

# E-COMMERCE PRODUCT PAGE UX DESIGN TIPS

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**DON'T RE-INVENT THE WHEEL.  
JUST FOLLOW OUR TIPS AND TURN YOUR  
E-COMMERCE WEBSITE VISITORS INTO  
ADDICTED SHOPPERS!**

## Introduction

Remember your final thought when you've decided to purchase online? Did it sound like "Well, I would rather buy that" or "Perhaps, I'll go to check somewhere else"?

No matter what your answer is, such thoughts often appear when visitors get to the product page.

While homepage, catalogue, reviews, and blog create the overall website impression and experience, the product page is always about selling. And that's the moment of truth to know whether your website converts. And a good way to learn that, is to answer these 2 questions:



**the look and function  
of a product page  
determines sales and  
website success**

*Does your online store stand apart from competition?*

*Is your e-commerce website designed to win over customers?*

If your answer is like: "Not sure", "Perhaps, not" or "I haven't put enough thought into it", continue reading.

## What makes a great e-commerce product page?

It's about giving just enough information a user needs to make a decision to purchase.

Numerous factors come into play including, but not limited to usability, product imagery and ratings, customer feedbacks, CTAs placement etc.

Let's dive deep and explore the ways of turning your website visitors into addicted shoppers!

# PRODUCT PAGE DETAILS

[#product description](#)

[#cta](#)

[#product imagery](#)

[#goods upsell](#)

[#zoom feature](#)

[#product status](#)

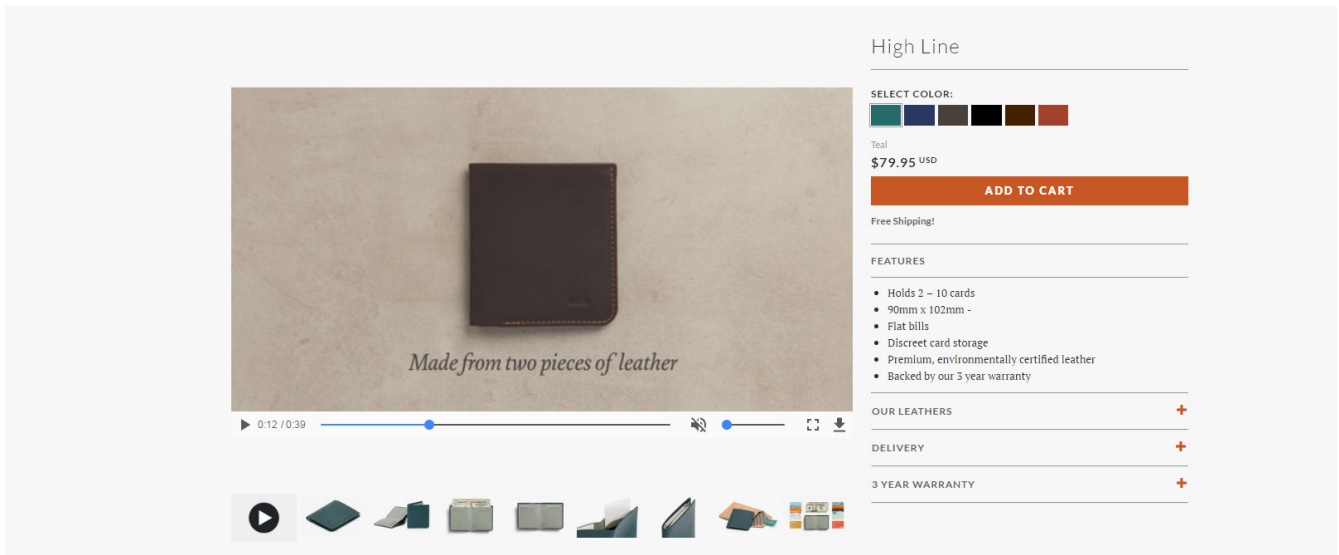
[#payment, delivery and return policy](#)

[#shopping cart icon](#)

[#delivery estimate](#)

Here we are. That's the moment of truth to know your website conversion. **Either visitors will buy from you, or they'll walk away.**

Below are some tips to help you find a balance between too much information and lack of information.



