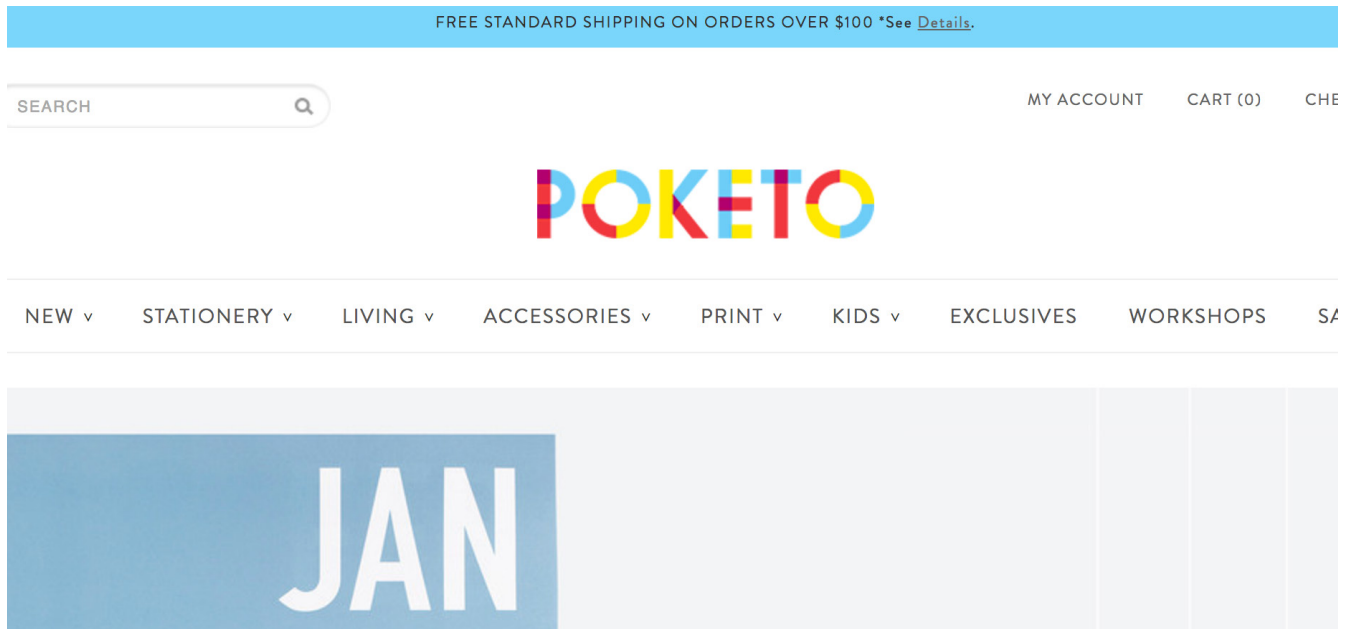
Special offer banner by:

<http://www.asos.com/>

www.zfort.com

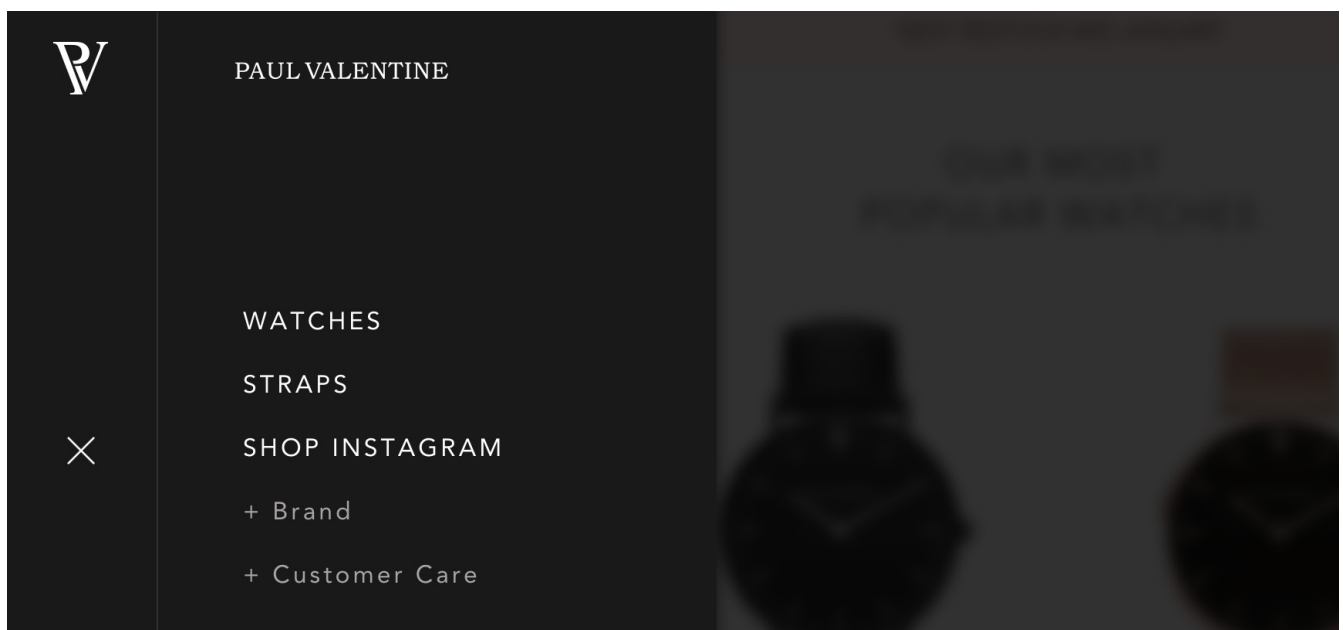
#NAVIGATION

Unlike Calls-to-action (we'll discuss them further), navigation is something more traditional and common. Any **experiments** or willingness to highlight your uniqueness **might end up with a high bounce rate**.



Horizontal navigation by:

<http://www.poketo.com/>



Vertical left-sided navigation by:

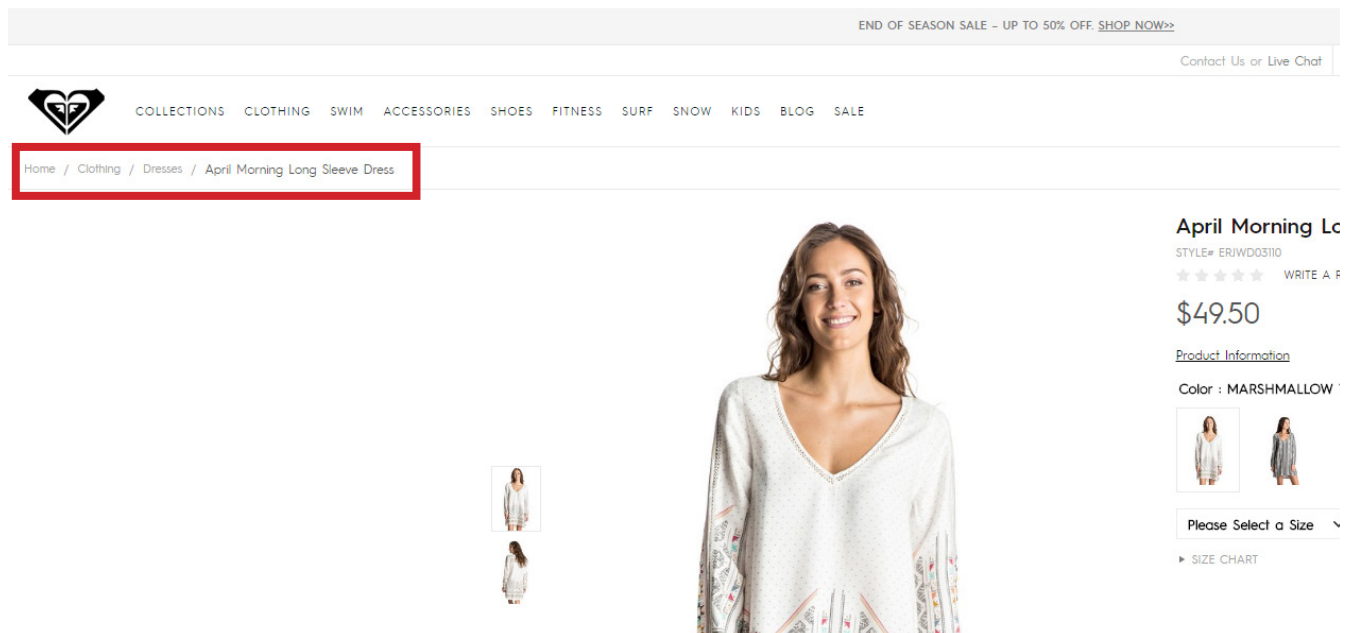
<https://paul-valentine.com/>

www.zfort.com

E-commerce Homepage UX Design Tips

Breadcrumb navigation

Imagine you're exploring a website with hundreds of goods, and in the middle of a catalogue after having chosen several filters you wish to go back. And you can't. After clicking the "Go back" button you arrive at the homepage and need to start over.



Breadcrumb navigation by:

<http://www.roxy.com/>

It's vital that customers are aware of every stage they are currently at while shopping. By applying breadcrumb approach you'll let users go back to a previous step to change or apply new filters and proceed.

Avoid generic labels

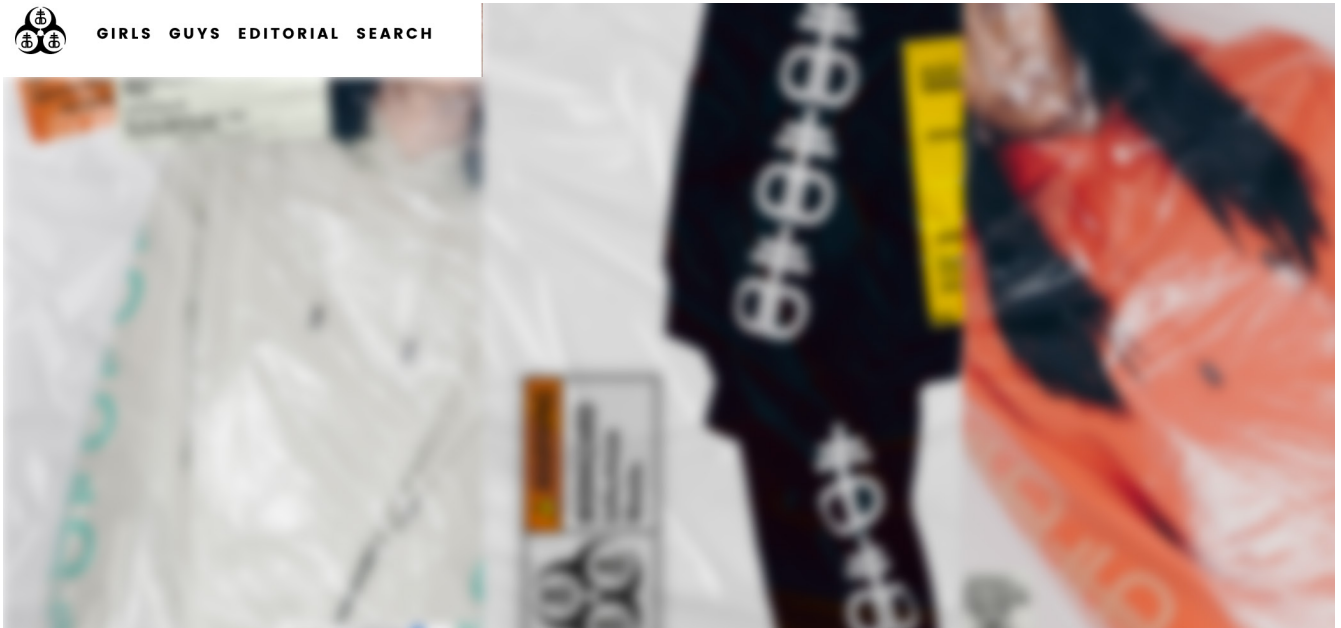
Having read your menu label one should be able to tell what your business does. For example, "Our products" section doesn't tell a visitor what you offer. Instead, you can use menu as another tool to communicate your business idea to your audience.