Product page by:

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

*If we answer the question "How should a good product page look like?", our reply would be: a page that provides just enough information your potential customer needs to become your fan.*

# #PRODUCT DESCRIPTION

1. The page should be perceived in less than 7 seconds.

2. Get rid of all unnecessary content.

Matching products (accessories/shoes/jewelry etc.), users feedback, products from the category, same-price goods, ratings.

Make sure your visitors won't be distracted by any piece of the content.

There's a huge discussion among the industry fellows on whether product pages should be simple or not. Yet it's up to you to decide which info to display and the decision always depends on the type of a product.



the information you place on a product page always depends on the type of a product you sell

*If you distribute highly competitive and popular products, chances are high your audience has already learnt their characteristics and doesn't need any additional information.*

*If you distribute custom, specific and rather expensive products, users might want to read some feedback and see the rating to make sure that's the right choice.*

3. Keep product description short.

It's better to start with a brief product description with enabled "View more" ability: users should be able to find the necessary information. Do your best to format the text in a tidy and accessible way: **add bullets, headers, emphasize the key features** in bold or italics and make sure you've managed to answer all potential questions a visitor might have had.

## #CTAs: A CRUCIAL THING REVEALED



**make a CTA bigger than the rest of the elements on the page and choose a colour in contrast to the background**

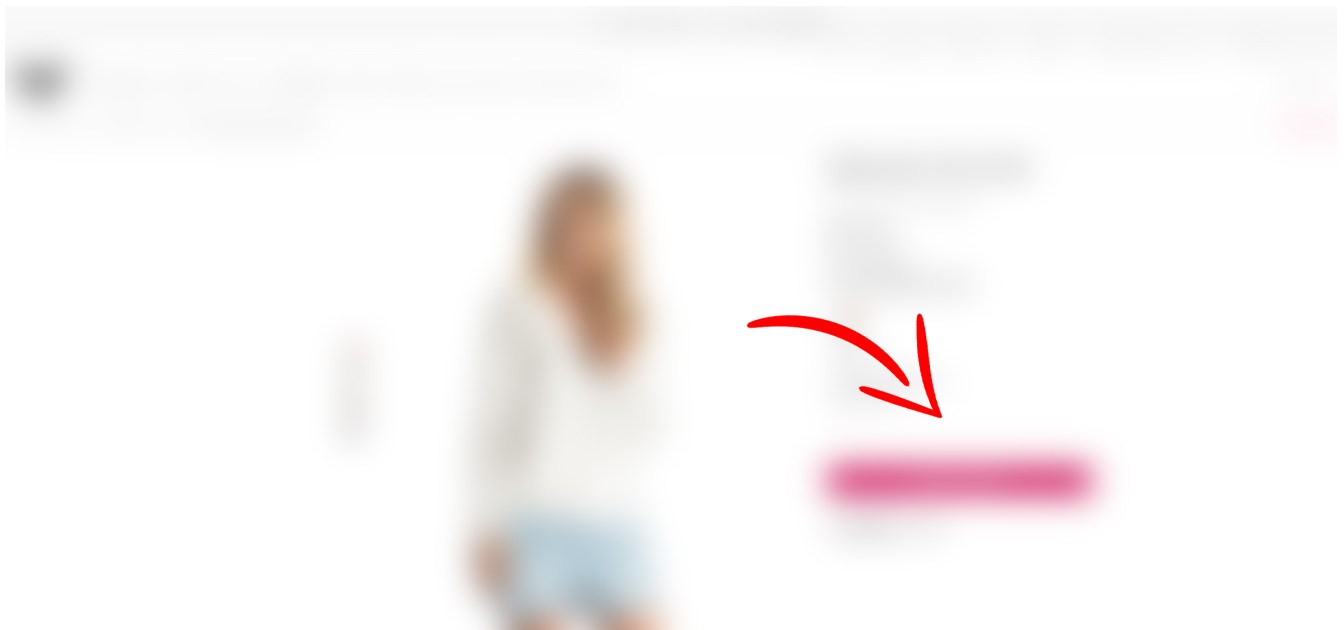
The “Buy” button should stand out on the page. Avoid any kind of confusion here, seriously.

CTAs should look like buttons and that’s something you can’t change, since users have got used to clicking on them. Avoid replacing buttons with links, images or whatever else.

The CTA should be visible, clear and delicious. The one you can’t help but click. If you’re selling goods globally, customize the CTA text according to the country using IP service.

### How to check if your CTA is okay?

*There’s a proven trick to check if your CTAs work: blur the image as much as possible and check if the button is still visible and stands out. Can you still find it? Good job. If not, change the colour, size and location so that users could find it while scanning.*



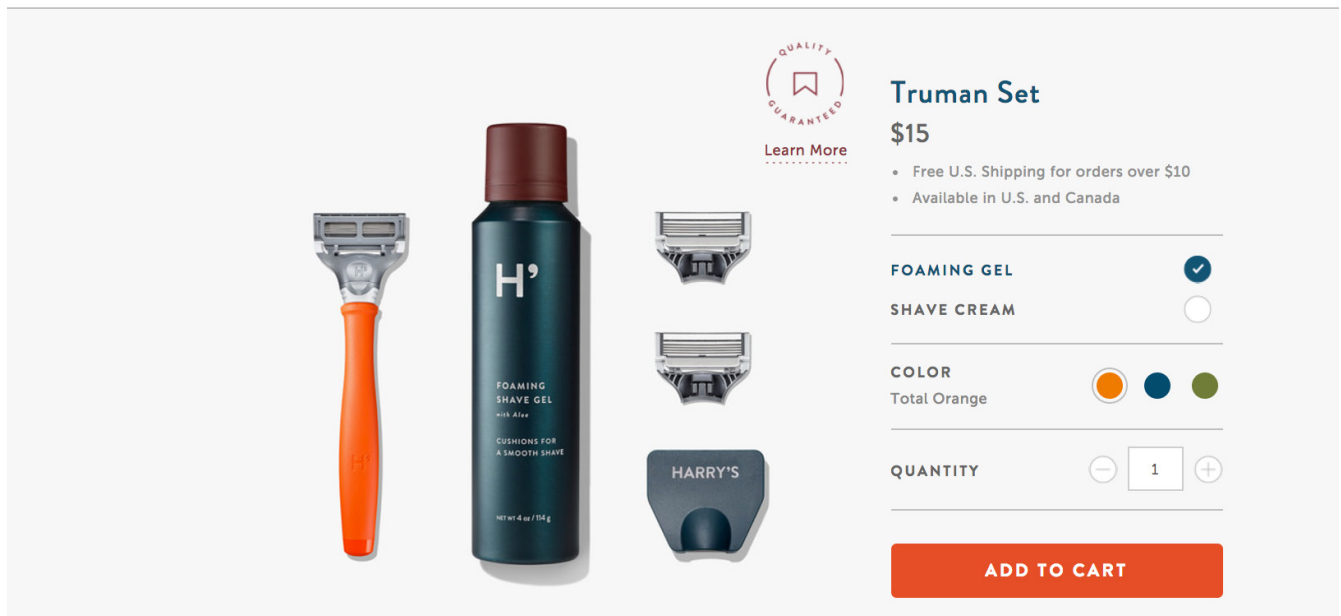
CTA crash test for:

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

[www.zfort.com](http://www.zfort.com)

## #PRODUCT IMAGERY

No matter what you sell, it's always a good idea to add outstanding product photos to the description. Try to picture the product in a variety of angles to give the broadest idea of it. Another way is to add some lifestyle pictures to show how the goods look in real life. More often than not, high quality pictures convert better by increasing confidence and willingness to purchase.