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**think about how
you can offer
customers
the most convenient
path to find
exactly what they
were looking for
right from your
navigation**

Up to five items on menu is okay

Overloaded menu may serve a bad trick to your conversion. **Users might get lost or confused if there are too many items there.** Keep it simple and relevant so that your potential customers might quickly scan the menu and proceed to the page they were looking for.



Website menu by:

<http://www.dropdead.co/>

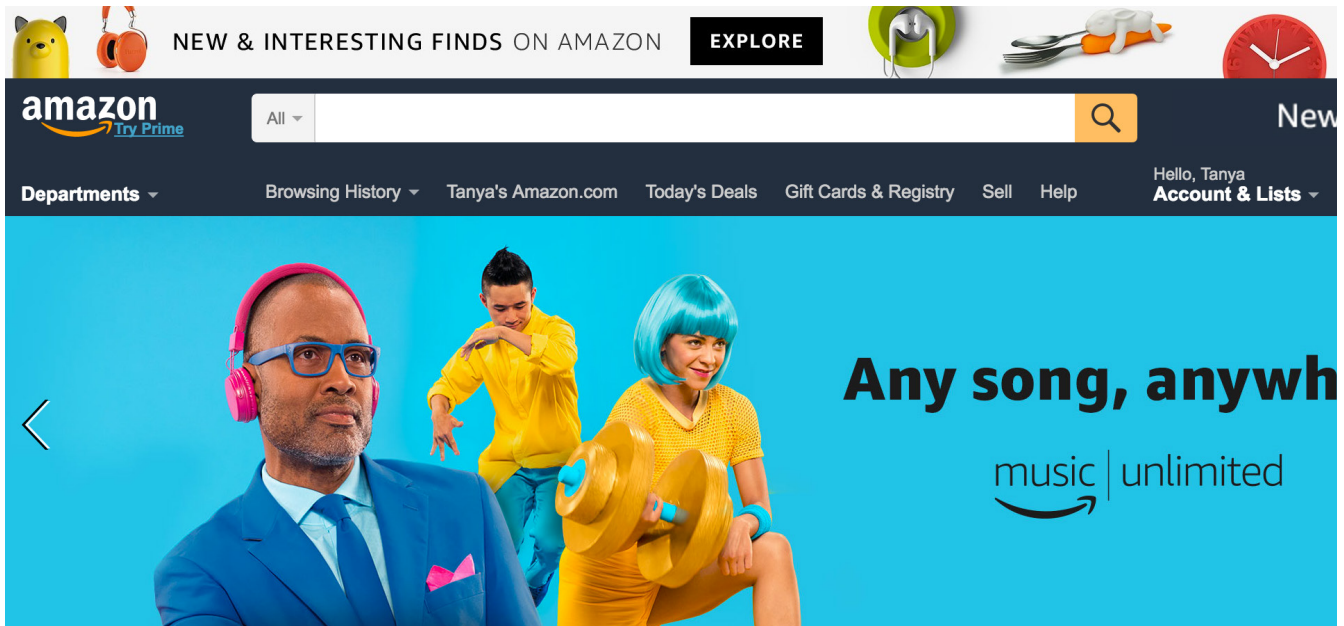
“

the search box
should be applied for
spec-driven purchases,
when a visitor knows
exactly what he's
looking for

#SEARCH

This is a must have feature for online stores full of goods since no one wants to travel from one page to another and read the descriptions of every product to find what they need.