High-quality product images by:

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

## #GOODS UPSELL

Once a visitor puts something to the cart, that's the moment you can upsell relevant goods frequently purchased by other customers.

For example, if you purchase iMac, it's very likely you'll end up with software and some accessories that perfectly go with it.

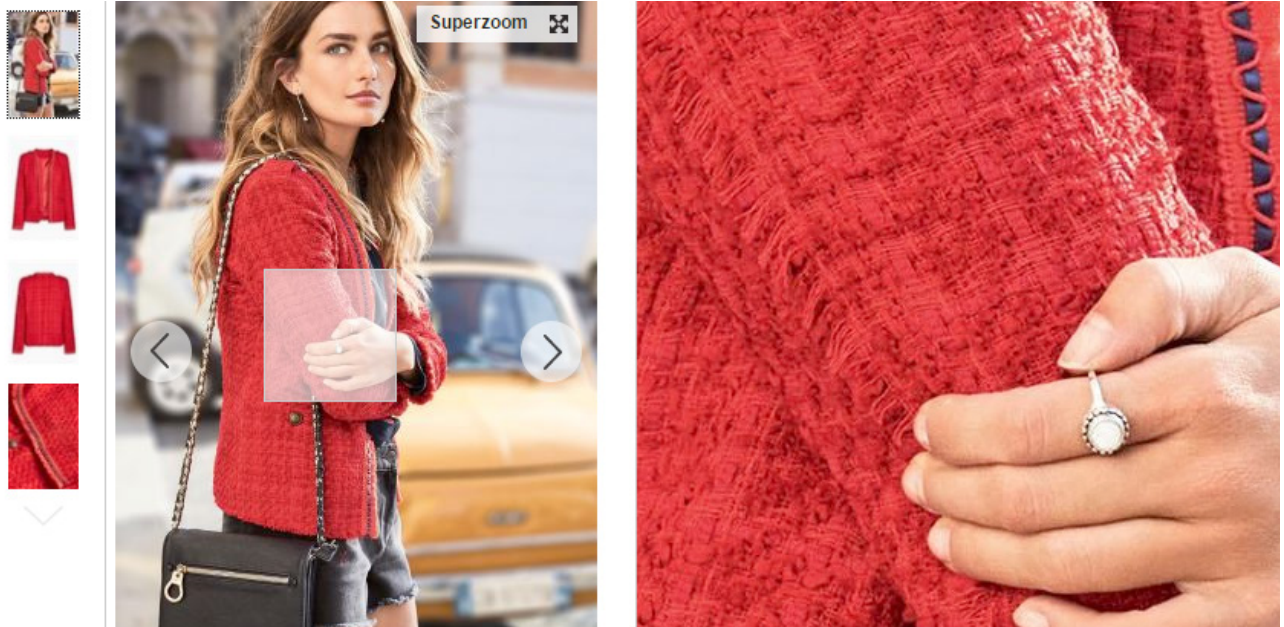


**identify your  
top-selling or featured  
products to boost  
sales**



## #ZOOM FEATURE

This feature will help online users get a closer to the real-life shopping experience just because they can get a more detailed and full view of a product.



Zoom feature by:

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

## #PRODUCT VIDEO

If you're choosing a backpack, it always helps to see how it looks on a real person, isn't it? In terms of backpacks it's hard to imagine its capacity estimated in liters. So if you have an opportunity to make a quick video with someone putting real items there, your customers will be over the moon.

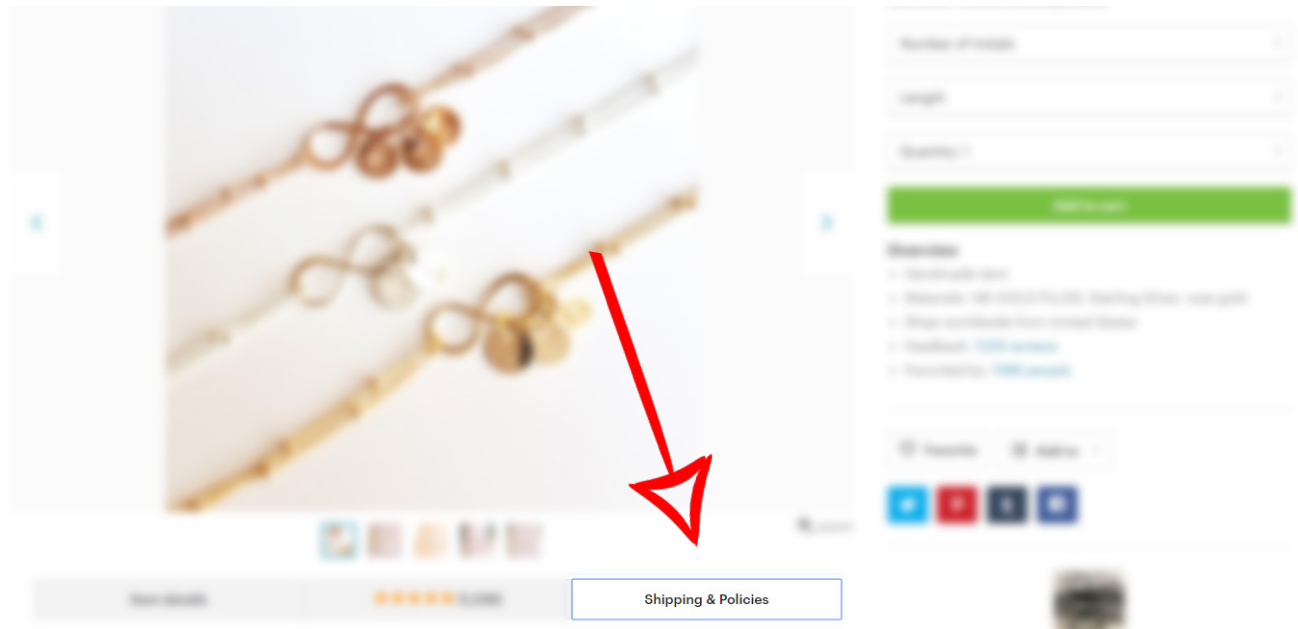
## #PRODUCT STATUS

Don't get your visitors upset just because you forgot to put an "out of stock" mark, so make sure you update it frequently. To keep them engaged and bring some hope, enable email notification and send a reminder once the item is in stock again.

*Never redirect visitors to the homepage once the item they were looking for is out of stock. It's just like telling your potential customers to get out of your store.*

## #PAYMENT, DELIVERY AND RETURN POLICY INFO

Don't waste your customers time surfing your website in search of this information. At the decision making step such information is vital and should be visible. Shoppers feel safer once they are sure you don't hide anything from them.



Shipping and policies tab by:

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

## #NOTIFICATION POP-UP

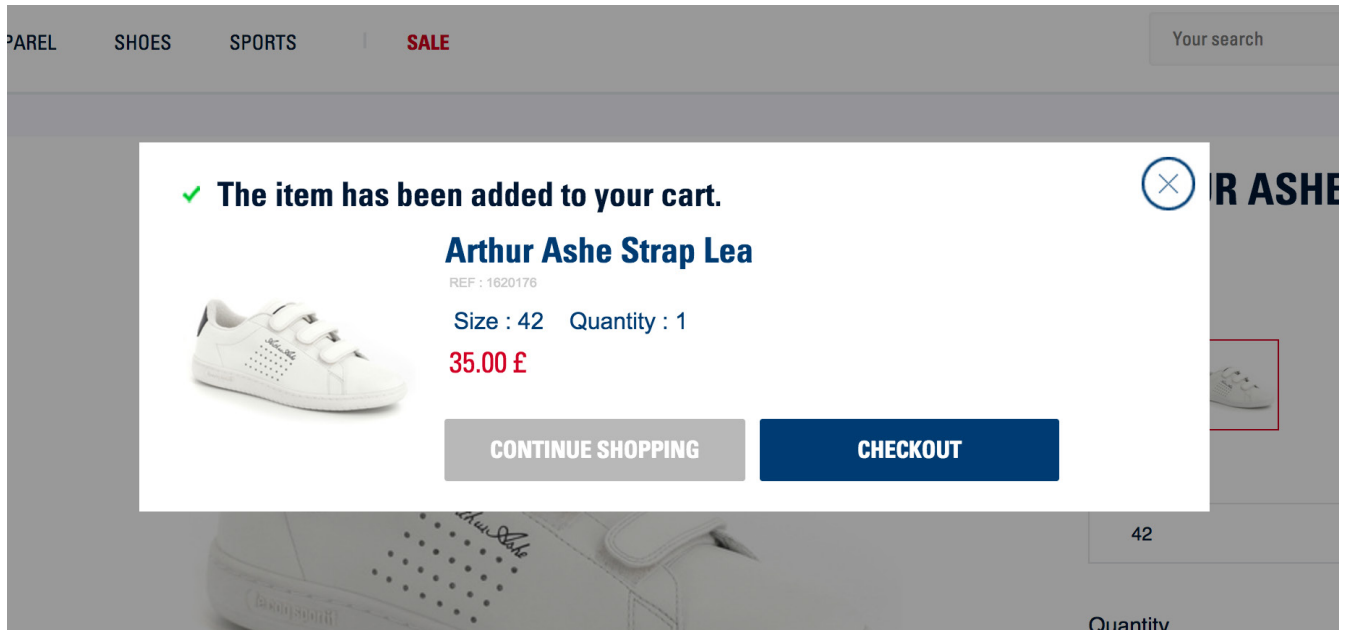
“

if you aim at increasing the number of items in your customers' shopping cart before they get to the checkout, A/B test the pop-up first

Include a pop-up after the “Buy” or “Add to cart” buttons are clicked. The pop-up can work as a notification or redirect the visitor to checkout to proceed with the order.

Some online stores redirect users to the checkout right after the buy button is clicked. But this way you may lose profits. It's better to notify the visitors the item they've chosen is already in the cart and let them proceed with purchasing on the section they were on.