To enhance and make the search process faster, locate the search box in the most prominent place so that users could easily find it.



Search box location at the top of the page:

<http://www.amazon.com/>

If you have an opportunity to enable predictive search with a dropdown list of the most searched items related to your search, do that. Or you can go with **suggestive search**, a very useful feature for those who have misspelled some word.

For example, if the visitor asks for “womAn nike runners” and ends up with a zero result, suggestive search may offer to look for “womEn Nike runners” instead. This way you’ll convert even the most inattentive visitors.

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the search box
location usually
determines whether
it will get more or
less focus

Most online shops place search box on the top of the page above the main menu. The box shouldn't dominate on a page, but it's good to make it visible enough to be easily found while scanning.

Location and phone number

It doesn't matter if that's the first time a user gets to your website, it's always important to make your physical location, contact number and email visible. This way visitors won't take you as a fraud and will more likely trust you.

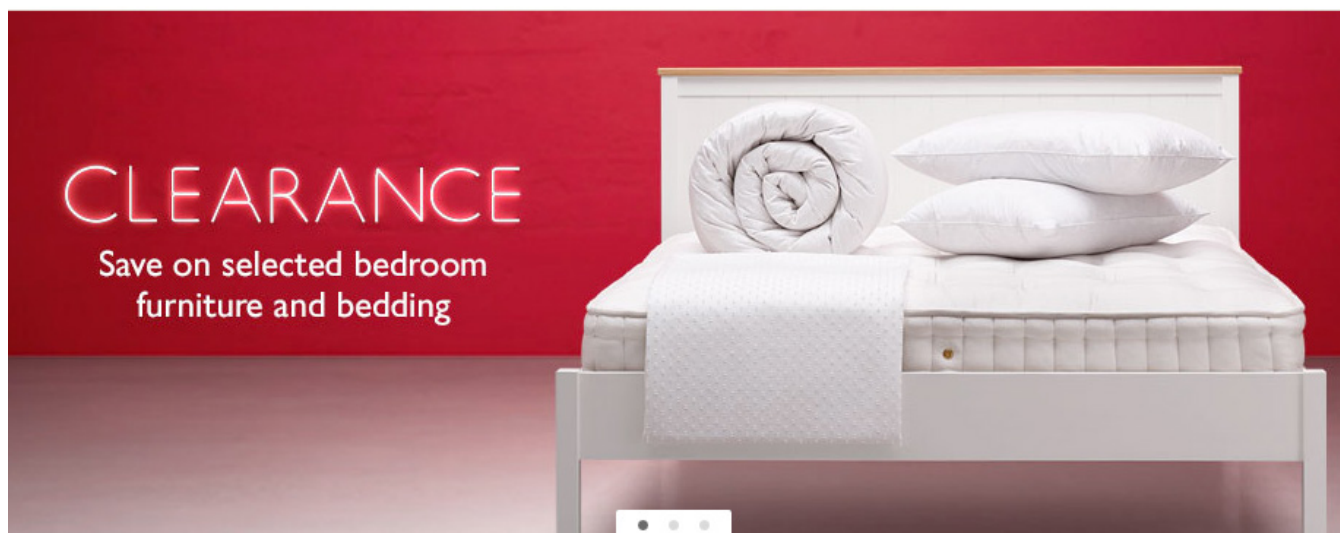
Beware of carousels

We know you want to display as many products, special offers and discounts on your homepage as possible. And yes, that's the thing most online shops take advantage of. But you can't ignore the fact that users get irritated by them. Moreover, carousels make your website work slower and less attractive to search engines. So your SEO budget might be a waste of money.