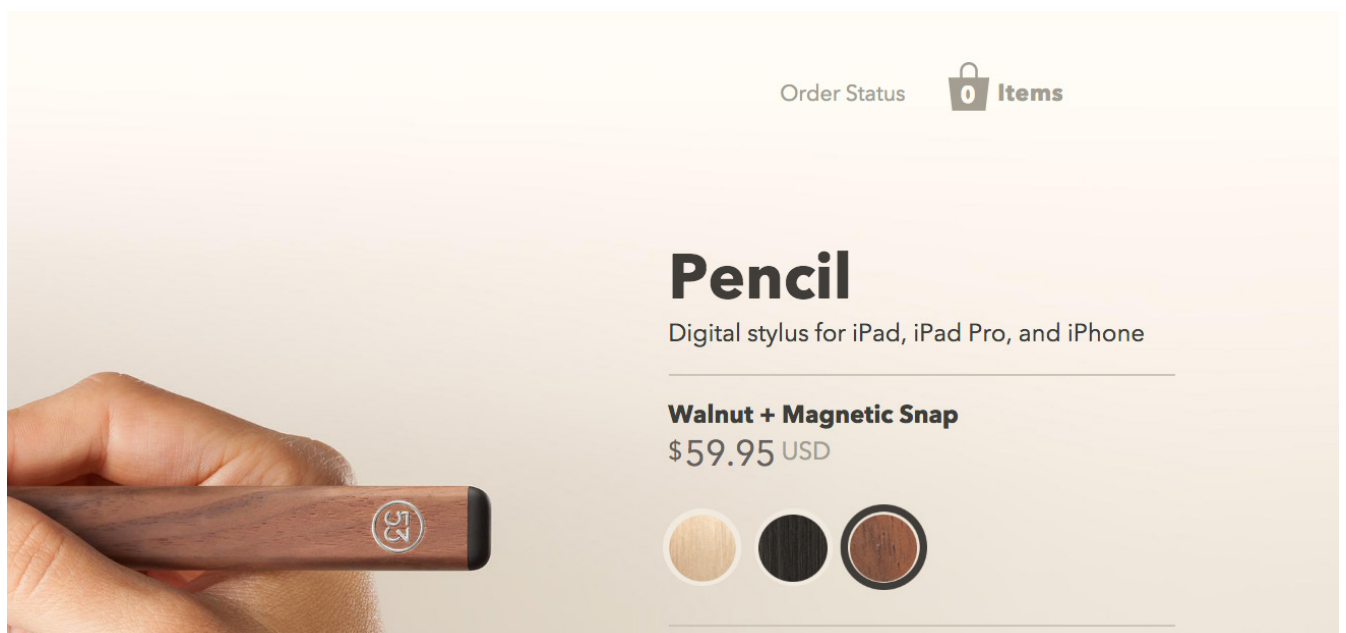


Shopping cart pop-up by:

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

## #SHOPPING CART ICON

**Make the cart icon visible and stand out.** It's the second most important thing a visitor should be able to find on a page after the CTA button. Once a user adds something to the cart and fails to find it, he starts to panic and adds another 100 items before finally gets to it.



Shopping cart location at the top of the page:

<http://www.shop.fiftythree.com>

[www.zfort.com](http://www.zfort.com)

E-commerce Product Page UX Design Tips

## #PAGE SPEED

If a visitor wants to compare products, check availability, size, feedback and all the rest, low page speed can reduce his readiness to purchase to zero. Handle QA and testing to reveal the weak points of the website and avoid such restraints.

## #DELIVERY ESTIMATE

44% of online shoppers who haven't completed their purchases stated unexpectedly high shipping and handling services costs as the main reason. With this stats in mind, the first idea coming to mind, is making this information visible.

If you offer free delivery, don't hesitate to display it. It is a good way to increase your website conversion and reduce shopping cart abandonment rate. With available delivery estimate, your customers will have a clear feeling that the price they see is the price they pay.

Kindle 6" E-Reader, Black with Special Offers, Amazon  
Power Adapter by Amazon



List Price: ~~\$129.97~~

With Deal: **\$114.97** & **FREE Shipping**. [Details](#)

You Save: **\$15.00 (12%)**

**In Stock.** Ships from and sold by Amazon Digital Services LLC



**4 colors:**

Blue

**Want these items tomorrow, Jan. 14?** Order within **9 hrs 30 mi** and choose **the fastest ship options** at checkout. [Details](#)

Qty: 1

1-Click ordering is not available for this item.



Add to Cart

Final price estimate on the product page by:

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

Another option to consider is a built-in delivery cost calculator. The shipping cost appears once the item is added to the cart and depends on your visitor's location. So make sure to ask your visitors to share their ZIP code and provide approximate total cost with the cheapest option by default.

# TO SUM UP

As you see there's no need to re-invent the wheel to design a converting product page and there's no magic bullet to get one. The only way to build an effective e-commerce website with effective layouts is through practice.

With 53 e-commerce websites delivered already, Zfort is well aware of proven-to-work product pages principles. We put a priority on research and working methodologies, rather than intangible "stuff" like heaven born design talents.

## **| 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.

## **NEED A CONVERTING E-COMMERCE WEBSITE?**

Get a Free E-commerce Website Estimate  
Within 24 Hours!

[Request Estimate](#)

# CONTACT US, AND LET'S DO SOMETHING AWESOME



## GIVE US A CALL

UK: +44 203 514 3675

US: +1 212 256 9243



## SEND US A NOTE

[contact@zfort.com](mailto:contact@zfort.com)



## VISIT WEBSITE

[www.zfort.com](http://www.zfort.com)

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