“

remember, the larger the search box is, the more prominent it becomes

ance | Home & Garden | Electricals | Women | Men | Beauty | Baby & Child | Toys | Sport & Leisure | Gifts | Shop by Brand



Static clickable banners by:

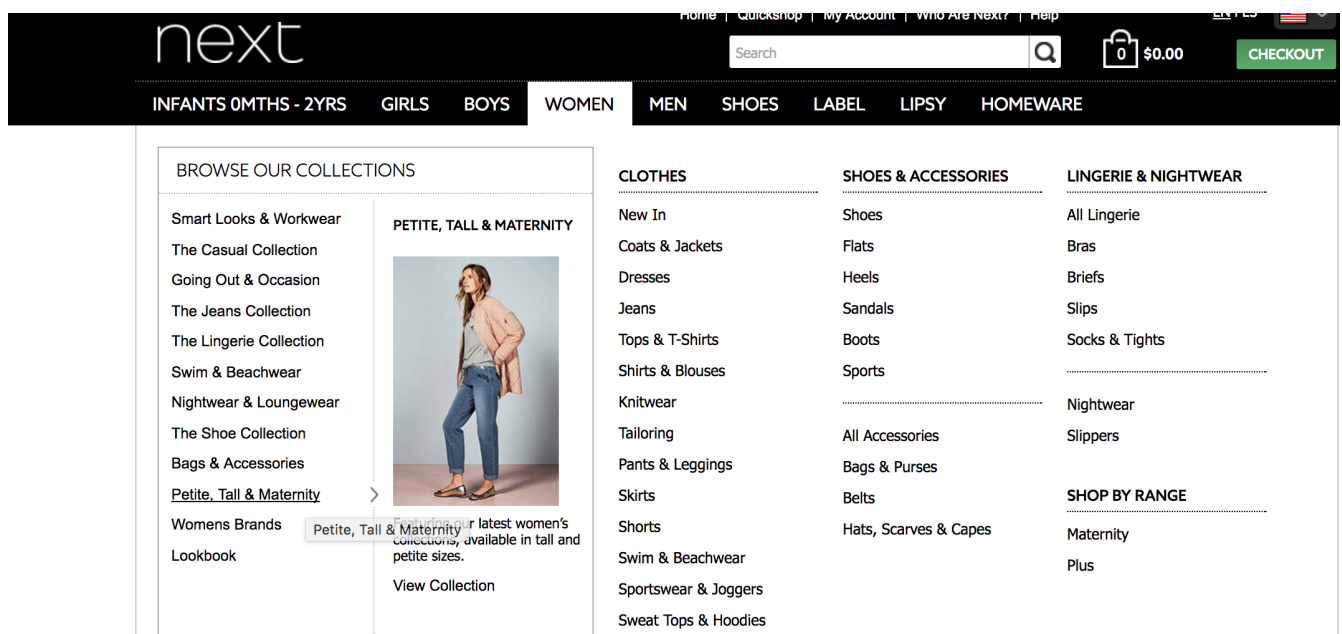
<http://www.johnlewis.com/>

#PRODUCT CATEGORIES

The best advice is not on how to DO it, but how NOT to do it. The key point is avoiding overcategorization and group products clearly. Frankly speaking, it's the situation when a single brand becomes a standalone category.

It's also a good idea to put a short intro before each category so that users could quickly get an idea of the whole category.

Do your best to provide accurate information on the goods availability as early as possible, so that visitors won't get upset at the checkout if the items they've chosen were not in stock.



Product categories by:

<http://www.next.co.uk/>

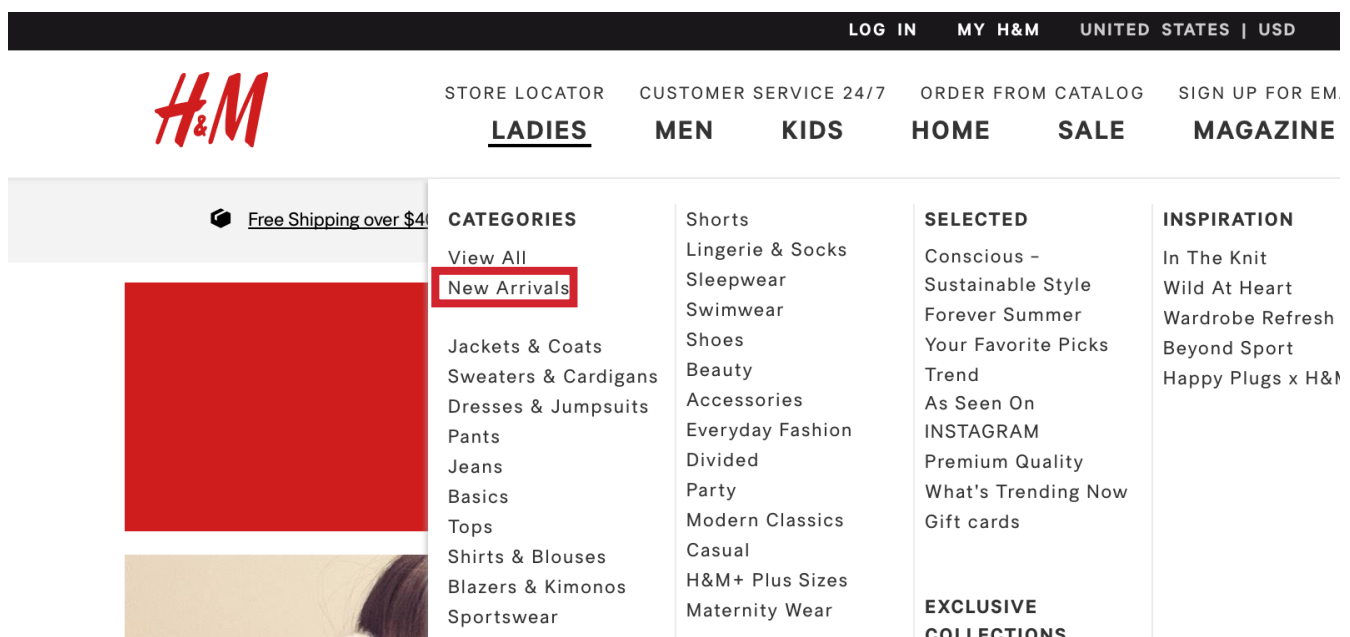
You can also add custom categories like “Recently viewed” or “Favourites” to save your visitors time exploring your website.

Allow removing some categories from filter so that users won't get lost with them. Remember, people don't like making a lot of decisions at a time and may abandon your website once there are too many filters to consider.

Don't forget the "What's New" category

If you have high retention rate (above 45%), you'll probably need to include such filter for customers who check your website from time to time. This will work best if your visitors are well aware of your products and would like to check the updates since their last visit.

Another group of customers who will appreciate the "What's New" category are gift-buyers. To reduce the chance of gifting something a person already owns, we often choose to buy something from "recently arrived".



"New Arrivals" category by:

<http://www.hm.com/us>

Stand out in your customer's mind

Wonder how to convert a one-time customer into a loyal fan? Well, people return to those who stay in the back of their mind. Some online shops try to get their visitors back by offering discounts, sending newsletters or customizing their shopping experience.

Since the majority of competitors already does that, you may go with your own story revealing your strongest competitive advantages. And your homepage is the best place to do that.

TO SUM UP

There are always people who are eager to do something off the beaten path. At Zfort we also have such customers and in fact it's really great someone wants to get an e-commerce website that will stand out.

| We have 3 points we put at the top of our priorities:



Getting to know our customer's brand as close as possible to deliver an e-commerce solution that would work;



Put ourselves in your customer's shoes to deliver a perfect shopping experience to convert them into your loyal customers;



Apply the most appropriate technology according to your business needs.

| The last thing to tell

No truly successful e-commerce solution can be delivered just by following a list of recommendations. To succeed you need to find a team of professionals who will be able to dive deep into your business and deliver an outstanding online shopping experience your customers will appreciate.

NEED A CONVERTING E-COMMERCE WEBSITE?

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